Transport Network Strategy

Supporting a thriving and prosperous economy

- Western Bypass
- Regular update of Herefordshire Council Maintenance Plan and Transport Assessment Management Plan.
- Continue to assess and improve the road network through focused traffic management.
- Develop a new Car Parking Strategy for Herefordshire.
- Develop Freight Strategy for Herefordshire.
- Update to existing Highways Development Control guidance to ensure consistency with Herefordshire Council's Design Standards.

Enabling healthy choices to improve wellbeing

- Manage network of lower traffic lanes across rural areas.
- Restoration of Herefordshire and Gloucestershire Canal.
- Deliver secure parking for a range of different cycles.
- Expand bike and cycle sharing scheme (including scope for e-cargo bikes).
- Use of healthy streets principles and best practice active travel design guidance in new projects.
- Reduce on pavement car parking

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

- Support the delivery of EV charging and alternative fuel infrastructure.
- Work with businesses to support the switch to EV's.
- Monitor and update EV Charging Strategy.
- Support the transition to zero-emission buses and low carbon railways.
- Manage the carbon impact of maintaining the network.
- Encourage low carbon procurement and consideration of carbon in scheme design.
- Support the update of Herefordshire Biodiversity Action Plan.

Improving accessibility and inclusivity

- Explore the use of dynamic services such as demand responsive transport.
- Work with community transport and coach operators to improve links between school transport and other services.
- Undertake a comprehensive bus network review to identify gaps in the network and solutions.
- Improve bus journey times and stop facilities.
- Work with business and public transport operators to promote leisure travel.
- Increase the number of accredited coach stops in the region.
- Work with partners to advocate and support enhanced rail services and frequency to London, Birmingham, Cardiff, Hereford and Worcester.
- Delivery of Hereford Railway Station Transport Hub.
- Redevelopment of Leominster railway station forecourt and improved access to Ledbury and Colwall railway stations.
- Support improved digital connectivity on public transport services.
- Inclusive design review on all transport and public realm schemes.
- Travel Planning in large development sites to encourage sustainable travel arrangements.

Improving transport safety and security

- Continued programme of road user training.
- Education and training for vulnerable road users.
- Improve safety for vulnerable road users.
- Improve safety on rural roads.
- Safer speed limits to improve safety for people walking, wheeling and cycling.
- Enforce traffic restrictions to improve road safety.
- Provide mandatory training focused on gendered inclusivity, ensuring women and girls feel safer when using public transport.

8. Monitoring & Evaluation

Monitoring the effectiveness of the LTP5 will help to track progress against our objectives and we will regularly report progress against the metrics in Table 1.

Table 1: Monitoring and evaluation of LTP5

KPI Indicator	Metric	Baseline	Target
Supporting a thriving and prosperous economy			
Condition of the most important roads	DfT Road Condition Index (RCI): % motorways and A roads in green or amber condition	71% (2023/24)	Improve from baseline.
Journey Time Reliability	Reliability of journeys along A49 through Hereford	TBC	TBC
New homes built per annum	Annual council monitoring reports (3-year average)	675	1,375
Enabling healthy choices to improve wellbeing			
Adult physical activity levels	OHID: % of physically active adults (19+ yrs)	70.1% (2022/23)	Improve from baseline.
% of residents of Hereford who travel to work by foot or cycle	Census Travel to Work data	40% (2011)	50% of trips to be made by foot or cycle by 2041.
% of residents of Market Towns and rural areas who travel to work by foot or cycle	Census Travel to Work data	15% (2011)	25% of trips to be made by foot or cycle by 2041.
Tackling climate change and protecting and enhancing the natural & built environment			
Number of locations that exceed legal NOx limit	Air Quality annual monitoring reports	2 (2024)	No locations exceeding limit.
Carbon emissions from transport	BEIS - Local Authority annual greenhouse gas emissions	377 kt CO2e (2023)	Net Zero by 2050
Number of publicly available EV charge points	DfT – public EV charge points by LA	104 (2024)	2,000 by 2041.
Improving accessibility and inclusivity			
Bus Patronage	DfT – total passengers carried	1.5 million (2024)	2.5 m illion by 2041.
Total rail patronage	ORR estimates of station usage	1.64 million (2023/24)	3.3 million by 2041.
Improving transport safety and security			
Safer Streets	Killed and Seriously Injured (KSIs) (3-year average)	100.3 KSI's (2022-24)	0

9. Action Plan: Hereford

Objective	Sub theme	Measure
Thriving and Prosperous Economy	Unlocking Development	Hereford Western Bypass
Thriving and Prosperous Economy	Unlocking Development	Investigate feasibility of Hereford South Railway Station
Thriving and Prosperous Economy	Access and Parking	Car Parking Strategy
Thriving and Prosperous Economy	Connecting Communities	Explore feasibility of Park and Cycle Sites at new developments
Thriving and Prosperous Economy	Connecting Communities	Enhance Bus Services to Hereford Enterprise zone
Thriving and Prosperous Economy	Connecting Communities	Railway Station to City Centre route
Thriving and Prosperous Economy	Connecting Communities	Hereford to Credenhill active travel route
Thriving and Prosperous Economy	Connecting Communities	Feasibility study of routes from Tidnor Lane to Hampton Park Road
Health & Wellbeing	Key Pedestrian Corridors	Aylestone Park walking and cycling accessibility improvements
Health & Wellbeing	Key Pedestrian Corridors	Aylestone Hill walking and cycling accessibility improvements
Health & Wellbeing	Key Pedestrian Corridors	Holme Lacy Road walking and cycling improvements
Health & Wellbeing	Key Pedestrian Corridors	Priory Place/Newtown Road Roundabout Crossing facilities
Health & Wellbeing	Key Pedestrian Corridors	A49/Holmer Road Roundabout Crossing facilities
Health & Wellbeing	City wide Cycle Network	Whitecross Road
Health & Wellbeing	City wide Cycle Network	Holmer Road to Great Western Way
Health & Wellbeing	Riverside Routes	Extend the riverside route from Canary Bridge to the east
Health & Wellbeing	Riverside Routes	Pedestrian/Cycle bridge on River Wye to north east of Rotherwas
Health & Wellbeing	Quiet Lanes	Lower Bullingham Lane
Health & Wellbeing	Quiet Lanes	Bullingham Lane
Health & Wellbeing	Sustainable Travel	Expand the on-street cycle and e-bike hire scheme in the city
Health & Wellbeing	Sustainable Travel	Expand the number of low traffic streets across the city centre core

Objective	Sub theme	Measure
Health & Wellbeing	Sustainable Travel	Provision of secure cycle parking at key destinations and transport interchanges
Tackling Climate Change	Net Zero Emissions	Roll out zero emission buses in the city centre
Tackling Climate Change	EV's	Delivery of LEVI funded on street and city centre car park EV charge points
Tackling Climate Change	Sustainable Freight	Freight Srategy (including last mile schemes/pilots)
Tackling Climate Change	Sustainable Freight	Work with industry, businesses and anchor institutions on a Freight Strategy
Improving accessibility and inclusivity	Better Buses	Deliver bus priority measures on key bus corridors
Improving accessibility and inclusivity	Bus Improvements	Deliver a 15-minute frequency on city core bus network services. Operating 7 days of the week and Monday-Saturday evenings
Improving accessibility and inclusivity	Better Buses	Half hourly bus frequency Leominster to Hereford
Improving accessibility and inclusivity	Better Buses	Half hourly bus frequency Ross-on-Wye to Hereford
Improving accessibility and inclusivity	Better Buses	Undertake a Bus Network Review
Improving accessibility and inclusivity	Rail Interchange	Transport Hub at Hereford Railway Station
Improving accessibility and inclusivity	Shared Travel	Decarbonisation of taxi fleet
Improving accessibility and inclusivity	Shared Travel	Expansion of bike and cycle share schemes in the city centre
Improving accessibility and inclusivity	Shared Travel	Delivery of Mobility Hubs that offer shared cars and cycles
Transport Safety and Security	Safer Routes to School	Walnut Tree Avenue crossing improvements
Transport Safety and Security	Safer Routes to School	Safer routes to school packages

