

West Oxfordshire Lowlands Movement and Place Plan

Local Transport and
Connectivity Plan –
Supporting strategy

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**OXFORDSHIRE
COUNTY COUNCIL**

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Vision for the Lowlands

To harness and develop the existing sense of place across the West Oxfordshire Lowlands through a people-first design approach, that ensures greater collaboration between different communities, whilst also reflecting the history and rural nature of the area.

To be a healthy, vibrant, inclusive and safe place for its communities. Building upon the area's unique history, heritage and natural environment, as a gateway to the Cotswolds and a tourist hub. To continue the enhancement of Witney and Carterton as the main service centres in West Oxfordshire, to benefit residents and grow the economy by providing new amenities, employment and leisure opportunities.

To have an inclusive, accessible, and integrated transport system within the Lowlands, that improves connectivity between the towns, villages and the surrounding area by providing transport choice and enabling a shift to sustainable travel behaviour. To support sustainable and integrated developments, protect and improve access to healthcare and education, improve access to and enhance surrounding natural environment, enhance air quality and improve climate resilience.





Area context

The West Oxfordshire Lowlands is a primarily rural area benefiting from close connectivity to the Cotswolds and unique historic centres such as Witney and Burford. The Lowlands area is home to the two largest settlements in West Oxfordshire; Witney and Carterton. Witney and Carterton are the main settlements within this Movement and Place (MAP) Plan area and are home to most of the key facilities and amenities (e.g. a hospital, a comprehensive range of food and non-food retail etc.) in the Lowlands. Although secondary services centres, featuring a range of day-to-day services are available in the town of Burford and the villages of Bampton, Eynsham and Long Hanborough. The area also covers a number of villages including, but not limited to, Alvescot, Aston, Black Bourton, Broughton Poggs, Brize Norton, Cassington, Church Hanborough, Clanfield, Crawley, Ducklington, Freeland, Hailey, Kelmscott, Minster Lovell, North Leigh, Northmoor, Ramsden, Shilton, Standlake, Stanton Harcourt and Westwell, as outlined in **Figure WOL1**. The MAP Plan recognises the interaction of trips being made between the towns and villages within the MAP Plan area for work, school, leisure, and business. However, it also notes the interaction of locations outside the Lowlands, including the Uplands, Oxford, the Vale of White Horse, and Gloucestershire. This plan should be read in conjunction with **MAP Plans: Introduction**, which provides greater policy context.

The combined population of the Lowlands is approximately 87,000 people, with Witney and Carterton being by far the largest settlements and home to 32,000 and 18,000 people, respectively¹. Eynsham, Long Hanborough, Bampton, Brize Norton, and North Leigh are the five largest villages in the Lowlands². Despite being a town Burford is only the 12th most populous settlement in the MAP Plan area³. The West Oxfordshire Lowlands are served by a variety of local amenities and services including 38 schools (including five secondary schools), one college campus, six libraries, a community hospital, nine medical centres, town centres, and leisure destinations including seven museums, a cinema and three leisure centres.

Map of the Lowlands area

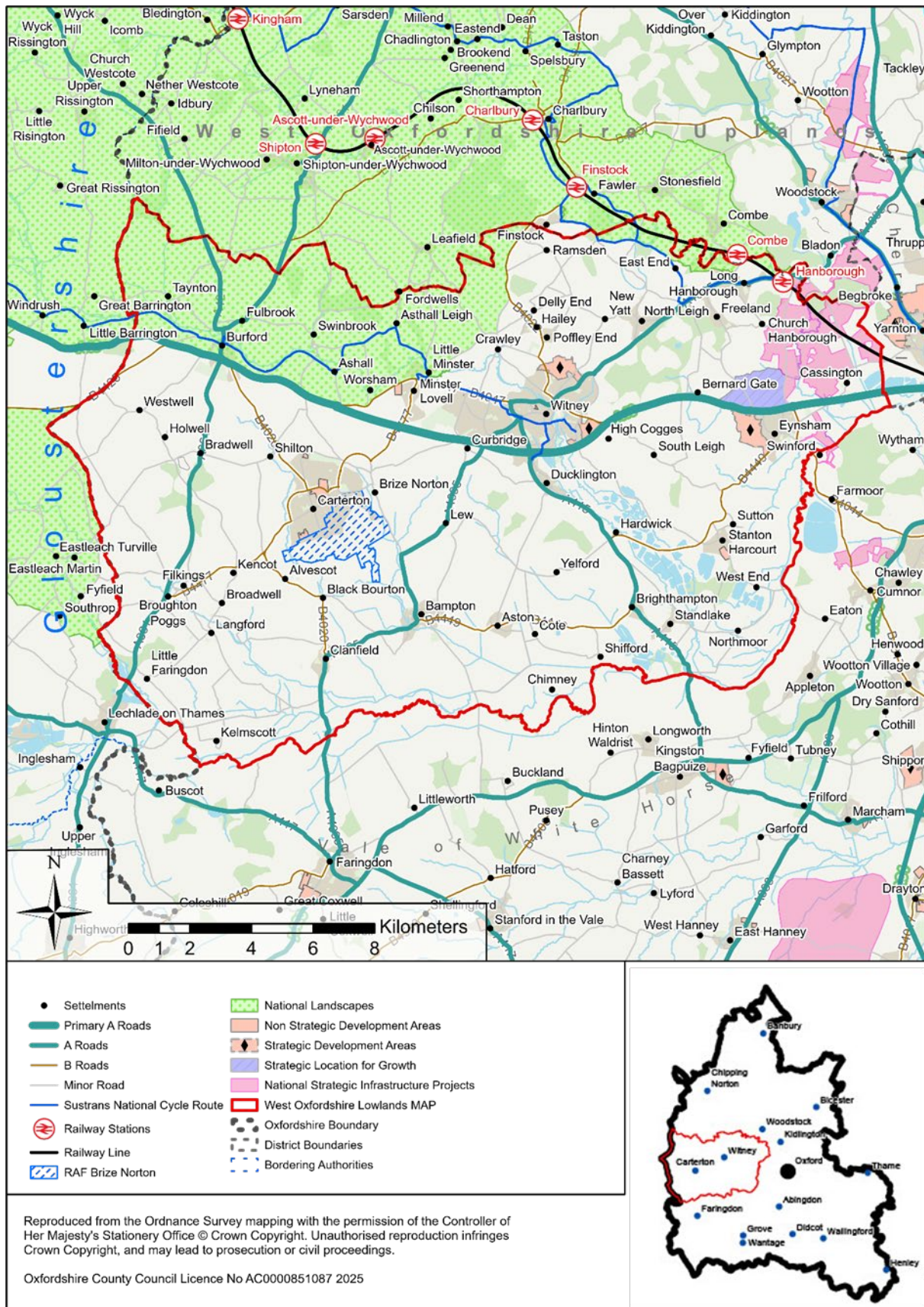


Figure WOL1: Map of the West Oxfordshire Lowlands MAP Plan Area

Witney, Carterton and the villages along the A40 corridor are key commuter settlements for Oxford. 16% of people in the MAP Plan area (18% from Witney) commute to Oxford for work, with it being the main travel destination outside the district⁴. The West Oxfordshire Lowlands is also home to a range of employment sites, most notably RAF Brize Norton, the UK's largest RAF base with approximately 5,800 Service Personnel, 300 civilian staff and 1,200 contractors based at the site⁵. Other important employment sites within the Lowlands include Siemens, (all workers due to relocate to new Bicester site by 2030), Curbridge Business Park, Windrush Industrial Park, Witan Park Industrial Estate, the West Oxfordshire Business Park, Ventura Business Park, Carterton Industrial Estate, Oakfield Industrial Estate, Oasis Business Park, Hanborough Business Park, Blenheim Office Park, Standlake Business Park, Stanton Harcourt Industrial Estate, New Yatt Business Centre, Wroslyn Road Industrial Estate, Bampton Business Centre and Crawley Mill Industrial Estate. In 2025, it was estimated that there were 43,900 jobs in the West Oxfordshire Lowlands. This figure is projected to grow to approximately 49,900 by 2050⁶ based on the currently adopted allocations.

The area is also important from a leisure and tourism perspective. The largest tourist attraction in the MAP Plan area and one of the biggest in the county, is the [Cotswolds National Landscape](#), which gets an estimated 25 million visitors per year⁷. The Cotswold National Landscape is the largest National Landscape in England with 790 square miles of designated land and an area of outstanding national beauty since 1966⁸. The Cotswold Wildlife Park is also an important tourist attraction with the park receiving just under 500,000 visitors in the last year (2025)⁹. Other tourist attractions located in the MAP Plan area include Burford Tolsey Museum, Cogges Manor Farm, Crocodiles of the World, Kelmscott Manor, Minster Lovell Hall and Dovecote, Oxford Bus Museum, The Swinford Museum, Witney District Museum, Witney Lakes Resort. Some of places in the MAP Plan area are also tourist attractions in their own right such as Burford and Bampton. The area is also important from a green space and nature perspective, with the area featuring a large amount of beautiful countryside for those living, working and visiting the area. In addition to the Cotswold National Landscape other attractions from a green space and nature perspective are the River Windrush, Chimney Meadows National Nature Reserve, the Thames Path and Kilkenny Country Park. In addition, Blenheim Palace and the Oxfordshire Museum are in the surrounding area. Access to the Cotswolds and local countryside is available through a variety of cycle routes and pathways.

