

Local Cycling, Walking & Wheeling Infrastructure Plan



November 2025

This document is Herefordshire Council's Local Cycling,
Walking and Wheeling Infrastructure Plan.

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Introduction

Local Cycling, Walking and Wheeling Infrastructure Plan

A local cycling, walking and wheeling infrastructure plan (LCWWIP) is a tool used by local authorities to help plan long-term investment in walking, wheeling and cycling networks.

toward making local journeys easier. By improving access to essential services, it boosts footfall and spending on high streets, and helps unlock opportunities for growth in affordable housing.

Some of the county's roads are reaching capacity, and without proactive intervention, future growth will place unsustainable pressure on the transport network. Major infrastructure projects, such as the Hereford Bypass, are a priority for the council. In addition to easing congestion, the delivery of such projects will help unlock development and support a more connected and accessible active travel network, particularly for shorter journeys within the city and across the county.

The main outputs of a LCWWIP are:

- A network plan of high priority walking and cycling routes.
- A prioritised list of projects to improve walking and cycling infrastructure, for future investment from central government and other sources of funding.

This is an important step to help enable residents to become more active by walking, wheeling and cycling.

Across the county the council is building infrastructure which gives residents, visitors and businesses the support to move around the county, and this applies for those who choose to walk, wheel and cycle in the county.

Injuries and deaths from all modes of transport, air pollution and physical inactivity are preventable. Across the county, people who walk, cycle and wheel should be able to do so, regardless of age or ability. This plan marks a step

As a predominantly rural county, Herefordshire's geography and road network mean that many residents and visitors rely on driving to reach their destinations. However, we also recognise the growing demand for more sustainable travel options.

We want to improve Herefordshire's transport network in every choice we make. This includes supporting people who choose to walk, wheel, or cycle by providing a safe, well-maintained, and connected network that makes these modes more practical and appealing. Creating space for active travel not only benefits individuals by encouraging healthier lifestyles, but also contributes to a more balanced transport system.

By investing in walking, wheeling, and cycling infrastructure, we can help reduce pressure on the road network, making it easier for those who need to drive to do so.

A key first step is identifying where investment will have the greatest impact. This includes joining up existing routes and addressing gaps in the network to improve connectivity across the county.

To help this process, Herefordshire Council has drawn on UK Government guidance for developing cycling and walking strategies, adapting it to reflect the rural nature of the county and to

include wheeling as a core component. The overarching aim of this strategy is to support strategic decision-making on where to prioritise infrastructure improvements. By doing so, we will give residents more choice in how they travel and improve conditions for those who wish to walk and cycle.

Importantly, this strategy complements major road infrastructure projects, such as the Hereford Bypass. If delivered in full, the Bypass will unlock employment land and housing growth, while helping to reduce traffic volumes and improve air quality in the city. These changes can create new opportunities to enhance walking and cycling networks, making active travel a more viable option for more people.

The goals for the council's LCWWIP include:

- Increase the council's opportunity for funding from central government and elsewhere for much-needed infrastructure for local transport active travel.
- Set out an indicative development plan for a joined-up network of active travel routes linking up places that people visit.
- Provide a framework for delivering projects through funding for new infrastructure for active travel.
- Set direction for infrastructure design.

The development of the LCWWIP was led by Herefordshire Council with the support of PJA and local stakeholders.

Herefordshire Council are also developing their new Local Transport Plan, which, along with the Local Plan, will set out the direction, policies and objectives to be pursued over the coming years.

The central focus of developing a walking, wheeling and cycling network in Herefordshire is to expand travel choice for residents and visitors.

We recognise that, due to the county's rural nature, walking, wheeling, and cycling may not be suitable for every journey. However, by improving infrastructure and connectivity, we aim to support those who wish to travel actively, whether for commuting, leisure, or daily tasks, by making these options safer, more accessible, and more practical.

- linking up all relevant origin and destination locations throughout the county.
- To provide a framework for prioritising routes according to their potential to increase and sustain commuting, leisure and other trips by means of active travel
- To outline indicative infrastructure improvements to inform potential future schemes.
- To support the development of bids for active travel schemes.
- To establish alignment between different strategic and infrastructure plans throughout the county, ensuring consistency and coherence in the design of active travel infrastructure.

Project Objectives

- To set out an indicative development plan for a comprehensive network of active travel routes



Methodology

This chapter provides an overview of the LCWWIP process and its application in Herefordshire. The DfT technical guidance for authorities developing an LCWWIP outlines a methodical approach to planning and delivering cycling, wheeling and walking infrastructure. This process is based on six stages outlined on page [Table 1](#) on [page 15](#).

LCWWIPs should be evidence-led and comprehensive. They should identify a pipeline of investment to ensure the delivery of a complete walking, wheeling and cycling network over an appropriate scale (see LCWWIP Stages 1 and 2).

The goal of a LCWWIP is to increase cycling, wheeling and walking usage by targeting routes and areas where more people might choose these modes over other forms of travel. Therefore, a LCWWIP should consider overall travel demand, not just existing walking and cycling trips.

The geographic scope for cycling, wheeling and walking elements can differ, but integrating their planning can create efficiencies and prevent one mode from compromising the other.

1	Determine Scope	Establish the geographical extent of the LCWWIP, and arrangements for governing and preparing the plan.
2	Gathering Information	Identify existing patterns of walking and cycling and potential new journeys. Review existing conditions and identify barriers to cycling and walking. Review related transport and land use policies and programmes.
3	Network planning for cycling	Identify origin and destination points and cycle flows. Convert flows into a network of routes, audit these routes and determine the type of improvements required.
4	Network planning for walking	Identify key trip generators, core walking zones and routes, audit existing provision and determine the type of improvements required.
5	Prioritising improvements	Prioritise improvements to develop a phased programme for future investment.
6	Integration & Application	Integrate outputs into local planning and transport policies, strategies and delivery plans.

Table 1 Stages of an LCWWIP

Geographic Scope for the LCWWIP, highlighting key towns and settlements.

Geographic Scope

Geographic Scope

The geographic scope of the LCWWIP comprises Herefordshire county. Consideration has also been given to the areas bordering Herefordshire county, recognising cross-boundary connections may be required.

The LCWWIP identifies routes within Hereford city and also routes in rural Herefordshire.

The primary focus of the LCWWIP is the city centre of Hereford and Herefordshire's five market towns.

This is because these areas have the greatest planned growth and greatest funding potential.

However, the scope of the LCWWIP also covers smaller towns, villages and settlements across the county, recognising the need and desire for people in rural areas to connect to key destinations by walking, wheeling or cycling.



Map 1 Geographic Scope

Policy alignment

This chapter summarises the context for the county-wide walking, wheeling and cycling network, with a particular focus on alignment with the new Local Transport Plan for the county.

Local Transport Plan

The draft Herefordshire Local Transport Plan is a strategic framework for shaping transport across Herefordshire 2025–2041. It builds on the progress made through the current Local Transport Plan 2016–2031. Many projects outlined within the previous Local Transport Plan have been delivered by adapting to shifts in technology, working habits and shopping behaviour.

The objectives of the LTP are as follows:

- Supporting a thriving and prosperous economy
- Enabling healthy behaviours and improving wellbeing
- Tackling climate change and protecting and enhancing the natural and built environment
- Improving accessibility and inclusivity
- Improving transport safety and security

The Local Transport Plan includes a series of action plans that set out how Herefordshire Council will guide transport investment to achieve the objectives of the Local Transport Plan.

Some of the key projects outlined within the Local Transport Plan include:

- Hereford Southern Link Road
- Hereford Western Relief Road
- Removal of barriers on rural leisure trials and National Cycle Network
- Delivery of School Street and enforcement of restrictions around schools
- Kington High Street Improvements
- Ledbury Town Trail improvements
- Ross-on-Wye town centre pedestrian improvements
- Signage of key active travel routes
- Bromyard High Street junction crossing upgrades
- Ledbury Market House crossing and pedestrian improvements
- Leominster Rainbow Street / A44 /Green Lane crossing
- City wide Cycle Network
- Quiet lanes: Lower Bullingham Lane and Bullingham Lane
- Expand the on-street bike hire scheme in the city
- Safer routes to school: Walnut Tree Avenue crossing improvements
- Safer speed measures at identified collision sites



Network planning for walking, wheeling and cycling across the county

This chapter will summarise how the network for walking and wheeling was developed for the county.

Developing a network for walking & wheeling

Core walking zones

The main focus of the infrastructure improvements is to upgrade and extend the quality and coverage of the existing walking network.

Figure 1 on page 28 illustrates how the development of the LCWWIP walking network is based upon the identification of 'Core Walking Zones' (CWZ) which represent areas that are expected to contain key walking trip generators and therefore likely to create higher levels of footfall.

As well as reviewing walking conditions within the CWZ itself, the site audits review conditions on the key walking routes into the CWZ. This ensures that the wider connectivity and permeability of the CWZs is considered during the network development.

For the Herefordshire LCWWIP, a total of five main towns were identified:

- Leominster
- Ledbury
- Kington
- Ross-on-Wye
- Bromyard

An analysis of the density of destinations highlights that these five towns represent the areas where there the greatest clusters of existing walking trip generators and therefore the highest levels of footfall.

Within the five towns, walking routes were identified. These routes were generally considered due to their proximity to key trip generators in each town. Each route consisted of several sections, which were determined based on when the characteristic of the road changed in line with guidance outlined within the DFT Walking Route Audit Tool.

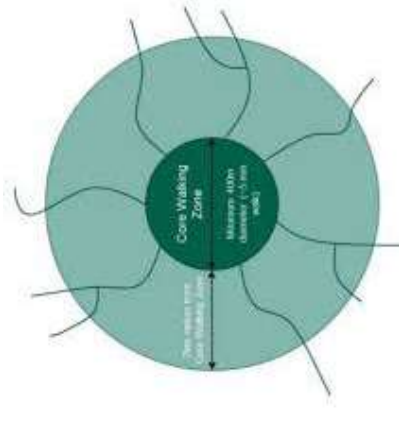


Figure 1 Core Walking Zone Graphic



This chapter will summarise the auditing process that was undertaken for routes across Herefordshire

Auditing the network

Walking Route Audit Tool (WRAT)

Methodology

Having confirmed the Core Walking Zones, each zone was then audited on site using the Walking Route Audit Tool (WRAT) methodology set out in the DfT LCWWIP process guidance.

Audits were undertaken on site by PJA. Each of the walking routes was audited in person, with results inputted on site into a site app developed specifically for the WRAT.

The Walking Route Audit Tool (WRAT) is divided into several categories for analysis and uses a Red Amber Green (RAG) scoring technique:

1. **Attractiveness:** Considers the impact of maintenance, traffic noise, pollution and fear of crime upon the attractiveness of a route
2. **Comfort:** Reviews the amount of space available for walking and the impact of obstructions upon walking routes such as footway parking, street clutter and staggered crossings
3. **Directness:** Assesses how closely pedestrian facilities are aligned with the natural desire line and accommodating the crossing facilities are for pedestrians to follow their preferred route
4. **Safety:** Focuses on the impact of vehicle volumes and speeds and interaction with pedestrians
5. **Coherence:** Focuses on the provision of dropped kerb and tactile paving for pedestrians

The categories and specific scoring criteria are outlined in more detail in **Figure 2 on page 33**.

The guidance for the WRAT recommends that generally walking routes should be recommended for improvements if they score less than 70% overall.

