



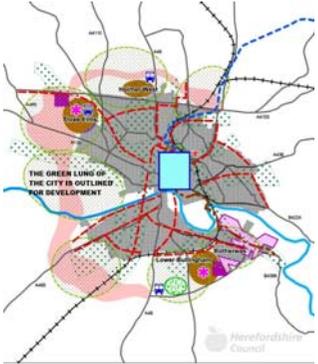
**WYE
RUIN
IT?** Rural Landscape Threatened



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**WYE
RUIN
IT?** Three Key National Issues

- 1) Road Congestion
- 2) Human health
- 3) Costs



THE GREEN LINE OF THE CITY IS OUTLINED FOR DEVELOPMENT

Herefordshire Council

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**WYE
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IT?** Road Congestion

- Increased traffic
 - Relief for the M5/M6 Corridor along A49
 - Local traffic to grow >25% with houses



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Health Issues

- 2) Human Health
 - CO₂ emissions
 - Air quality and water quality
 - Mental and physical issues
 - 29,000 deaths a year from road pollution

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Total Cost Issues

- 3) Costs
 - Quantified, funding, overruns
 - Strategic cost effective investments
 - Environmental costs not included
 - Better use of funds?

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Who is the road for?

- The County Council, Marches Local Enterprise Partnership and Midlands Connect plan to develop the A49 for economic benefit
- Welsh Government wants improved transport links to Midlands
- Highways England wants long term M5/M6 traffic relief for it's Strategic Roads Network
- The landowners an developers will reap rewards of land revaluations from agricultural to urban

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M5/M6 traffic volumes

- If just 20% of M5/M6 motorway traffic uses the A49
- A49 traffic volumes will treble
- A49 HVG volumes X5-X7

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Hereford City Congestion

Simple analysis shows bypass will not work

85% is on short journeys

- Local traffic
- Regional cars & trucks

- Most congestion is school traffic and commuters
- Local traffic will grow with a 20% increase in new houses
- Five times more heavy goods vehicles on A49
- Many will take the short-cut through the city in quiet periods

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Increased Pollution

Total traffic volumes to treble HGVS Volumes to quintuple

- M5/M6 traffic volume is X10 A49 volume
 - Motorways 100k units of which 15k are HGVs
 - 2016 M5 traffic vol.
 - South of Worcester: 95,616 (15.4% HGVS)
- Assuming 20% use A49
- M5/M6 traffic volume is X10 A49 volume
 - Motorways 100k units of which 15k are HGVs
 - 2016 M6 traffic vol.
 - South of Stoke on Trent: 116,465 (17.3%HGVS)
- A49 HGVS traffic up X5-X7

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Human Health Will Deteriorate

- More accidents with increased traffic volumes
 - Inadequate safety for cyclists and walkers
- Proximity of busy roads to housing estates,
 - noise, light, vibration
 - diesel particulates, downwind plumes
 - water contamination, Hereford supplies
 - and air quality , Hereford city down wind
- A high price to pay

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Mortality Rates Will Rise

- There are 29,000 deaths a year from fine particulate emissions according to UK Government
 - Far more ill effects leading to premature deaths
- Mental health issues
 - Loss of cognitive abilities in children
 - Anxiety and depression associated with pollution
- Physical health Issues
 - Breathing difficulties linked to particulates
 - Access to open spaces reduced

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Better Transport = Better Health

- Re-routing HGV transport to avoid housing
- Reducing transport volume with
 - Car sharing: use phone apps
 - Better public services like Minibuses, buses and trams
- Electric non-polluting
 - Subsidised public transport
 - New technology, bikes, trikes, buggies, segways
 - Encourage more exercise, clear paths

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Cost Issues -Funding

- Is it funded? No
- Is it fully costed? No
- Capital cost will rise dramatically
- Who will fund it? Ultimately the tax payers
 - Hereford County Council
 - Highways England
 - Marches Local Enterprise Partnership
 - Midlands Connect
 - Developers of new housing estates

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Cost Effectiveness

- Is it cost effective?
 - NO An alternative plan could cost £70m
- Is the route optimised?
 - NO it was positioned west in a bid develop farmland into new housing estates
 - The study is outdated by new technologies
 - New construction methods, material science, transport technologies more advanced