The compact nature of towns and villages in the West Oxfordshire Lowlands provides an excellent opportunity to increase the number of people walking and cycling for local trips, albeit the MAP Plan by nature has a typical rural setting. Both Witney and Carterton are supported by a network of footways or footpaths along the majority of roads, footpaths through greenspaces and between different streets and some cycleways that provide links around the towns. The local walking, wheeling, cycling and equestrian routes provide

connections between residential properties, workplaces and the key facilities provided in Witney and Carterton. The quality, provision and infrastructure of the walking, wheeling and cycling routes varies across the area as outlined in Witney's Local Cycling and Walking Infrastructure Plans (LCWIP's), which may discourage some people from walking and cycling¹⁰.

The villages within the MAP Plan area generally have footways or footpaths that support walking and wheeling within each settlement, although the quality and accessibility of these varies greatly with some being narrow, lacking dropped kerbs, or safe crossing points. Connections to the surrounding countryside, neighbouring villages, and employment sites are provided by a network of walking, wheeling, cycling and equestrian routes and paths of varying quality and accessibility, including some that are suitable for horse riders. This includes routes along key roads such as the A40 and A4095, Public Rights of Way (PRoW) network, the National Cycle Network (NCN) and recreational routes. The MAP Plan area has an extensive network of PRoW, comprising over 1,089 individual paths with a total length of approximately 460 kilometres. NCN Route 57 runs between west Witney NCN Route 48 at Northleach via Burford, while NCN Route 422 runs from Long Hanborough towards Charlbury, and onwards towards Gloucestershire and Worcestershire. In addition, several nationally recognised recreational routes extend through the MAP Plan area including the d'Arcy Dalton Way, the Palladian Way, the Roman Way, the Thames Pilgrim Way, the Thames Path, the Wychwood Way and the Wye to the Thames route. The [National Byway Network](#), is a 5,000 kilometre sign-posted leisure cycling route across the UK, also passes through the MAP Plan area between Burford and Charlbury. These routes provide opportunities for walking, wheeling, cycling and horse riding primarily for leisure and recreation.

The main public transport access for residents, workers and visitors to the West Oxfordshire Lowlands is via the bus network, that provides connections between the towns and villages within the MAP Plan area as well as town services. The key bus routes (more frequent than one bus per hour) in the MAP Plan area are the S1 between Carterton and Oxford via Witney and Eynsham, the S7 between Witney and Oxford via North Leigh, Long Hanborough and Woodstock, the E1 between Oxford and Oxford (Osney Island) via Botley, and the H2 between Witney and the John Radcliffe Hospital, via Eynsham and North Oxford. The local bus network also provides connections to Cheltenham, Chipping Norton, Charlbury, Abingdon, Lechlade-on-Thames, Swindon, and villages in the surrounding areas.

While buses are the main form of public transport, rail services are accessible from the village of Long Hanborough in the northeastern corner of the MAP Plan area. Hanborough Rail Station is the busiest station in West Oxfordshire and the ninth busiest in Oxfordshire by passenger numbers¹¹. Hanborough is on the North Cotswold Line, with services running to Hereford, Malvern, Worcester, Oxford, Didcot Parkway and London Paddington. As part of OxRAIL 2040:

Plan for Rail, there are proposals to upgrade the station to provide a second platform and for the reinstatement of the double track between Charlbury and Wolvercote to allow an increase in services along the line. In addition, there are aspirations to create a mobility hub at the station to improve connectivity and integration between different modes.

The A40 is the key strategic road for the Lowlands area, that runs east to west between Oxford and Cheltenham (and onwards to London and South Wales) and provides direct onward road links to the A34 (Bicester M40 (J9) to Southampton), M40 (London to Birmingham) and M5 (Birmingham to Exeter). Along some sections of the A40 traffic flows are more than 30,000 vehicles a day, which is significant¹². In addition to the A40, the A415 and A4095 run through Witney, providing links to Abingdon and Bicester respectively, while the A361 and A424 route through Burford, providing connections to Chipping Norton, Stow-on-the-Wold, Swindon, and Banbury. These A-roads are complemented by a network of B-roads as well as country roads, providing connections to between the town and villages, employment and leisure sites.

Given its location and the increasing number of employment opportunities, more people are and will be calling the West Oxfordshire Lowlands their home. It is anticipated that the combined population will grow over the coming years, with 6,000 homes allocated in the Lowlands area in the West Oxfordshire Local Plan 2031. Due to the homes that are planned, the population is projected to increase by around 14,500¹³. The emerging West Oxfordshire Local Plan 2043 outlines the preferred spatial options for new housing and employment sites in the period up to 2043. Within the emerging Local Plan, there are options for new housing allocations in Witney, Carterton, Brize Norton, Hanborough, Bampton, Aston, Burford, Ducklington and Standlake and employment allocations in Witney and Carterton. If all sites were to come forward, this could result in between 7,200 and 10,000 new houses and 20 hectares of employment¹⁴, resulting in a population increase of between 17,750 and 24,700. As such, the population of the Lowlands could be more than 136,000 by 2043.



Key facts and figures

89,000 residents

32,000
in Witney

18,000
in Carterton

Approximately **136,000** by 2043

6,000 new homes planned by 2031



42% of commuters travel less than 5km

A40 road link to **Oxford**, **M40**, **A34** and **Cheltenham**



20 bus routes in the area including **S1** bus link to **Oxford**

71% of residents & **70 %** of workers



Use a vehicle for **commuting**



88% of **households** have a car with average household owning **1.5** vehicles

Hanborough Station

Busiest station on the **Cotswold line**

Rail links to Worcester, Great Malvern, Oxford, Reading and London

43,000 jobs in 2021

49,900 jobs by 2050



Local Tourism gateway:



15 local **Industrial Estates** and **Business Parks**



RAF Brize Norton

The country's largest airbase, employing **7,300** civilian and service personnel

Local Facilities:

38 schools
9 medical centres
7 museums
6 libraries
3 leisure centres
1 hospital
1 cinema



Challenges and opportunities

Dealing with the challenges the Lowlands are currently facing will improve the lives of those living, working, visiting and conducting business in the area. These challenges will affect everyone differently and will have greater impacts on certain groups, such as children, the elderly, people with disabilities, and those in poverty. We must recognise the challenges and opportunities that are faced by residents, workers and visitors of the West Oxfordshire Lowlands and ensure that the objectives and actions outlined later in this plan make the towns and villages in the MAP Plan area better for everyone, whilst at the same time maintaining its unique Oxfordshire characteristics and setting. Furthermore, we also accept that due to the rural nature of the Lowlands and its demographics, some people will continue to rely on using a private vehicle for their journeys. As such, this MAP Plan intends to make it less stressful and convenient for people who do need to rely on their car for all or some of their journey(s).

Modal Share

How people move within the West Oxfordshire Lowlands is shaped by the existing environment, given the typically rural nature and country roads. Many key facilities within the MAP Plan area are 'easier' to access by car than by other modes such as walking, cycling or public transport. Other modes of transport struggle to compete with the ease of getting around resulting from limited and poor-quality crossing facilities for people walking and wheeling, poor cycling infrastructure, and slow and unreliable bus services¹⁵. This makes it difficult for people who do not own a car to access places or creates journeys that feel uncomfortable, that can lead, in some cases, to transport related social exclusion and create places where people are car reliant.

The main source of data is the 2011 and 2021 Census from the Office for National Statistics (ONS). The results of the 2021 Census were significantly affected by COVID-19 associated travel restrictions at the time the Census was undertaken. Consequently, this affected how people travelled to work, with a considerable number working from home. Bearing this in mind, the use of journey to work and mode share data from the 2021 census is not considered robust and therefore Census 2011 data is used throughout this MAP Plan. However, it is accepted that this data was collected some time ago, so it may not be fully reflective of the current baseline, despite being considered the most robust data available. The census data used in the MAP Plan is primarily at a local level with data downloaded for either parish areas, output areas (area with 100-625 people) or Lower Super Output Areas (area with 1,000-3,000 people). Where this is not available a Middle Super Output Area (area with 5,000-15,000 people) data has been used to ensure it is reflective of the local area.