10. Action Plan: Rural Herefordshire and Market Towns

Objective	Sub theme	Measure
Thriving and Prosperous Economy	Unlocking Development	Leominster Southern Link Road
Thriving and Prosperous Economy	Unlocking Development	Ross-on-Wye: Eastern Access Road
Thriving and Prosperous Economy	Unlocking Development	Ross-on-Wye: A40 Crossings and active travel facilities
Thriving and Prosperous Economy	Unlocking Development	Bromyard Access Road and Pedestrian/Cycle facilities
Thriving and Prosperous Economy	Unlocking Development	Kington Development Access and Pedestrian/Cycle facilities
Thriving and Prosperous Economy	Access and Parking	Kington High Street Improvements
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Bromyard: High Street junctions crossing upgrades
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Ledbury: High Street/Market House pedestrian improvements
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Leominster: Worcester Road crossing and links to railway station
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Leominster: Rainbow Street / A44 New Street / Green Lane crossing
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Ross-on-Wye: Brampton Road/B4324 crossings
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Ross-on-Wye: Town centre pedestrian improvements package
Health & Wellbeing	Rural Networks	Accessibility improvements bridleways
Health & Wellbeing	Rural Networks	Develop proposal to identify and implement traffic free greenways
Health & Wellbeing	Rural Networks	Trial quiet lanes
Health & Wellbeing	Town Networks	Leominster Ryelands Road
Health & Wellbeing	Town Networks	Leominster B3461 Ryelands Road to South Street
Health & Wellbeing	Town Networks	Ross-on-Wye: Riverside routes feasibility Study
Health & Wellbeing	Town Networks	Ross on Wye to Weston under Penyard/Bollitree Castle active travel route
Health & Wellbeing	Town Networks	Ledbury: Improve and extend town trail and crossings of Leadon Way
Health & Wellbeing	Town Networks	Improved crossings on the A44 in Bromyard to improve access to bus stops

Objective	Sub theme	Measure
Health & Wellbeing	Town Networks	High Street improvements in Kington
Tackling Climate Change	Transition to lower emission fuels	Delivery of LEVI funded on street charge points in all Market Towns
Tackling Climate Change	Transition to lower emission fuels	Delivery of EV charge points in council car parks
Tackling Climate Change	Digital	Improve digital connectivity in rural areas to enable easier access to online services
Improving accessibility and inclusivity	Better Buses	Improve access at the busiest bus stops in rural areas
Improving accessibility and inclusivity	Better Buses	Improve bus stop infrastructure and waiting facilities in rural areas
Improving accessibility and inclusivity	Better Buses	Improve perceptions of safety through installation of CCTV in rural areas
Improving accessibility and inclusivity	Better Buses	Provide bus priority or bus only access along key routes
Improving accessibility and inclusivity	Better Buses	Review of and address delays arising from on-street parking in a Car Parking Strategy
Improving accessibility and inclusivity	Better Buses	Half hourly bus frequency Ross-on-Wye to Hereford
Improving accessibility and inclusivity	Better Buses	Half hourly bus frequency Leominster to Hereford
Improving accessibility and inclusivity	Rail Interchange	Leominster Station Forecourt Redevelopment
Improving accessibility and inclusivity	Rail Interchange	Improved pedestrian and cycle access and signage to Colwall Station
Improving accessibility and inclusivity	Rail Interchange	Ledbury Station Access for all Improvements
Improving accessibility and inclusivity	Collaborative Working	Work with organisations to support community transport services
Improving accessibility and inclusivity	New Opportunities	Produce a Rural Mobility strategy
Improving accessibility and inclusivity	Collaborative Working	Develop rural partnerships to deliver rural mobility improvements

Objective	Sub theme	Measure
Improving accessibility and inclusivity	Rural Crossing Facilities	Footpath and crossing improvements at Wilton Roundabout.
Improving accessibility and inclusivity	Rural Crossing Facilities	Improved crossing facilities of A49 at Peterstow,
Transport Safety and Security	Safer Routes to School	Improved crossing facilities of A49 at Bridstow
Transport Safety and Security	Safer Routes to School	Archenfield Road crossing, Ross-on-Wye
Transport Safety and Security	Reducing Collisions	Continued delivery of safer place initiative in rural settlements

11. Action Plan: Transport Network

Objective	Sub theme	Measure
Thriving and Prosperous Economy	Highway Maintenance	Regular update of Highways Asset Management Plan and Transport Assessment Management Plan to align with LTP5
Thriving and Prosperous Economy	Highway Maintenance	Continue to assess and improve the road network through focused traffic management.
Thriving and Prosperous Economy	Access and Parking	Develop Herefordshire Parking Strategy
Thriving and Prosperous Economy	Facilities for Freight	Develop Herefordshire Freight Strategy
Thriving and Prosperous Economy	Congestion Management	Integrated Congestion Management Strategy
Thriving and Prosperous Economy	Design Guidance	Update Highways Development Control guidance to ensure consistency with Herefordshire Council's Design Standards
Health & Wellbeing	Access to Cycle	Expand network of lower traffic lanes across rural areas.
Health & Wellbeing	Access to Cycle	Deliver secure parking for a range of different cycles
Health & Wellbeing	Access to Cycle	Expand cycle sharing scheme, starting in Hereford and potentially expanding across rural areas
Health & Wellbeing	Sustainable Travel	Restoration of Herefordshire and Gloucestershire Canal
Health & Wellbeing	Design Guidance	Ensure use of healthy streets principles and best practice active travel design guidance in new projects
Tackling Climate Change	Transition to lower emission fuels	Increased provision of public EV chargers
Tackling Climate Change	Transition to lower emission fuels	Promote the use of peer-to-peer charging networks
Tackling Climate Change	Transition to lower emission fuels	Regular update of EV Charging Strategy
Tackling Climate Change	Transition to lower emission fuels	Support transition to zero emission buses and low carbon railways
Tackling Climate Change	Decarbonising maintenance	Production of a Low Carbon Procurement Strategy

Objective	Sub theme	Measure
Tackling Climate Change	Decarbonising maintenance	Develop an approach to considering carbon in scheme design
Tackling Climate Change	Biodiversity	Support the update of Herefordshire Biodiversity Action Plan
Improving accessibility and inclusivity	Demand Responsive	Explore the use of dynamic services such as demand responsive transport
Improving accessibility and inclusivity	Community Transport/Coach	Work with community transport and coach operators to improve links between school transport and other services
Improving accessibility and inclusivity	Better Buses	Undertake a comprehensive bus network review
Improving accessibility and inclusivity	Better Buses	Improve bus journey times and stop facilities
Improving accessibility and inclusivity	Better Buses	Work with business and public transport operators to promote leisure travel
Improving accessibility and inclusivity	Coaches	Increase the number of accredited coach stops in the region
Improving accessibility and inclusivity	Rail services	Work with partners to advocate and support enhanced rail services and frequency to London, Birmingham, Cardiff, Hereford and Worcester
Improving accessibility and inclusivity	Rail services	Delivery of Hereford Railway Station Transport Hub
Improving accessibility and inclusivity	Rail services	Redevelopment of Leominster railway station forecourt and improved access to Ledbury and Colwall railway stations
Improving accessibility and inclusivity	Digital Connectivity	Support improved digital connectivity on public transport services
Improving accessibility and inclusivity	Inclusive Design	Inclusive design review on all transport and public realm schemes to capture people's perception of a space including people with additional needs such as autism
Improving accessibility and inclusivity	Travel Planning	Travel Planning in large development sites to encourage sustainable travel arrangements.

