

# Local Transport Plan 5 2025-2041 Final LTP





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# Foreword – Cllr Philip Price

## **As Portfolio Holder for Transport and Infrastructure, I am proud to present the fifth version of Herefordshire Council's Local Transport Plan (LTP5).**

This document embodies our vision and steadfast commitment to developing a sustainable, accessible, efficient and resilient transport network. This network will connect every corner of our county and will meet the evolving needs of our residents, businesses, and visitors.

A cornerstone of this strategy is the delivery of the Western Bypass around Hereford.

The Bypass project is critical to unlocking new economic growth and opportunities, enhancing connectivity between Hereford and the surrounding county, alleviating congestion in the city centre and supporting cross county movement. The Western Bypass will respond to the expressed priorities of our communities which are reflected in the LTP5's objectives. It will also improve the efficiency of freight movements, boost business and open up new opportunities for an integrated transport system in the county, particularly for public transport.

The policies set out in this Plan promote safe, integrated and coherent transport systems that will 'improve Herefordshire's transport network in every choice we make'. We are confident that through the measures set out in this Plan, Herefordshire's transport system will continue to support a high quality of life for residents, enable successful businesses, and provide enjoyable experiences for visitors.

Our LTP5 has been shaped by extensive engagement with local communities and stakeholders. Importantly, this Plan is not the conclusion - it is part of an on-going journey that will continue to evolve in partnership with local organisations based on robust evidence. We will continue to review opportunities to enhance our transport network, ensuring that it remains responsive to the rich heritage and evolving needs of our county.

I invite you to explore the Local Transport Plan and join us in shaping the future of transport in Herefordshire that supports the individual character of Herefordshire's Market Towns, City and rural hinterland. Together, we can create a multi-modal network that empowers greater choice whilst also paving the way for a bright and sustainable future.





# 1. Executive Summary

## Overview

LTP5 sets out the strategy and investment priorities for improving the county's transport network. The focus of LTP5 is to improve travel choice, alongside providing a stable long-term framework for investment that strengthens Herefordshire's position as an attractive place to live and do business.

Local priorities have been embedded throughout the Plan which have been identified through extensive engagement with communities, stakeholders and partner organisations. We are therefore confident that LTP5 reflects the distinct needs of Hereford, the Market Towns, and rural communities.

## Place Based Strategy

Herefordshire is a predominately rural county with a population of 191,000 ([ONS Mid-Year Population Estimates, 2024](#)) and a population density of approximately 87 people per square kilometre ([Population and Household Estimates, Census 2021](#)). One third of our population lives in Hereford, with the remaining residents split between the five Market Towns, villages or hamlets ([Herefordshire Bus Service Improvement Plan, 2024](#)).

To reflect the unique character of Herefordshire and the varying transport needs of our residents and businesses throughout the county, LTP5 focuses on the following place types:

- **Hereford:** Centrally positioned in the county, Hereford is the hub for employment, retail and public transport. Hereford Railway Station and Bus Terminal provide local and cross-boundary connections, supporting movement and economic opportunities in the city. Residents of the city have the greatest travel options and the highest levels of walking and cycling but the city also experiences severe congestion due to its historic layout and corridors. A significant amount of new development is also anticipated to take place in and around the city.
- **Rural Herefordshire and Market Towns:** Outside of Hereford's boundary the rural populations are primarily concentrated around the Market Towns of Bromyard, Kington, Ledbury, Leominster and Ross-On-Wye. Due to limited connectivity with the wider transport network, residents in these areas are overwhelmingly dependent on private car usage for their basic travelling needs.
- **The transport network:** In addition to the two place types and their specific systems, these elements of the strategy will focus on aspects that apply across the whole of Herefordshire, such as strategic connectivity, freight, public transport, sustainable transport, personal safety, travel planning and alignment to the existing Highway Maintenance Plan.





## Key priorities for transport

Our key priorities across the three place types include:

- **Hereford**
  - Delivering the infrastructure to unlock and support sustainable new development including a Western Bypass and city centre urban realm improvements.
  - Improving a coherent and connected walking, wheeling, cycling system between the city and new developments.
  - Improved public transport facilities, including the incorporation of real-time data technologies.
- Reviewing car parking provision in the city centre.
- Provision of secure cycle parking and expansion of on-street cycle and electric bicycle (e-bike) hire scheme.
- Expansion of Electric Vehicle (EV) infrastructure around the city.
- Transition of freight to sustainable modes.
- Bus priority on key corridors through Hereford.
- Delivering a Transport Hub at Hereford Railway Station.
- Safer speeds and child friendly areas within the city centre and residential streets.





Improving the longevity and



- **Rural Herefordshire and Market Towns**

- Improving Market Towns and villages by enhancing town centre pedestrian facilities.
- Unlocking strategic development through transport infrastructure investment in Leominster, Ledbury, Ross-on-Wye, Bromyard and Kington.
- Improving cycling, walking and wheeling facilities and wayfinding signage across all Market Towns.
- Supporting the delivery of EV charging facilities.
- Improving access to railway stations, including Leominster Railway Station.
- Improving bus stop infrastructure and waiting facilities.
- Improved bus service frequency between Hereford and the Market Towns.
- Producing a Rural Mobility Strategy.
- Safer speeds along identified routes in Market Towns.

- **Transport network**

- Digitising Traffic Regulation Orders and asset management systems
- Improving the longevity and management of the highway network and assets.
- Reducing congestion through successful co-ordination and intelligent transport systems.
- Developing a coherent county wide parking strategy.
- Improving road safety and perceptions of personal security when using the transport network.
- Improving local and cross-boundary bus and coach services.
- Enhancing rail services.
- Increasing travel choices.
- Supporting transport decarbonisation and biodiversity.
- Developing a strategy for Autonomous vehicles

- Supporting the freight and logistics sector.
- Ensuring transport is central to new development.
- Pro-active collaboration and involvement in partnership frameworks to support an integrated transport system.

## Achieving objectives

Together, the LTP5 strategy and measures will support a coherent, integrated transport system throughout Herefordshire and will help to achieve the following LTP5 objectives of:

- Supporting a thriving and prosperous economy.
- Enabling healthy behaviours and improving wellbeing.
- Tackling Climate Change and protecting and enhancing the natural and built environment.
- Improving accessibility and inclusivity.
- Improving transport safety and perceptions of security.

LTP5 is a living document that will be reviewed and updated as part of a continuous process. All future amendments, including those to action and monitoring plans, will be incorporated through formal addendum's. This ensures LTP5 remains firmly aligned with the county's priorities and is responsive to changing needs over time.

## 2. Introduction

LTP5 sets out the overarching strategy and actions for all aspects of transport across the county. At its core is a clear commitment to transparency and alignment – ensuring that investment decisions directly support our core objectives of delivering for residents, fostering sustainable economic growth and strengthening the county's connectivity. The objectives of LTP5 are:



### Supporting a thriving and prosperous economy

By creating a sustainable, reliable and integrated transport network through targeted investment in new infrastructure and improved access to new housing, employment land, facilities and services, education and training.



### Enabling healthy choices to improve wellbeing

By providing the right facilities and environment for a wide range of travel modes (including cycling, walking, wheeling, bus, community transport and rail) to increase readily available transport choices for everyone.



### Tackling climate change and protecting and enhancing the natural and built environment

By creating a transport system that supports informed, sustainable, and low emission travel choices, designed to complement and protect Herefordshire's landscape and historic character.



### Improving accessibility and inclusivity

By delivering an equitable and inclusive transport system that ensures accessibility for all users and harnesses the benefits of improved digital connectivity.



### Improving transport safety and security

By addressing those identified impacts of transport on people, ensuring communities are safe, perceived as safe and more pleasant places to live.

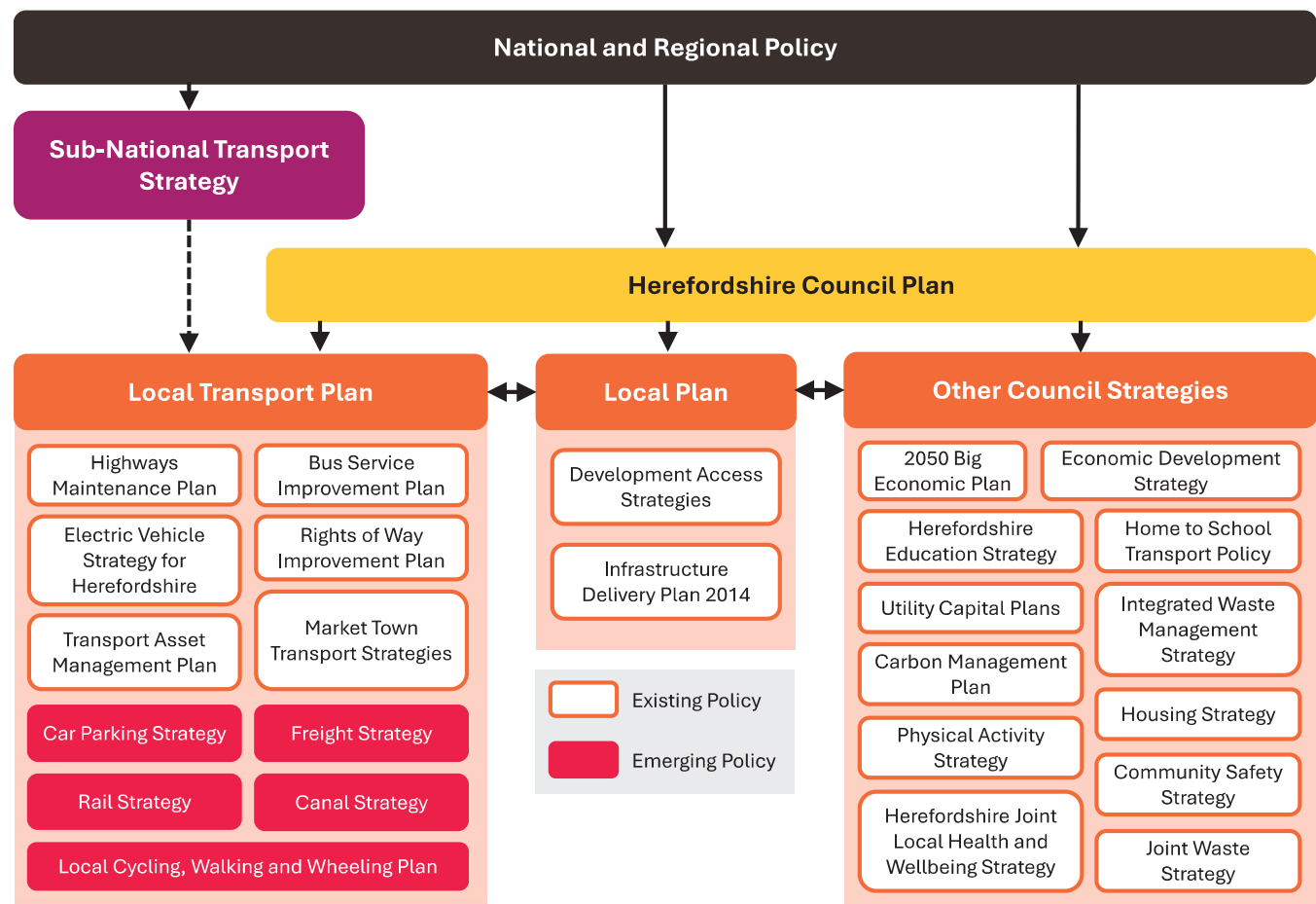




Policy context

We have worked closely with stakeholders and engaged extensively with the public to ensure that their priorities are captured. LTP5 also reflects the aspirations in national, regional and local policies and our existing council strategies as shown in Figure 1.

Figure 1: Relationship between Herefordshire’s LTP and wider policies.



LTP5 positions Herefordshire to achieve the priorities set out in Herefordshire Council Plan (The Herefordshire Council Plan, 2024-2028) (2024-2028) which include:

- 1. **People:** Enabling residents to realise their potential, to be healthy and to feel safe and supported.
- 2. **Place:** Protecting and enhancing the environment to ensure that Herefordshire remains a great place to live, work and visit.
- 3. **Growth:** Creating the conditions to deliver sustainable growth across the county; attracting inward investment, building business confidence, creating jobs and enabling housing development supported by the right infrastructure.

4. **Transformation:** Embracing best practice and delivering innovation through technology.

As shown in Figure 1, LTP5 is also supported and complements our Market Town Strategies, Maintenance Plan and modal strategies including the Herefordshire Bus Service Improvement Plan (BSIP), Electric Vehicle Strategy (Herefordshire Electric Vehicle Strategy, 2024) and the emerging Local Cycling, Walking and Wheeling Infrastructure Plan (Herefordshire’s Emerging Local Cycling, Walking and Wheeling Infrastructure Plan, 2025) (LCWWIP) and Parking Strategy for Herefordshire.

# 3. Herefordshire at a Glance

## Geographic and demographic

Herefordshire is a county that is renowned for its captivating and stunning natural landscapes along with a rich historical heritage. The county is made up of a number of historic Market Towns, the cathedral city of Hereford and extensive rural areas.

Our population of approximately 191,000 (2024) ([Understanding Herefordshire, 2024](#)) is spread across 840 sq miles making us one of England's least densely populated counties. Over half of the population (53%) live in areas defined as 'rural', with the majority of these (43%) in the most rural "village and dispersed' areas ([Population around the County, Herefordshire Council 2025](#)).

Population growth was 2% between 2011 and 2021 and was much slower than the national average (6.6%) ([Population Change in Herefordshire, Census 2021](#)). There were fewer births than deaths (1,500 births compared to 2,500 deaths in 2022-2023) and population growth was mostly attributed to inward migration. The population is also older than the national average with 27% aged 65+, compared to 19% for England and Wales. This is particularly prevalent in our rural areas ([ONS Mid-Year Population Estimates, 2023](#)).

## Economic profile

Hereford is one of the oldest cities in England. A historic hub for economic activity with a city centre that is rich in character and activity. The city centre is home to a number of employment sites, including Hereford Enterprise Zone. Adjacent military bases also house significant populations and the Royal College for the Blind located in the city centre adds to the diverse mix of people travelling into Hereford.

Our vibrant Market Towns are the largest settlements outside of Hereford, shaped by historic streets and an array of 15th to 18th century buildings. Surrounded by beautiful countryside, they provide a mix of independent retailers, hospitality, employment and education facilities that underpin both the local economy and quality of life. Their unique heritage, setting and culture - from the bustling market days to events held in these towns - make them attractive tourist destinations, such as Ledbury's Eastnor Castle.

Enhancing safe and convenient transport links between Hereford and its Market Towns will strengthen these economic and cultural connections, in addition to supporting local commerce, tourism and those community traditions that make Herefordshire so distinct.







## Environmental and Climate

Herefordshire is home to beautiful landscapes and habitats, such as the River Wye Special Area of Conservation. While the county's extensive rural environment is a key asset, it also presents challenges for the transport network, particularly with regard to severe weather events, such as flooding, and biodiversity pressures, all of which affect maintenance, safety and accessibility.