Audit Categories	2 (Green)	1 (Amber)	0 (Red)
1. ATTRACTIVENESS - maintenance	Footways well maintained, with no significant issues noted.	Minor issues identified, such as peeling paint or minor damage to footway surface. Some litter or debris present.	Major issues identified, such as significant potholes, loose gravel, or debris. Footway surface is in poor condition.
2. ATTRACTIVENESS - fear of crime	No evidence of vandalism with appropriate natural surveillance (e.g. houses set back or back onto street).	Minor vandalism. Lack of active surveillance. Route is isolated, not subject to natural surveillance (including where sight lines are inadequate).	Major or prevalent vandalism. Route is isolated, not subject to natural surveillance (including where sight lines are inadequate).
3. ATTRACTIVENESS - traffic noise and pollution	Traffic noise and pollution do not affect the attractiveness.	Levels of traffic noise and/or pollution could be improved.	Severe traffic pollution and/or severe traffic noise.
4. ATTRACTIVENESS - other	Examples of other attractiveness issues include: - Evidence that lighting is not present, or is deficient. - Evidence of poor maintenance of street furniture. - Excessive use of guardrails or bollards.		
ATTRACTIVENESS			
5. COMFORT - condition	Footways level and in good condition, with no trip hazards.	Some defects noted, typically potholes or minor (such as cracked, but level) paviers). Defects unlikely to cause a problem for most users, including wheelchairs, prams etc. Some footway crossings resulting in uneven surfaces.	Large number of footway crossings with significant surface defects, such as potholes, uneven paving, or significant uneven patching or rutting.
6. COMFORT - footway width	Able to accommodate all users without 'give and take' between users or walking on roads. Footway widths generally in excess of 2m.	Footway widths of between approximately 1.5m and 2m. Occasional need for 'give and take' between users and walking on roads.	Footway widths of less than 1.5m (i.e. standard wheelchair width). Limited footway width requires users to 'give and take' frequently, walk on roads or onto pavements, or result in crowding/delay.
7. COMFORT - width on staggered crossings/pedestrian islands/worings	Able to accommodate all users without 'give and take' between users or walking on roads. Footway widths generally in excess of 2m to accommodate wheel-chair users.	Widths of between approximately 1.5m and 2m. Occasional need for 'give and take' between users and walking on roads.	Widths of less than 1.5m (i.e. standard wheelchair width). Limited footway width requires users to 'give and take' frequently, walk on roads or onto pavements, or result in crowding/delay.
8. COMFORT - footway parking	No instances of vehicles parking on footways noted. Clearance widths between parked vehicles and footway edges generally in excess of 2m to accommodate wheel-chair users.	Clearance widths between parked vehicles and footway edges approximately 1.5m and 2m. Some instances of vehicles parked on footways due to footway parking, resulting in some deviation from desire lines.	Clearance widths less than 1.5m. Footway parking requires users to 'give and take' frequently, walk on roads or onto pavements, or result in crowding/delay. Footway parking on footways results in some deviation from desire lines.
9. COMFORT - gradient	There are no slopes on footway.	Slopes level but gradients do not exceed 8 per cent (1 in 12).	Gradients exceed 8 per cent (1 in 12).
10. COMFORT - other	Examples of other comfort issues include: - Temporary obstructions reducing clearance width for pedestrians (e.g. driveway gates opened into footway). - Bus shelters restricting clearance width. - Poorly drained footways resulting in noticeable ponding issues/slippery surfaces.		
COMFORT			
11. DIRECTNESS - footway provision	Footways are provided to cater for pedestrian desire line (e.g. adjacent to road).	Footways are not provided to cater for pedestrian desire line.	Footways are not provided to cater for pedestrian desire line.
12. DIRECTNESS - location of crossings in relation to footway	Crossings follow desire lines.	Crossings partially deviate from pedestrian desire lines.	Crossings deviate significantly from pedestrian desire lines.
13. DIRECTNESS - gaps in traffic where no controlled crossings present or if likely to cross outside of controlled	Crossing of road easy, direct, and comfortable and without delay (< 5s average).	Crossing of road direct, but associated with some delay (up to 15s average).	Crossing of road associated indirect, or associated with significant delay (> 15s average).
14. SAFETY - impact of controlled crossings on journey time	Crossings are single phase pelican/traffic or zebra crossings.	Crossings are staggered but do not add significantly to journey time. Likely to be a delay to journey time.	Staggered crossings add significantly to journey time. Likely to be a delay to journey time.
15. DIRECTNESS - green man time	Green man time is of sufficient length to cross comfortably.	Green man time is of sufficient length to cross comfortably.	Green man time would not give vulnerable users sufficient time to cross comfortably.
16. DIRECTNESS - other	Examples of other directness issues include: - Routes between bus stops not accommodated. - Routes between bus stops not accommodated. - Confusing layout for pedestrians creating avoidance issues for users.		
DIRECTNESS			
17. SAFETY - traffic volume	Traffic volume low, or pedestrians can keep distance from moderate traffic volumes.	Traffic volume moderate and pedestrians in close proximity.	High traffic volume, with pedestrians unable to keep their distance from traffic.
18. SAFETY - traffic speed	Traffic speeds low, or pedestrians can keep distance from moderate traffic volumes.	Traffic speeds moderate and pedestrians in close proximity.	High traffic speeds, with pedestrians unable to keep their distance from traffic.
19. SAFETY - visibility	Good visibility for all users.	Visibility could be somewhat improved but unlikely to result in collisions.	Poor visibility likely to result in collisions.
SAFETY			
20. COHERENCE - dropped kerbs and tactile paving	Adequate dropped kerbs and tactile paving provided.	Dropped kerbs and tactile paving provided but not to current standards.	Dropped kerbs and tactile paving absent or incorrect.
COHERENCE			

Figure 2 Walking Route Audit Tool

Bromyard

Bromyard is a market town, with a population of approximately 3,800 (Census, 2021). It is located approximately fifteen miles to the north-east of Hereford and is the centre for a number of parishes in the north-east of the county of Herefordshire.

Often referred to as the 'Town of Festivals', the town centre is vibrant, with a range of food, music and craft festivals. The town centre is also home to a variety of independent retail businesses and has a rich history, with the town mentioned in the Domesday book, with a range of Georgian and Victorian buildings.

The town is bisected by the A44, which provides an important route for vehicle traffic and occupies approximately 6,300 motor vehicles per day (DfT, 2023).

Site observations undertaken in Bromyard highlighted issues with the public realm and difficulties that residents and visitors travelling around the town by walking or wheeling would experience.

Footway conditions observed are poor quality, with evidence of tactile paving either missing or in disrepair.

At grade crossing points across the A44 Bromyard bypass are minimal, with subways/underpasses providing connectivity across the busy road. However, such underpasses lacked natural surveillance, with minimal lighting, making walking unpleasant, particularly at night.

Many footways are very narrow (less than 1.5m in width) which present difficulties for people walking and wheeling to safely pass each other, posing potential conflict points with motor vehicles.

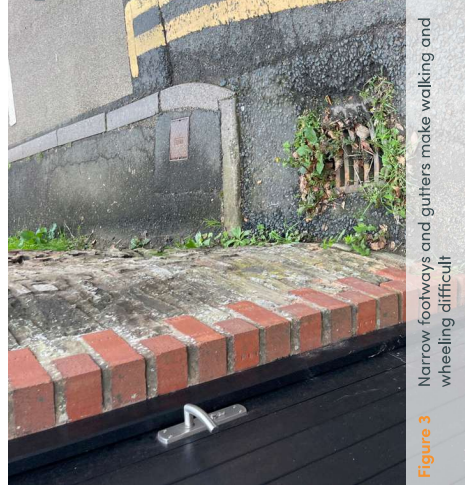


Figure 3 Narrow footways and gutters make walking and wheeling difficult

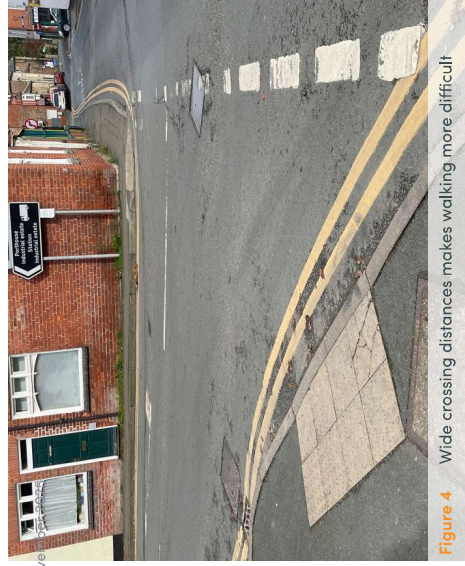


Figure 4 Wide crossing distances makes walking more difficult

Figure 5 Lack of dropped kerbs is a barrier to access



Figure 6 Subways and underpasses can make walking journeys longer and less safe



Figure 7 Disrepair of surfaces create an unpleasant walking environment



Current conditions across Bromyard



The results for the WRAT are shown in [Map 2](#) on [page 37](#).

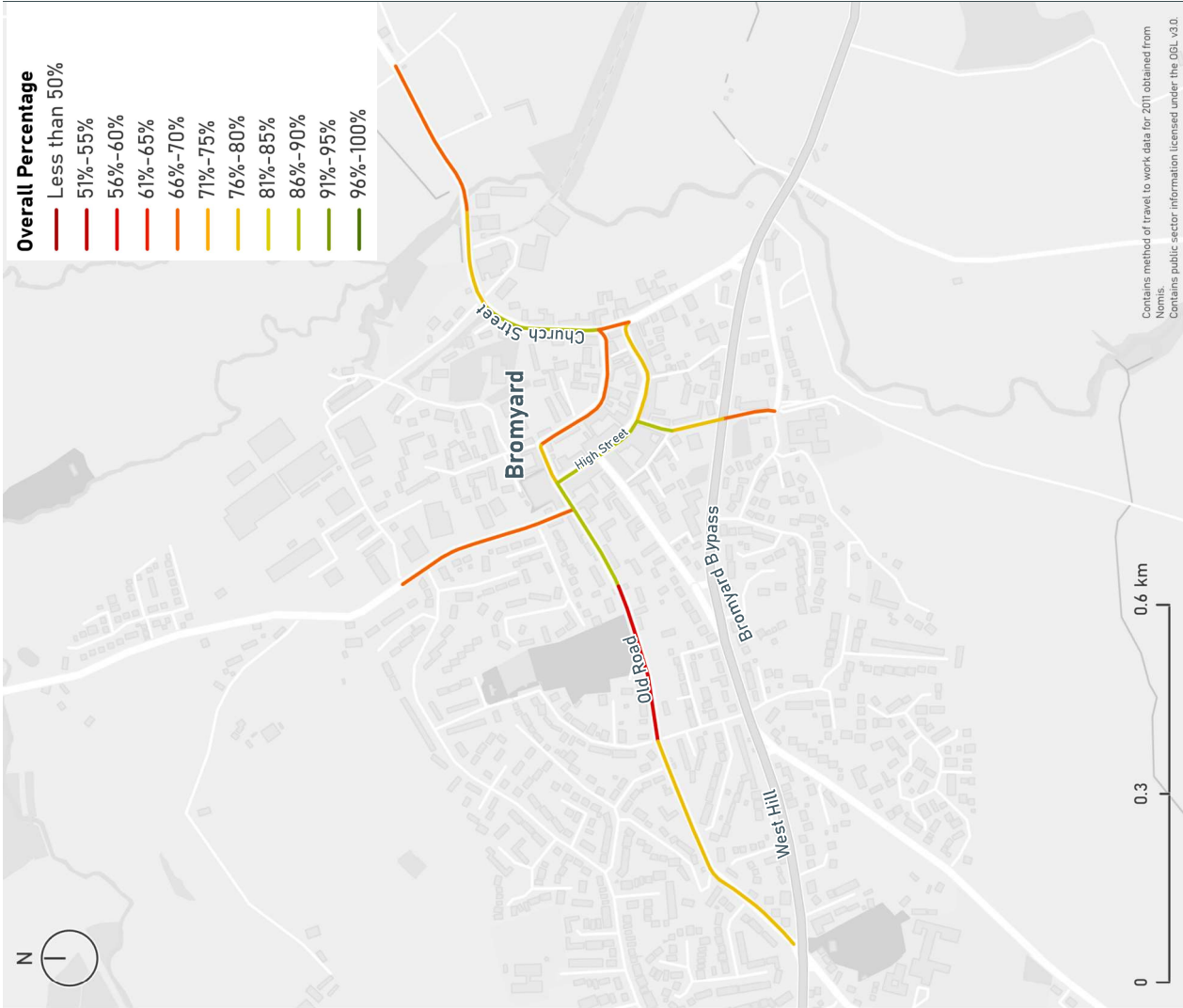
1. **Attractiveness:** Footways in Bromyard are generally well maintained. However, overgrown vegetation is a common occurrence. Additionally, most routes show no evidence of vandalism and there is appropriate surveillance maintained throughout through houses overlooking the street. Traffic noise and pollution are a minor occurrence, generally not impacting the attractiveness of the route.

2. **Comfort:** Most routes are comfortable for pedestrians. Footways are level and in good condition and are able to accommodate most users without give and take. However, some routes within the town centre have excessive gradients and some routes audited experienced poorly drained footways, resulting in noticeable ponding issues.

3. **Directness:** Footways are provided to cater for pedestrian desire lines through being provided adjacent to the road and crossings follow desire lines where available. There are suitable gaps in the traffic where no controlled crossings are present for pedestrians to cross easily, with the exception of the A44 Bromyard bypass.