Theme	Sub theme	Measures
Improving accessibility and inclusivity	Access to Rail	Investigate feasibility of new rail stations
Transport Safety and Security	Safer Travel	Road safety training for older and younger drivers
Transport Safety and Security	Safer Travel	Improve safety on rural roads particularly for vulnerable roads users
Transport Safety and Security	Targeted Improvements	Locks Garage, Allensmore junction enhancement
Transport Safety and Security	Targeted Improvements	Digitise TRO's
Transport Safety and Security	Targeted Improvements	Creating a digital map-based asset management system and public-facing record of highway information
Transport Safety and Security	Targeted Improvements	High House, Upper Sapey junction enhancement
Transport Safety and Security	Access to Education	Safer routes to schools study and route improvements
Transport Safety and Security	Traffic Enforcement	Delivery of traffic restrictions

12. Appendix A

Introduction

The Local Transport Plan 5 (LTP5) sets out the strategy, investment priorities and how Herefordshire Council will work with partners on transport and help to achieve its economic, environmental and social ambitions for Herefordshire. Public consultation forms an integral part of developing LTP5.

This note provides an overview of the consultation on the draft Herefordshire LTP5 (2025-2041), who took part, their views and how the LTP has been evolved in response to feedback.

Methodology

An eight-week consultation on the draft LTP5 took place over Summer 2025 (1st May 2025 to 30th June 2025). The consultation utilised both in-person and online forums to maximise its reach and engage with a diverse range of residents in Herefordshire. It was primarily hosted on the Council's online webpage, Herefordshire Consultations. A Young Adults Survey was also shared online and hard copies of the draft LTP5 were made available in libraries across Herefordshire. There were also a handful of events, such as engagement with schools and colleges across the area, including Hereford Sixth Form College. Feedback from Herefordshire Council's Connected Communities Scrutiny Committee meeting of the 3rd June has also been considered.

## Overview of General Public Respondents

A total of 578 people responded to the public consultation. Of the respondents,

- 43% were male
- 52% were female
- 5% did not state their gender

There was representation across age groups, as shown in **Figure 1**. 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 1 - Percentage of Respondents by Age Group.
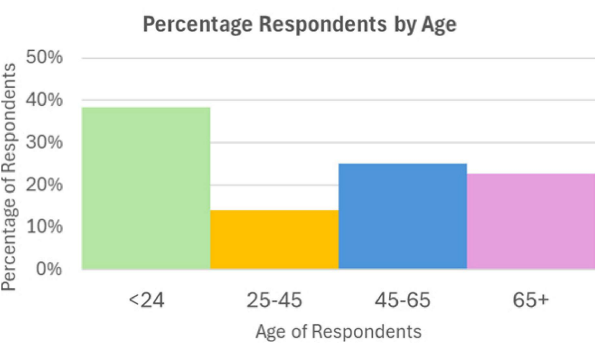
Responses across the different age bands minimised the likelihood of people of certain ages being under-represented. The number of responses received during the consultation is deemed statistically representative of the wider population. It should also be noted that relative to comparable sized local authorities, there was a greater level of engagement with the community.

Figure 2 - Number of Survey Responses by Postcode Area in Herefordshire.

Legend:
- Herefordshire Boundary
- No. of Survey Responses
  - 4 or less
  - 5 - 8
  - 9 - 16
  - 17 - 32
  - 33 - 64
  - More than 64
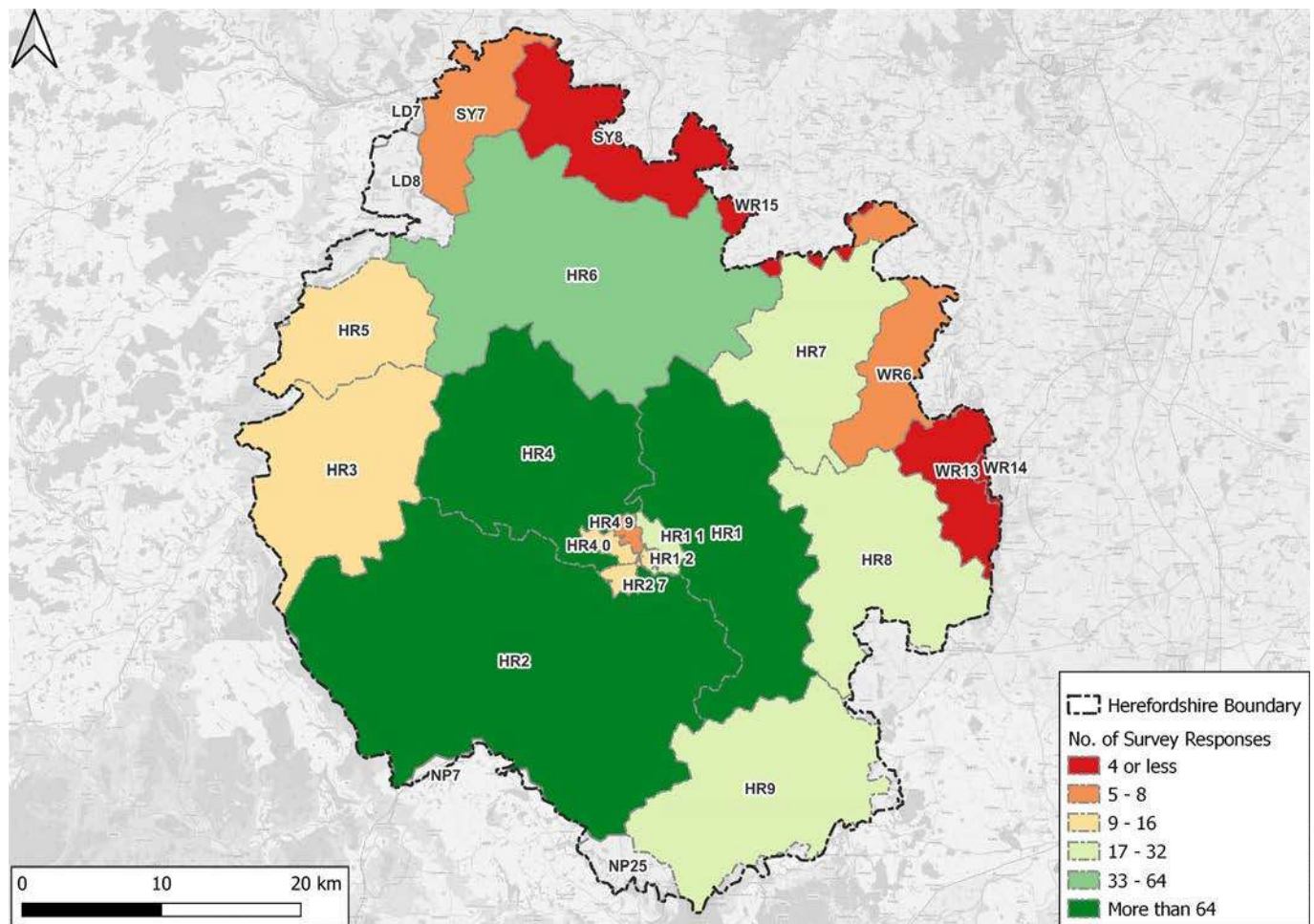
Responses were received from nearly all the postcode areas within Herefordshire, as shown in **Figure 2**.

The areas with the highest number of responses were those that immediately surround Hereford. The least number of responses were received from the rural areas north of Leominster and Ledbury.

Overview of Stakeholder Respondents

A number of organisations also responded to the draft LTP5 and draft Strategic Environmental Assessment (SEA) and Habitats Regulations Assessment (HRA) Screening. These included:

- Partner Transport Bodies including National Highways, Midlands Connect, the Environment Agency, Natural England, Historic England, Great British Rail 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.

Public and Stakeholder Responses

Views on Transport: Choice of Travel Options

The consultation questionnaire asked respondents if they felt that they had a good choice of travel options available. An overview of all responses is shown in **Figure 3**, and a breakdown by location in **Figure 4**.