LTP5 recognises that the transport system is increasingly vulnerable to the rising frequency and severity of extreme weather events. Acknowledging the impacts experienced within neighbouring areas such as Tenbury Wells (Worcestershire) and Monmouth (Powys), LTP5 impresses the necessity for multi-agency and innovative approach that strengthens strategic planning and operational co-operation, while supporting the safe movement of emergency services, people and goods.

Herefordshire's transport system is a major contributor to carbon emissions. The number of motorised vehicles and characteristics of the highway network also leads to congestion in Hereford and

the Market Towns. There are legislative and local commitments to reduce emissions to Net Zero.

This is supported by the presence of Air Quality Management Areas (AQMAs) on the A49 in Hereford and Bargates in Leominster. The level of nitrogen dioxide at these two sites exceeds safe national standards largely due to congestion during peak hours (AQMA Sites in Herefordshire, DEFRA). Air quality is therefore annually monitored on the A49 and Bargates to protect the health and well-being of our residents. The air quality monitoring data that is collected is also used to support and evidence the need for future transport investment.

## Transport characteristics and connectivity

Travel across Herefordshire is influenced by a combination of geography, population distribution, and the characteristics of the existing transport network, leading to a comparatively higher dependency on road transport, particularly private vehicles and buses, for local and regional journeys.





### ***Limited public transport coverage***

Rail access in the county is limited, with only four railway stations (Hereford, Colwall, Ledbury and Leominster), making it an impractical option for many residents. Hereford Railway Station is the main hub for the county, providing connections to Cardiff, Manchester, London (Paddington), Birmingham (New Street), Worcester, and Oxford. The limited number of stations means rail cannot fully meet travel demand, increasing reliance on the road network for end to end journeys which go beyond Herefordshire's county boundaries. Noting the government's Plan for Change, which places greater emphasis on residential housing growth around railway infrastructure, LTP5 will continue to engage with regional and national bodies to explore the feasibility of additional rail facilities and improved station access.

Journey times can vary, with local journeys to the county's other stations being time-favourable when compared to driving (Hereford to Ledbury takes 17 minutes by train in comparison to 25 minutes by car – and 40 minutes by bus). Similarly, rail journeys to other national urban centres are also feasible, including:

- Birmingham New Street takes 90 minutes.
- Manchester takes just over two hours.
- London Paddington takes three hours.

The limitations of the railway infrastructure further amplifies pressure on local bus services. Herefordshire's bus network is operated by nine independent companies, which presents both challenges and opportunities. Only 43% of the population has access to an hourly service, and just 8% can access a service every 30 minutes or better. Similar to rail, the local and regional bus network is concentrated in Hereford, with services permeating out towards the Market Towns. Frequencies vary, but this core network generally provides hourly connections from Hereford Monday to Saturday, until the early evening.

From the Market Towns, some services are severely limited, with only five of 115 registered local bus services operating at frequencies under an hour ([Herefordshire Bus Service Improvement Plan, 2024](#)). Additional rural services link villages to Hereford or other Market Towns but are often infrequent and only operate on certain days.

Low bus frequencies and practical difficulties in interchanging between modes,



particularly in the evenings and on Sundays, make public transport challenging for many residents. National coach services are also limited, with only National Express service 445 linking Hereford and Ross-On-Wye to London, operating three times a day with a journey time of just under five hours.

Connectivity between different modes can be difficult. Hereford has two separate bus stations neither co-located with the railway station. We are progressing with our partner organisations the construction of a new Transport Hub at Hereford Railway Station. The aim of the new transport hub is to facilitate multi-modal integration and provide a seamless transition between bus and rail services.

**Varying levels of car dependence**

The rural character of Herefordshire, dispersed settlement pattern and limited public transport options means that accessibility can be relatively limited without a car. Reflecting this, 86% of households own at least one car compared to 75% nationally (ONS Car and Van Availability TS045, Census 2021).

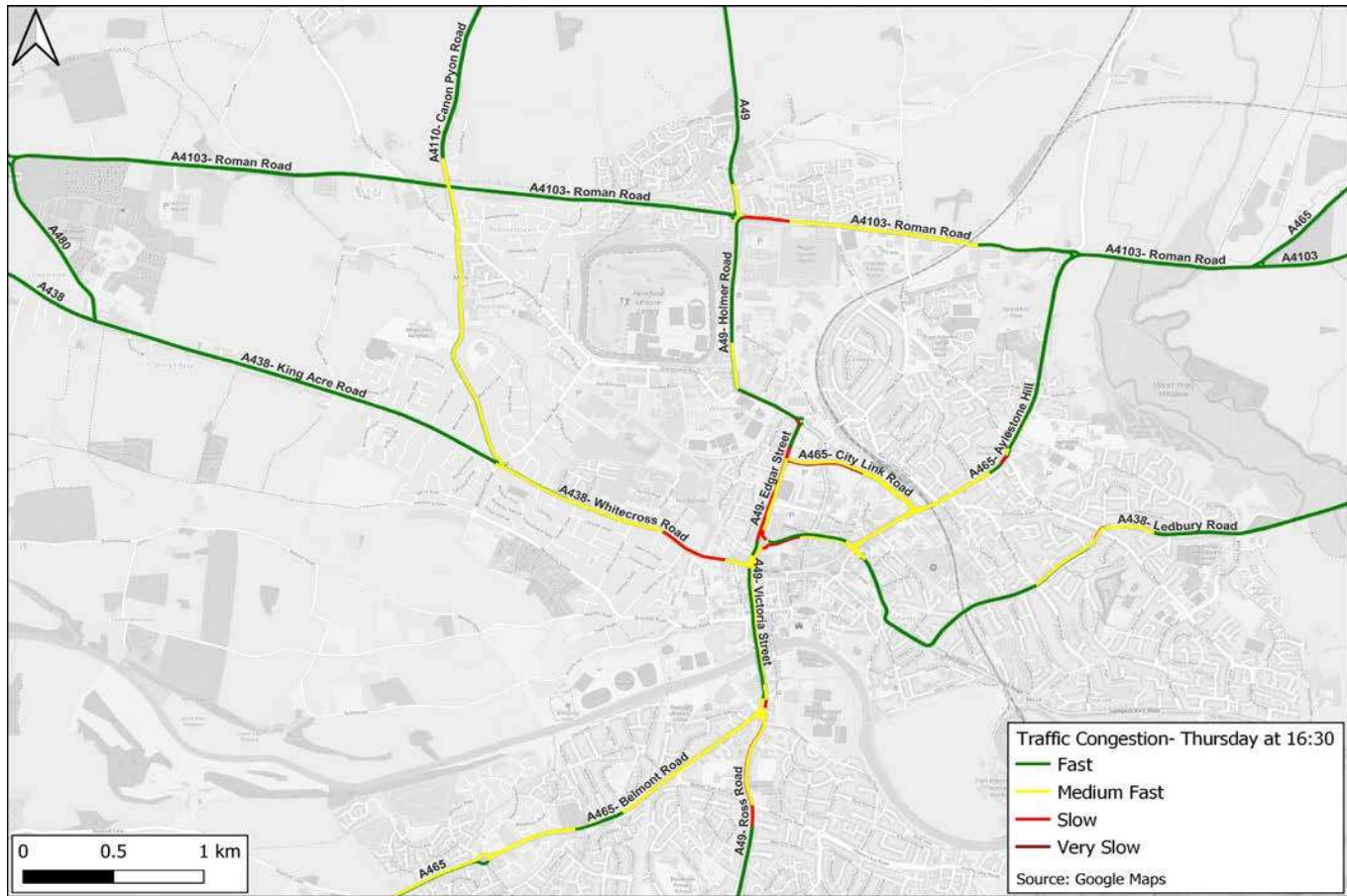
**Walking, wheeling and cycling**

Despite high car use, 18% of residents commute by walking, wheeling or cycling (compared to the national average of 14%) (ONS Travel to Work TS061, Census 2021). This is particularly evident in Hereford, Leominster and Ross-on-Wye. However, existing infrastructure is inconsistent between urban and rural areas, presenting a significant constraint on the perceived safety and feasibility for short-distance journeys.

**Congestion**

Hereford is a key employment, education, and service hub, drawing people from across the county and beyond. A number of key routes converge through Hereford and, as a result, congestion is a persistent issue across the county but is most pronounced in Hereford, particularly on the A49 corridor, impacting air quality and journey reliability as shown in Figure 2.

Figure 2: Congestion through Hereford



## ***Development pressures***

The government has set Herefordshire with targets which will deliver substantial housing growth. National policy changes have increased the county's housing target to 27,260 new homes over 20 years. This is a 70% increase compared to the previous target of 16,100 in our current Local Plan.

Anticipating the implications of the Plan for Change including the Housing Secretary's new power to override local refusal of major housing developments, LTP5 will proactively encourage the council's Planning department through improved design standards to secure improved developments that prioritise connectivity to public transport, particularly rail and bus, as well as high-quality active travel corridors.

This scale of growth is unprecedented locally and will require major investment in infrastructure and facilities to support the rising population ([Herefordshire Council, 2025](#)).

## ***Transport-related social exclusion***

Increases in the cost of living, the legacy of COVID-19 pandemic and cuts to local bus services have exacerbated transport related social exclusion, particularly in rural areas across the UK ([Transport and social exclusion in the North in 2023/24, 2024](#)).

For residents affected by transport related social exclusion, challenges in public, private and sustainable transport systems have a fundamental impact on their everyday lives. These individuals are further pushed into poverty by rising transport costs and have limited access to healthcare and other essential services due to the transport options available. Many also face social isolation, anxiety and poor mental health through having to cope with delays and uncertainty over the lack of choice they have to travel. These effects particularly fall on disabled people, those living in rural areas, low-income households or carers, who generally face greater constraints on their transport choices and greater

consequences from the transport challenges ([Transport and social exclusion in the North in 2023/24, 2024](#)).

Rural isolation is a significant challenge in Herefordshire, particularly for older residents and those without a car. Limited public transport can restrict access to jobs, education, healthcare, and social opportunities, increasing the risk of social exclusion.

Rural communities are often isolated by limited coverage and low frequency bus services. Thereby often requiring multiple bus journeys to reach a destination, making a return journey impossible or sufficiently time-consuming excluding them from other aspects of everyday life. This also contributes to forced car ownership and a high degree of car dependency in rural communities to allow them to maintain basic levels of social inclusion.

## **Transport delivery**

LTP5 provides a framework that best positions Herefordshire to pursue external investment opportunities to transform the existing transport system. The majority of funding for new transport interventions has traditionally come from external sources, including new development, grant funding from the DfT or other transport bodies. The new government has indicated a shift towards more guaranteed allocated funding. This is evidenced by the allocation of £4.76 million from the Local Transport Grant (LTG) to support transport enhancements and maintenance over the next four years in Herefordshire.

LTP5 has been produced while land-use allocations are still in development through our emerging Local Plan. The use of developer contributions and aligning our emerging Local Plan with the LTP5 will be critical in providing funding to design and develop schemes. While transport infrastructure improvements, such as the planned bypass, are already necessary to address existing transport issues, the scale of these projects is now commensurate with the need to meet government housing targets.



This growth presents a considerable delivery challenge, yet simultaneously an opportunity to fund transport provision. LTP5 will be reviewed and updated once the Local Plan is completed to ensure alignment between the two core policy documents.

Having an up-to-date LTP will ensure that we are best placed to seek future funding opportunities. We will also continue to bid for other funding sources and periodic updates to LTP5 will reflect this.

We will need to continue to be a proactive partner and work in collaboration with external regional transport bodies such as Great British Railways and National Highways to encourage and co-ordinate investment, helping to improve the transport network across Herefordshire.

### **Conclusion: Challenges and opportunities**

Herefordshire's transport and infrastructure challenges are shaped by its rurality, demographics, economic structure and ambitious growth targets. The county must:

- Deliver increased travel choices.
- Improve equitable access and inclusivity for residents.
- Encourage economic growth alongside environmental protection and climate resilience.
- Align the planning of new development with transport aspirations.
- Attract and target external investments to finance identified improvements on the transport system.
- Improve the transport network through every choice we make.
- Ensure socially necessary destinations are considered within the planning and operation of bus services.

Meeting these challenges will require co-ordination and partnership working with our partner organisations and neighbouring Local Authorities to ensure that we continue to meet the needs of local people and businesses.



## 4. Engagement

The views of residents and stakeholders are vital in shaping local transport. The LTP5 draws on feedback from other projects and has been developed over an 18-month period through extensive engagement with key stakeholders and public consultation. An overview is provided below.

Local representatives, including elected County, Town and Parish councillors, contributed to the development of the LTP5 through consultation and engagement processes. Their feedback alongside that of stakeholders and the wider public, informed the themes and priorities presented in LTP5.

### Prior engagement on transport priorities

We have sought feedback and insights on a number of transport policies and plans in recent years that have been considered in the development of LTP5. These have included:

- **Herefordshire Bus Service Improvement Plan (BSIP) (2021)** (Herefordshire Bus Service Improvement Plan, 2024): Public consultation provided views on the local bus network and priorities for improvement.



- **Market Town Strategies (2022)** (Herefordshire Council Market Town Investment Plans): Consultation to gain insight on the local issues and priorities for enhancing the Market Towns.



- **Electric Vehicle Strategy (2024)** (Herefordshire Electric Vehicle Strategy, 2024): Targeted workshops and events held to gauge views and identify priorities for supporting for the switch to EVs.



- **Local Cycling, Walking and Wheeling Infrastructure Plan (LCWWIP)** (Herefordshire's Emerging Local Cycling, Walking and Wheeling Infrastructure Plan, 2025): Public consultation undertaken during Summer 2025 on proposed walking, cycling and wheeling improvements.







### Engagement on LTP5 objectives – March to May 2024

Engagement was undertaken with stakeholders and the public to gather their views on emerging themes, priorities and proposed LTP5’s objectives. This included:

- In-person roadshows where 873 people attended.
- An online survey which gained 578 responses.

As presented in **Figure 3**, feedback showed consistent positive support for the proposed LTP5 objectives, with all of them either strongly or somewhat supported by 90% of respondents.