4. **Safety:** The route is fairly safe for most users. Visibility is somewhat difficult for pedestrians due to some bends in the road and traffic speeds were noted as moderate.

5. **Cohesion:** The route is not cohesive for pedestrians as dropped kerbs and tactile paving are either absent or in disrepair for the majority of the route, posing significant safety risks for pedestrians.



Map 2 Bromyard WRAT results

Kington is a market town in Herefordshire and is situated west of the county, approximately 3.2km away from the Welsh border and 31km from Hereford. The town is surrounded by the A44 road, which used to pass through the town centre but now acts as a bypass to the north.

Kington is the smallest among the five market towns in Herefordshire and has a population of around 2,400 (Census, 2021). The town is notable for its historic grid pattern of streets and back lanes, with the High Street serving as the main retail area, housing various independent stores.

Kington is renowned as a hub for walking activities and has been designated as a “walkers are welcome” town. The town hosts the Kington Walking Festival twice a year, which promotes the community and attracts visitors by showcasing the wide range of leisure walking routes available in the area. Given its rural location, the town centre of Kington plays a crucial role in providing essential services for the local population.

Whilst the town is a popular spot for leisure walking, the town centre itself poses difficulties for people walking and wheeling. Wide junction radii's are evident across the town, given its rural nature. Many junctions pose poor visibility and no crossing facilities, which discourage walking.

Some streets lack footways, with Hergest Road in particular noted as having no footway, despite the road acting as a stepped walking route to Lady Hawkins School. Site observations undertaken highlighted some school drop off along this road, posing conflict between school children and motor vehicles.

Other issues observed include narrow footways next to roads where large vehicles frequently drive past, creating an unpleasant experience for pedestrians.

Footway parking and overgrown vegetation also reduce the available width for pedestrians, which can result in people walking and wheeling being forced to navigate into the road.



Figure 8 Wide crossing distances prioritise cars over pedestrians

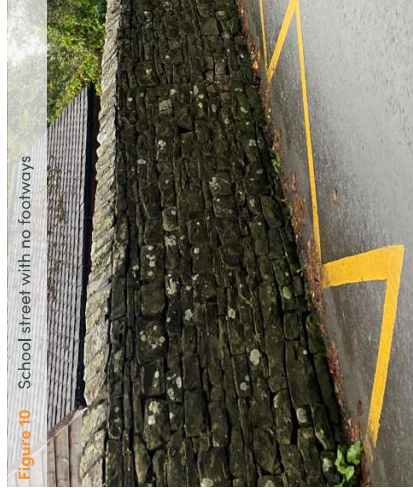


Figure 10 School street with no footways

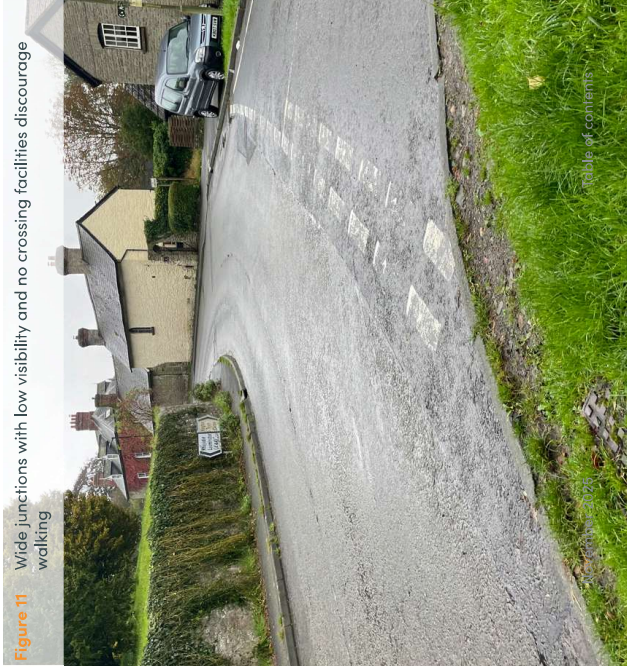


Figure 11 Wide junctions with low visibility and no crossing facilities discourage walking



Figure 12 Narrow footways next to Heavy Goods Vehicle

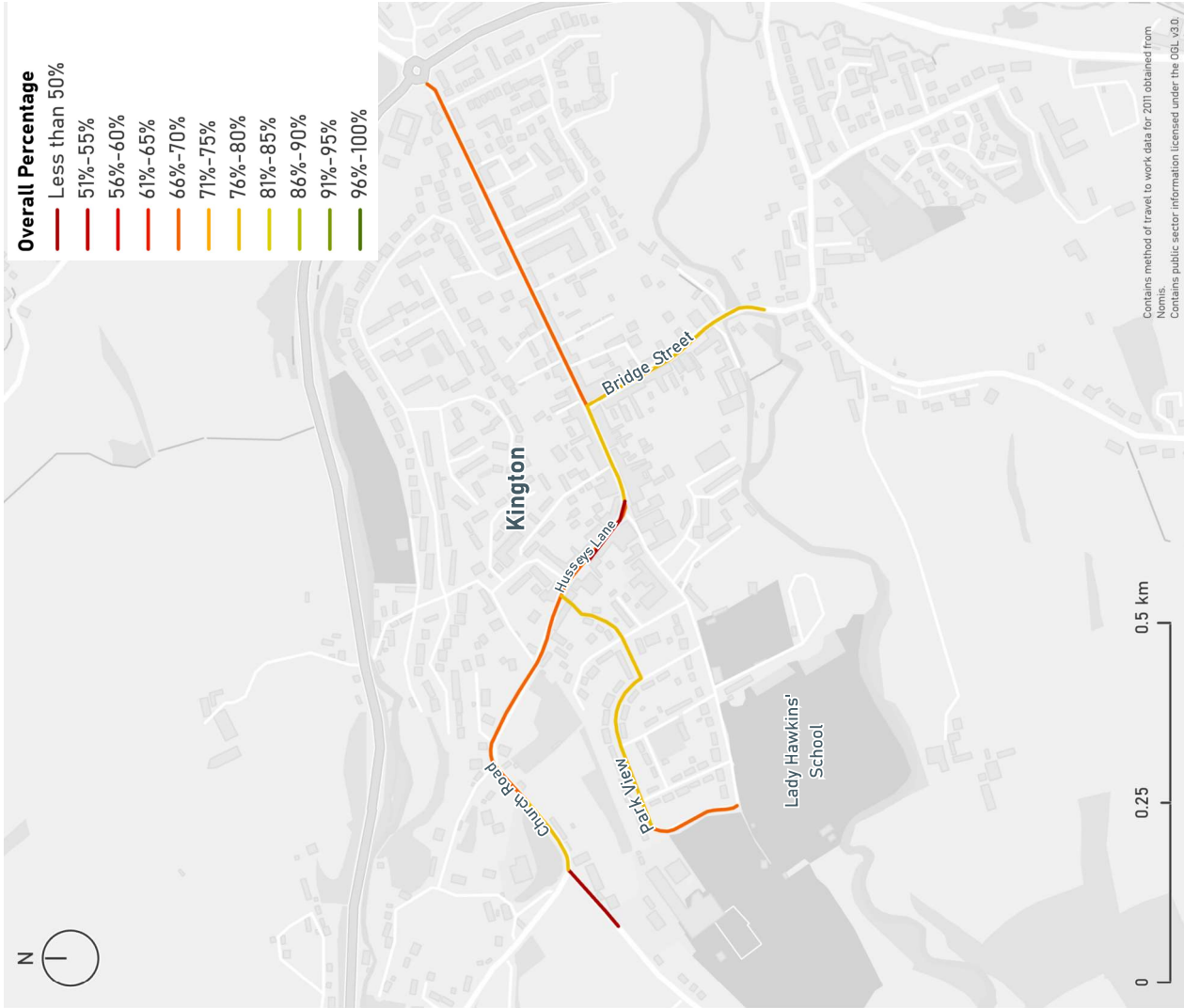
Figure 9 Narrow footways result in pedestrians required to walk in the road.

Current conditions across Kington



The results for the WRAT are shown in [Map 3](#) on [page 41](#).

- Attractiveness:** Footways in Kington are generally well maintained. However, overgrown vegetation is a common occurrence. Additionally, most routes show no evidence of vandalism and there is appropriate surveillance maintained throughout through houses overlooking the street. Traffic noise and pollution are a minor occurrence, generally not impacting the attractiveness of the route.
- Comfort:** Some routes within the town centre have excessive gradients and some routes audited experienced poorly drained footways, resulting in noticeable ponding issues. Footway parking is also evident, which results in narrowing of the footway, leading to some instances of pedestrians required to walk or wheel in the road.
- Directness:** The route around Kington is direct. Footways are provided to cater for pedestrian desire lines through being provided adjacent to the road and crossings follow desire lines where available. There are suitable gaps in the traffic where no controlled crossings are present for pedestrians to cross easily.
- Safety:** Overall, most routes audited across Kington are safe for most users. Traffic volumes and speeds are moderate for the majority of the route which means pedestrians are in close proximity. Additionally, visibility is somewhat difficult for pedestrians due to some bends in the road.
- Cohesion:** The route is not cohesive for pedestrians as dropped kerbs and tactile paving are absent for the majority of the route, posing significant safety risks for pedestrians particularly persons with vision impairments.



Map 3 Kington WRAT results

Ledbury

Ledbury is a market town, with a population of approximately 8,300 (Census, 2021). It is located approximately fourteen miles to the east of Hereford and acts as a key service centre to the surrounding rural area, East Herefordshire and neighbouring Gloucestershire and Worcestershire.

The town centre is covered by a Conservation Area, with many important historic buildings, many of which are listed.

The town is served by a railway station, which provides regular connections to Hereford, Malvern, Worcester, Birmingham and London.

The Ledbury Town Trail bypasses through the town centre. The town trail is a 2 mile access route around the historic town, which was previously a length of the Ledbury–Gloucester railway line, which closed in 1964.

The town is bounded to the west and south east by the A438 Leaddon Way. Much of the economic activity is centred around the junction between B4216, High Street and Worcester Road where a range of restaurants and hotels are situated.

The pedestrian experience around the town centre is characterised by narrow footways and limited crossing points. The town centre is heavily trafficked, with 'The Homend' (which provides a north-south connection from the railway station to the High Street) carrying over 6,800 motor vehicles per day.

Despite being a key north-south link, the pedestrian experience is poor. No crossing provision, tactile paving or dropped kerb is provided between the junction of Worcester Road and High Street, which poses challenges for people with mobility issues.

Footway narrowing is further exacerbated by outdoor seating along the footway, which can pose particular challenges for blind or partially sighted pedestrians.

Crossing provision across the town centre is poor, with uncontrolled crossings provided in locations where traffic volumes are likely to be high, which may result in some people not feeling safe crossing the road.