Views were mixed. Approximately a third of respondents agreed, or strongly agreed, that they had a good choice of travel options. By comparison, just under 50% of respondents did not believe they had a good choice of travel options. Around 15% of respondents (1 in 6) neither agreed nor disagreed.

People living in the rural areas to the west, southwest and northeast of Herefordshire disagreed with this question. Those living in Hereford responded that they had a good choice of travel options. This is consistent with national trends which show that people in rural areas travel further and rely more on private cars whilst city residents make more short trips by walking, cycling or public transport.

Figure 3 - Level of agreement to the statement 'I have a good choice of travel options'.
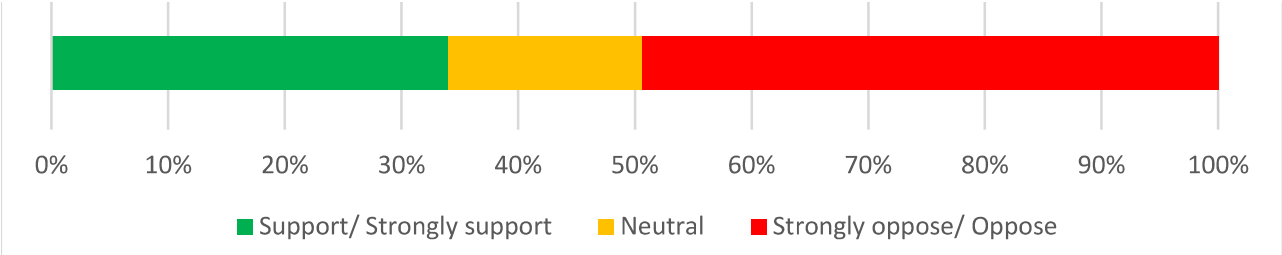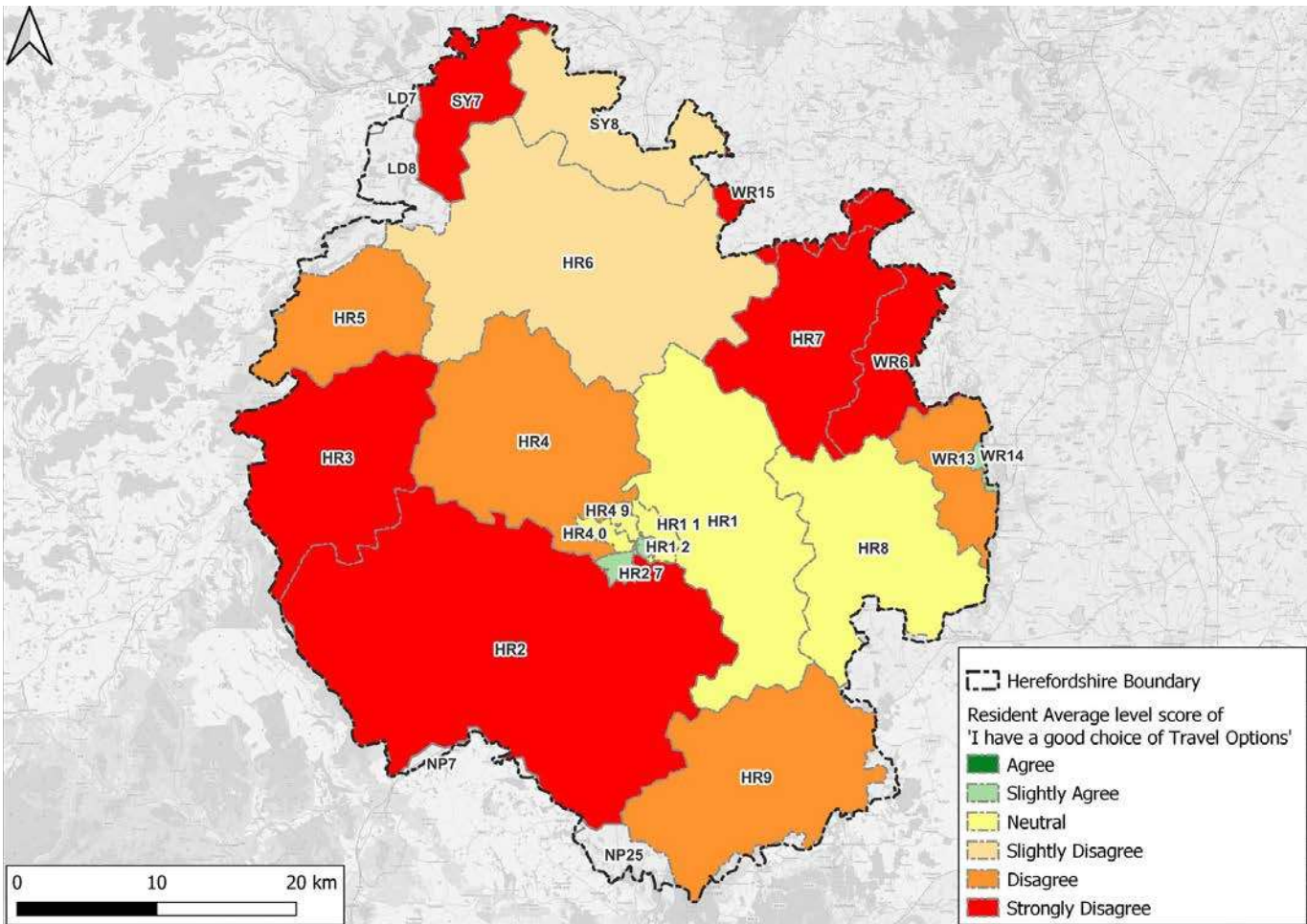

Figure 4 - Survey responses by postcode area based on perception of travel options.

Views on Transport: Transport Priorities

Respondents were also asked to identify the importance of a number of points regarding transport. The results are summarised in **Figure 5**.

For all respondents, pedestrian facilities, followed by clean air were considered most important, with approximately 90% of respondents stating that these are important or very important.

Access to public transport and access to a car were considered important or very important by almost 85% of respondents.

Access to EV chargers was the option considered least important. This may reflect that it is still a maturing area and EV ownership is still growing. In 2025, there is estimated to be between 7,100-24,000 registered battery EVs in Herefordshire based on different prediction methods. Although the different methods are credible, uptake is thought to be lower in rural areas, so the rural character of Herefordshire makes it reasonable to assume that ownership is in the lower end of the predicted range (Electric Vehicle Strategy for Herefordshire, 2024).

The importance of certain transport themes also varied by resident geography. Some of these variations are summarised below:

- 'Clean air' was the most important to respondents who lived in Hereford.
- 'Access to a car' was more important to those living in rural areas 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.