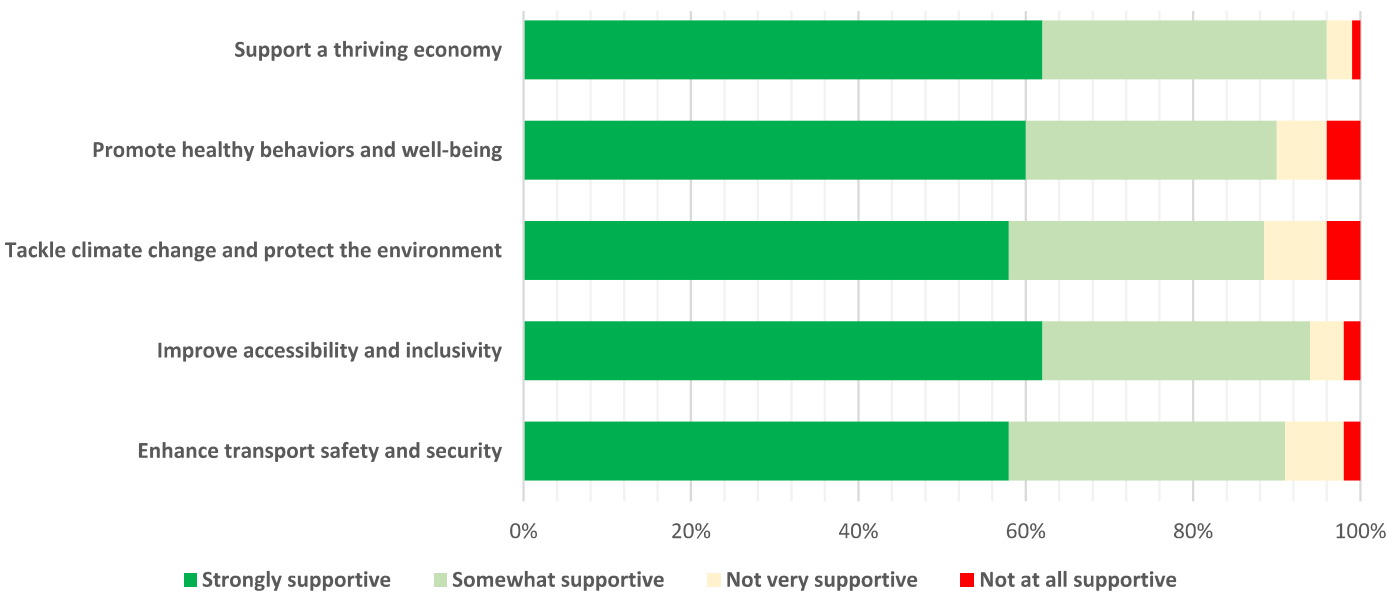
### Draft LTP5 public engagement feedback – May to June 2025

An eight-week consultation on the draft LTP5 took place over summer 2025. Various activities were undertaken including an online survey, an in-person event at Hereford College and copies of the draft LTP5 were also made available in libraries across the county.

A total of 578 people and a number of organisations (discussed later in this section) responded to the public consultation. Responses were received across several age groups, in particular:

- Over 35% of respondents were aged under 24 years old.
- 40% of respondents were aged between 25-64 years old.
- Just under 25% were aged over 65.

Figure 3: Level of Support for LTP5 Objectives.







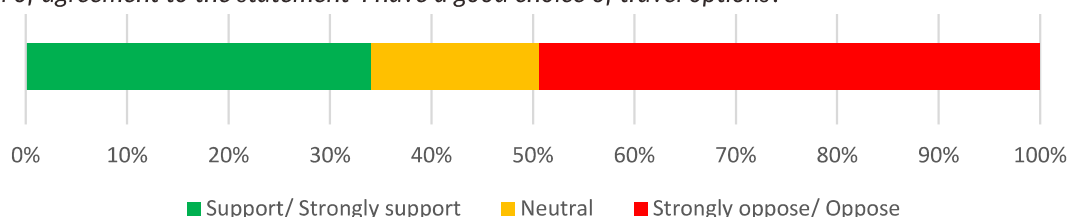
As part of the consultation, respondents were also asked to provide views on their choice of travel options and priorities for transport. Figure 4 highlights that 49% of respondents felt they did not have a good choice of travel options, compared to 34% who felt they did. It was observed that respondents who live in rural areas to the west, south-west and north-east of the county were more likely to respond that they did not have good travel options, whereas those living in the south of Hereford were more likely to agree that they had a good choice of travel options. This demonstrates the importance of the identifying measures in LTP5 which improve travel choices, particularly for residents in rural areas of the county who have reported that they have limited travel options. Respondents were also asked how important certain aspects relating to transport were to them. Among all respondents, 91%

identified 'pedestrian facilities' as important or very important, followed by 89% for 'clean air'. 'access to public transport' (87%) and 'access to a car' (84%) were also considered important by most respondents. Priorities did vary by where residents live, including:

- 'Clean air' was the most important to respondents who lived in Hereford.
- 'Access to a car' was more important to rural residents than in Hereford.
- 'Access to cycle facilities', 'access to a car' and 'car parking' were all of similar level of importance to residents of Hereford.

Pedestrian facilities were consistently stated to be the most important element to residents and therefore LTP5 identifies a number of specific interventions as well as an approach that could help improve provision across rural areas of the county.

Figure 4: Level of agreement to the statement 'I have a good choice of travel options'.



Across the three place-based strategies, at least 80% of respondents expressed support for each of the five strategy objectives. **Figure 5** shows that 72% of respondents supported the Hereford Action Plan, 70% supported the Rural Areas Action Plan and 69% supported the Transport Network Action Plan. This compares to 10% who opposed or strongly opposed to each of place-based action plans.

These responses are complemented by **Figure 6** which highlights the greatest levels of agreement for the LTP5's Action Plans were residents from Hereford and the larger Market Towns of Leominster and Ledbury.

Figure 5: Level of Support for Action Plan in each place-based Strategy.

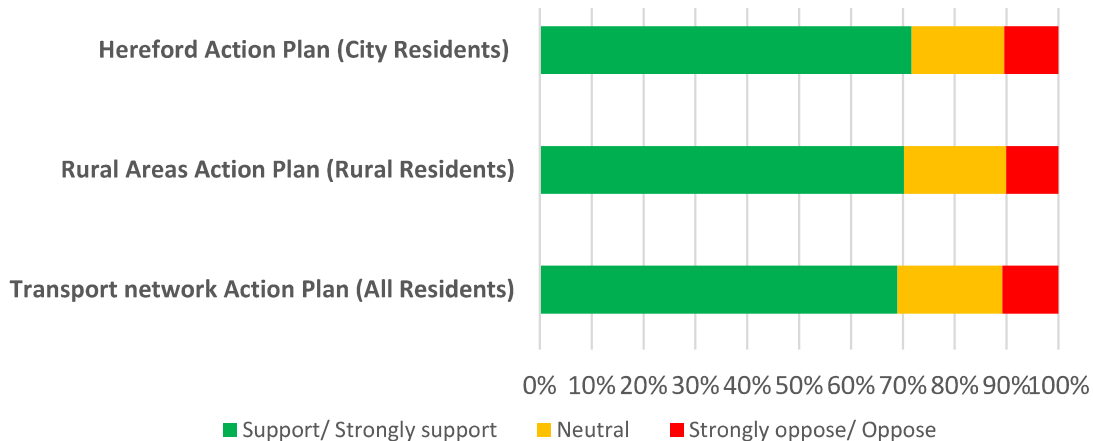
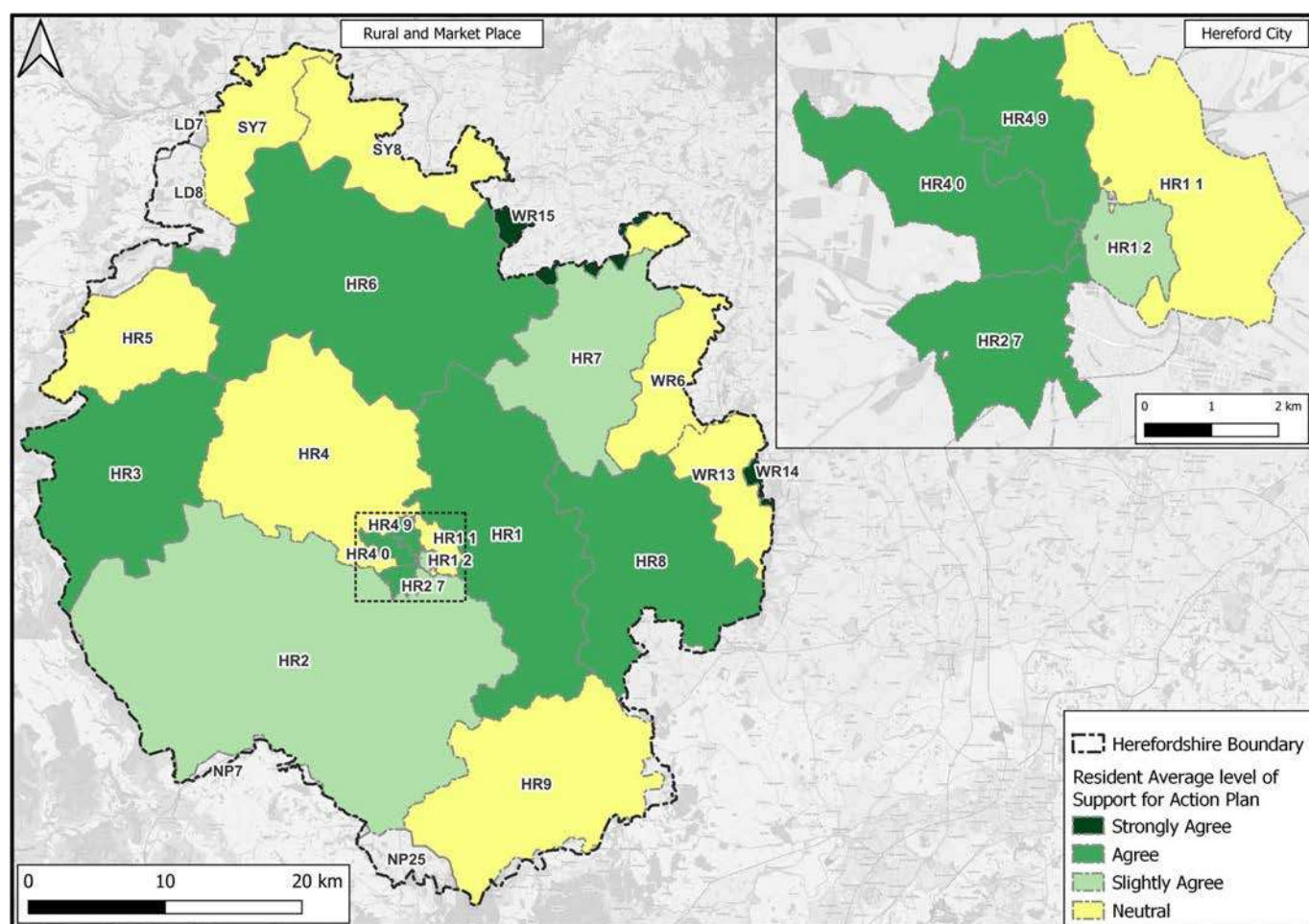


Figure 6: Level of Support for actions plan based on where residents live.





## Stakeholder and partner organisations

Key stakeholders, including regulatory bodies with statutory obligations, participated in the consultation on the draft LTP5. Their participation ensures that the LTP5 is compliant with the relevant legislation, including the Strategic Environmental Assessment (SEA) and Habitats Regulation Assessment (HRA).

The stakeholders and organisations who responded to the LTP5 documents included:

- Partner transport bodies including National Highways, Midlands Connect, the Environment Agency, Natural England, Historic England and Canals & Rivers Trust.
- Neighbouring Local Transport Authorities including Worcestershire, Gloucestershire and Monmouthshire.
- 4 Parish Councils, 5 Town Councils and 1 City Councils.
- 20 other interest groups, including the Hereford Enterprise Zone, Herefordshire Mencap, Hereford College of the Blind and Visually Impaired, Herefordshire Civic Society and a number of schools and business across the county.
- 5 County Councillors.

Across these responses, the following themes were most frequently raised:

- **Public Transport:** A desire for improved frequency, information operating hours and interchange between different sustainable travel choices.
- **Safety:** Safety for vulnerable road users, school travel, impact of HGVs, support for lower traffic speeds and facilities for pedestrians.
- **Resilience and the Western Bypass:** Improving the resilience of the network, access and the opportunities the Western Bypass creates to prioritise sustainable travel in the city centre.
- **Freight:** The impact of larger vehicles and improving provision for drivers.
- **Rural Areas:** Request for more solutions to address the unique needs of rural communities and to reduce rural inequalities.
- **Monitoring:** Request to provide more detail on what the impact of improvements will be and how it supports the Council's objectives.

## Refining the LTP

The feedback from consultation has informed the revisions made to create LTP5. This includes additional detail around plans and aspirations for supporting public transport, priorities for freight and road safety.

A monitoring plan has also been included post consultation to provide a range of multi-modal targets that reflect the key priorities of LTP5.

These refinements have helped to shape a strategy that reflects the priorities of local residents, businesses and visitors. Any future changes and updates will be included as addendum's to LTP5, ensuring the document remains reactive and appropriate to Herefordshire's transport systems.







# 5. Hereford Strategy

## Overview

Hereford is home to approximately 60,000 residents, representing roughly one third of the total population of Herefordshire ([ONS Mid-Year Population Estimates, 2023](#)).

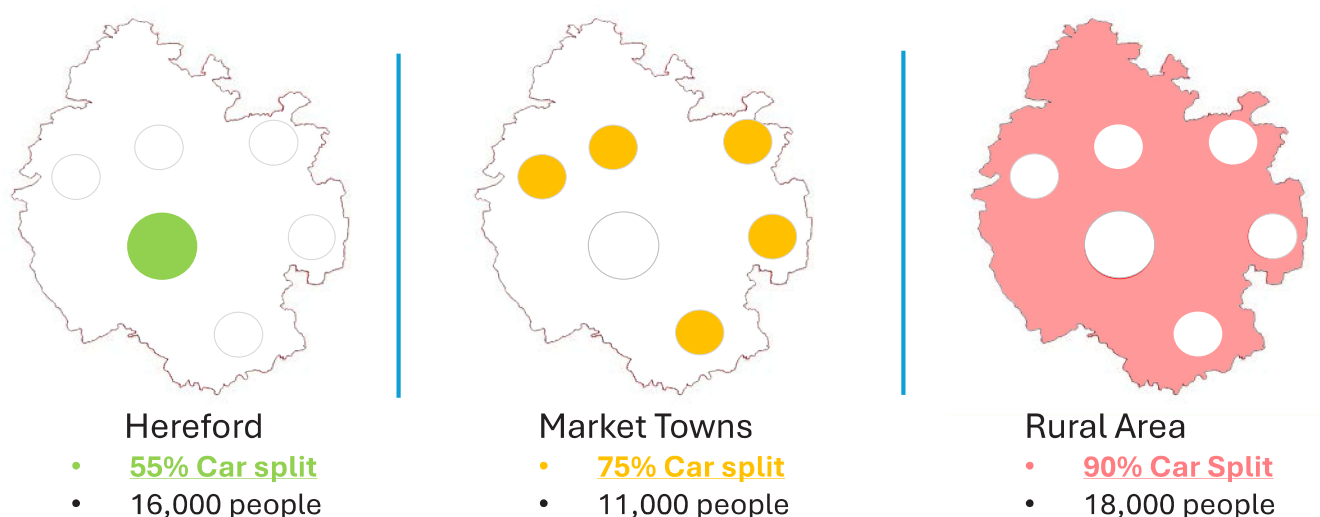
The city has a younger, and more varied demographic than the rest of Herefordshire ([Population around the County, Herefordshire Council 2025](#)). There are also significant social variations across the city. For example, the central and south-eastern areas have high levels of productivity and low levels of deprivation. In contrast, some areas to the south-west of the River Wye fall within the top 10% most deprived areas in England ([Indices of Multiple Deprivation, 2019](#)).

