



Ledbury

Public Realm & Transportation Appraisal

Balfour Beatty
Living Places

Rev	Date	Author	Checked	Approved	Comments
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Executive Summary

Ledbury Town Council is working in partnership with Herefordshire Council and Balfour Beatty Living Places to develop public realm and transportation improvements for Ledbury. The Ledbury Town Plan identifies a number of objectives and possible actions which have been used as the starting point for this strategy. Balfour Beatty Living Places held a workshop in 2017 with key stakeholders to gain further perspective of the local issues and to expand upon the local objectives to enhance the public realm and transportation within Ledbury.

This report:

- Describes existing conditions;
- Reviews existing objectives from the Ledbury Area Neighbourhood Plan through to Herefordshire Council strategies relating to transport, infrastructure and health;
- Presents the responses from key stakeholder consultation;
- Summarises the findings of site appraisals;
- Appraises a number of suggested public realm and transport improvements; and
- Recommends next steps and further work required to take this strategy toward scheme delivery.

The strategy indicates the merits of schemes to connect new developments to key destinations within the town, and the positive role that the enhancement of the Town Trail can play in creating a positive contribution to the town. Other priority measures have chiefly identified improved crossings at various locations through the town, many of these are connected with future/planned developments.

1 Introduction

1.1 Background

- 1.1.1 In 2016 Balfour Beatty Living Places (BBLP), on behalf of Herefordshire Council started work to assess the existing public realm and lay a foundation for a strategy to guide future investment and transport related infrastructure within the market town of Ledbury.
- 1.1.2 The initial work originally focussed on the town centre and sought to identify how public realm improvements could be used to enhance, support and maintain the character of the town, with a view to address existing shortfalls and perceived low levels of investment. Through a workshop, audit and strategy review, aspirations for improvements have emerged which BBLP have brought together to outline the types of action that could follow.
- 1.1.3 The schemes have been derived from the workshop attendees, Ledbury Town Council, Herefordshire Councillors, and Council staff with responsibilities encompassing planning, highways, transport and environment.
- 1.1.4 To enable scheme prioritisation and programming an appraisal framework, based on commonly used methodology, has been employed. This “scores” schemes on their contribution to agreed objectives, their deliverability and value for money.

1.2 Strategy Development and Delivery

- 1.2.1 Within the context of the Core Strategy and Neighbourhood Local Plan (LP), Ledbury is identified as a market town suitable for growth. In addition to Local Plan allocations, a number of planning applications have been submitted that would result in development levels above the threshold originally envisaged, and in locations outside the LP boundary. However a framework is required for prioritisation/strategy development irrespective of additional growth. It needs to prioritise the resultant access and town wide improvements required, which new developments could support through financial contributions.
- 1.2.2 The resultant strategy will feed into BBLP’s annual planning process alongside Herefordshire Council’s role to determine funding requirements, opportunities and support decision making that can help shape or influence transport and the public realm within the town.

1.3 The Town

- 1.3.1 Ledbury is a market town in Herefordshire, with a population of 9,636 (Census 2011), whilst a further 8,725 live in the surrounding rural sub-locality. Ledbury is located approximately 16 miles to the East of Hereford. It is the centre for many parishes in Herefordshire, as well as several of the local villages in neighbouring Gloucestershire and Worcestershire.
- 1.3.2 Ledbury is a key tourist destination with its historic 15th, 16th and 17th century buildings and street layout such as Church Street. Other historic attractions include but not limited to Butcher Row House Museum, the Heritage Centre and the Masters House. Eastnor Castle is also located approximately 2.5 miles outside of Ledbury.

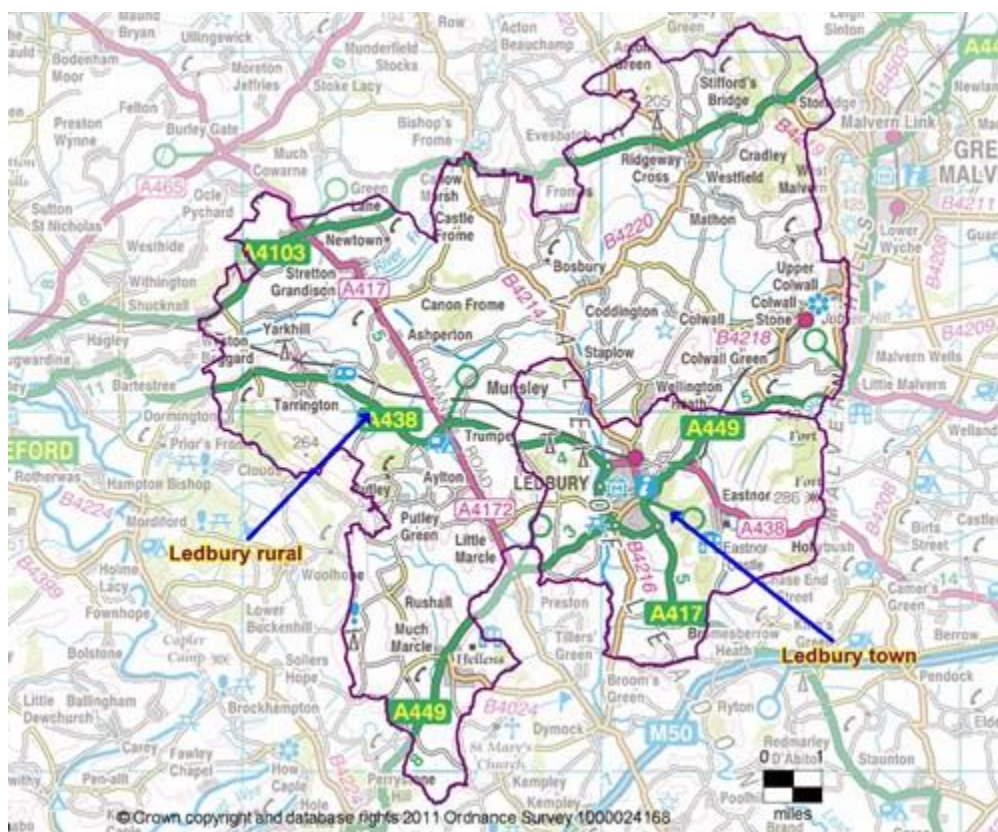
- 1.3.3 Ledbury town centre is home to a variety of retail businesses and hosts a regular weekly market since at least 1138. Ledbury is identified as one of the five market towns in the Herefordshire Local Plan Core Strategy with a good provision of independent retailers. Ledbury is a primary location for food shopping for residents and its historic environment and niche shopping also makes it an attractive destination for visitors. Improving the town centre and making it an attractive destination for both visitors and residents will benefit the local economy and promote future growth within the town.

1.4 Population Characteristics

- 1.4.1 The age profile of the town shows it to be older than the County average, with a nearly a quarter of the locality's population over 65.

Table 1-1: Population Profile

Age Range	Ledbury Locality	Herefordshire
Under 16	16.5%	17.1%
16-24	8.1%	9.7%
25-44	21.3%	23.2%
45-64	29.6%	28.6%
65 and over	24.5%	21.4%



1.4.2 Some other statistics from the previous (2011) census show the town is fairly reflective of the County in terms of economic activity, household composition and socio-economic status. The chart below shows that Ledbury is amongst the least deprived areas in the County and even England based on the English Index of Multiple Deprivation (IMD) data (2015). Collated geographically by Lower Layer Super Output Areas, the IMD combines many indicators into a single rank of relative overall deprivation. Levels of deprivation shape transport choice and influence the type of interventions the strategy should deliver.

LSOA Name	National Rank 1=most deprived-32,844=least deprived	Herefordshire Rank 1=most deprived-116=least deprived
Ledbury Ring Road	12060	27
Ledbury Central	13689	48
Ledbury Spiral	21150	97
Ledbury - Masefield	22371	101
Ledbury Frith	23140	103
Ledbury - New Mills	27102	110

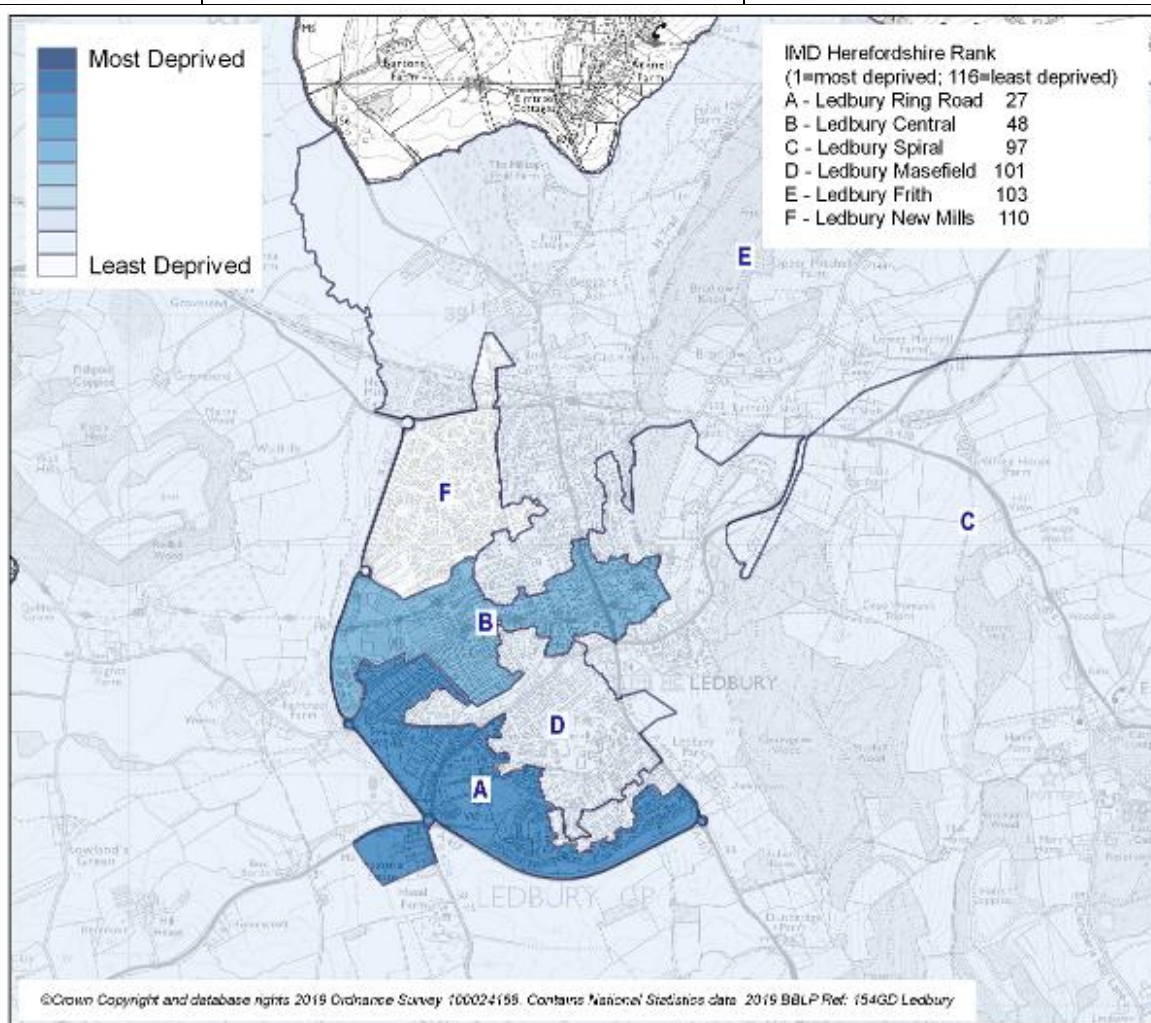


Figure 1-2: Ledbury Levels of Deprivation

1.5 Report Structure

1.5.1 This report:

- Establishes the current baseline of transport infrastructure, demand and the present condition of the public realm;
- Reviews local and County wide strategies to identify appropriate objectives;
- Reports on the discussions with stakeholders and identifies potential objectives and schemes;
- Using a Red/Amber/Green scoring system, undertakes a comparative appraisal of the schemes and their relative merits;
- Illustrates the type of works and consistency in design, material and approach that the strategy wishes to promote.

1.5.2 This report is structured around the following chapter headings:

- Chapter 2: Baseline Transport Conditions & Problems;
- Chapter 3: Transport and Land Use Challenges and Opportunities.
- Chapter 4: Strategy Objectives;
- Chapter 5: Potential Interventions;
- Chapter 6: Intervention Scoring Framework;
- Chapter 7: Intervention Appraisal;
- Chapter 8: Delivery;
- Chapter 9: Conclusions

2 Baseline Transport Conditions & Problems

2.1 Introduction

2.1.1 Baseline transport conditions describe the current traffic / travel patterns and constraints on the transport network within Ledbury. An understanding of these conditions is essential in order to assess the challenges being faced by road users, transport operators and local residents / businesses.

2.1.2 Our analysis of the baseline conditions includes:

- Highway network;
- Facilities for pedestrians and cyclists;
- Public transport; and
- Traffic flows and congestion.

2.2 Highway Network

2.2.1 Ledbury lies some 5 miles north of the national motorway network (M50 junction 2) with the primary routes to Ledbury being:

- A449 – Ross Road connecting southwestwards to the start of the M50, the A40 and South Wales
- A438 – Hereford Road connecting northwestwards towards Hereford, the route continues into the built up area after its junction with the Ledbury Bypass whereupon it is subject to an urban 30mph limit.
- B4214 – Bromyard Road – northerly connection to Bromyard and rural hinterland. As it approaches Ledbury, a number of commercial/industrial premises lie to the western side, and it forms the minor arm at a junction with Hereford Road/The Homend.
- A449 – Worcester Road connecting eastwards to Malvern, Worcester, and the West Midlands. The road is of limited width as it enters the central area, with a signalised junction (Top Cross) managing vehicles where two way traffic flow is not feasible.
- A417 – south easterly route towards Gloucestershire and M50, Junction 2
- B4216 – providing access to the southern rural hinterland

2.2.2 All these routes are typical of the County's rural network with mixed speed limits passing through several villages along their length, and having varied geometry, topography and historic constraints.

