

Case Study

Proposed junction improvements in Herefordshire – Lock's Garage junction and High House junction

Correct signalling plays an important role in keeping the transport network safe and secure, particularly at junctions. An example of this is the A465/B4384 Locks Garage crossroads in Herefordshire that had nine personal injury collisions occur, including one fatality, between January 2020 and May 2025. Despite implementing numerous low-cost safety interventions, factors of collisions were attributed to driver errors such as failure to look properly or misjudging vehicle speed. Multiple options were considered to address these issues such as the design of a roundabouts and implementation of Vehicle Activated Signs (VAS).

However, using the cost-benefit analysis of the Department for Transport's Value of Prevention metrics, the return on investment was highest when using signalisation. Previous signalisation projects in Herefordshire demonstrated schemes becoming cost-neutral within one to two years.

Another junction in Herefordshire that is identified for safety improvements via traffic signalling is the B4203 junction with B4204 High House Crossroads in Upper Sappey, a site with a history of frequent road traffic collisions. In comparison with non-signalised junctions in rural Herefordshire, evidence of improved road safety conditions following similar arrangements of signalised junctions have shown reductions of reported collisions by 66% to 92%, simply by incorporating modern technology such as Microprocessor Optimised Vehicle Activation (MOVA) technology.

Road policing across Herefordshire is undertaken by West Mercia Police. Policing deters dangerous behaviour on the road, identifies the causes of crashes and helps to educate road users. The police also operate a Community Speed Watch initiative across Herefordshire. This enables volunteers to address concerns about inappropriate traffic speed on local roads in their area. The initiative is co-ordinated with our Road Safety team.

LTP5 Policy TN7: Improving road safety

To reduce the number of people being Killed or seriously injured on the transport public network we will:

- Deliver education programmes and road user training.
- Work with charities.
- Deliver infrastructure to improve safety for vulnerable road users.
- Support safer speeds to improve perceived and actual road safety. This could include reducing speed limits where they are supported by professional assessment and locally supported
- Deliver safer routes to school.
- Take targeted action and enforcement to further reduce fatalities and injuries on our network.

Perceptions of safety for all users is also extremely important to consider alongside specific road safety interventions. How safe people feel impacts on travel experience, choice and quality of life. Factors such as infrastructure design, societal attitudes and fear of personal safety are all factors that contribute to the transport network not meeting safety needs for all users.

There is a growing awareness that certain demographics are more likely to feel vulnerable and unsafe when using the transport network. The design and infrastructure can create constraints that may exclude or adversely influence an individual's access and perceptions of personal security. As a result of these challenges, affected users are disproportionately forced to either avoid certain areas, change routes, pay higher transport costs for private transport or travel in an environment that they feel unsafe. For example, a survey carried out in 2021 with 638 female participants showed that 94% felt threatened when using public transport - with 81% feeling unsafe due to poor lighting (S. Leadbetter, 2021).

Inclusive design must be a fundamental principle when planning transport networks and designing public spaces. Capturing people's perception of a space and their previous experiences early in the design process and embedding equitable and inclusive design approaches from the earliest stages of every scheme will help to ensure an accessible design that helps create environments that feel safer and more welcoming for everyone.

LTP5 Policy TN8: Improving real and perceived personal safety

We will ensure that all transport and public realm schemes within our responsibility undergo an inclusive design review with relevant interest groups to ensure that they appropriately consider the needs of all users. In doing so, this will help to remove, reduce and/or mitigate the risk of people, particularly vulnerable road users, about personal safety.





Public Transport: Buses and coaches

Public transport is essential for many residents to access services, jobs, education, training and cultural and social activities throughout Herefordshire and beyond. This is primarily provided by buses and rail, although taxis, community transport and the on-street cycle scheme in Hereford also help residents to access key services and increase travel choice. Across all these modes, Herefordshire provides coverage to all residents, however, only 43% of all residents have access to an hourly bus service (in the morning peak and early daytime off peak periods). This falls to only 8% of residents with access to services that run every 30-minutes (mainly residents in and around Hereford) ([Herefordshire Bus Service Improvement Plan, 2024](#)).

Despite these statistics, buses are the most used form of public transport in Herefordshire, with 1.5 million trips made in 2023 and 2024, rising from 1.1 million in 2022. Whilst recovery rates in all bus markets have seen a level of recovery, the number of local bus trips made by people across the county have not yet recovered to the pre-Covid levels of around 2.4 million trips per year.

In many settlements bus represents the only form of public transport opportunity. Herefordshire only has four railway stations and only one national coach network service. As a result, bus is likely to be required for local, inter-county travel as well as a connection to regional modes (bus, coach and rail). However, most of the local bus network operates at best an hourly service, with this level of service falling short in most rural communities.



Hereford is the hub of the local core bus network. Services to and from the Market Towns generally operate to Hereford (as a destination or a point of interchange between services) on hourly or two-hourly frequencies. There are also several bus services that provide connectivity to neighbouring counties and beyond. This is demonstrated by the schematic bus network diagram in **Figure 11**.

Figure 11: Herefordshire's Core Bus Network.