Hereford Enterprise Zone is a significant employment site with 45,000 jobs, on the south-eastern edge of Hereford. There are also a number of large employers to the north of the city centre.

A third of jobs in Hereford are filled by residents of the city. The rest, representing around 30,000 people, commute into the city from surrounding towns and rural areas within Herefordshire and neighbouring areas ([ONS Travel to Work TS061, Census 2021](#)).

The majority of commuting into the city is by car, although the percentage that drive varies by origin as shown in Figure 7. Just over half of those that live and work in Hereford commute by car, with around 40% walking, cycling or wheeling. For journeys into the city, car travel is higher at 75% of trips from the Market Towns, rising to 90% from rural areas where there are more limited travel choices ([ONS Travel to Work TS061, Census 2021](#)).

Figure 7: Commuting trips split by place (2021 Census Travel to Work Data).





## Supporting a thriving and prosperous economy

Hereford will be the focus of new housing and employment growth to meet government targets. New development will require significant transport infrastructure investment in the city and surrounding area to unlock the proposed growth. The priorities to support this growth include:

- Delivery of a Western Bypass to the west of the city, providing access for new development areas and helping to take traffic away from the city centre.
- Enhancements to city centre urban realm to improve attractiveness and boost the local and visitor economy.
- Enhanced cycling, walking and wheeling facilities across the city to maximise the number of short distance trips within Hereford that are chosen to be made by active travel.

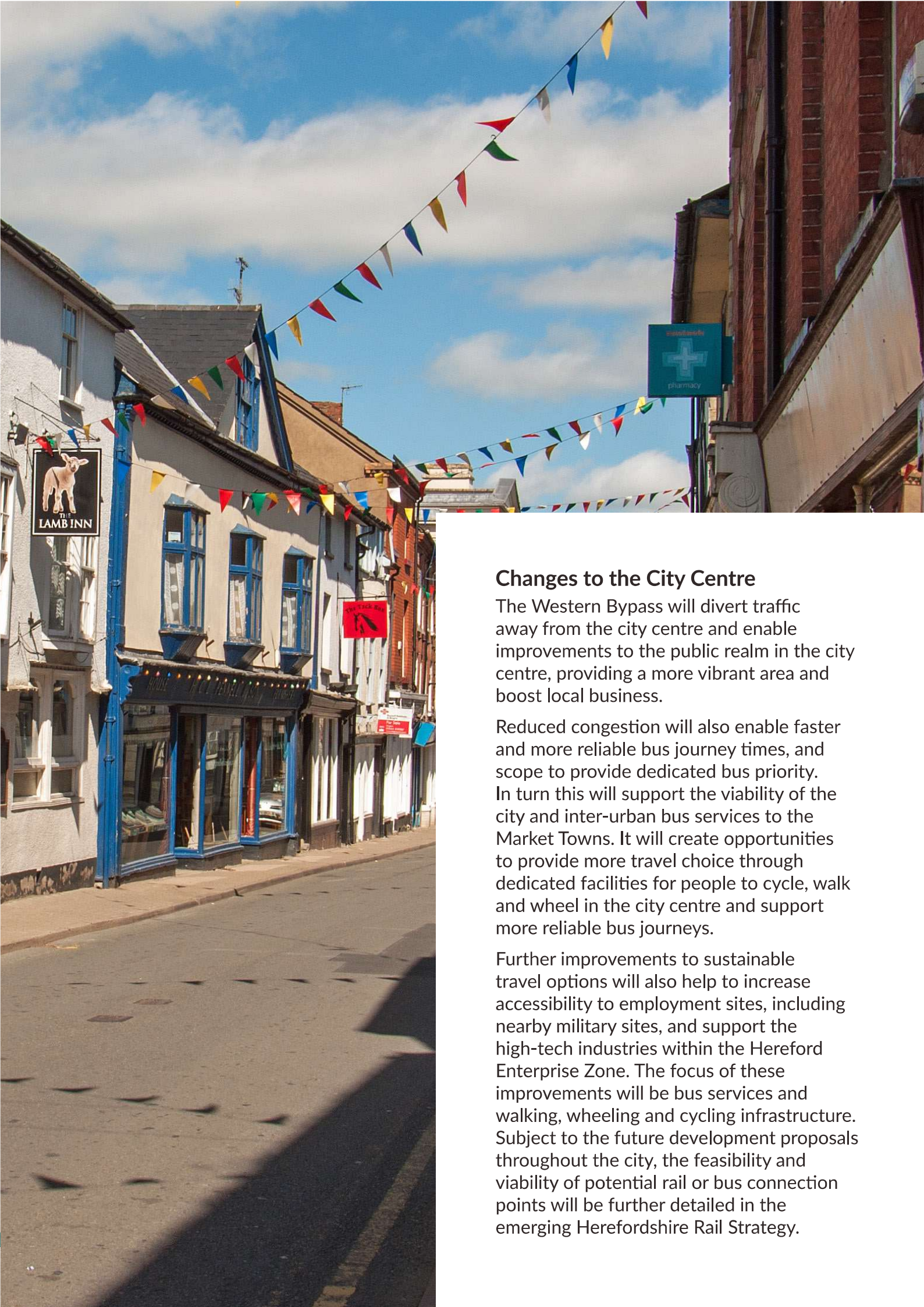
## Western Bypass

New infrastructure including vehicular routes will be vital for providing access for all users and mitigating the impact of travel demand on the historic city centre.

The exact alignment of a bypass to the west of the city and connecting the A49 south of Hereford to the A49 in the north will be developed in co-ordination with National Highways and linked to the positioning of new development in the city centre.

The Western Bypass will help to take through traffic away from the city centre, reducing congestion and helping to improve air quality along key corridors. As well as improving the journey time reliability of travel for freight and visitors into the city, it will enable the existing route through Hereford to be de-trunked and unlock a number of new opportunities to enhance the city centre's connectivity and grow our economy.





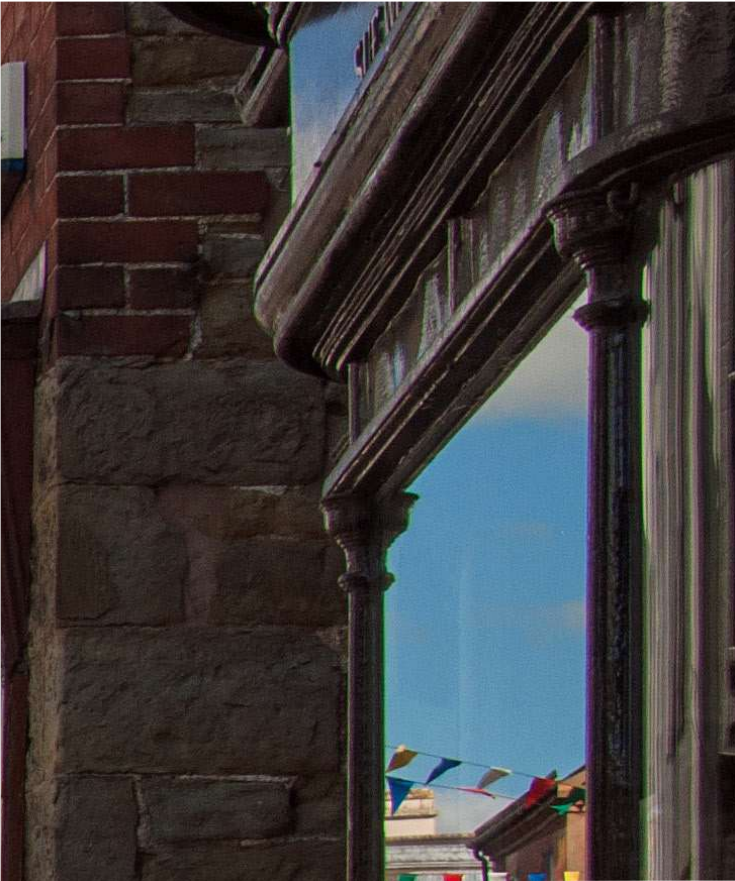
## Changes to the City Centre

The Western Bypass will divert traffic away from the city centre and enable improvements to the public realm in the city centre, providing a more vibrant area and boost local business.

Reduced congestion will also enable faster and more reliable bus journey times, and scope to provide dedicated bus priority. In turn this will support the viability of the city and inter-urban bus services to the Market Towns. It will create opportunities to provide more travel choice through dedicated facilities for people to cycle, walk and wheel in the city centre and support more reliable bus journeys.

Further improvements to sustainable travel options will also help to increase accessibility to employment sites, including nearby military sites, and support the high-tech industries within the Hereford Enterprise Zone. The focus of these improvements will be bus services and walking, wheeling and cycling infrastructure. Subject to the future development proposals throughout the city, the feasibility and viability of potential rail or bus connection points will be further detailed in the emerging Herefordshire Rail Strategy.





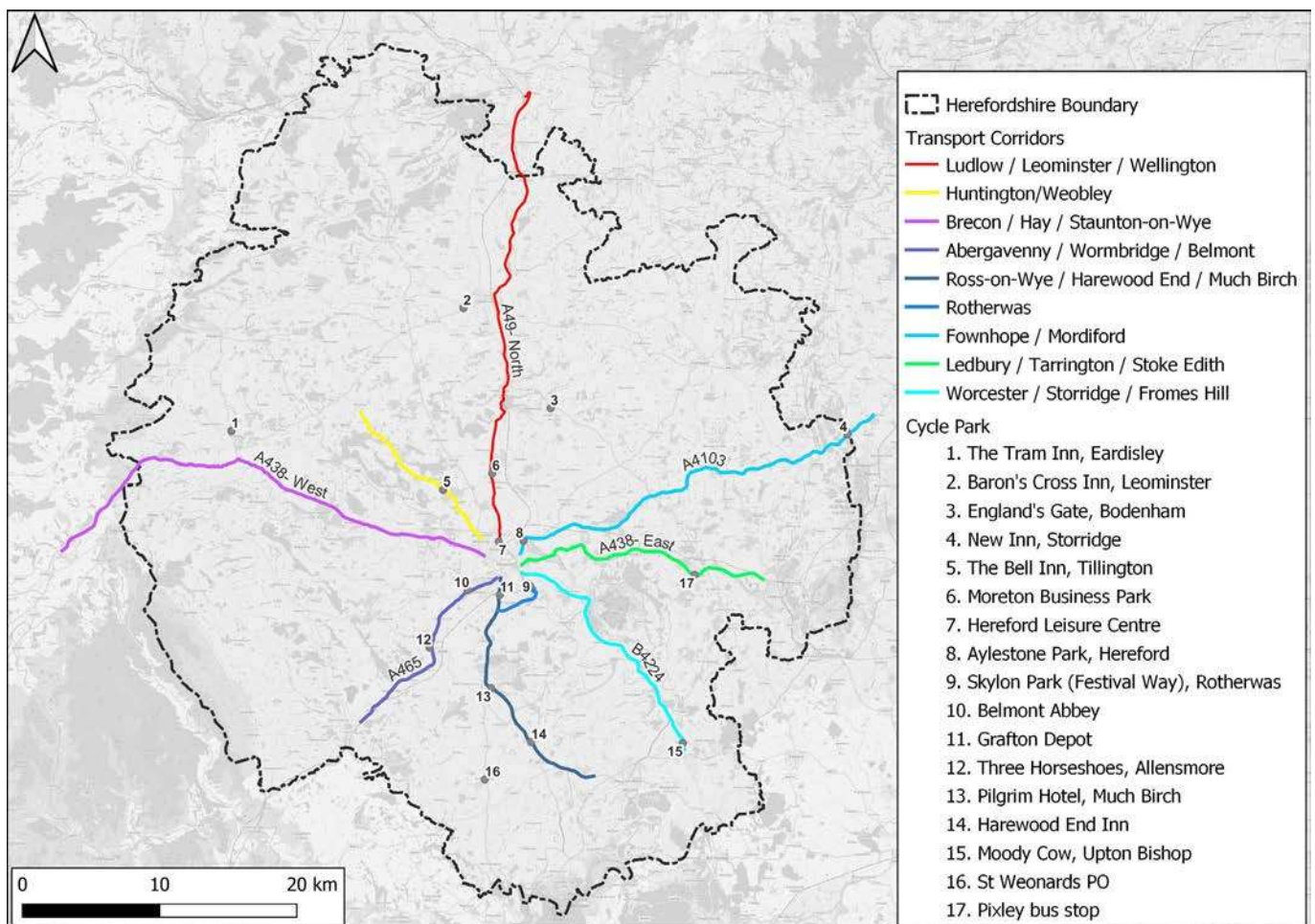
## Parking

The city is served by a mix of council-owned and privately-owned car parks. These provide essential parking capacity, manage demand and support footfall in the city centre. However, with limited capacity, car parks can exceed demand during peak periods, contributing to localised congestion in the city.

We will develop a Parking Strategy for Herefordshire. This will identify opportunities to better manage parking demand for cars and coaches, including formalising on-street parking arrangements and consolidating car parks where feasible.

There are fifteen Park and Cycle sites that increase choice and capacity for travel into the city as shown in **Figure 8 (Herefordshire Park and Cycle Sites)**, Herefordshire Council. We will explore the potential for new developments to provide more Park and Cycle sites to serve key corridors into the city.

Figure 8: Park and Cycle Sites.





## Case Study

### Leominster High Street Heritage Action Zone (HAZ)

The Leominster High Street Heritage Action Zone (HAZ) was part of Historic England's national programme to reinvigorate high streets by restoring historic character, supporting local identity, and creating more accessible and inclusive town centres. Between 2020 and 2024, Leominster received £1.3 million from Historic England alongside £1.8 million of Council match funding to deliver improvements to buildings, streets and public spaces in the town centre.

The heritage buildings grant scheme successfully restored historic shopfronts and listed facades along High Street, Corn Square and surrounding streets. These works enhanced the town's distinctive character, strengthened its sense of place, and helped support local businesses by improving the appeal and visibility of the town centre.

Alongside this, community and cultural events delivered in partnership with Leominster Town Council helped reconnect residents with their local heritage and encouraged greater use of public spaces.

The public realm improvement programme focused on creating safer, more welcoming pedestrian environments. Footway widening, improved surface treatments, clearer crossing points and raised features have made key streets easier and safer to move through, particularly for people walking, wheeling or using mobility aids. Renewal of ageing drainage infrastructure has also improved street resilience and reduced the need for future reactive maintenance.

Overall, the programme has supported placemaking centred on people, strengthening the town's unique identity while improving equitable access to its high street and public spaces

*Leominster High Street HAZ.*







## Enabling healthy choices to improve wellbeing

The city benefits from a number of attractive routes for walking, wheeling and cycling and recent public realm improvements funded through external funding have enhanced the overall pedestrian environment on key streets in the city centre. In addition to an attractive pedestrianised city centre environment, there are a number of leisure routes surrounding the city such as Great Western Way and a riverside walking, wheeling and cycling route.