The West Oxfordshire Lowlands face challenges in understanding the barriers to travelling by non-car modes and increasing bus, walking, wheeling and cycling journeys. Census data suggests a reliance on private car use for both those living in the area and those commuting into the area¹⁶. In the Lowlands area, approximately 70% of residents drive to work based on the 2011 census, while only



11% are made on foot, 4.6% on bikes and just 6.7% by public transport. For those that work in the area, 69.5% use a vehicle, with 13.6% commuting on foot, 6.8% on bikes and only 3.6% using public transport¹⁷. It is evident from census data that there is a high level of car dependence, although we acknowledge and recognise that this is partly due to the largely rural make-up of the Lowlands. The issue of car dependence can also be attributed a sparse population (low population densities), the limited alternatives to car travel as the primary mode of transport in some locations and the age demographics of the area. The Lowlands areas has a high percentage of elderly people (20.3% of population are over 65)¹⁸.

Local census data¹⁹ shows that a significant proportion live in or near the area where they work, as outlined in **Table WOL1**. Across the Lowlands area, 63.4% work within ten kilometres of where they live, with 31.1% living within two kilometres. In the towns of Witney and Carterton, the number of people commuting less than two kilometres is even higher, with this being 46.6% in Witney and 54.1% in Carterton. As such, a large number of trips are made over short distances; there is significant potential for facilitating a switch to walking (typically less than two kilometres), cycling (typically 2-8 kilometres) and bus (typically greater than two kilometres) for these trips.

Table WOL1: Journey Distance to work and Mode Share (2011 Census)²⁰

Length of Trip	Area	Percentage of Work Trips	Car	Public Transport	Walking	Cycling	Other
0-2km	Lowlands	31.1%	44.2%	1.4%	34.1%	15.1%	5.3%
	Witney	35.1%	43.5%	1.7%	37.1%	11.5%	6.2%
	Carterton	51.6%	44.8%	1.1%	29.5%	19.8%	4.6%
2-5km	Lowlands	10.4%	74.7%	2.7%	4.9%	8.0%	10.0%
	Witney	11.4%	73.0%	3.0%	6.8%	8.9%	8.4%
	Carterton	2.5%	84.5%	1.9%	5.0%	3/7%	5.0%
5-10km	Lowlands	21.8%	78.8%	6.4%	2.7%	2.8%	9.3%
	Witney	23.7%	77.3%	10.4%	2.3%	1.8%	8.2%
	Carterton	7.3%	80.9%	4.8%	3.1%	4.6%	6.7%

Another challenge in the area is the reliance on private motor journeys for short-distance commutes, as shown in **Table WOL1**. For all the trip lengths outlined in the table above, the car is the primary mode of transport, despite walking, wheeling, cycling, or public transport being suitable alternatives for trips of this length where suitable infrastructure and services are available. This may partially be down to the rural nature of the areas and the age demographics which will result in the car typically being the first choice for travel. To enable a shift to walking, wheeling, cycling and public transport improvements will be required.

A significant amount of people commute to Oxford. Nearly a fifth (18%) of people from Witney commute into Oxford for work, with this being 16% across the Lowlands area, as a result Oxford is the main travel destination for work outside of the district²¹. Trips to Oxford are of a length where public transport, and from some locations in the Lowlands cycling, is a viable option.

Commuting, however, only accounts for a small number of trips. The National Travel Survey (NTS)²² which is a county wide survey shows that 13% of all trips are for commuting, with 27% being for leisure, 18% for shopping, 13% for education and the remainder being split between personal business, other forms of escort and business. Data from the nationwide NTS also reveals that across all journeys (i.e. not just commuting), the car is still likely to dominate how people get around. 66% of trips were either as a driver (42%) or as a passenger in a motor vehicle (25%), with walking and cycling accounting for 24% of trips, of which the overwhelming majority are by foot (23%) and public transport accounting for 8%.

Car ownership data also indicates a high level of car dependence, with 88% of households owning a car²³. This is further demonstrated by the level of car ownership per household. In the

Lowlands, the average number of cars per household is 1.5 cars, which is significantly higher than the national average of 1.22 cars²⁴. This indicates a strong reliance on private vehicles. This is exacerbated by the availability of free car parking and slow, low-frequency and unreliable bus services²⁵, which make it convenient for people to use their cars.

The data outlined above demonstrates there is potential to increase mode share for walking, cycling and public transport in Witney and Carterton. To achieve this, significant investment will be required in public transport, walking and cycling routes and traffic management, along with behaviour change support for communities to reach LTCP targets of removing 1 in 4 car trips by 2030, 1 in 3 by 2040 and support the delivery of a net zero transport network by 2040.

Walking, wheeling and cycling

Despite the compact layout of the towns and villages within the West Oxfordshire Lowlands, our local communities face numerous barriers to increasing everyday walking, wheeling, and cycling. These barriers can also be an issue for those riding a horse. These challenges are particularly evident in recent census data from the ONS, which, as outlined above, highlights low levels of walking, wheeling, and cycling. Factors such as poor-quality infrastructure, safety concerns, and gaps in connectivity between settlements may be contributing to this trend. Addressing these issues will require a people-centred approach that considers the lived experiences of residents, supports behavioural change, and ensures that walking, wheeling, and cycling is a convenient and attractive option for all age groups and reflective of different people's accessibility needs.

As outlined earlier, many residents in the West Oxfordshire Lowlands, in particular in Witney and Carterton, live close to where they work, creating an opportunity to promote more sustainable and active travel choices. As shown in **Table WOL1** short distance commutes are common. In Witney and Carterton, a large percentage of residents travel less than two kilometres (32% in Witney, 52% in Carterton), five kilometres (47% in Witney, 54% in Carterton) or ten kilometres (70% in Witney, 61% in Carterton) for work. For trips that are less than two kilometres, 44% are undertaken in a vehicle²⁶. Across the villages and more rural areas (e.g. Bampton, Aston etc.), 88.2% travel less than ten kilometres for work, with 43.2% travelling less than five kilometres and 21% travelling less than two kilometres. These journeys cover distances where walking, wheeling, and cycling are not only viable but potentially preferable alternatives to car travel. Levels of walking, wheeling and cycling should be increased for other trip purposes, which account for the majority of all trips. For example, 39% of trips for education are done on foot with 2% on a bike²⁷, despite school trips generally being well within walking and cycling distance.

Physical barriers to walking, wheeling, and cycling

A big challenge to achieving higher levels of walking, wheeling, and cycling in the region is overcoming severance and other barriers to movement. The A40 acts as a particular barrier, between destinations to the north (Witney, Minster Lovell) and south of the A40 (Aston, Bampton, Carterton, Curbridge, Ducklington), as well as within settlements such as Burford and, in the future, Eynsham and Cassington where housing and key amenities are located both north and south of the A40. In addition, other roads such as the A415 (in Witney and Standlake), A4095 (in Witney, Bampton, Hanborough and Clanfield), A361 (Burford), B4449 (in Aston and Eynsham), B4022 (in Witney and Hailey), Deer Park Road, Thorney Leys, Witan Way, and Newlands act as local barriers to movement due to a lack of high-quality crossing points for those walking, wheeling, cycling and riding a horse. Unnecessary guard-railing, access controlled barriers and staggered fencing can also be a barrier to movement by reducing the usable space, restricting movement and creating clutter for those who walk, wheel, and cycle.

Waterways and gradients can also function as barriers to movement. The River Windrush acts as a natural barrier between east and west Witney by limiting the number of crossing places; furthermore, these walking, wheeling, and cycling routes can get cut off during flood events. The River Windrush also acts as a barrier to movement in Burford, Crawley and Minster Lovell. The northwestern corner of the MAP Plan area also has significant gradient changes as a result of the hills that form part of the Cotswolds National Landscape; this is most acute in Burford, where the high street is on a hill, but also in Old Minster, Fulbrook, Ramsden and North Leigh.

Social-economic barriers to walking, wheeling, and cycling

There are also numerous societal barriers to being able to walk, wheel and cycle safely. This includes things such as being unable to cycle, being unable to afford equipment, having a disability that prevents or makes movement by non-motor vehicle modes challenging, a lack of safety or confidence, which is a particularly acute issue for women and children, and social or religious norms²⁸. These challenges can be addressed through providing access to training or education, reducing financial barriers such as community bike loan schemes (examples exist in Surrey²⁹ and Waltham Forest³⁰) and cycle to work scheme, using new technologies, working more closely with interest groups and community-based organisations in policy development and engaging with ethnic communities³¹.

Summary

There are a number of opportunities to help deliver improved access and infrastructure for walking, wheeling and cycling, with the proposed growth in the area key to helping deliver improved walking, wheeling and cycling that can support healthy place shaping, health

benefits and help create liveable neighbourhoods. Work on this has already started, but more needs to be done. There are a number of schemes and initiatives in development that aim to reduce or remove these challenges, including the Witney High Street and Market Square Enhancements scheme, the delivery of new crossings and schemes in the Local Cycling and Walking Infrastructure Plan's (LCWIPs) for Witney, Carterton and Eynsham and the delivery of the Strategic Active Travel Network (SATN) routes. Opportunities, subject to National Government Legislation, also exist for micro-mobility schemes such as e-scooters in urban areas and e-bikes in the more rural areas, in particular in locations with gradients or over long travel distances.

