

# CONSULTATION 5 – SCENARIOS

PLEASE READ THE TEXT BELOW BEFORE RESPONDING

## Introduction to the third Local Transport Plan (LTP3)

The Local Transport Plan will focus on attracting and supporting economic investment, growth and delivering transport infrastructure and services to tackle congestion and improve quality of life. It will support our Sustainable Community Strategy, Oxfordshire 2030, and help us meet Oxfordshire County Council's objectives of developing our world class economy, healthy and thriving communities, better public services, breaking the cycle of deprivation and managing the environment and climate change.

It will provide the policy and strategy context for our major Access to Oxford project and enable us to bid for additional Government funding for other major schemes over the next 20 years. It will also help us secure funds from development and ensure these are spent effectively.

The Plan will be in two parts: a long term policy/strategy document and a short term delivery programme which is likely to cover a 3-5 year period. The delivery programme will be updated annually.

## Consultation progress

This is the fifth of six rounds of consultation taking place on LTP3. In 2009 the Plan's objectives were agreed by the County Council's Cabinet following a series of workshops with members of the public and consultation with stakeholders. The objectives were prioritised by settlement type and can be seen on page four of this document.

Consultation has also taken place on the scoping report for the 'Strategic Environmental Assessment', a technical report which sets out the environmental objectives that are being considered in developing the Local Transport Plan, and on a long list of schemes which could be included in the delivery programme over the next 20 years, subject to funding being available. Consultation has also been undertaken on the policies that will be included in the Local Transport Plan. For further background please visit our website at [www.oxfordshire.gov.uk/ltp](http://www.oxfordshire.gov.uk/ltp)

There will be one more consultation phase after this one. Between October 2010 and January 2011 you will have the opportunity to comment on any aspect of the full draft Local Transport Plan.

## Consultation 5: Scenarios What can I comment on?

In this consultation we are asking for your views on what overall approaches we should follow for transport in Oxfordshire over the next 20 years. We are calling these scenarios. **We are not looking at specific schemes, but the choice of scenario will influence which schemes are progressed in the future.**

We have tested a number of possible scenarios for each of the four settlement types that will form the basis of our Plan (Oxford, the larger towns, the smaller towns and the rural areas). From these, three scenarios have been selected for each settlement type. **We would like your views on which of these you think would best deliver the overall objectives of the Plan for each settlement type.**

The choice of scenarios will not affect our policies on road maintenance in each area, which are guided by the County Council's Asset Management Plan. Any major schemes, such as a bypass or relief road, would need to be individually justified although the choice of scenario might influence whether particular schemes are considered to be the appropriate solution for an area.

In practice, it is likely that our programme of schemes will not be as clear cut as the scenarios might suggest - just because a particular type of scheme is not included within a scenario it does not necessarily mean that it would not be able to be delivered, although it would be less likely compared to scheme types that are included. What the scenarios do indicate is what the overall balance of the Council's programme would be likely to be.

### **Important Note**

It is highly likely that the funds available to the Council during the early part of the Plan will be very tight and that only limited progress will be able to be made towards meeting our transport goals in the first five years, or perhaps even longer. **In deciding upon your preferred scenario please remember that the new Local Transport Plan is a long term document and that the preferred strategies will not be able to be delivered overnight.** However, even if we can only implement a small number of schemes ourselves in that time, the choice of approach will also guide us in other ways - such as in how we plan and fund infrastructure and services to support new development.

**Please remember that in this consultation we are looking at overall scenarios and not individual schemes or projects.**

### **Consultation Period**

The consultation on the scenarios will close on **Sunday 20 June 2010**. If the closing date presents a significant problem for you or your organisation please do get in touch with us. You will have an opportunity to comment on the entire draft Plan between October 2010 and January 2011.

## **Giving your comments**

**Please feel free to comment on the scenarios for as many of the settlement types as you feel appropriate.**

Where possible we would encourage you to make your comments online. The questionnaire is available online at:

**<http://myconsultations.oxfordshire.gov.uk>**

If responding to the consultation online please remember to log on using your existing registration or register on the system. This should only take a few moments. If responding by post, please return the questionnaire to the freepost address given at the end of the questionnaire.

