

**From:** TalkCommunityEnquiries <TalkCommunityEnquiries@herefordshire.gov.uk>  
**Sent:** 29 June 2021 10:56  
**To:** TalkCommunityEnquiries  
**Subject:** Strategic Housing Provision

Dear All

Following the recent decisions on housing provision Herefordshire Council would welcome the opportunity of engaging with all Parish Councils from across the county to understand the housing requirements for your area.

In particular, the Council would like to gain greater understanding of the local opportunities and challenges that your local areas are facing. With the aspiration of increasing the housing stock available to potential tenants and homebuyers, enabling them to get onto the property ladder, please could we discuss your local needs.

As a suggestion, using your local neighbourhood plans and utilising your local knowledge, the Council are also exploring other options through third party sites that are currently planned or have received planning permission but have not yet commenced. The aim would be to understand potential opportunities to collaborate or help facilitate housing delivery in your parish that would meet your local needs for the future.

Please let me know if this is something that you would like to discuss further.

Kind regards

Robert Barton

## Herefordshire.gov.uk

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### Make testing part of your new normal

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Reports prepared by Angela Price – Town Clerk

## **CORRESPONDENCE RECEIVED IN RESPECT OF TRAFFIC SIGNALS ON NEW STREET, LEDBURY**

### **Purpose of Report**

The purpose of this report is to provide Members of the Planning Committee with correspondence received from a local resident in respect of traffic signs on New Street, Ledbury.

### **Detailed Information**

The following has been received from a resident of New Street, Ledbury:

*"As discussed I and some of my neighbours have noticed a significant rise in lorries and heavy articulated vehicles, travelling along New Street from Leadon Way towards and/or through the town centre. The increase in traffic has been noticed during the last six months. These vehicles travel through the Cross, it is subjective whether or not this constitutes the town centre. At best it is outside the curbs of the town centre by the width of a pavement. I note a sign at the junction of the Southend/Leadon Way Junction, stating 7.5 T except for access, photograph attached. This sign is not new, but changes in Sat Nav data may have resulted in heavy traffic being directed towards New Street. In the main, New Street is a residential road apart from the last two hundred meters adjacent to the Cross junction which is a mix of retail outlets. New Street is 0.7 miles long on an incline which means lorries and heavy-duty farm traffic build up speed as they pass the Cemetery, thundering past the dwellings. Please could consideration be given for a Traffic Regulation Order to change the signage at the junction of Leadon Way/New Street, photograph attached.*

*This present signage to say the least is ambiguous, lorry drivers I have spoken to state that it does not stop them travelling through the town towards Malvern and Worcester. I wish consideration to be given to a similar sign (7.5 T except for access) that is sited at the Junction with the Gloucester Road and Leadon Way roundabout, to be sited at the New Street/Leadon Way junction. This would significantly drop in heavy traffic travelling through the town and would make any enforcement with regards lorry traffic unambiguous.*

*Having read the recently published Ledbury Neighbourhood Development Plan 2021-2031, I note that the Town Centre is defined in Herefordshire's Unitary Development Plan 2007 and is highlighted in the red area of the town centre plan on Page 16 of the booklet. This plan shows the Cross and surrounding buildings as part of the town centre. Any vehicle communicating through the Cross is therefore accessing the Town Centre simply by entering and egressing this area.*

*The signage at the junction on New Street/Leadon Way is therefore subjective to users of heavy articulated vehicles, who would not necessarily know the boundaries of the town centre. I wish to respectfully reiterate the need for a change of signage as outlined in previous emails."*

Name and contact details supplied.

### **Recommendation**

That Members of the Planning Committee receive and note the above information and provide direction to the Chair, Vice-Chair and Clerk on how they may take this request forward under delegated powers.











## Development and Traffic in Ledbury, Herefordshire

1. The recent decision by the Secretary of State and his inspector to uphold the appeal by Bloor Homes for the development of 625 new homes and employment land to the north of Ledbury town centre has prompted further investigation of the traffic and transport implications.