Traffic Congestion

The most significant area of congestion across the West Oxfordshire Lowlands area is the A40 corridor. The A40 runs east to west through the area, linking it to Oxford and Cheltenham and connecting places such as Witney, Burford, Carterton, and Eynsham to the A34, M40 and M5. The A40 also provides direct road links to the A34, M40 and M5. The A40 corridor is not served well by high-quality and effective public transport. As a result, the route is highly trafficked and congested, particularly from Witney eastwards, and buses are unable to move freely at peak times, resulting in long bus journey times and poor service reliability, which limit its ability to offer a viable alternative to the car³².

The A40 currently does not have west-facing slip roads at either the Shores Green or Minster Lovell junctions. The absence of west-facing slips at Shores Green influences traffic movements along the A4095 through Witney and contributes to Witney's Air Quality Management Area³³ (AQMA). In February 2025³⁴, work began constructing west-facing slip roads at Shores Green to alleviate the congestion in Witney's town centre, improve the air quality and provide walking, wheeling and cycling routes along the B4022. The construction of the Shores Green slips are expected to be completed and operational by Summer 2026.



Congestion along the A40 corridor has been a long-standing issue³⁵, with the route being highly trafficked, with over 30,000 vehicles daily³⁶. **Figure WOL2** illustrates the congestion along the A40 corridor in Burford, Witney and Eynsham during the AM and PM peak hours.

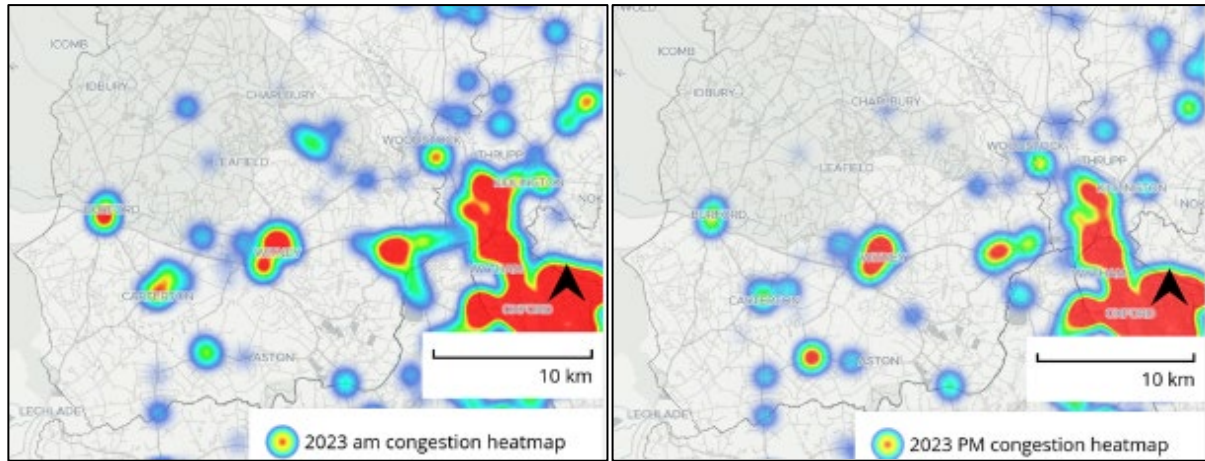


Figure WOL2: Congestion Heat Map (Left: 2023 AM; Right: 2023 PM) 2023 INRIX data.

The same data in **Figure WOL2** also shows that there are other congestion pockets across the area. In Burford, on the A40 and A361, there is a notable congestion pinch-point, especially during the morning peak hours. In Burford, congestion on the A40 and A361 can result in traffic re-routing along the local road network, such as Witney Street and Sheep Street. Witney Street, Sheep Street and the other surrounding roads are historic streets that are narrow, have many houses that front directly onto the carriageway and provide limited pedestrian and cycle facilities, which discourage local residents from moving around the local area on foot or by bike and impact health. The issue of congestion in Burford has also impacted bus services, meaning that capacity on these routes is limited. Another location is the centre of Bampton, where the B4449 and A4095 converge, especially at the mini roundabout outside of Bampton Post Office. This is further exacerbated by narrow roads and on-street parking, which reduces the available road space, especially for larger vehicles. To provide a variety of transport options within the West Oxfordshire Lowlands, bus prioritisation, and walking, wheeling, and cycling improvements may be required to provide viable alternatives to the car, that will in turn reduce congestion and provide further opportunities for improving sustainable travel this can be achieved through the proposed growth, but also through funding bids.

To improve bus journey times, reliability of services, and improve air quality, reducing congestion is essential. Delivering high quality walking, wheeling, and cycling routes and providing faster and more frequent bus services will help reduce congestion by providing people with greater choice in how they travel to key trip attractors (such as healthcare, education, leisure, and employment sites), improving health outcomes and air quality³⁷.

Along the A40 specifically, improvements will need to ensure the A40 corridor can accommodate the additional travel demand resulting from the West Oxfordshire Local Plan by enabling a modal shift towards public transport and active travel. Firstly, the construction of Eynsham Park and Ride which was completed in 2024 and is currently scheduled to open in

2028. When the Park and Ride opens, it is expected to attract a significant number of vehicles, leading to a reduction in congestion and will operate as an interchange for a variety of transport modes. In addition, the A40 Eynsham Park and Ride to Wolvercote scheme will deliver a new junction connecting the Park and Ride to the A40, new bus lanes, and upgraded walking and cycling facilities to enable fast, reliable and congestion-free bus travel along the A40.

There is great potential to grow walking, wheeling, and cycling within towns and villages in the area, especially in Witney, Carterton and the larger villages including, Eynsham, Bampton and Long Hanborough. However, congestion and high traffic flows currently inhibit this³⁸. This discourages walking, wheeling, and cycling, worsens road safety, increases air and noise pollution levels, and negatively impacts health, particularly for those with respiratory issues or who are vulnerable³⁹. Using a Healthy Streets approach, there are opportunities to re-purpose the highway by providing wider footways, segregated cycleways, and larger public spaces. This will improve safety, reduce air and noise pollution, and provide choice in how people travel around their communities, creating more opportunities for residents to live healthy lives. This can help achieve the targets and vision contained in the LTCP and the supporting Active Travel Strategy.

Public transport

The bus network in West Oxfordshire Lowlands is heavily relied upon as the main form of public transport due to availability of other modes of transport (e.g. rail). The existing local bus network provides a range of connections within the area and to other destinations outside of the MAP Plan area, such as Oxford city centre, Cheltenham, Burford, Woodstock, Charlbury, Kidlington, Abingdon, Chipping Norton, the John Radcliffe Hospital, Oxford's Eastern Arc, and Swindon. Despite being a largely rural area current bus mileage and frequencies are relatively strong when compared to other similar areas.

There are currently no high frequency (minimum of four buses per hour) bus services operating in the Lowlands. It is noted that service S1 between Oxford and Carterton used to previously operate at a high frequency (four per hour). However, due to the closure of the Botley Road in Oxford (from 2023) the service frequency was reduced as it could not be sustained. In August 2026 the Botley Road is due to re-open, it is hoped that once this happens the service will be able to return to its previous 15 minute frequency. Despite no single



service being high frequency, between Witney and Oxford (S1, S7, H2, X15, X52), Eynsham and

Oxford (S1, X52, E1) and Witney and Carterton (S1, 233, 19) there are numerous services operating between the same destinations creating a combined high-frequency service. The principal bus services are operated by Stagecoach (S1, S7, E1, 233, 234), Pulhams (X9, X52 19, 64), Thames Travel (H2) and Oxford Bus Company (X15) and are operated by diesel buses. Recent improvements to bus services in the Lowland area includes the reinstatement of direct services for Witney and Carterton to Swindon (64), increasing service frequency of routes X15 and 19 serving Standlake (X15 and 19), Bampton (19) and Aston (19) to hourly, increasing weekend services between Witney and Chipping Norton (X9) and improvements to services on the key inter-urban route (X52) between Cheltenham, Witney and Oxford. There are further aspirations to improve bus services in the MAP Plan area including uplifting the frequency of the X15 to every 30 minutes and the X52 to hourly, subject to appropriate funding.

Witney is the main hub for buses across the Lowlands, being served by ten of the inter-urban bus routes as well as six local town services. In the town centre all buses currently serve High Street which acts as the central point for bus services but also as the commercial hub for Witney. Due to the number of bus services at this location and its historic nature, it is often congested and can cause confusion to passengers. It is therefore essential that improvements are made to improve the interchange to be able to accommodate the ever-increasing number of passengers and bus services and potentially micromobility, resulting from the new residential and employment sites in the area. Bridge Street, which is the only vehicle crossing of the River Windrush in Witney, is also a source of congestion and impacts bus services.