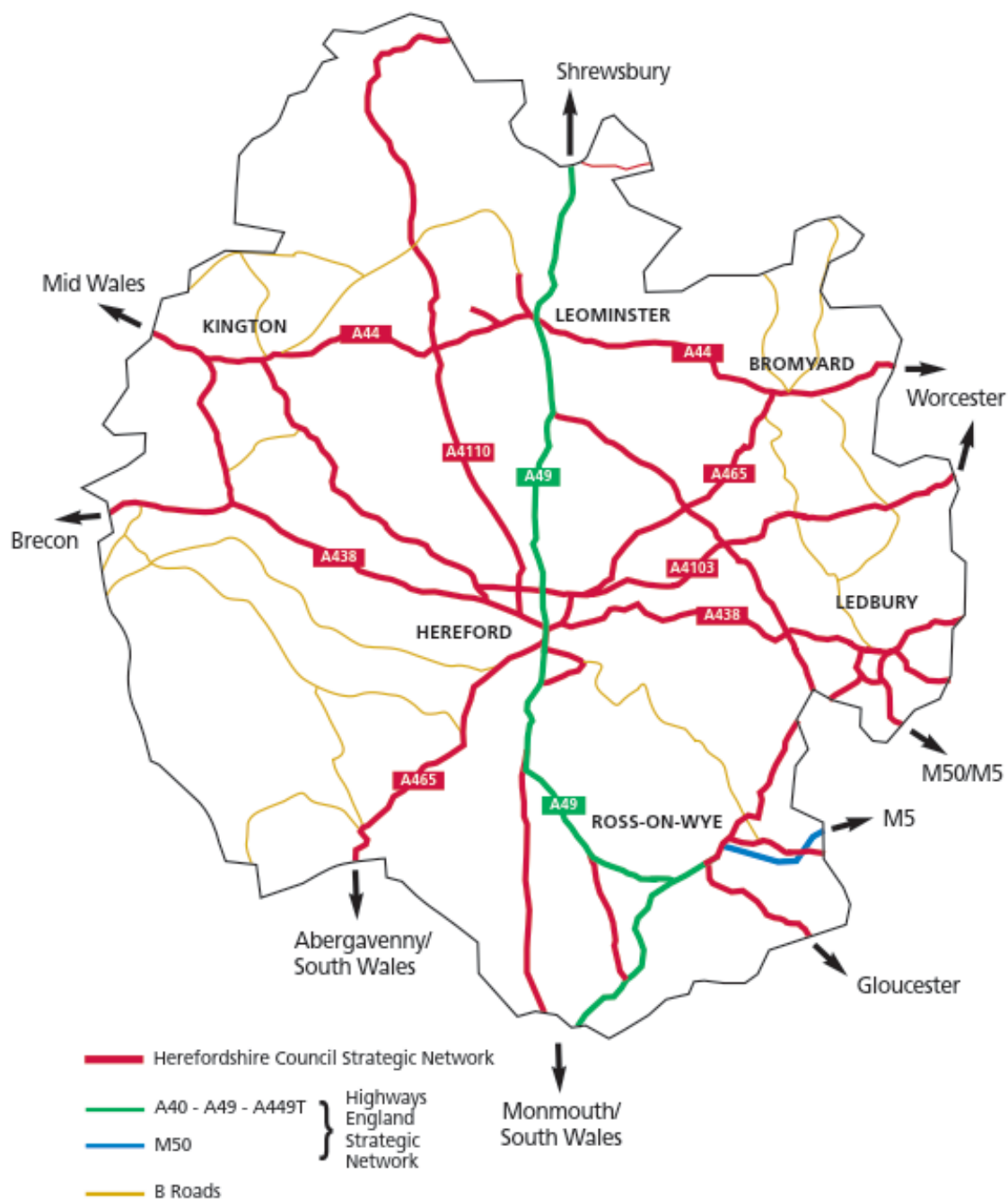


Figure 2-1: Herefordshire Strategic Road Network

2.2.3 Within the main urban area the main routes are described as follows:

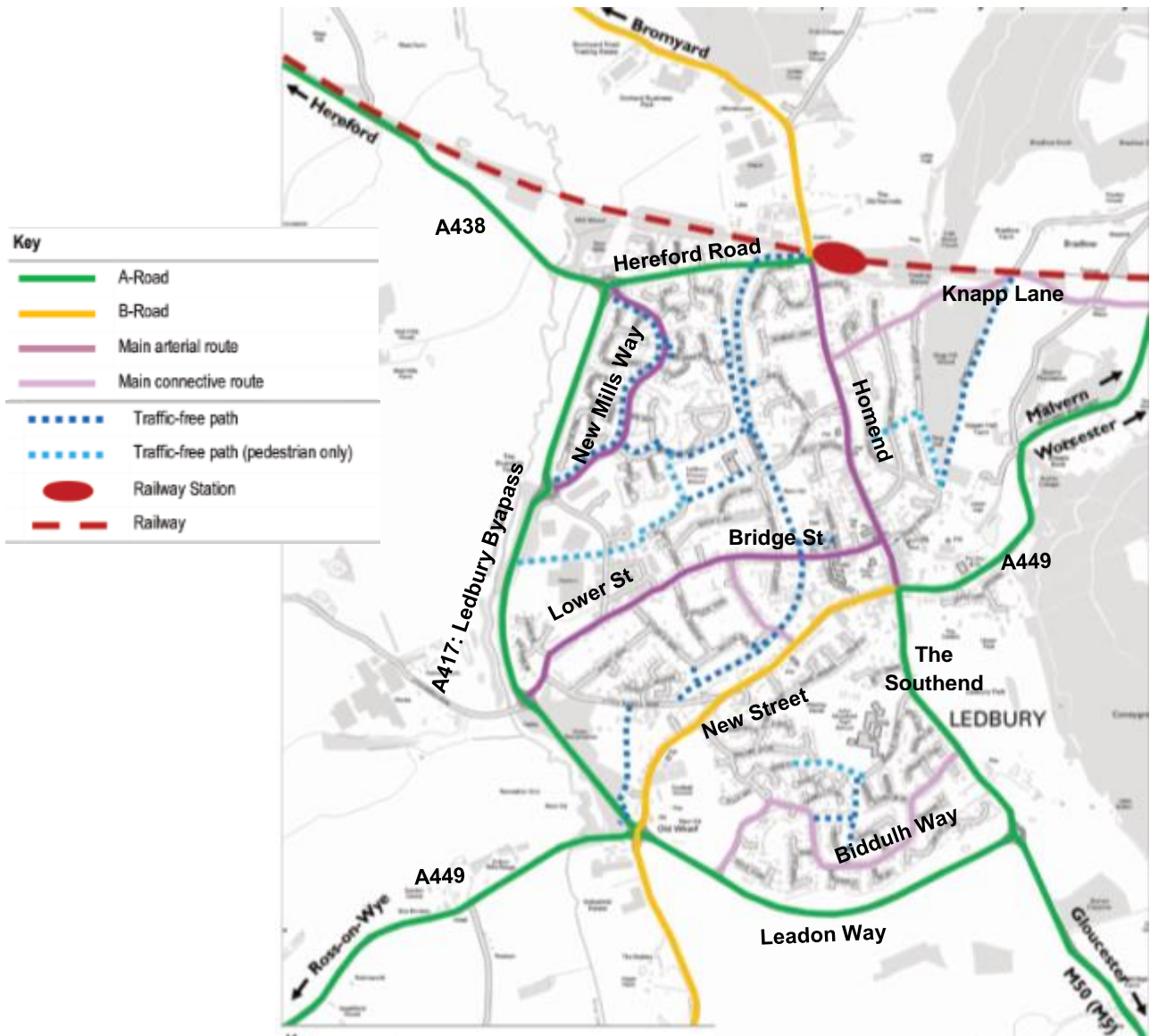


Figure 2-2: Ledbury – Main Road Network

- **A417 Ledbury Bypass:** Running to the western side of the town, from the Full Pitcher roundabout in the south to Hereford Road in the north, the road has four roundabouts along its length. A wide 7.3m carriageway the route is purposefully designed to accommodate larger vehicle types and flows, but is a barrier to pedestrian movement with a desertsricted national 60mph speed limit.
- **A417 Leadon Way:** Southerly section of the Ledbury Bypass, with permitted residential development to the south. Planned amendments to speed limits to facilitate these developments are underway with a roundabout access completed.
- **A449 The Southend To Ledbury Bypass:** Southern approach to the town centre the road is characterised by some on street parking, and properties to the eastern side. The route has a varied geometry and topography reflective of its older nature

- **B4216 New Street:** Connecting the Bypass at the Full Pitcher roundabout, this road is typically faced by residential properties, but also has a Co-operative foodstore closer to the town centre. A signalised junction is formed by New Street/The South End and High Street with a short one way stretch northbound from New Street restricting movements at this location. At the junction, fronted by historic buildings, measures have been installed to reduce the risk of building strikes which have occurred in the past.
- **Lower Road/Bridge Street/Bye Street:** Forming the western approach to the town centre, the road is similar in character to New Street with residential properties and on street parking frequently along its length. Towards the town centre commercial properties appear and access to town centre car parks can be found. The junction of Bye Street and High Street/The Homend is constrained in width and visibility for drivers, with narrow footpaths.
- **The Homend:** Linking Hereford Road and Bromyard Road, the northern approach to the town centre also provides access to Ledbury Station and Tesco supermarket. Towards the town centre the road accommodates on street parking and is of reasonable width alongside the town's principal bus stops.
- **High Street:** The continuation of The Homend, Ledbury's High Street is an historic core area, with a setback building line accommodating parking loading and market activities.
- **Knapp Lane:** Whilst providing access to a relatively small residential, the Lane is used as a connecting route for vehicles to and from the A449 to the east of Ledbury wishing to avoid the town centre. Accessed from The Homend, the Lane has a constrained width, steep topography, and is unsuitable for larger/goods vehicles.
- **New Mills Way and Biddulph Way:** Laying to the north west and south respectively, these two roads are similar in purpose providing a central route through residential estates. The older of the two, Biddulph Way is not traffic calmed, as opposed to New Mills Way which has chicane features and integrated cycling provision.

2.3 Facilities for Pedestrians and Cyclists

Pedestrians

- 2.3.1 The description of the highway layout above has provided a very basic assessment of the presence of footways that are adjacent to the roads in the town. In some instances these footways do not meet the desirable minimum width of 2.0m and limit the ability of two people to pass each other comfortably.
- 2.3.2 There is a string of signalised crossings (five of) along Homend/High Street, with limited formal crossings elsewhere in the town. There a further crossing constructed to access the residential estate (Hawk Rise) south of Leadon Way.



Figure 2-3: Example crossing provision

- 2.3.3 Overall the town has a good level of permeability between key roads and through residential estates that allows for direct connections between destinations.

Cyclists

- 2.3.4 Whilst the town is not on the national cycle route network it has an established network of cycle routes and its size and topography make it conducive to promote and secure growth in levels of cycling. The majority of the routes are on-street “quiet roads”, with some limited sections of shared surface paths, for example along New Mills Road.
- 2.3.5 The primary route through the town is the town trail provided along a length of former railway line. This is not fully sealed and has some features along its length that impede the flow for cyclists such as the narrow footbridge over Orchard Lane. It benefits from having several points of access along its length and is a key piece of infrastructure for the town. There is sporadic cycle parking within the town, for example in the central area and at the town’s supermarkets, but present demand appears mixed.

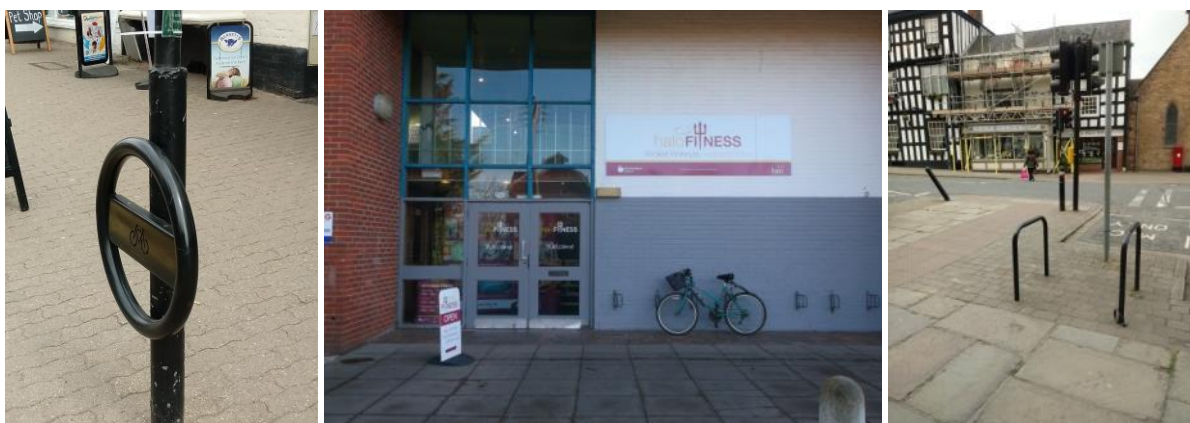


Figure 2-4: Ledbury cycle parking examples

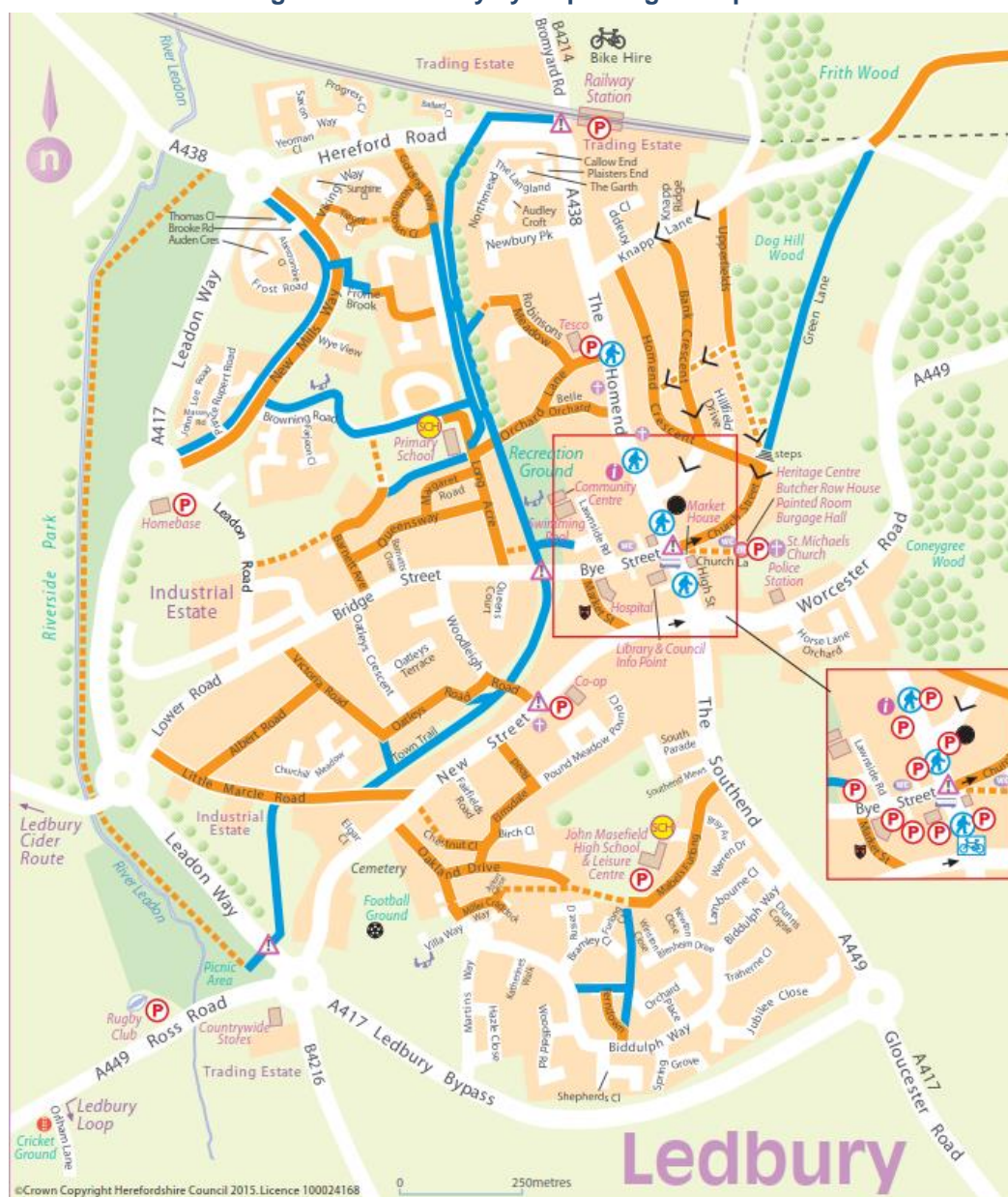


Figure 2-5: Ledbury cycling routes

2.4 Public Transport

Rail

- 2.4.1 One of four rail stations in the county is located in Ledbury. The station is managed by West Midlands Railway and has services calling that run between Hereford and Birmingham New Street or London Paddington with typically 2-3 trains an hour. There are limited facilities at the station, and the ticket office is open Monday to Friday: 06:30 - 12:00, Saturday: 07:00 - 12:00. Access to the station is from the south side (Platform 2) and there is no step free access to the northern platform 1. This is one of 24 stations of the 120 stations on the West Midlands Network without stair free access.



Figure 2-6: Ledbury station

- 2.4.2 Looking at passenger trends the station is the third busiest of the four stations within the county. It has shown sustained levels of passenger growth with a 14.5% increase in the last 8 years the same as across Wales, but lower than the 22% increase at Hereford.

Table 2-1: Herefordshire Rail Patronage

Station/Region	2016-17 Entries and Exits	2017-18 Entries and Exits	Annual Change	Longer Term Trend (2010-2018) % age Change
Colwall	60,870	64,172	5.4%	4.6%
Hereford	1,228,284	1,240,732	1.0%	22.0%
Ledbury	210,098	216,780	3.2%	14.5%
Leominster	260,286	261,672	0.5%	3.8%
West Midlands			2.3%	47.9%
Wales			1.7%	14.5%

Source: ORR. Estimates of Station Usage for 2017-18, for all stations in Great Britain (11/12/18)

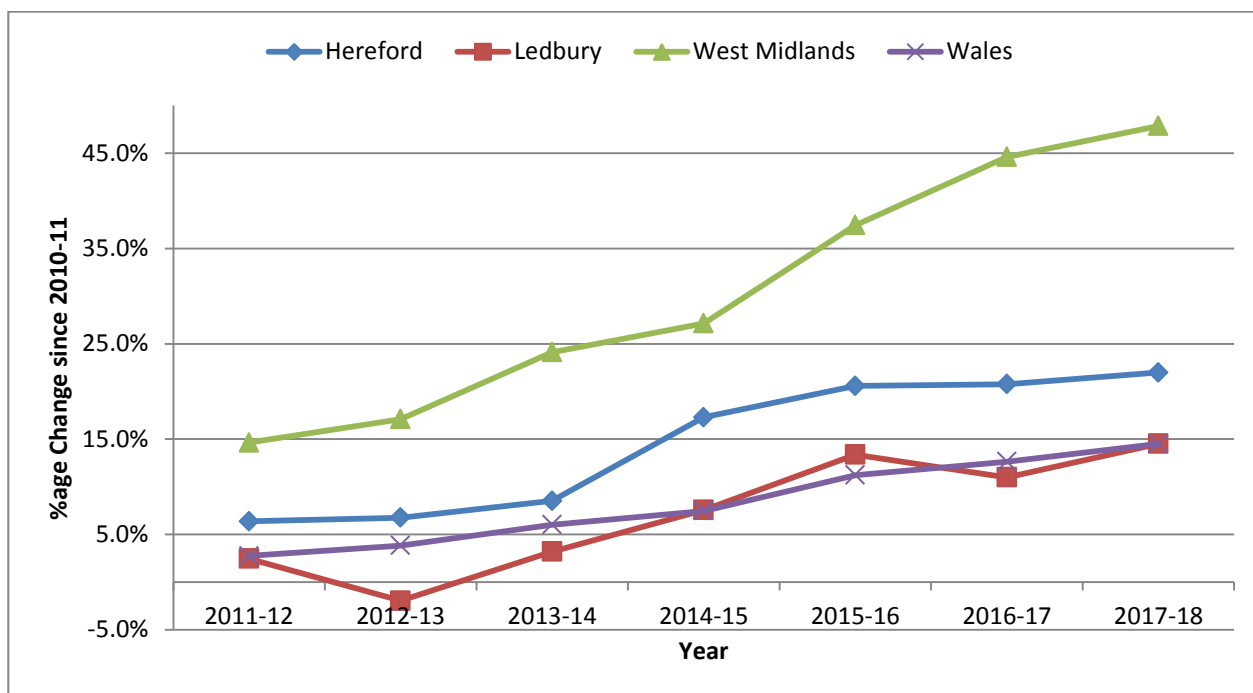


Figure 2-7: Annual Passenger growth since 2011

Bus Services

- 2.4.3 As a primary settlement in the county the town is identified as a hub on the County's core bus network with primary routes to Hereford. The town's main services are summarised below.

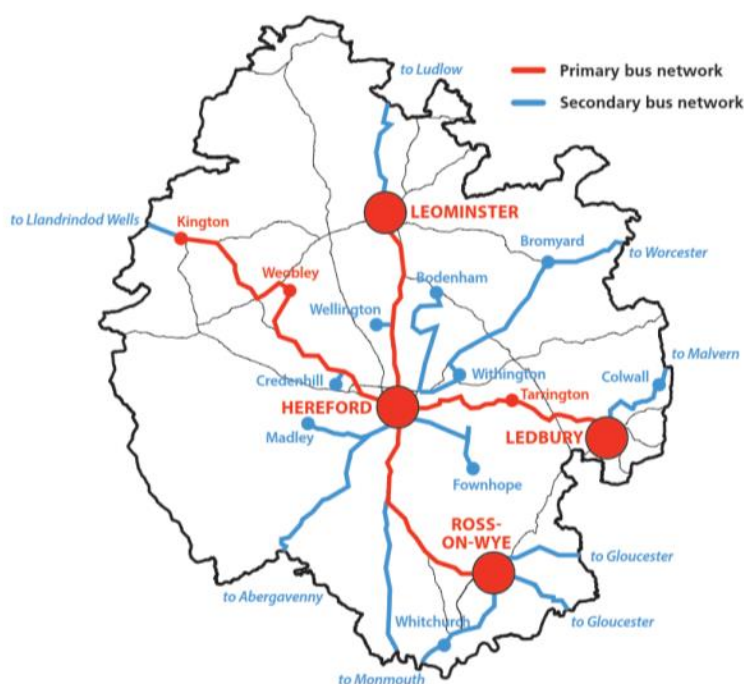


Figure 2-8: Herefordshire Priority Bus Network (LTP)

Table 2-2: Summary of Ledbury Bus Services

Service	Operator	Route	Typical Frequency
476	DRM Coaches	Ledbury- Hereford	Hourly
675	First	Ledbury-Great Malvern	Up to 6 a day
132	Stagecoach	Ledbury – Gloucester via Newent	6 a day
600	First	Ledbury-New Mills	4-6 daily
417/418	First	Ledbury-Worcester	4 a day
673	First	Ledbury – Bromyard	Tuesday and Thursday
679	Newent Community Link	Ledbury-Newent	Tuesday & Friday
405	First	Ledbury-Bromyard	Wednesday only
459	George Young Coaches	Ledbury-Ross-on-Wye	Thursday only
479	George Young Coaches	Ledbury-Much Marcle	Tuesday only
481	First	Ledbury-Cheltenham	Monday only
482	First	Ledbury –Bromyard-Leominster	Friday only
671	First	Ledbury - Bromyard	Tuesday
672	First	Ledbury - Bromyard	Thursday
674	First	Ledbury - Bromyard	School Days
676	First	Ledbury-Great Malvern	School Day

Data correct as of timetables 07/05/19

Bus Stops

- 2.4.4 Within the town the main hub for services is on street with the market house making an informal shelter. There are other shelters present chiefly along Homend, with most stops throughout the town having timetables provided.