2. Traffic generation figures were provided by the consultants Traffic Planning, Engineering & Placemaking (PJA) representing Bloor homes. In section 16.88 of the Inspectors Report it is stated that the current two-way hourly flow of vehicles along The Homend through the Conservation Area is c.650 vehicles per hour during the peak hour in the morning and the evening. The forecast is an additional c.160 trips per hour post-development. These figures were not disputed by Ledbury Town Council, but it nonetheless considers that Ledbury is at a tipping point in terms of traffic. This is a view shared by the Ledbury Traders Association.

3. What has not been taken into account is the fact that the development of 321 houses south of the town centre, which is already in process, will also increase the number of additional trips. The same PJA trip generation factor then if 625 houses will generate an increase of 160 trips per hour (0.26 trips per house per hour) then 321 houses are likely to generate an additional 83 trips per hour. The total trip increase from new development is therefore  $160 + 83 = 243$  trips per hour. This total is a significant increase on the quoted existing two way traffic flow along the Homend of c 650.

4. Given that traffic in England and Wales is likely to grow by between 17% and 51% between 2015 and 2050. and car ownership in England and Wales is forecast to grow from between 30% and 45% over 35 years, then traffic congestion in Ledbury is set to become a very serious problem.. The government National Travel Survey also indicates that currently most trips are made by car (63%) and this is forecast to increase. The forecast change from fossil fuel to electric cars is likely to further stimulate the use of the car as it will reduce but not remove the emissions factor.

5. Interestingly the inspectors report stated: *There was no assessment of the indirect impacts associated with the increase in traffic on the Conservation Area itself.* The inspector also stated: *I acknowledge that the additional traffic may at times make it more difficult to appreciate the quality of some of the buildings than at present, but this would have little impact for pedestrians or drivers, and there would be no direct harm to the buildings or their significance.*

However, it is considered that, whilst the physical factor of the Conservation area may not be affected, its environment and overall attractiveness will be seriously compromised with potential negative effects on its economic viability and the ability to attract visitors.

6. The possibilities for increasing car space in the centre of Ledbury is virtually non-existent. So what can be done if the town is not to be progressively choked by cars, whether they be petrol, diesel, hydrogen, biofuel or electric.

The most obvious is to provide attractive alternative means of travel for the population between the housing estates, employment areas, a park and ride site and the town centre. The developers pay attention to the provision of so called active travel routes for walking and cycling, but noticeably there is no travel and transport plan which allows for the provision of a frequent, clean, modern electric town bus network. Such a provision it is suggested could significantly reduce the number of trips by car into the town centre, especially if the bus service was linked to promotions with local traders. The Department for Transport itself has indicated that local authority spend on bus services is beneficial as it generates more than twice its amount in local spend.

7. With the government's £3 billion Bus Back Better provisions for local authority/operators partnerships, the establishment of a Bus Improvement Plan and new environmental bus initiatives, there is a clear need for tLedbury Town Council and Herefordshire Council to seriously examine the provision of a town electric bus service. In addition the Town Council should lobby both the operator and Herefordshire Council for the return of the hourly bus service 476 between Ledbury and Hereford. The current service remains at a Covid level of every two hours with no evening services. This has undoubtedly affected people in the Ledbury area.

Gareth Calan Davies, Transport Geographer; contact: ghal@btinternet

Rail & Bus for Herefordshire and Herefordshire Sustainable Transport

June 26 2021





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Report prepared by Angela Price – Town Clerk

## **REQUEST FOR TRAFFIC MANAGEMENT GATES IN PARKWAY**

### **Purpose of Report**

The purpose of this report is to provide Members of the Planning Committee with details of a request received from a local resident in respect of the siting of Traffic Management Gates in Parkway.

### **Detailed Information**

The following request has been received from a resident of Parkway:

*"With the imminent arrival of our part time SID's in Parkway, I wonder if you can raise with the Parish Council the possibility of "gates" at each end of Parkway? This was discussed at the resident's meeting at the Market House many years ago as an adjunct to the SID's.*

*I note that many of Herefordshire's villages have these and they are known to discourage speeding. With Thanks"*

Name and contact details provided.

### **Recommendation**

That Members of the Planning Committee receive and note the above information and provide direction to the Chair, Vice-Chair and Clerk on how they may take this request forward under delegated powers.