## **How we will use your feedback**

This is the fifth consultation that the County Council has carried out to develop the new Local Transport Plan and your views will help inform what is presented to the Council's Cabinet when they make a decision on the preferred scenarios on 20 July. The results of this and previous consultations will be taken into account when we prepare the draft document for a full public consultation to be held between October 2010 and January 2011.

We will explain what we have done with your comments in the Local Transport Plan newsletter which will be sent to you in July 2010.

**Thank you for taking the time to read the documents and giving us your comments. Your involvement will help us produce a Local Transport Plan which meets Oxfordshire's needs for the future.**

## LTP3 Objectives – Priority by Settlement Type

Objective	Oxford	Larger Towns	Smaller Towns	Rural Oxfordshire
Improve the condition of local roads, footways and cycleways, including resilience to climate change	Medium Priority	Medium Priority	High Priority	High Priority
Reduce congestion	High Priority	High Priority	High Priority	Low Priority
Reduce casualties and the dangers associated with travel	Low Priority	Low Priority	Low Priority	Medium Priority
Improve accessibility to work, education and services	Low Priority	Low Priority	Medium Priority	High Priority
Secure infrastructure and services to support development	Medium Priority	Medium Priority	Medium Priority	Medium Priority
Reduce carbon emissions from transport	Medium Priority	Medium Priority	Medium Priority	Medium Priority
Improve air quality, reduce other environmental impacts and enhance the street environment	Medium Priority	Medium Priority	Low Priority	Low Priority
Develop and increase the use of high quality quality, welcoming public transport	High Priority	High Priority	Medium Priority	Medium Priority
Develop and increase cycling and walking for local journeys, recreation and health	High Priority	High Priority	High Priority	High Priority

# OPTIONS FOR OXFORD

## Background

Three options (or "scenarios") have been developed for transport in Oxford. We have called these scenarios:

- A - "Promoting Walking & Cycling",*
- B - "Increasing Transport Choice", and*
- C - "Promoting Public Transport".*

A detailed strategy will be developed for Oxford based on the chosen scenario.

These scenarios have all been developed to meet the objectives of the Plan. The top priority objectives for Oxford, identified after consultation, are:



- **reducing congestion,**
- **increasing the quality and use of public transport,** and
- **increasing cycling and walking for local journeys, recreation and health.**

## Links to other projects

A detailed strategy for Oxford will be developed in association with the City Council's Local Development Framework, which will set out growth plans for the area until 2026. This consultation will guide the overall approach that we will take in developing this strategy as well as how we deal with any specific problems caused by new developments.

The County Council is working in partnership with Network Rail and the Highways Agency on the regionally funded "Access to Oxford" project to resolve the significant problems on the approaches to the city from the north and south; there will be consultation on this later in the year. We are also working with Network Rail to upgrade Oxford Rail Station, including providing a new platform. Chiltern Railways also have plans for an Oxford-London Marylebone direct rail service which include a new rail station beside Water Eaton Park & Ride. We are also working with the bus companies to improve bus services while reducing bus numbers and emissions in the city centre.

## OXFORD SCENARIO A

### PROMOTING WALKING & CYCLING

This scenario would reduce congestion and improve local access by encouraging more walking and cycling through intensive investment in better facilities. This could mean the development of new off-road routes as well as improvements to existing routes. This would be reinforced by widespread publicity and marketing, and working with groups and individuals on journey planning, to promote these modes. In addition air pollution issues would be tackled by measures to encourage alternative fuels and restricting use of more heavily polluting vehicles.

#### What types of scheme would be included?

- Development of a **high quality cycle network** across the city including improved cycle lanes alongside main roads, better connections and signing between cycle routes on less busy roads, and better cycle parking
- **Better facilities for pedestrians**, including disabled people, in the city centre and on the main walking routes into and around the city, including extending the pedestrianised area, wider footways, and better pedestrian crossings
- **Working with businesses** to provide alternatives to heavy lorries for local deliveries
- **Encouraging people** to make fewer trips by cars and to use more efficient and less polluting vehicles

#### Impacts

This scenario would deliver significant reductions in carbon emissions and lead to better air quality by reducing the number of vehicles in the city. Opportunities to travel around the city on foot or by cycle would be significantly improved. Overall congestion across the city would also be reduced enhancing the vitality of the city centre and the natural and human environment of the city. The scenario would be likely to bring road safety and health benefits.