The secondary hub in the area is Carterton which is served by six inter-urban routes and three local services, although one of the inter-urban services (H2) only has a limited service during the day (i.e. only during peak hours), with Eynsham served by four inter-urban routes. East-west connections between Burford, Carterton, Witney, Eynsham and Oxford have a good level of service, with a minimum of two buses per hour. However, north-south connectivity at locations away from the A40 corridor is more limited, including in Aston, Bampton, Charlbury, Hailey, Stanton Harcourt and to locations such as Chipping Norton, Charlbury, Swindon, The Wychwoods and Abingdon-on-Thames is further limited, with most routes operating on an hourly or less-frequent basis. From 2023, Oxford Tube coach services expanded to incorporate a route between Carterton and London, via Minster Lovell, Witney, Eynsham and Cassington. The service operates twice per day in both directions (two towards London in the morning and two from London in the late afternoon / early evening).



One of the key issues with the bus network serving the area is congestion along the A40 corridor. A40 congestion levels result in long bus journey times and poor service reliability⁴⁰. During the off-peak periods, the journey time between Carterton and Oxford is 80-85 minutes, while between Witney and Oxford, the journey time is approximately 47-52 minutes⁴¹. However, during the peak hours, this can increase to 114-119 minutes between Carterton and Oxford and 67-72 minutes between Witney and Oxford⁴². During peak hours, the S1 has an average speed of 11.3mph between Witney and Oxford⁴³, that discourages the use of bus services, making driving the easiest and quickest choice to undertake this journey. Bus speeds of around 11mph are more typically seen in dense urban areas. It is noted that journey times outside peak hours are also slow, with an average speed of just 15.7mph between Witney and Oxford, indicating that congestion is an issue across the whole day. Improving journey times and making services more resilient to congestion will play a big part in getting people to shift to buses for their commute⁴⁴. Opportunity to reduce delay to buses is being progressed on the A40 corridor thanks to the A40 Wolvercote to Eynsham scheme. The current funding (and planning application) covers the section between Eynsham and Cassington and as such it is a key priority of the council to secure funding for the section between Cassington and Oxford North as well as to seek an expansion of the scheme between Witney and Eynsham to help deliver a priority bus corridor along the length of the A40 between Witney and Oxford. The issue of congestion causing delays to bus services is not just limited to the A40 corridor with this also being an issue at the narrow medieval bridges over the River Thames and Newbridge on the A415 (bus X15) and Swinford (bus E1) and in Burford. In Burford congestion has limited the size of buses that can be used, with no replacement of the same size available.

The quality of the bus infrastructure varies significantly across the area, with limited provision of real-time information (RTI), onward travel maps and shelters with seating and lighting. These features are associated with improved passenger experience, increased efficiency, enhanced reliability, and accessibility. The provision of RTI access in the area is relatively limited, with 2.2% of bus stops in Carterton (3 out of 137), 3.9% of bus stops in Witney (8 out of 204), and 10.8% of bus stops in Eynsham (4 out of 37) having RTI; the remaining towns and villages have no RTI⁴⁵. This highlights the need for further investment to improve the passenger experience⁴⁶.

The West Oxfordshire Lowlands has one railway station, Hanborough (located 8.5 kilometres northwest of Witney). Hanborough is served by the Stagecoach bus S7, taking approximately 22 minutes to get to Witney. However, when travelling from most other locations in the Lowlands area, it requires at least two buses (e.g. Aston, Bampton Burford, Carterton). There is a shared use walking/cycle route along the A4095 between Witney and Hanborough station via North Leigh for those who live closer to the station. At present, this route does not meet national guidance⁴⁷, being indirect, of poor quality, and narrow. Both the Witney LCWIP and the

Strategic Active Travel Network (SATN) have identified this as an opportunity to improve what is considered a primary inter-urban route between Hanborough Station and Witney. Residents, workers and visitors to Carterton, Witney, Eynsham, Standlake, Ducklington and Cassington also benefit from access to Oxford rail station via buses S1, E1, X52 or X15. Oxford is served by a wider range of services, including twice per hour services to London Marylebone and London Paddington and hourly services to Bournemouth, Birmingham, Coventry, and Manchester Piccadilly.

Hanborough rail station (on the North Cotswold Line) is the busiest station in West Oxfordshire. The station is the ninth busiest in Oxfordshire by passenger numbers⁴⁸. Services run to Hereford, Great Malvern, Worcester, Oxford, Didcot Parkway, Reading, and London Paddington. Hourly train services operate between Worcester and London, with additional services during peak hours. In total of there are 22 trains per day between Hanborough and Oxford, the journey takes approximately 10 minutes. The station has 24 cycle parking spaces, 248 car parking spaces as well as two bus stops on Main Road served by bus routes S7 and 411, and the weekend only Blenheim Shuttle bus. However, it is understood that the station car park is regularly at capacity, which can lead to rail passengers to miss connections⁴⁹, although it is observed that there are several constraints to providing more car parking at the station. The strain on car parking is partially down to rail services not being integrated with bus services timetables, resulting in very minimal connection times or 20-to-30 minute waits, and more limited opportunities by walking and cycling due to its location⁵⁰. Improvements to Hanborough station will be required to support the increase in services, that are needed to support the expected population growth in the local area. This includes, as set out in OxRAIL 2040: Plan for Rail the need to provide a mobility hub at the station as well as proposals to upgrade the station to provide a second platform and for the reinstatement of the double track between Charlbury and Wolvercote to allow an increase in services along the line.



In comparison to locations in Oxfordshire, residents in West Oxfordshire have limited transport options by rail. For instance, towns like Didcot and Banbury have direct rail connections to destinations such as Birmingham, Bristol, Cardiff, Coventry and Swindon, which significantly enhance their accessibility and connectivity. The lack of direct rail access in the area results in residents and visitors relying heavily on bus services or private vehicles.

Following upgrades to the North Cotswold line between 2008 and 2011, most of the route is now double track, except for sections between Wolvercote Junction north of Oxford and

Charlbury (four miles) and between Evesham and Worcester (five miles). This limits the number of services that can operate on the line and can result in delays, as outlined by the reliability statistics from the Office of Rail and Road (ORR)⁵¹. Hanborough is ranked in the bottom five of stations in Oxfordshire for both delays and cancellations. For the period between April 2025 and March 2026, only 69.2% (Ranked 3 of 19 for most delays in Oxfordshire) of rail services at Hanborough were on time and 3.4% of services were cancelled (Ranked 5 of 20 for most cancellations in Oxfordshire). The North Cotswold Line Taskforce, which is a group made up of five county authorities and four Local Enterprise Partnerships (LEPs), including OCC, proposes the dualling of the remaining section of the North Cotswold Line (except for a small section at Worcestershire Parkway) and the provision of two platforms at Hanborough and Pershore, to allow an increase in services including up to four services per hour between Hanborough and Oxford.

Public transport provides a primarily an alternative for trips of greater than two kilometres, with buses key to more localised trips in Oxfordshire and rail for the wider country. As indicated in **Table WOL1** 70% of people in the Lowlands travel longer than two kilometres for work. Therefore, in order to meet the LTCP targets relating to reducing car trips and mileage it is important to enable a shift from a motorised vehicle to public transport, with this likely to result in at least a doubling of the public transport mode share. As a result, there needs to be an improved bus offering the Lowlands in terms of frequency, coverage and journey times. Details of how the council's plans to meet these targets and wider aspirations of the county's bus network will be set out in the emerging Bus Plan, due for adoption and publication in late 2026.

Despite the limitations outlined above, there are several potential benefits to improving public transport links in the Lowlands – explored further in this plan. Overall, while the area currently faces challenges in terms of public transport connectivity, there are significant opportunities to enhance transport links and realise various economic, social, and environmental benefits. This will be particularly important in the villages where there are limited alternatives to private vehicle use.

Road safety

Minimising road danger is fundamental in creating a safe environment for those walking, wheeling, riding a bike, and using public transport, whilst also reducing danger for drivers. In the last five years (2020-2024), there have been a total of 116 killed or seriously injured (KSI's) collisions recorded in the MAP Plan area, with ten people losing their lives. The areas with the highest concentration of KSI's are along the A40 where 22 KSI's have occurred and in Witney where 21 KSI have been recorded. In total there were 19 cluster sites, with either a fatal or two serious collisions, in the MAP Plan area as outlined in **Figure WOL3**.