Figure 13 Wide crossing distances prioritise cars over pedestrians

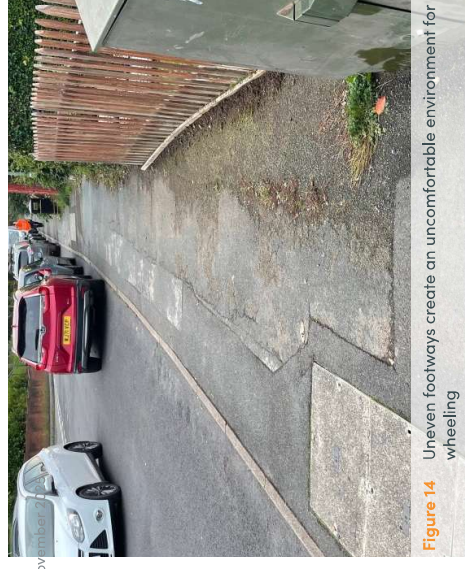


Figure 14 Uneven footways create an uncomfortable environment for wheeling



Figure 15 Narrow footways are a barrier to comfortable walking and wheeling

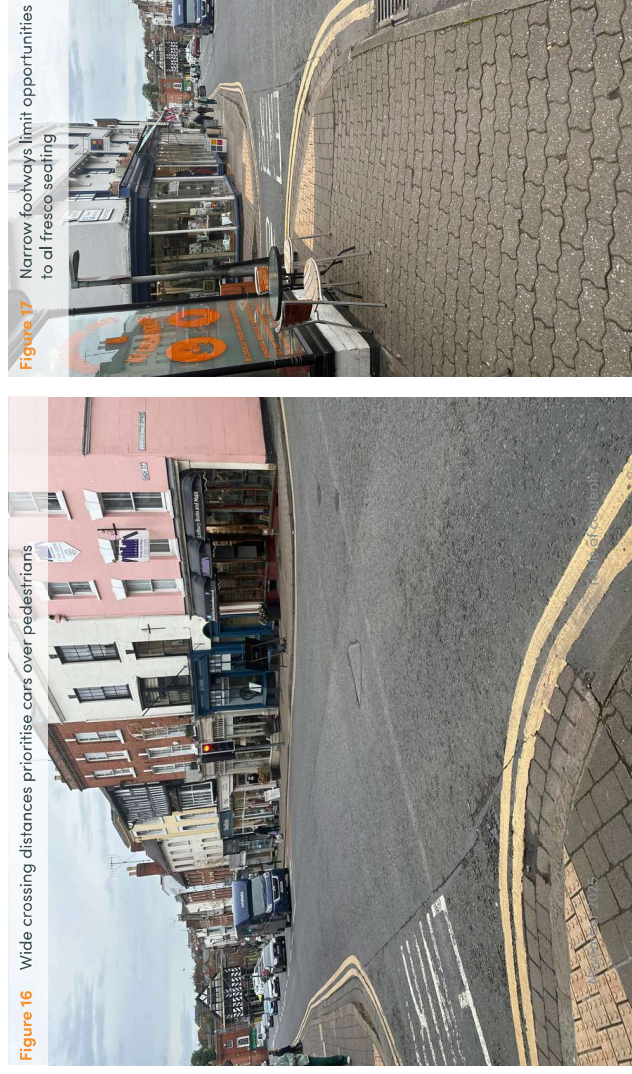


Figure 16 Wide crossing distances prioritise cars over pedestrians

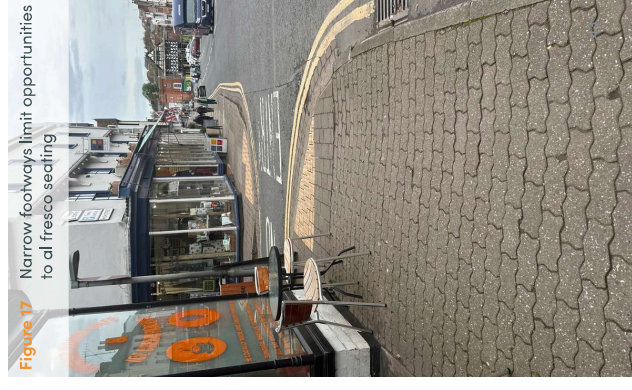


Figure 17 Narrow footways limit opportunities to al fresco seating

Current conditions across Ledbury



The results for the WRAT are shown in [Map 4](#) on [page 45](#).

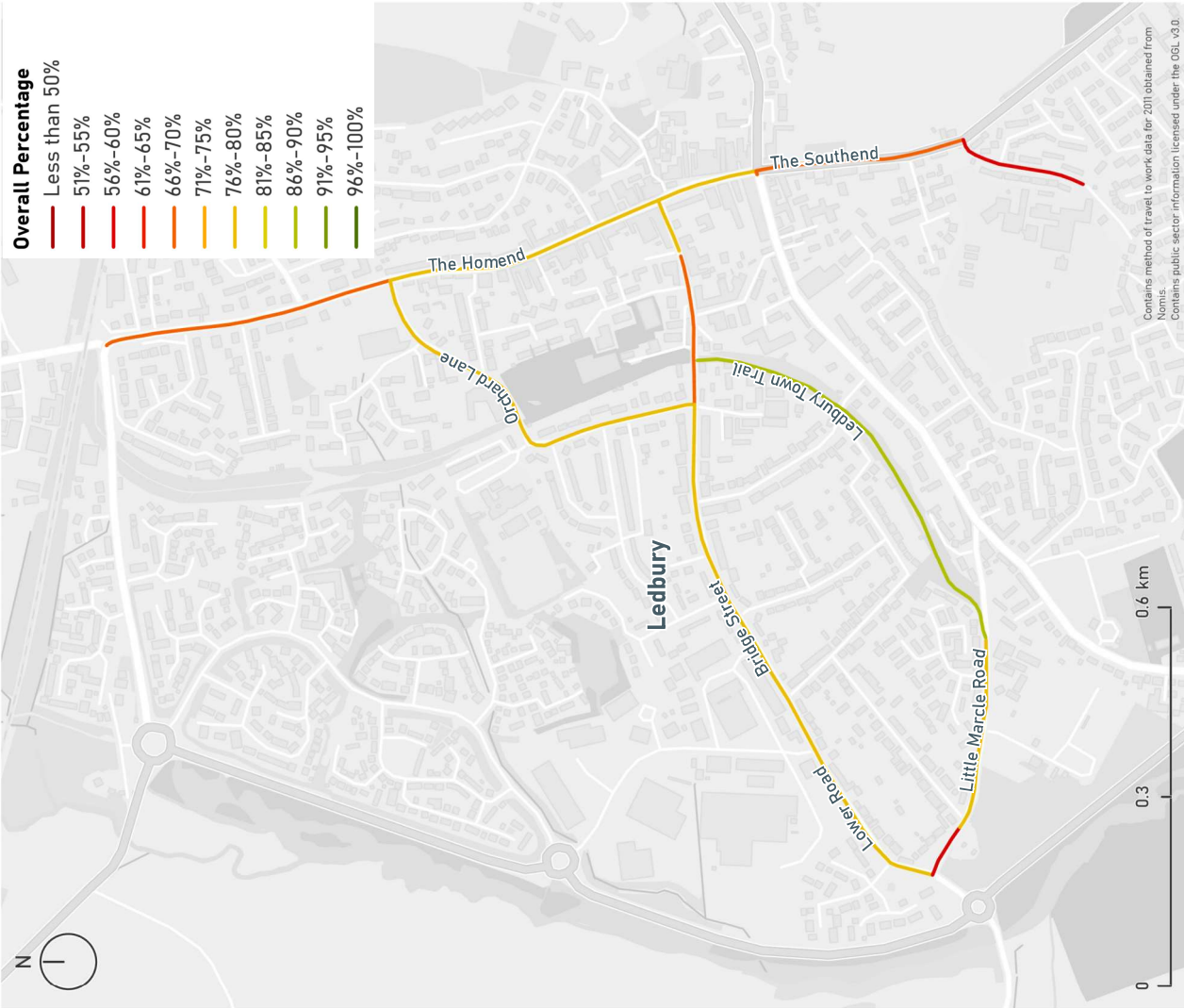
1. **Attractiveness:** Footways in Ledbury are mostly well maintained with a smooth high grip surface and have good levels of natural surveillance. However, evidence of overgrown vegetation is present, which pinch the footway width at certain points.

2. **Comfort:** Most routes are comfortable for pedestrians. Footways are level and in good condition and are able to accommodate most users without give and take. However, some instances of overgrown vegetation were noted and poorly drained footways resulting in ponding were observed.

3. **Directness:** Footways are provided to cater pedestrian desire lines as they are adjacent to the road, with crossings (where provided) being easy and direct.

4. **Safety:** Traffic volumes and speeds across the town are moderate, with pedestrians in close proximity to this traffic due to the narrow footway. Visibility could be somewhat improved, given the layout of the road can lead to difficulties for pedestrians, particularly near Worcester Road and High Street.

5. **Cohesion:** The route is not cohesive for pedestrians as dropped kerbs and tactile paving are absent for the majority of the route, posing significant safety risks for pedestrians particularly persons with vision impairments.



Map 4 Ledbury WRAT results

Leominster

Leominster is a typical English market town, with a population of 12,000 (Census 2021). It is located approximately twelve miles to the north of Hereford and is the centre for many parishes in the north of the county, as well as serving several local villages in neighbouring Shropshire.

The town is home to a variety of retail businesses and hosts a regular weekly market. It is strategically located at the crossroads of A49 and A44, with good access to Wales and central locations in the Marches.

The town is compact, with all areas within 2 miles of travel. The centre is advantageous for walking, with it being relatively flat with generous green spaces. Despite this, walking infrastructure is poor, with many pavements being uneven and in disrepair. Public realm across the town centre is also lacking, with minimal street greening and street furniture.

Across the town centre, evidence of poor pedestrian infrastructure was evident. Poor crossing provision was noted, with many people finding it difficult to safely cross the street near West Street.

Narrow and overgrown footways were evident across the town, which considerably reduced footway width and in some instances, made footways inaccessible.

Some footways were underutilised in favour of pedestrian desire lines across unsurfaced areas, showcasing that footways in some instances do not cater to the needs of pedestrians.

Public realm in some instances was in disrepair, with guard railing along footways being damaged and a lack of lighting.



Figure 18 Uneven footways create an uncomfortable environment for wheeling



Figure 19 Wide crossing distances prioritise cars over pedestrians



Figure 20 Unpaved paths are a barrier to comfortable wheeling

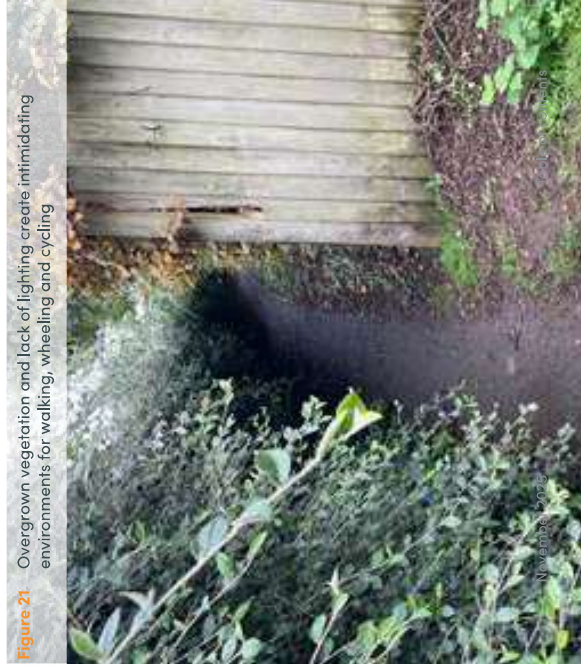


Figure 21 Overgrown vegetation and lack of lighting create intimidating environments for walking, wheeling and cycling



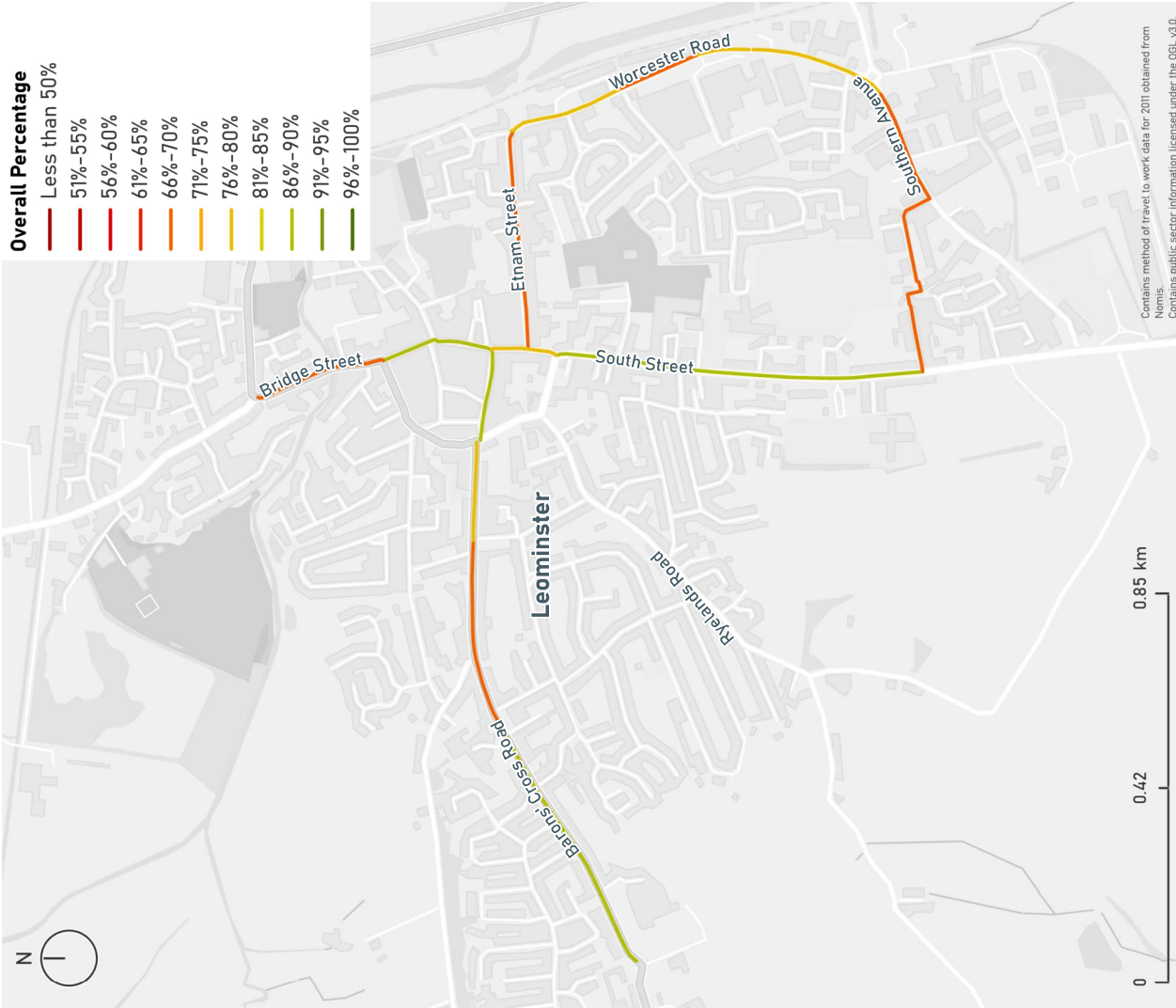
Figure 22 Street furniture creates an unattractive environment for walking and wheeling

Current conditions across Leominster



The results for the WRAT are shown in [Map 5](#) on [page 49](#).