## OXFORD SCENARIO B

### INCREASING TRANSPORT CHOICE

This scenario would encourage fewer trips to be made by car in the city by investing in improved facilities for walking, cycling and buses, including further expansion of the Park & Ride system.

This would be supported by improving how traffic moves around the city to reduce delays on the approaches to the city and on the ring road and air pollution would be tackled by restricting the use of more heavily polluting vehicles. While investment



will be spread over a number of different types of scheme this means that less can be done in each than might be the case if the expenditure was more concentrated, as is the case in other scenarios.

#### What types of scheme would be included?

- **Improving bus services** including extending bus priority at junctions
- **Expanding Park & Ride** through extensions of existing sites, development of new sites or introduction of new services
- **Better conditions for pedestrians**, including disabled people, in the city centre
- Improvements to the city's **cycling and walking** networks
- **Traffic management** on city approaches, including possible vehicle restrictions (such as only allowing high occupancy vehicles)
- **Encouraging people** to use more efficient and less polluting vehicles

#### Impacts

This scenario would reduce reductions in carbon emissions across the city and lead to some improvements in local air quality. Opportunities to travel around the city by bus, on foot or by cycle would be improved. It would bring some health benefits to the town and also improve road safety. There may be some environmental costs, although these could be reduced by careful planning and design.



## OXFORD SCENARIO C

### PROMOTING PUBLIC TRANSPORT

This scenario would deliver major improvements to public transport with a significant upgrade in the quality of the bus networks serving the city, together with enhancements to rail connections and services as well as expansion of the Park & Ride network. This would be likely to involve further restrictions in using roads across the city by other vehicles. This would directly improve local access and reduce congestion by providing a consistent high quality alternative.

#### What types of scheme would be included?

- **Major improvements to local bus services**, including introducing priority for buses on some roads or at junctions
- **Improvements to rail** services and connections with bus services at rail stations
- **Expanding Park & Ride** through extensions of existing sites, development of new sites or introduction of new services
- **Encouraging people** to use more efficient and less polluting vehicles



#### Impacts

In this scenario opportunities to move around the city by bus would be significantly improved. It would also deliver significant reductions in carbon emissions across the city by reducing overall traffic levels. Overall, the scenario's impact on air quality is likely to be mixed unless it is accompanied by significant reductions in the level of pollution given out by each bus. If the scenario involves new construction to improve bus flows then there may be some costs to the environment, but these could be reduced by careful planning and design. The scenario would be expected to bring some improvement in road safety.



## Comparison of Oxford Scenarios

	SCENARIO		
	A	B	C
Rail			✓✓
Bus	•	✓	✓✓✓
Walking	✓✓✓	✓✓	•
Cycling	✓✓✓	✓✓	•
Highway Infrastructure			
Demand Management		✓	
Park & Ride		✓	✓
Behavioural Change	✓	✓	
Low Emission Vehicles	✓✓✓	✓✓✓	✓✓✓
Alternative Fuels			
Slower Speeds	✓	✓	✓
Freight Management	✓✓✓		

Level of investment: ✓ = Low    ✓✓ = Medium    ✓✓✓ = High

• = as a minimum all scenarios include (i) improvement of bus stop facilities and locations, (ii) pedestrian crossings and safe walking routes, and (iii) measures to improve cycle safety.

## Comparison of impacts for Oxford Scenarios

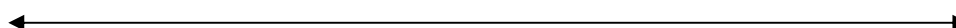
	SCENARIO		
	A	B	C
Access by bus			
Access by cycle and on foot			
Climate change			
Air quality			
Economy			
Safety			
Natural environment			
Human environment			



Positive

No or  
Mixed  
Impact

Negative



N.B. In Scenario C it is assumed that the bus fleet remains as it currently is and therefore an increase in buses leads to a negative impact on air quality. Measures to reduce the emissions from buses are currently being introduced which will reduce or eliminate this negative impact.