**Figure 2-9: Local Bus Facilities**

2.5 Traffic Flows and Congestion

Traffic Data

2.5.1 The Bypass provides significant highway capacity and a number of Transport Assessments have recently been submitted that have assessed and surveyed key junctions within the town including the 6 roundabout junctions along the bypass. Whilst these applications are still the subject to consideration through the planning process, in combination they have generally shown most junctions in all time periods and tests to be within accepted thresholds of capacity. The exceptions are:

- Bromyard Road and the A438 which is the subject of ongoing review to identify an appropriate design standard and junction form.
- Top Cross Junction (The Southend/Worcester Rd/New Street signalised junction). The constrained geometry of this junction necessitates long inter green periods and limited scope for enhancement.

2.2.5 As the growth in traffic is attributable to the new developments, solutions will need to be proposed in conjunction with any submission to address any capacity issues attributable to their scheme.

2.6 Parking

2.6.1 Ledbury currently has four car parks located near the town centre. In addition there is on street parking on The Homend and in other streets in the vicinity of the town centre. These short stay spaces are highly valued by local businesses in enabling short stay visits by local shoppers. There is currently no accommodation for coach parking within the car parks with coaches having to park in a bus stand in Bye Street or in a private car park off the bypass. Additional town centre coach parking is an aspiration of many parties. At present two electric vehicle charging points exist within St Katherine's Car Park

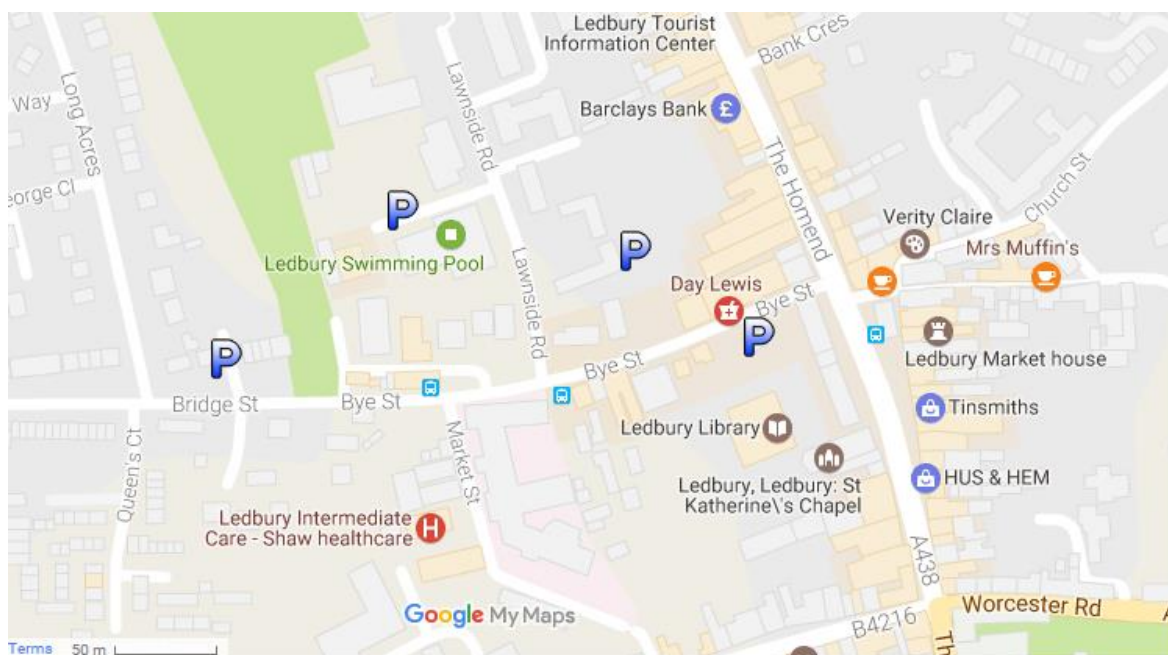


Figure 2-10: Ledbury Car Park Locations

Table 2-3: Car Park Provision in Ledbury Town Centre

Car Parks	Total Number Of Spaces	Number of Disables Spaces	Number of Coach Spaces	Number of Motorcycle Bays	Long or Short Stay
Bridge Street	52	2	0	2	Long Stay
Bye Street	72	2	0	1	Short Stay
Lawnside Road	58	3	0	1	Long Stay
St Katherines	130	5	0	1	Long Stay
Total	312	12	0	5	

Data collected from Herefordshire.gov.uk

2.6.2 Data on car park usage indicates a dominance of short stay (45% of tickets) with good levels of usage across the main car parks, the busiest being St Katherines and Bye Street. Relative to the size of the town's population Ledbury has fewer spaces than the other primary settlements within the County. This is only an indication as several factors beyond the immediate population would dictate the appropriate level of off street parking. It should also be noted that the values do not include private off street or on street provision parking.

Table 2-4: Comparable Car Park Provision Across Herefordshire

Town	2011 Census Resident Population	Off Street Car Park Spaces (Herefordshire Website)	Parking Provision Ratio
Hereford	60,415	2666	1 space per 22.7 residents
Leominster	10,938	575	1 space per 19.0 residents
Ross On Wye	10,582	787	1 space per 13.4 residents
Ledbury	8,862	312	1 space per 28.4 residents

3 Transport: Land Use Challenges and Opportunities

3.1 Introduction

3.1.1 Ledbury has a number of transport and land use challenges which have been detailed in the following documents. These documents and a range of other data sources have been reviewed to provide the following overview

- Core Strategy (Herefordshire Council);
- Local Transport Plan (Herefordshire Council);
- Neighbourhood Plan and associated documents (Ledbury Town Council)

3.2 Development

3.2.1 For a town of its size Ledbury is planned to accommodate a significant increase in the levels of housing development, with further pressures being created by additional sites not foreseen in Herefordshire's Core Strategy Policy which proposed a minimum of 800 new dwellings. In the context of the present size of the town (2011 census 4,532 dwellings) this is a potential 40% increase and does not allow for other smaller sites that may also be coming through the planning system.

Table 3-1: Residential Development Pressures

Site	Planning Reference	Expected/Potential Capacity
Site A: Land North of Viaduct	171532/O (Ledbury SUE)	625 dwellings
Site B- Land rear of Full Pitcher PH	141651/O & 172501/RM	100 dwellings
Site C – Land south of Leadon Way	143116/O & 164078/RM (Barratts)	321 dwellings
Site D – Land south of Leadon Way	174745/O (Bovis)	185 dwellings
Site E – Dymock Road Ledbury	174495/O (Gladman)	435 dwellings
Site F – Little Marcle Road	184447/O (Gladman)	210 dwellings
Total Potential		1,876 dwellings

3.2.2 Future developments and improvements to the current network need to be mindful of the key destinations within the town, as portrayed on the figure below. These include:

- ◆ Education: Ledbury Primary School and John Masefield High School
- ▲ Transport: Ledbury Station and local bus stops
- ✕ Employment areas: Bromyard Road, Lower Road, Dymock Rd, Heineken (Little Marcle Rd)
- ✳ Retail: town centre, supermarkets Tesco, Aldi and Co-op
- Sports and Recreation: leisure centre, sports clubs and pitches
- ✚ Health: Ledbury Health Centre



Figure 3-1: Ledbury Key Destinations

3.3 Personal Travel

Journeys to Work: Census Data

- 3.3.1 A review of the 2011 census data has been undertaken to examine the characteristics of the method of travel to work and the distances. The results show the method of travel for residents i.e. those that live in Ledbury, and those that work in Ledbury i.e. travel to the town.

Table 3-2: Method of Travel to Work

Method	Herefordshire	Live in Ledbury ¹	Work in Ledbury ²	Live and Work in Ledbury ³
Car Driver	70%	64%	68%	41%
Walk	15%	24%	21%	47%
Car Passenger	6%	5%	6%	6%
Cycle	5%	2%	2%	4%
Bus	2%	1%	1%	1%
Train	1%	2%	1%	0%
Other	1%	1%	1%	1%

1: QS701EW - Method of travel to work (2011 census, Ledbury Built Up Area)

2: WD703EW - Method of travel to work (MSOA level: E02002923: Herefordshire 019)

3: WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)

- 3.3.2 The values above indicate that there is strong evidence of sustainable travel habits amongst Ledbury residents and workers. In looking for opportunities for change, a further assessment of those that live and work in Ledbury reveals that some 42% of the travelling working population live and work within the Ledbury area.

Table 3-3: Distance Travelled to Work

Distance travelled to work	Resident Population (i.e. live in Ledbury) ¹	Workday Population (i.e. work in Ledbury) ²
Less than 2km	42%	38%
2km to less than 5km	4%	7%
5km to less than 10km	7%	9%
10km to less than 20km	21%	22%
20km to less than 30km	17%	15%
30km to less than 40km	3%	3%
40km to less than 60km	2%	3%
60km and over	5%	3%
Average distance	16.1km	14.3km

1: QS702EW - Distance travelled to work, 2: WD702EW - Distance travelled to work (Workday population)

- 3.3.3 The range of home to work distances show that Ledbury has a greater level of out commuting than in commuting. The following maps show the workplace destination and employee origins for Ledbury residents and workforce, with the thickness of the line denoting the relative number of movements.

Figure 3-2: Journeys to work from Ledbury

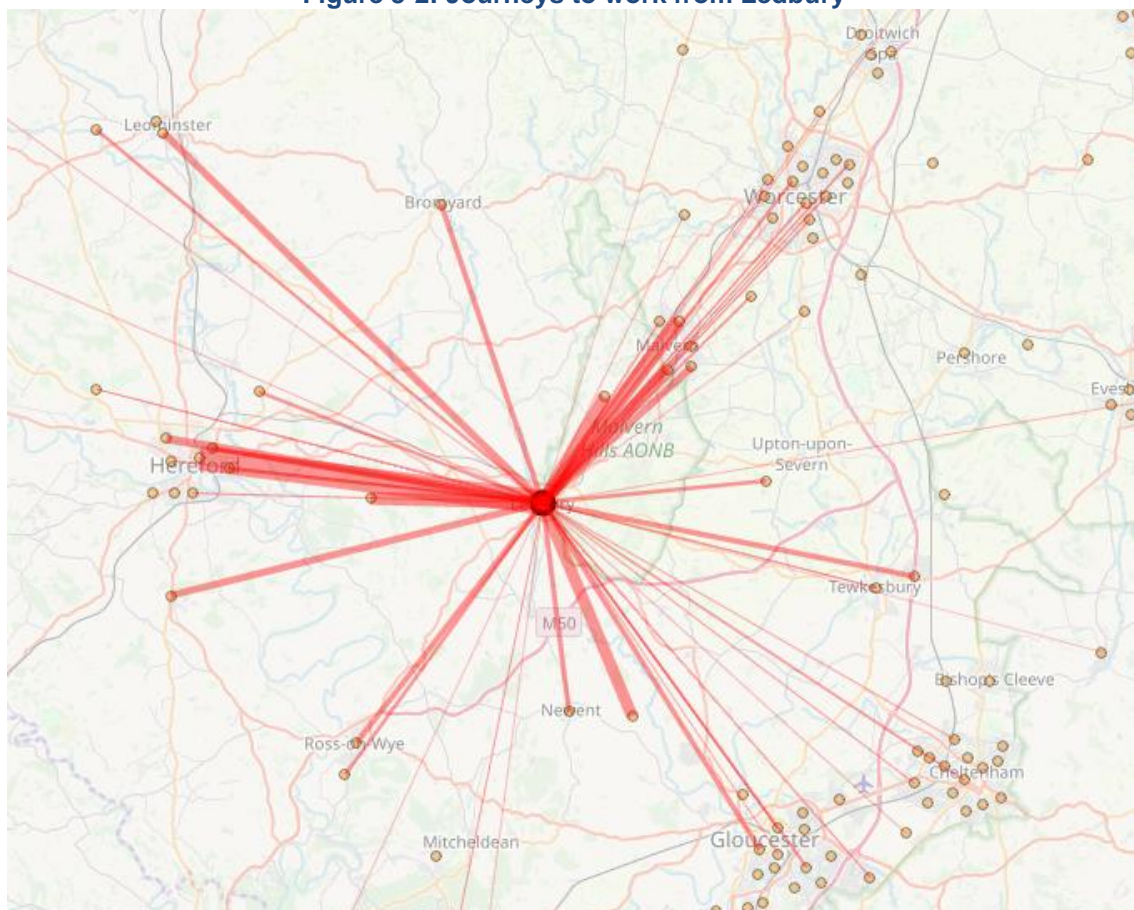
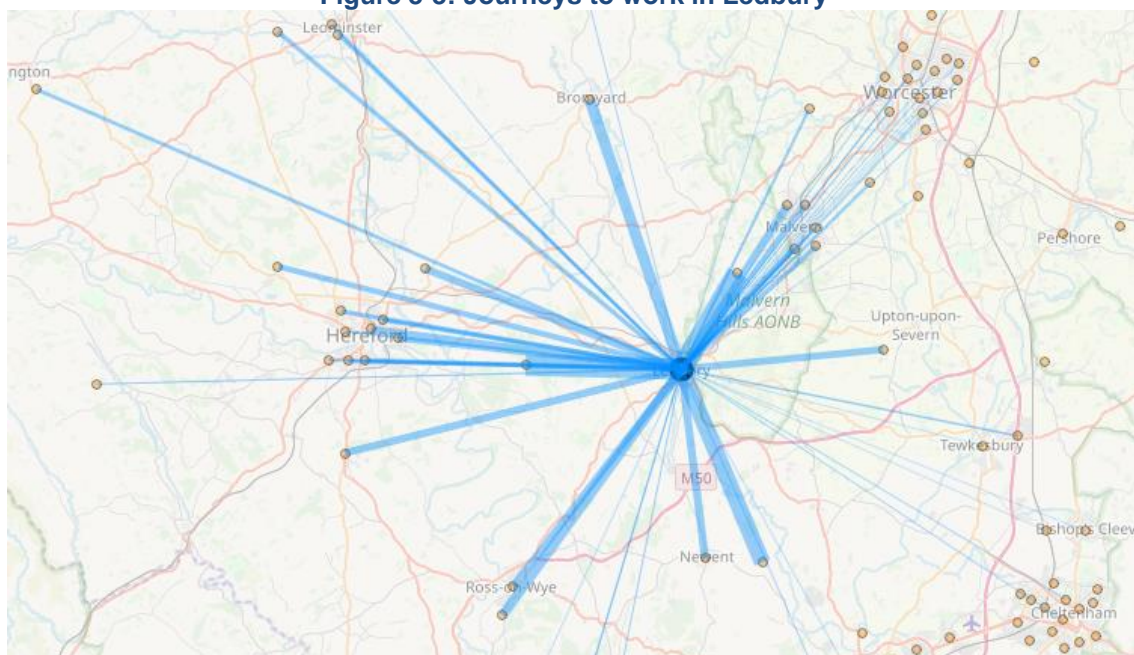
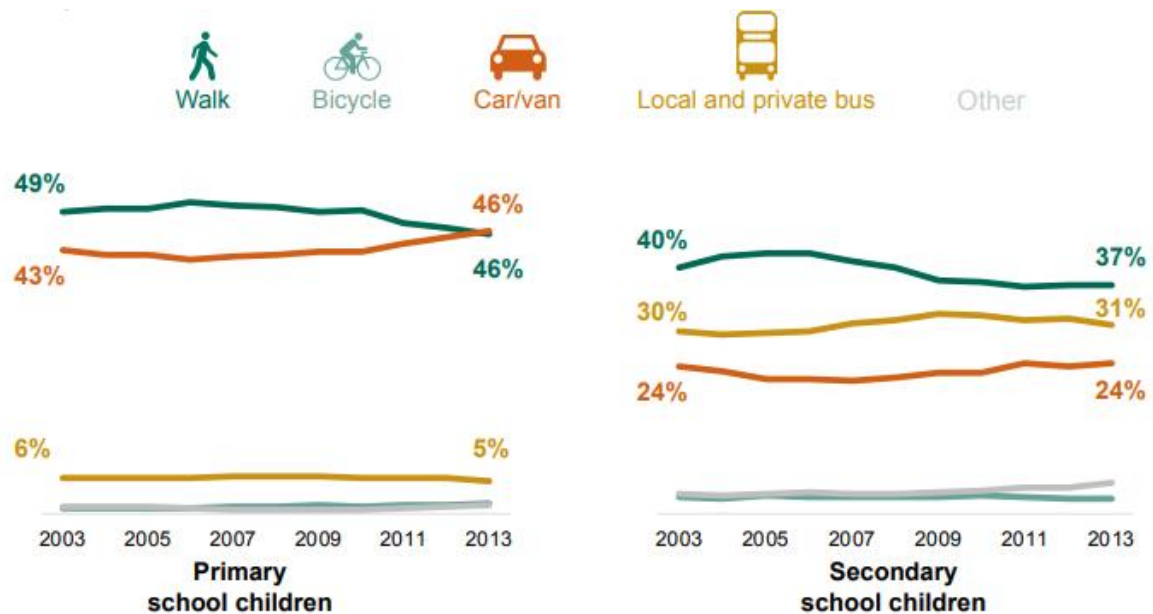


Figure 3-3: Journeys to work in Ledbury



3.4 Journeys to School

- 3.4.1 Little school survey data is available for schools within the town. This is a common challenge across the County where resources for school travel planning have been placed under pressure and are not able to be suitably funded or supported. New school places will be required in conjunction with the planned residential growth in the town, and planning for these needs to consider their suitability for access by non-car modes to support positive travel behaviour and choice.
- 3.4.2 Looking at national trends, the National Travel Survey indicated that there has not been a significant change over the past ten years in modal share. That being said, congestion around school locations is a common concern raised by residents.



3.5 Safety

- 3.5.1 An analysis of past collision records has been undertaken to establish a baseline and identify any issues within the town. The analysis assessed data collected between 1st April 2012 – 31st March 2017.
- 3.5.2 The primary analysis indicates:
- Within this timeframe there has been 46 Collisions recorded giving rise to 54 casualties.
 - Of these one was recorded as fatal, 6 serious and 39 slight.
 - There has been an irregular number of incidents over the 5 year period with an average of approximately 9-10 per annum.
 - Ten incidents (22% involved no other vehicles)

Table 3-4: Collisions Recorded in Ledbury

Year	Slight	Serious	Fatal	Total
2012 (9 months)	5	1	-	6
2013	5	2	-	7
2014	11	-	-	11
2015	5	-	-	5
2016	10	3	1	14
2017 (3 months)	3	-	-	3
Total	39	6	1	46

3.5.3 The sole fatal incident occurred when a bus passenger became unwell and fell down the stairs on the bus whilst it was stationary in the town centre. They subsequently passed away two weeks later. It is unclear whether the fall contributed to their passing. Amongst vulnerable user groups there were:

- Nine incidents involving pedestrians;
- Five with cyclist casualties;
- Three involved motorcycles; and
- Three collisions resulted in a child casualty.