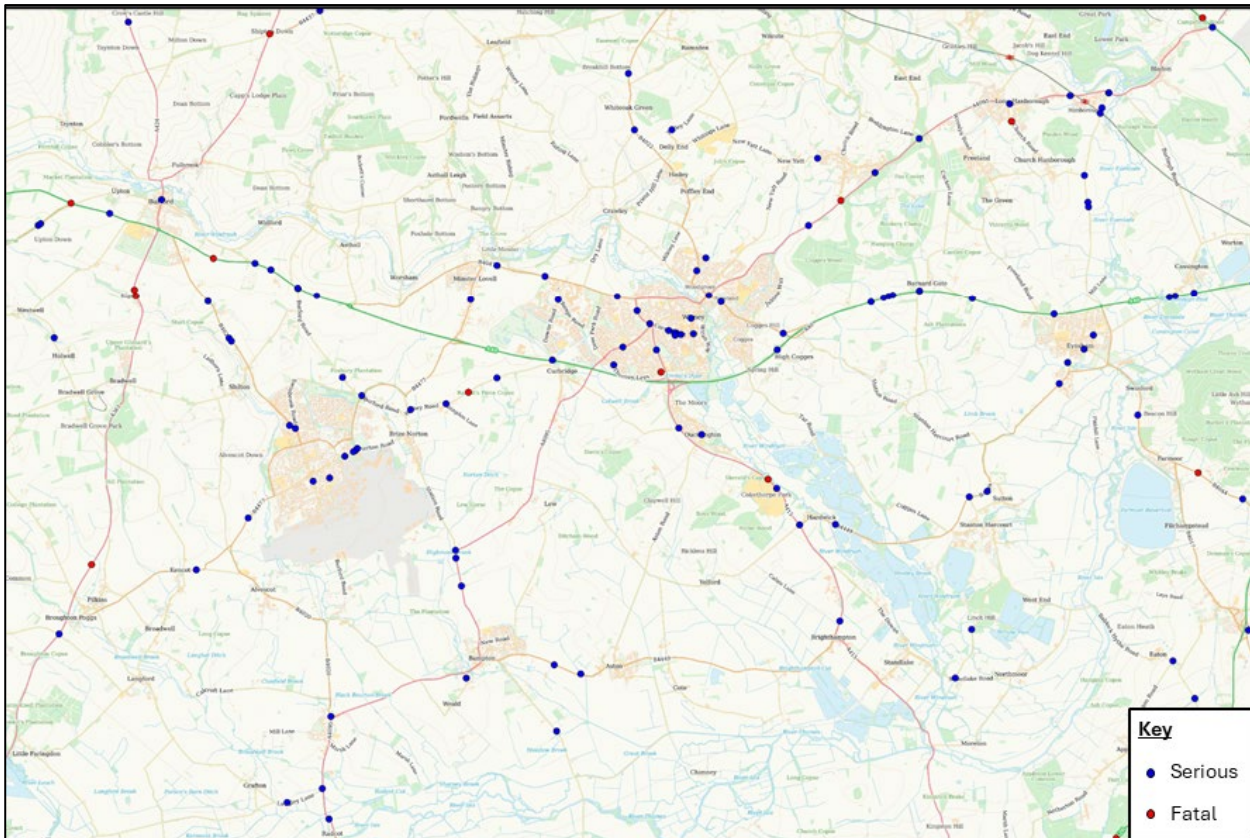


Figure WOL3: Map KSI Collision Locations

Of the 106 serious collisions in the MAP Plan area, 13 involved pedestrians, 19 involved cyclists, 28 involved elderly persons, and nine involved children. These statistics show why it is so important that the most vulnerable road users are protected; despite being a much smaller proportion of the journeys made, the most vulnerable groups make up over half of the KSI's recorded. All recorded KSI's involve motorised vehicles in some form or another, with the 116 KSIs recorded equating to 1.93 KSIs per month over the last five years.

In the area, there are a considerable number of collisions involving vulnerable road users, with these being well above the national average. For example, of the KSI collisions recorded, 16.4% involved bikes, 24.1% involved the elderly and 7.8% involved children. This is compared to the UK averages for vulnerable road users of 13.9% for bike users, 21.7% for the elderly, and 4% involved children⁵². As well as the human cost to society, every KSI collision brings an economic cost. It was estimated in 2022 that each fatality in the UK costs £2.52 million, and every serious injury costs £290,000⁵³. The LTCP adopted a Vision Zero Strategy using a Safe System approach⁵⁴, aims to eliminate all KSIs on Oxfordshire's roads and streets, with the Council seeking to “have zero, or as close as possible, road fatalities or life-changing injuries” by 2050.

Car Parking

Car Parking in West Oxfordshire Lowlands is mostly free and readily available for up to 12 hours in some locations⁵⁵, including Burford, Carterton, Eynsham, Hanborough and Witney. Town centre parking is located close to amenities in Witney and Carterton. This, combined with free parking, makes driving for many the most convenient and attractive choice compared to alternatives, which cannot compete with the time, price, and



personal safety of driving. The Lowlands area also has a significant amount of parking availability e.g. from on-street and off-street parking. On-street parking also has implications for those cycling and using public transport. For example, by GoAhead and Stagecoach's 'Bus Services & New Residential Developments' document notes that on-street parking is one of the biggest hindrances to efficient bus operation in residential areas⁵⁶.

WODC undertook a review of the parking availability across West Oxfordshire as part of a mid-term review of their 2016-2031 Parking Strategy. The study reviews the likely future demand for parking, which is predicted to increase, how parking can be managed, whilst supporting climate change and active travel. The report concluded that there is a surplus of parking in Witney. In Burford there is insufficient parking capacity to meet demands, with there a need to provide additional off-street parking, although this is common in areas with high tourist activity⁵⁷. Within the summary section, the Parking Strategy noted that: *"providing additional parking should not be the first solution to alleviating capacity. Promoting and supporting a modal shift that aligns with sustainability requirements, Healthy Place shaping and Active Transport should be considered first. Sustainability of travel has come to the forefront of policy change, affecting transport plans including parking. Bus routes, walking, cycling, motorcycling, car sharing and other forms of sustainable travel are firmly at the top of the travel hierarchy and positioned above personal car travel"*, which is a position supported by the County Council. The study also noted that congestion, traffic flow issues and pollution are high priority for action⁵⁸.

The convenience of car parking (and associated congestion) compared to walking, wheeling, cycling, and public transport within and around West Oxfordshire Lowlands contributes to increased air pollution and congestion. Car parking is therefore a barrier to the achievement of the vision and creating a place that puts people first. Furthermore, by reducing the need for people to use their car when travelling in the West Oxfordshire Lowlands, the speed and reliability of bus services can be improved, as there will be fewer delays from congestion. The

availability of free parking discourages the use of alternative modes of transport for short journeys, as people have the ability to do so. Consequently, we need to work proactively with community, local stakeholders and businesses to explore options to manage car parking (e.g. removal/ limiting of free parking, re-locating car parking, reducing parking stock) while at the same time protecting the rural local economy and the difference this has to urban economies, for example. This will also need to be considered in tandem with improving the infrastructure which enables walking, wheeling, cycling and public transport and ensuring that public transport can compete from a cost perspective and delivers against peoples travel needs.

Population and employment growth

The growing population of the West Oxfordshire Lowlands presents many opportunities for people living and working in the area, but it also brings challenges that will need to be addressed. The population is projected to increase from approximately 87,000 people in 2023 to 136,000 by 2043. Large strategic residential and employment sites are allocated within both the currently



adopted West Oxfordshire Local Plan 2031 and the forthcoming West Oxfordshire Local Plan 2043. In the West Oxfordshire Local Plan 2031, this includes Land East of Witney, Land North of Witney, Salt Cross Garden Village and West Eynsham. Within the emerging West Oxfordshire Local Plan 2043, there are options for new housing allocations in Aston, Bampton, Burford, Carterton, Ducklington, Hanborough, Standlake and Witney. With employment allocations in both Witney and Carterton. Further to this, there is also housing and population growth anticipated in local towns and villages located outside the MAP Plan area, including at Kingston Bagpuize, Oxford North, Woodstock and Yarnton.

In addition to the residential growth, it is estimated that up to 6,000 jobs will be created in the West Oxfordshire Lowlands in the period up to 2050, resulting in approximately 49,900 jobs in the local area by 2050⁵⁹. This is supported through the West Oxfordshire Local Plan 2031, which allocated 18 hectares of employment land in the Witney Sub-Area and six hectares of employment land in the Carterton Sub-Area, along with 40 hectares of employment land at Eynsham as part of the new Salt Cross Garden village development. In addition to this, within the emerging draft West Oxfordshire Local Plan 2043, a further 10 hectares of employment land has been identified at both Witney and Carterton. These identified sites would increase the number of jobs across the MAP Plan area, above the 49,900 that are anticipated at present.

As demonstrated in the above paragraphs, the anticipated population growth outstrips the number of additional jobs. This is despite census data estimating that only 58% of the population will be in working age, with a 11.1% of those in working ages being economically inactive due to health conditions, childcare or being a non-working student⁶⁰. This indicates that out-commuting will increase and such it is important that economic growth is delivered to provide new employment opportunities in the area as per the next section of this MAP Plan.