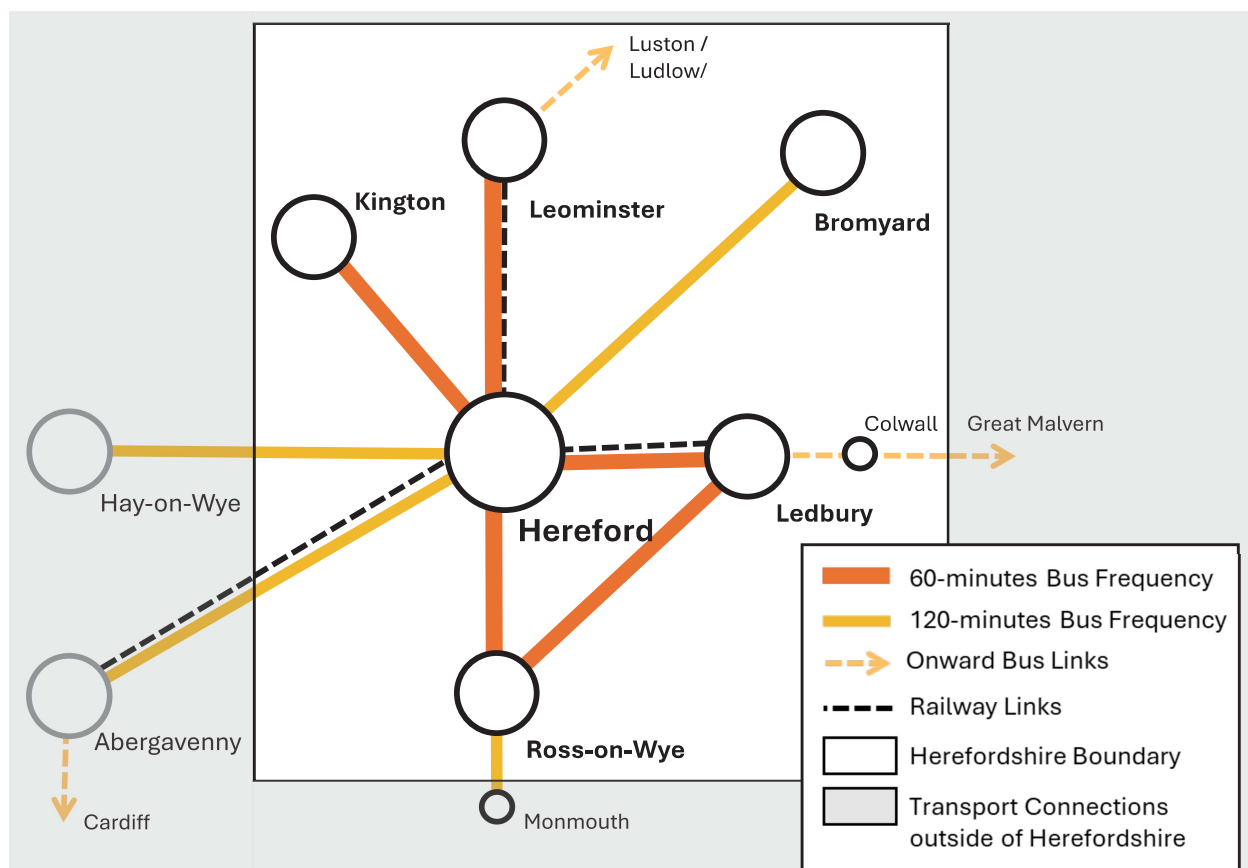


Figure 11 on the previous page, demonstrates that the core local bus network provides hourly connections from Hereford to Kington, Leominster, Ledbury and Ross-on-Wye. There is only one hourly route that does not include Hereford, this being Ross-on-Wye to/ from Ledbury, with all other services every two hours. This presents challenges in terms of journey time and the perceived attractiveness of bus, as access between the Market Towns largely requires travel in and out of Hereford and a change of buses. However, there is an opportunity to work with different service providers and modes to bridge gaps in the service network and shorten journey times or by using dynamic services such as demand responsive transport (DRT).

Outside of these core routes between Hereford and the Market Towns, services are infrequent or inconsistent across many rural parts of Herefordshire. In these areas, community transport can and does provide a vital transport link. There

are also local coach companies that offer a range of services including school transport, private hire and leisure travel. We will continue to work with community transport and coach operators to explore potential enhancements and any scope to improve links between school transport and other services.

Many of the bus services between the Market Towns and Hereford have been enhanced with BSIP funding, which is guaranteed until 2027. Our initial priority for LTP5 will be to continue to underpin these improvements as long-term enhancements and ensure that a consistent standard of connectivity is retained between our largest settlements.

Our aspiration is to develop this further into a consistent and reliable bus network across the whole county. To achieve this, we will undertake a comprehensive bus network review, identify the remaining gaps in the network and appropriate solutions.





We will improve infrastructure and facilities for buses and passengers and work with operators through our already established Enhanced Partnership (EP) process.

We will deliver an improved local and regional integrated bus network across Herefordshire as set out in our ambitious BSIP through the following:

- Improved inter-county bus links and interchange.
- Improved bus stop facilities including real time information.
- Bus priority routes.
- Integrated ticketing between operators and modes.
- Improved consistency for travel that crosses the boundary between England and Wales.
- Exploration of new powers and direction from DfT to Local Authorities.

Increasing public transport can play a role in supporting sustainable leisure and tourism. These are a key part of the Herefordshire economy and one of the few journey

purposes where demand is growing. We will work with partners to identify opportunities for enhancing and promoting sustainable travel for leisure trips into the county, access to events and ensuring a warm welcome to Herefordshire for visitors travelling by bus, rail and coach.

Long-distance coach services provide a regular service between Hereford and London up to three times each day. More widely, coaches are also integral to many leisure operators and offer sustainable tourism than can provide a big boost for local economies. Recent work by the Confederation of Passenger Transport (CPT) has demonstrated that one additional coach per day can generate up to £1 million in economic value for a destination annually ([The Economic Impact of Coaches, CPT and KPMG, 2024](#)). The CPT's Coach Friendly Accreditation Scheme can be a valuable tool in promoting coach tourism and we will work with the CPT and operators to identify potential locations, and suitable enhancements, to increase the number of accredited coaches stops across Herefordshire.

