

Zero Carbon and Nature Rich: Herefordshire's Action Plan for Transport

Key:	Existing action	In development	Proposal - Needs resourcing	Parked/Deleted	Complete
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Walking & Cycling

Action	Details	Status	Enabling / Lead Partner	Delivery Partners	Funding	Project start date	Project end date	Ongoing Progress
Continue to offer TravelFund grants to businesses and schools to support active travel to work and education	Continue to offer and administer small scale travel grants for Herefordshire employers to support and develop provision for their employees to walk or cycle to work.	Existing action	Herefordshire Council		Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Ongoing	2022	14 businesses received grants for bike storage, business bikes, homeworking equipment. TravelFund Schools: 5 schools received grants for cycle parking. Countywide ebike grants: 33 businesses received ebikes & ecargo bikes (of which 8 were ecargo). In 2021/22, 102 Herefordshire businesses joined Travel for Work network, providing travel information, advice and support. TW now includes 309 businesses covering 12075 employees countywide. Take a stand scheme providing free cycle parking: 60 stands at 20 businesses/organisations in 2020/21; TravelFund 22 funded by DfT: 11 grants awarded for pool bikes and cycle stands to schools and businesses. No funding available as yet for TravelFund 2023. No funding now available from DfT for Take a Stand scheme
Walk to school	Walk to School	Existing Action	Herefordshire Council	Strideactive (WTS); HC	HC Climate Reserve	Jul-05	2023	Year-round support and activities 2 Newsletters, 12 activities for parents on the school run, 10 activities for teachers in the classroom 10 assemblies at 8 schools, with 2,345 pupils 10 workshops at 6 schools with 420 pupils Walk to School Week, 11 schools took part Walk to School Challenge, 6 schools took part, 5,982 km walked New walking bus set up
School Travel Plan Support	Recruitment of dedicated School Travel Plan Officer	In development	Herefordshire Council	Mosodi/HC	Climate Reserve	Jul-05	2026	Mosodi are delivery partners for Schools Travel Plan support. Contract extended to February 2023. Recruitment to a full time officer on a fixed three year term contract to support schools in the implementation of their travel plans expected
Offer bike loans and programme of led rides to enable people to ride with more confidence.	Established programme of led rides for women. Explore possibility of offering led rides in market towns	Existing action	Herefordshire Council		Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Sep-21	2022	Schemes have been running since 2015, with hundreds of participants to date. Started in September 2021 by Bikeright as delivery partner, regular led rides
Improve, expand and promote Park & Cycle scheme	23 of Park & Cycle sites across county with 4 key sites on periphery of Hereford. New sites being opened as part of new housing developments on outskirts of Hereford. Continue to explore opportunities for new sites for Hereford and the market towns.	Existing action	Herefordshire Council	Local pubs, Belmont Abbey, Wye Valley Trust, Aylestone Park Association, Halo.	Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Ongoing	2022	The scheme continues to draw new registrations and members
Work closely with local charities and other organisations to continue refurbishing broken/old bikes that people no longer use to enable them to be recirculated	Signpost people to local charities who refurbish bikes. Ensure any suitable bikes from household recycling centre are salvaged and donated. Explore organising bike exchange type event with St Michael's Hospice.	Existing action	Herefordshire Council	Severn Waste, St Michael's Hospice, Enviroability	Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Ongoing	2022	St Michael's Hospice have informal agreement in place with Severn Waste to receive bikes from household recycling centre in Hereford. St Michael's and EnviroAbility have also received donations of bikes through Herefordshire Council and signposting.
Continue and expand delivery of online 'Get Walking' project	Continuing project will enable us to grow number of people signed up, and encourage those signed up already to stay motivated.	Existing action	Herefordshire Council	Campbell Consulting	Climate Reserve	Ongoing	2023	Project has been running since 2017. New virtual walking tour, The North East Adventure launched November 2022. To date over 750 registered
Continue to offer Nordic Walking Group training sessions and provide ongoing support for participants	6 week course with encouragement for participants to continue to meet and walk after completing course. Delivered by Ignite.	Existing action	Herefordshire Council	Enable Walking	Climate Reserve	Ongoing	2023	Project has been running since 2019, with 816 course participants. Since 2020 there have more than 900 attendances with people keen to be learn a new skill. Plan to trial courses in some market towns in summer 2023

