

## Record of Officer Decision

<b>Decision title:</b>	Decision to implement Banned Right Turn restriction on Hinton Road, Hereford, at its junction with Ross Road (A49)
<b>Date of decision:</b>	13 March 2026
<b>Decision maker:</b>	Group Manager – Streetscene, Public Rights of Way and Traffic Management
<b>Authority for delegated decision:</b>	<p>Economy and Environment Scheme – Highways and Transport 75. To act on behalf of the council in respect of the legislation specified in the Road Traffic Regulation Act 1984.</p> <p>The authorisation limit is within the financial procedure rules and is sufficient for the decision and that the officer has authority under the contract procedure rules.</p>
<b>Ward:</b>	Hinton & Hunderton, Red Hill
<b>Consultation:</b>	<p>A Formal (Statutory) Consultation process was undertaken from 26<sup>th</sup> November 2025 to 17<sup>th</sup> December 2025, whereby an initial consultation letter and proposal plan was sent to all Statutory Consultees via email. During this process, no objections were raised by those consulted, but Hereford and Worcester Fire Service mentioned that the restriction may impact their operational response. A summary of the responses received during the Formal (Statutory) Consultation process is included as Appendix C.</p> <p>The Notice of Proposal stage allowing the general public and Statutory Consultees to issue comments/concerns was undertaken from 5<sup>th</sup> February 2026 to 27<sup>th</sup> February 2026. During this process no objections were raised from the Statutory Consultees, and 18 objections were raised by members of the public. A summary of the responses received during the Notice of Proposal stage is included as Appendix D. The responses from Statutory Consultees are also summarised below.</p> <p>National Highways – Supported the proposals.</p> <p>Ward Councillor (Hinton &amp; Hunderton) – Supported the proposals.</p> <p>Ward Councillor (Red Hill) – Issued no response to the consultation.</p> <p>Cabinet Member – Issued no response to the consultation.</p> <p>Hereford City Council (Hinton &amp; Hunderton Ward Councillor) – Supported the proposals.</p> <p>Hereford City Council – Issued no response to the consultation.</p> <p>Traffic Management Advisor (TMA), West Mercia Police – Offered no objections to the proposals.</p>

	<p>Hereford and Worcester Fire and Rescue Service – Offered no objections to the proposals.</p> <p>Road Haulage Association – Issued no response to the consultation.</p> <p>Freight Transport Association – Issued no response to the consultation.</p> <p>West Midlands Ambulance Service – Issued no response to the consultation.</p> <p>BBLP Locality Steward – Issued no response to the consultation.</p>
<b>Decision made:</b>	<p>Considering that 18 objections have been raised during the Notice of Proposal Stages, a new Traffic Regulation Order be implemented under Sections 1, 2 and 4 of Part I and Part IV of Schedule 9 of the Road Traffic Regulation Act 1984, as proposed in the Notice of Proposal, the effect of which will be to introduce a banned right turn restriction on Hinton Road, which will prevent vehicles turning from Hinton Road onto Ross Road.</p> <p>The plans showing the proposals are included as Appendix A. The Notice of Proposal documents including a full schedule of the proposals are included as Appendix B.</p>
<b>Reasons for decision:</b>	<p>This Traffic Regulation Order scheme was formulated in response to several accidents and near misses occurring previously at the junction of Ross Road (A49) and Hinton Road. Between 1<sup>st</sup> January 2020 and 27<sup>th</sup> October 2025, four collisions were recorded at this location, all of which were deemed to be ‘slight’ by the Police in their severity. Six personal injuries have been caused by these collisions. Additionally, vehicles turning right from Hinton Road onto Ross Road can often block the southbound carriageway near to the junction and cause heavy congestion in the surrounding area.</p> <p>Prior to the initial site assessment, Herefordshire Council commissioned a turning count survey to determine how many vehicles were turning right out of Hinton Road onto Ross Road (A49). The survey was completed on Tuesday 23<sup>rd</sup> September 2025, between 07:00-10:00 and 16:00-19:00. During the morning period, 193 vehicles turned right from Hinton Road to Ross Road. In the evening period, 207 vehicles turned right out of Hinton Road. Over a 6-hour period, 400 vehicles in total completed the right turn from Hinton Road onto Ross Road.</p> <p>An on-site assessment was carried out in October 2025. During this review, officers observed several vehicles turning right out of Hinton Road onto Ross Road. It was noticed that Ross Road is often very congested due to vehicles waiting at the traffic lights to cross the roundabout, meaning that there was not always a gap for vehicles to pull into, and consequently vehicles were often partially obstructing the southbound carriageway. Officers also discussed where would be a suitable location to install the “Banned Right Turn” signage, as well as whether any other measures could be taken to discourage vehicles from turning right (such as additional road markings or bolted-down kerbing).</p>