3.5.4 In looking at the locations a plot has been included in **Appendix B**. The Annual assessment of Accident Cluster sites across the County indicates that in 2017 the following sites were noted in Ledbury

- A449 J/W A417 roundabout at the Full Pitcher P.H. (ranked 12th in 2017/2018 for volume of Cycle collisions within the county). This is subject to a developer led improvement scheme.
- A449, Shears Bank – Ranked 24th in the County by Severity. No previous treatment noted at this location.

3.5.5 There are no apparent hot spots for the vulnerable users groups, but it is noted that 3 serious pedestrian incidents have been recorded either on Bromyard Road or Hereford Road during the previous 5 years. All three incidents have varying causal factors and no common pattern. Examining the causal factors, just under half of the stated factors (noting multiple factors can be given for each collision) were attributed to Driver/Rider Error, with 50% of collisions stating failure to look properly as the likely factor

Table 3-5: Causal Factor Attributed to Collisions in Ledbury

Causal Factor attributed	Occurrence
Failed to look properly	50%
Failed to judge other person's path/speed	30%

Loss of control (driver/rider error)	26%
Impaired by alcohol	17%
Poor turn or manoeuvre	15%
Travelling too fast for the conditions	15%

3.6 Condition of the Public Realm

3.6.1 Ledbury town centre has received no significant investment towards public realm and transportation improvements in recent years. There is a view held that there is a clutter of signage and worn surface condition has left the current streetscape looking tired. This has resulted in an increasing number of maintenance issues. These issues impact upon the appearance of Ledbury, as well as causing problems for those travelling through or around the town.

3.6.2 Without significant investment to Ledbury's public realm, these on-going maintenance issues are putting an increasing demand on available funds. The table below summarises the number and type of defects Balfour Beatty Living Places has recorded since taking over the public realm contract in 2013. The figures for Leominster as a comparable market town are also shown. This indicates despite Ledbury being 20% smaller, it has 50% fewer defects suggesting the public realm whilst perceived as being in a poor state of repair, is comparable with other Herefordshire towns. A fuller breakdown is provided in **Appendix A**. Whilst the data above reflects only the non-emergency defects, it can be seen that the most significant number of defects relate to carriageway repairs.

Table 3-6: Repaired Defects (Top 3 Types)

Ledbury			Leominster		
Type	No of Defects	%age	Type	No of Defects	%age
PT – Carriageway Repairs	1766	70.5%	PT – Carriageway Repairs	3152	59.8%
DR – Drainage Repairs	227	9.1%	DR – Drainage Repairs	702	13.3%
SI – Sign Repairs	108	4.3%	PT – Footway Repairs	527	10.0%
Others	403	16.1%	Others	893	16.9%

3.6.3 The main concerns highlighted by residents, visitors and businesses in relation to public realm and transportation improvements are as follows:

- Creating accessible space for all in the Town Centre;
- Supporting those who need to visit the Town Centre by car;
- Reducing car use;
- Attracting more visitors;
- Meeting visitors expectations;
- Attracting more visitors more often;

- Improving the standard of maintenance of public spaces in Ledbury;
- Improving the appearance of public space;
- Making “green space” more accessible for amenity use;
- The quality of spaces for recreation and leisure;
- Supporting the travel needs of those who do not have ready access to a car;
- Conditions of roads and footways.

3.7 Traffic Management

- 3.7.1 A further indication of potential schemes has been to review the list of requests made for new Traffic Regulation Orders (TRO). At present the following outstanding requests have been made for changes requiring a TRO amendment or introduction. These are comparable to the type of issues recorded in other market towns within the County and are not seen as unique to Ledbury. The requests for residents parking are not readily attributable to any one cause such as commuter parking or schools. As it stands there is no permit parking schemes in Ledbury.

Table 3-7: Ledbury TRO Requests

Location	Request	Date Request Made
Mables Furlong Ledbury	Waiting restrictions around school entrance	01 June 2017
Queens Court Ledbury	Residents' Parking Request	31 December 2017
Belle Orchard and Orchard Close Ledbury	Residents' Parking Request	31 January 2017
Masefield Avenue Ledbury	Residents' Parking Request	05 July 2016
New Street Ledbury	Residents' Parking Request	07 April 2017
Church Street Ledbury	Extend Double Yellow Lines	31 December 2017

3.8 Conclusions

- 3.8.1 A number of information sources have been reviewed for evidence of the problems being experienced in the town.
- 3.8.2 The problems identified within this section relating to the concerns highlighted by residents, visitors and businesses within the context of the public realm and transport infrastructure are as follows:
- Lack of transport capacity to cater for development
 - Ability to successfully integrate and connect new development outside the existing built up area, particularly sites “outside” of the bypass
 - Lack of good quality and coherent cycling and footway network
 - Poor frequency of bus services

- Creating accessible space for all in the town centre;
- Supporting those who need to visit the town centre by car;
- Reducing short distance car use;
- Attracting more visitors and meeting visitors expectations;
- Improving the standard of maintenance of public spaces in Ledbury;
- Making “green space” more accessible for amenity use;
- The quality of spaces for recreation and leisure;
- Conditions of roads and footways.

3.8.3 These problems can be attributed to the following causes:

- Perception of danger from passing traffic resulting in the use of the car for short distance journeys
- Narrow historic streets that were not designed for modern day motorised traffic;
- On-street parking and loading which further reduce the available space;
- Severance of the town by main through routes, with the impact heightened by the size and nature of the traffic involved especially HGVs and agricultural traffic.
- Financial constraints to fund larger scale works and pressures on localised maintenance budgets due to reduced funds allocated by central government.

4 Strategy Objectives

4.1 Policy Review

- 4.1.1 There are several local policy and national policy objectives that must inform and direct future development in Ledbury. They are required to inform any improvement strategy which aims to enhance the public realm and transport network. The key aspects of the policies are identified below:

Herefordshire Local Plan Core Strategy 2011 – 2031:

- 4.1.2 Herefordshire Local Plan Core Strategy 2011 – 2031 identifies the need to support Ledbury in its role as a thriving service centre to its surrounding rural area. The focus for Ledbury will be on meeting housing needs (including affordable housing), reducing the need to travel by private car, promoting sustainable tourism by realising the value of the local environment as an economic asset; as well as providing new employment opportunities to reduce the number of people commuting to work outside of the town. Specific policies of note are:

Core Strategy Policy LB1 – Development in Ledbury

Ledbury will accommodate a minimum of 800 new homes balanced with a minimum of 15 hectares of new employment land during the plan period. The majority of new housing development will be focussed to the north of the town as set out in Policy LB2 and the strategic location for new employment of around 12 hectares to the west of the town, south of Little Marcle Road. Further development will take place through the implementation of existing commitments, infill development, and sites allocated through a Neighbourhood Development Plan. A number of sites which have future potential for development have been identified in the Strategic Housing Land Availability Assessment (SHLAA).

In Ledbury new development proposals will be encouraged where they:

- allow for suitable small scale employment sites including live work opportunities within or adjoining the town;
- maintain and enhance the vitality and viability of the existing town centre. Proposals for new retail, leisure or office development of over 400m² in gross floor space and located outside the town centre will need to be supported by an impact assessment to determine whether there could be any adverse impacts on the town centre;
- improve accessibility within Ledbury by walking, cycling and public transport, particularly where they enhance connectivity with, for example, local facilities, new employment areas and the town centre;
- contribute to addressing deficiencies in community facilities and/or allow for infrastructure improvements (including broadband) in the town, to promote sustainable development;
- reflect and enhance the characteristic built historic elements of Ledbury, such as its stone, brick and timber-framed buildings, medieval plan form, conservation areas and setting overlooking the Leaden Valley;
- protect and enhance its green infrastructure, including connections to the public right of way network and biodiversity, particularly the Malvern Hills Area of Outstanding Natural Beauty to the east and the Leaden Valley to the west;
- protect and enhance the setting of the town from eastern and western viewpoints; and, where this is not possible, incorporate appropriate mitigation measures; and
- have demonstrated engagement and consultation with the community including the town council.

Core Strategy Policy LB2 –Land north of the Viaduct

Development proposals north of the viaduct in Ledbury will be expected to bring forward the following to achieve a sustainable mixed use urban extension of the town:

- mixed use development of around 625 new homes, at an average density of around 40 dwellings per hectare, comprising a mix of market and affordable house sizes and types that meet the requirements of Policy H3 and the needs identified in the latest version of the Herefordshire Local Housing Market Assessment;
- around 3 hectares of employment land, restricted to Use Class B1;
- a target of 40% of the total number of dwellings to be affordable housing;
- land and contributions to facilitate a restored canal to be delivered in partnership with the Herefordshire and Gloucestershire Canal Trust;
- a new linear informal park to link to the existing town trail, riverside walk, recreational open space and existing allotments;
- the provision of developer contributions towards any identified need for new/improved community facilities/infrastructure improvements. This shall include a new 210 place primary school within the development (or an expansion of the existing primary school) and new recreational open space, play, indoor and outdoor sport facilities;
- provision of satisfactory vehicular access arrangements, the details of which will be determined at planning application stage;
- appropriate mitigation to safeguard the amenity of future occupants from unacceptable levels of noise and to safeguard the continued operation of existing businesses adjoining the area;
- development of bespoke, high quality and inclusive design, including accommodation that will meet the needs of older persons and that contributes to the distinctiveness of this part of Ledbury and respects the setting and significance of the listed viaduct and the Malvern Hills Area of Outstanding Natural Beauty;
- safeguards to ensure there is no adverse impact on water quality and quantity in the River Leadon;
- new walking, cycling and bus links from the urban extension directly to the town trail and riverside walk under the viaduct, the railway station and town centre to create linkages to nearby development and existing community facilities;
- sustainable standards of design and construction; and
- a comprehensive sustainable urban drainage system which includes measures such as rain gardens and swales to manage ground and surface water drainage and safeguard against any increased flood risk.

The Local Transport Plan 2016 – 2031:

4.1.3 The Herefordshire Local Transport Plan (LTP) sets the context for transport policy in the county. The LTP has five key objectives:

- **Enable Economic Growth** – by building new roads linking new developments to the transport network and by reducing short distance car journeys.
- **Provide a Good Quality Transport Network for All Users** – by being proactive in our asset management and by working closely with the public, Highways England and Rail and Bus companies.
- **Promote Healthy Lifestyles** – by making sure new developments maximise healthier and less polluting forms of transport including walking, cycling and bus use by delivering and

promoting active travel schemes and by reducing short distance single occupant car journeys on our roads.

- **Make Journeys Safer, Easier and Healthier** – by making bus and rail tickets compatible and easier to buy and use, by providing ‘real time’ information at well-equipped transport hubs, by improving signage to walking and cycling routes and by helping people feel safe during their journeys.
- **Ensure Access to Services for Those Living in Rural Areas** – by improving the resilience of our road network and by working closely with all transport operators to deliver a range of transport options particularly for those without access to a car.

4.1.4 The LTP policies of note in the context of Ledbury are shown in the subsequent table.

Table 4-1: Herefordshire LTP Key Policy Summary

Policy Reference	Relevance
Policy LTP AM13 The Resilience Network as Part of a Strategic Network	The Council will prioritise maintenance towards a Strategic Network considering Critical Routes and factors of economic importance and safety
Policy LTP PT1 - Supported bus network	In addition supporting a core bus network, support for additional services in order to enhance accessibility, support the economy and encourage modal shift
Policy LTP PT7 – Rail improvements	In progressing transport studies for Leominster and Ledbury we will consider opportunities for improved rail access at the local stations and consider opportunities for securing development contributions towards any improvements in partnership with NR and the TOC responsible for each station;
Policy LTP AM4 Investment in Works that Will Deliver a Return	We will adopt an ‘investment and return’ ethos, as opposed to simply ‘budget and spend’ to maximise the potential of our available funds and to support any future bidding opportunities.
Policy LTP PS2 – Countywide Parking Policy	Public off-road parking supply should be appropriate to meet demand, accommodate planned growth and be located in convenient locations accessed by main distributor roads to ensure parked vehicles do not obstruct the public highway. Charges will apply for all off-street parking, unless there is a clearly defined economic reason for providing free parking; and Charges for car parks closer to the centre of the Market Towns are set to encourage short stay and a turnover of spaces to support the local economy with longer term parking allocated to car parks further from the town centres.
Policy LTP FR1 - Managing Freight Movements	We will plan for and enable the efficient movement of freight to, from, through and within Herefordshire whilst, where possible, reducing the negative impacts of freight movements on the environment and our communities. This will include a review of the outcomes of the Marches Strategic Corridor work and the implications for cross border movements, potential access to rail freight and our approach to TAMP
Policy LTP AQ1 - Improving Air Quality	We will aim to reduce air pollution from traffic through measures to manage traffic
Policy LTP ZLV 1 – Zero and Low Emission Vehicles	We will work with transport providers and businesses to encourage the use of more efficient vehicles:
Policy LTP HN1 - Network Capacity Management Hierarchy	Where recurring congestion is an issue we will use our Network Capacity Management Hierarchy to address the problem. Step 1 - Demand Management. Use smarter choices to promote alternatives to solo car use. Step 2 - Network Management Specific local congestion issues which can often be improved through improvement, monitoring or enforcement of highway restrictions. Step 3 - Targeted engineering improvements. Engineering improvements at specific junctions to improve their operational capacity. Step 4 - Road Widening. Widening the existing highway thereby increasing the capacity of individual highway links. Step 5 – New Road Building. Construction of new road links and junctions.
Policy LTP SC3 – Sustainable Modes of Travel to Schools Strategy	Through the development and implementation of our SMOTs we will refresh our Safe Routes to Schools scheme programme and continue to encourage schools to develop and review established school travel plans that aim to reduce car use and promote sustainable travel behaviour.
Policy LTP ST1 – Improving the public realm	We will seek to enhance Herefordshire’s public realm in a sensitive and sustainable way which will maximise the convenience and comfort of all travellers increasing footfall and enhancing accessibility. This will be achieved by: <ul style="list-style-type: none"> • Design of the public realm to be based on low speed traffic flows reinforced by 20 mph speed limits using the minimum of signage. • Promoting a barrier-free public realm, allowing free movement for people with limited mobility and, through the avoidance of pedestrian barriers, excessive street furniture and sudden changes in level. • Designing measures that allow the form and patterns of the city centre to be easily read and understood by pedestrians, cyclists and drivers. This will include navigational and guidance clues for people with visual impairment and infrequent visitors to the city such as coach drivers. Clear gateways and transition points will be encouraged that define the boundaries of the public realm. • Designing streetscapes as a whole, rather than as a series of separate components. All components of the streetscape, including paving materials, trees and highway signing, will be co-ordinated as far as possible. • Minimising energy use through the use of durable and locally sourced paving materials. Decisions on the use of materials and components are likely to have enduring effects on the quality of the locality and its public realm. We will seek to avoid measures that require replacement in the short-term, and seek to promote elements that will minimise the long-term costs and maximise long-term benefits. • Designs should reflect the distinctive qualities of Hereford and the market towns, and avoid repetition of standard solutions applied elsewhere. Wherever possible, design principles will be informed by an understanding of the history, context and particular character of the locality.
Policy LTP AT1 - Maintaining and extending our active travel infrastructure	We will maintain, improve and extend our active travel infrastructure so that it is convenient, accessible and attractive to use.
Policy LTP DC1 – Planning for Developments	We will ensure that the impacts of development on the transport network including rail are fully considered and mitigated for new sites or re-development of existing sites.
Policy LTP DC2 – Developer to mitigate the impacts of developments on the transport network	We will ensure that the impact of development on both local and where appropriate wider transport infrastructure and services are fully considered and appropriate enhancements are delivered to ensure accessible, sustainable, safe, environmentally friendly and maintainable developments.

Herefordshire Transport Asset Management Plan

- 4.1.5 Herefordshire's Transport Asset Management Plan (TAMP) details the way that highway maintenance is delivered within the County. The document details how Balfour Beatty Living Places (BBLP) on behalf of Herefordshire Council will continue to establish and deliver a best value highway service for Herefordshire. Best value for highways is established from the objectives and policies detailed in the Council's Corporate Strategy and Local Transport Plan, as well as user priorities from annual surveys and knowledge gained via locality working.
- 4.1.6 The TAMP sets out the approach to be used for the lifecycle planning of major assets, such as carriageways. It uses various tools to look ahead at how the asset is likely to deteriorate to inform decisions on the best treatments to deliver improvements relative to the life of the asset to provide value for money and maintain a good state of repair in the long term. The TAMP and asset Lifecycle Plans detail how the established priorities are applied to specific assets in determining maintenance decisions and prioritisation considering the following aspects:
- Safety: Provide a safe highway network;
 - Serviceability: Ensure the serviceability of the highway network;
 - Affordability: Ensure that maintenance of the highway network remains affordable;
 - Availability & Accessibility: Allow the highway network to remain available and accessible for all users; and
 - Protect the Environment: Consider the environmental impact when undertaking maintenance.

Herefordshire Sustainable Modes of Travel to School Strategy (SMOTS) (2017):

- 4.1.7 The updated SMOTS strategy outlines how the Council proposes to promote and facilitate sustainable travel to schools. The strategy objectives are:
- To improve the safety of pupils and parents - through targeted road safety initiatives to educate pupils and by delivering walking and cycling schemes near schools.
 - To improve the health and well-being of pupils - promote the benefits of sustainable travel through delivery with our partners in public health.
 - To reduce congestion - by encouraging and facilitating sustainable travel to reduce car use.

Health and Well Being Strategy (2017)

- 4.1.8 Herefordshire Council's strategy has been developed in accordance with the Health and Social Care Act 2012 to create a five year strategy to deliver long term changes in the overall health and wellbeing of the population. Seven agreed priorities are identified and transport can have a positive role to play in addresses several of these whether directly or indirectly, for example, by enabling access to key support services or social support. The priorities are:
- 1 - Mental health and wellbeing : and the development of resilience in children, young people and adults
 - 2 - For children: starting well with pregnancy, maternal health, smoking in pregnancy, 0-5 immunisations, breastfeeding, dental health, pre-school checks, children with disabilities,

young offenders, young people not in education, employment or training, looked after children

- 3 - For older people: quality of life, social isolation, fuel poverty
- 4 - Impact of housing: fuel poverty and poverty and the impact on health and wellbeing
- 5 - For adults: long term conditions, lifestyles (alcohol, weight, active lifestyles, smoking prevention, mental health)
- 6 - Special consideration: reducing health inequalities - people with learning disabilities, carers, returning veterans and armed forces families, the homeless, non-English speaking communities, women - domestic abuse and sexual violence, families with multiple needs, those living in poverty, travellers
- 7 - Hidden issues: alcohol abuse in older men and women and young mothers

The Ledbury Town Plan (2016):

4.1.9 The Ledbury Town Plan, adopted by the Town Council, was developed to identify both problems and opportunities and set key objectives for Ledbury following extensive consultation with the local community. The Town Plan includes an extensive list of objectives under 5 headings

- Economic Development (16 objectives) subdivided into Housing; Employment; Retail; and Visitors and Tourism.
- Environment (13 objectives) collated under the headings of Public Safety; Public Spaces; Energy Efficiency & Sustainability; Greening Ledbury; and Heritage Buildings.
- Health and Well Being (11 objectives)
- Getting Around: Traffic, Transport and Access (10 objectives) under 6 headings of When you Don't Own a Car; Road Quality, Safety; Parking the Car; Walking and Cycling; Access for All; Trains & Buses
- Young People (15 Objectives) presented under the themes of Safe Places to Meet; Involvement and Recognition; Safety; Outside Facilities.