1. **Attractiveness:** Footways in Leominster are mostly well maintained, with some instances of overgrown vegetation and street furniture falling into minor disrepair. Minimal evidence of vandalism, with largely appropriate levels of natural surveillance. Footway lighting could be improved.
2. **Comfort:** Footways are level, but some defects are noted, typically cracked pavements which cause uneven surfaces. Footway widths are typically good, with all users able to pass without give and take. Some instances of footway parking are noted in residential areas.
3. **Directness:** Footways are provided to cater for pedestrian desire lines through being provided adjacent to the road and crossings follow desire lines where available. There are suitable gaps in the traffic where no controlled crossings are present for pedestrians to cross easily.
4. **Safety:** The route is fairly safe for most users. Traffic volumes and speeds are moderate for the majority of the route which means pedestrians are in close proximity.
5. **Cohesion:** The route is not cohesive for pedestrians as dropped kerbs and tactile paving are absent for the majority of the route, posing significant safety risks for pedestrians particularly people with vision impairments.



Map 5 Leominster WRAT results

Ross-on-Wye

Ross on Wye is the second largest market town in Herefordshire, with a population of 11,000. It is located within the Area of Outstanding Natural Beauty and is next to the River Wye.

Ross-on-Wye is strategically well placed on the road network (A40 / M50). It acts as a service centre for the surrounding rural area and connections to the motorway network also make it an important gateway into the county, and a tourist destination in its own right.

Economic activity is centred around Market Place, with High Street home to a range of restaurants and shops.

The town has limited highway capacity, with challenges associated with movement around the town for all modes of transport. In particular, the pedestrian and cyclist experience is poor within the town centre, as well as poor connections out into the surrounding countryside.

Site observations undertaken across Ross-on-Wye indicated some instances of narrow footways, which would result in give and take being required.

Overgrown vegetation was apparent, which reduced also reduced footway width. Noticeable slippery surfaces were apparent, with evidence of ponding causing some issues for pedestrians.

Evidence of street lighting was missing and coupled with minimal natural surveillance, resulted in isolation and a poor pedestrian experience, particularly at night.



Figure 27 Overgrown vegetation creates an uncomfortable environment for walking, wheeling and cycling



Figure 28 Overgrown vegetation of lighting create intimidating environments for walking, wheeling and cycling



Figure 29 Narrow footways are a barrier to comfortable walking and wheeling

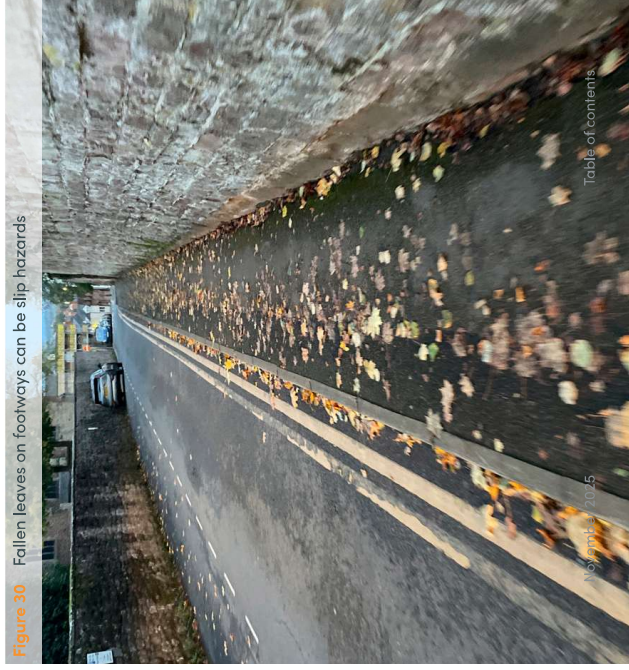


Figure 30 Fallen leaves on footways can be slip hazards



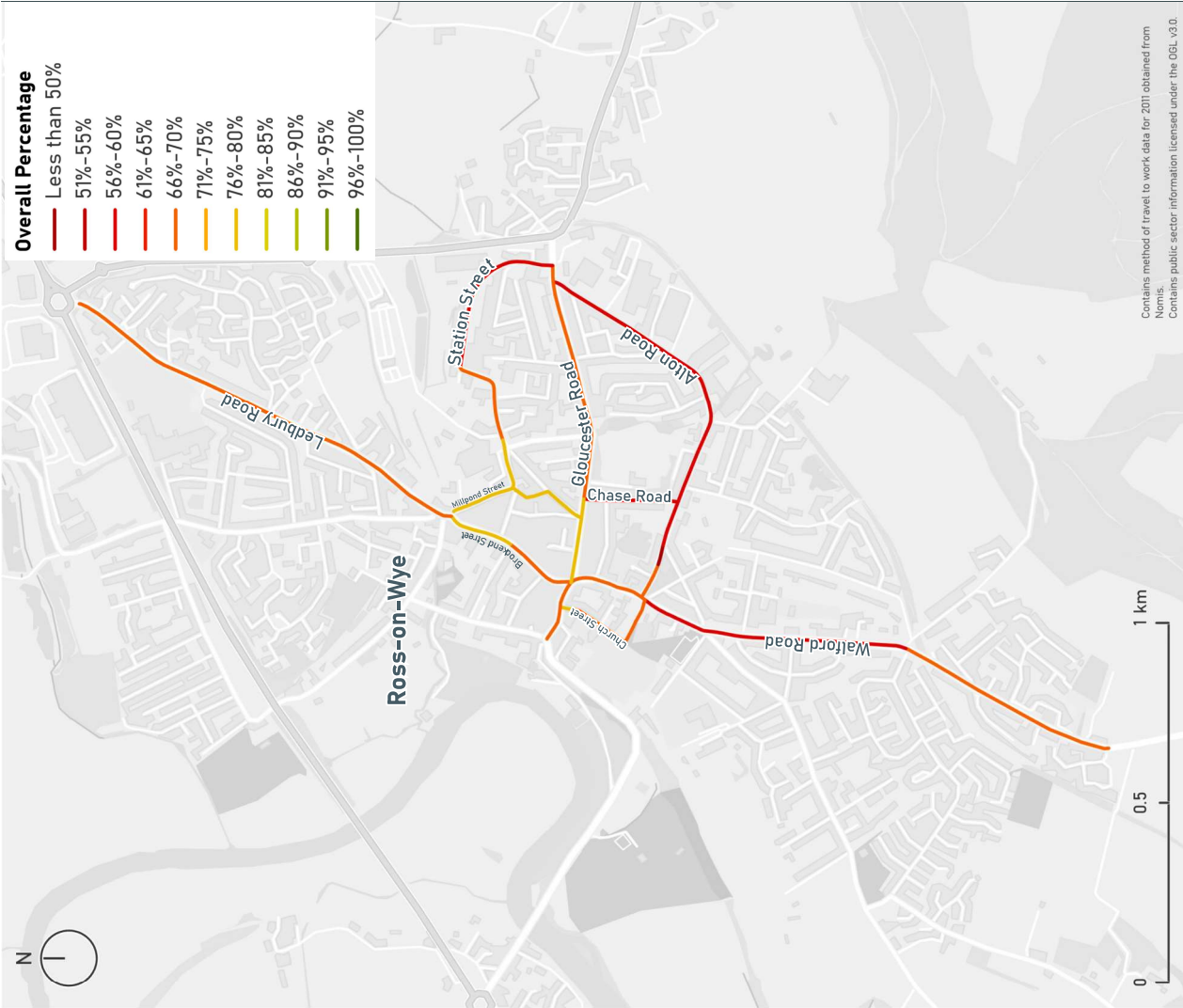
Figure 31 Fallen leaves on footways can be slip hazards

Current conditions across Ross-on-Wye



The results for the WRAT are shown in [Map 6](#) on [page 53](#).

- 1. Attractiveness:** Footways in Ross-on-Wye were generally maintained, however overgrown vegetation and street furniture was identified as falling into disrepair. A lack of active frontage and natural surveillance was apparent, with many routes being isolated. There was evidence along some streets that lighting was not present.
- 2. Comfort:** Footways are most level across Ross-on-Wye, with some defects noted such as cracked pavements. Footway width in some instances require users to give and take.
- 3. Directness:** Footways are provided to cater for pedestrian desire lines through being provided adjacent to the road and crossings follow desire lines where available. There are suitable gaps in the traffic where no controlled crossings are present for pedestrians to cross easily.
- 4. Safety:** The route is fairly safe for most users. Traffic volumes and speeds are moderate, which means pedestrians are in close proximity. Additionally, visibility is somewhat difficult for pedestrians due to some bends in the road.
- 5. Cohesion:** The route is not cohesive for pedestrians as dropped kerbs and tactile paving are absent for the majority of the route, posing significant safety risks for pedestrians particularly persons with vision impairments.



Map 6 Ross-on-Wye WRAT results

This chapter will summarise how the network for cycling was developed for the county.

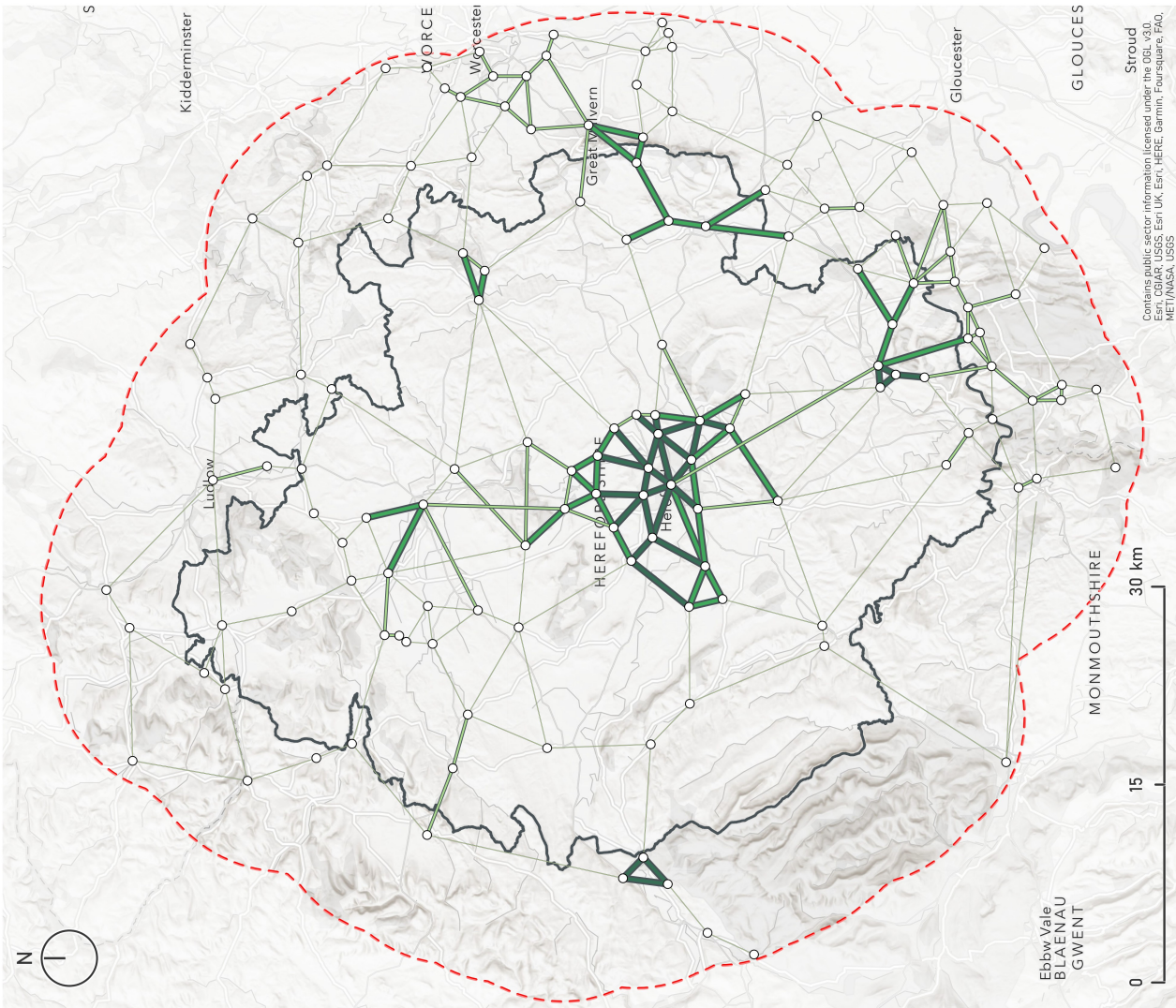
Developing a network for cycling

Key Desire lines

To interpret and translate this into desire lines, [Map 7 on page 57](#) illustrates these connections, linking settlements across the county with straight desire lines derived from the combined demand analysis.

