

Record of Officer Decision

Decision title:	Decision to not introduce a Prohibition of Motor Vehicles (Pedestrian & Cycle Zone) with associated parking changes in Corn Square, Leominster
Date of decision:	23 April 2026
Decision maker:	Group Manager - Streetscene, Public Rights of Way and Traffic Management
Authority for delegated decision:	<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>
Ward:	Leominster East
Consultation:	An informal engagement exercise was undertaken between 3 rd February 2026 and 4 th March 2026, involving letters being sent to directly affected properties, alongside wider publicity through the Herefordshire Council website, the Hereford Times, social media channels including Herefordshire Council and Your Herefordshire, and press releases issued to Ward Members and the Town Council. Responses could be made via the council's SurveyMonkey webpage or direct to ADL Traffic & Highways Engineering's email address.
Decision made:	Following an informal engagement exercise, the introduction of a pedestrian and cycle zone on Corn Square, together with the associated parking restriction changes is not considered an appropriate course of action.
Reasons for decision:	<p>The scheme originated following Herefordshire Council's decision to postpone the Traffic Regulation Order (TRO) elements of the Leominster Heritage Action Zone and proceed initially with the public realm works only, alongside a commitment to revisit a revised TRO at a later date. The postponed TRO elements included a Pedestrian & Cycle Zone on High Street, Corn Street and Victoria Street between 10am and 4pm, as well as the full pedestrianisation of Corn Square. This decision was taken following the outcome of the informal engagement exercise undertaken in 2023, which identified a majority opposition to the proposed restrictions.</p> <p>The scheme was identified for re-commencement of investigations as part of the 2025/2026 Annual Plan. As a result, an on-site assessment and meeting with Leominster Ward Members and the Town Council was undertaken in October 2025. During this assessment and meeting, officers discussed the background to the scheme and its history to date. Officers advised that revisiting the pedestrianisation of High Street, Corn Street and Victoria Street would not be appropriate, given the feedback received through the previous informal consultation process.</p> <p>Officers advised that a time-restricted Pedestrian & Cycle Zone applying to Corn Square only during the day would provide a</p>

pragmatic compromise between the vehicular access requirements for visitors and businesses within Corn Square and the original aims of the Heritage Action Zone. Local representatives questioned whether a Pedestrian & Cycle Zone operating on selected days of the week (Friday, Saturday and Sunday) could be introduced to further balance the impact of a pedestrianised area on town users, providing examples of similar arrangements in nearby towns.

Officers explained that introducing a restriction of this nature would risk creating unnecessary confusion, as it would not operate on a simple or consistent pattern. Applying restrictions on some working days but not others would make it significantly more difficult for residents, visitors, delivery drivers and businesses to understand when access is permitted, increasing the likelihood of accidental breaches, frustration and road safety concerns. This approach would also complicate delivery planning and customer access. In addition, officers advised that the enforcement of Pedestrian & Cycle Zones becomes more challenging when restrictions vary by day, reducing public confidence in the scheme. A clear, uniform restriction applied consistently every day would, therefore, better support compliance and economic activity than a fragmented Friday-to-Sunday arrangement.

Officers considered the practical requirements of a revised pedestrianised area, including the function of Corn Square, the existing road layout and signage requirements. The design of the public realm works, including entry and exit points, was assessed to ensure that the restriction would not adversely impact surrounding roads. To address practicality issues regarding School Lane and its entry into Corn Square, officers determined that a restriction should terminate prior to the School Lane junction on the one-way Corn Square loop, given vehicles must turn left onto Corn Street to exit School Lane. This approach would ensure that vehicles exiting School Lane would not enter the pedestrianised area and inadvertently contravene the TRO. Officers also noted that, due to the carriageway construction, any restriction could not be physically enforced using retractable bollards and would, therefore, need to be enforced using camera technology.

Officers also considered the relocation of disabled badge holder-only bays in Corn Square into the Etnam Street car park with Parking Services. This was to ensure the continued provision of accessible parking close to Corn Square during the pedestrian and cycle zone restricted hours, meeting the Council's equality duties. It was agreed that the disabled parking bays would be relocated into Etnam Street car park, so that disabled users could continue to park in close proximity to Corn Square. It was also noted that this would increase the overall disabled parking provision within the town, as the existing bays in Corn Square would remain available outside of the pedestrian and cycle zone operating hours.