Ledbury Neighbourhood Development Plan:

4.1.10 Along with the above policies the Ledbury Neighbourhood Development Plan is also being developed and a Draft Plan was approved on 20/07/17. The Neighbourhood Development Plan will identify Ledbury's capacity for growth and consider future development opportunities. With proposals for 800 new houses in Ledbury, the Neighbourhood Development Plan can have an impact on how these proposals will be delivered. The following Policies are included in the Draft Plan.

- **Policy TR1.1** Footpaths & Cycleways Proposals will be supported which will contribute to the improvement and extension of the entire network of footpaths and cycling routes in Ledbury to encourage greater accessibility, safety and usage by residents and visitors. In particular:
 - Create a dedicated cycle, pedestrian and disabled access route from the proposed strategic housing location north of the viaduct to give safe access to the station, schools, out of town shops and the town centre.
 - Improve cycling, pedestrian and disabled access to and from the station and the town.

- Improve the Ledbury Town Trail to provide better cycling and disabled access along its whole length.
- Extend the Ledbury Town Trail at the Ross Road island over Leadon Way to provide safer cycling, pedestrian and disabled access to the Rugby Club and new Cricket Club.
- Provide a safer route across Leadon Way at the Little Marcle Road island for cyclists, pedestrians and the disabled going to and from the Little Marcle business and farming areas.
- Establish formal LTC liaison with a Ledbury Footpaths Officer to advise when footpath improvements or maintenance is required to keep them safe and accessible.
- **Policy TR2.1** Town Car Parking Proposals that would result in a significant increase in the number of people accessing the town centre would be expected to provide a mix of the following provisions:
 - Car parking .
 - Coach drop-off points .
 - Secure cycle parking .
 - Park & ride .
 - More electric vehicle charging points .
 - Reserved parking spaces for the local car sharing scheme
- **Policy TR3.1** Ledbury Railway Station Proposals which will improve the accessibility and facilities available at the railway station, including additional cycle parking, car parking and step free access to the Malvern/Worcester platform, will be supported. Proposals should take account to the siting of the railway station on the boundary of the Area of Outstanding Natural Beauty, in terms of their design.

4.2 Identification of Transport Strategy Objectives

4.2.1 Based on the policy review, four policy objective areas have been agreed as appropriate to appraise and prioritise potential interventions namely economic, health (social benefit), safety and efficiency. To bring together the many and varied policy goals the transport strategy objectives have been identified as:

- Enable and encourage economic growth through the delivery of more homes and jobs and support for businesses.
- Manage and operate an efficient transport network.
- Encourage active travel behaviour to improve health and reduce short distance journeys by car within the town
- Improves safety for visitors, residents and employees

4.2.2 The table below cross-references these objectives against the policies.

Table 4-2: Alignment of Objectives and Wider Policies

Objectives	Local Transport Plan	TAMP	SMOTS	Health & Well Being Strategy	Ledbury Town Plan	Neighbourhood Development Plan
Enable and encourage economic growth through the delivery of more homes and jobs and support for businesses.	✓	✓	-	✓	✓	✓
Manage and operate an efficient transport network	✓	✓	✓	-	✓	✓
Encourage active travel behaviour to improve health and reduce short distance journeys by car within the town	✓	✓	✓	✓	✓	✓
Improves safety for visitors, residents and employees	✓	✓	✓	✓	✓	✓

4.2.3 These objectives link back to problems that have been identified, as summarised in the following table:

Table 4-3: Links Between Objectives and Problems

OBJECTIVE	EXAMPLE PROBLEMS
Enable and encourage economic growth through the delivery of more homes and jobs and support for businesses.	Integrating new housing into the existing urban fabric Tired public realm in the town centre
Manage and operate an efficient transport network	Sufficeint parking supply to support local aspirations Provision of sufficient network capacity to accommodate development Lack of parking at rail station
Encourage active travel behaviour to improve health and reduce short distance journeys by car within the town	Obesity and poor health Lack of a coherent, user friendly walking and cycling network Support public trnapsport use
Improves safety for visitors, residents and employees	Ease of crossing and safe movement within the public realm Collisions and perception of danger

5 Potential Interventions

5.1 Introduction

5.1.1 To address the problems and deliver the strategy objectives a large number of potential “interventions” have been identified through a review of various sources including:

- Analysis earlier in this report (section 2 and 3)
- Review of development proposals;
- Stakeholder workshop;
- Findings of previous public realm study.

5.2 Development Related Interventions

5.2.1 There are a number of developments where S106 monies have been collected but not yet used to deliver improvements in Ledbury as summarised in the following table totalling circa £35,000. These have been reserved to use against schemes emerging from this study. None of these developer funded works have been progressed awaiting the outcomes of this appraisal to ensure interventions aligned with policy objectives and preferred schemes for the town. Further S106 monies would be anticipated as other developments occur within the town.

Table 5-1: Summary of Development Related Interventions

LOCATION	S106 DESCRIPTION	REF
Ellenscroft, New Street, Ledbury	1.22 - Transport facilities mean any or all of the following sustainable transport initiatives/facilities at the Council's discretion: 1.22.1 - pedestrian access/improvements in the locality of the Development; 1.22.2 - improvements to bus and passenger waiting facilities in the locality of the Development; 1.22.3 improvements to safe routes to schools (road safety scheme) in Ledbury; 1.22.4 a contribution to safe routes to schools in Ledbury; 1.22.5 improvements to roadways and cycle facilities in the locality of the Development.	130613/F
Land at New Mills Estate, Kingsmead, Ledbury	1.22 Transport facilities mean any or all of the following sustainable transport improvements and/or facilities at the Council's discretion: 1.22.1 improvements to buss shelters and bus stops in the locality of the development; 1.22.2 safe routes to schools a road safety initiative; 1.22.3 improvements to lighting and signage to existing highway, pedestrian and cycle routes; 1.22.4 improvements to pedestrian and cyclist crossing facilities; 1.22.5 new on/off road, pedestrian and cycle links to the Development; 1.22.6 traffic calming measures.	NE091510/F

5.3 Stakeholder Workshop

- 5.3.1 Balfour Beatty Living Places collaborated with Herefordshire Council to hold a workshop with key stakeholders in 2017, to gain further local perspective on possible actions which could be implemented. The list of attendees can be found in Appendix D.



Figure 5-1: Stakeholder Workshop:

BBLP Design Manager recording ideas at one of the workstations

- 5.3.2 To help inform the stakeholder workshop BBLP have conducted several site and engaged with our locality stewards to identify examples of public realm issues in line with the Ledbury Town Plan objectives. This was used to frame discussion with local stakeholders around four themes that aligned with emerging strategy objectives. The four themes were:
- Recreation, Leisure and Green Spaces;
 - Attracting Visitors, Visitor Experience & Public Spaces;
 - Road Safety, Traffic & Provisions for Motorised Vehicles;
 - Reducing Car Use, Creating an Accessible Town Centre.
- 5.3.3 The workshop was a success and although specific improvement schemes were not proposed; a better understanding of local concerns and potential improvements were identified for further investigation with feedback on the topics contained in the following sections.
- 5.3.4 Looking at the stakeholder input from the workshop, sample actions included in the Ledbury Town Plan (2016) wider input from current/recent planning discussions, Town Council aspirations, and feedback from Herefordshire Council officers and local Ward Member an initial 50 disparate schemes were identified for consideration and evaluation. The schemes are further detailed in **Appendix C**, alongside a map showing their location.

Table 5-2: Alignment of Objectives and Consultation Themes

Objectives	Consultation Themes			
	Recreation, Leisure and Green Spaces	Attracting Visitors, Visitor Experience & Public Spaces	Road Safety, Traffic & Provisions for Motorised Vehicles	Reducing Car Use, Creating an Accessible Town Centre
Enable and encourage economic growth through the delivery of more homes and jobs and support for businesses.	✓	✓	✗	✓
Manage and operate an efficient transport network	✓	✓	✓	✗
Encourage active travel behaviour to improve health and reduce short distance journeys by car within the town	✓	✓	✓	✓
Improves safety for visitors, residents and employees	✓	✓	✓	✓

5.4 Wider Stakeholder Feedback

5.4.1 Upon completing a draft version of this strategy, a copy was distributed amongst the stakeholder who attended the previous workshop to confirm the views captured and suggested schemes aligned with their understanding of the key issues and appropriate responses.

5.4.2 Feedback was sought around 4 key questions:

1. The report has proposed a number of schemes across the town. Do you feel there are further schemes we should consider?
2. The report has prioritised the schemes based an appraisal that includes contribution to objectives, deliverability and value for money. In your eyes what are your top 3 priority schemes?
3. To help start a debate on the future look and feel of the High Street we have prepared a concept layout that increases the space for pedestrians and reduces it for vehicles. This allows for disabled parking, more loading bays, improved waiting areas by bus stops and calmed space for vehicles but would necessitate a reduction in the quantum of on-street parking. What are your views or priorities for this space?
4. Overall how do you view the report and what further comments would you like to make?

- 5.4.3 Responses were received from a number of the stakeholders, but also from wider members of the public with whom parts of the strategy were shared. This included a significant number of businesses in the town that saw the re-organisation of the street space in the centre (question 3) as potentially damaging if it were to result in a loss of parking spaces with over 50 responses submitted on this topic. A follow up meeting was arranged separately by traders in the town to discuss this matter, whilst a further meeting was held with BBLP hosted by the Town Council to review the strategy and its contents.
- 5.4.4 The Town Council highlighted three priority areas for future schemes:
1. Footpaths, cycle ways and disabled access to key areas of the town
 2. Overall need for additional parking
 3. Improvement of access to the railway station.
- 5.4.5 Generally the Council were supportive of a number of proposals, but sought clarification on detail for schemes including any works in the town centre. As a consequence it was agreed that any works in the central area should:
- Retain the bus stop and use of the Market House as a waiting place for passengers
 - Increase on street parking
 - Remove the proposed contra-flow cycle route from Bye Street to retain the existing two way traffic flow
- 5.4.6 Overall, in light of the stakeholder feedback, the initial scoring was adjusted to reflect concerns expressed around some of the schemes being proposed as contained below.

6 Intervention Scoring Framework

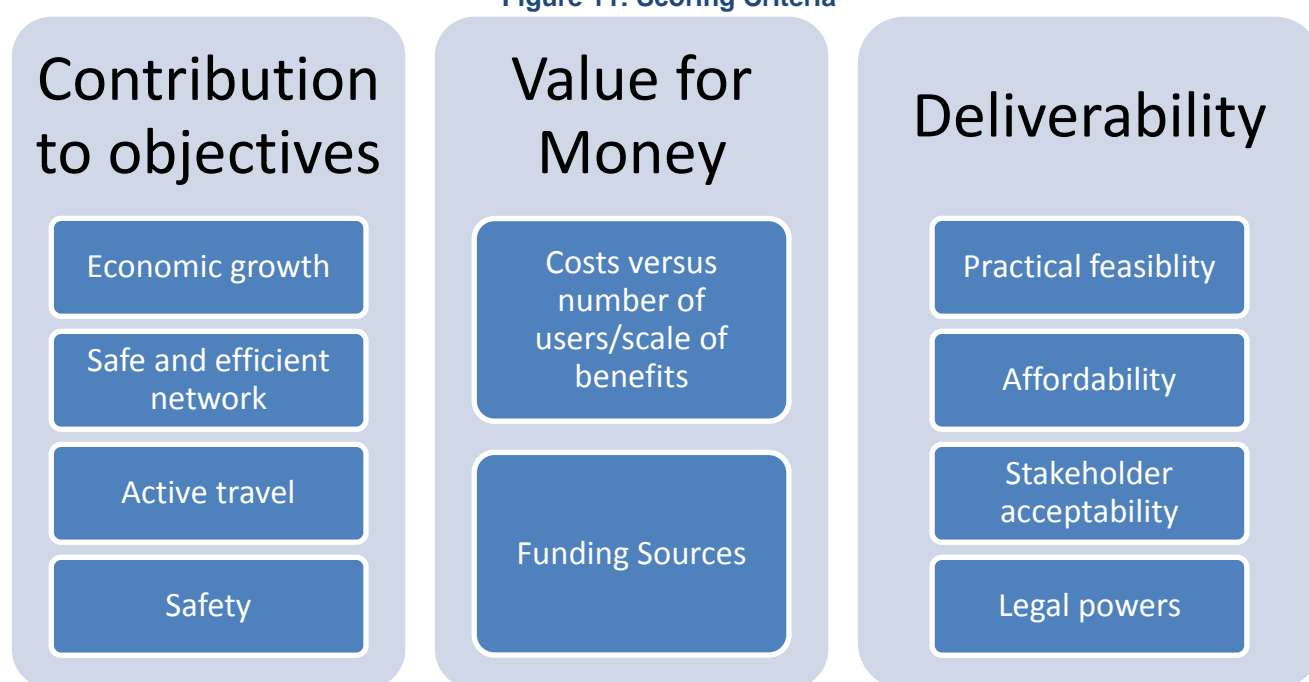
6.1 Introduction

6.1.1 The interventions and options have been assessed against three main criteria:

- Contribution to the strategy objectives;
- Value for money; and
- Deliverability.

6.1.2 Figure 1 summarises the individual elements which make up the criteria.

Figure 11: Scoring Criteria



6.2 Scoring Framework

6.2.1 The schemes have been assessed using a RAG (Red/Amber/Green) scoring system against criteria under the following categories:

- Contribution to objectives – Based on Local Transport Plan, Town Plan and Core Strategy and other objectives, four areas of interest have been identified. These cover economic, safety, efficiency and social (health) issues.
- Deliverability – The ability to provide the suggested improvement has been assessed against legal, financial, technical and stakeholder matters.
- Value for Money – these represent a balance between cost and number of users i.e. a proxy for cost/benefit ratio and whether the scheme is directly funded by development. Scheme pricing has been based on initial estimates related to past similar schemes.

6.2.2 The approach to producing the scores has been to use a mix of available evidence (for example from the traffic surveys and collision data), stakeholder feedback, local knowledge of transport conditions and professional judgement (which includes experience from other areas).

6.2.3 Each intervention is assessed against the same objectives. Furthermore this assessment considers the contribution of each intervention on its own (i.e. not taking into account other interventions that could also be implemented). The maximum possible scores against each of the criteria are as follows:

- Contribution to objectives: 8
- Deliverability: 8
- Value for money: 4 – doubled to 8 to provide an even scoring across the three criteria.

6.2.4 Therefore the maximum possible score for any intervention is 24. Whilst total score is an important indicator of whether an intervention is worth pursuing, scores for the individual criteria are also important in their own right. If an intervention has a particularly low score against one such criterion – especially deliverability – then the case for implementation may be seriously weakened.

Table 6-1: Scheme Assessment Scoring Criteria

Category	Ref	Description
Contribution to Objectives	O1	Enable and encourage economic growth through the delivery of more homes and jobs and support for businesses.
	O2	Manage and operate an efficient transport network.
	O3	Encourage active travel behaviour to improve health and reduce short distance journeys by car within the town.
	O4	Improves safety for visitors, residents and employees
Deliverability	D1	Technical / practical feasibility
	D2	Affordability / funding availability
	D3	Stakeholder acceptability
	D4	Legal powers
Value for Money	V1	Value For Money
	V2	Third Party Funding Available

6.2.5 Table 6.3 identifies the interventions and their respective rank from 1 being the highest scoring down to 53, the lowest scoring intervention. Note as some schemes scored identically there are multiple interventions with the same rank. Where this is the case, rank order has been subsequently afforded by the number of criteria within which a maximum score was awarded.

Table 6-2 Scheme Scoring Framework

RefDescription			GREEN (+2)	AMBER (+1)	NEUTRAL (0)	RED (-1)
Contribution to Objectives	O1	Enable and encourage economic growth through the delivery of more homes and jobs and support for businesses.	Scheme is of direct relevance to a planned development or supports the wider economic vitality of the town	Scheme has an indirect connection to a planned development or only offers little support to the wider economic vitality of the town	Scheme has no obvious relevance to a planned development or in support of the wider economic vitality of the town	Scheme has the risk of damaging the delivery of a planned development or could harm the wider economic vitality of the town
	O2	Manage and operate an efficient transport network.	Scheme enhances the ease of movement within and around the town	Scheme enhances the ease of movement within and round the town for a limited number of users.	Scheme could enhance the travelling conditions for some users, but to the detriment of others	Scheme impedes the ease of movement within and around the town
	O3	Encourage active travel behaviour to improve health and reduce short distance journeys by car within the town.	Scheme has a direct improvement for active travel	Scheme has an indirect benefit to active travel	The scheme has no discernible impact on enhancing active travel	Scheme could dissuade active travel through enhancing the ease of travel by car to the detriment of those walking, cycling or using public transport
	O4	Improves safety for visitors, residents and employees	Scheme enhances safety for users of the wider public realm	Scheme has some limited improvement to the safety of users i.e. to a small numbers or users, or a very localised benefit	The scheme has no discernible impact on the safety of the travelling public	Scheme could increase the risk of a collision or accident to the travelling public
Deliverability	D1	Technical / practical feasibility	Scheme can be built/undertaken with no abnormal constraints or limitations	The scheme requires some technical issues to be addressed or overcome	The scheme requires technical issues to be addressed that perhaps would not represent a preferred solution e.g. a departure from a highway standard	There are clear and apparent technical difficulties to overcome to deliver the scheme
	D2	Affordability	Funding is readily available for the scheme	There is no immediate funding source identified, but it is expected monies could be readily secured	There is no immediate funding source identified, and whilst monies may be secured, this is subject to third parties (e.g. grant application) or changed priorities	There is no expectation to secure funding for the scheme
	D3	Stakeholder acceptability	Scheme is supported by a wide cross-section of stakeholders	Scheme would not be supported by some stakeholders or a small portion of the public	Scheme typically generates an apathetic response	Key statutory stakeholders or a wide cross section of the public would not support the scheme
	D4	Legal powers	Scheme requires no additional permissions	Scheme requires a common third party process (e.g. TRO or planning) with associated risks	Scheme requires some additional legal matters with increased timeline and risks to be addressed e.g. land purchase	Scheme requires a third party process with little chance of success or agreement being reached e.g. third party land take
ue for Money	V1	Value For Money	There is benefit to a wide range of users from across a wider area, relative to the cost invested i.e. a positive Benefit to Cost Ratio	There is some benefit to certain users, limited either geographically or by user	There is no noticeable benefit derived relative to the amount invested	The cost of works is extremely disproportionate to the benefit
	V2	Third Party Funding Available	Direct funding and construction by developer e.g. S.278 works	Funding from third party, but works to be undertaken by others with some risk to delivery e.g. S.106	Funding potentially available, but subject to bidding process	No third party funding expected