# OPTIONS FOR THE LARGER TOWNS

## Background

The Larger Towns in Oxfordshire are Abingdon, Banbury, Bicester, Didcot, Wantage & Grove\* and Witney. Three options (or "scenarios") have been developed to meet the Plan's objectives for the Larger Towns:

- A - *"Promoting lower emissions"*,
- B - *"Promoting transport choice"*, and
- C - *"Supporting economic growth"*.

The emphasis of the chosen scenario will vary between the Larger Towns, dependent on local issues.

The top priority objectives for the Larger Towns, identified after consultation with local people, are:

- **reducing congestion,**
- **increasing the quality and use of public transport,** and
- **increasing cycling and walking for local journeys, recreation and health.**

## Links to other projects

Detailed strategies for each of the towns will be developed in association with District Council Local Development Framework, which set out growth plans for each area during the period up to 2026. This consultation will, however, guide the overall approach that we will take to develop these strategies as well as how we deal with any specific problems caused by new developments. This may include the development of other major schemes where these are required.

The County Council is working on proposals for the Cogges Link Road and A40 junction at Downs Road in Witney in association with existing and committed developments. We are also investigating options for the South Central Oxfordshire area (including Wantage & Grove and Didcot); this consultation will be used to help assess the options although decisions on which schemes to promote will only be taken after separate consideration.

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\* Wantage & Grove are considered together here to match their treatment in the Local Development Framework.

## LARGER TOWNS SCENARIO A

### PROMOTING LOWER EMISSIONS

This scenario would deliver major improvements to the walking and cycling networks in the Larger Towns reinforced by widespread publicity and marketing and working with groups and individuals to promote different types of transport.

#### What types of scheme would be included?

- Development of **high standard cycling networks** including cycle lanes alongside roads, new cycle paths and increased cycle parking
- **Better facilities for pedestrians**, including disabled people, in town centres including pedestrianised areas (where appropriate), wider footways and more pedestrian crossings together with high standard links from new developments
- **Encouraging people** to make fewer trips by car and to use more efficient and lower emission vehicles



#### Impacts

This scenario would bring considerable local economic benefits through reduced congestion and delays and would also benefit local air quality. In addition, controls on vehicles could be introduced to further promote better air quality.

Opportunities to walk and cycle around the towns would be significantly improved. The scenario would be likely to bring health benefits and also enhance the natural and built environment of the towns.

## LARGER TOWNS SCENARIO B

### PROMOTING TRANSPORT CHOICE

This scenario seeks to spread investment over different types of transport scheme, including measures for drivers, bus users, cyclists and pedestrians. While investment will be spread over a number of different types of scheme this means that less can be done in each than might be the case if the expenditure was more concentrated, as is the case in other scenarios.

#### What types of scheme would be included?

- **Better facilities for buses**, including bus lanes and priority at junctions together with better bus stops
- **Introducing park & ride** to cater for trips into the Larger Towns as well as for trips to Oxford
- **Improved traffic management** to reduce congestion at junctions or encourage traffic to use the most appropriate routes
- **Better facilities for pedestrians**, including disabled people, in town centres including wider footways, more pedestrian crossings together with high standard links from new developments
- **Development of cycle networks** including cycle lanes and increased cycle parking



#### Impacts

This scenario would significantly increase opportunities for travel by bus and some improvement for trips on foot and by cycle. It would also help the local economies by reducing congestion. There may be some environmental costs to the landscape from this scenario, especially if new park and ride sites are built or extra road space was needed to provide bus priority, but this could be minimised by careful planning and design.

## LARGER TOWNS SCENARIO C

### SUPPORTING ECONOMIC GROWTH

This focus of this scenario is on direct improvements to the road and rail networks together with better bus services and facilities and limited improvements to the walking and cycling networks in all the Larger Towns.