The growth that is anticipated in the Lowlands brings a number of opportunities: it can help to support the delivery of walking, wheeling and cycling schemes; improvements to the public realm; the provision of public transport contributions to improve bus services and facilities; the provision of car club vehicles or parking spaces; and the provision of new and improved facilities and amenities such as schools, community halls, shops, sports and healthcare facilities. This MAP Plan will support the growth in a way that is sustainable for our communities and takes a holistic approach to what is required to support sustainable growth.

Economic growth

Economic Growth is a significant challenge across the West Oxfordshire Lowlands. The West Oxfordshire Economic Needs Assessment outlines that the local economy consists of small businesses, agriculture, tourism as well as some limited modern, high-specification employment space. In the Lowlands area, employment sites include, RAF Brize Norton, the UK's largest RAF base, 15 local industrial estates/ business parks as well as schools, farming, and retail employment opportunities. There are also several tourist attractions that provide employment opportunities. However, as set out in the vision of the WODC Local Plan 2031, the growth in the area needs to take place "*without significant change to the intrinsic character*" of the Lowlands – which is a challenge. Development needs to build upon and preserve the Cotswolds National Landscape, Oxford Green Belt, the Windrush river valley and the historic nature of many of the towns and villages across the MAP Plan area. These limit the scale and location of employment land and commercial development.

This is demonstrated by the Local Plan allocations. In the current Local Plan 2031, 66 hectares of employment land was allocated in the MAP Plan area, with an additional 20 hectares of employment land outlined in the emerging Local Plan to 2043. When compared with other MAP areas this anticipated allocation is minimal. For example, the Science Vale MAP Plan area is allocated for over 200 hectares of employment land up to 2041, while the Bicester and Surrounding Villages MAP Plan area is allocated for 150 hectares of employment land. The impact of this can also be clearly seen in the employment travel statistics. Census data estimates that approximately 15,000 people commute out of the MAP Plan area for work, in

return only 9,500 people commute into the MAP Plan area⁶¹. Therefore, the net number of people out-commuting is 5,500, which is a significant barrier to economic growth, it also contributes significantly to congestion as traffic flow is uneven during peak hours. Of residents that commute out of the MAP Plan area there are numerous destinations including Oxford (29% of out commuters), the Vale of White Horse district (15% of out commuters), and Cherwell district (10% of out commuters)⁶². This issue is also being made worse due to the loss of employers in the area including the Wychwood Brewery and Siemens who are due to be relocated from Eynsham to Bicester by 2030 and a range of retail stores. This is something that is outlined in the WODC Local Plan 2031, that identified the need to “*reduce out-commuting and increase self-containment*”.

Economic growth is important as it can assist with improving the lives of residents by allowing the improvement of walking, wheeling and cycling routes, and public transport services as well as ensuring residents have retail, employment, sport, and leisure opportunities on their doorstep. If this MAP Plan area is to repeat the benefits of economic growth and make this area more desirable to invest, it is going to need to compete with other towns and key settlements across Oxfordshire and beyond. Although it is important, as set out earlier, that this is delivered against the backdrop of protecting the landscape, the fabric of the community and works towards benefiting the community as a whole.

Air quality

Air quality is monitored in many locations across the area, notably sites in Witney, Burford, and along the A40. Improving air quality is necessary to reduce the risk to public health in the Lowlands. The most severe air quality issues in the area are in Witney. In 2005, an AQMA for the pollutant nitrogen dioxide (NO₂)⁶³ was declared in Witney, incorporating Bridge Street and its junctions with New Yatt Road, Newland, Mill Street and High Street. Levels of NO₂ in the Witney AQMA have reduced over recent years, leading to a general improvement in air quality⁶⁴, and as a result the AQMA is to be revoked during 2027. However, due to the growth anticipated in the area, careful monitoring of this location must continue. Witney and Carterton are also in higher brackets for other forms of pollutants as set out by the National Atmospheric Emissions Inventory, including sulphur dioxide (SO₂), carbon monoxide (CO) and black carbon (Carterton only)⁶⁵. In addition, Witney and Carterton both have high recorded levels of carbon dioxide (CO₂), which has wider implications on health and the climate through the greenhouse effect and increasing temperatures.

NO₂ and PM_{2.5} are the key pollutants considered in terms of local air quality management and public health. The annual mean modelled concentrations in 2023 for the MAP plan area were 10.05 µg/m³ for NO₂ and 8.04 µg/m³ for PM_{2.5}. The maximum annual mean concentrations within

the Lowlands were 12.16 µg/m³ for NO₂ and 8.94 µg/m³ for PM_{2.5}. All of which are found in Witney. These concentrations exceed the annual mean 2021 air quality guidelines recommended by the World Health Organisation of 10 µg/m³ for NO₂ and 5 µg/m³ for PM_{2.5}^[1].

In addition, there are a number of other locations where pollutant emissions (CO₂, CO, Black Carbon) are elevated:

- CO₂ – High emissions of CO₂ (greater than 100-Unit tonnes/1x1km grid) can be found in most of the villages and other settled areas in the Lowlands area as well as along the length of the A40 corridor. The notable exception is in Carterton where in one area CO₂ emissions are greater than 1,995-Unit tonnes/1x1km.
- CO – High emissions of CO, (greater than 16-Unit tonnes/1x1km) the highest of which being within Witney, Carterton, Eynsham and along the River Thames, with Carterton recording one area where CO emissions are greater than 160-Unit tonnes/1x1km. The rest of the MAP Plan area has levels between 0.3- and 16-Unit tonnes/1x1km of CO, with this generally higher along the A40 and A4095 corridors.
- Black carbon – The level of black carbon is generally low (less than 0.05-unit tonnes/1x1km) across much of the Map area. The highest levels of black carbon in the MAP Plan area can be found in Asthall, Carterton, Eynsham, Long Hanborough and Witney, with these areas having between 0.2- and 1-Unit tonnes/1x1km of black carbon.

The Air Quality Lifecourse Assessment Tool (AQLAT) has been developed by the University of Birmingham for Oxfordshire County Council. The tool looks at health and economic savings when air pollutant concentrations are reduced in Oxfordshire. The AQLAT was used to calculate the health and economic savings that would be seen if air pollution levels in the MAP area reached those set out in the World Health Organisation 2021 air quality guidelines⁶⁶ for NO₂ and PM_{2.5}. Compared to the 2023 baseline year, the following savings could be seen in 10 years: £1.43M in NHS cost savings, £664k in social care cost savings, £590k in productivity cost savings, 123 early deaths prevented, 96 asthma cases prevented, 67 coronary heart disease cases prevented, 13 lung cancer cases prevented, and 34 stroke cases prevented. This shows the importance of lowering air pollution concentrations/ levels across the MAP plan area.

As mentioned in our [Oxfordshire Air Quality Modelling Report](#), in 2023 road transport was estimated to be responsible for 35% of nitrogen oxide emissions. Nitrogen oxides transform into nitrogen dioxide (NO₂) through a series of chemical reactions. Road transport in 2023 was estimated to be responsible for 8 % of PM_{2.5} in Oxfordshire. In urban background sites, that are sites away from emission sources, transport contributed to 9.6 % and 15.4 % of NO_x emissions in Carterton and Witney, respectively. The greenhouse gas emissions from road traffic also

contribute to climate change, which exacerbates threats to human health. Aside from poor air quality, car dominance creates a more sedentary lifestyle, increasing other health risks such as obesity and type 2 diabetes. In West Oxfordshire, around 1 in 3 children (33%) in Year 6 are overweight or obese⁶⁷, which is slightly higher than the Oxfordshire average (32%) and the levels in South Oxfordshire (29%) and the Vale of White Horse district (30.5%). Studies suggest that children who regularly walk or cycle to school are less likely to be overweight or obese than those who travel by car⁶⁸.

To obtain better health outcomes, we must reduce air pollution, and in doing so, we will simultaneously reduce greenhouse gas emissions that will affect our local climate. One way to do this is to tackle the use of the most polluting forms of transport in Witney and Carterton, by delivering transport interventions that will support the decarbonisation of the transport network and enable travel behaviours that are more sustainable and active. It is also recognised that the Lowlands is generally a rural area, with a sparse population in some areas that currently have limited alternatives to using the car.

Flooding, climate resilience, and the environment

We recognise the need to take action to tackle climate change. The LTCP places the climate emergency at the forefront through its 2040 net-zero transport target, seeking to decarbonise the transport system, contribute to a climate-positive and net-zero future and ensure infrastructure is resilient to climate change, where possible. The West Oxfordshire Local Plan 2031 takes a similar approach, setting out policies that seek to improve the district's resilience to the impacts of climate change while reducing environmental impacts.