Continue and explore opportunities to grow successful Beryl bike share scheme in Hereford	30 electric bikes introduced in March 2021.	Existing action	Herefordshire Council	Beryl	Utilising grant from Government's DFT The Towns Fund utilised for introduction of electric bikes.	Ongoing	2022 for ride subsidy	All rides been subsidised to date. 30 electric bikes added to fleet on 11th March 2021. New contract procured with Beryl, with an additional 72 new e bikes due December 2022
Active Travel Fund	Development and delivery of Aylestone Hill walking and cycling improvement scheme.	Existing action	Herefordshire Council	Open procurement	DfT Active Travel Fund	Ongoing	Mar-22	Outline design proposals now being considered. HC Highways are planning modelling at junctions to evaluate impact of designs on traffic movements and safety concerns. Request for extension to timetable submitted to DfT early November 2022
Infrastructure Delivery Active Travel measures	Delivery of existing schemes and coordination of Walking and Cycling Infrastructure projects in Hereford City and the market towns	Existing action	Herefordshire Council	Open procurement	Herefordshire Council and grant funding	Ongoing		Using HEZ phase 5 funds to complete design work for Holme Lacy Rd and HEZ Quiet Route ATMS. Public Consultation complete. Quiet Routes now entering detailed design stage. Holme Lacy Road undergoing minor adjustments before entering detailed design.
Continue road safety education, training and publicity in schools	Delivery of practical pedestrian training, road safety workshops, Be Bright Be Seen events	Existing action	Herefordshire Council	West Mercia Safer Roads, Hereford & Worcester Fire Service	n/a	Ongoing		Deliver activities to c. 4,000 Herefordshire pupils per annum. Bought twelve child-like mobile signs aimed at encouraging drivers to park and drive safely outside schools
Continue to offer Bikeability Cycle Training to all schools in Herefordshire	Bikeability Level 2 training offered free of charge to all year 6 pupils in the county. Level 1 training offered to year 5 classes and level 3 training to secondary schools. All training delivered by Cycle Instructors.	Existing action	Herefordshire Council	Bike right	Funded through grant money from Department for Transport	Ongoing		Delivered by Bike right since July 2021 - July 2022 Numbers trained up to July 2022 : Level 1- 502; Level 2- 927; Level 3- 76 Numbers trained in Level 1/2: July – October inclusive 382
Continue to offer Bikeability Cycle Training to adults in Herefordshire	1:1 Bikeability training sessions delivered by cycle instructors. Bike hire for lessons optional and included free of charge.	Existing action	Herefordshire Council	Bikeright	Funded through grant money from Department for Transport	Ongoing	Mar-23	Good uptake of free adult cycle sessions.
Continue promotion and support of active travel. Promote benefits: Health, Environment, Reduction in emissions, saving time and money	Continuation of Choose how you move project. Provision of maps, route guides and high quality information. Sign- posting to activities, events, infrastructure and grant funding.	Existing action	Herefordshire Council		Funding through DfT Capability Fund	Ongoing		Promotion of active travel: Circular walks, Walk to School Week, Get Walking virtual walking tours, Beryl Bikes and e-Beryls and Park & Share

#### Public Transport

Action	Details	Status	Enabling / Lead Partner	Delivery Partners	Funding	Project start date	Project end date	Ongoing Progress
Continued provision and expansion of real time bus information	Information accessed by use of QR codes	Existing action	Herefordshire Council	All Herefordshire local bus service operators	Funded through DfT Access Fund	Ongoing	2022	12 Electronic display screens are installed across Herefordshire. QR codes with audio description have been rolled out at over 400 bus stops in the county. Installation at the remaining 130 planned stops and a full launch will take place in the in early 2023.

#### Greener Vehicles and Journeys

Action	Details	Status	Enabling / Lead Partner	Delivery Partners	Funding	Project start date	Project end date	Ongoing Progress
Explore opportunities to support existing and new car clubs.	Community Car Club Grant Scheme launched Sept 2021 - 18 month trial to March 2023	Existing Action	Herefordshire Council	Malvern Hills Car Club	Coved recovery Funding	Sep-21	Mar-23	Five community car clubs established - Leominster; Kington; Fownhope; South Hereford; Birches. 18 month
Installation of significantly more publicly available EV chargers to meet increasing demand	With a focus on council car parks across the county	In development	Herefordshire Council	Gamma Energy Ltd / Wenea	Concession contract	2022	2032	Concession contract awarded to Gamma Energy Ltd (installers) / Wenea (back office) in April 2022. Works to swap existing network to Wenea priority followed by expansion of network across the county.
Develop Council EV Strategy	Outline the role of the Council and develop an Action Plan detailing support for electric vehicles (EV)	In development	Herefordshire Council	N/A	N/A	2022	2022 (2030)	EV strategy and action plan final draft now complete. Covers period 2022 - 2030 with regular review dates. Management approval and links to Transport Plans ongoing. Public document to be developed and publicised once Strategy approved.