A Formal (Statutory) Consultation process was undertaken from 26<sup>th</sup> November 2025 to 17<sup>th</sup> December 2025, whereby a consultation letter and proposal plan were sent to all Statutory Consultees via email. During this process, 5 responses were received, none of which were objecting to the proposals. The Traffic Management Advisor for West Mercia Police stated that they had no objections. A summary of the responses received during the informal residents & businesses consultation is included as Appendix C.

The Notice of Proposal stage allowing the general public and Statutory Consultees to issue comments/concerns was undertaken from from 5<sup>th</sup> February 2026 to 27<sup>th</sup> February 2026. During this process no objections were raised from the Statutory Consultees, and 18 objections were raised by members of the public. 17 representations of support were also received. A summary of the responses received during the Notice of Proposal stage is included as Appendix D.

During the Notice of Proposal stage, eight members of the public objected to the proposals primarily on the basis that they would make Holme Lacy Road more congested than it currently is, which would cause inconvenience for residents living in the estate. If vehicles are prohibited from turning right out of Hinton Road, vehicles within the Hinton estate will have to exit via Holme Lacy Road and then Ross Road in order to travel northbound towards the city centre. Residents mention that 1-1.5 miles will be added to their journeys when they leave their homes, or when visitors are leaving the Welsh Social Club, and in some cases, this will add 20 minutes to journey times. One respondent was also concerned about the implications this may have on taxi businesses in the local area.

One respondent objected to the proposals as they were concerned that the restriction would prevent visitors from wanting to visit businesses on Hinton Road, since it will also be more inconvenient. This respondent was also concerned that should vehicles be banned from turning right onto Ross Road, it will be very common for vehicles turning left on Hinton Road to use the nearby filling station (Hinton Service Station) to turn around so they can then travel north on the A49. Concerns about this filling station being used to turn was mentioned by several of the respondents during the consultation. Another two respondents were worried that the proposals would increase traffic flow within the Hinton estate as vehicles would have to travel back out towards Holme Lacy Road, which could potentially be dangerous for residents and children.

Seven respondents did not believe that there was an existing issue to warrant the restriction being implemented. Two respondents questioned how many accidents had happened and their severity, as they have not been informed of any major accidents at the junction. One respondent mentioned that residents are well experienced in turning right out of Hinton Road onto Ross Road and there are no safety issues. The nearby pedestrian crossing facilitates vehicles turning right onto Ross Road according to four respondents. When a pedestrian crosses the road, the traffic lights cause a break in traffic travelling northbound, meaning that vehicles can pull out more safely. Across those that objected, four respondents mentioned that

integrating the junction into the nearby traffic lights system would be preferable to the banned right turn restriction.

Other concerns raised by respondents included the position of the existing 'Banned Right Turn' sign preventing vehicles turning from Ross Road into Hinton Road. The signage is currently regularly not seen by drivers due to its position. Respondents also mentioned that the 'Keep Clear' lettering on Ross Road is faded so vehicles are stopping here and blocking the Hinton Road junction and also mention that a yellow box marking could be placed here rather than the current white 'Keep Clear' lettering. One respondent mentioned that making Hinton Road 'access only' would be preferable to the banned right turn restriction. Concerns about how the restriction would be enforced were also raised. One respondent questioned why a right turn from Walnut Tree Avenue onto Belmont Road is permitted. Finally, one respondent objected to the proposals but did not give any reasons for their objection.