Around 40% of commuting trips in Hereford are under 1.2 miles and 70% under 3 miles (ONS Travel to Work TS061, Census 2021). Approximately half of those trips under 1.2 miles are undertaken by car (ONS Travel to Work TS061, Census 2021). Therefore, further improvements to walking, wheeling and cycling facilities represents the most efficient means of offering alternative choices to the car for short distance trips in

Hereford out of the car thus reducing congestion and improving air quality.

Our aspiration is to improve facilities for walking, wheeling and cycling to make it easier for individuals to choose sustainable travel. We will achieve this by:

- Delivering connected, comprehensive and safe walking, wheeling and cycling routes across the whole city.
- Ensuring high quality cycling, wheeling and walking facilities from areas of new development into the city and joining to existing active travel networks.
- Expanding the number of low traffic streets across the city centre and residential areas as supported by consultation responses.
- Connecting surrounding rural settlements to Hereford, including by extending the riverside active travel network.
- Expanding the successful on-street cycle and e-bike hire scheme in the city.



We will also look to increase the provision of secure cycle parking stands, for standard and non-standard cycles, at key destinations around the city centre and at key interchanges such as the railway and bus station in Hereford.

Delivering complete cycling, walking and wheeling routes will encourage and enable more people to choose sustainable modes of travel for their everyday journeys. This will provide an alternative travel option to cars and also have wider benefits for health, air quality and productivity. These ambitions align to the approach that will be set out in our emerging Herefordshire LCWWIP (Herefordshire's Emerging Local Cycling, Walking and Wheeling Infrastructure Plan, 2025), a sister document to the LTP5.

An overview of the LCWWIP priority measures for delivery that will form the basis to develop a pipeline of sustainable transport schemes for the city are shown in the **Figure 9** and listed in the Hereford Action Plan.

Reflecting this, LTP5 promotes the concept of child-friendly areas within placemaking. These child-friendly areas recognise the importance of play in childhood development and bring wider benefits, including the reduction of anti-social behaviour and social isolation, improving more welcoming environments and stimulating local economic and cafe culture. By embedding these principles into street and neighbourhood planning, LTP5 supports areas where children can move more freely and where residents of all ages feel more connected to their surroundings.

### Tackling climate change and protecting and enhancing the natural and built environment

The high number of vehicles that drive in and through the city centre contributes to congestion and associated environmental impacts such as carbon emissions, noise and poorer air quality. This is most prevalent along the A49 corridor, from Holmer Road in the north to Belmont Road in the south.

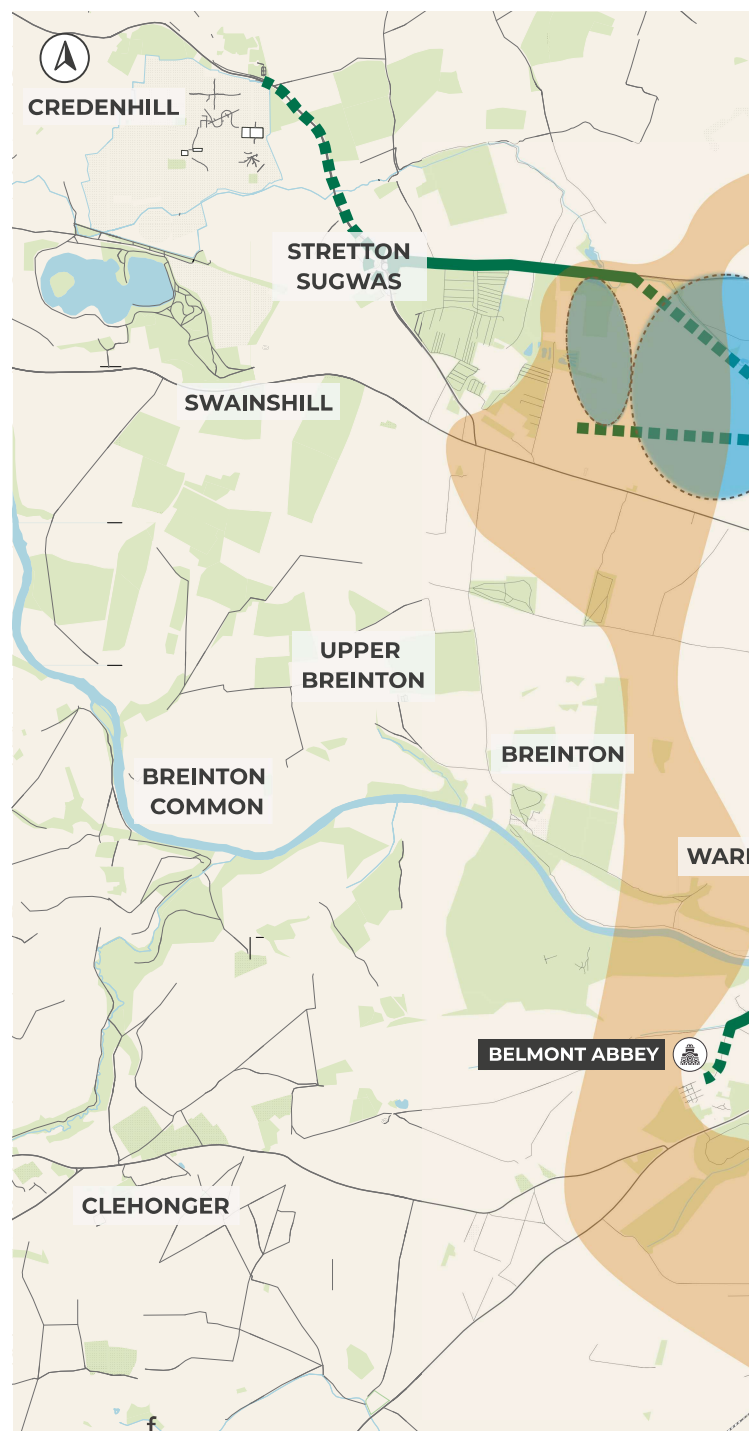
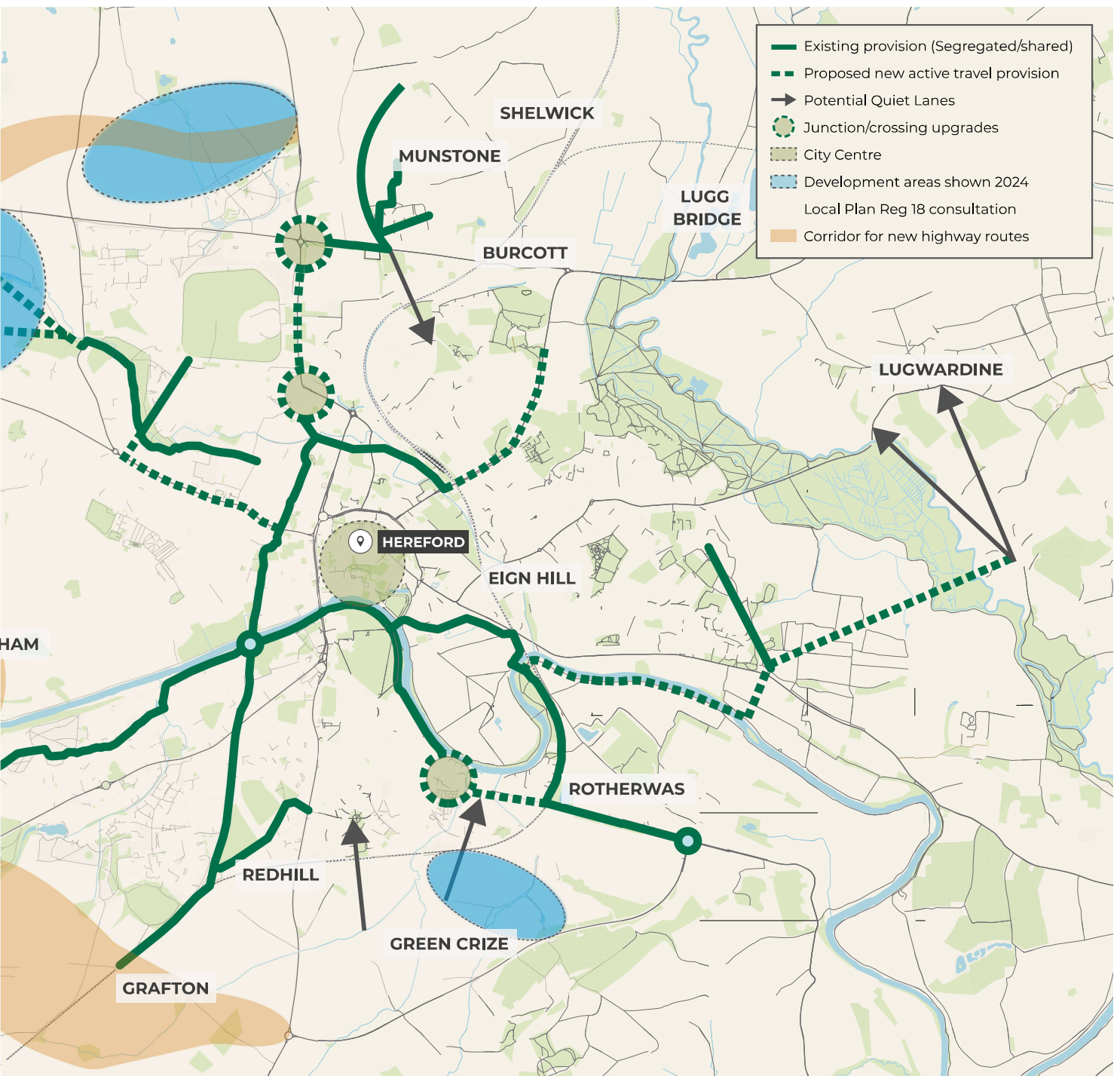


Figure 9: Hereford Network Map.

Addressing these impacts will help to create a better place to live, work and visit. To achieve this we will need to:

- Reduce the amount of motorised traffic **travelling through** the city centre by delivering the bypass
- Transition to **less polluting types** of propulsion through: Provision of more **EV charging points** and roll out **zero emission buses**.
- Support freight transition to **sustainable modes**
- Monitor future **transport related trends** and **associated emissions**



There are a number of existing EV charging points in Hereford. A significant increase in EV charging points across the city will be required to cater for future demand and help reduce the environmental impacts of transport. The initial priority as set out in the EV Strategy are sites being delivered through LEVI funding. The first on-street installations will begin in 2025 with roll out continuing until at least 2030. Rapid charge points hubs are also planned to be further rolled out across car parks in the county.

As the hub for bus services, Hereford is also the most suitable location to begin the roll out of zero emission buses in Herefordshire. While previous funding bids have been unsuccessful, we will continue to work with operators to transition the city's bus fleet to zero emission vehicles.

These changes will also help to provide safer and more welcoming spaces for pedestrians and cyclists and to support improved bus reliability, which in turn will also help to encourage greater choice to travel by less polluting modes.





## Improving accessibility and inclusivity

Hereford is the focal point for the county's bus connections. The local city bus services serve the main residential areas at a half hourly frequency. This level of provision is such that buses can provide many residents an attractive sustainable travel option.

However, with limited river crossings and significant through traffic, the city centre highway network suffers from congestion. Buses get delayed in the same congestion hotspots, in particular at Belmont Road, Whitecross Road, Commercial Road, Aylestone Hill, Newmarket Road and St Peter's Square. The delay caused by congestion on these key city centre roads reduces the attractiveness of buses for passengers and increases the operating costs of public transport.

The high population density, number of amenities in the city and that many trips in the city are perceived as being too long a distance to walk by certain demographics means that bus could play a greater role in moving people in the city. To help achieve this, we will deliver the following bus improvement schemes which align to the ambitions set out in our BSIP:

- **Bus priority measures** within Hereford on key bus corridors.
- **Improved frequency** on Hereford services.
- **Using developer funding to extend bus services** to ensure sustainable travel choices are provided at an early stage of new developments.
- **Half-hourly frequency** buses on the core county services between Hereford and Ross-on-Wye and Leominster.

We will work with public transport operators and undertake a Bus Network Review to identify where further improvements could be made to bus journey times within the city centre and to and from our Market Towns.

There are existing rail connections from Hereford to key urban centres such as Manchester, Birmingham, Cardiff and London. Future enhancements to these services would help to further boost the economy and attractiveness of Hereford as a destination.

The delivery of a Transport Hub at Hereford Railway Station will help to enhance the transfer between rail, bus, cycle and taxi. The Transport Hub will create a new gateway and arrival point in Hereford for our visitors. The new hub will be complimented with improvements to the signage and routes into the city centre and to key destinations.

Taxis play an important role in supporting access for all and as part of multi-modal journeys. In liaison with operators, we will explore opportunities to enhance taxi rank provision and potential external funding opportunities that would help to decarbonise the taxi fleet.

Hereford benefits from an existing on-street cycle and e-bike share scheme which encourages sustainable travel for short distance journeys around the city centre. We will work with operators to grow this cycle and e-bike share network. We will also explore how shared e-cargo bikes may become part of the transport mix for businesses and residents.

To complement the shared cycles and e-bikes, we will explore the potential for a citywide a car club scheme. This would improve travel choice by giving people ad-hoc access to a vehicle and provide a cost-effective alternative to single or multiple car ownership. Over time, shared cars with zero emission vehicles, and in combination with cycles and e-bikes, buses and rail form part of a single new transport ticketing offer.

## Improving transport safety and security

In Hereford where there are the highest levels and concentration of people cycling, walking and wheeling, the priority will be on enhancing the safety of vulnerable road users. Formal crossing facilities and segregation on priority corridors will be central to this and will be supported by the actions delivered as part of the Herefordshire LCWWIP ([Herefordshire's Emerging Local Cycling, Walking and Wheeling Infrastructure Plan, 2025](#)).

To improve the viability of walking, wheeling and cycling for short-distance journeys in Hereford, it will be necessary to ensure that the design and delivery of projects are in accordance with the appropriate regulations and guidance. Adhering to these standards will ensure economical infrastructure that supports accessible, safe and expedient movements.

Supporting the review and implementation of appropriate speed limits bespoke to local requirements. The implementation of appropriate speed limits including 20mph outside identified schools and city streets has multiple benefits, including improved road safety and air quality, create safer and more attractive environments and ease congestion.





## Case Study

### Hereford Transport Hub to improve integration

Hereford Transport Hub will improve integration transport through redevelopment of forecourt of the historic Hereford Railway Station. This will incorporate a new and improved bus interchange adjacent to the station, facilitating sheltered transfers between trains and local/regional bus services as shown in Figure 11.

New facilities include an enclosed waiting room, a covered waiting area protected by a canopy sensitive to the heritage station building, driver restrooms and real-time information boards. Accessibility is a central focus, incorporating tactile paving, dropped kerbs, and signage with braille and audible assistance. The project also incorporates extensive provision for active travel, including generous pedestrian and wheeling access, covered cycle storage and rental hubs.