LTP5 Policy TN9: Buses and coaches

We will work with operators and other partners to enhance public transport services and facilities. Key measures we will investigate and/or support to achieve this include:

- A coherent, consistent and integrated bus service standard between Hereford and our Market Towns - by undertaking a bus network review and options for dynamic modes.
- A local bus network that is seen as value for money, well understood, attractive, easy to use and which portrays a positive image locally, across Herefordshire and regionally to support access, independent living and wellbeing.
- Improvements to vehicles and mobile connectivity on public transport services that contribute positively to Herefordshire's ambitions for decarbonisation and environmental improvement.
- Improvements to bus stop and rail station facilities, access and interchange to allow a greater multimodal offer to be developed.
- Enhancements to rail services into and across the county, including additional services through Hereford to other major centres linked to progressive improvements in the connecting local bus network.
- Support enhanced and better integrated public transport ticketing, within Herefordshire and across its borders, both within England and in Wales.
- Improving transport provision for leisure travel and events.
- Work with CPT and operators to identify potential locations for accredited coach stops



Case Study

Event management – subsidised coaches from Hereford to Hay Festival

Major events, such as the Hay Festival are vital economic drivers and tourist attractors. Supporting their continued success is a framework that prioritises Traffic Demand Management (TDM) and proactively facilitates public transport to increase travel choice, safeguard the local environment and protect the county's transport network from peak surges.



Hay Festival

This approach aims to influence traveller behaviour by actively promoting sustainable modes, rather than just accommodating peak private vehicle movements. Key objectives include:

- **Network resilience:** Minimising the adverse impact of major events on the strategic highway network to maintain normal operations for residents and businesses.
- **Sustainable tourism:** Shifting visitor travel towards public and shared transport to reduce carbon emissions and pollution in sensitive areas, such as the Wye Valley.
- **Integrated connectivity:** Ensuring that event transport is fully integrated with regional rail services, leveraging Hereford Railway Station as the primary multimodal gateway.

The council implements its event strategy through a combination of policy, infrastructure linkage, and operational support:

1. **Direct bus service coordination:** The council actively coordinates and/or commissions dedicated event transport links, such as the bus service connecting Hereford Rail Station directly to the Hay Festival site. This ensures a seamless continuation of the journey for visitors arriving by train while also helping to alleviate the influx of traffic on the A438.
2. **Traffic management:** For events held on or near the highway, the council mandates the development of detailed Traffic Management Plans (TMPs). This requires events to plan for clear signing, off-road queuing space and access for emergency services, with the goal of preventing congestion from spilling back onto the main county roads.
3. **Encouraging Park-and-Ride and Sustainable travel options:** Our general event guidance promotes the use of designated off-site parking facilities with shuttle services (Park-and-Ride) and encourages walking and cycling routes where feasible. This helps to promote and encourage a range of travel choices and reduce reliance on private vehicles for event access.

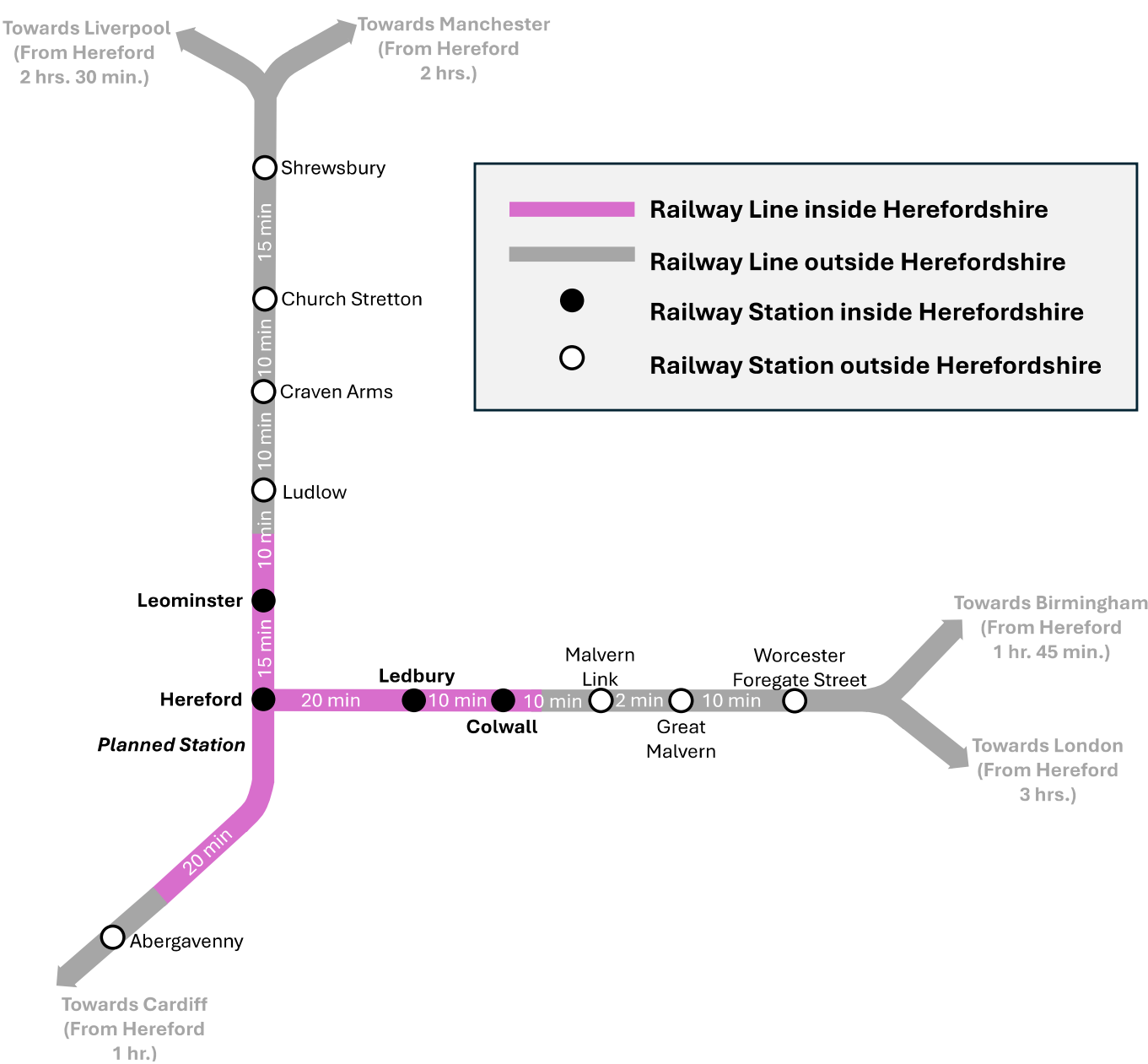
By adopting this strategic TDM approach, Herefordshire Council helps to support major events and contribute to our objectives for a sustainable, accessible, and resilient transport network.