One respondent requested a one-way restriction on Hinton Road away from Ross Road towards Putson and Rotherwas.

In response to the objectors that were unhappy with the proposals as they will cause inconvenience to local residents, businesses, visitors to The Welsh Social Club and taxis, the proposals are necessary in order to mitigate against the existing safety issues that are created by vehicles turning right out of Hinton Road onto Ross Road. The Road Traffic Regulation Act (RTRA) 1984 states that it is the duty of the highway authority (in this case Herefordshire Council) to manage their road network in order to improve road safety. Section 122 of the RTRA states that local authorities must 'secure expeditious, convenient and safe movement of traffic'. Furthermore, Section 1 of the RTRA states that one of the permitted purposes include 'avoiding danger to road users'. If Herefordshire Council failed to address the safety issues at this junction, the Council would not be fulfilling its duties set out within the Road Traffic Regulation Act 1984.

In response to those objectors concerned that vehicles will use the filling station to complete a U-turn (or Priors Walk), it is likely that vehicles using the filling station will obstruct through traffic from travelling straight through the filling station before pulling out onto Ross Road and travelling back northbound. This means that vehicles attempting to do this would likely not save time by doing this compared to leaving the Hinton estate via Holme Lacy Road and then Ross Road. Any vehicles turning in Priors Walk will be contravening the existing Prohibition of Motor Vehicles (Except for Access) restriction which is currently in place here, meaning that vehicles will be liable to be issued with a Penalty Charge Notice (PCN) for turning here.

Two respondents were concerned that the proposals would increase traffic flow within the Hinton estate. In response to this, vehicles starting their journeys in the Hinton estate would need to use Holme Lacy Road to travel westbound and then Ross Road to travel northbound, rather than exiting via Hinton Road and turning right. These vehicles currently travel through the estate to get to Ross Road via Hinton Road currently. Whilst Herefordshire Council accepts that some traffic would be re-routed as a result of the banned right turn

restriction being implemented, the restriction would prevent northbound vehicles from using the estate as a cut-through from Holme Lacy Road to Ross Road, which should decrease vehicle traffic moving through the estate at peak times.

In response to the seven respondents that did not believe the restriction was required, four personal injury collisions were recorded at this location between January 2020 and October 2025. Whilst none of the injuries recorded at this location were serious or fatal, it is preferable to Herefordshire Council to address the safety issues at this junction before any serious or fatal injuries occur at this junction. The junction's position at the end of a filter lane means it is likely that vehicles may be travelling quickly in a southbound direction towards the junction as they look to filter in. Although the pedestrian crossing may briefly create a break in the vehicles travelling northbound, making it easier for vehicles to pull out of Hinton Road, this will not prevent turning vehicles from potentially blocking the flow of traffic southbound if they are waiting behind queueing vehicles travelling northbound. As mentioned above, Herefordshire Council have a duty under the Road Traffic Regulation Act 1984 to manage the road network to improve road safety. Installing traffic lights at the junction and integrating them into the existing traffic light system nearby is outside the remit of this scheme, which is for a Traffic Regulation Order and the associated signage/road markings only.

In response to the concerns about the positioning of the existing 'Banned Right Turn' sign, Herefordshire Council commissioned Paul Castle Associates to complete a turning count survey of the Hinton Road/Ross Road junction prior to beginning the Traffic Regulation Order process, in order to assess how many vehicles were turning right from Hinton Road onto Ross Road. The survey also recorded vehicles travelling straight on in both directions, left out of Hinton Road and right into Hinton Road from Ross Road. During the survey periods, which were between 07:00-10:00 and 16:00-19:00 on Tuesday 23<sup>rd</sup> September 2025, only two vehicles turned right from Ross Road into Hinton Road. This suggests that the vast majority of vehicles noticed the existing signage or are aware of the existing restriction. The existing signage is located on both sides of the road so should be visible to vehicles travelling northbound in both lanes. They are also located on a straight section of carriageway with good forward visibility.