Investigate support for transition of local taxi services to low emission vehicles	Feasibility study approved	In development	Herefordshire Council	Local Taxi providers	HC Climate Reserve	Mar-23		Project plan currently in development
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#### Reducing the Need to Travel

Action	Details	Status	Enabling / Lead Partner	Delivery Partners	Funding	Project start date	Project end date	Ongoing Progress
Continue to provide and promote the services of the Travel for Work network	The network provides travel planning advice and support, access to grant funding and promotional materials and events to promote active commuting.	Existing action	Herefordshire Council		Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Ongoing	2022	On-going promotion to local businesses
Continue to provide travel planning practical support to the Hereford Enterprise Zone	Individual travel plans developed with new HEZ developers with follow-up meetings held with businesses new to the zone. Employee travel survey conducted.	Existing action	Herefordshire Council	Hereford Enterprise Zone Mosodi Ltd	Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Ongoing	2022	Consultants working with businesses to support the development of travel plans and promote increased active travel Work to date includes: Skydon employee travel info leaflet created and distributed; Employer travel support info leaflet created & distributed; New incentive scheme for Skydon employees – 1dayaweek; 8 employee events delivered; Employee Travel survey delivered (awaiting final report); New commuter webpages on Skydon/EZ website

#### Improving Biodiversity on the Transport Network

Action	Details	Status	Enabling / Lead Partner	Delivery Partners	Funding	Project start date	Project end date	Ongoing Progress
Investigate projects, including signage, to increase awareness of wildflowers within the public realm	Produce signage to educate public about rewilding and wildflowers	Proposal - Needs resourcing	Herefordshire Council	Herefordshire Wildlife Trust, Hereford in Bloom	TBC	2021		
Improvement of verges, trees & wildflower areas along the public highways, including Council owned unadopted roads, to improve biodiversity and wildlife corridors	All partners to continue working with BBLP and community parishes. Further investigate most suitable interventions following Herefordshire Council funding of £250,000 for financial year 2021/22 for biodiversity net gain across the public realm and public open spaces. Continue to work with and support community groups who maintain areas of public realm e.g. roundabouts	Existing action	Herefordshire Council	Herefordshire Wildlife Trust, Balfour Beatty Living Places, Verging on Wild, Hereford in Bloom	Herefordshire Council	Ongoing	Ongoing – Second verge cut to progress from the 22 <sup>nd</sup> of August	BBLP are working with Verging on Wild to alter their verge maintenance schedules to encourage and promote the identified species that have been identified. To date 45 verges have been designated and allowed to rewild. Additional formal wildflower verges were installed in 2020 by BBLP at Rotherwas Relief Road, Aylestone Hill Verge, Stretton Sugwas Roman Road.  BBLP canvassed all Parish Councils for their views on omitting the first of two verge cuts on C&U class routes to promote biodiversity. 39 Parishes responded with 11 parishes going forward with this trial. This will be offered to all Parishes for 22/23. Features in the Annual Plan 2023-24. BBLP will again write to all Parishes to agree 1 cut regime on Highway Verges if they do not impact on the Highway Safety.
Investigate sedum roofs on bus stops	The opportunity to install sedum bus shelters was identified as an alternative solution to improve green infrastructure within the City whilst also improving biodiversity corridors and supporting the County Plan objective to improve and extend active travel options throughout the county.	Existing action	Herefordshire Council	N/A	Towns Fund	2021	2023	Three shelters installed at Whitecross Road Memorial, Red Barn Drive on Yazor road and Victoria Court Whitecross Road. These sites were chosen as they are key locations with high use and required investment. An additional 6 sedum bus stops will be installed in Hereford City by March 2023 with funding from . Stronger Towns Fund.