Figure 5 - Survey responses on how important different transport aspects are.
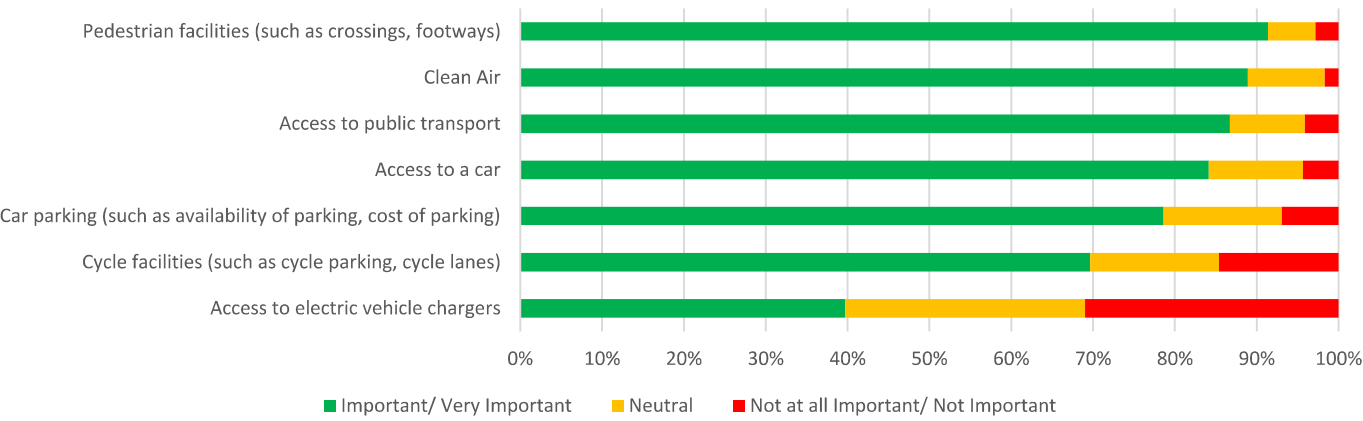
Views on the LTP Place Based Strategies

LTP5 is made up of three place based strategies including:

- Hereford
- Rural Herefordshire and Market Towns
- The Transport Network

Figure 6 summaries the level of support for each of the place type strategies by objective. This highlights that there was a high level of support across all the objectives for each place-based strategy, with each theme receiving support from 75% of respondents.

The strategy for Hereford received the highest levels of support, with over 85% of respondents either supporting or strongly supporting each of the objectives. This included approximately 88% of respondents stating support for the 'Supporting a Thriving and Prosperous' objective, within which were proposals for a new vehicle route to the west of the city and improved walking, cycling and wheeling across the city and to new developments.

'Enabling healthy behaviours' and 'Improving transport safety and security' received the strongest support across all the objectives. This objective typically included proposals for improving facilities for walking, wheeling and cycling.

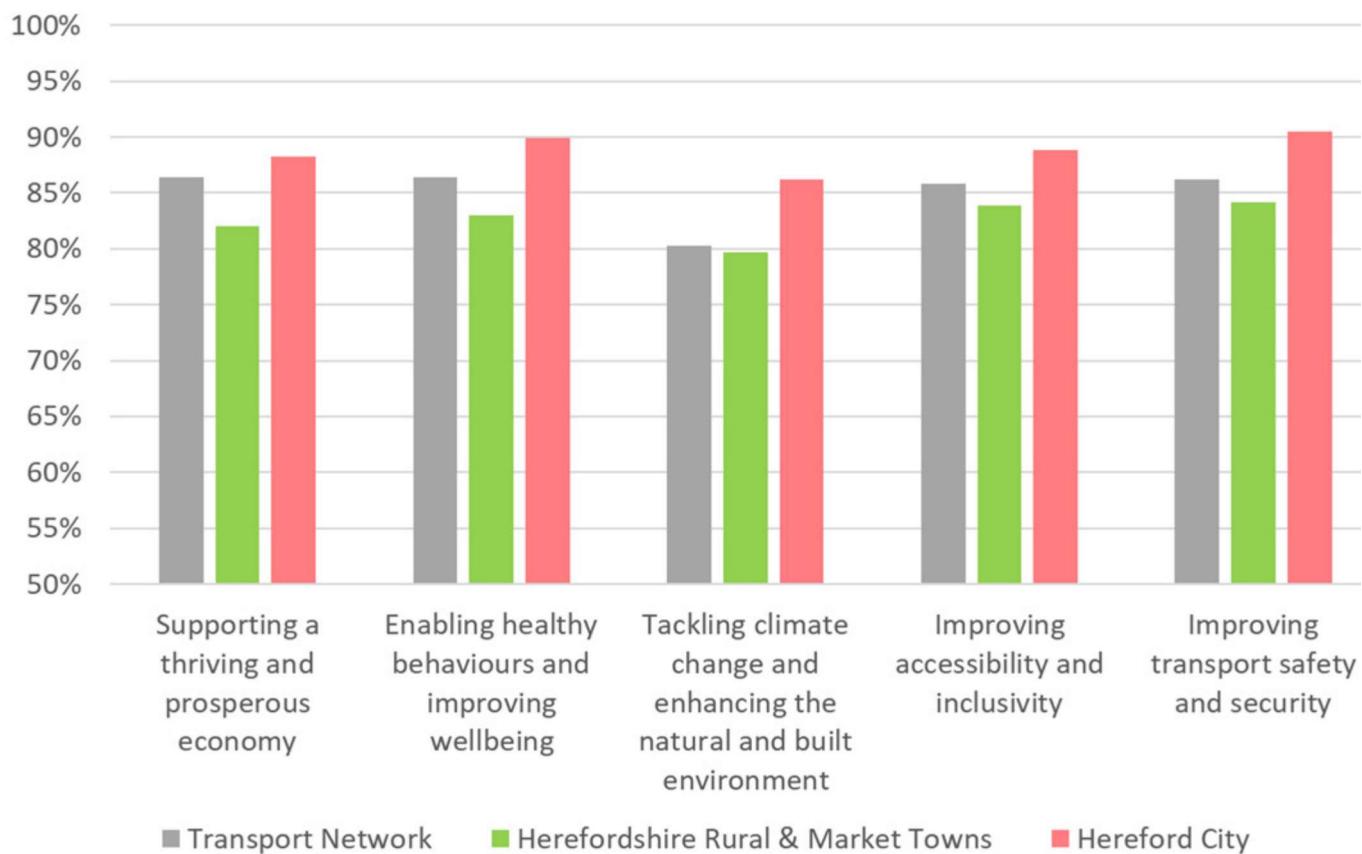*Figure 6 - Level of support for objectives in each LTP place based strategy.*