In response to those respondents that mentioned the white 'Keep Clear' lettering is faded, and a yellow hatched box could potentially replace it, this is no longer required as the banned right turn restriction will prevent vehicles from legally travelling between Hinton Road and the northbound carriageway of the A49 (Ross Road). Vehicles will only be able to turn left into Hinton Road or left from Hinton Road. Therefore, this marking is no longer required. In response to the respondent asking for Hinton Road to be made 'access only' instead, this would fail to address the current safety issues caused by vehicles turning right out of Hinton Road. As mentioned above, the banned right turn restriction will prevent vehicles from using Hinton Road as a cut-through from Holme Lacy Road to Ross Road when travelling northbound towards the city centre.

	<p>The Police will be able to enforce this restriction once it is in place. In response to the query about the turn from Walnut Tree Avenue to Belmont Road, the remit of this scheme was to investigate the junction of Hinton Road and Ross Road due to the number of accidents that have occurred at this junction. Similar restrictions at other locations within Hereford are not being investigated as part of this scheme.</p> <p>In response to the request for a one-way system, there is no evidence of westbound travel on Hinton Road being dangerous, nor is it inappropriate for vehicles to turn left out of Hinton Road onto Ross Road. Whilst the one-way restriction would also prevent vehicles turning right out of Hinton Road, it is deemed by Herefordshire Council to be over-restrictive.</p> <p>According to the Road Traffic Regulation Act (RTRA) 1984, it is the duty of a highway authority to 'manage their road network' and 'to improve road safety'. Section 122 of the RTRA 1984 states that local authorities must, so far as is practicable, exercise their functions under the RTRA so as to 'secure the expeditious, convenient and safe movement of traffic'. Additionally, Section 1 of the RTRA states the permitted purposes of a TRO which include 'avoiding danger to road users' and 'preserving/improving the amenities in the area'. Therefore, it is prudent that the banned right turn restriction is implemented in order to improve road safety and prevent danger to road users within the area, as well as minimise the chance of any personal injury collisions occurring.</p> <p>In conclusion, the proposed banned right turn restriction will align with sections 1 and 122 of the Road Traffic Regulation Act 1984 by improving road safety at the junction of Hinton Road and Ross Road.</p> <p>Therefore, it is advised to progress with the recommendations outlined in this report for the reasons set out above.</p>
<p><b>Highlight any associated risks/finance/legal/equality considerations:</b></p>	<p><b>Community impact</b></p> <p>The recommendations outlined above will have a positive impact on the local community. The implementation of the proposed restrictions will seek to improve road safety and amenity on Hinton Road and Ross Road. The proposals are, therefore, in alignment with Sections 1 and 122 of the Road Traffic Regulation Act 1984.</p> <p><b>Environmental Impact</b></p> <p>Herefordshire Council provides and purchases a wide range of services for the people of Herefordshire. Together with partner organisations in the private, public, and voluntary sectors we share a strong commitment to improving our environmental sustainability, achieving carbon neutrality and to protect and enhance Herefordshire's outstanding natural environment.</p> <p>The development of this project has sought to minimise any adverse environmental impact and will actively seek opportunities to improve and enhance environmental performance.</p> <p><b>Equality duty</b></p>

The public sector equality duty (specific duty) requires us to consider how we can positively contribute to the advancement of equality and good relations and demonstrate that we are paying 'due regard' in our decision making in the design of policies and in the delivery of services.

The recommendations set out in this report are considered to be low impact with regards to equality. The restrictions aim to improve road amenity and safety, thus paying regard to the council's duty according to the Equality Act 2010 as set out below.

Under section 149 of the Equality Act 2010, the 'general duty' on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to -

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Any impact as a result of the scheme will be equal to all parties.

See Appendix E of this report for Equality Impacts and Needs Assessment (EINA).

### **Resource implications**

The cost of the implementation of the proposals is approximately £10,000 - £15,000. This includes costs for statutory consultation, preparing and making the TRO, signage, road markings and advertising. This cost has been identified from this year's existing budgets in the current Annual Plan.

### **Legal implications**

The introduction of a new TRO under Sections 1, 2 and 4 of Part I and Part IV of Schedule 9 of the Road Traffic Regulation Act 1984 will be required.