Public Transport: Rail

There are four railway stations in Herefordshire (Colwall, Hereford, Ledbury, and Leominster) from which there were approximately 1.64 million entries and exits in 2023/2024 (Office of Rail and Road Estimates for Station Usage, 2024). In addition, stations in neighbouring areas, such as Abergavenny (Powys), Great Malvern (Worcestershire) and Ludlow (Shropshire) also provide rail access for some residents of Herefordshire due to their proximity (driving distance) to the border. **Figure 12** summarises the railway network through Herefordshire.

Hereford railway station is the principal station amongst the four stations in the county. It alone saw 1.16 million entries and exists in 2023/2024, accounting for around 71% of all rail passenger trips in Herefordshire. It is also ranked 439 out of 2,581 stations in England and Wales for passenger entries and exists, putting it in the top quartile for station footfall (Office of Rail and Road Estimates for Station Usage, 2024).

Figure 12: Map of Rail Services and Time to Destinations.





Hereford is an important connection point for Leominster based communities, with over half (152,964) of all its rail passengers travelling between the town and Hereford (Office of Rail and Road Estimates for Station Usage, 2024). The rail journey time between Leominster and Hereford is competitive with car and nearly 10-minutes faster. This compares to the hourly bus service with a journey time of 40-minutes. There are around 46 trains a day between the two locations, but frequencies can vary between every 30-minutes and every hour, making unplanned travel harder for people to navigate.

Colwall and Ledbury railway stations do not provide many trips through Hereford and instead cater for lower levels of rail passengers travelling to further afield locations as Worcester and Birmingham (New Street).

Birmingham, Cardiff and London are all important destinations to residents of Herefordshire for both leisure and employment. Therefore, we will seek to work proactively with partners at a regional strategic level and participate in the appropriate forums to advocate for improved services, including those to Birmingham, Cardiff and London.

There is also an aspiration for an enhanced rail frequency between Hereford and London and between Hereford, Worcester and Birmingham. This will support both leisure and commuter trips, giving residents, and visitors a better range of travel options due to a higher frequency.

Additionally, we know that improvements to services to the east can be unlocked by the delivery of upgrades to strategic rail infrastructure, such as signalling at Worcester and new passing loops as part of the Midlands Rail Hub project. These form a vital part of the Midlands Rail Hub project that is essential to deliver significant socio-economic benefits from a boost in rail travel across the region and which we will actively pursue through LTP5.

Future changes to north-south rail services on the Marches Line are understood to include additional 'fast' services calling at the busiest stations, such as Hereford. These will help to reduce journey times and improve the attractiveness and use of rail for travel between Hereford and major settlements including Cardiff, Manchester and Shrewsbury. The remaining services could offer greater flexibility to serve any new stations on the Marches Line, such as in the south of the city.

In addition to the frequency, speed and reliability of rail services, we will support improvements to the travel experience and ease of interchange. Central to this is delivery of the Transport Hub at Hereford Railway Station. This project will significantly enhance the multi-modal integration between different travel modes in the city centre by providing better bus and rail interchange, strengthening the travel offer across the county and between sustainable modes. However, the full value of this investment will only be realised if we actively progress improvements in both the rail and bus networks.

Herefordshire Council are advocating for improvements to the standard of facilities and arrival experiences at the other stations across Herefordshire. This includes the re-development of Leominster station forecourt and improved access at Ledbury and Colwall to help to further improve multi-modal integration, access for all and travel choice.

The ability to easily and reliably access the internet, also impacts the attractiveness of travel by rail. We will continue to work with our industry, local and regional strategic partners to promote and advocate for enhanced mobile connectivity and the modernisation of trains – with a transition towards newer modern trains (and away from diesel trains). This will further help to make rail travel more attractive, sustainable and will support our environmental objectives.

The combined effect of our partnership approaches and proposed improvements to rail services through LTP5 including potential new sites to support additional rail infrastructure will support a target to more than double rail use, to over 3 million trips (station entries and exists) per year (Office of Rail and Road Estimates for Station Usage, 2024). The improvements will also help boost the local and regional economies by making Herefordshire a more attractive destination to visit and do business.