[Map 7 on page 57](#) shows that demand is centred within Hereford city, with pockets of high demand for cycling located in the market towns of Ross-on-Wye and Leominster.

- Herefordshire Boundary
- LCWWIP Study Area
- Key Origin / Destination
- Link Demand
 - Low Demand
 - High Demand



Map 7 Link network across Herefordshire

Route alignments

Following the identification of key desire lines, route alignments following the highway network across Herefordshire was undertaken.

Following analysis, six cycle routes, which aligned with key desire lines and the highway network were identified.

These six routes took into account a range of small villages along their alignment, emphasising the importance of viewing the LCWWIP as a coherent network across the county.

The routes identified are listed below:

1. Hereford City Centre to Withington
2. Hereford City Centre to Credenhill
3. Kingstone to Hereford City Centre
4. Leominster to Kingsland
5. Leominster to Luston
6. Ross-on-Wye to Hereford City Centre



This chapter will summarise the auditing process that was undertaken for cycling routes across Herefordshire

Auditing the cycle network

Cycling level of service (CLOS)

Level-of-service assessments on all alignments were completed to review existing conditions for cycling and the scope for providing improving facilities. The Level of Service assessment from the DfT's Local Transport Note 1/20 was used to summarise each inter-urban route and a description of each of the five main factors is described below.

The Level of Service tool uses a simple Red Amber Green (RAG) scoring system to score routes. There are 25 x scoring factors in the assessments spread across the five themes listed below. As part of the audits, consideration was also given to key points that are not considered directly through the assessment, for example the level of service does not consider the general setting of cycle routes and the extent to which they feel welcoming to cycle on. Equally, the inter-urban routes generally scored lower on some criteria due to the inherent nature of the inter-urban routes, particularly criteria related to surveillance, lighting, and the provision of dedicated cycle infrastructure.

Key requirement	Factor	Design principle	Indicators	Critical	0 (Red)	1 (Amber)	2 (Green)	Score	Comments
Cohesion	Connections	Cyclists should be able to easily and safely join and navigate along different sections of the same route and between different routes in the network.	1. Ability to join/leave route easily and safely 2. Provision for cyclists to navigate the route easily, considering the width and length of the route		Cyclists cannot connect to other routes without dismantling	Cyclists can connect to other routes with minimal disruption to their journey	Cyclists have dedicated connections to other routes provided, with no interruption to their journey		
	Continuity and Wayfinding	Routes should be complete with no gaps in provision. Routes should be installed – cyclists should be shown how the route continues. Cyclists should not be 'abandoned' – particularly at junctions where provision for cyclists is not safe crossing movements.	1. Provision for cyclists to navigate the route easily, considering the width and length of the route 2. Provision for cyclists to navigate the route easily, considering the width and length of the route		Cyclists are 'abandoned' at junctions with no clear indication of how to continue their journey.	The route is made up of discrete sections which cyclists can clearly understand how to navigate between through junctions.	Cyclists are provided with a continuous route including through junctions		
	Density of network	Cycle networks should be provided across the town or city. The density of the network is the distance between the routes which make up the grid pattern. The ultimate aim is to have a network with a mesh width of 250m.	3. Density of network on mesh width ie distances between primary and secondary routes within the network		Route contributes to a network with a mesh width >1000	Route contributes to a network with a mesh width 250 – 1000m	Route contributes to a network with a mesh width <250m		
Directness	Distance	Routes should follow the shortest route between two points and be as near to the 'as-the-crow-flies' distance as possible.	4. Deviation of routes from the shortest route. Factor is calculated by dividing the actual distance along the route by the shortest distance (crow-fly distance, or shortest road alternative).		Deviation factor for shortest line or shortest road alternative >1.4	Deviation factor for shortest line or shortest road alternative 1.2 – 1.4	Deviation factor for shortest line or shortest road alternative <1.2		

Figure 32 CLOS Extract from LTN 1/20

5. **Attractiveness:** Assesses the social safety of routes, interaction with pedestrians, impact of any street clutter on cycling, and the availability of cycle parking.

Cycling Level of Service tool

The Cycling Level of Service (CLOS) tool was selected for the auditing process due to its ability to provide a detailed, user-focused assessment of cycling infrastructure. CLOS evaluates key factors such as safety, comfort, directness, and compliance offering a view of the quality and experience of cycling routes.

CLOS generates quantifiable scores that support evidence-based decision-making and help prioritise improvements. Its focus on the end-user experience makes it particularly valuable for assessing existing infrastructure and identifying areas where enhancements can have the greatest impact. While the Route Selection Tool (RST) is useful for initial route planning, CLOS was better suited to the objectives of this assessment, which aimed to evaluate current conditions and guide targeted investment in line with national standards.

3. **Safety:** The focus of safety is the extent to which cyclists are exposed to vehicular traffic and how this impact upon the safety of using a route. The safety criteria specifically consider volumes of vehicular traffic, vehicles speeds, carriageway design, and surface quality.

4. **Comfort:** Considers the quality of cycling facilities in terms of surface quality, width of cycling facilities and availability of wayfinding.

Hereford to Credenhill

Further analysis undertaken established that demand was centred towards Credenhill, a village and civil parish in Herefordshire.

A key characteristic of this route is its close adjacency to key amenities and employment hubs, most notably, RAF Hereford.

This results in the route potentially having a high catchment of individuals who require connections from this area to the city centre, paving the way for an opportunity for individuals to incorporate active modes of transport into their daily commute.

The route is already partially a popular leisure route, with the alignment following off-road sections of Yazor Brook.

Sections of the route are problematic for cyclists, particularly near Stretton Sugwas, with the A4103 and A480 roundabout providing poor provision for cyclists.

The A4103 provides a shared use path adjacent to the carriageway, with a buffer provided in the form of a grass verge between the carriageway and shared use path. It is likely that pedestrian

volumes along this route are low, given its rural natural.

Site observations undertaken found certain sections of the route being inaccessible, with instances of unsurfaced loose material providing challenging terrain for cyclists.

Good quality cycle provision is provided on off-road sections near the city centre, but lighting and natural surveillance is an issue.

High traffic volumes witnessed within the city centre present difficulties for cyclists, creating an unpleasant experience for cycling on carriageway.



Figure 33 Unsurfaced trails are barriers to comfortable cycling

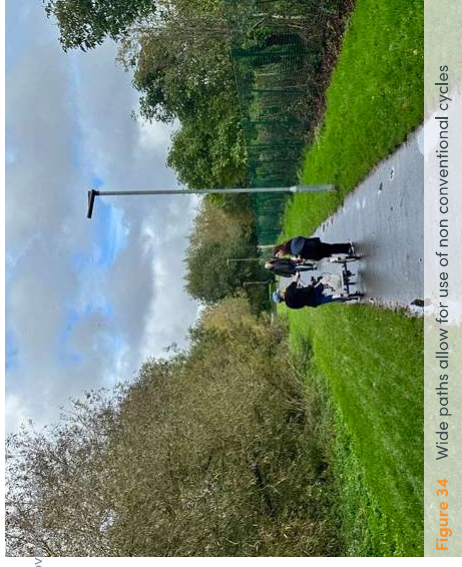


Figure 34 Wide paths allow for use of non conventional cycles

Figure 35 Off-road cycling routes create comfortable environments for cycling



Figure 36 A group of recreational cyclists cycling between Hereford to Credenhill



Figure 37 Fast traffic and narrow footways create an intimidating environment for cycling

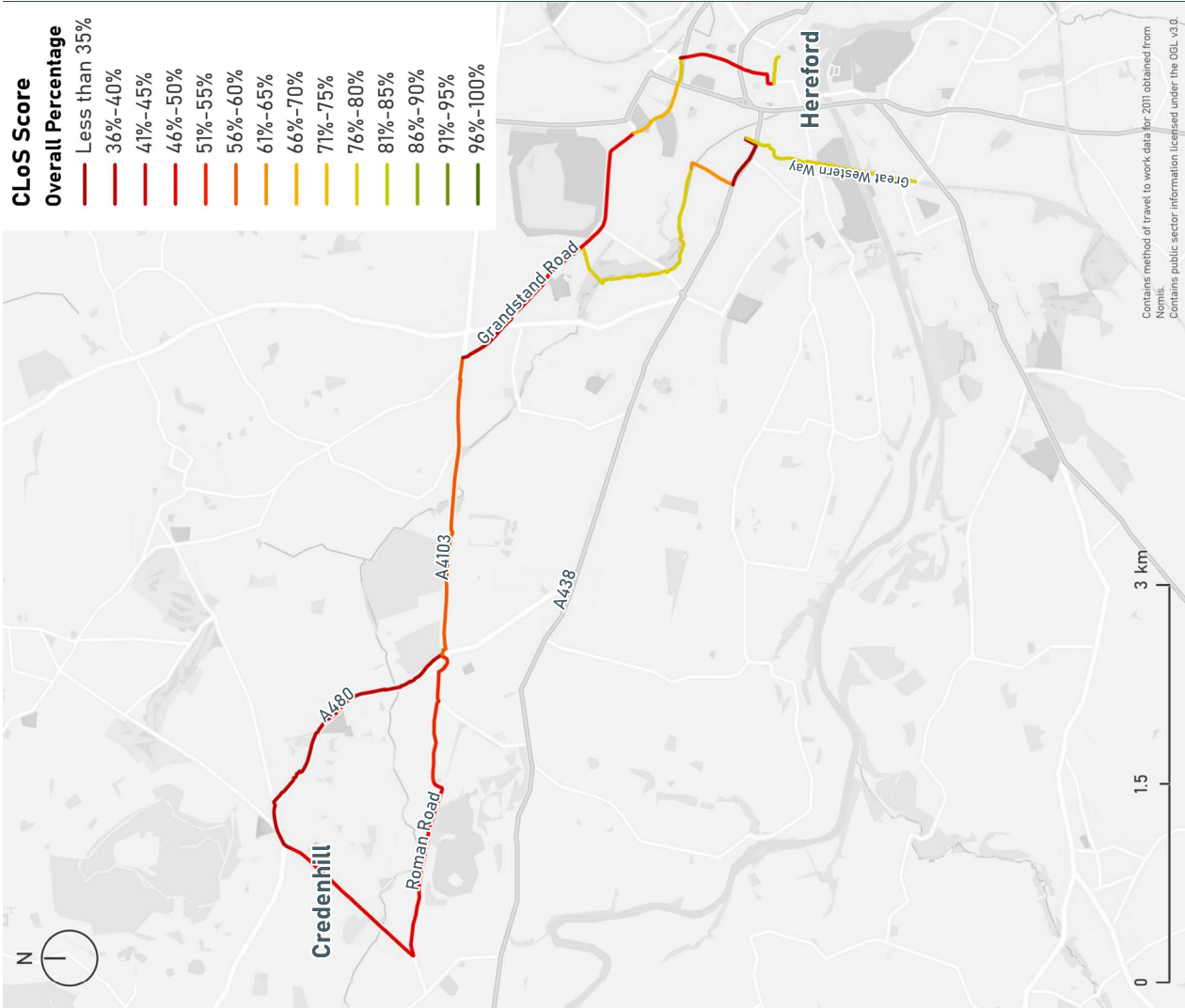


Existing conditions for cycling along the route



The results for the existing cycling route are shown in [Map 8 on page 67](#).