Part 2 of the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 ('the 1996 Regulations') lays out the procedure prior to making an order. Regulations 6 and 7 require the Council as Highway Authority to undertake a formal consultation on the TRO and publish the proposals. Regulation 8 allows for any person or persons to make objections and requires that the Council, as Highway Authority, consider any objections received after the formal statutory consultation process, (which includes advertising in a local newspaper).

The Council has discretion to amend its original proposals if considered desirable, whether or not in the light of any objections or

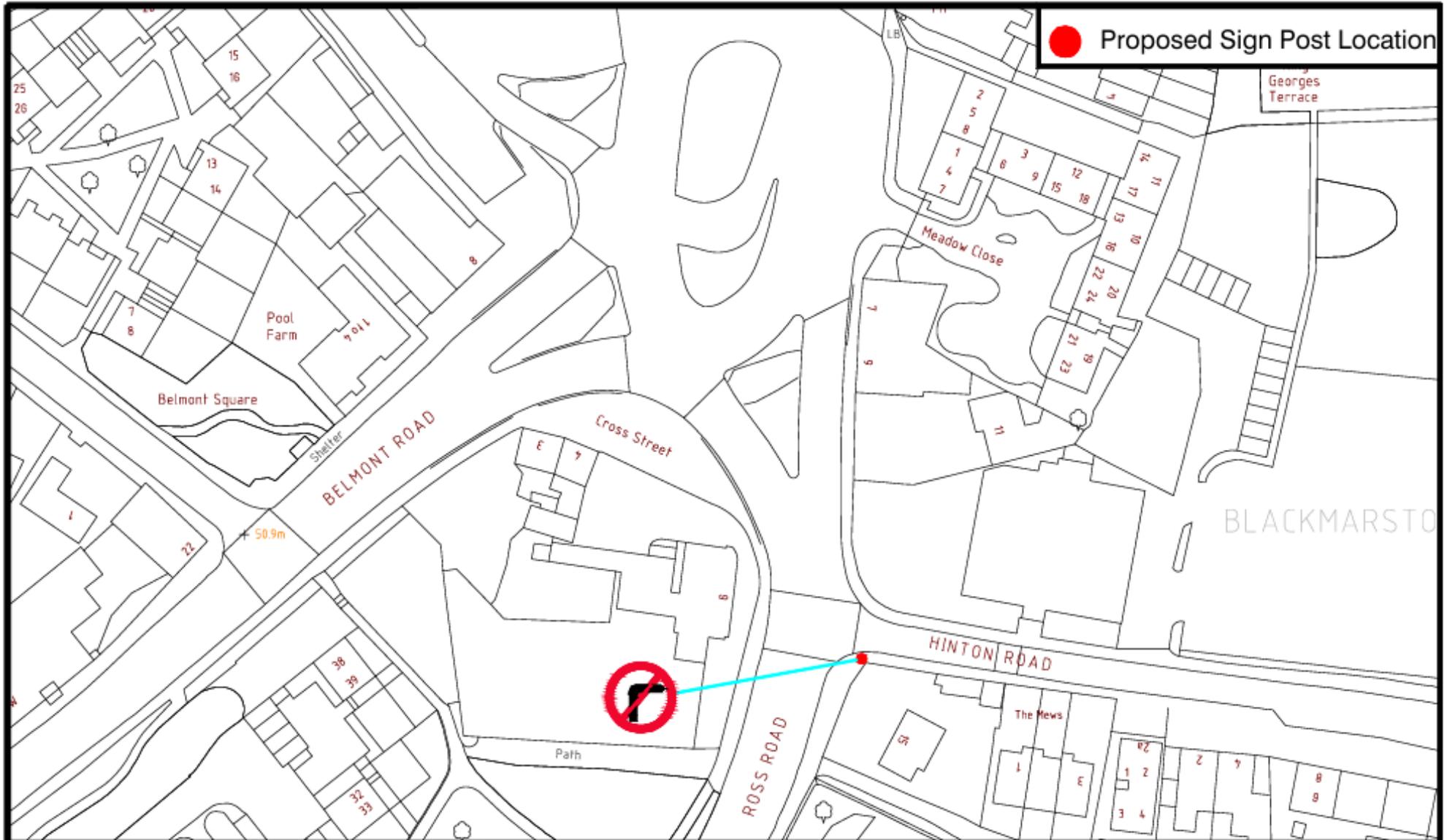
	<p>comments received, as a result of such statutory consultation. If any objections received are accepted, in part or whole, and/or a decision is made to modify the original proposals, if such a modification is considered to be substantial, then steps must be taken for those affected by the proposed modifications to be further consulted in accordance with Regulation 14 of the 1996 Regulations.</p> <p>The Council has received 18 objections to the proposals at the formal Notice of Proposal Stage. If the Council proceeds to make an Order, it will be necessary within 14 days of the order being made it is necessary in accordance with regulation 17 of the 1996 Regulations to publish a notice of making in a newspaper circulating in the area in which any road or place to which the Order relates is situated.</p> <p>The Order cannot come into force before the Order has been publicised in accordance with these requirements. The time period for challenge is three months from the date of the making of the Order.</p> <p><b>Risk management</b></p> <p>The Local Transport Plan sets out to reduce the number and severity of casualties on the highway network in Herefordshire and provide a highway network that is safe and efficient. A Key Performance Indicator is contained in this Local Transport Plan and details a locally set target for a reduction in fatal or serious injuries on the highway network. The adoption of the recommendations in this report would contribute to these objectives in the Local Transport Plan.</p> <p>There is a small risk that the proposals may not achieve routine compliance. However, given that the restrictions will be accompanied by high profile signage, the risk of non-compliance is very low.</p>
<p><b>Details of any alternative options considered and rejected:</b></p>	<p>Not to make any changes to the current restrictions – This is not recommended as it would fail to achieve the main aim of this scheme, which is to address the existing safety issues at the junction of Hinton Road and Ross Road. The banned right turn restriction will prevent vehicles from pulling out from Hinton Road across several lanes of traffic to travel northbound, which can often block the flow of traffic southbound. The restriction should also reduce the chance of collisions occurring as vehicles attempt to pull out quickly between gaps in the traffic in both directions.</p>
<p><b>Details of any declarations of interest made:</b></p>	<p>None.</p>