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Cost £7k per household

- How much will it eventually cost?
 - 2010 estimate £132m Western Section
 - £164m, Add £30m 6 years inflation @3%pa
 - £196m, Add £32m exchange rate costs @20%
 - £243m, Add £49m for change in scope & mitigation
 - £304m, Add £60m overrun and contingency
 - 2017 we estimate £300m Western Section
 - £3,800 per current Herefordshire household
 - 2027 we estimate final costs £500m incl. N & S links
 - £7,000 per current Herefordshire household

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There is a Better Plan

- Modern subsidised public transport
- Reduce school traffic
- Use Hunderton Rail Bridge for mass transit
- Reduce commuter traffic
- Use existing rail infrastructure
- Increase rail freight to Rotherwas



Survey area outlined in red

High level housing plan elevated above flood plain

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Who profits from housing

- It is an access road, a single carriageway to housing estates
 - New households will dice with M5/M6 motorway 'relief' traffic
- It will open up farmland for new housing estates west of Hereford
 - So far the HCC plans show only 3,500 houses
 - another 3,000 of the 6,500 planned will likely be on the west
- Add the Southern and Northern Link roads and taxpayers will foot the bill for a £500m ring road
 - Consultants, road and house builders will profit
 - All tax payers will be left with the debts and higher taxes

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Actions Speak Louder Than words

County Council Says it will

- Provide better transport options
- Build affordable housing
- Increase jobs by 1,000 in Rotherwas.
- Fix it's offices for £1 million
- Reduce congestion with a bypass

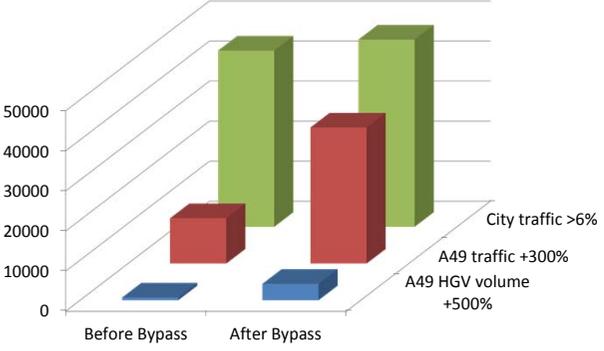
County Council actions

- Reduces bus services, ignores rail options
- Builds mostly unaffordable housing
- Generated less than 300 new jobs in Rotherwas
- Spent £2 million on offices
- Will increase city congestion with new housing
- Increase A49 congestion with Motorway traffic

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County Council says bypass to ease congestion



City traffic >6%

A49 traffic +300%

A49 HGV volume +500%

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Road construction starts in 2019

The map illustrates the Hereford Transport Package, highlighting several key areas and projects. A red circle marks 'History Lane'. A blue arrow indicates the 'Western Relief Road (by 2022)'. A purple arrow indicates the 'Three Elms' project. Other locations marked include 'Holmer West', 'Jubbart Close', 'Three Elms', 'Bullingham', and 'Hereford Enterprise Zone'. A 'KEY' identifies symbols for 'Hereford Transport Package' (hatched area), 'Enhanced walking, cycling and bus measures' (green line), 'Proposed housing development sites, including Park and Chase sites' (purple circle), and 'Existing Park and Chase sites' (red dot).

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Please Act Now, Recruit Neighbours

- Read the research on www.wyruinit.org
- Talk about it
- Join Us
- Write research
- Make a donation
- Form a local group
- Organise meetings
- Distribute information
- Write to MP s
- Write to Council
- Write to National groups
- Write to local groups
- Join our campaign
- Raise funds
- Print A4 posters at home
- Use posters and bumper stickers in cars

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We will help you contact

- Local
 - Your Local MP
 - Town and County Councillors
 - WI groups
 - Local Schools
 - Road Safety GB-online
 - Visit Herefordshire & The Wye Valley-online
 - Hereford Anglers HDAA
 - Wye Valley Canoeists, Cycling, Runners
- National
 - The three MP’s for Transport, Roads and the Environment
 - Natural England
 - Wildlife Trust
 - RSPB
 - National Trust
 - Anglers Trust
 - Rivers Trust
 - Woodland Trust
 - Campaign for Better Transport

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Threatened Landscapes Video

The video shows a wide aerial view of a rural landscape. On the left, there is a vibrant green field, possibly a pasture or a recently mowed area. To the right, a large section of land is brown and appears to be recently plowed or fallow. The background shows rolling hills under a blue sky with scattered white clouds. A few trees and small buildings are visible in the distance.

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