Figure 7 - Level of support for the action plan for each place type.
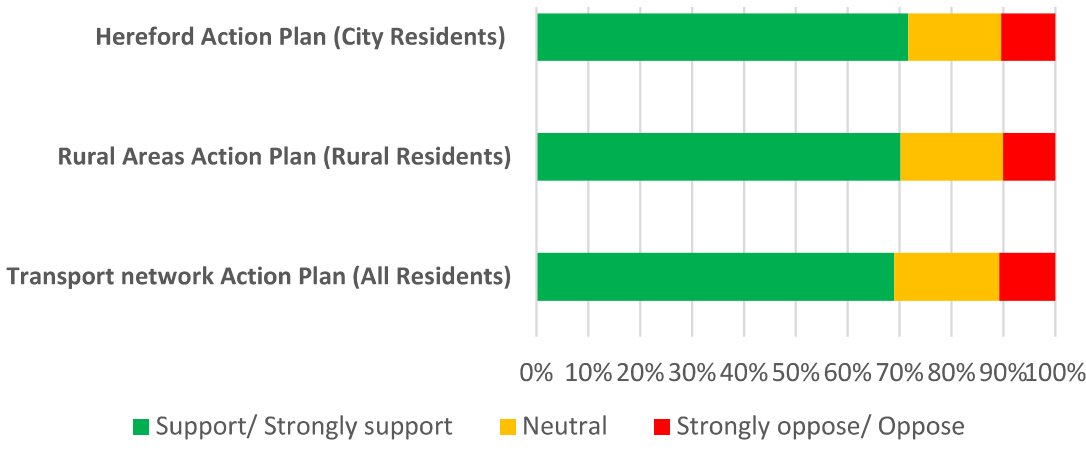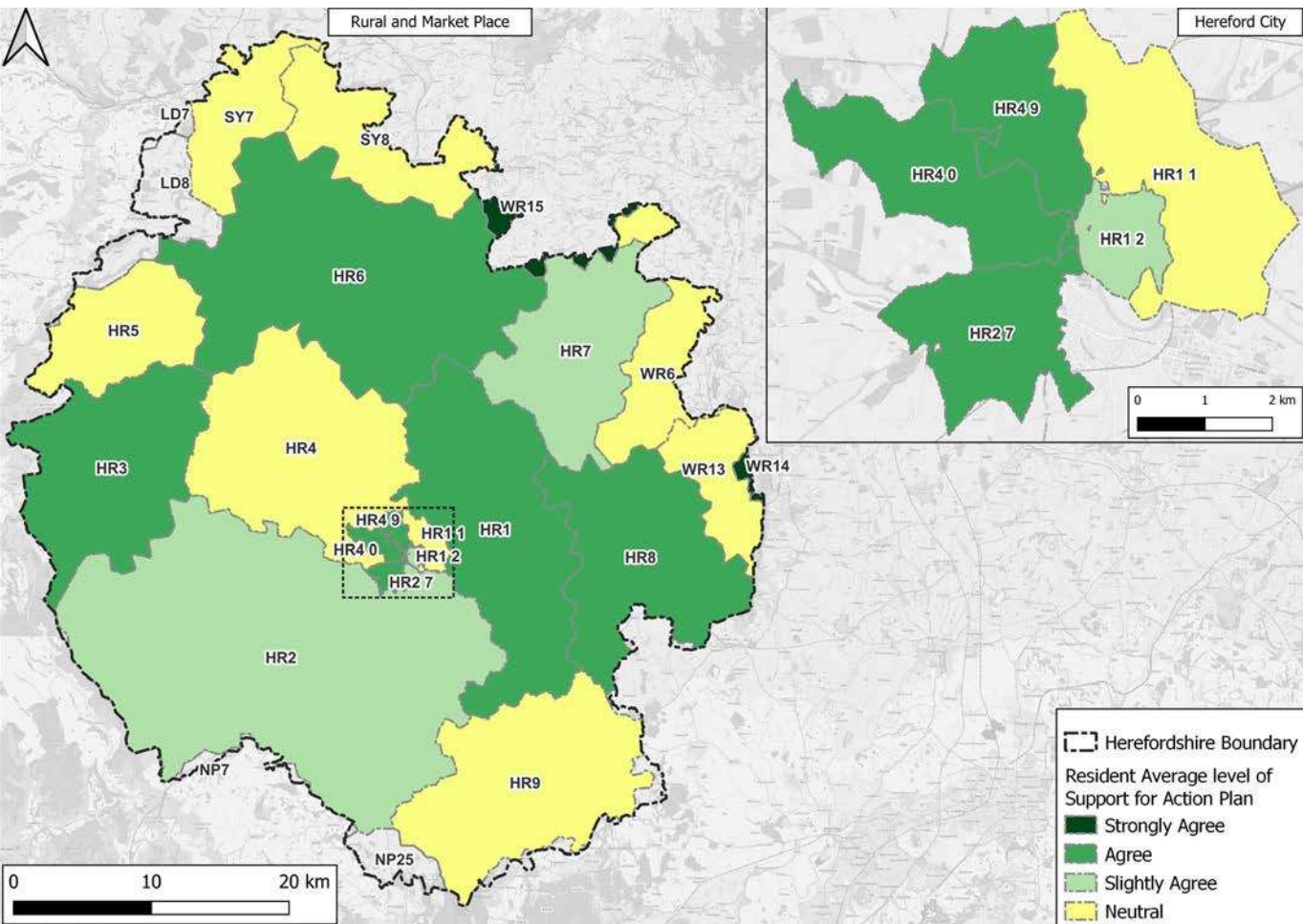

Figure 8 - Level of support for Rural Areas and Market Towns Action Plan by postcode area.

Respondents were also asked to indicate their level of support for the place based action plans, as shown in **Figure 7**. This highlighted a good level of support for each, with 65% to 75% of participants expressing support for each action plan compared to 10% who opposed or strongly opposed.

The level of support by geographic area is shown in **Figure 8**. This highlights the greatest levels of agreement for the LTP action plans were residents from Hereford and the larger Market Towns of Leominster and Ledbury.
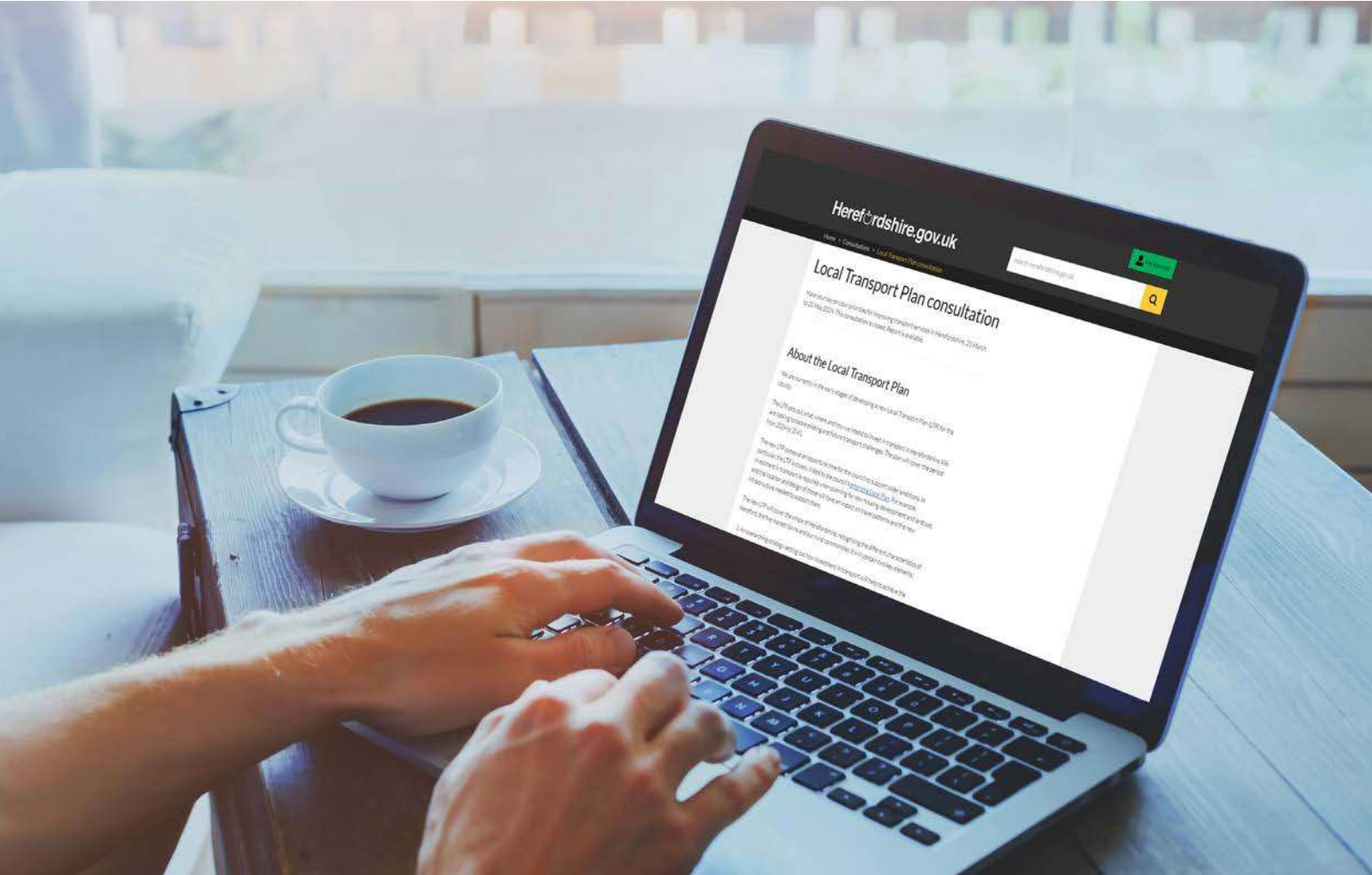
Public Text Responses and Suggestions

Public Responses

Public participants were also invited to provide written feedback in open text questions with regards to any specific points that were missed in the draft LTP5 and if there was anything further they would like to add.