LTP5 Policy TN10: Rail

We will work with partners to support and help to achieve our aspirations to enhance rail services across Herefordshire. These aspirations include:

- Delivery of the Hereford Railway station transport hub – bringing rail, bus and information together in one place.
- Improvements to access and interchange at stations, including
 - Re-development of Leominster station forecourt.
 - Access and interchange at Ledbury station.
 - Pedestrian walking routes to and from Colwall station.
- A new railway station to the south of Hereford – strengthening the city's place in the top quartile for rail station use across England and Wales.
- Investigate feasibility of further new railway stations linked to new development across Herefordshire to reduce the impacts of car travel across the county.
- Faster rail services between Hereford, Cardiff and Manchester.
- Enhancements to long distance rail services between Hereford, London and Birmingham.
- Setting out a programme to investigate and evaluate the case for further peak and off-peak rail service improvements through Herefordshire.
- Working with industry partners and national government to deliver improvements to rolling stock (switching from diesel to electric or battery/electric trains) and mobile connectivity to elevate the passenger experience and reduce the localised environmental impacts of rail.

Sustainable Travel

The priorities for improving sustainable travel across the county will be set out in Herefordshire LCWWIP ([Herefordshire's Emerging Local Cycling, Walking and Wheeling Infrastructure Plan, 2025](#)).

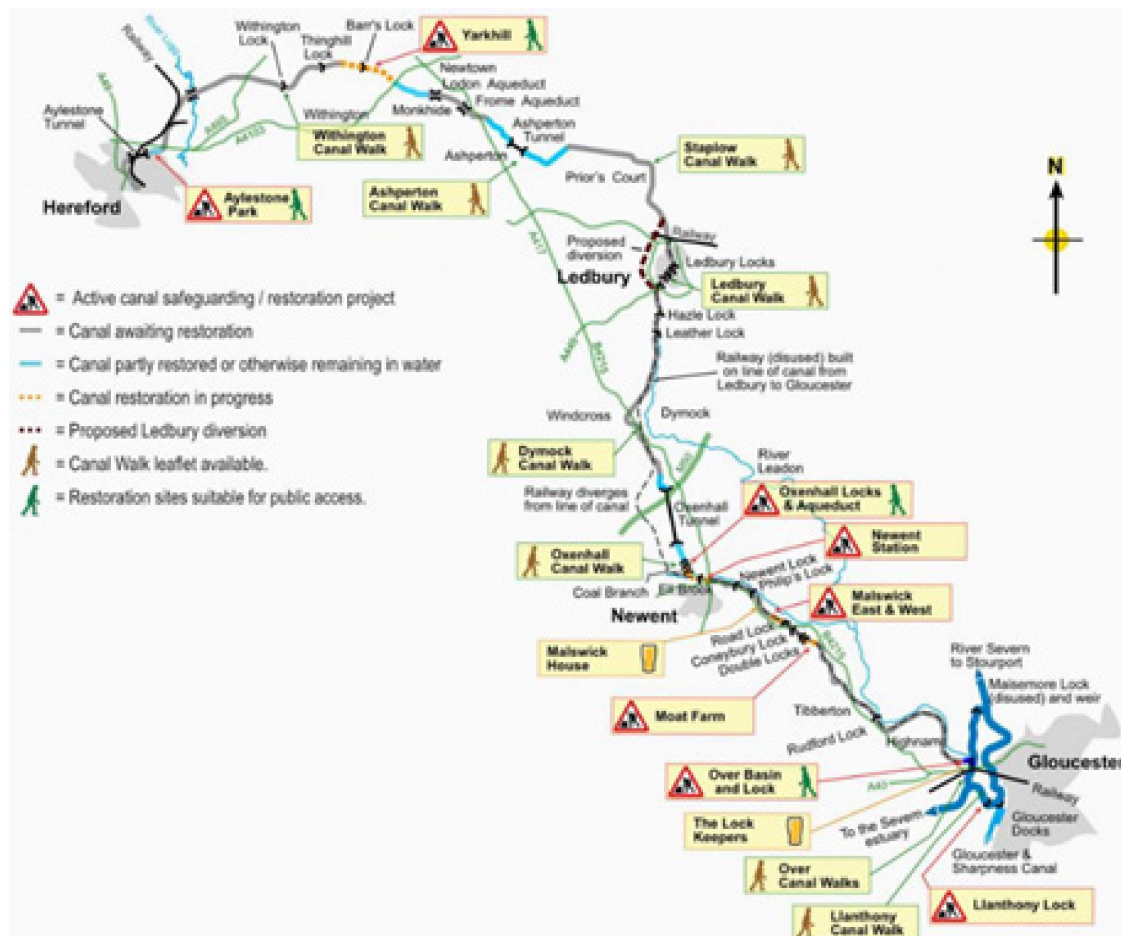
Reflecting on the areas where there are the highest number of pedestrians and cycles, most of the investment set out in the LCWWIP is focused upon the largest urban areas of Hereford, Leominster and Ross-on-Wye. These are also the locations with the highest concentration of jobs and services, and where many residents work and shop within the town they live. It is these areas where cycling, walking and wheeling improvements represent the most achievable and best value way of reducing short distance car trips and promoting healthier travel.

With a lower number of pedestrian and cycle movements across rural areas, and

across a wide geographic area it will be challenging to provide segregated facilities everywhere. We will however look to expand our network of lower traffic lanes, to increase the network of routes people feel safe to walk, wheel, cycle and ride horses on across Herefordshire's rural areas. This reflects an approach outlined in the emerging rural active travel guidance and was supported by British Horse Society in our LTP5 engagement.

The Herefordshire and Gloucestershire Canal is a historic waterway. Although no longer used for commercial transportation, it provides a popular route for walking, recreation and access to the natural environment. As shown in **Figure 13**, sections of the canal are being restored and will help to increase opportunities for walking, wheeling and cycling for residents and visitors.

Figure 13: Overview of the Current Status of Sections of the Canal.