Table 6-3: Initial Scheme Scoring Appraisal

Ref	Description	Economic	Efficient network	Active travel	Safety	Technical	Affordable	Acceptable	Legal	Value for Money	Developer Funds	Score	Rank
		O1	O2	O3	O4	D1	D2	D3	D4	V1	V2		
16	Informal crossing to B4216	2	2	2	2	2	2	2	2	2	2	24	1
22	Crossing and shared use path along Martin's Way to link with 17. And 18. (B & C)	2	2	2	2	2	2	2	2	2	2	24	1
1A	Shared use access from Ledbury SUE (Site A) to include crossing over Hereford Road to link to New Mills Way	2	2	2	2	2	2	2	2	2	2	24	1
15	Crossing over the bypass south of the Full Pitcher roundabout linking with Old Wharf Industrial Estate.	2	2	2	2	2	2	2	1	2	2	23	4
20	New bus stop and shelter on the west side of Martins Way, plus the provision of a shelter at the existing bus stop on the east side of the road	2	2	2	2	2	2	2	2	2	1	22	5
1B	Shared use access from Ledbury SUE to include crossing over A438 to link to Riverside Park	2	2	2	2	2	2	2	2	1	2	22	5
45b	Town Trail Refurbishment (Orchard Lane- Bye Street section)	2	2	2	2	2	2	2	2	2	1	22	5
14	Crossing over the bypass north of the Full Pitcher roundabout linking Town Trail with 13 and Old Wharf Industrial Estate.	2	2	2	2	2	2	1	1	2	2	22	5
19	Crossing of A417 Ledbury Bypass to connect to site D	2	2	2	2	2	2	1	1	2	2	22	5
39	Footpath link from development site D to The Southend	2	2	2	2	1	2	2	1	2	2	22	5
1C	Formal crossing of Hereford Road and shared use link to join with path at southern end of Golding Way to including lighting.	2	2	1	2	1	2	2	1	2	2	21	11
5	Widening narrow footbridge on Town Trail over Orchard Lane	2	2	2	2	2	1	2	1	2	1	20	12
8	Bye Street / Town Trail crossing	2	2	2	2	1	1	2	2	2	1	20	12
21	40MPH TRO on A417 Leaddon Way between the Full Pitcher roundabout and a point east of the proposed roundabout access	2	2	1	2	2	2	1	1	2	1	19	14
13	Shared use path on north side of A449 to connect with 14. & 15. below	1	2	2	2	2	1	2	2	1	1	18	15
6	Improvement to links between Orchard Lane and Town Trail south of footbridge	1	1	2	1	2	1	2	2	2	1	18	15
35	Real time information especially by the Market House, War Memorial and railway station	1	2	2	1	2	1	1	2	2	1	18	15
7	Alternative to steps at the town end of Green Lane by Homend Crescent	1	1	2	2	2	1	2	2	1	1	17	18
10	Crossings over Bypass, Little Marcle Road to link in with 9.	2	2	2	2	2	1	1	1	1	1	17	18
18	Upgrade of Mabels Furlong and Biddulph Way spur footways to shared use	2	2	2	2	1	2	1	1	1	1	17	18
23	Shared use footpath along the north side of Hereford Road to a crossing serving Golding Way to link with the Town Trail (Saxon Way)	2	2	2	2	1	2	1	1	1	1	17	18
19A	Crossing of A417 Ledbury Bypass to connect to site D (footbridge)	2	2	2	2	0	1	1	1	1	2	17	22
45c	Town Trail Refurbishment (South of Bye Street)	2	2	2	2	2	1	2	2	1	0	17	22
34	Upgrading of PT facilities within the town centre to include shelters, kerbing etc.	1	2	2	2	2	2	1	1	2	0	17	22
36	Review of facilities at all key bus stop in Ledbury with aim to upgrade.	1	1	2	2	2	1	2	2	2	0	17	22
11	Cycle measures on New Street between B & C and the Town Centre.	2	2	2	2	1	1	1	1	1	1	16	25
30	Pedestrian crossing at Gloucester Rd/Biddulph Way (Site D)	1	1	2	2	1	1	2	2	2	0	16	25
40	Footpath improvement west of Lower Road Trading Estate	1	1	2	2	2	1	2	2	1	0	15	26
45a	Town Trail Refurbishment (North of Orchard Lane)	2	2	2	2	1	1	1	2	1	0	15	26
4	Extension of shared use path between Aldi and Barnett Avenue (ZB2 path)	0	2	2	2	1	1	1	2	1	1	15	30
9	Shared use path on town side of the bypass between ZB2 path Lower Road Industrial Estate to Lower Road / Little Marcle Road roundabout	1	1	2	2	2	0	1	2	1	1	15	30
17	Upgrade of ZB9 footpath between Martin's Way and Mabel's Furlong to link with 16.	1	2	2	2	1	1	1	1	1	1	15	32
45d	Town Trail Refurbishment (south of Little Marcle Road section)	2	2	2	2	1	1	1	2	0	0	13	33
24	Footpath link to Wellington Heath (canal pathway)	1	2	2	2	1	0	2	1	1	0	13	34
47	Pedestrian Wayfinding Signage Review	1	1	2	2	1	1	1	2	1	0	13	35
44	Car park management (fee/strategy) and signage	1	2	0	1	2	1	1	1	2	0	13	35
25	Widened footway to increase public space around Market House including review of bus stop locations and parking	2	2	2	2	2	1	-1	1	1	0	13	37
26	Widened footway along eastern end of Bye Street, with one way for vehicles (east to west) and cycle contra flow	1	2	2	2	2	0	-1	1	2	0	13	37
2	Shared use paths along the B4214 Bromyard Road.	1	1	2	1	1	1	0	0	1	1	11	39
37	Station parking	2	1	1	1	0	1	1	0	1	1	11	39

Ref	Description	Economic	Efficient network	Active travel	Safety	Technical	Affordable	Acceptable	Legal	Value for Money	Developer Funds	Score	Rank
		O1	O2	O3	O4	D1	D2	D3	D4	V1	V2		
3	Junction improvement Hereford Road / Bromyard Road / Rail Station	2	1	0	1	0	1	1	1	0	1	9	41
29	Traffic calming in areas of the town	0	1	2	2	1	0	1	1	0	0	8	41
28	Town wide 20mph zone	0	0	2	2	2	0	0	1	0	0	7	43
41	Junction improvement at The Southend junction with Mabels Furlong	0	1	0	1	1	0	1	1	1	0	7	43
43	Widened footway between Top Cross and Police Station	0	0	1	1	1	0	1	1	0	1	7	43
31	Remodelling of road junctions along Bye St/Bridge St/Lower Rd	0	1	1	2	0	0	1	1	0	0	6	46
32	Remodelling of road junctions along Woodleigh Road	0	1	1	2	0	0	1	1	0	0	6	46
33	Remodelling of road junctions along Little Marcle Road	0	1	1	2	0	0	1	1	0	0	6	46
38	Accessible footbridge between platforms	1	1	2	2	1	0	-1	0	0	0	6	49
12	Cycle contraflow at High Street end of New Street	0	1	2	-1	0	0	0	0	1	1	6	49
42	Residents Parking Scheme (various locations)	0	0	0	0	2	0	1	1	0	0	4	51
46	Knapp Lane traffic flow management (one way eastbound after Upperfields?)	0	1	0	1	1	1	0	0	0	0	4	52

*Note Value for Money Scores have been doubled in summing the total

7 Intervention Assessment Scoring

7.1 Intervention Scores

- 7.1.1 Table 7-1 summarises the scores for the individual interventions and further details with regards to likely action, cost, funding, timeframe and next steps.
- 7.1.2 The scale of costs associated with the intervention is based on an approximation of similar schemes elsewhere and is not a fully detailed estimate. It includes an allowance for professional fees, land, compensation, and maintenance costs.
- 7.1.3 Funding sources for identified schemes have been noted as the following:
- AP – BBLP's Annual Plan
 - S106 – Developer funding
 - Grant – third party funding sources such as DfT, Homes England, Local Enterprise Partnerships, Network Rail or similar bidding opportunities as they arise
 - Capital – other Herefordshire Council funds example property or reserves/prudential borrowing
- 7.1.4 Indicative timeframes have been estimated based on the following:
- Short Term, scheme scores well. Ability to deliver within HC/BBLPs control (1-2 years)
 - Medium Term, whilst scheme scores reasonably well, nature of the proposal involves third party discussions or processes which will take time to resolve (2-5 years)
 - Long Term- low priority or longer term scheme depending on funding and third parties to progress (5 years plus) or developments permitted/proposed to be constructed.

Table Key:

Type of Works	Development Site References	Planning Ref
AT- Active Travel	Site A: Land North of Viaduct	171532/O (Ledbury SUE)
C- cycling	Site B- Land rear of Full Pitcher PH	141651/O & 172501/RM
P- pedestrian	Site C – Land south of Leadon Way	143116/O & 164078/RM (Barratts)
H- Highways	Site D – Land south of Leadon Way	174745/O (Bovis)
PT- Public transport	Site E – Dymock Road Ledbury	174495/O (Gladman)
	Site F – Lower Marcle Rd	

Table 7-1: Summary Intervention Appraisal

Ref	Location/Description	Nature Of Works/Assumptions/Issue Or Concerns	Scale Of Cost	Contribution To Objectives	Value For Money	Deliver-Ability	Total Score	Rank	Funding Source?	Ownership /Delivery /Lead	Timeline (Short/Med/Long Term)	Type Of Works
1A	Shared use access from Ledbury SUE (Site A) to include crossing over Hereford Road to link to New Mills Way	Path from development underneath railway. Informal crossing east side of roundabout.	200	8	8	8	24	1	S278	Sole Developer	Medium	AT
1B	Shared use access from Ledbury SUE (Site A) to include crossing over A438 to link to Riverside Park	Path from development underneath railway. Informal crossing west side of roundabout.	175	8	8	6	22	5	S278	Sole Developer	Medium	AT
1C	Formal crossing of Hereford Road and shared use link to join with path at southern end of Golding Way to Site A including lighting.	Formal crossing with link north to Ledbury SUE. Upgrade of existing Public Right of Way.	200	7	6	8	21	11	S278	Sole Developer	Medium	P
2	Shared use paths along the B4214 Bromyard Road.	Landscape and land ownership issues with sensitive land uses to be considered.	240	5	2	4	11	39	S106	BBLP /HC/TC	Medium	AT
3	Junction improvement Hereford Road / Bromyard Road / Rail Station	Constrained junction geometry due to proximity of rail bridge, topography land ownership and junction capacity issues to be balanced against active travel users' needs.	150	4	3	2	9	41	S106	Sole Developer	Medium	H
4	Extension of shared use path between Aldi and Barnett Avenue (ZB2 path)	Existing path between employment area and residential estate. Some width limitations.	90	6	5	4	15	30	S106	Sole Developer	Medium	AT
5	Widening narrow footbridge on Town Trail over Orchard Lane	Existing bridge built 1989 with effective width of 900mm, 19m span. Need to establish condition of existing abutments and suitability to support any new deck. Looking for a minimum 3m effective width.	150	8	6	6	20	12	S106	BBLP	Medium	P
6	Improvement to links between Orchard Lane and Town Trail south of footbridge (mainly alignment of dropped crossings)	Existing at grade crossings does not align for ease of crossing Orchard Lane.	70	5	7	6	18	15	S106	BBLP	Short	P
7	Alternative to steps at the town end of Green Lane by Homend Crescent	This would assist cyclists and those with pushchairs.	70	6	7	4	17	18	S106	BBLP	Long	P
8	Bye Street / Town Trail crossing	Town Trail crossing at road level (former bridge filled in). No direct alignment or dropped kerbs. Suggested table to slow traffic and improve ease of crossing.	80	8	6	6	20	12	S106	BBLP	Short	P
9	Shared use path on town side of the bypass between ZB2 path Lower Road Industrial Estate to Lower Road / Little Marcle Road roundabout	Roadside path	150	6	5	4	15	30	S106	Sole Developer /BBLP	Medium	AT
10	Crossings over Bypass, Little Marcle Road to link in with 9.	Crossing to enhance link to employment sites west of the town and development at site F.	250	8	5	4	17	18	S106	Combined Developer /BBLP	Medium	P
11	Cycle measures on New Street between B & C and the Town Centre.	Scope to be defined, but suggested focus to provide improvements on the lower end of New Street to then link into Town Trail.	150	8	4	4	16	25	S106 / S278	BBLP	Medium	C
12	Cycle contraflow at High Street end of New Street	Constrained width and historic building to be considered.	80	2	0	4	6	49	S106	BBLP	Long	C
13	Shared use path on north side of A449 to connect with 14. & 15. below	Path would provide connectivity to expanded sports facilities to the west of Ledbury.	200	7	7	4	18	15	S106	Sole Developer	Medium	AT
14	Crossing over the bypass north of the Full Pitcher roundabout linking Town Trail with 13 and Old Wharf Industrial Estate.	Informal crossing points around the roundabout to link employment and residential developments to and from the town and development at site F.	120	8	6	8	22	5	S106	Sole Developer	Medium	AT
15	Crossing over the bypass south of the Full Pitcher roundabout linking with Old Wharf Industrial Estate.		250	8	7	8	23	4	S106/278	Sole Developer	Medium	
16	Informal crossing to B4216	In conjunction with Development site at Leadon Way	50	8	8	8	24	1	S106	Sole	Short	P

											Developer		
17	Upgrade of ZB9 footpath between Martin's Way and Mabel's Furlong to link with 16.	Enhance existing path to improve usability especially for cyclists	80	7	4	4	15	32	S106	Sole Developer	Medium	P	
18	Upgrade of Mabels Furlong and Biddulph Way spur footways to shared use	Enhance existing path to improve useablity especially for cyclists, with potential link through third party undeveloped land to Bypass thereby allowing for future link across to sites C and D.	120	8	5	4	17	18	S106	Sole Developer	Medium	AT	
19	Crossing of A417 Ledbury Bypass to connect to site D	In conjunction with 18, at grade crossing of bypass to development site.	120	8	6	8	22	5	S278	Sole Developer	Medium	AT	
19A	Crossing of A417 Ledbury Bypass to connect to site D	Grade separated (bridge) link	500	8	3	6	17	22	S106	Combined Developers	Long	AT	
20	New bus stop and shelter on the west side of Martins Way, plus the provision of a shelter at the existing bus stop on the east side of the road together with associated kerbing works, ground works, drainage works and design	Works in conjunction with development site C.							S106	Sole Developer	Short	PT	
			20	8	8	6	22	5					
21	40MPH TRO on A417 Leaden Way between the Full Pitcher roundabout and a point east of the proposed roundabout access	Works in conjunction with development site C.	5	7	6	6	19	14	S106	Combined Developers	Short	H	
22	Crossing and shared use path along Martin's Way to link with 17. And 18. (B & C)	Works in conjunction with development site C.	300	8	8	8	24	1	S278	Sole Developer	Short	AT	
23	Shared use footpath along the north side of Hereford Road to a crossing serving Golding Way to link with the Town Trail (Saxon Way)	Scheme identified as a suitable connection to development site A, but could form a standalone improvement for existing residential properties north of Hereford Road.	75	8	5	4	17	18	S106	Sole Developer	Medium	H	
24	Footpath link to Wellington Heath (canal pathway)	Identified by ward member, in conjunction with possible aspiration for canal restoration project. No known route identified.	500	7	4	2	13	34	To be identified	Combined Developers /BBLP	Long	AT	
25	Widened footway to increase public space around Market House including review of bus stop locations and parking	Town centre enhancement scheme to reduce dominance of road space and enhance opportunities for events without road closures. Works would encompass public transport improvements, resurfacing and repaving works.	1500+	8	3	2	13	37	To be identified	Combined Developers /BBLP/HC/TC	Medium	H	
26	Widened footway along eastern end of Bye Street, with one way for vehicles (east to west) and cycle contra flow	To widen footway, there is insufficient width for two way traffic flow. Would require TRO process, and design could integrate with works for No. 25. Consideration required for delivery vehicles, increased use of Longacres and associated consideration of parking and traffic, issues passing the primary school.	150	7	2	4	13	37	To be identified	BBLP /HC/TC	Long	P	
27	Additional level added to an existing town centre car park. (St Katherines, Bye Street or Bridge Street would not be suitable for this type of build leaving only Lawnside car park).	Costs of construction will never be recouped by the additional parking income that may be achieved.	2000	1	-2	-2	-3	53	To be identified	BBLP /HC/TC	Long	H	
28	Town wide 20mph zone	Option for town wide scheme within bypass which would be simpler to implement and less costly	250	4	3	0	7	43	To be identified	Sole Developer	Long	H	
29	Traffic calming in areas of the town	Town Council request but no specific schemes identified. Further discussion with stakeholders necessary.	500	5	3	0	8	41	To be identified	BBLP /TC	Long	H	
30	Pedestrian crossing at Gloucester Rd/Biddulph Way (Site D)	Potential route from development site D.	75	6	6	4	16	25	To be identified	Sole Developer	Medium	P	
31	Remodelling of road junctions along Bye St/Bridge St/Lower Rd	Town Council request but no specific schemes identified. Further discussion with stakeholders necessary.	100	4	2	0	6	46	To be identified	BBLP /TC	Long	H	
32	Remodelling of road junctions along Woodleigh Road	Town Council request but no specific schemes identified. Further discussion with stakeholders necessary.	100	4	2	0	6	46	To be identified	BBLP /TC	Long	H	
33	Remodelling of road junctions along Little Marcle Road	Town Council request but no specific schemes identified. Further discussion with stakeholders necessary.	100	4	2	0	6	46	To be identified	BBLP /TC	Long	H	

