

Safer School Streets in Your Area

Broadlands Primary School and Aylestone School, Broadlands Lane



Dear Parent/Carer

We are pleased to share details of the Safer School Streets scheme.

Herefordshire Council, in partnership with Broadlands Primary School and Aylestone School, will trial a “Safer School Street” scheme on Broadlands Lane, from the junction of Aylestone Hill for six months from Monday 3rd November 2025.

The Safer School Streets initiative aims to enhance safety, convenience, and enjoyment for children and families commuting to and from school by restricting motor vehicle access outside the school entrance during designated drop-off and pick-up times on weekdays. **During the trial period, Broadlands Lane, from the junction of Aylestone Hill, will be closed to motor vehicles—excluding those exempt—between 8.10am-9.10am and 2.50pm-3.50pm, Monday to Friday, during term time.**

We have included a map showing the restricted zones with some alternative ‘Park and Stride’ suggestions on the following pages.

How the Safer Route to School will operate and how it will affect you

The restrictions will apply to school traffic and general through traffic during school pick-up and drop-off times.

People will not be permitted to drive into the Safer School Street zone during the restricted hours, unless they have received a permit.

Parents/carers dropping off or collecting children will not be eligible for an exemption unless the parent or child is a Blue Badge holder, and vehicle access to the school is required.

Some residents and their visitors, local businesses, Blue Badge holders and others with a legitimate reason for entering the zones will be exempt from the restrictions. **A list of those exempted is shown at the end of this letter.** If eligible, you can now apply for a free permit by following the instructions overleaf.



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The Safer School Streets scheme will be implemented under an Experimental Traffic Regulation Order (ETRO) which places a restriction on motorised traffic at school drop-off and pick-up times. The trial will operate for six months with an option to make the Traffic Regulation Order permanent. Herefordshire Council will be conducting thorough evaluations of this trial and will be working closely with partners including the schools and local parking enforcement personnel to continuously monitor the scheme.

Why are we doing this work?

Herefordshire Council has been closely collaborating with Broadlands Primary School and Aylestone School to address concerns raised by the school community and nearby residents regarding congestion during peak drop-off and collection times. The schools have identified several key issues, including:

- Cars parked on pavements, forcing children, parents, and residents off the pavements and into the road
- An unsafe area for children outside the school entrance
- Parents' reluctance to allow children to travel to school independently due to concerns over road safety
- Residents' properties being obstructed by parked cars, hindering access to and from their homes by car
- A stressful environment outside the schools

Together, we have identified that a Safer School Streets scheme could help us to make the area outside the school entrance safer and more pleasant for the whole school community and its neighbours. In recent years similar schemes have been widely introduced across the UK with positive results. These schemes offer a proactive solution for school communities to tackle congestion and road danger outside of schools while promoting more active and sustainable modes of travel to and from school.

To further improve the area around the schools, and make it safer, easier and more pleasant for everyone to walk, wheel and cycle in the area, Herefordshire Council are also looking to invest in a range of public realm enhancements around Broadlands Primary School and Aylestone School to improve lighting, signing, seating, and crossings.

Thank you for your participation and support in making our community safer and more sustainable.

This scheme is part of the Improving Transport in Hereford programme of works. It is part of a £19,990,000 investment from the UK Government's Levelling Up Fund for a package of transport and travel measures in and around Hereford city.

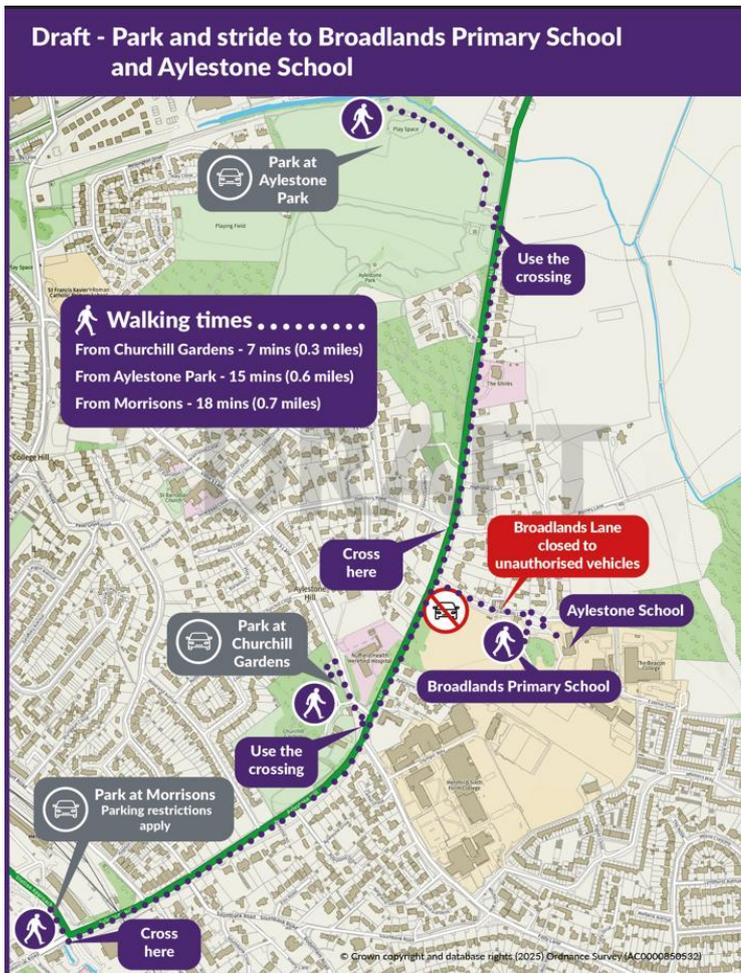


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Safer School Streets Plan and 'Park and Stride' locations



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Exemptions

Some residents and their visitors, local businesses, Blue Badge holders and others with a legitimate reason for entering the zones will be exempt from the restrictions. The list of exemptions is shown below:

- Valid access to business and residential properties in Broadlands Lane and Watermeadow Close
- Residents (and their visitors) who live on Broadlands Lane and Watermeadow Close
- Businesses (and their visitors/customers) on Broadlands Lane and Watermeadow Close
- Carers and healthcare workers serving properties in Broadlands Lane and Watermeadow Close
- School staff
- Emergency vehicles
- Street cleansing and waste collection
- Postal service vehicles (liveried vehicles only)
- Utility companies (such as water, electricity, and gas companies) attending emergency works
- School buses and taxis
- Public transport
- Blue Badge holders

If you are eligible, you can now apply for a free permit by scanning this QR code:



or by visiting www.herefordshire.gov.uk/saferschoolstreets

Get in touch

For further information or general inquiries about the Safer School Streets scheme, please visit our website at www.herefordshire.gov.uk/saferschoolstreets



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