Case Study

Beryl Bikes in Hereford – increasing travel choice

Herefordshire Council's implementation and continuous support for the Beryl Bike Share Scheme represents a success in increasing transport choice for short journeys in the city.

The scheme provides an attractive sustainable transport choice for trips too long to comfortably walk and ensures a convenient and reliable alternative to private car ownership for short journeys. By partnering with Beryl, the council achieved three key objectives:

1. **Accessibility:** A large fleet of pedal and e-bikes are strategically deployed across the city, ensuring that 90% of the population live within a five-minute walk of a 'Beryl Bay.'
2. **Overcoming barriers:** E-bikes help to remove constraints of hills and Hereford's topography making cycling a viable choice for a wider demographic, regardless of fitness level. They also provide access to a bike without the need to own or store their own bike.
3. **Multimodal integration:** It provides a simple, quick option for those transferring from rail or bus services at key hubs like Hereford Station, reinforcing the concept of a connected, choice-driven journey. Those who drive to the city and wish to cycle the last part of their journey they have the choice to use the numerous Park and Choose car parks.

The Beryl bike hire scheme in Hereford embodies investment in accessible, and high-quality micromobility options that actively enables the public to choose sustainable travel options.

Alongside improvements to routes, we will deliver a range of secure cycle parking spaces across Herefordshire to support those who wish to travel by bicycles. We will also identify where sustainable travel improvements could help provide safer routes to school and where informal designations of roads such as play streets could be delivered in Herefordshire.

We will provide information and support to further healthy travel and choices. This includes travel planning to increase awareness, promote and encourage sustainable travel choices, with an initial focus on schools, employment and healthcare facilities.

The shared cycle scheme in Hereford provides a convenient on-demand option for travel, improving access to a range of longer-distance destinations including the city centre, railway station, racecourse and Hereford Enterprise Zone. Approximately 130,000 trips were made last year on the cycle and e-bike share ([Beryl Bikes, 2024](#)).

We will seek to expand the network of bikes and cycles in Hereford, including exploring the addition of e-cargo bikes to the fleets. This will help to boost usage and provide more people with more travel choice. In time, we will also investigate if it is feasible to extend the scheme to other towns.





Regular physical activity can significantly improve health outcomes and reduce the risk of dementia, depression, diabetes and certain cancers. It can also help to extend life expectancy, which is particularly important in Herefordshire where there is a higher elderly population compared to the national average (Zero Carbon and Nature Rich, Herefordshire Council 2025). By investing in sustainable travel infrastructure and working with communities to identify priorities for safer streets, we will improve the opportunities for walking, wheeling, cycling and horse riding and support healthier communities for all ages.

We will also improve how new streets and projects are designed to ensure they reflect best practice. This includes the Manual for Streets 1 and 2, Gear Change, Healthy Streets principles and the use of Active Travel England Design tools in projects above a certain value and new development layouts. This will help to provide streets that are safer and more attractive for our residents and put us in a better position to secure external funding.

LTP5 Policy TN11: Design standards

To support the provision of streets that encourage cycling, walking and wheeling all improvement schemes of significant value (including 3rd party works) will need to demonstrate how they:

- Link to existing cycling, walking and wheeling networks.
- Have considered the Healthy Streets principles.
- Align with Active Travel Design Standards (i.e. Active Travel England tools).
- Incorporate accessibility, as informed by the Department for Transport's Inclusive Mobility document

LTP5 Policy TN12: EV Strategy

We will regularly update our EV Strategy to respond to changing technologies, the capacity of the grid and demands from residents, businesses and visitors to Herefordshire. The Strategy will also explore innovative approaches to charging, including the potential for per-mile or distance-based charging models, to ensure fair, efficient and sustainable use of EV infrastructure.

Travel and the environment

To support de-carbonising travel and to achieve our legal targets, LTP5 identifies a range of improvements to low carbon travel choices, promoting the role of digital access and supporting the use of cleaner fuels.

The growing role of digital access has had a significant impact on how people travel. The impact of future enhancements in technology could also lead to significant change in travel demand and choices.

The emissions from motorised vehicles can impact on the environment. A quarter of Herefordshire's total carbon emissions are generated from transport with 90% of these from trips that start or end within Herefordshire. There are also two Air Quality Management Areas (AQMAs), which have been designated on the A49 through Hereford and Bargates Road junction in Leominster. In these locations unsafe transport emissions have resulted in annual monitoring of air quality levels ([AQMA Sites in Herefordshire, DEFRA](#)).

We will work with our partners to deliver a range of EV charging points across the county utilising available external funding opportunities, including central government and private sector investment. The priorities for investment across the county are set out in our EV Strategy which supports future EV delivery to residents and visitors across all parts of Herefordshire.

Our EV Strategy will be updated regularly to ensure we can respond to changing technologies, the capacity of the grid and develop a comprehensive charging network that meets the demands of residents, businesses and visitors in rural and urban areas. This will be supported with promotion of EV's and engagement with residents and businesses.

Decarbonisation

The transition to lower emission fuels and new emerging technologies such as EV, alongside enhanced digital access and greater choice of sustainable travel options, will help to support the decarbonisation of transport in Herefordshire. These actions will support our ambition to achieve net zero by 2030 and a 75% carbon reduction over the next five years as set out in our Carbon Management Plan ([Herefordshire Carbon Management Plan 2020/21 - 2025/26](#)).

We will also work with our partners to identify opportunities to de-carbonise bus, freight and rail travel in Herefordshire. Initially the focus will be on buses within Hereford, but in time this will be implemented across the whole county as technology and vehicle range increases. We will also work with other authorities to identify the most suitable locations for other low carbon transport opportunities across the region and also how public procurement can be a lever for decarbonising supply chains.