Officers subsequently met with Cabinet Members and senior management to discuss the outcomes of the assessment, the remit of the project, issues identified during the assessment and potential enforcement strategies. Following the conclusion of this meeting, the following measures were determined to be the most appropriate

solution and were proposed for progression to an informal engagement exercise with residents and users of Leominster:

- A Prohibition of Motor Vehicles restriction in Corn Square between 10am and 4pm, operating as a Pedestrian and Cycle Zone, with vehicular access permitted outside of these times.
- The removal of the existing limited waiting and disabled badge holder parking restrictions within Corn Square to complement the 10am-4pm Prohibition of Motor Vehicles restriction. Parking would continue to be permitted outside of the Pedestrian and Cycle Zone hours.
- The relocation of the disabled badge holder-only bays into the Etnam Street car park to continue to provide accessible parking near Corn Square during the restricted hours and to increase overall disabled parking provision in the town.
- The enforcement of the 10am-4pm Prohibition of Motor Vehicles (Pedestrian and Cycle Zone) via Automatic Number Plate Recognition (ANPR) technology during the restricted hours.

Following the conclusion of the initial assessment, an informal engagement exercise was undertaken between 3rd February 2026 and 4th March 2026, involving letters being sent to directly affected properties, alongside wider publicity through the Herefordshire Council website, the Hereford Times, social media channels including Herefordshire Council and Your Herefordshire, and press releases issued to Ward Members and the Town Council. Responses could be made via the council's SurveyMonkey webpage or direct to ADL Traffic & Highways Engineering's email address. A copy of this letter can be found in Appendix A.

The informal engagement exercise garnered a significant number of responses, with 782 received in total. The results show a clear majority of respondents were opposed the proposed TRO scheme, with approximately 62% indicating that it should not be implemented and around 60% stating that parking and vehicle access should remain as they are.

Objections were particularly strong among residents and local businesses, who raised concerns about the adverse impact on footfall, trade and the overall viability of the town centre. Many respondents emphasised the importance of Corn Square as a short-stay, free parking location that supports convenient shopping and distinguishes the town centre from competing retail destinations. Objections also related to accessibility and inclusion, particularly the potential loss of the disabled parking spaces in Corn Square, during the restricted hours. Respondents highlighted that the proximity of the existing bays to Corn Square is critical for people with mobility impairments, long-term health conditions and carers, with many stating that alternative car parks are difficult or unsafe to access due to distance, gradient or surface conditions. Business owners also raised concerns regarding constraints on deliveries, customer loading and servicing, stating that restricted access could undermine business viability.

Some respondents acknowledged the positive atmosphere on market and event days, however, many expressed concern that permanent

	<p>pedestrianisation would result in Corn Square being under-used for much of the week, unless a sustained programme of activities could be guaranteed.</p> <p>Overall, the consultation indicates strong opposition to the proposed TRO, with responses outlining that the existing parking and access arrangements should be retained. Some responses suggested pursuing more limited, flexible or reversible measures that protect accessibility and economic activity. A detailed summary outlining the results and details of the key themes of this informal engagement exercise can be found in Appendix B.</p> <p>Following a comprehensive review of the feedback received, officers met with two Leominster ward members and members of the Cabinet in April 2026 to consider the outcomes of the consultation in the wider context of town centre use and deliverability. A collective discussion on the consultation responses was held, taking account of the strength of representations received, the range of issues raised by consultees, and the practical and policy implications of progressing or not progressing the proposal. Following this discussion, officers concluded that the TRO should not be progressed, on the basis that the consultation results do not provide a sufficient mandate to justify implementation at this time.</p> <p>During the meeting it was also agreed that ward members will work with Leominster Town Council to discuss and develop a programme of events for the town, including potential activities within Corn Square. At a time that any proposals are sufficiently developed, the ward members will engage with the Traffic Management team to seek advice and support regarding any TROs required to facilitate such events. It was also noted that it is essential that any existing events held in Corn Square are supported by the appropriate TROs to ensure arrangements are lawful, safe and appropriately managed.</p> <p>In conclusion, a comprehensive site assessment and informal engagement exercise has been undertaken. From the informal engagement exercise, it is evident that there is a majority in opposition to the proposal. Officers held discussions with the ward members, cabinet members and senior management regarding this feedback and the direction to proceed. As a result, it was determined that there is not a sufficient mandate to justify the implementation of the Pedestrian & Cycle Zone together with the associated parking changes. Consequently, the TRO proposal will not be progressed further. However, it was agreed that the Ward Members & Town Council will develop a programme of events for Corn Square and, once a programme is developed, engage with The Traffic Management Team with regard to any Traffic Regulation Orders necessary to enable these events to occur.</p> <p>Therefore, it is advised to progress with the recommendations outlined in this report for the reasons set out above.</p>
<p>Highlight any associated risks/finance/legal/equality considerations:</p>	<p>Community impact</p> <p>The recommendations outlined above will have a no impact on the local community. However, the development of a programme of</p>

