

BRIDGE SOLLERS ROAD (C1098) · MADLEY · BRIDGE SOLLERS · LULHAM

THE SOUTHERN LINK ROAD AND THE UNRESOLVED (?) PROBLEM

Herefordshire Council plan to build a bypass. There will be two phases:

- The first phase is the southern link road, fully funded by Herefordshire ratepayers.
- The second phase is a western bypass that is planned to link to the southern link road.

The second phase will be more expensive, require the involvement of central government and the highway agency. It does not have a start date.

01 THE UNRESOLVED PROBLEM WITH THE SOUTHERN LINK ROAD

The issue is clear to everybody that knows the routes in and out of the City to the west and south, to anybody that looks at a map, or to those that use satellite navigation.

There are 2 bridges that cross the River Wye:

- Greyfriars Bridge, open to traffic in October 1966
- Bridge Sollers Bridge (C1098) (the bridge was rebuilt in 2004, it seems)

Once the southern link road is formally open, satellite navigation systems will indicate a shorter route from the A438 to the A49 to Ross-on-Wye and the A465 to Abergavenny, and there will be an increase in the numbers of drivers of cars, vans and heavy goods vehicles (HGVs) that will take the shorter route south along the Bridge Sollers Road.

02 THE PROBLEM(S)

First, the Bridge Sollers Road is not suitable for HGVs. (Obviously, some heavy duty vehicles have to use this road because of the farms along the road.)

Second, Madley Primary School, Madley Parish Hall and other local businesses with a duty to keep children safe are located on the road that runs through Madley, the B4352. This road becomes very busy with parents driving children to school in the morning and collecting them in the afternoon.

With the increase in traffic in both directions, this will increase the danger to pedestrians, parents and children in Madley and adversely affect those living along Bridge Sollers Road.

03 THE FAILURE OF HEREFORDSHIRE COUNCIL

It seems as if Herefordshire Council have not (if it has, where are the figures and estimates of induced demand?):

- taken any action to determine the volumes and types of vehicle traffic that currently drive along the Bridge Sollers Road, nor
- formally assessed the effect of induced demand on the Bridge Sollers Road.

It seems as if Herefordshire Council are doing the classic botch, because it has accepted that:

- the Bridge Sollers Road is not suitable for heavy traffic, especially for HGVs, and
- there will be an increase in traffic.

Herefordshire Council have asserted, in the absence of any evidence, that the increase in traffic will not be significant, and will not put measures in place to mitigate an increase in traffic.

WHAT TO DO?

Attend the meeting to discuss this at **Madley Parish Hall** on **Monday 31 August 2026** at **7pm**.

Be there – please care