We will continue to reduce the carbon impact of maintaining the network to help achieve a reduction in whole life carbon of maintenance through considering the treatments and materials used in scheduled maintenance.

LTP5 Policy TN13: Considering Carbon

The carbon impacts of different approaches will be taken into account when:

- Creating low-emissions vehicle strategies.
- Using low carbon, and where possible, locally sourced materials
- Targeting supply chains to ensure carbon is a key consideration in scheme optioneering and procurement.
- Continuing to update and renew streetlights and traffic signals to minimise electrical grid demand.

Biodiversity Net Gain

The Herefordshire Council Plan commits to 'protect and enhance the county's biodiversity, value nature and uphold environmental standards' ([Herefordshire Council Plan, 2024-2028](#)). Therefore, as part of our response to the Climate Emergency and our 2022-2023 Delivery Plan we have invested £250,000 to support highways biodiversity net gain across public open spaces and the verges alongside our roads throughout the county ([Enhancing Biodiversity, Herefordshire Council 2025](#)).

We will continue to support local groups and volunteers to keep the Herefordshire Biodiversity Action Plan (the Biodiversity Action Plan is not a Herefordshire Council document) updated to ensure our maintenance works are in accordance with the action plan.

LTP5 Policy TN14: Biodiversity Net Gain

We will support local groups and volunteers to keep the Herefordshire Biodiversity Action Plan updated.

Case Study

Boosting nature and biodiversity in Herefordshire – community grants

Herefordshire Council, in collaboration with FCC Environment, has introduced the Nature and Biodiversity Community Grant Scheme to support local environmental initiatives. This scheme is designed to empower community groups, schools, and parish councils to deliver projects that enhance biodiversity, support local ecosystems and create resilient green spaces across Herefordshire.



Examples of what the grant can be used for may include, but are not limited to:

- Tree and hedge planting or management.
- Creation of wildlife corridors and habitats (e.g., hedgehog corridors, bird/bat/bug boxes).
- Protection, rescue and rehabilitation of wildlife.
- Planting wildflower areas.
- Purchasing equipment for planting and ongoing maintenance.
- Wetland or pond creation.
- Creating or enhancing community nature areas.

The grants are expected deliver tangible environmental benefits whilst also empowering communities to take ownership of their local environment.





Freight and logistics

Every single person relies on goods transported by freight. Organisations depend on the transport network for supply and distribution. This is not limited to products and includes how property is serviced, and waste management is conducted. Sustainable, efficient and safe freight activity is intrinsically linked with a thriving and prosperous economy and needs to be considered both county wide and at a local scale.

In Herefordshire, the majority of freight is moved by road, and these movements are focused upon the strategic trunk and A roads, particularly the A40, A49, A438 and A465. This is for both strategic freight traffic moving through the county across rural hinterlands as well as for more local trips to and from our largest settlements and large scale industrial areas, such as Hereford Enterprise Zone. The condition and reliability of these core highway routes

is paramount for enabling the distribution of different types of goods, from receiving animal feed stock through to parcel traffic, to meeting local servicing requirements and managing the impacts of future construction (development) activity across the

county. Our Highways Maintenance Plan ([Herefordshire Highway Maintenance Plan, 2024](#)) sets the priorities for maintenance in the county including supporting the efficient movement of freight. At a strategic level, a Western Bypass around Hereford will also help to improve access for freight and reduce congestion and delays on the A49 corridor through Hereford. More locally, this will explore how to minimise road degradation where freight traffic (especially larger vehicles) is a particularly prominent and identifying where the network will need to enable future freight being generated.

Alongside a focus on enhancing key freight corridors, we will also look at opportunities to better manage and support routes for



freight and larger vehicles in rural areas with industries that rely on the import and export of commodities. This includes a review of strategic signage and responding to seasonality (traffic mixing during peak tourism seasons). Restrictions on certain routes will be reviewed, especially where safety (actual and perceived) and environmental damage is a concern.

We appreciate the opportunity to work with partners to support improvements to existing lorry driver facilities at Leominster and Ross-on-Wye, as well as exploring possibilities for a new site in the vicinity of Hereford. The latter could be linked with delivery of a new vehicular route around the city and host a range of added value service provision to enable industry to decarbonise. This will need to involve other partners to secure investment and tailor the fuel mix to industry and business needs.

The freight and logistics sector also needs to be supported in its shift to cleaner fuels

and more sustainable modes of travel. The focus on road freight ranges between smaller commercial vans operating short trips around Market Towns, to larger HGV fleets associated with rural industries. We will play an enabling role by creating the conditions for investment in alternative fuel infrastructure alongside key partners in the energy sector and in close partnership with local operators in the county.

There is an aspiration from Transport for Wales, Midlands Connect and local authorities to deliver additional routes for freight trains on the Marches Line. This would increase capacity and reduce freight traffic between Wales and the Midlands. There are few rail terminals in the county and the volume of commodity types suited to rail is uncertain at this stage and requires further investigation to warrant investment in facilities and new rail paths.

The greatest potential for shifting deliveries and servicing activity to sustainable modes will be in Hereford, followed by the larger Market Towns. The aspiration is to create the right conditions within Hereford that will enable greater use of sustainable modes for the last part of a delivery and servicing journey which can then be replicated across the wider county. This will include developing logistics infrastructure, as well as using policy levers, such as procurement and business collaboration to reduce local freight 'footprints'. We alongside our public sector partners will need to play a proactive, leading role in reviewing our own fleet mix and activity.

These aspirations for freight and logistics will be set out in an emerging multistage Freight Strategy for Herefordshire. The Strategy will provide a comprehensive freight evidence base (the 'what'), followed by defining the actions required (the 'why') and the role that we will play in positively influencing freight through collaboration with local, regional and national partners (the 'who'). The vehicle for taking an action plan forward to delivering change will then be defined (the 'how').