#### What types of scheme would be included?

- **Selected road improvement schemes**, such as upgraded junctions or link roads, especially in association with new developments
- **Improvements to rail** including station improvements and better connections to stations by all modes
- **Better bus services** and facilities in the towns for buses, including introducing bus priority and upgraded bus stops
- Improvements to existing **cycling and walking networks**
- **Managing lorry movements** and deliveries and other traffic management, including investigation of high occupancy lanes

#### Impacts

This option could support growth and economic potential across the county and improve the local economy by significantly reducing delays on local roads and increasing access to jobs and services. This would bring direct improvements in congestion and accessibility leading to local economic and environmental benefits where traffic is removed from town centres. The scenario could also improve air quality in some of the towns although it is likely to lead to an overall increase in carbon emissions across the Larger Towns. There is likely to be some impact on the environment and settings of the towns, although careful planning and design would seek to minimize this.



## Comparison of Larger Towns Scenarios

	SCENARIO		
	A	B	C
Rail			✓✓
Bus	•	✓	✓✓
Walking	✓✓✓	✓	✓
Cycling	✓✓✓	✓	✓
Highway Infrastructure			✓✓
Demand Management		✓	
Park & Ride		✓	
Behavioural Change	✓		
Low Emission Vehicles	✓✓✓		
Alternative Fuels	✓✓✓		✓
Slower Speeds			
Freight Management			✓

Level of investment: ✓ = Low    ✓✓ = Medium    ✓✓✓ = High

• = as a minimum all scenarios include (i) improvement of bus stop facilities and locations, (ii) pedestrian crossings and safe walking routes, and (iii) measures to improve cycle safety.

## Comparison of impacts for Larger Towns

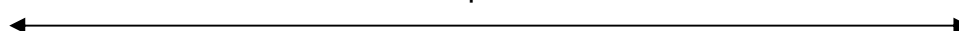
	SCENARIO		
	A	B	C
Access by bus			
Access by cycle and on foot			
Climate change			
Air quality			
Economy			
Safety			
Natural environment			
Human environment			



Positive

No or  
Mixed  
Impact

Negative



# OPTIONS FOR THE SMALLER TOWNS

## Background

The Smaller Towns in Oxfordshire are Carterton, Chinnor, Chipping Norton, Faringdon, Kidlington\*, Henley, Thame and Wallingford. Three options have been developed to improve transport in the Smaller Towns. We have called these scenarios:

- A - "Promoting lower emissions",*
- B - "Promoting transport choice", and*
- C - "Supporting economic growth".*

The emphasis of the chosen scenario will vary between the Smaller Towns, dependent on local issues.

These scenarios have been developed to meet the objectives of the Plan. The top priority objectives for the Smaller Towns, identified after consultation with local people, are:

- **Improving the condition of local roads, footways and carriageways, including resilience to climate change,**
- **Reducing congestion, and**
- **Developing and increasing cycling and walking for local journeys, recreation and health.**

## Links to other projects

Proposals for each of the towns will be developed in association with the District Council Local Development Frameworks, which set out growth plans for each area during the period up to 2026. This consultation will, however, guide the overall approach that we will take in developing these strategies as well as how we deal with any specific problems caused by new developments.

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\* Although Kidlington is a village it is included as one of the smaller towns here by virtue of its population size.



## SMALLER TOWNS SCENARIO A PROMOTING LOWER EMISSIONS

This scenario focuses investment on means of transport that have low or no emissions backed up by education and publicity programmes on the options available. The scenario would introduce comprehensive cycling networks in the towns by providing cycle lanes on roads and/or constructing new cycle routes; while wider pavements and better crossing points would be provided to make it easier to walk around the towns. Either of these could require reductions in the amount of road space available for motorised traffic.

### What types of scheme would be included?

- Development of **high standard cycling networks** including cycle lanes alongside roads, new cycle paths and increased cycle parking
- **Better facilities for pedestrians**, including disabled people, in town centres including pedestrianised areas (where appropriate), wider footways, more pedestrian crossings and high standard links from new developments
- **Encouraging people** to make fewer trips by car and to use more efficient and lower emission vehicles

### Impacts

This scenario would considerably benefit local air quality and also deliver reductions in local carbon dioxide emissions. It would



also bring local economic benefits in terms of reduced congestion and delays. Opportunities to walk and cycle would be significantly improved and this would bring health benefits. The scenario would bring benefits to the natural and built environment of the towns particularly if opportunities for planting and improving local biodiversity were taken.