1. **Cohesion:** The route fails to provide a connected experience for cyclists. For the majority of the route, cyclists are not able to easy and safely join and navigate along the route and there are many instances where cyclists routes are 'ended' by signage or by poor junction design.
2. **Directness:** The route is predominantly direct, following the most straightforward path available, with minimal interruptions such as give way or stops. Cyclists face similar delays at junctions as motor vehicles. However, some sections present challenges due to gradients, potentially increasing the time, effort, and discomfort for cyclists.
3. **Safety:** The overall safety of the route is compromised where cyclists share the carriageway with motor vehicles. High speeds near junctions and when sharing carriageway pose a risk, particularly near heavy motor traffic volumes. Despite this, safer designs are prevalent near the city centre, via. Off-road sections.
4. **Comfort:** The route generally has poor surface quality, marked by potholes and poor carriageway conditions. Wayfinding is not present for much of the route, which could be improved to aid navigation without relying on maps.
5. **Attractiveness:** The route lacks overall attractiveness, with concerns about social safety due to poor lighting and the route not being overlooked. The absence of cycle parking along the sections is also an issue.



Map 8 Credenhill to Hereford City Centre cycling results

Kingstone to Hereford

Kingstone is a civil parish and large village in rural Herefordshire and is situated south-west of Hereford city. The village is home to two schools (Kingstone & Thruxton Primary School and Kingstone High School) as well as a growing residential population as a result of new housing developments over recent years.

The route connects Kingstone to the City Centre by following the B439 to the north-west, passing through the small village of Clehonger before connecting to Belmont via Ruckhall Lane and Belmont Haywood Country Park.

The route continues into the city centre via, the Great Western Way, providing a dedicated off highway route.

Site observations indicated that the B4349 was moderately trafficked, with speeds in excess of 30mph. The junction between the B4349 and A465 near Belmont also presented difficulties, with no crossing provision for cyclists. The A465 is designated as NCN Route 46, but was heavily trafficked and required cycling on carriageway mixed with traffic, which presented a challenging environment for cyclists.

Wayfinding was partially present along the route, but barriers (e.g. kissing gates) resulted in the disruption of the cycling experience.



Figure 38 Signage for NCN 46

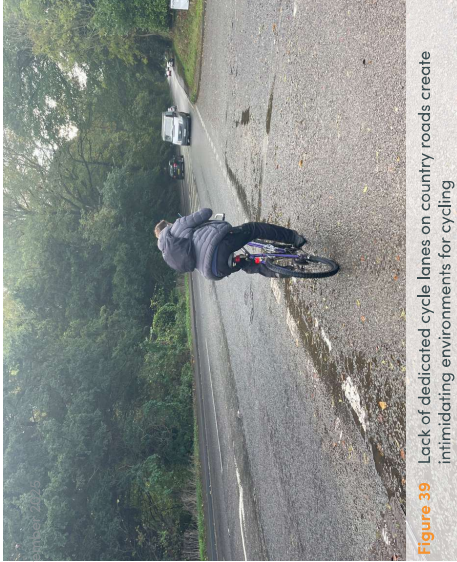


Figure 39 Lack of dedicated cycle lanes on country roads create intimidating environments for cycling



Figure 40 Quiet country roads can be suitable alternatives to busy A and B roads for cycle routes



Figure 41 Barriers pose accessibility issues for non traditional cycles



Figure 42 Priority giveaways without cycle bypass

Existing conditions for cycling along the route



The results for the existing cycling route are shown in [Map 9](#) on page 71.

1. **Cohesion:** Overall, the route fails to provide a cohesive cycling experience. Cyclists at certain points are required to dismount, particularly when entering Belmont Haywood Country Park due to the presence of gates. Additionally, wayfinding is minimal along the B4349 which damages the continuity of the route.

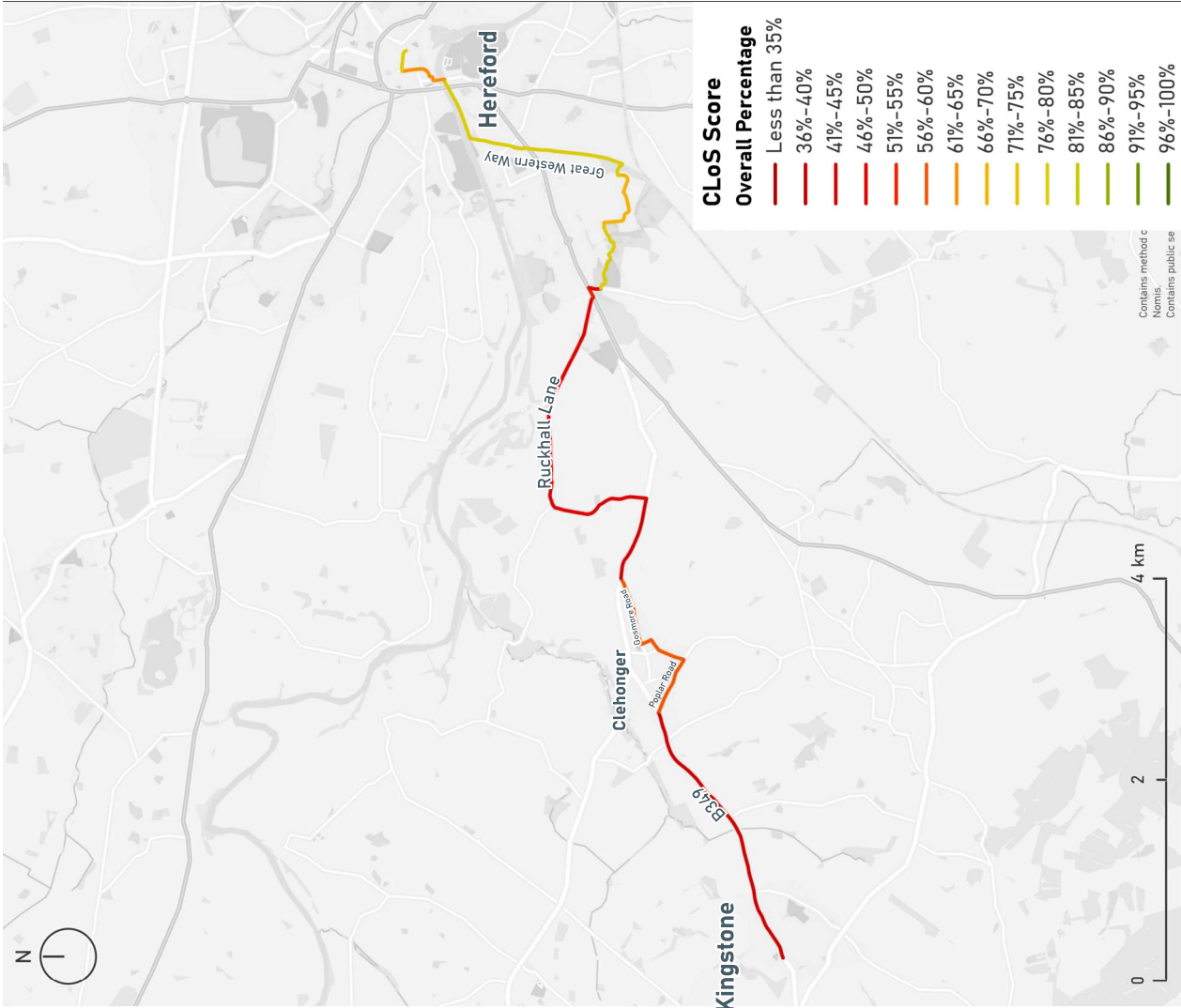
2. **Directness:** The route is direct, following the most straightforward path available, with minimal interruptions such as give way or stops. Cyclists face similar delays at junctions as motor vehicles. However, some sections present challenges due to gradients, potentially increasing the time, effort, and discomfort for cyclists.

3. **Safety:** Overall, the route presents safety concerns for cyclists. Motor traffic speed on sections of shared carriageway exceeds 30mph given the speed limit along the A465 and B4349 is 40mph. No segregation is provided along these two primary roads for cyclists, resulting in cyclists sharing the sharing the carriageway

with high speed motor vehicles. As the route ventures east towards the city centre (i.e. Great Western Way, Belmont Haywood Country Park) the safety of the route increases given that the route is segregated from motor traffic.

4. **Comfort:** The route generally has a smooth high grip surface, with some minor defects e.g. potholes evident. Widths are generally maintained for cyclists throughout the route, but limited wayfinding is present which results in non-local cyclists being required to refer to maps.

5. **Attractiveness:** The route is mostly unlit, particularly along Ruckhall Lane and the B4349 given that the route follows rural lanes in these areas. Street clutter is minimal and there is a lack of secure cycle parking provided.



Map 9 Kingstone to Hereford City Centre cycling results

Withington to Hereford

Withington is a small village and civil parish in Herefordshire, situated approximately 5 miles north east of Hereford. It has a growing population and is connected to Hereford via. A4103.

The selected cycling route also connects Lugwardine to the city centre. Lugwardine is situated to the south of Withington and is also a small village, home to two schools (Lugwardine Primary School and St Mary's Roman Catholic High School).

Many of the estimated 800 children who attend both schools travel from nearby locations within Hereford City Centre and Withington. However, given the strategic nature of Hereford Road, connections by walking or cycling are unsuitable for most people, given high traffic volumes, speeds and a lack of segregated cycling facilities.

Therefore, despite the strong desire for travel to this area, active travel for many is not feasible.

Site observations of the current conditions for cycling from Withington to Hereford confirmed that high traffic volumes and speeds along the A438 exist, meaning the current provision for cycling (on carriageway with no segregation) is currently unsuitable for most people.

The low density of alternative routes to access the city centre from Withington and Lugwardine results in limited choice for active travel users.



Figure 44 Old Eign Hill



Figure 43 Off-road cycling routes create comfortable environments for cycling



Figure 45 Traffic control on Eign Road

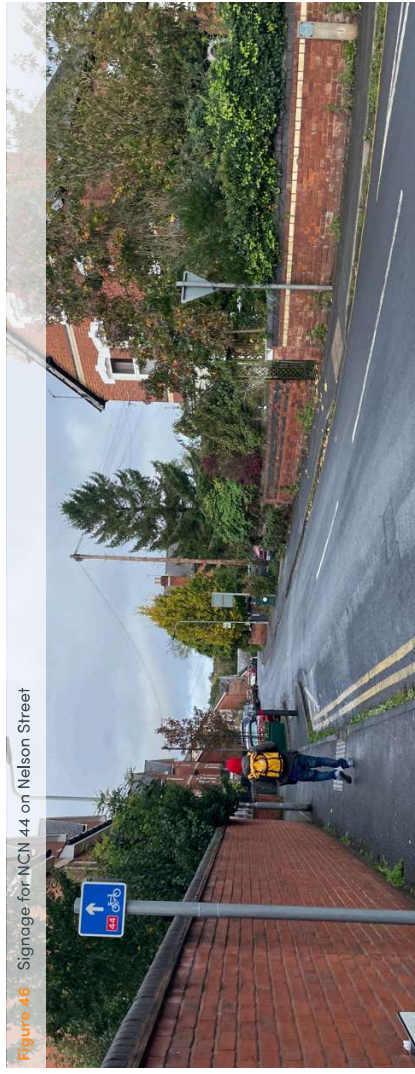
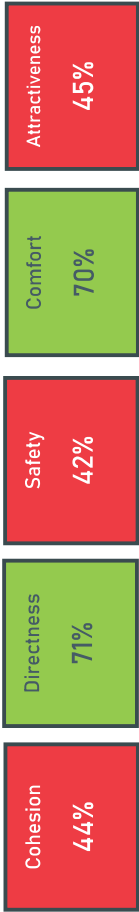


Figure 46 Signage for NCN 44 on Nelson Street

Existing conditions for cycling along the route



The results for the existing cycling route are shown in [Map 10 on page 75](#).