Respondents provided a number of comments across a range of themes and modes. These included comments relating to public transport, active travel and parking, as well as wider themes such as environment, sustainability and new development.

Figure 9 provides an overview of the most frequently raised points. **Table 1** then provides a more extensive list of the wide range of points raised in the open text questions.

An overview of how the LTP has been updated to reflect the points raised for the different place-based strategies is further provided in at the end of this note.

Figure 9 - Level of support for Rural Areas and Market Towns Action Plan by postcode area.

Table 1 - Summary of Frequently raised comments or suggestions in open text questions.

Primary Theme	Secondary Theme	Description
Public Transport	Cost	Public transport perceived as too expensive, and comments relating to cheaper, subsidised or free travel.
Public Transport	Integration	Improved integration between buses, trains, park and ride and better planning of public transport networks.
Public Transport	Strategic Connectivity	Call for links between towns, not just to Hereford.
Rail	Rail Services	Poor frequency, and desire for more direct services (especially to London).
Rail	Rail Reliability	Trains not running consistently.
Rail	Additional Railway Stations	Call for better rail access across the city, need for additional services or to reopen railway stations.
Buses	Connecting Communities	Hereford to Credenhill active travel route
Buses	Connecting Communities	Feasibility study of routes from Tidnor Lane to Hampton Park Road
Buses	Key Pedestrian Corridors	Aylestone Park walking and cycling accessibility improvements
Buses	Key Pedestrian Corridors	Aylestone Hill walking and cycling accessibility improvements
Buses	Key Pedestrian Corridors	Holme Lacy Road walking and cycling improvements
Buses	Key Pedestrian Corridors	Priory Place/Newtown Road Roundabout Crossing facilities
Buses	Key Pedestrian Corridors	A49/Holmer Road Roundabout Crossing facilities
Buses	City wide Cycle Network	Whitecross Road
Roads	Bypass	Support and opposition for bypass development and new bridges/river crossings.
Roads	Road Layout	Mix of specific comments praising and criticising current road infrastructure design due to congestion.

Primary Theme	Secondary Theme	Description
Roads	Maintenance	Suggestion that priority should be potholes and resurfacing.
Roads	Rural Roads	Call for more road maintenance in rural areas.
Roads	Speed Limit Changes	Call for changes to be made to speed limits.
Roads	Vehicle Reliance	People forced to drive due to lack of options.
Parking	Preserve Parking / Improve Parking	Resistance to losing spaces and suggestions for better/more parking generally.
Parking	Parking Costs	Complaints that parking charges are too high or unfairly placed.
Safety & Crossings	Road Safety - General	Roads too dangerous for cycling and walking.
Safety & Crossings	Crossings – Missing/Unsafe	Pedestrian and cyclist crossings missing or unsafe.
Active Travel	Walking Safety	Comments on need to improve walking infrastructure and safety.
Active Travel	Improve Cycle Infrastructure	Need for safer, better-connected cycling routes.
Active Travel	Cycle Infrastructure – Specific Projects	Targeted suggestions for new cycling infrastructure.
Active Travel	Cycle Route Location	Dislike for current cycle lane placement and safety concerns.
Active Travel	Greenways	The strategy should reference and consider Greenways.
School Travel	Safe School Travel	Needs to consider safe walking and cycling routes to schools.
Rural Investment	Urban / Rural Imbalance	Rural areas often overlooked and should be a greater focus for investment.
Other Modes	Horse Riding	LTP5 should consider the needs of horse riders.
Other Modes	Motorcyclists	LTP5 should consider the needs of motorcycles.
Other Modes	Shared Car Scheme	LTP5 should consider shared car schemes.

Primary Theme	Secondary Theme	Description
EV	Funding	Mix of comments on supporting EVs for climate action. The Council should not fund EV infrastructure.
Environment / Sustainability	Flood Risk	The strategy does not include or assess flood risk.
Environment / Sustainability	Landscape / Heritage	Concerns about impact on local landscape and heritage sites
Environment / Sustainability	Green Spaces / Public Realm Improvements	Support for more green spaces and public realm improvements such as trees and litter picking.
Environment & Sustainability	Climate & Pollution – General Concern	Need to reduce congestion and associated emissions.
Enforcement	Enforcement Needed	General enforcement infrastructure needed, such as speed cameras and illegal parking.
LTP Document	Detail and Ambition	Strategy/action plan is lacking detail and could be more ambitious.
LTP Document	Transparency	Want more transparency and public scrutiny of proposals.
Behavioural Change Focus	Too much emphasis on Behaviour	Perception that the plan over-emphasises changing behaviour rather than infrastructure.
Cost / Value Concerns	Infrastructure	Scepticism over expensive infrastructure.
New Development	Opposition to Planned Housing	Strategy will be used to justify and support large scale housing development to meet government targets
Other Modes	Horse Riding	LTP should consider the needs of horse riders.
Other Modes	Motorcyclists	LTP should consider the needs of motorcycles.
Other Modes	Shared Car Scheme	LTP should consider shared car schemes.

Stakeholder Responses

Transport Authorities and/or Operators

Midlands Connect, Worcestershire County Council and Monmouthshire County Council indicated their support towards improvements in regional public transport and rail connectivity along with broader connectivity to Birmingham and London. Monmouthshire also expressed a desire to promote and improving bus services between Monmouth and towns within Herefordshire including Ross-on-Wye and Hereford.

Gloucestershire County Council expressed support for improving public transport links that integrate with the Local Nature Recovery Strategies and enhancing sustainable tourism and the economy through mutual partnerships between the counties as Gloucester is a key neighbouring destination for Herefordshire. They also wanted to see reference to active travel links into Gloucestershire (i.e. to Newent) and supports the extension of the 20mph speed limits in rural areas.

National Highways supported the LTP's objectives regarding active travel improvements, freight and EV infrastructure schemes. National Highways also welcomed collaborating with Herefordshire Council on the proposed Hereford Bypass and future planning applications impacting the Strategic Road Network, and potential funding sources for infrastructure improvements on their network (should there be a gap in funding).

National Highways would like to have more detail on proposals that could impact the Strategic Road Network, such as new active travel facilities, improvements to bus stop facilities and access relating to new development, although it was noted some of these are emerging proposals that will be developed further alongside the next Local Plan.

Natural England noted that LTP5 was positive and had a lot to be commended. They were satisfied with the Strategic Environmental Assessment and noted that the objectives were comprehensive for this assessment and demonstrated an understanding of key issues including biodiversity, net gain and water. They also agreed with the overall conclusions in the Habitat Regulation Assessment that further, more detailed assessment would be needed at Appropriate Assessment Stage.

Historic England were pleased to see feedback on the Scoping report had been taken on board and requested an additional Strategic Environment Assessment indicator relating to Historic Environment.

Parish Councils

A total of nine parish, town and city councils responded to the consultation. Each response provided insight into the issues, priorities and opportunities of their respective local areas. There were also three common themes which emerged across all the responses which included:

1. **School Travel** – The LTP5 needs to provide greater clarity regarding school travel.

2. **Addressing Heavy Good Vehicles (HGV) and Freight Impact –** There is a need to address the negative impact that HGV and freight vehicles have on the rural lanes, market towns and villages.

3. **Expanding Low-Speed Areas –** There is a desire for 20mph or low speed areas to be expanded to more areas (raised by Bromyard, Brienton and Leominster).

Councillors

Five councillors responded to the consultation. Each Councillor provided comment across a range of themes and included comments specific to their ward as well across the LTP more widely.

Points that were most frequently raised from the Councillor responses include:

1. **Prioritising Young People and Children –** There is a need for stronger consideration of the needs of younger people and children within the LTP's text and policies.

2. **Addressing Rural Inequalities –** More bespoke solutions are needed to address the unique needs of rural communities and to reduce rural inequalities.