#### PARKED/DELETED

Promotion of existing car share platforms and explore possibility of developing a local car share app	Promote and signpost people towards platforms such as Lift share, Zipcar, Hyacar etc. App to facilitate advance booked and ad hoc journeys. Covered dependent	In development	Herefordshire Council		n/a	2021		Initial review of existing car share platforms underway
Wider promotion of Fastershire grants for small/medium businesses and communities	Fastershire stage five is a grant based stage. Two schemes are operating i) business grant of up to £25,000 per qualifying business ii) community grant opened in Dec 2020 (and closes Dec 2022) to encourage communities who don't have superfast broadband or aren't in any plan to congregate and approach Fastershire for support and funding.	Existing action	Herefordshire Council	Broadband infrastructure providers	European Regional Development Fund, Herefordshire Council and Building Digital UK	Mar-17	01/03/2022 (Dec 2022)	112 Business grants awarded to date

**COMPLETE**

Inclusion of domestic EV chargers in new build developments	Included in updated Highways Design Guide for New Developments	Completed	Herefordshire Council	N/A	N/A	Jun-21	Mar-22	Inclusion of domestic charging points is now required as part of the Climate Checklist, required for all new developments.
Investigate support for transition of local delivery services to low emission vehicles	Hereford Business Grant provided e-bikes and e-cargo bikes to enable more zero carbon business journeys in the City	Completed	Herefordshire Council		Towns Fund	Jan-21	Mar-21	Hereford business e-bike grant ran from Jan 21 - Mar 21. 77 Applications received, 32 applications approved (43 bikes)
Continuation of Walking and Cycling Ranger Scheme in Hereford, and investigate viability of delivering in market towns.	Rangers provide extra maintenance on key Hereford walking and cycle routes, to improve environment for walking and cycling journeys. Investigate feasibility of expanding service including market towns.	Completed	Herefordshire Council	Bassity's	Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Ongoing	2021	Funding for the Ranger service has now ended. Investigating ways to look after key traffic free paths in Hereford, including the Great Western Way and the Greenway.
Herefordshire business e-bike grant scheme	Grants of up to £5000 for e-bikes and e-cargo bikes for businesses in Hereford to replace business travel by car or van.	Completed	Herefordshire Council	Local bike shops and suppliers	Covid Recovery Fund	Now closed	Mar-22	Countywide ebike grants: 33 businesses received ebikes & e-cargo bikes (of which 8 were e-cargo)
Continue and broaden the Into Work scheme to support young jobseekers, apprentices and trainees to access active travel.	Provision of free or discounted access to active travel modes to support journeys to interviews, work placements and employment.	Complete	Herefordshire Council	Department for Work and Pensions, HVOSS, Vennture, Nova Training	Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.		2022	Over 50 bikes given out on long term loan and subsequent transfer of ownership. 36 clients have received a months worth of bus vouchers. 45 hours (2,700 minutes) worth of free Beryl bike minutes given out to people living and working in Hereford city.
Offer grant funding to communities and parishes to support local active travel initiatives.	Small scale grants to support active travel start-up schemes	Complete	Herefordshire Council		Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Sep-21	2022	Funding for active travel projects was a theme in the Climate and Nature Grants 2022. Three transport grants were awarded
Hereford business e-bike grant scheme	Grants of up to £10,000 for e-bikes and e-cargo bikes for businesses in Hereford to replace business travel by car or van.	Complete	Herefordshire Council	Local bike shops and suppliers	Towns Fund from the Ministry of Housing, Communities and Local Government.	Ongoing	Mar-21	Over 70 applications were received, with over 30 approved.
Support Walking for Health and broader network of health walks - through training of new walk leaders and additional promotion	Support current programme of health walks and expansion of additional health walking initiatives through training new walk leaders and promotional activity	Complete	Herefordshire Council	Active Herefordshire & Worcestershire	Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Ongoing	2022	24 new walk leaders trained to date. Supporting Public Health's Covid Recovery programme to map existing walks and work to deliver a range of additional options.
Improve way marking for pedestrians and cyclists in Hereford	Investigate and develop improved way marking for local walking journeys	Complete	Herefordshire Council	Balfour Beatty Living Places	Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Ongoing	2022	Seven routes in South Wye, including routes to Skydon Park, have been finished.
Installation of more publicly available rapid EV chargers and to meet increasing demand	Three sites identified along the A49 corridor to enable longer journeys	Complete	Herefordshire Council	SWARCO	Highways England	2019	2022	Highways England funding has enabled rapid EV chargers to be installed in three Council car parks - Edde Cross car park in Ross on Wye and St Martins car park in Hereford and Broad Street car park in Leominster.