The scheme is funded by a mix of sources, including the Government's Levelling Up Fund, Active Travel Fund and Herefordshire Council.

Construction for this £10 million scheme, contracted to McPhillips, officially began in August 2025. Upon completion, the Hub will significantly boost accessibility and inclusivity, health and wellbeing and, by encouraging a shift to sustainable travel, help to improve city congestion and air quality.

*Hereford Transport Hub Forecourt Design.*



# Strategy for Hereford

## Supporting a thriving and prosperous economy

- Deliver the infrastructure to unlock and support sustainable new development including:
  - A Western Bypass.
  - Enhancements to the city centre urban realm.
  - Enhanced cycling, walking and wheeling facilities across the city.
- Improved sustainable transport links to major development areas.
- Review of car parking provision in the city centre.

## Enabling healthy choices to improve wellbeing

- Delivery of comprehensive walking and cycling network across the city.
- Ensure sustainable transport facilities are provided within and connect to new development.
- Explore the potential to expand the number of low traffic streets across the city centre.
- Connect neighbouring rural settlements to the city centre.
- Expand the on-street cycle and e-bike hire scheme in the city.
- Increase the provision of secure cycle parking stands at key destinations and transport interchanges.

## Tackling climate change and protecting and enhancing the natural and built environment

- Expansion of EV infrastructure around the city.
- Bypass to remove through traffic from the city
- Explore the potential for zero emission buses.
- Transition of freight to sustainable modes.
- Monitor future transport related trends and associated emissions.

## Improving accessibility and inclusivity

- Investigate and deliver bus priority on key corridors.
- Provide bus services at early stages of new developments.
- Half hour frequency and later running buses between Hereford, Ross-on-Wye and Leominster.
- County wide bus network review.
- Delivery of the Transport Hub at Hereford Railway Station.
- Enhance taxi rank provision and potential decarbonisation of the taxi fleet.
- Roll out of shared cars across the city.
- Work towards multi operator integrated ticketing for sustainable transport modes.

## Improving transport safety and security

- Segregated facilities for pedestrians and cycles and improved crossing facilities.
- Safer speeds within the city centre and residential streets.
- Embrace new opportunities to improve the county through new technologies such as autonomous vehicles and Variable Messaging Signage.



# 6. Rural Herefordshire and Market Towns Strategy

## Overview

Herefordshire is a predominantly rural county covering a number of Market Towns, villages, hamlets and dwellings across a varied landscape. Combined, the rural areas and Market Towns are home to approximately 70% of the county's population ([ONS Mid-Year Population Estimates, 2023](#)).

Residents in rural areas are typically older, more reliant on a car and are likely to have greater disposable income ([South West Rural Mobility Strategy, 2022](#)). The travel requirements and relationship with transport infrastructure of rural residents is fundamentally different to the younger demographic who typically live in urban, better-connected areas.

Where residents do not have access to required services locally, they are forced to travel further afield, such as into Hereford or into neighbouring authority areas. This is particularly apparent with young people leaving the county for economic opportunities, creating a skills gap in the workforce ([Herefordshire Council Plan, 2024](#)) but also a loss to the local economy.

The local character and availability of services varies significantly across rural Herefordshire and can be broadly categorised as follows:

- Market Towns of **Bromyard, Kington, Ledbury, Leominster and Ross-on-Wye** include employment, retail, tourism, leisure and other services. They serve as a hub for local residents, surrounding parishes and some who live in neighbouring areas of Shropshire,

Gloucestershire and Worcestershire. In terms of transport provision, Ledbury and Leominster both have railway stations. Leominster provides a frequent service to Hereford, with a journey time competitive to that of the private car, whereas Ledbury has limited services to Hereford and caters more for trips to locations such as Worcester and Birmingham. There is also a network of core bus corridors that provide hourly connections between Hereford and each Market Town except Bromyard.

- Rural hubs such as the villages of **Colwall, Kingstone, Peterchurch and Weobley** have a range of local facilities including a primary and secondary schools, local shops and doctor's surgery. Colwall is the only rural hub with a railway station which mostly caters for low levels of rail passengers travelling to Worcester and Birmingham and has limited services to Hereford. In terms of bus provision, services are more infrequent and inconsistent across much of the rural parts of Herefordshire.
- Other service villages, such as **Cradley, Ewyas Harold and Holme Lacy** which have some local facilities, but it is likely that private travel is required to access a range of daily facilities and as well as wider parts of the county, such as Hereford or nearby Market Towns.
- **Hamlets and individual houses** with limited local facilities and as a result, residents tend to travel longer distances to access their daily needs and this is likely to be undertaken by private vehicles.







Low population density in rural areas means public transport provision is often limited and economically unviable. Where it does exist, services can be infrequent and bus stop facilities can also be limited. This can lead to greater car dependency and higher travel costs. For those without access to a car, it is more difficult to access key services such as employment and education and there is an increased risk of isolation and loneliness.

A core aim of LTP5 is to support rural mobility and to connect people and services by providing them with greater transport choices. This includes supporting more localised activity, online services and community led proposals. As set out in our BSIP, improvements to public transport will focus on delivering a number of core bus services that provide a 'hub and spoke' network of key routes through the rural areas from Hereford.

This multi-faceted approach will help to improve the quality of life for our rural residents and boost a sense of community by creating more vibrant towns and villages.

### Supporting a thriving and prosperous economy

To support the economic attractiveness of the Market Towns, suitable High Street improvements to create better pedestrian facilities, improved access and more space for town centre businesses will be delivered. This includes exploring the feasibility for one-way streets, particularly where it also supports improvements to air quality, increased parking provision and an enhanced pedestrian environment through public realm works.

Outside of the Market Towns, local services and job opportunities are varied. Nevertheless, typically 1 in 5 residents in rural areas work within their local area (less than 3 miles from their home) [Herefordshire Council, 2025](#). This is coupled with more people now working from home, leading to higher daytime populations in the county's rural areas.



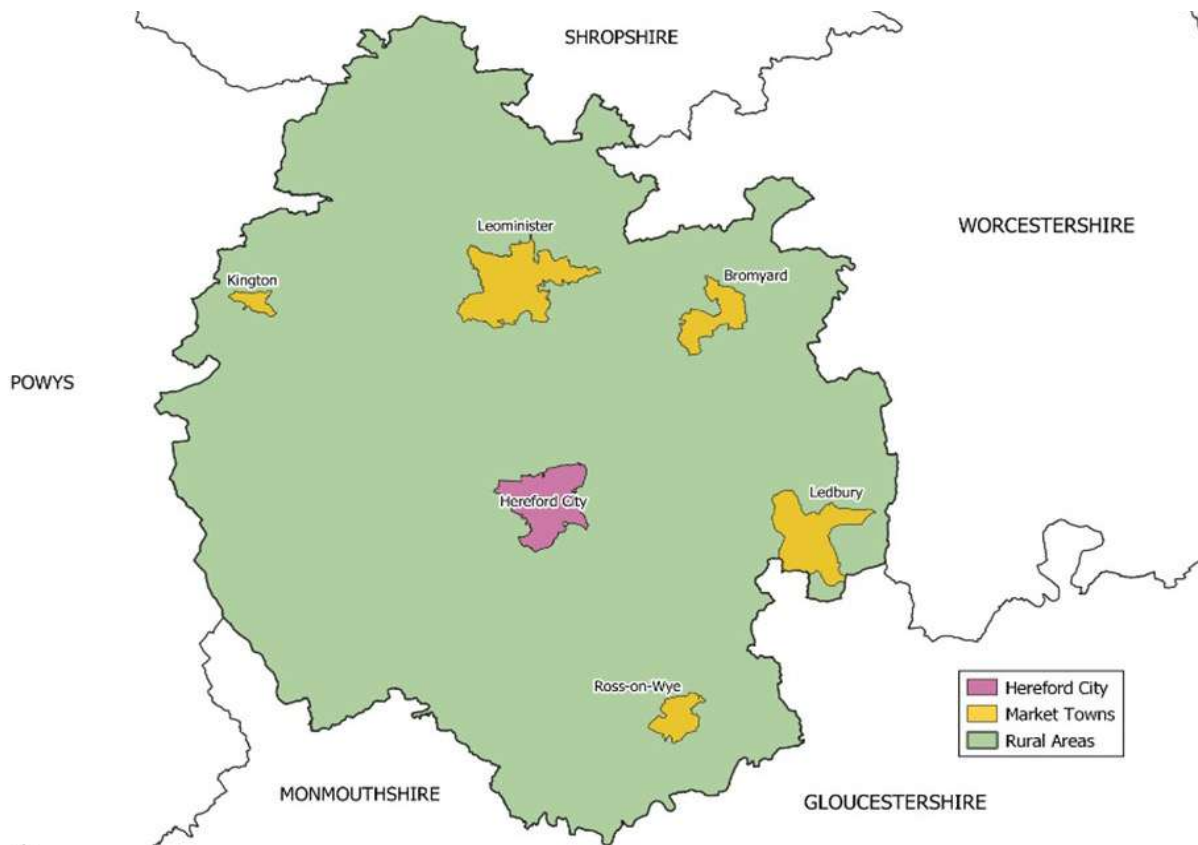
We will seek to support the vitality and facilities of these rural areas. This includes enhancing the walking, wheeling and cycling environment, providing additional transport facilities including EV charging, and offering more localised services for residents, such as parcel lockers and cycle parking to support their role as a community hub.

New development and an increasing population will provide a significant boost for the vitality of some of our towns. However, it could also increase levels of motorised traffic which would have a negative impact on the historic layout of the Market Towns which were not designed for high volume traffic flows. We will need to manage the anticipated increase in traffic volumes in the Market Towns from proposed new development.

### New Development

The LTP5 action plans will be updated in the future to reflect the proposals in our emerging Local Plan when this has been published.

The Market Towns are areas that are likely that are likely to include some new development. In particular, the larger towns of Leominster, Ledbury and Ross-on-Wye. These towns already have services and an employment base, and as such they are considered to be sustainable locations for future development.



Map of Hereford and Surrounding Market Towns.

The new Local Plan will identify specific sites for development, and this will be supported by an Infrastructure Delivery Plan to ensure that infrastructure keeps pace with development. Transport infrastructure to support future development sites in rural areas is likely to include:

- **Leominster South-West Urban Extension.** A new Southern Link Road. High quality walking, wheeling and cycling infrastructure to the town centre, such as along Ryelands Road which would benefit both new and existing residents.
- **Ledbury.** Extension of the traffic-free spine to new developments, improvements to crossing facilities in the town centre and enhancements to the routes leading to the railway station and bus stops across the town centre.
- **Ross-on-Wye.** Eastern Access Road. Improvements to local sustainable transport networks, improving public transport infrastructure including half hourly frequency to Hereford.

Development will also likely require significant expansion of existing education facilities or the delivery of new education facilities.

- **Bromyard.** New homes which are connected by safe and convenient walking, wheeling and cycling routes. Opportunity for further expansion of education facilities
- **Land south of Kington.** Supported by new access and local pedestrian and cycle connections.

We anticipate development across rural Herefordshire, focused upon those areas where there are some existing local sustainable transport services. The proposed development will help to further boost the vitality of these local communities.

All new development will be required to comply with the provisions in LTP5 Policy TN12 Transport in New Developments which sets the requirements and standards for walking, wheeling, cycling, public transport and EV provision in all new developments delivered in Herefordshire.



## Enabling healthy choices to improve wellbeing

Outdoor activities play an important role in improving mental and physical wellbeing as well as reducing loneliness and stress.

The rural landscape includes a range of public footways, byways and bridleways. Sustainable transport routes include the Wye Valley Walk, Herefordshire to Gloucestershire Canal, Mortimer Trail, Herefordshire Trail and Offa's Dyke Trail. These create spaces for residents and visitors to enjoy the outdoors on foot, wheel, cycle or horse.

We will seek to improve the quality of bridleways to remove restrictive infrastructure, such as stiles or staggered barriers, that prevent people with limited mobility or equestrians from being able to fully access routes. This will enable more people to access the benefits of outdoor exercise, boost usage and natural surveillance along these routes making them safer for all users. Further details on our approach to this are set out in our Rights of Way Improvement Plan (RoWIP) ([Herefordshire Council Rights of Way Improvement Plan, 2018-2028](#)), a sister document to LTP5.

In many smaller villages there are not consistent footways, street lighting or crossing facilities. This can be a deterrent to cycling, walking or wheeling for local journeys with many made by car instead. We will explore the viability of developing traffic-free greenways, subject to land ownership agreement and engagement. We will also develop an approach to trial quiet lanes which are minor roads shared by motorists, walkers, cyclists and horse riders but with low volumes of motorised traffic.

We will develop and deliver, using developer contributions, improvements to the facilities in each of the Market Towns. These opportunities are outlined below:

- The aspiration in **Leominster** is to build upon the number of existing links to develop a network of cross-town routes which link the town centre to the railway station, schools, sports centre and new development. Routes include Ginhall Lane/Green Lane, Ryelands Road, the B3461 and across Worcester Road.
- **Ross-on-Wye** has high levels of cycling and walking, but dedicated facilities are lacking or constrained by narrow historic streets and parking. The aspiration is to improve links and signage to leisure routes in the vicinity of the town centre, extend the low traffic route along the old railway line to the west and east to Weston under Penyard/Bollitree Castle and to enhance routes by the river.
- **Ledbury** benefits from a route along the former railway line and many quiet roads. The priority is to extend the Ledbury Loop, an existing traffic-free spine to new developments, improve crossing facilities and enhance the routes to the railway station and bus stops across the town.
- **Bromyard** is a smaller market town where improving crossing facilities, cycle parking and space for pedestrians will have the greatest benefit. This includes improved crossings on the A44 to enhance access to bus stops.
- **Kington** benefits from a network of public footpaths, including Offa's Dyke Path, and rural cycle tracks of Hergest Ridge and Gladestry Gravel Loop. We will seek to improve connections between and to the existing National Cycle Network and local cycle paths. We will also explore improvements to the High Street to help to make walking, wheeling and cycling in Kington easier. Our emerging Car Parking Strategy for Herefordshire will also help to support the current on street parking challenges in Kington.







## Case Study

### Offa's Dyke Path – Connecting people with nature

The Offa's Dyke Path is a scenic 177-mile walking trail that links Sedbury Cliffs on the banks of the River Severn estuary to Prestatyn, a town that overlooks the shores of the Irish Sea.

Outdoor activities are important in improving our physical and mental wellbeing, and Offa's Dyke Path provides a vital space for rural residents and visitors to connect with nature and reduce stress.

Additionally, Offa's Path is a wonderful option for sustainable tourism, the Wye Valley in Herefordshire is recognised as an Area of Outstanding Natural Beauty and the National Trail is well-marked all year round.