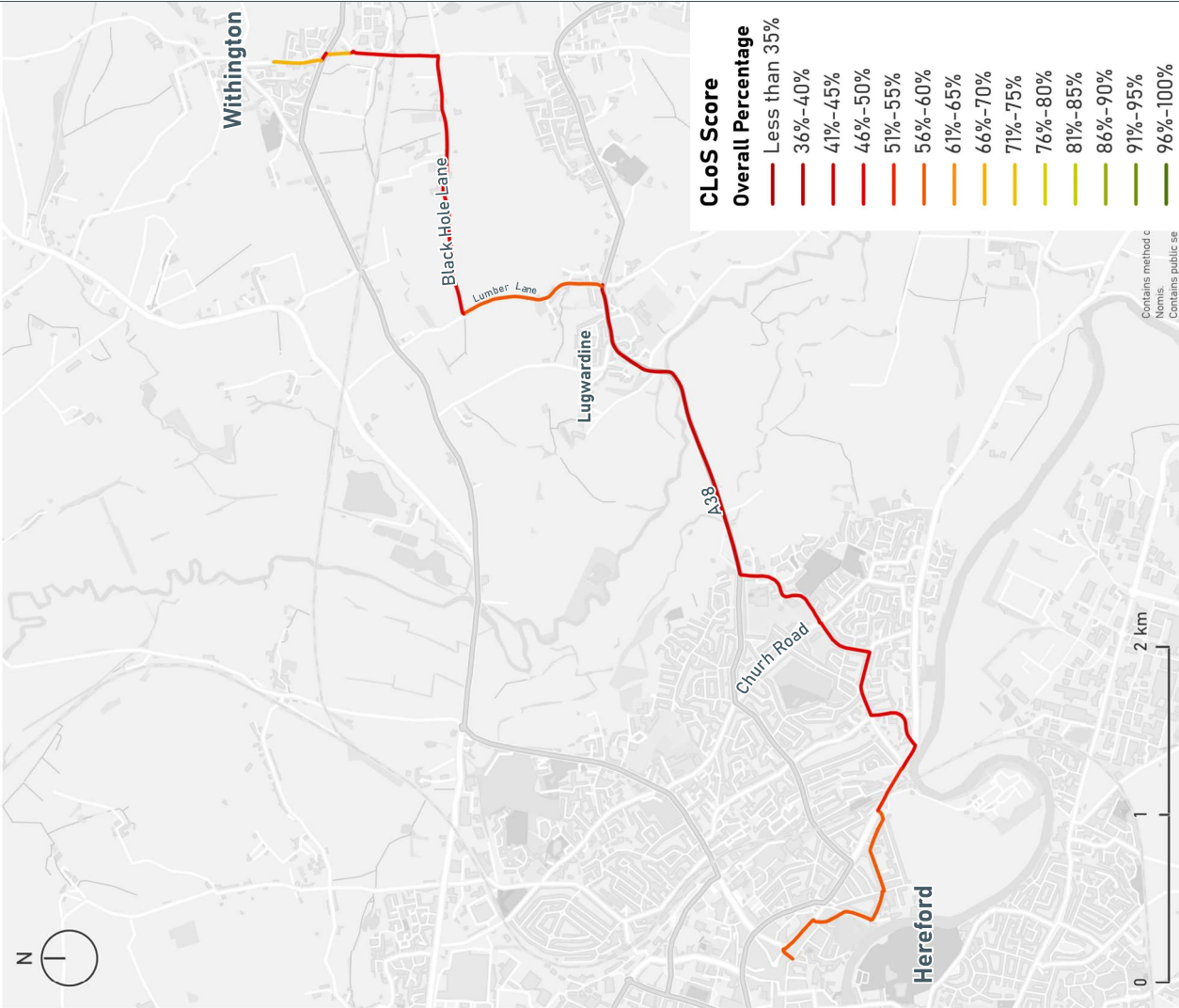
1. **Cohesion:** The route fails to provide a connected experience for cyclists. For the majority of the route, cyclists are not able to easy and safely join and navigate along the route and there are many instances where cyclists routes are 'ended' by signage or by poor junction design.

2. **Directness:** The route is predominately direct, attributed to the lack of alternative options to connect Withington with the city centre. Delays for cyclists at junctions along the route is similar to the delay for motor vehicles given the lack of cycle priority features (e.g. bypass as signals).

3. **Safety:** The overall safety of the route is compromised, particularly along the A438 which is subject to the national speed limit and motor traffic volumes are in excess of 11,000. As cyclists are required to cycle mixed with motor traffic given that there is no segregation, most people would not feel comfortable cycling.

4. **Comfort:** The route generally has a smooth high grip surface which is machine laid. Signage is partially acceptable along the route, but could be improved at key decision points.

5. **Attractiveness:** Most of the route is generally lit, but are not overlooked given their rural nature. Pedestrian comfort level is not impacted as a result of the route as cyclists are required to cycling on carriageway mixed with traffic. No cycle parking is available along the route.



Map 10 Withington to Hereford City Centre cycling results

Leominster to Luston

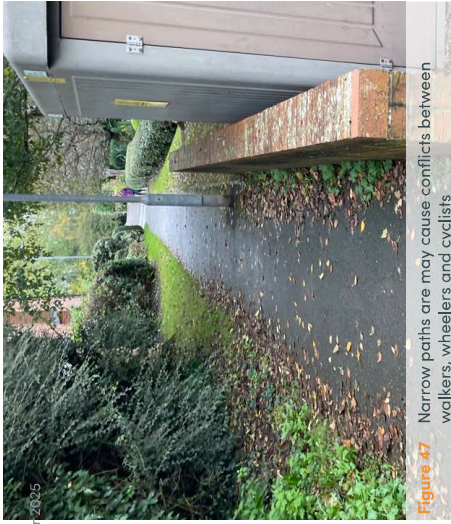
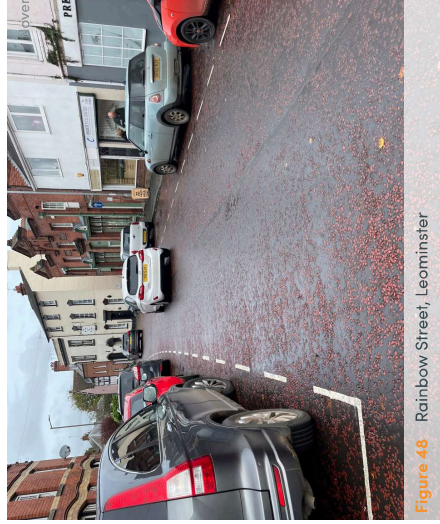
Luston is a small village situated in north Herefordshire and is located approximately 3 miles north of Leominster on the B4361 road. The village has a small population of 525 (Census 2021) but is home to a primary school attended by 95 pupils (Luston primary school).

The main route to access Luston from Leominster is via the B4361, which was the previous Leominster to Ludlow road prior to the A49. The A49 has resulted in a reduction in motor traffic utilising the B4361, but still plays a key role in local traffic, particularly through the village and into Leominster.

Despite Luston being approximately 3 miles away from Leominster, active travel options are limited, with the B4361 having no segregated cycling facilities, meaning people are required to cycle on carriageway mixed with motor traffic.

Public transport services in Luston are limited, with buses running irregularly, approximately one every two hours.

Given the limited connections to and from Luston and Leominster, the route audited follows the B4361 and Croft Lane, where traffic volumes are very low (less than 1,000 motor vehicles per day).

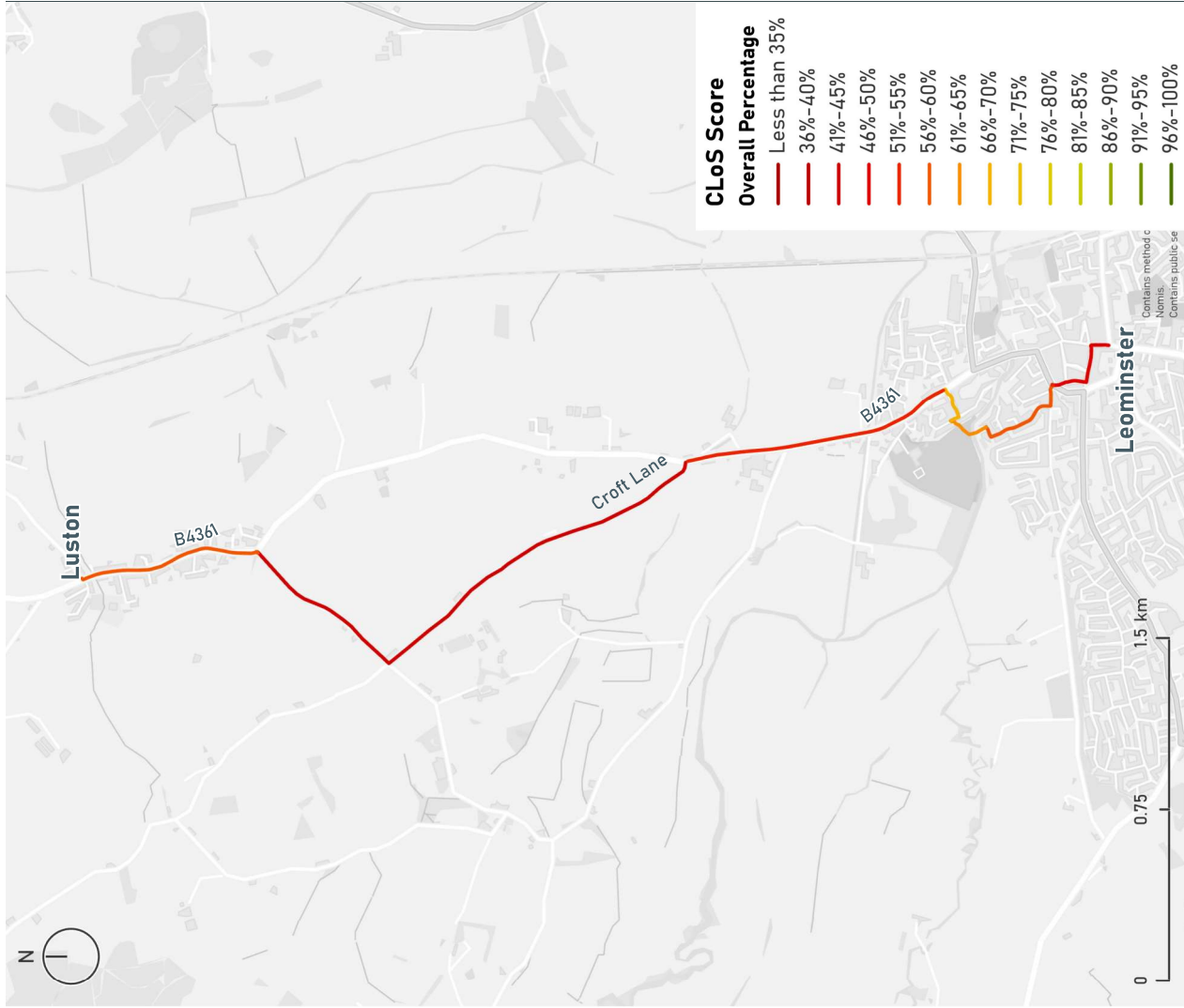


Existing CLoS Results



The results for the existing cycling route are shown in [Map 11](#) on [page 79](#).

- Cohesion:** The route fails to provide a connected experience for cyclists. For the majority of the route, cyclists are not able to easy and safely join and navigate along the route and there are many instances where cyclists routes are 'ended' by signage or by poor junction design.
- Directness:** The route is direct, following the most straightforward path available, with minimal interruptions such as give way or stops. Cyclists face similar delays at junctions as motor vehicles. However, some sections present challenges due to gradients, potentially increasing the time, effort, and discomfort for cyclists.
- Safety:** Currently, the route is unsafe for cyclists. The connection in Leominster across the A44 fails to provide a segregated crossing, meaning that cyclists are forced to navigate across the A44 via an uncontrolled crossing. Speed limits along Bridge Street currently vary between 30mph and 40mph without any segregated facilities.
- Comfort:** The majority of the route is smooth high grip surface and machine laid, with the exception of the off highway section between Oldfields Close and Osborne Place, which whilst away from motor traffic, is poor surface quality.
- Attractiveness:** The route lacks overall attractiveness, with concerns about social safety due to poor lighting and the route not being overlooked. The absence of cycle parking along the route is also an issue, with no cycle parking provided.



Map 11 Leominster to Luston cycling results