LTP5 Policy T15: Freight and sustainable movement of goods

We will work with operators and both private and public sector partners to support the efficient movement of freight, minimise the impact of freight on our transport network and support more sustainable delivery methods. Measures we will investigate as part of the emerging Freight Strategy will include:

- Improving facilities for lorry drivers, including existing provision at Leominster and Ross-on-Wye and scoping new facilities in Hereford with added value provision to decarbonise operations.
- Review strategic and rural freight routes aligned to the largest freight generating industries across the county to minimise the impact of heavy goods vehicles whilst enabling businesses to receive and distribute goods.
- Identifying suitable locations and the appropriate fuel mix to support alternative fuel infrastructure with partners across the energy and logistics industry as well as with investors. The needs vary depending on several factors being assessed.
- To work with partners in advocating for the shift of road based freight movements passing through the county to transfer to rail and for exploring the feasibility of better utilising existing terminal facilities for constituent businesses/industries.
- Explore, promote and create opportunities for sustainable last mile delivery through logistics infrastructure, policy levers and local collaboration.

Case Study

The Marches and Mid Wales Freight Strategy

The Marches and Mid-Wales Freight Strategy is a collaboration by the Marches Local Enterprise Partnership, the Welsh Government, and several English and Welsh local authorities that sets out a unified approach to managing freight across the region.

The core context is a regional economy, heavily reliant on a road freight network, which is predominantly comprised of single carriageways. Key challenges identified include persistent congestion in Market Towns, bottlenecks at strategic junctions and traffic disruption caused by slow-moving agricultural vehicles. This infrastructure deficit leads directly to slow journey times and poor reliability for logistics operators.

To sustain economic growth and job creation, the strategy had to devise solutions that manage this high dependency on the road network while mitigating its negative effects. For example, major schemes like the Hereford Western Bypass would help to divert Heavy Goods vehicles (HGVs) away from congested urban centres, thereby reducing delays and improving air quality.

This comprehensive approach will help move towards an efficient and more predictable network, while also aligned with broader environmental and planning controls.

The resulting estimated £149 million in benefits for HGV traffic underscores the strategy's success in directly supporting business competitiveness and logistics costs.

Freight.



New Development

A new Local Plan is currently being progressed to reflect the new mandatory housing requirements set by government for Herefordshire in December 2024. The specific location of new development for Herefordshire will be identified in the emerging Local Plan.

Those areas with the highest number of jobs, local services and facilities and which are not constrained by environmental factors, such as flooding, are anticipated to be the focus of any new development.

It will be essential that the planned new developments are embedded from the beginning with high quality walking, wheeling and cycling facilities that are safe and suitable for all users. This includes ensuring suitable connections to existing networks and facilities and, where practical, improving public transport infrastructure and services.

New development creates additional travel and infrastructure requirements, but also supports the vitality of local shops, business and public transport services. To ensure the operation of our existing transport networks is protected, we will ensure developments are designed to improve and contribute to local infrastructure, including delivery and servicing needs. This will require an update to existing Highways Development Control guidance to ensure adherence and consistency with Herefordshire Council's Design Standards.

LTP5 Policy TN16: Transport in new developments

New development will be required to:

- Provide coherent, direct, safe, comfortable and attractive walking, wheeling and cycling provision within and to the edge of the development.
- Adequate provision of off road car parking - Herefordshire Design guide National Planning Policy Framework guidance
- Show, and where appropriate provide, walking, wheeling and cycling links to existing networks, key destinations and public transport routes.
- Evidence that development layouts and any off-site works align with best practice design principles and standards (i.e. Active Travel England design tools).
- Provide direct routes to public transport facilities and, where appropriate, bus stop facilities and provision for public transport routes.
- Ensure appropriate EV and cycle parking facilities are provided.
- Provide appropriate contributions to identified infrastructure, including for logistics (including working with industry such as parcel locker commerciality).
- Ensure that suitably robust construction management plans and delivery and servicing plans are in place to minimise the externalities from freight during the build and post build phases.

Herefordshire Council recognises that due to inherent constraints, opportunities may be more limited in rural areas of the county compared to the Hereford.



Alongside appropriate infrastructure, the requirement for travel planning to promote sustainable travel choices and healthy travel is established in national policy. LTP5 advocates for a system of travel planning that follows the principles set out by Mode Shift, the nationally recognised body for promoting sustainable travel. We will adopt a consistent and proportionate approach that gives developers greater clarity and ensures that small and large developments contribute to sustainable travel outcomes.

For small developments, investments will be focused on localised improvements such as secure cycle parking, information on local bus services, or promotion of walking and wheeling routes. For larger developments, comprehensive travel plans must be undertaken, setting out measures to ease congestion and encourage greater choice in transport options, including investment in sustainable transport infrastructure, public transport connections, and mobility hubs. Logistics infrastructure, from servicing yards and loading bays through to information materials on parcel locker locations and shared use e-cargo bikes, need to be considered.

Within the largest areas of new development, it is more efficient for travel plans to be produced by a single party. It is therefore proposed that travel planning within our strategic development areas is secured by financial contribution for us to deliver. This will provide a simplified process, focused upon a handful of areas that will be more efficient and deliver better outcomes.

LTP5 Policy TN17: Travel Planning in Large Developments

Developments within the largest Local Plan allocations will be required to contribute towards a site Travel Plan that provides measures to promote and encourage the use of sustainable travel arrangements. A comprehensive series of Construction Management, Delivery and Servicing Plans are also required to mitigate the impact of freight pre and post build.