	<p>events for Corn Square by the Ward Members and Town Council is likely to have a positive impact on the community.</p> <p>Environmental Impact</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 adoption of these recommendations will not have a negative impact on the environment.</p> <p>Equality duty</p> <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.</p> <p>The recommendations set out in this report are considered to have no equality implications, as no new scheme is being progressed and the existing situation will remain.</p> <p>See Appendix C of this report for Equality Impacts and Needs Assessment (EINA).</p> <p>Resource implications</p> <p>The cost of this TRO scheme to date is £4,800. This cost has been identified from this years budget in the current Annual Plan.</p> <p>Legal implications</p> <p>The introduction of a new TRO is not recommended as part of these proposals.</p> <p>There are no further legal requirements in not making the TRO, even if objections are made. It is at the discretion of the Council as the Highway Authority whether to make a TRO dependent on the justification for doing so.</p> <p>Risk management</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 have no impact on the objectives in the Local Transport Plan.</p>
<p>Details of any alternative options considered and</p>	<p>To implement a Prohibition of Motor Vehicles (Pedestrian & Cycle Zone) and associated parking restrictions – This is not recommended for several reasons outlined in the “Reasons for Decision” section of</p>

rejected:	this report. In summary, the informal engagement exercise garnered a majority in opposition to the proposal. Following discussions with ward members, cabinet members and senior management, it is determined that there is not a sufficient mandate to justify the implementation of the Pedestrian & Cycle Zone together with the associated parking changes.
Details of any declarations of interest made:	None

Signed:

Date: 23 April 2026

Please ensure that signatures are redacted before publishing.

Appendix A



ADL House, Oaklands Business Park,
 Armstrong Way, Yate, BS37 5NA
info@adltraffic.co.uk
 Scheme Ref. 3409-146
 4 February 2026

To the Occupier,

RE: WE'RE LISTENING TO YOUR VIEWS: OPTIONS FOR POTENTIAL TRAFFIC AND PARKING CHANGES IN CORN SQUARE, LEOMINSTER.

In recent years, partners including Herefordshire Council, Leominster Town Council, businesses, voluntary organisations and residents have worked together to improve the town centre thanks to Heritage Action Zone funding, including public realm works to make Corn Square more safe, pedestrian-friendly and attractive.

As part of these improvements, options to change parking and vehicle access in Corn Square were discussed. Local people told us they didn't want these changes, and it was agreed Herefordshire Council will come back with new options.

We are now sharing new options, and we want residents and businesses' views, to guide any decision on whether changes to parking in Corn Square in Leominster town centre should go ahead. **You are receiving this letter for information as a resident/business in the vicinity of the Corn Square area.**

These options would make Corn Square a pedestrians-only space from 10am-4pm every day, remove all short-stay parking, and move disabled parking spaces moved to nearby Etnam Street car park. A potential scheme, including a Traffic Regulation Order (TRO), would cover:

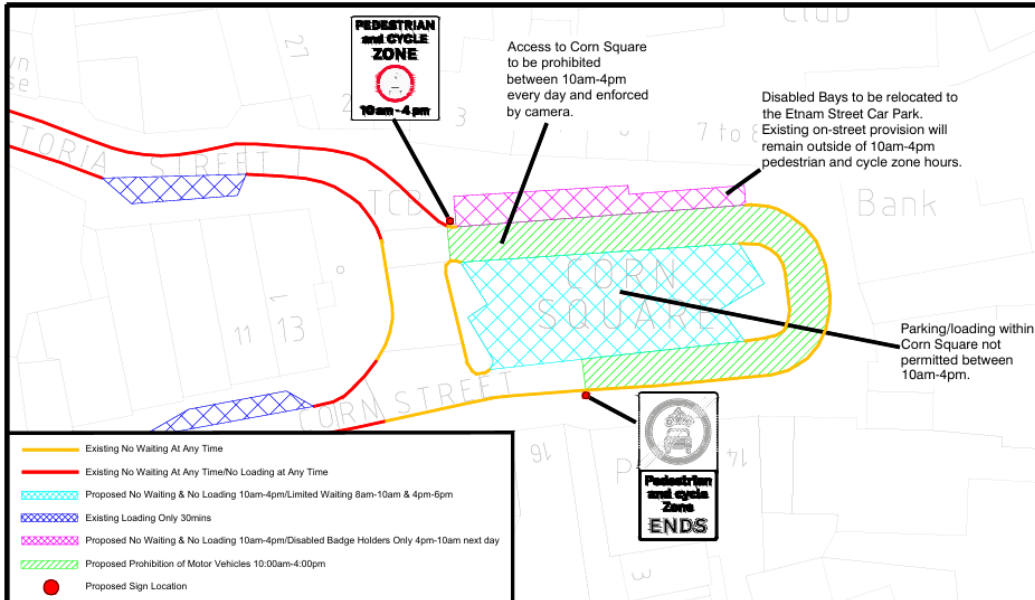
- A Prohibition of Motor Vehicles 10am-4pm (Pedestrian & Cycle Zone) restriction in Corn Square. Vehicular access will continue to be permitted outside of these restriction times.
- The removal of the existing limited waiting & disabled badge holder parking restrictions in Corn Square to complement the Prohibition of Motor Vehicles 10am-4pm restriction. Parking will continue to be permitted outside of the No Waiting & No Loading 10am-4pm restriction time.
- The relocation of the disabled badge holder only bays into the Etnam Street car park to continue to provide disabled parking provision near to Corn Square during 10am-4pm restricted hours and to increase the overall disabled parking provision in the town.
- Enforcement of the Prohibition of Motor Vehicles 10am-4pm (Pedestrian & Cycle Zone) restriction via a camera, using automatic number plate recognition (ANPR) technology during restricted hours

