

## Zero Carbon and Nature Rich: Herefordshire's Action Plan for Transport 2021

Key:	Existing action	In development	Proposal - Needs resourcing
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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	51 Travel Fund grants delivered since 2017. Small-scale schemes planned to restart again in September 2021.
Offer grant funding to communities and parishes to support local active travel initiatives.	Small scale grants to support active travel start-up schemes	In development	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 will be included in the new Climate and Nature grant scheme due to open in September 2021.
Offer bike loans and programme of led rides to enable people to ride with more confidence.	6 month bikes loans already in place. Established programme of led rides for women - scheme on pause due to covid. 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. Activities planned to re-commence in September 2021.
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.	Existing action	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.	Ongoing	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.
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	Network of around 100 active users. Improvements recently made to some sites, including installation of information boards at 3 sites.
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	D2D Digital	Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Ongoing	2022	Project has been running since 2017, with 520 active users to date.

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	Ignite	Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Ongoing	2022	Project has been running since 2019, with 816 course participants.
Support National Walking for Health Network - through training of new walk leaders and additional promotions	Continue to support the continuation and expansion of Herefordshire's Walking for Health network through training new walk leaders & promotional activity	Existing action	Herefordshire Council	National Walking for Health Scheme	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
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.	Existing action	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	2022	Bassity's have been looking after key traffic free paths in Hereford, including the Great Western Way and Greenway since 2017.
Improve waymarking for pedestrians and cyclists in Hereford	Investigate and develop improved waymarking for local walking journeys	Existing action	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	Cycle waymarking recently updated on Great Western Way and Greenway. Three more routes within Hereford currently under development
Continue and explore opportunities to grow successful Beryl bikeshare 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
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.	Existing action	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. New countywide scheme will launch in the autumn.
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	Scheme submitted September 2020 for Aylestone Hill (south side) walking and cycling improvements. To be developed during financial year 2021/22
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		Delivery for active travel measures being being assessed following conclusion of Transport Strategy Review
Investigate expansion of medical professionals using social prescribing to encourage cycling and walking	Expansion of scheme enabling medical professionals to refer patients to walking and cycling schemes to support health and wellbeing	Existing action	Herefordshire Council	GP Surgery's, Wye Valley Trust		Ongoing		Since 2018 the team have been making patients aware of the initiatives currently in place around walking and cycling, however, there is growing interest from patients approaching social prescribers wanting to get involved in recently announced government initiatives. The aim is to increase these referral pathways from GP practices, utilising Social Prescribers and additional roles being recruited in primary care networks e.g.health and wellbeing coaches.
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 Merica 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		Funded through grant money from Department for Transport	Ongoing		Delivery of Bikeability training in Herefordshire since 2010. Bikeability cycle training re-commenced in July 2021.
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		Funded through grant money from Department for Transport	Ongoing		1:1 lessons have been offered for free since 2005. Re-commencing cycle training summer 2021.
Provision of maps, route guides and high quality information to assist with route finding	Continuation of Choose how you move project	Existing action	Herefordshire Council		Funded through DfT Access Fund	Ongoing		Range of resources already available. Continue to regularly update and circulate.

#### 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	10 Electronic display screens are installed across Herefordshire. QR codes at all 568 bus stops are being progressed but delayed as couldn't be tied into real-time information because of covid-19.

#### Greener Vehicles and Journeys

Action	Details	Status	Enabling / Lead Partner	Delivery Partners	Funding	Project start date	Project end date	Ongoing Progress
Promotion of existing car share platforms and explore possibility of developing a local car share app	Promote and signpost people towards platforms such as Liftshare, Zipcar, Hiyacar etc. App to facilitate advance booked and ad hoc journeys. Covid dependent	In development	Herefordshire Council		n/a	2021		Initial review of existing car share platforms underway
Explore opportunities to support existing and new car clubs and community owned EV charge points.	Develop proposal for future DfT funding opportunities	Proposal - Needs resourcing	Herefordshire Council		Funding required	2021		Exploring possible funding sources. Interest in establishing car clubs from a number of communities across Herefordshire.
Installation of significantly more publicly available fast EV chargers to meet increasing demand	1) With a focus on council car parks across the county 2) On street residential charging scheme	In development	Herefordshire Council	TBC	n/a	2021		Due to run a concession contract August 2021 to secure a delivery partner. Minimum no of EV charge point to be installed 2) Exploring possible on street locations where lack of parking is for charge points to be run as a pilot across the market towns. Contacted ward councillors to identify locations. Mapping and technologies to be looked at further
Installation of more publicly available rapid EV chargers and to meet increasing demand	Three sites identified along the A49 corridor to enable longer journeys	Existing action	Herefordshire Council	SWARCO	Highways England	2019	2021	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. Line marking to be completed at Broad Street
Inclusion of domestic EV chargers in new build developments	Included in updated Highways Design Guide for New Developments	In development	Herefordshire Council	N/A	N/A	Jun-21	Mar-22	Draft document has been prepared
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	Existing action	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)

Investigate support for transition of local taxi services to low emission vehicles	Investigate possible funding opportunities	In development	Herefordshire Council	Local Taxi providers	Energy Saving Trust	Aug-21		Survey of taxi drivers will be undertaken in Autumn 2021
Investigate community/school mini buses to improve access and reduce car journeys	Investigate possible funding opportunities	In development	Herefordshire Council		TBC	TBC		

#### Reducing the Need to Travel

Action	Details	Status	Enabling / Lead Partner	Delivery Partners	Funding	Project start date	Project end date	Ongoing Progress
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)	100 Business grants awarded to date
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	
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	Herefordshire Council successfully secured funding from Government's Department for Transport (DfT) to implement behaviour change projects around walking and cycling.	Ongoing	2022	New Park & Choose site opened and new shared-used path provided to support active commuting.

#### 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	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 27 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 21/22.
Investigate seedum 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	Jun-21	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.