## SMALLER TOWNS SCENARIO B

### PROMOTING TRANSPORT CHOICE

This scenario seeks to spread investment over a wide range of different types of transport scheme. It includes measures which would seek to improve outcomes for drivers, bus users, cyclists and pedestrians. While investment will be spread



over a number of different types of scheme this means that less can be done in each than might be the case if the expenditure was more concentrated, as is the case in other scenarios.

#### What types of scheme would be included?

- **Better bus services** on routes to larger towns
- **Improved traffic management** to reduce congestion
- **Better facilities for pedestrians**, including disabled people, in town centres and on main roads
- Limited local improvements to **cycling facilities**

#### Impacts

This scenario would significantly increase opportunities to travel by bus and some increased accessibility by cycle. The scenario might give some reductions in carbon dioxide emissions and other local pollutants. Overall delay would be reduced, although across the county this change may not be significant and a small decrease in casualties might be expected. The impact on the environment is uncertain and is likely to depend on the particular programmes of schemes implemented in any area.

## SMALLER TOWNS SCENARIO C

### SUPPORTING ECONOMIC GROWTH

This scenario focuses on improvements to the road networks, particularly where new developments put these under pressure and measures to get the road network working efficiently. The improvement schemes could involve new link roads, relief roads or bypasses. The traffic management measures could include signing schemes, closing roads to some or all traffic, lorry restrictions or routeing measures. Schemes would need to be justified individually.

#### What types of scheme would be included?

- **Selected road network improvement schemes**, especially in association with new developments
- **Improved traffic management** for movements through and within the towns



#### Impacts

This option could improve the local economy by reducing delays on local roads. The scenario would also bring local air quality benefits and reduce overall carbon dioxide production. Any new road building is likely to have an impact on the natural environment, although careful planning and design can minimise this.

## Comparison of Smaller Towns Scenarios

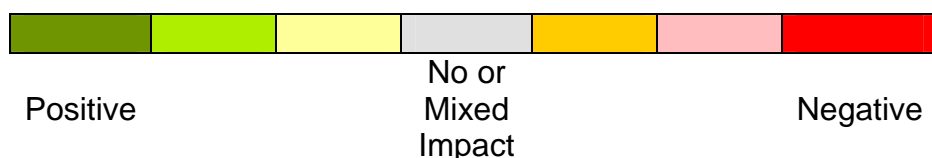
	SCENARIO		
	A	B	C
Rail			
Bus	•	✓	•
Walking	✓✓✓	✓	•
Cycling	✓✓✓	✓	•
Highway Infrastructure			✓✓✓
Demand Management		✓	✓
Park & Ride		✓	
Behavioural Change	✓		
Low Emission Vehicles	✓✓✓		
Alternative Fuels	✓✓✓		
Slower Speeds			
Freight Management			

Level of investment: ✓ = Low    ✓✓ = Medium    ✓✓✓ = High

• = as a minimum all scenarios include (i) improvement of bus stop facilities and locations, (ii) pedestrian crossings and safe walking routes, and (iii) measures to improve cycle safety.

## Comparison of Impacts for Smaller Towns

	SCENARIO		
	A	B	C
Access by bus			
Access by cycle and on foot			
Climate change			
Air quality			
Economy			
Safety			
Natural environment			
Human environment			



# OPTIONS FOR RURAL OXFORDSHIRE

## Background

Rural Oxfordshire covers most of the area of the county and includes parts of the Chilterns, North Wessex Downs and Cotswolds Areas of Outstanding Natural Beauty. As well as open countryside, it includes many villages and small towns – about a quarter of the county's population live in the rural areas.

The emphasis of the chosen scenario will vary across rural Oxfordshire, dependent on local issues.

