

Objective & justification	Actions	Who will do it?	Partners	Cost (H,M,L)	Priority (H,M,L)	Time scales	Progress/Actions/Notes
<p>1. Support the travel needs of those who do not have ready access to car <i>Q45 – 36% of non drivers have no access</i></p>	<p>a. Encourage support to maintain the local ring and ride service.</p> <p>b. Continue to publicise the availability of Ring and Ride</p> <p>c. Explore opportunities to provide a service for hospital/medical out of hours visits when public transport is not available</p> <p>d. Provide a more accessible local taxi service with a single point of contact</p> <p>e. Improve availability/frequency of local bus services in Ledbury</p>	<p>CAL</p> <p>CAL</p> <p>CAL NHS</p> <p>To be defined</p> <p>With HC initially</p>					<p>Friends of CAL established to support CAL activities</p> <p>Publicised at Doctors Surgeries, Age UK and in Focus</p> <p>6000 rides a year. Available to all (not just elderly) subject to meeting criteria. Regulars can subscribe, but caters for one offs. Normally 9am to 5pm service</p> <p>Could a simple technology solution provide a simple means to call a taxi/hire car in Ledbury?</p> <p>Parts of town poorly served by bus services e.g. New Mills. Radical approach could involve a form of Community Transport</p>
<p>2. Encourage more use of car share and similar travel schemes to reduce overall transport use <i>Q46 – 134 interest in Work scheme 147 in occasional use scheme</i></p>	<p>a. Establish a local car club scheme for Ledbury and district</p> <p>b. Publicise the HC Liftshare and Park and Share schemes</p> <p>c. Encourage car sharing at local employers within Ledbury</p>	<p>Interested Group</p> <p>HC</p> <p>LTC with HC</p>	<p>HC Malvern Hills Car Club</p>				<p>Malvern Hills Car Club would be willing to provide advice (on set up and funding options) to any group wanting to take this forward in Ledbury</p> <p>These schemes focus on travel to Hereford – contact Mark Edwards at HC</p> <p>Have LTC response from the Car Parking Survey – did it happen?</p>

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3. Maintain a good standard of road and path maintenance both for safety and to encourage greater use <i>Q47 2111 said road maintenance unacceptable</i> <i>Q48 1818 have not reported faults</i> <i>Q49 Support for LTC to fix minor problems 73%</i>	a. Encourage the community to report any faults in roads and footways to Ledbury Town Council b. Develop the local lengthsman scheme to address minor maintenance issues in local roadways (C and U classifications) more quickly	LTC with HC (Balfour Beatty) LTC with HC				Medium Term	LTC to pass forward to HC (Balfour Beatty) Ledbury Town Council are currently taking up the lowest level of lengthsman scheme which does not include any road maintenance.
4. Promote safety on Ledbury's roads implementing measures where appropriate to safeguard motorists, cyclists and pedestrians <i>Q50 and Q51</i> <i>identification of local road safety hot spots</i>	a. Press for action by HC on identified areas for road safety improvements b. Conduct a review of ongoing Traffic Management needs for the Town, particularly in and around the Town Centre c. Progress any areas of concern outside the Town Centre as individual cases	LTC LTC with professional help LTC					LTC has recommended Road Traffic Orders at a number of locations for HC to take forward Review would need to take account of needs of all types of user, traffic circulation, car parking needs etc. to make best use of the Town. Traffic Management now on the agenda of LTC E&P Committee Concerns such as Hereford Road and Bromyard Road could be addressed alongside the Strategic Site development.
5. Support the car parking needs of residents, workers and visitors to ensure access to retail,	a. Develop a Park and Ride service for periods of heavy demand for parking.	LTC	Town Businesses				Pugh's meadow/Rugby Club could provide out of town parking for the service. Discussed by LTC

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<i>65% felt safe most of the time</i>	<p>built area</p> <ul style="list-style-type: none"> Improved crossings of major roads All weather (tarmac) surfaces <p>b. Ensure road and footway maintenance is undertaken (<i>See Objective 3</i>)</p> <p>c. Provide additional safe cycle parking in the Town</p> <p>d. Promote and Publicise Ledbury as a “cycling town” with details of routes, parking provision etc</p> <p>e. Promote cycling proficiency schemes for children and adults</p> <p>f. Provide Parking & a bike stand at North End of Riverside Park to facilitate access for park users</p>	<p>HC with LTC and LACF</p> <p>HC with LTC and LACF</p> <p>HC</p> <p>HC</p>	<p>Schools</p> <p>Schools</p>				<p>path is being tarmacked currently</p> <p>National Contraflow Pilots underway re cycle routing</p> <p>Parking needs to be well lit – Parking hoops available at supermarkets, Halo, Hospital</p> <p>Training provided in Junior Year 6. Adult scheme is provided by HC</p>
6a. Provide access for all members of the community	<p>a. Include the access needs of all members of the community when developing improvements under Objective 6a (where appropriate and viable)</p> <p>b. Publicise accessibility “gos and no-gos” in the Town Centre</p> <p>c. Improve Town Centre</p>	<p>HC with LTC, LACF and Ledbury Access Group</p> <p>CAL</p> <p>LTC with HC</p>	<p>Local</p>				<p>CAL has a listing of accessible premises – can this be made more accessible?</p>

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	accessibility – drop downs, access to premises etc.		Premises Owners				
7. Improved facilities at/serving the Railway Station <i>Q68 – 252 identified access as an issue</i> <i>Currently can only cross via bridge to Worcester platform. Shortfall in car parking at/near station – noted by 469 respondents.</i>	a. Continue to lobby for non-step access to the Worcester Platform b. Expand the availability of car parking at/near the station c. Improve the accessibility of the pedestrian link between the Station and the Town Centre d. Improve the bus service between the Town and the Station (See Objective (9))	LTC with HC and user groups with HC LTC with HC and local groups	Network Rail and TOCs				Land immediately N of Station is owned by Network Rail. Other facilities considered not viable – extended hours (ticket machine more likely) and toilet provision. Herefordshire Council (J Callard – 3/15) plans to develop a rail strategy for the County for the next LTP revision which could establish a feasibility study for parking. Provision of drop downs and crossing at Bromyard Road
8. Retention and improvement of rail services to increase the use of sustainable transport/reduce car use <i>Q66 1970 respondents use trains at least occasionally</i> <i>468 identified later evening services</i>	a. Investigate opportunity for later evening services from Worcester and Birmingham to Ledbury b. Lobby for retention and improvement of frequency of services when rail franchise renewal process commences.	LTC with user groups and TOC LTC with HC and user groups					London Midland expires in June 2017. First Great Western in March 2019
9. Development of viable bus services in Ledbury and District <i>Q66 1700 respondents use the buses at least</i>	a. Review options for better services within the Ledbury Town and Ledbury District – linking with Railway Station	LTC with HC					600 town service (2 hourly daytime) is subsidised with 417 by HC

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<i>occasionally Services have reduced since the Survey</i>	b. Seek retention and where justified improvement of services connecting Ledbury with Hereford, Malvern/Worcester, Gloucester						Recent reduction in Gloucester service to 2 hourly. Hereford services reduced in evenings
10. Better timing coordination between train and bus services to increase use of both - and overcome some current parking difficulties <i>Q66 current usage – Q68 205 respondents identified this as an encouragement to use train.</i>	See 9a above.						