Trails, such as the Offa's Dyke Trail, highlight the benefit that these routes can have by connecting communities to nature and the benefits that this can create for health and wellbeing. This also directly aligns to the LTP5 objectives which include enabling healthy behaviours and improving wellbeing and tackling climate change and protecting and enhancing the natural environment.

### Tackling climate change and protecting and enhancing the natural and built environment

It is recognised that for a large rural area, travel by private car is likely to remain the most popular method of travel. Therefore, switching to EV's and increasing digital access will play a key role in decarbonising travel within our rural areas.

To support the transition to EV's, and in line with our EV Charging Strategy, we will work with operators to deliver charging points across Herefordshire. In the short term, this will include EV charge point hubs in Council car parks and on-street chargers across the county. The plan to deliver this will be further detailed in our emerging Car Parking Strategy for Herefordshire.

Lower population and demand in rural areas can make providing EV charge points more challenging and expensive. Sharing chargers, also known as peer-to-peer charging, can supplement public charge points. Therefore, we will also promote peer-to-peer charging, raise awareness of and encourage individuals, businesses and community buildings to consider making their chargers available to others.

Digital access and connectivity can play a key role in reducing the need to travel and bringing resident's daily needs to their doorsteps through home working, online services and deliveries. Many residents in the Market Towns, work from home. Therefore, we will work with partners to support and improve digital accessibility to enable people to easily access online services.

## Improving accessibility and inclusivity

Improvements to the existing 'hub and spoke' bus network has the greatest opportunity to improve accessibility for all and maintaining a consistent standard of public transport between the Market Towns and Hereford is a priority. To support this, we will help to make buses easier by:

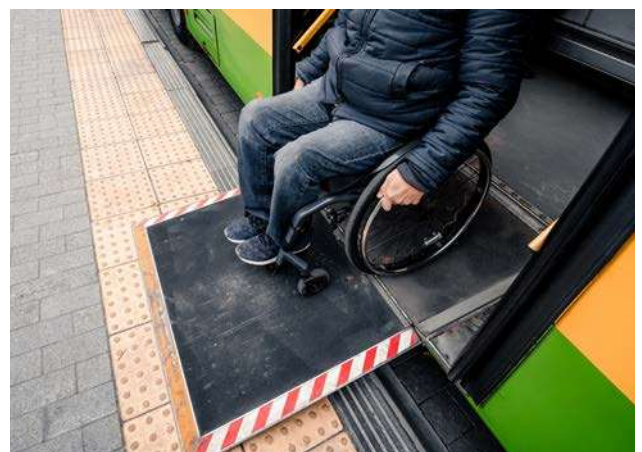
- Providing **half-hourly service frequency** between our Market Towns and Hereford.
- **Improving access** to bus stops, including crossing facilities and cycle parking.
- **Improving bus stop infrastructure and waiting facilities** through the implementation of real time information, lighting and Wi-Fi at stops.
- **Improving perceptions of safety** through the installation of CCTV.
- Providing **bus priority** or **bus only** access on certain streets to make bus services faster and more reliable.
- Tackling delays caused by informal **on-street parking** through the development of a county wide car parking strategy. For example, Cantilupe Road, Gloucester Road and the High Street in Ross-on-Wye.
- **Integrating bus times** with opening hours of leisure/social facilities and events.

Leominster is accessible from a wide catchment area with bus and rail services to Kington, Hereford and the wider county available. As trains cross at Leominster, it offers potential to provide bus to rail interchange. We will work with partners to re-develop the station forecourt, expand parking and improve interchange. This will enhance the attractiveness of the railway station and further enhance its role as a public transport hub for the town and surrounding areas.

Colwall and Ledbury railway stations provide two to three trains an hour to Hereford, and direct services to larger settlements. Improving facilities at Ledbury to improve accessibility for all is a priority, both for interchange but also facilities at the station. Pedestrian access to these railway stations, including better crossings facilities and signage to the town centres and key services is also priority for us to make rail travel more convenient.

Community transport can also play a key role in improving access in rural areas where other transport services may not be commercially viable. There are several existing voluntary community transport organisations operating buses or car club vehicles. We will continue to support these operators and reduce barriers to introducing new services. As the offer of community transport evolves, it will allow more people to benefit from these services in a quick, convenient and accessible way.

These rural challenges occur within the backdrop of uncertainty about future funding, changing technology and travel patterns. We will further explore how new and existing transport modes can be best delivered to meet the needs of our residents, businesses and visitors in rural areas. This will provide a valuable tool for understanding where we prioritise investment and to identify interventions which will create the best benefit for people that live, work and visit Herefordshire.





## Case Study

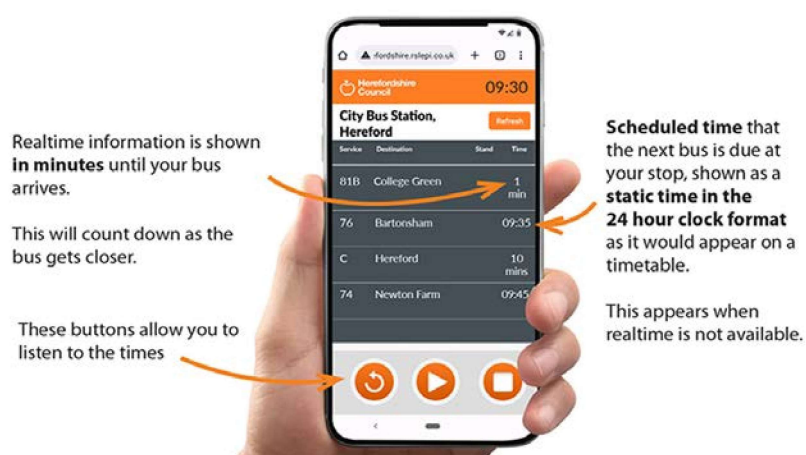
### Investment in improved real-time information at Bus Stops

The council has introduced QR codes at over 500 bus stops throughout the county as shown in Figure 12. The core aim is to provide instant, accurate and easily accessible bus arrival information. By simply scanning the unique QR code, the passenger is presented with live information showing exactly when the bus will arrive at that stop, without needing to download any dedicated app.

This easy to access information provide greater certainty and confidence to passengers. It enables them to check arrival times before leaving home, therefore helping to reduce time spent waiting at the stop, a major convenience, especially on rainy days.

This cost-effective digital solution help to make public transport a more attractive and stress-free choice. It supports strategic objectives related to customer experience, greater accessibility and inclusivity, and service modernisation across the entire county network, thereby encouraging greater ridership.

*Webpage showing real time information from scanning QR code.*



### Improving transport safety and security

Approximately two thirds of collisions resulting in serious injury occur on the county's rural roads ([Herefordshire Council, 2025](#)). Acknowledging that collisions can involve a range of contributory factors, including driver behaviour, geometric highway layout, level of illumination, and weather conditions.

The Market Towns tend to have a higher number of people cycling, walking and wheeling, and therefore there will be a greater focus on improvements for the most vulnerable road users including school children and the elderly. Each of the Market Towns have an A-road with high traffic flows passing through it which can be unattractive and dangerous for pedestrians as well as people cycling and wheeling. Improving crossing facilities and, where appropriate, lower speed limits will help to both improve safety but also unlock new travel opportunities for all users.

# Strategy for Rural Herefordshire and its Market Towns

## Supporting a thriving and prosperous economy

- Improving Market Towns and Villages by:
  - Enhancing walking, wheeling and cycling facilities.
  - Providing additional transport facilities such as EV charging.
  - Offering localised services for residents.
- Unlock strategic development through:
  - Southern Link Road and active travel facilities in Leominster.
  - Extension of traffic-free spine to new developments in Ledbury, enhanced crossing facilities and improved routes to the railway station and bus stops.
  - New access road and improved bus services to Ross-on-Wye.
  - Attractive walking and cycling access from new developments in Bromyard and land south of Kington.

## Enabling healthy choices to improve wellbeing

- Improve cycling, walking and wheeling facilities and signage across all Market Towns, to local centres and public transport hubs.
- Traffic-free greenways or quiet lanes in smaller villages across the county.

## Tackling climate change and protecting and enhancing the natural and built environment

- Work with partners and support delivery of EV charge points on-street and in council car parks.
- Promote and encourage Peer-to-Peer charging.
- Continue to improve rural broadband and digital connectivity.

## Improving accessibility and inclusivity

- Improve bus stop infrastructure and waiting facilities
- Improve perceptions of safety through the installation of CCTV.
- Tackle delays caused by informal on-street parking through delivery of a county wide car parking strategy.
- Integrate bus times with the opening hours of leisure and social facilities.
- Focus on improvements to bus service frequency and operating hours on core interurban routes.
- Improved passenger facilities and access to Colwall and Ledbury railway stations.
- Support community transport operators to increase provision.
- Produce a Rural Mobility Strategy.

## Improving transport safety and security

- Improve the safety of the pedestrian environment and crossing facilities in the Market Towns.
- Lower speed limits along key routes in the Market Towns.



# 7. The Transport Network Strategy

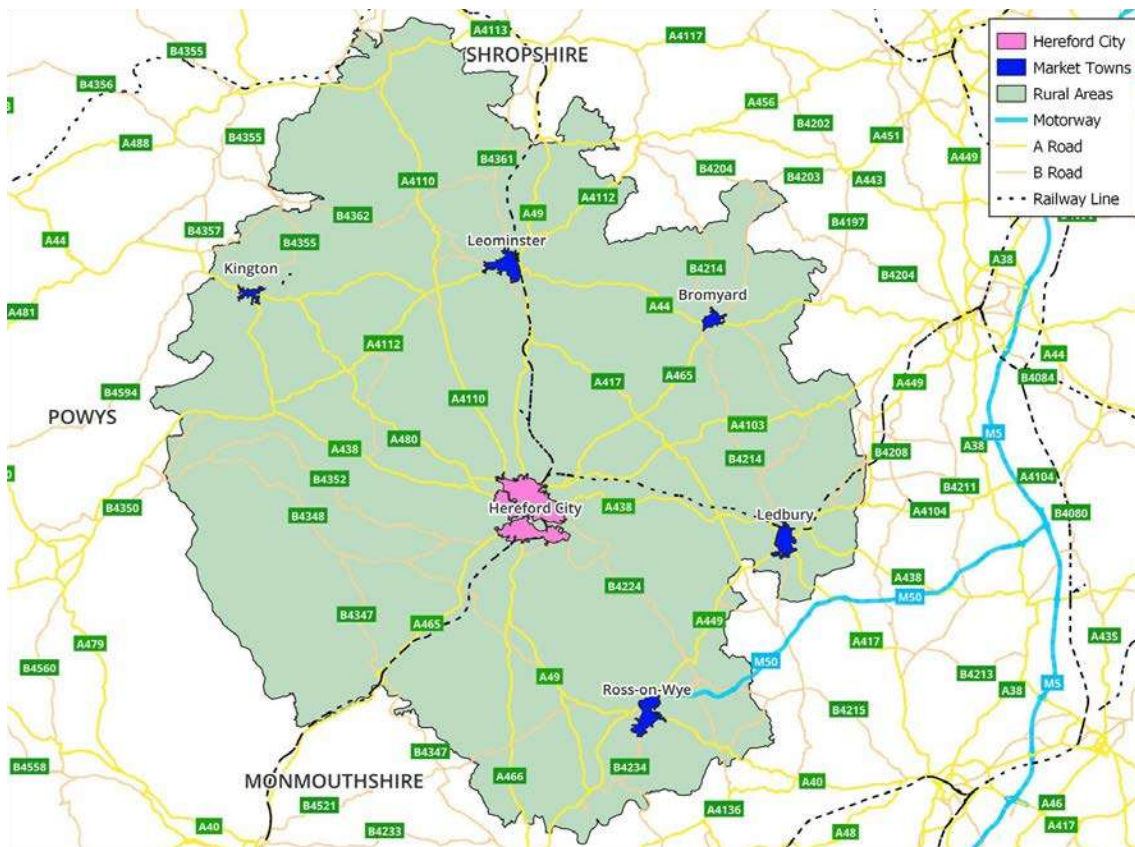
## Overview

The transport network enables people to travel, work, exercise and engage with services and employment. It can also shape the environment and the quality of life of residents. Maintaining and enhancing the transport network therefore plays a key role in helping to achieve our objectives set out in the Council Plan.

The majority of travel in Herefordshire is made on the highway network. This includes by car (79%), bus or coach (1%), motorcycle (1%), other modes (1%) as well as people walking (14%), wheeling and cycling (4%) (ONS Travel to Work TS061, Census 2021).

As illustrated in **Figure 10**, key routes on the highway network include the A40, A44, A49, A465, A417, A438, A449, A4103, A4110 and M50. These serve as vital arteries linking Herefordshire to neighbouring areas, and national markets. Herefordshire Council are the local Highways and Transport authority, responsible for managing and maintaining the public highway and its assets, including 1,988 miles 3,200 kilometres of publicly maintained highways, 2100 miles of public rights of way, over 700 bridges and 14,000 streetlights. We do not manage motorways or trunk roads. The Strategic Road Network including the A49, A40 and M50 in Herefordshire is maintained by National Highways.

Figure 10 Herefordshire's Strategic Transport Network.



The railways and four rail stations (Hereford, Leominster, Ledbury and Colwall) across Herefordshire are operated and maintained by train operating companies and Network Rail.

## Congestion

Congestion in Herefordshire - most notably in Hereford - remains a persistent and increasingly problematic issue that affects multiple facets of daily life, economic and strategic planning. It undermines travel reliability, contributes to poor air quality, and hampers economic productivity by delaying the movement of goods and people. The impact is felt not only by motorists but also by public transport users, with bus services particularly vulnerable to unpredictable delays. This unreliability makes it difficult to maintain consistent timetables, eroding public confidence in the network and discouraging modal shift away from private car use.

The nature of congestion in Hereford is often random and inconsistent, which presents a significant challenge for transport operators and planners. Unlike predictable peak-hour traffic, the sporadic nature of delays means that even off-peak journeys can be severely affected, making it difficult to plan and deliver reliable services. The unpredictability also complicates efforts to improve efficiency and reduce emissions, as idling vehicles contribute to poor air quality and increased carbon output.

### **A49, Greyfriars and St. Martins Bridges**

A major contributor to congestion in the city is the A49, a strategic route managed by National Highways. It runs directly through the city centre and crosses the River Wye via Greyfriars Bridge - the main vehicular river crossing in Hereford. The adjacent St. Martins bridge supports movements, but is constrained due to signalisation and multiple points of

pedestrian and cycle movements. As the main point of passage - especially for freight - Greyfriars Bridge is a critical bottleneck, especially during peak travel times, when average speeds drop as low as 5mph. Greyfriars bridge's central location and lack of alternative crossings mean that any disruption - whether due to maintenance collisions or flooding has a disproportionate impact on the entire transport network.

When Greyfriars Bridge is closed, the network exceeds capacity and becomes starkly apparent. The only viable diversion spans approximately 39 miles, which is not only inefficient but also economically damaging, particularly for freight and logistics operations. This situation highlights the fragility and lack of resilience in Hereford's transport infrastructure. Without alternative routes or investment in additional crossings, the city remains vulnerable to gridlock and isolation during incidents.