34	Upgrading of PT facilities within the town centre to include shelters, kerbing etc.	Works should be included in a larger scheme, or standalone improvements could be undertaken.	150	7	6	4	17	22	To be identified	BBLP/HC	Medium	PT
35	Real time information especially by the Market House, War Memorial and railway station	Real Time information being rolled out as funds allow across the County.	50	6	6	6	18	15	S106	BBLP/HC	Medium	PT
36	Review of facilities at all key bus stop in Ledbury with aim to upgrade.	Improvements suggested to focus on key corridors/stops notably the Old Hospital site and Biddulph Way with new kerbs, shelter and associated infrastructure. For pricing assumed 15 sites could be upgraded	225	6	7	4	17	22	To be identified	BBLP/HC	Medium	PT
37	Station parking	Long term aspiration as known demand outstrips supply and displaced parking impacts residential areas close by. Development led aspirations for site north of the station, but planning policy issues difficult to address. Access constrained to northside due to topography and local road geometry. Some rail land could offer option, but again access issue limit developability.	600+	5	2	4	11	39	To be identified	Rail operator/ potential developers	Long	H
38	Accessible footbridge between platforms	Step only access from south to north platform. A northern car park would offer some provision, but would be a circuitous route with preference for lift access to footbridge. DfT previous funded improvements through Access for All Programme and working with rail operator may identify new options.	1500	6	0	0	6	49	To be identified (Annual Plan)?	Rail operator/ potential developers	Long	PT
39	Footpath link from development site D to The Southend	Any development will need to provide suitable footpath links to the established network of paths in the town, with emphasis on direct routes to key destinations such as local education and the town centre.	75	8	6	8	22	5	To be identified	Sole Developer	Medium	P
40	Footpath improvement west of Lower Road Trading Estate	This existing narrow link can be enhanced in conjunction with other improvements in the locality.	35	6	7	2	15	26	To be identified (Annual Plan)?	BBLP /TC	Medium	P
41	Junction improvement at The Southend junction with Mabels Furlong	Town Council have requested a study to investigate options to enhance this junction which provides access to the school.	90	2	3	2	7	43	TC	BBLP /TC	Long	H
42	Residents Parking Scheme (various locations)	Requests for Resident Permit Parking schemes have been received from a number of disparate locations across the town in response to localised parking issues/conflicts. Any parking strategy needs to be aligned with HC's residential parking policy and consider a holistic approach and consequential impacts if schemes were to be supported.	150+	0	4	0	4	51	To be identified	BBLP	Long	H
43	Widened footway between Top Cross and Police Station	Existing path limited by building frontages and required road width. Some scope for localised widening.	75	2	3	2	7	43	S106	BBLP	Long	P
44	Car park management (fee/strategy) and signage	Directional signage to car parks can play a key role in local traffic management, whilst parking charges influence driver choice and can lead to disparity in demand.	35	4	5	4	13	35	To be identified	BBLP /TC	Medium	H
45a	Town Trail Refurbishment (North of Orchard Lane)	Unsurfaced, raised section with no lighting. Sensitive for ecology and relationship to residential properties.	150	8	5	2	15	26	S106	Combined Developers /BBLP	Medium	AT
45b	Town Trail Refurbishment (Orchard Lane-Bye Street section)	Surfaced and lit through recreation ground. Less sensitive to improve	75	8	8	6	22	5	S106		Short	AT
45c	Town Trail Refurbishment (South of Bye Street)	Sunken section of Trail with mixed surfacing. Drainage improvements and low level lighting appropriate.	100	8	7	2	17	22	S106		Medium	AT
45d	Town Trail Refurbishment (south of Little Marcle Road section)	Road side section of Town Tail through mixed land use area.	100	8	5	0	13	33	S106		Medium	AT
46	Knapp Lane traffic flow management (one way eastbound after Upperfields?)	Long debated "rat run" which has been subject to discussions and ideas as to the merits of interventions. Narrow junction onto The Homend, and characterised by tight geometry along its length, interventions to limit through traffic would displace vehicles through other sensitive junctions and would need balanced consideration.	250	2	2	0	4	52	S106	BBLP	Long	H
47	Pedestrian Wayfinding Signage Review	Assess existing signage, maintain and enhance as appropriate	Up to 50	6	5	2	13	35	TC/S106/HC	Combined Developers /BBLP	Medium	AT

8 Delivery

- 8.1.1 Potential enhancements within Ledbury have been identified and an initial assessment of their suitability to contribute to the town's future transport network and planned growth and continued economic development undertaken.
- 8.1.2 The above summary has assessed 53 different interventions to help deliver the identified objectives of this Transport Strategy. Of those a number have been identified for immediate action, or further refinement to allow their implementation.
- 8.1.3 Based on the scoring criteria there are several schemes that could progress with a suite of measures in the town centre, and some others that will be dependent upon their progress through the planning system. The following table has aggregated these schemes into bundles to identify how they can be implemented
- 8.1.4 Where funding has not been identified further work will be required to detail and scope more fully the nature of the potential works and conversations started with key stakeholders to secure support and clarity on which should be implemented.
- 8.1.5 Based on the appraisal and works necessary/undertaken to date the following would appear to be those requiring ongoing works to identify scope and agree a way forward. They represent schemes that would be of benefit to the wider town, have scored well in the assessment, but are not solely identifiable as being attributable to any one development, or would benefit from a combined funding stream to ensure their delivery.

Table 8-1: Short Term Schemes for Progression

Package	Schemes	Next Steps
A	5: Widening narrow footbridge on Town Trail over Orchard Lane	Bridge surveys to identify opportunities/costs for upgrade/enhancements
B	35: Real time information especially by the Market House, War Memorial and railway station 34: Upgrading of PT facilities within the town centre to include shelters, kerbing etc. 25: Widened footway to increase public space around Market House including additional parking capacity 8 : Bye Street / Town Trail Crossing	These schemes can be brought together under one project. HC support would be required to allow for further design evolution of the concept ideas to allow costing and stakeholder engagement and thereby future identification of funding needs and sources.
C	45a: Town Trail Refurbishment (North of Orchard Lane)	The scheme has identified S106 funding as an appropriate mechanism for support. Work is recommended to progress a design to allow for costing and stakeholder engagement.

- 8.1.6 Further details of these are provided below.

Package A**Orchard Lane Bridge (Scheme 5)**

8.1.7 A bridge is currently provided over Orchard Lane to maintain continuity of the Town Trail. However the bridge is very narrow and not suitable for cycles, wheelchairs or wide pushchairs. These users have to use the ramps down to Orchard Lane and cross the street and go back up to the trail. This makes this crossing difficult for these users and the trail overall a less desirable route.



Figure 8-1: Orchard Lane Bridge

(Imagery © 2017 Google Map Data)

8.1.8 To address this issue a replacement bridge would be required. An appraisal of the existing bridge abutments would be necessary to determine if a wider bridge could be incorporated on the existing abutments, or if new abutments would be required. The latter would make this provision considerably more expensive. These investigative works commenced in early 2019 to help inform S106 negotiations with developers.

Package B**Bridge Street / Bye Street Road Crossing (Scheme 8)**

- 8.1.9 Adjacent the leisure pool, the Town Trail crosses Bridge Street / Bye Street. This crossing is uncontrolled and there is no tactile paving provided. The footway widths are narrow, such that cyclists wanting to cross would block the footway for pedestrians.
- 8.1.10 To improve this crossing it is proposed that a raised table crossing be introduced, together with footway build outs (subject to available widths). This arrangement would highlight the presence of the Town trail, would provide a degree of calming to traffic, and would give additional space for cycles waiting to cross.



Figure 8-2: Bridge Street/ Bye Street

- 8.1.11 The provision of a controlled crossing at this location would be subject to surveys of pedestrian and vehicle flows. The lower threshold for a controlled crossing is for a Zebra crossing. TSGRD 2016 allows for the provision of a parallel crossing in these circumstances.



Figure 8-3: Parallel crossing to make provision for cyclists

- 8.1.12 If flows permit, the use of a signal controlled crossing could be provided. A Toucan signal controlled crossing permit cycles to cycle over the crossing.

Package B**High Street/Market House Public Realm Enhancement (Scheme 25)**

8.1.13 To enhance public spaces within the town and as a result improve the experience for visitors, it is proposed that a programme of public realm improvements be developed. These works need to consider multiple funding streams including developer funding/contributions, grant applications and HC capital funding. Key aspects include:

- Enhancements to streetscapes, particularly in the town centre
- Enhancements to street furniture to achieve consistency, quality and functionality
- Enhancements to signage within the town centre area

8.1.14 The quality of the streetscape within the town is a key factor in the experience of residents and visitors. Enhancing the streetscape can provide a significant contribution to the regeneration of streets both through the general appearance but also the opportunity to improve the layout of streets to improve their functionality.

8.1.15 To be able to deliver an improved quality and coherent public space, it is proposed that the improvements be developed on the basis for the Manual for Streets (MfS) principles. First published in 2007, Manual for Streets provides guidance to create residential streets with a greater sense of place. Following on from the first edition, in 2010 Manual for Streets 2 was published to provide guidance for streets in urban areas up to but not including trunk roads. The principles of MfS in relation to street design are:

- Applying a user hierarchy to the design process with pedestrians at the top;
- Recognising the importance of community function of streets as spaces for social interaction;
- Emphasising a collaborative approach to the delivery of streets;
- Promoting an inclusive environment that recognises the needs of people of all ages and abilities;
- Using the minimum of highway design features necessary to make the streets work properly.
- Creating networks of streets that provide permeability and connectivity to main destinations and choice of routes;
- Encouraging innovation with a flexible approach to street layouts and the use of locally distinctive durable and maintainable materials.
- Designing to keep vehicle speed at or below 20mph in streets and places with significant pedestrian movement;
- Developing street character types on a location specific basis requiring a balance to be struck between place and movement in many of the busier streets;
- A locally appropriate balance should be struck between the needs of different user groups;
- Reflecting and supporting pedestrian and cyclist desire lines in networks and detailed designs.

- 8.1.16 MfS was developed to provide a framework for designing streets in residential and urban areas to make them an integral part of urban space rather than a severance to movement and connectivity. They improve the permeability of streets and spaces enhancing accessibility for pedestrians and cyclists. They no longer focus purely on the requirements for motor vehicles. This approach is favoured in the highways industry over the use of the DMRB in urban areas.
- 8.1.17 The development of the streetscape needs to be proportionate to the location and the activity undertaken in the street. Implementing schemes with quality materials is costly and so this can only be undertaken in key spaces in the town centre. The level of treatment in different areas can be defined by a streetscape hierarchy. A palette of materials can be developed for each level.
- 8.1.18 The delivery of streetscape improvements will need to be undertaken over a period of time, both as part of local authority works and where appropriate as part of new private developments. To ensure there is a consistent approach, particularly in the town centre, the hierarchy can form part of a design code document. The code can define the material palette, key layout requirements, together with soft and hard landscaping options.
- 8.1.19 The final selection of materials will need to be undertaken as part of a more detailed development of a design code and streetscape concepts. It is recommended that given the historic nature of the town centre, the materials are complementary to the colours and materials of the historic buildings. The excessive use of different colours and patterns more typical in larger urban areas should be avoided.
- 8.1.20 In addition to the use of enhanced materials the improvements to the streetscape should look at the layout of key streets. In line with Manual for Streets, and to improve the accessibility and feel of the streets space for pedestrians should be maximised, with severance caused by vehicle traffic reduced. Such proposals would need to consider the balance in parking demand against enhanced pedestrian space.
- 8.1.21 The Homend and High Street are key streets in the town centre for both shops and traffic. As a result the conversion of this street to a shared space is not realistic. However the dominance of the carriageway could be reduced by introducing materials and carriageway features to break up the carriageway (Scheme 25). During the Stakeholder Review a Concept scheme was included to encourage discussion on the opportunities to make changes to the Market House area. This created a lively debate, particularly with local retailers on the priorities for this space, and it is hoped this work could continue to identify the needs and demands placed on the High Street. Initial concepts included:
- The introduction of a paved square around the Market House, Bye Street, Church Street The Homend and High Street junctions. This could be a raised table area, with street furniture and material colours used to differentiate carriageway and footway areas.
 - Using alternative materials for parking bays on The Homend to reduce the expanse of carriageway and give a visual narrowing of the carriageway.
 - Paved junction features encompassing side road junctions along The Homend and High Street.

- Paved gateway feature south of the junction of The Homend and Orchard Lane and High Street north of Worcester road.
- Additional paved raised crossing features along The Homend and High Street.
- Altering the layout of parking to enhance the ease of short stay and deliveries, whilst readily accommodating market days and other events.

8.1.22 Further to these key streets, paving / materials should be extended partially into side streets and alleys off High Street and The Homend. This can be used to attract pedestrians to destinations off the main street including the Masters House and Ledbury Parish Church.

Street Furniture

8.1.23 As part of improving the appearance of the public realm, it is proposed to introduce a harmonised suite of street furniture. Street furniture should reflect the historic atmosphere of Ledbury's town centre. It will not only improve the appearance, but make the town centre more accessible. It is proposed that a street furniture audit of the town centre be completed to inform any initial design layouts. The street furniture will comprise of the following elements:

Benches:

Like other markets towns, there is an opportunity to reflect the town's centres historic nature by using bespoke benches. Historic themes or the town crest can be cut into the back of the bench. An example of this concept is the Falklands bench in Hereford; this is one of three benches around the city, designed to honour the local men who fought in the Falklands War.



Bins:

It is clear from visiting Ledbury Town Centre that the current bins are in need of replacement. The current bins have corroded and have a negative impact on the appearance of Ledbury's public realm. Herefordshire Council have selected the Broxap derby style bin as the 'standard' for new installations. Using a standard bin gives consistency of appearance as well as efficiencies in the process for emptying the bins. Renewing the bins throughout the town centre will allow for the street cleansing teams to have one key. Bins can be embellished with a town council crest or historic themes reflected in the design of the bespoke benches, if these are utilised.



Planters/ Hanging Baskets:

Ledbury currently has several planters and hanging baskets throughout the town centre. These displays of vegetation have been shown to create a more attractive environment for visitors. These displays can contribute to improvements in air quality, visitor wellbeing, which can encourage visitors to visit and stay longer within the town centre environment.

Though these displays can have a positive impact on visitor experience, the on-going requirement for maintenance and water must be considered. This can be addressed with planters that have built in water reservoirs, or the selection of low maintenance vegetation.

In key streets the introduction of street trees should also be considered. It is likely that utilities and potential for archaeology would limit the potential for below ground tree pits. The use of above ground planters for trees can address this and provide greater flexibility for positioning.

**Cycle Parking:**

Currently there are some black cycle stands located on High Street. Providing more cycle provision will be an important element of managing traffic and promote cycling throughout the town. Footway widths limit the available locations to provide cycle racks but they should be located close to the gateways into the town with more provision in the vicinity of the High Street. It is recommended that any new cycle parking facilities should be the standard Sheffield hoop style in black, in both adult and junior sizes, to coordinate with the existing infrastructure

**Signage:**

Whilst the use of surface materials can guide visitors to access destinations off key streets, the ability to navigate around the town and improve the overall visitor experience is enhanced with good quality signage. There are currently a range of fingerpost and information signs, in a black and white theme. These signs are in need of repainting, but reflect the black and white colours of historic buildings in the town. It is proposed that a signage audit be carried out. This would aim to:

- Identify key destinations that require signage;
- Identify signage in need of maintenance;
- Identify signage to be replaced in a chosen style; and
- Develop a signage layout for the town centre.



Package C**Town Trail Refurbishment and Enhancement (Scheme 45)**

- 8.1.24 Feedback from the stakeholder consultation identified that parts of the current footpath network are poorly maintained with overgrown vegetation, especially the town trail. Improvement of the Trail scored highly in the initial appraisal. The availability of funding for maintenance is limited due to increasing budget pressures. Maintenance could be initially addressed through a programme of enhancement to the existing paths. To maintain a consistent level of maintenance, the use of community groups and volunteers to assist should be considered. BBLP run training courses for volunteers in the use of tools for vegetation management. In Holmer & Shelwick Parish north of Hereford, a Ramblers working party have cleared a section of bridleway following more major tree clearance work by BBLP.
- 8.1.25 The surface of the existing paths was raised as an issue in the consultation. Where existing paths are upgraded, the choice of surfacing will need to reflect the location of the path such that it is in keeping with the surroundings. A range of path surfacing materials are outlined below.
- 8.1.26 With all of the path surfaces, performance and longevity are impacted by their ability to drain. Footpaths adjacent to highways will typically drain towards the carriageway and be drained by the highway gullies. Drainage issues on these paths are typically resulting from potholes or loose slabs. These can typically be resolved through a programme of repairs. New paths can use construction build up's that are more resilient to potholes, particularly for paved paths.
- 8.1.27 In parks and 'green' areas, providing a piped positive drainage network for paths is not normally feasible or necessary. These paths should fall either to one side (crossfall) or to both sides (cambered). Surface water runs off to the adjoining areas. Existing paths can be upgraded to provide an improved fall. By sheading the water from the surface more effectively the condition of the path is kept at a better standard. The adjoining areas must also be able to drain. This is typically a function of the permeability of the surrounding soil. Where there are known drainage issues, these can be mitigated by creating shallow ditches or routes for water to drain away from the immediate path area. Water can then stand in wet areas without impacting the use of the path. These if planted appropriately can be additional landscape and wildlife features.

Table 8-2: Palette of Surfacing Materials

Material	Appropriate Locations	Comments
Asphalt		Urban areas, areas subject to high volumes of use. Asphalt is a resilient surface material. It is not the material for choice in more 'green' locations.
Paving (block or Slabs)		Town centre areas of higher importance. Longevity relies on quality of foundation. Degrades more easily if bedding sand washes out. Can be subject to vegetation growth in joints.
Resin bonded gravel		Parks and green paths where a higher standard of finish is required. Fine gravel is bonded to an asphalt base with resin. Provides a softer finish than asphalt.
Self-compacting gravel		Green paths in more rural locations. Graded gravel that when compacted bonds to make a firm surface. Provides a firm surface for pedestrians and cyclists. A cheaper alternative is loose gravel, but this can be hazardous for pedestrians and cyclists.
Unmade		Rural footpaths Suitable for rural paths where a finished surface is not feasible or necessary.

8.1.28 The suitability of the paths for use at night was also highlighted as a concern in the consultation. To encourage the use of the paths as a regular alternative to car travel, users need to feel safe when using them on darker mornings and evenings. The provision of lighting can address this but has a number of issues which have to be considered:

- The additional maintenance and operational cost of additional lighting assets.
- The increase in light pollution in green spaces, or rural areas.
- The impact of light on wildlife, in particular bats and birds.

8.1.29 It is suggested that lighting of paths be considered for the following:

- Key connectivity routes with high pedestrian flows
- Routes where there is limited visibility from surrounding residential areas resulting in the perception or potential for concern from users.

8.1.30 As with all street lighting any new lighting installed would be LED. This minimises energy usage, enables a range of light colours (shades of white) to be selected, and allows light to be focused or directed toward paths.

8.1.31 The type of light would vary according to the location. Where lights are close to urban areas, the use of hinged street lamp columns may be most appropriate. In other areas bollard lighting can be less intrusive. The use of LED road studs on the edges of paths can also be used to aid route finding whilst minimising light pollution.

8.1.32 A significant cost associated with lighting installations is the need to provide power. Therefore the use of solar bollards and solar LED road studs should be considered as a value engineering alternative. These are effective provided there is not excessive shading from vegetation.