Signed:

Date: 13 March 2026

**Please ensure that signatures are redacted before publishing.**

Appendix A – Advertised Proposal plans



Proposed Sign Post Location



ADL House,  
The Oaklands Business  
Park, Bristol,  
BS37 5NA  
01454 332100  
info@adltraffic.co.uk

NOTES

1. PRELIMINARY DESIGN PROVIDED FOR ILLUSTRATIVE PURPOSES ONLY. ALL DETAILS ARE SUBJECT TO INCLUDING CHECKING STATUTORY SERVICE APPROPRIATE.
  2. DO NOT SCALE FROM THIS DRAWING.
  3. BACKGROUND PLAN IS BASED UPON A DIGITAL ORSAGE.
  4. ALL DETAILS TO BE CONFIRMED ON SITE AND ON A TOPOGRAPHICAL SURVEY.
  5. ALL TRACKS AS SHOWN GRADIENTS AND CURVES DO NOT EXCEED 1:50 AND 1:40 RESPECTIVELY OTHERWISE VEHICLE MANOEUVRABILITY MAY BE AFFECTED.
  6. ALL LAND OWNERS-IP DETAILS EXTENT OF ADOPTED HIGHWAY AND RIGHTS OF WAY TO BE CONFIRMED.
  7. ASSUMES ALL LANDSCAPING CAN BE ALTERED AND NO TREES ARE SUBJECT TO TPO.
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AMENDMENTS

REF.	DATE	DESCRIPTION

ADL Job No: 3409-197

Project: Hinton Road			
Title: Banned Right Turn			
Date: 23.10.25	Drawn: LO		
Checked: WC	Date: 23.10.25	Approved: TH	Date: 23.10.25
Scale: MTS @ A3	Orig No: 3409-197	Rev:	