Moreover, the A49's dual role as both a local and strategic route exacerbates congestion, as it must accommodate long-distance traffic alongside local journeys. This mix of vehicle types and journey purposes adds complexity to traffic management and increases the likelihood of delays. Addressing this issue will require coordinated action between local authorities and National Highways, with a focus on improving infrastructure, enhancing public transport options, and exploring alternative routes to reduce dependency on a single crossing.

### **LTP5 Policy TN1: Traffic management**

We will continue to assess and improve the road network to reduce delay through focused traffic management measures such as targeted junction improvements and UTC.



### Proposed bypass in Hereford – Unblocking congestion, unlocking growth, unleashing potential

The Hereford Western Bypass represents a once-in-a-generation opportunity to transform the city and wider county by addressing long-standing congestion challenges and enabling sustainable economic and housing growth. More than just a road, the bypass is a strategic infrastructure investment that will reshape Herefordshire's transport network, economy and communities for decades to come.

At the core of the scheme is a clear ambition: to unlock the A49 corridor, which currently divides the city and suffers from severe congestion, particularly Greyfriars Bridge. The bypass will provide a vital crossing over the River Wye, improving journey times, reducing disruption, and enhancing network resilience. Its benefits extend far beyond traffic relief. The scheme is central to allowing the council to meet the new government housing targets of up to 14,000 new homes, delivering 150 hectares of employment land, and supporting the creation of approximately 10,000 new jobs, making it a catalyst for regeneration and inclusive growth.

Phase one of the bypass is already progressing, with planning permission secured and land acquisition underway. Construction is expected to begin by December 2026, supported by a £35 million investment. This phase will connect key industrial areas south of the city, removing barriers to development and laying the groundwork for the more extensive second phase around the western perimeter of Hereford.

Phase two, which is expected to require a significantly larger investment, will be delivered through a blended funding model. While inclusion in the Department for Transport's Road Investment Strategy 4 (RIS4) remains a priority, the council will also pursue infrastructure grants, regeneration funding and public-private partnerships. A Strategic Outline Business Case will demonstrate the scheme's value for money, alignment with national priority and readiness to deliver.

The bypass forms a central component of the Western Growth Corridor, a wider vision to attract inward investment, support housing delivery, and improve connectivity across the region. It will reduce congestion on key radial routes, improve road safety, and enable more reliable and attractive public transport services. By reallocating road space in the city centre, the scheme will also support active travel, cleaner air, and better public health outcomes.

The council is working closely with a wide range of partners including National Highways, West Mercia Police, the NHS, the Environment Agency, local businesses and communities to ensure the bypass delivers maximum benefit. It will strengthen the resilience of the transport network, reduce accident-related costs, and protect heritage assets from the impacts of heavy traffic.

The Hereford Bypass is not just a transport project, it is a strategic enabler of Herefordshire's future. It is time to move forward with confidence, to unblock congestion, unlock opportunity, and unleash the full potential of our county.

As identified in the New Road Strategy report ([Herefordshire Council, 2024](#)) approved by Cabinet in March 2025, congestion contributes to poor air quality, with the A49 corridor designated as an Air Quality Management Area (AQMA) due to excessive nitrogen dioxide levels.

The Understanding Hertfordshire data platform and annual Air Quality Status Reports, further confirm that traffic-related emissions are a primary source of pollution in the city affecting public health and deterring economic investment.

Addressing congestion is therefore essential to improving network resilience, enabling sustainable development, and supporting the county's wider environmental and economic objectives.

**LTP5 Policy TN2: Managing Congestion**

To address congestion in Hereford's transport network through an Integrated Congestion Management Strategy focused on infrastructure delivery, smarter traffic control, and sustainable mobility will be adopted. This includes prioritising the Hereford Bypass and to divert through-traffic and reduce pressure on the A49 and Greyfriars Bridge, while enhancing east-west connectivity.

To address congestion within Hereford's transport network, LTP5 will adopt an Integrated Congestion Management Strategy combining infrastructure improvements, smarter traffic management, and sustainable mobility measures. this approach will:

- Prioritise the Hereford Bypass to divert through-traffic and reduce pressure on the A49 and Greyfriars Bridge, while enhancing north-south connectivity
- Utilise the Urban Traffic Control (UTC) system, including legacy SCOOT and UTM technologies, to optimise signal timings across the network. This system will be

continually monitored, reviewed and adjusted to improve traffic flow and support prioritisation of walking, cycling and bus movements

- Deliver ongoing upgrades to key junctions under the Green Light Fund, including Sainsburys, Commerical Square, Union Walk, and Aylestone Hill, scheduled for completion by the end of 2025/2026
- Establish a framework of continuous assessment and improvement, reviewing UTC coverage to determine where expansion or further investment is required, ensuring that traffic management supports the city's wider sustainable travel objectives.

This integrated approach ensures congestion is managed efficiently, while supporting safer, healthier and more sustainable transport choices for all users.

**Maintenance**

A well-maintained network is vital to enable safe and efficient travel. It supports Herefordshire's residents to access services and allows businesses to operate efficiently.

The Highway Maintenance Plan sets out how we will deliver our objectives for maintaining the public highway and associated assets including footways, cycleways, structures, Public Rights of Way and bridleways to ensure the safety, availability, reliability and integrity of transport assets.

To ensure maintenance is focused on where it is most needed, the Highway Maintenance Plan identifies a network hierarchy. The Plan details that the maintenance of A and B roads is prioritised, followed by main urban roads. These are the routes with the highest levels of vehicular and freight movement, that are most utilised by both commercial and public transport vehicles. Other routes include those deemed to have particular significance for the local economy, such as those linked to agricultural business or visitor destinations



The Highways Maintenance Plan sits alongside our Transport Asset Management Plan (2016) ([Herefordshire Council, 2016](#)) and details our strategy for managing and maintaining highway infrastructure.

Both these documents were developed in conjunction with the previous Local Transport Plan 4 and will be updated to reflect the objectives and policy updates set out within this Local Transport Plan and will sit as sister documents to LTP5.

### **LTP5 Policy TN3: Maintaining the highway network**

The approach to maintenance and reinstatement works of the local highway network, including footways, cycleways and bridleways will be set out and regularly updated in Herefordshire Council Highway Maintenance Plan and Transport Asset Management Plan (TAMP).

## **Contingency Planning**

Ensuring the resilience of Herefordshire's transport network is vital to maintaining public safety, economic continuity, and access to essential services during emergencies.

A coordinated approach to disaster and contingency planning, working closely with a wide range of partners including National Highways (particularly in relation to the A49), West Mercia Police, Hereford & Worcester Fire and Rescue Service, the NHS and local health and social care trusts, the Environment Agency, utility providers and other stakeholders, is vital to ensuring the transport network can remain operating efficiently at all times.

The Hereford Western Bypass is a key component of this resilience strategy, offering an alternative route to reduce dependency on Greyfriars Bridge and improve emergency response capability. Measures such as real-time network monitoring, business continuity planning, and multi-agency coordinate ensure that the transport system remains operational and responsive during critical events.

### **LTP5 Policy TN4: Contingency Planning**

LTP5 will emphasise the necessity of successfully coordinating and managing the highway network through collaborative working with statutory undertakers via Herefordshire's permitting systems and participation in Highways and Utility Authorities Committee (HAUC). We will continue to drive improvements with congestion and waiting times at identified junctions through investment in smart technologies.

## **Traffic Management**

Congestion is a prevalent issue throughout the county but it is most pronounced in Hereford particularly along its key corridors. The proposed housing growth in Herefordshire will exacerbate existing congestion issues and associated air, noise and health issues and therefore smarter traffic management needs to be a priority.

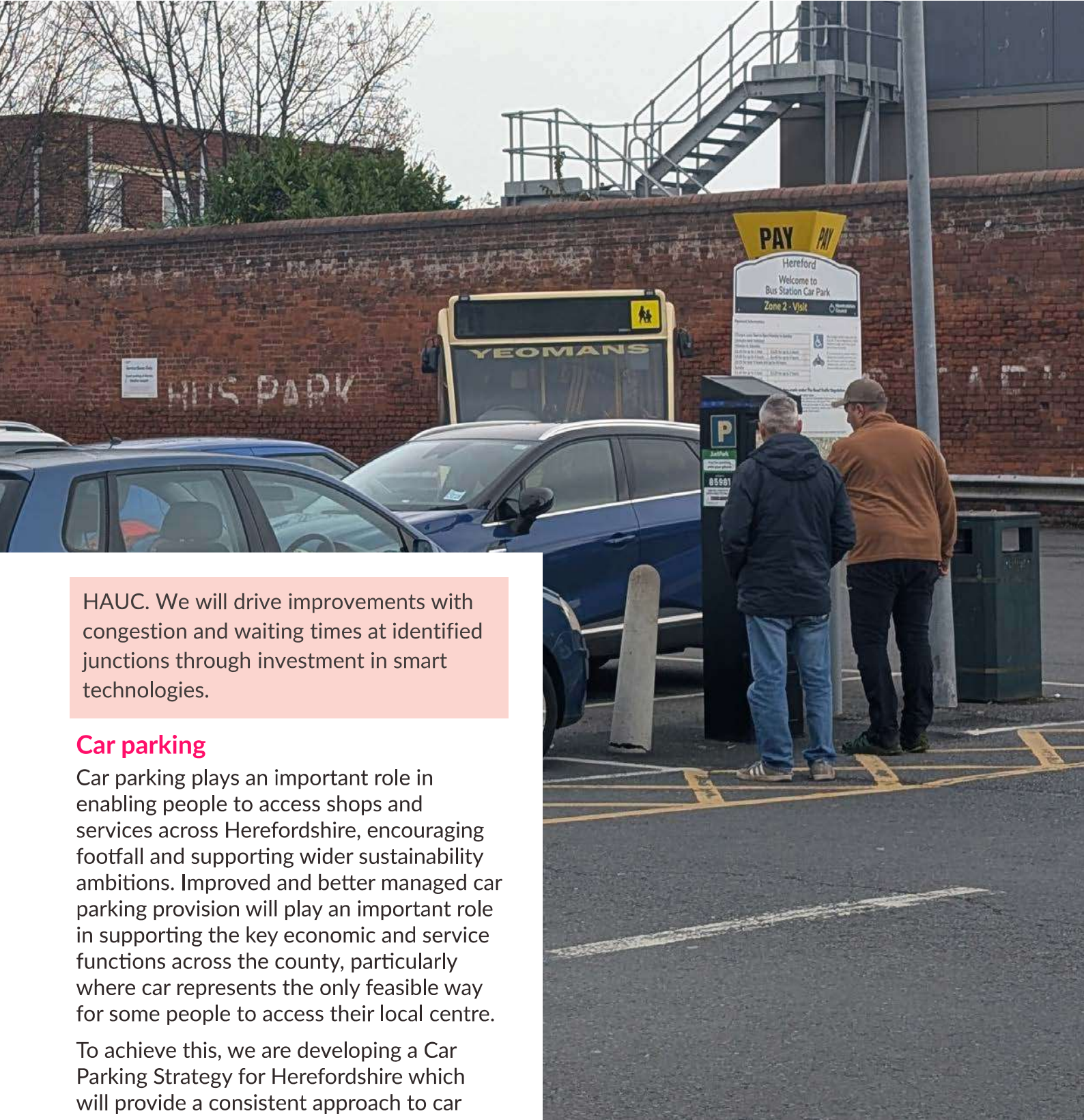
In Hereford a Western Bypass is being delivered to take traffic away from the city centre and help to target reduced congestion in the city.

Targeted junction improvements and investment in digital tools to optimise traffic flow such as Urban Traffic Control will complement the larger scale infrastructure and help to further manage the network. Under the Green Light Fund, the traffic signals at Grimmer Road, Commercial Square, Union Walk and Aylestone Hill will be completed by the end of 2025/2026.

These traffic management measures will help to reduce delays, improve air quality and make journeys more predictable for residents, businesses and freight. They will also help to prioritise walking, cycling, wheeling and bus infrastructure by reducing congestion and delay on the highway network.

### **LTP5 Policy TN5: Traffic management**

We will continue to successfully co-ordinate and manage the highway network through collaborative working with statutory undertakers via Herefordshire's permitting systems and participation in



HAUC. We will drive improvements with congestion and waiting times at identified junctions through investment in smart technologies.

## Car parking

Car parking plays an important role in enabling people to access shops and services across Herefordshire, encouraging footfall and supporting wider sustainability ambitions. Improved and better managed car parking provision will play an important role in supporting the key economic and service functions across the county, particularly where car represents the only feasible way for some people to access their local centre.

To achieve this, we are developing a Car Parking Strategy for Herefordshire which will provide a consistent approach to car parking across the county. The emerging strategy will manage and control car parking across the county to ensure efficient and formal use of car parking spaces, promote safety for all users including vulnerable road users and blue badge holders, manage footfall demand and support user convenience. It will also consider technology changes including the growth of EV's and how this will be managed in car parks across the county.

### LTP5 Policy TN6: Parking Strategy

We will develop a new Parking Strategy for Herefordshire which will provide a consistent, coherent and uniform approach to car and coach parking across the county.



## Safety and security

The number of reported personal injury collisions on the highway network has decreased throughout the county by more than 25% over the last decade. However, approximately 300 recorded injury collisions still occur each year and 100 people are killed (approximately 10 per year) or seriously injured (KSI) on the network each year ([STATS19 Collision Data, Department for Transport 2023](#)).

In Herefordshire, 112 people were killed or seriously injured on the county's roads in 2025. This corresponds to a rate of 49.8 per hundred thousand residents, which is similar to the rate in Shropshire (49.2) but noticeably higher than the West Midlands region as a whole (37.1) ([Road Safety, Herefordshire Council 2025](#)).

We will continue to improve safety and further reduce the number of people injured across the transport network by investing in road safety interventions including engineering, training and enforcement. To achieve this, our efforts will be focused on:

- Road user training, for younger and older drivers who are more likely to be involved in an injury collision.
- Education and training for vulnerable road users, such as motorcyclists and school children (i.e. Bikeability training).
- Infrastructure designed to improve the safety of vulnerable road users, such as children, pedestrians, cycles and motorcycles.
- Safer speed limits, where locally supported, to improve safety for people walking, wheeling and cycling.
- Innovative technologies to identify and evidence unsafe movements along the public highway.
- Delivering a programme of safer routes to school.
- Greater traffic enforcement to reinforce road safety engineering and education strategies.

For infrastructure improvements, our focus will be on targeted interventions where collisions have most frequently occurred. This work will be done in partnership with the West Mercia Police who work within the Road Safety team at Herefordshire Council and provide advice on highway and traffic legislation and safety matters.

There are two sites in the county at Locks Garage, Allensmore and at High House, Upper Sapey that require fundamental changes in operation such as the signalisation or physical re-alignment. These will require significant improvements to change their configuration and improve safety. Initial work to identify options is underway with a view to completing both schemes in the next few years.