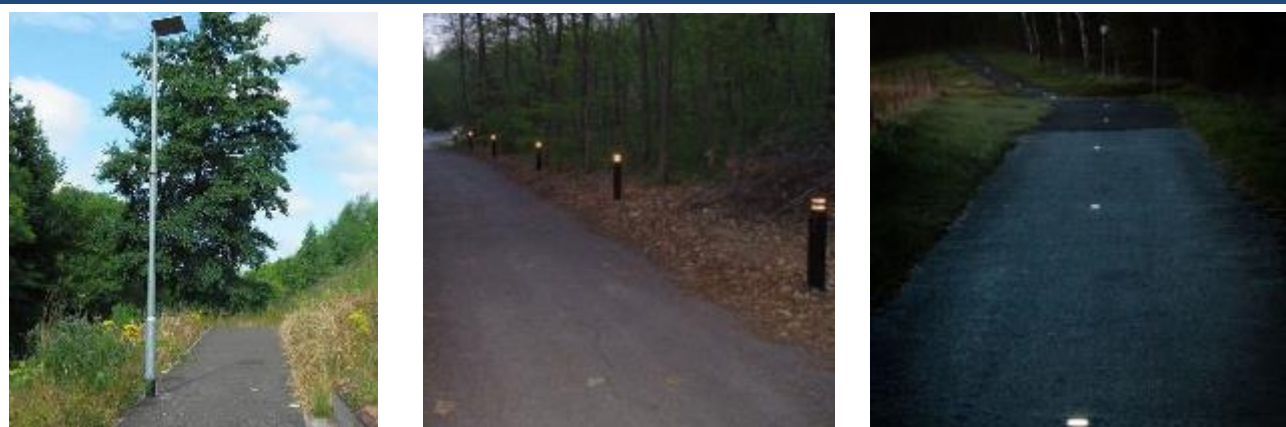


Figure 13: Examples of Lighting Features

9 Conclusions and Recommendation

- 9.1.1 The purpose of this study is to establish the existing transport issues within Ledbury to identify schemes for implementation which would assist in the delivery of Herefordshire Council and Ledbury Town Council objectives.
- 9.1.2 Based on data including traffic flows and collision records, site walkovers and consultation with local businesses and stakeholders, a list of interventions was identified which would address the problems.
- 9.1.3 The identified interventions have focused on issues around public realm condition, reducing congestion, improving air quality, enhancing cyclist and pedestrian facilities and bus services, alongside parking and traffic management. The delivery of interventions that respect the historic nature of the town has shaped the possible measures that can be implemented to address local issues.
- 9.1.4 The appraisal has used a scoring framework taking into account their ability to provide a solution, their cost and deliverability. From this appraisal priority can be afforded to those interventions most readily deliverable from identified funding. Many of these are seen as complementary and could be implemented as a package of small schemes rather than standalone measures as detailed in **Table 8.1**. These focus on those independent of any planning application and hence are deliverable by Herefordshire Council as the lead organisation in partnership with key stakeholders.
- 9.1.5 It is recommended that the activities set out in Table 8.1 are taken forward for delivery in the upcoming financial year, but that an annual review of the Strategy is undertaken with key stakeholders to ensure progress and update priorities as time progresses.

Appendix A

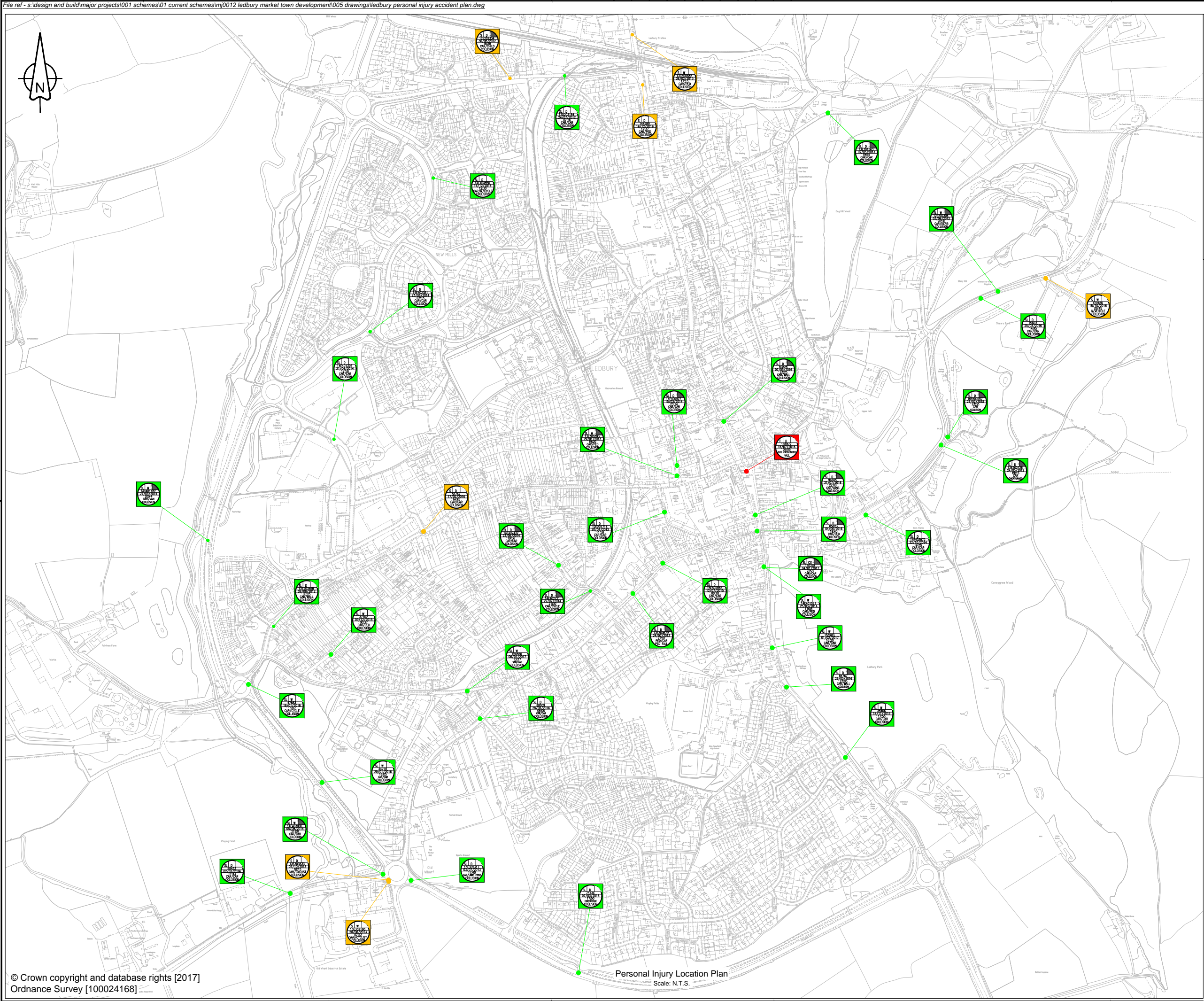
EXISTING INFRASTRUCTURE CONDITION

Defect Repaired	Ledbury		Leominster	
	No of Defects	%age	No of Defects	%age
PT – Carriageway Repairs	1766	70.5%	3152	59.8%
DR – Drainage Repairs	227	9.1%	702	13.3%
SI – Sign Repairs	108	4.3%	155	2.9%
AR – Tree Clearance/ Repairs	76	3.0%	153	2.9%
WL – White Lining Repairs	46	1.8%	0	0.0%
SL – Street Lighting Repairs	45	1.8%	18	0.3%
PT – Footway Repairs	43	1.7%	527	10.0%
GR – Overgrown Vegetation	29	1.2%	25	0.5%
PL – Defective Infrastructure	24	1.0%	13	0.2%
KS – Kerb Repairs	23	0.9%	300	5.7%
EN – Spoil on the Highway	22	0.9%	32	0.6%
PW – Gate/ Stile Repairs	22	0.9%	0	0.0%
EN - Obstruction	14	0.6%	34	0.6%
PA – Defective Apparatus	13	0.5%	12	0.2%
GR – Verge – Repairs	11	0.4%	54	1.0%
SC – Litter Bin Damage	10	0.4%	36	0.7%
RA – Safety Barrier Repairs	7	0.3%	8	0.2%
BO – Bollard Repairs	6	0.2%	26	0.5%
WM – Grit Bin Damaged	6	0.2%	20	0.4%
FU – Bus Shelter/Bench Damage	2	0.1%	2	0.0%
FU – Lifebelt – Missing	2	0.1%	0	0.0%
GR – Vis Splay (Safety)	2	0.1%	5	0.1%

(09/13-03/17)

Appendix B

PERSONAL INJURY PLOT



KEY

SEVERITY:
SL: Slight
S: Serious
F: Fatal

WEATHER:
D: Dry
W: Wet

LIGHT:
Daylight
Dark

INCIDENT TIME

INCIDENT DATE

INCIDENT DESCRIPTION

Accident Severity

Fatal - (F)

Serious - (S)

Slight - (SL)

P1	Text	Chkd	Appd	Date
Rev	Revision details			
Drawn:	M.S.W.		Preliminary	✓
Design:	N/A		For comment	
Chkd:	J.F.		For tender	
Appd:	H.I.		For construction	
Date:	27/07/17		As constructed	
			Other	

Balfour Beatty

Living Places

Client

G. HUGHES 22/09/10 M.B.T.P.A. M.B.E.R.
DIRECTOR OF ECONOMIES,
COMMUNITIES and CORPORATE

Herefordshire Council

Place Based Commissioning, Plough Lane, PO Box 4, Hereford, HR4 0LX.

Project Name

Ledbury Public Realm Feasibility

Drawing Title

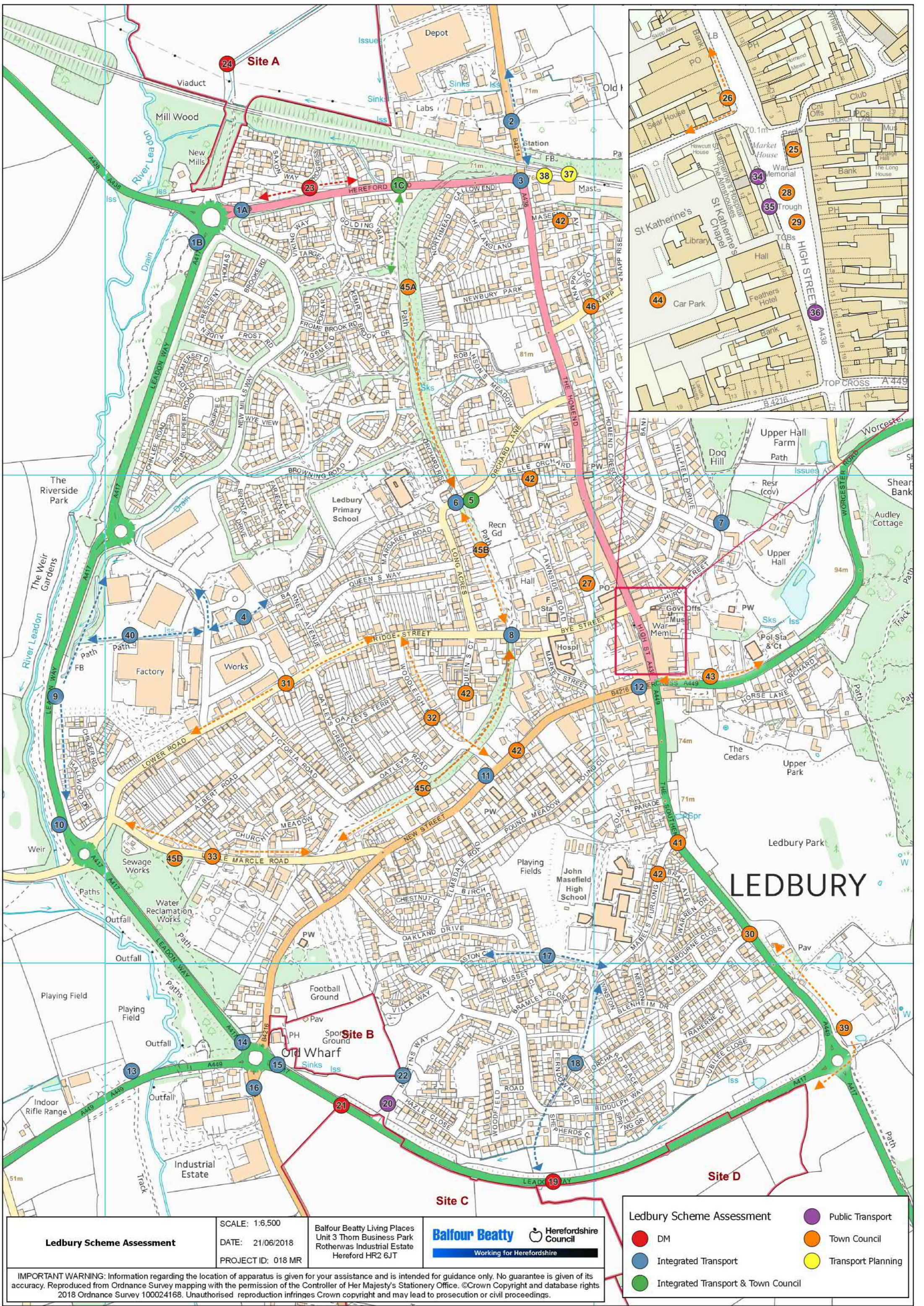
Personal Injury Collision Data

Original Drawing Size : A1	Dimensions : -
Scale : As Shown	Copyright © BBLP

Drawing No	Rev
MJ0012-001	

Appendix C

**LEDBURY AREA NEIGHBOURHOOD PLAN,
WORKSHOP AND SCHEME ALIGNMENT**



Ledbury Scheme Assessment

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SCALE: 1:6,500

DATE: 21/06/2018

PROJECT ID: 018 MR

Balfour Beatty Living Places
Unit 3 Thom Business Park
Rotherwas Industrial Estate
Hereford HR2 6JT

Balfour Beatty  **Herefordshire Council**
Working for Herefordshire

Ledbury Scheme Assessment

- DM
- Integrated Transport
- Integrated Transport & Town Council

- Public Transport
- Town Council
- Transport Planning

Recreation, Leisure and Green Spaces

Feedback from Consultation

- Ensure footpath routes link to schools and to current and new housing;
- Ensure paths are interconnected;
- Ensure surfaces are suitable for all users including wheelchairs;
- Maintain vegetation and drainage on Town Trail;
- Improve lighting on paths and recreation areas;
- Ensure road crossings for paths have suitable provision for non-motorised users;
- Improve accessibility of existing bridges and consider further ones to improve ease of use of paths;
- Consider creating wetland areas from locations prone to flooding as part of a flood resilience scheme;
- Improve current and provide further sports facilities;
- Consider community use of existing school facilities.

The Town Plan (2016) identifies possible actions that which can be implemented to achieve the above objectives. These included the following list. Where schemes have been identified that align with these Actions, the associated scheme reference is shown.

Town Plan Possible Actions

Schemes Identified

Research possible new routes and options to enhance existing routes to develop an improved network of footpaths in and around Ledbury;	1A, 1B, 1C, 2, 4, 5, 6, 7, 8, 9, 10, 13, 14, 15, 16, 17, 19, 22, 23, 24, 25, 26, 30, 39, 40, 43, 45, 47
Develop a plan for the expansion of public access facilities – including provision on enhanced footpaths (all weather), new routes etc.	
Improve lighting beside the recreation ground (mentioned by young people) and on the Town Trail.	45B



Long Acres Playground and Skate Park.

Attracting Visitors, Visitor Experience & Public Spaces

Feedback from Consultation

- Ensure visitor information is consistent and coherent;
- Improve provision and standard of public toilets;
- Improve signage to key areas, buildings and facilities to maximise visitor footfall;
- Ensure signage is located at appropriate positions in particular the railway station;
- Greater use of technology to improve visitor experience;
- Increase the number and range of exhibitions and workshops and ensure they are well publicised locally, regionally and nationally as appropriate;
- Provide banners and event signage for key events within the town;
- Ensure facilities and visitor information points cater for disabled visitors;
- Provide more benches and litter bins in public spaces;
- Review design of streetscape to facilitate good drop off facilities for visitors;
- Ensure a standard of street cleanliness is maintained to improve visitor experience

Town Plan Possible Actions

Scheme(s)

Further enhancements to tourist information with information points in the central area	25
Enhancing signage and tourist information maps	47
Improving streetscape and public spaces	26,26



High Street



Church Lane

Road Safety, Traffic & Provisions for Motorised Vehicles

Feedback from Consultation

- Improve signage and provision for disabled users in car parks;
- Review current car parking provision based upon current usage and demand figures;
- Provide a good and safe pedestrian and cycle network to minimise reliance on car use;
- Provide and enhanced, low cost bus service with improved frequency;
- Encourage active travel as alternative to car use;
- Improve parking provision to make town more attractive for tourists.



The Southend Junction with Worcester Road, New Street & High Street.

Town Plan Possible Actions

Scheme(s)

Review traffic management needs for the town in particular in and around the town centre	25, 26, 31,32,33,41,46
Ensure current heavy goods vehicle restrictions are appropriate and enforced	None yet identified
Review delivery arrangements in the town centre at peak times;	25
Review drop off provision for schools and consider safe points further away from schools	41
Progress out-of-centre free parking provision integrated with the coach park and existing circular bus route to town centre	None yet identified
Progress use of school car parking areas at weekends and in holidays	None yet identified
Review park and ride out of town options	None yet identified
Ensure all parking provision in town is well signed	44
Provide practical solutions for the car parking needs of residents who do not have access to off-street parking	None yet identified
Consider a dedicated drop-off and pick-up point in the centre for volunteer drivers	None yet identified

Reducing Car Use, Creating an Accessible Town Centre

Feedback from Consultation

- Ensure pedestrian routes link to key destinations in particular schools and are interconnected;
- Provide routes away from busy traffic wherever possible;
- Improve existing pedestrian route standard, in particular the Town Trail, to improve surface lighting and drainage;
- Review the options for local bus or transport provision;
- Identify and develop measures to address conflict areas between pedestrians, and cars, buses and deliveries;
- Monitor air quality to inform impact of town centre traffic;
- Improve the condition of existing footways to improve safe routes within the town centre;
- Provide improved provision for disabled within existing footway and public paths, in particular materials and dropped crossings;
- Consider one way restrictions and reduced speed limit in town centre to make it more pedestrian friendly;
- Establish a Ledbury Walking and Cycling strategy;
- Provide safe drop off points for schools.

Town Plan Possible Actions

Scheme

Improve route for walking and cycling in Ledbury;	1A, 1B, 1C, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 19, 22, 23, 24, 25, 26, 28, 29, 30, 39, 40, 43, 45
Ensure provision for safe cycle and footway routes, linking to the rest of the town, is included in the planning of any new developments of facilities	
Provide additional safe cycle parking in the town	25
Explore provision of secure bike parking and rent-a-bikes at railway station	None yet identified
Expand the availability of car parking at/ near the station	37
Improve the accessibility of the pedestrian link between the station and the town centre	3,35A
Investigate options for extending High Street market area considering a more pedestrian friendly street layout, speed limits, and traffic/ parking restrictions for market days	25,26
Review what facilities would encourage better use of the area around and under Market House both when used for markets and at other times – for example with improved lighting, an outdoor café area, screening, more seating, trees	25
Include the access needs of all members of the community including pedestrians, pram pushers, the disabled and those of limited mobility when developing improvements in Ledbury	General
Improve town centre accessibility – drop-downs, access to premises	6, 8, 25, 26

Appendix D

WORKSHOP ATTENDEES

Workshop List of Attendees
Chapel, St Katherine's and Alms Houses
Cycle Forum
Ledbury in Bloom
Allotment Association
U3A Gardeners
Ledbury Library Development Group
Friends of the Master's House
Herefordshire Council
Ledbury Places
Ledbury Poetry Festival (representing cultural and community events)
Ledbury Town Council
Ledbury Town Plan
John Masefield High School
Rail and Bus Users Forum
Tourist Information
Visitor Development Working Group

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