3. **Clarification of Key Actions –** There is a call for greater clarity around key actions within the LTP to ensure these are easily understood, deliverable and help to develop a pipeline of shovel ready schemes.

Other Stakeholders

A wide range of community groups, councils and organisations suggested more inclusive, accessible, and better-connected transport services across Herefordshire.

Key concerns include disconnected bus and train services in Leominster, inadequate public transport access in rural areas and misalignment of bus schedules with college timings. These issues have had a negative impact on the ability for residents to access education, work and local services. Common responses raised included:

1. Later operating hours of bus services to support businesses and provide an alternative option to driving.

2. Safer active travel infrastructure.

3. Improved accessibility for disabled residents.

Several groups have advocated for rural active travel networks, use of disused rail lines, and canal corridors for off-road travel. Some also stressed the importance of environmental protection and biodiversity integration in transport planning.

Overview of College Engagement

The consultation received a number of responses from college students and young people, including from a targeted engagement event at Hereford Sixth Form College. The four key themes emerging from the college students included:

1. **Public Transport Services –** Current services are perceived as unreliable, infrequent and inadequate for young people's needs. In particular respondents highlighted the importance of providing WiFi on all services, better maintenance of vehicles and prioritising public transport on the road network.

2. **Cost of Travel** – Public transport was considered expensive for the level of service provided.

3. **Access Constraints –** Access issues including physical access to services, digital access to up-to-date timetables and ticketing, and urban design that does not favour pedestrian movement.

4. **Safety of the Transport Network –** A number of safety concerns were also raised including the safety of the railway station, cycle lanes, and the overall feeling on safety on roads in rural and urban environments.

Conclusions and Recommendations

Consultation on the draft Herefordshire LTP ran from 1st May 2025 to 30th June 2025. Consultation was primarily hosted online with a handful of additional events and hard copies of the LTP in local libraries.

A total of 578 people responded to the consultation. There was a broadly even split by male and female. There was a good representation across age bands, including 35% of respondents aged under 24.

Views on current transport in Herefordshire highlighted mixed views on the quality of existing transport provision. People living in rural areas to the west, southwest and northeast were the most dissatisfied, whereas those in Hereford provided a more positive response to this question.

Respondents also highlighted that pedestrian facilities, followed by clean air were most important to them. Access to public transport was stated to be as important as access to a car, albeit access to a car was more important for rural residents than residents of Hereford. Conversely, facilities for cycling were more important to residents of Hereford.

Respondents were supportive of the LTP Action Plans. Approximately 70% of respondents agreed or strongly agreed with each of the place based strategies, compared to 10% opposed or strongly opposed. Support was highest for residents of Hereford, and in the areas in and around the market towns of Leominster and Ledbury.

A number of organisations also responded to the consultation. Across these responses, the following themes were most frequently raised:

- Public Transport - Including improved frequency, information operating hours and interchange.

- Safety of the Transport Network - Including for vulnerable road users, school travel, impact of HGVs, support for lower traffic speeds and design to favour pedestrians.

- Freight – The impact of larger vehicles and improving provision for drivers.

- Rural Investment – Request for more solutions to address the unique needs of rural communities and to reduce rural inequalities.

- Action Plan measures – Request to provide more detail on proposed interventions.

Overall, the feedback from the consultation has shown support for the strategy and measures in the draft Herefordshire LTP.

The feedback also identifies areas to consider further and that could further enhance the LTP. This feedback has informed the update to create the final LTP strategy and Action Plan.

Summary of Hereford Strategy Comments

An overview of the key comments provided relating to the strategy and action plan for Hereford and how they have been actioned is summarised below.

Stakeholder Suggestion	Work Planned
Support for building Hereford bypass to reduce congestion and support growth.	Already included within LTP.
Highlight that a bypass will reduce HGV traffic in Hereford and improve conditions for sustainable transport.	Already included within LTP.
Increase number of cycle lanes to and from Aylestone School.	Included in LTP, and further detail added within the LTP action plan.
Insufficient transport links between transport hubs and Hereford Enterprise Zone	Number of schemes to do this included in LTP and will continue to work with operators to secure further improvements.
Include better bus and cycle connectivity west towards Hereford MOD community.	Enhanced cycle routes included in LTP action plan and will work with operators to explore how to further enhance bus links.
Deprioritise Eastern Bypass for road vehicles needs to be made clearer.	Eastern bypass not included in LTP.

Table Key	
Included in LTP or plans in progress	
Will assist stakeholders to progress	
To be investigated further	
No immediate plans/not feasible	

Summary of Comments on Rural Areas and Market Towns

An overview of the key comments provided relating to the strategy and action plans for the Rural areas and Market towns, and how they have been actioned is summarised below.

Stakeholder Suggestion	Work Planned
Bus and rail services are Leominster are disconnected and should be enhanced.	Improvements to Leominster station Forecourt and improved bus/rail links to Leominster included in LTP.
Reflect growth in Ledbury, including improved crossings on Leadon Way.	Updated wording in LTP to reflect this, and crossings of Leadon Way included in LTP action plan.
Extend 20mph speed limits in rural centres and market towns	Increased clarity about where appropriate included in the LTP.
Provide more detail on active travel priorities across rural areas & market towns.	Increased detail in Action Plan to reflect the priorities from the Herefordshire LCWWIP.
Provision of enhanced parking facilities in Bromyard.	Included in the LTP Action Plan.
Include reference to Ledbury town centre enhancement scheme.	Included in the LTP Action Plan.
Include walking and cycling routes between Ross and Ledbury, Newent and surrounding villages into neighbouring areas.	Partially included so that routes to new developments, for example from Ross-on-Wye heading east.
Include Greenways on disused rail lines.	Will support community proposals to progress Greenways where there is landowner support.
Later bus services between Hereford and Ross-on-Wye are needed.	Included as an aspiration within the LTP, but to be explored further with operators.
Extension of e-bike scheme to market towns and villages.	Included as an aspiration within the LTP, but to be explored further with operators.
Re-opening of railway stations	Work with communities to support the potential re-opening of railway stations.
Include half hourly bus services to/from Ledbury, Kington and Bromyard.	Not considered feasible. These have financial support to run at hourly/two hourly, and unlikely to be sufficient demand to enable higher frequencies.

Summary of Transport Network Comments

An overview of the key comments relating to the Transport Network, and how they have been actioned is summarised below.

Stakeholder Suggestion	Work Planned
Promote home charging and peer-to-peer charging networks for EV.	Already included within LTP.
Support welfare improvements for lorry drivers.	Sites to improve facilities now included in LTP5 Transport Network.
Include measurable targets for the LTP.	Monitoring and evaluation added into LTP.
Safer routes to school.	Added as a key measure and further detail on improvements included in LTP action plans.
Proposals for Road Investment Strategy 3 (RIS3) should be included.	Schemes identified by National Highways includes in LTP Action Plan.
Recognise bridleways in LTP.	LTP updated to include reference to bridleways.
Reference the proposed rail infrastructure upgrades needed to improve services.	Included in the LTP and wording updated to reflect this more clearly.
Improve provision for coaches	LTP updated to include actions to improve coach parking facilities in key locations and support tourism.
Include additional policy about ambitions for public transport/buses	Additional policy around public transport added into the LTP.
Include greater reference to canal and river assets in the LTP.	Reference to the canal and river assets have been added to the LTP.
Better align bus services with college student schedules.	To be explored further with operators and review of current bus network going forward.
Integrate biodiversity and carbon goals and habitat protection into LTP.	Metric for Carbon included in monitoring plan and will work with partners to support environmental improvement. Biodiversity policy added into the Transport Network.
Recommended for there to be a 24/7 disabled bus pass.	Noted, no further action as this time. Would require further funding, but priority is increasing service frequency.
Use insurance collision data to monitor road safety.	No action required. Current STATS19 data considered most suitable dataset to measure this.