Three options have been developed to improve transport in the rural Oxfordshire. We have called these scenarios:

- A - "Promoting lower emissions",*
- B - "Managing movements", and*
- C - "Promoting transport choice".*

These scenarios have been developed to meet the objectives of the Plan. The top priorities for Rural Oxfordshire, identified after consultation with local people, are:

- **Improving the condition of local roads, footways and carriageways, including resilience to climate change,**
- **Improving accessibility to work, education and services, and**
- **Developing and increasing cycling and walking for local journeys, recreation and health.**

## Links to other projects

The County Council is working on a scheme to provide a replacement to the Newbridge crossing of the River Thames because surveys have indicated that the current bridge, a Scheduled Ancient Monument, will not be able to continue to be used in the long term.

Proposals for each of the towns will be developed in association with District Council Local Development Framework, which set out growth plans for each area during the period to 2026. This consultation will guide the overall approach that we will take to meet the requirements arising from new developments.

## RURAL OXFORDSHIRE SCENARIO A

### PROMOTING LOWER EMISSIONS

This scenario focuses investment on means of transport that have low or no emissions. The scenario would develop routes for walkers and cyclists across the county, including new purpose-built routes where appropriate. It would also look to increase the use of the public rights of way networks by improving links to them, and by reducing the speed of traffic on rural roads where this makes their use unattractive to walkers and cyclists. The strategy would be backed up by education and publicity programmes on the range of options available for travel in these areas.

#### What types of scheme would be included?

- Development of **high quality cycle routes** across the county
- **Improved connections** from villages to footpaths and other rights of way
- **Encouraging people** to make fewer trips by car and the use of more efficient and lower vehicle emissions
- **Speed reduction** measures



#### Impacts

This scenario would increase travel and by cycle and on foot. It would bring a wide range of benefits, particularly reducing vehicle delays to improve the local economy and reducing local air pollution. The scenario would bring benefits for the natural environment, particularly if the footpath and cycleway improvements are taken as opportunities for planting and improving local biodiversity. By increasing opportunities for walking and cycling the scenario would also be likely to bring health benefits; the scenario would also be expected to reduce the number of accidents on rural roads.



## RURAL OXFORDSHIRE SCENARIO B

### MANAGING MOVEMENTS

This scenario focuses on encouraging more efficient transport of goods around the county with the aim of reducing the number of lorries on rural roads. This would be done by working with the freight industry to encourage



alternatives such as rail, by ensuring the most suitable roads are used and by looking to reduce lorry numbers by innovative delivery methods. Some road improvements would also be considered, although it is extremely unlikely that funding

would be available for a major programme of bypasses or route upgrading and individual schemes would still need to be justified independently.

#### What types of scheme would be included?

- Improved rail facilities to **transfer freight** onto the railways
- **Improving road** networks
- Measures to encourage **efficient movement of freight**
- **Traffic management** on rural roads, including investigation of high occupancy lanes on appropriate roads

#### Impacts

This scenario would give economic benefits from reduced congestion and a reduction in vehicle delays. It would be likely to bring a range of benefits to rural communities, particularly through reductions in traffic noise, carbon emissions and improvements in local air quality. The road improvements may have negative impacts, although these could be minimised by careful planning and design.



## RURAL OXFORDSHIRE SCENARIO C

### PROMOTING TRANSPORT CHOICE

This scenario seeks to spread investment over a wide range of transport schemes. It includes measures which would benefit drivers, bus users, cyclists and pedestrians. While this scenario would mean that more types of scheme could be introduced than would be the case with the other scenarios this would inevitably mean that less could be done in any particular area of investment.

#### What types of scheme would be included?

- **Improved cycle links**
- **Better connections** to rights of way networks from villages and towns
- **Better links to rail** stations and improved information
- **Improved bus services** on routes between towns
- **Speed reduction measures** where there are accident problems

#### Impact

This scenario would bring a wide range of benefits, particularly reducing vehicle delays to improve the local economy, improve road safety and reduce local air pollution problems.



Access to town centres, job opportunities and other services by bus and cycle would be improved as would access on foot to local services. There would be some local air quality

improvements and overall carbon emissions would be reduced; while there would be an opportunity to enhance the natural environment and landscape character. Encouraging more walking and cycling would bring health benefits.