We will only go ahead with these changes if a clear majority of local businesses and residents want the scheme. Please tell us:

- Do you want this TRO to be implemented with the resulting changes to parking and vehicle access on Corn Square? Please tell us Yes or No
- Do you want no changes to be made to parking and vehicle access on Corn Square, ie to remain as present? Please tell us Yes or No
- Do you have any further comments or suggestions to improve parking and vehicle access on Corn Square?

You can respond online at: www.herefordshire.gov.uk/cornsquareoptions or by writing to: info@adltraffic.co.uk The deadline for feedback is 11.59pm on Wednesday 4 March, 2026.

Many thanks for taking the time to read this letter. We look forward to receiving your responses.
 Yours sincerely,



Appendix B

Corn Square informal engagement summary

A total of 782 consultation responses were received through three channels;

- Surveymonkey online questionnaire.
- Direct to ADL's inbox.
- Paper versions of the online questionnaire via the Town Council.

The responses to each question are summarised below.

Do you want this TRO to be implemented?

Answer	Number	%
Yes	292	37.34%
No	487	62.28%
Did not answer	3	0.38%

Do you want parking and vehicle access to remain as it is at present?

Answer	Number	%
Yes	471	60.23%
No	306	39.13%
Did not answer	5	0.64%

Respondent Type

Answer	Number	%
Resident of Leominster	584	74.68%
Business Owner	59	7.54%
Other/Not stated	139	17.77%

Do you have any long-term health conditions affecting daily activities?

Answer	Number	%
Yes	176	22.51%
No	594	75.96%
Did not answer	12	1.53%

A large proportion of respondents provided written comments as part of the consultation on the proposed Traffic Regulation Order (TRO) changes affecting Corn Square. The qualitative themes below present a summary of the recurring viewpoints, concerns, and suggestions raised throughout those responses.

Appendix C

Equality Act 2010

Equality Impact and Needs Assessment

POTENTIAL TRAFFIC AND PARKING CHANGES IN CORN SQUARE, LEOMINSTER

The Council has a duty to give 'due regard to' the following three aims of the public sector equality duty (section 149 of the Equality Act 2010) during the development of the 'policy'.¹

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by the ACT;
- Advance equality of opportunity between people who share a protected characteristic and people who do not share it; and
- Foster good relations between people who share a protected characteristic

An initial assessment against each of the protected groups is provided below – any issues highlighted through the consultation process will be considered and reported at the end of the consultation period.

Scheme Name	Corn Square Pedestrian & Cycle Zone
Protected group	Challenge or opportunity considered and what we did
Age(A)	No negative or positive impact on this group has been identified at this time.
Disability (D)	No negative or positive impact on this group has been identified at this time.
Sex (S)	No negative or positive impact on this group has been identified at this time.
Race (including Gypsy & Traveller) (R)	No negative or positive impact on this group has been identified at this time.
Gender reassignment (GR)	No negative or positive impact on this group has been identified at this time.
Marriage & civil partnership (MCP)	No negative or positive impact on this group has been identified at this time.
Pregnancy & maternity (PM)	No negative or positive impact on this group has been identified at this time.
Religion and/or Belief (RAOB)	No negative or positive impact on this group has been identified at this time.
Sexual Orientation (SO)	No negative or positive impact on this group has been identified at this time.