Flooding is one of the most important climate change challenges facing the UK. In the Lowlands, Witney, Minster Lovell, Standlake, and Ducklington are situated on the banks of the River Windrush. In addition, Curbridge is situated in the catchment of Elm Bank, Shilton (and west Carterton) is situated in the catchment of Shill Brook, Brize Norton is located in the catchment of Highmoor Brook, and Eynsham is situated in the catchment of Chil Brook and Limb Brook, which are all tributaries of the River Thames. These present a flood risk, with severe flooding events affecting many communities, including Witney, Minster Lovell, Ducklington, and Brize Norton⁶⁹.

A number of locations in the area are at the greatest risk (A greater than 1 in 30 (3.3%) chance of flooding each year⁷⁰) from river flooding. Cogges, Newland and Hailey Road in Witney, Little Minster, Burford, Crawley, Standlake and Ducklington are at a high risk of flooding from the River Windrush⁷¹, while Northmoor, Clanfield, Kelmscott and areas to the South and East of Eynsham are at a high risk of flooding from the River Thames. Brize Norton and a number of villages (Aston, Bampton, Black Bourton) to the south are also at a higher risk of flooding. Witney is most at risk, with 928 properties at risk in flood zone 2⁷².

In addition to river flooding, many areas of the West Oxfordshire Lowlands are also at risk of flooding from surface water, although this is mainly an issue in the urban areas of Witney and Carterton. Flooding in Witney is likely in the town centre and along Welch Way and Ducklington Lane, while in Carterton, this is likely to affect the town centre, RAF Brize Norton and the vicinity of Carterton leisure centre. While this is primarily an issue in urban areas, the villages of Aston, Bampton, Crawley, and South Leigh are also at a high risk of surface water flooding. Whilst affecting the communities in these areas, flooding can also have a significant impact on transport links to the area, including Hailey Road, Bridge Street and West End, which can become impassable due to flooding, disconnecting our communities and affecting bus services.

A number of places in the MAP Plan area have experienced flood events, including Brize Norton, Ducklington, Eynsham, Minster Lovell and Witney. Some of the major floods occurred in July 2007, November 2012, December 2014, December 2020, and November 2024. Of that, the flooding in 2007 was the most severe as surface water flooding affected many properties and businesses in Witney, including nearby places like Eynsham, Burford and Standlake⁷³. In 2007, WODC recorded 230 flooded properties in Witney, along with several roads and highways. Flooded properties were also recorded in Crawley, Minter Lovell, and Ducklington⁷⁴.

This plan seeks to frame its objectives within Oxfordshire's climate emergency declaration and net-zero commitments to emphasise the urgency and interconnected nature of climate action. Climate resilience must also go beyond flooding to address a wider range of risks, including extreme heat, storms, high winds, and even wildfires in rural areas. Preparing for these hazards requires measures such as heat-resistant materials, wind-proof structures, and contingency planning, aligning with the Climate Change Adaptation Route Map for Oxfordshire and ensuring transport networks remain safe and reliable under changing conditions.

The West Oxfordshire Lowlands are also important from a biodiversity and nature perspective. Due to the Cotswold National Landscape, River Thames and River Windish being in the MAP Plan area there are a range of habitats including woodland, meadows, bracken, bucolic valley, wetlands and grassland⁷⁵. Ensuring a greater range of biodiversity can have benefits for the

environment by reducing carbon emissions, pollution, and flood risk, improving food security, and improving health outcomes⁷⁶. This provides opportunities to help to deliver Oxfordshire's [Local Nature Recovery Strategy \(LNRS\)](#) and OCC's [Biodiversity Action Framework 2025-2030](#) policies by designing projects to strengthen opportunities for ecological connectivity and recovery and deliver measurable biodiversity gains. This will be done by ensuring that the Council's transport proposals "have regard" to the LNRS and actively contribute to nature recovery, ecological connectivity, and deliver measurable biodiversity gains and environmental resilience.



Deprivation

Deprivation impacts the lives of many in our communities, and it encompasses a wide range of aspects of an individual's living conditions. According to the Indices of Multiple Deprivation (2025), much of the area is relatively less deprived compared to the rest of the UK, with some small pockets of relatively more deprived areas. One area of West Witney (LSOA 009A) is within the 20% most deprived nationally with this being one of the most deprived locations in the county for education and skills (top 2% most deprived) and ranking highly for income (top 12% most deprived) and employment (top 17% most deprived)⁷⁷. Two areas of Witney were within the 50% most deprived nationally: Witney Central (LSOA 010F) and Witney West (LSOA 008A)⁷⁸. Deprivation leads to health inequalities, and deprived areas are correlated to reduced life expectancy and high prevalence of long-term health conditions. This is supported by census data, which indicates that of the top ten census output areas¹ (an output area has an average population of 1,600 people) for people with bad or very bad health, two are in the most deprived areas. Whereas Carterton and the rest of the West Oxfordshire Lowlands is relatively un-deprived according to the Indices of Multiple Deprivation, as no output areas were within the 50% most deprived nationally⁷⁹.

There is a link between transport and deprivation. Those living in deprived areas are more likely to walk or use public transport to get around and, critically, are much less likely to own a car, limiting the places they can get to quickly and efficiently⁸⁰. Therefore, it is important that high

¹A Lower layer Super Output Area (LSOA) output area comprises between 400 and 1,200 households and usually has a resident population between 1,000 and 3,000 persons (ONS, 2021)

quality public transport, walking, wheeling and cycling infrastructure is provided to support those who do not own a car.

Data on Transport-Related Social Exclusion (TRSE)⁸¹ indicates that transport could be playing a role in some areas, making social exclusion worse. Many areas of Witney are in the top 10% of areas that are at risk of TRSE, including Peashell Farm, Deer Park, and Cogges. Smaller areas of Carterton, such as around Lawton Avenue, Brizewood and Saffron Crescent, are also at a similar level of risk. Meanwhile, areas around Burford, Clanfield and Standlake are also at risk in a similar manner. The data indicates that this is being driven by a mix of these areas being relatively more deprived compared to other areas (especially in Witney and Carterton), as well as long journey times to key services such as healthcare.

Summary of challenges and opportunities

The West Oxfordshire Lowlands MAP Plan, to this point, has provided a background to the challenges and opportunities that are facing the area and that restrict our ability to achieve the aim, vision, and targets of the LTCP. It defines why it is important that we work to resolve these issues in the context of how the area will change over the next 25 years and explains why it is important that we act now.

We are seeking to provide more travel choices for the communities of the West Oxfordshire Lowlands and build upon the local environment to enrich the sense of the place. Providing attractive options, which enable people to choose sustainable transport options without compromising on time and cost, will be pivotal in delivering healthy communities and places. We must acknowledge that there will not be a one-size-fits-all solution; one mode of transport will not suit everyone. We need to cater for different needs and provide more travel options.

Thinking about how all the different modes of transport work together will be critical in delivering an integrated and inclusive transport network for the West Oxfordshire Lowlands and across Oxfordshire. We will need to make it seamless for people to switch between modes of transport. In some cases, this could be cycling to a bus stop or catching a bus to get to a train station. We will need to make it easier for people to complete multiple trips together, from school to the doctors, to the shops, and to home/work. If one of the links in this sequence breaks down, relying on the car to complete the whole chain may be the only option. The objectives and actions also recognise that the Lowlands are predominantly rural, with a sparse population that includes a significant proportion of older residents (around 20% of the population is aged over 65). As a result, travelling by certain modes of transport are more challenging. Many residents in the MAP Plan also travel long distances or live in locations (such as some of the villages e.g. Crawley, Westwell) where currently there is a lack of realistic

alternatives and infrastructure is lacking. As a result, some people will continue to rely on using a private vehicle for all or some their journey(s). The MAP Plan intends to make it less stressful and convenient for those in the Lowlands that need to rely on their car for all or some of their journey.

To resolve these challenges, the Objectives and Actions section that follows sets out how we start to address the challenges raised above, with a clear focus on place shaping. This section includes specific objectives and supporting actions that set out how walking, wheeling and cycling, the public realm, public transport, shared mobility, and new infrastructure will be developed to resolve the challenges affecting the communities in the West Oxfordshire Lowlands. The objective and actions will also set out how existing, high-quality plans, which are in place (such as LCWIPs and SATN), will be developed and put into practice at a local level.





Planned infrastructure projects

Work has already started to improve transport in the West Oxfordshire Lowlands. There are several significant transport infrastructure projects that are either currently in progress or planned. This infrastructure list brings together projects from a range of policy documents and sources including the LTCP, Local Plan and connecting Oxfordshire.

The significant projects include:

1. [Eynsham Park & Ride](#) - The 850-space Park and Ride, located on the A40 eastbound, will help improve congestion on the A40 by enabling interchanges with regular and reliable public transport services into Oxford. The Park and Ride provides an attractive and more sustainable alternative to the car. Residents from a wide catchment will have access to the facility, and private vehicle trips can be intercepted before the most constrained and congested sections of the A40. Construction of the Park and Ride was completed in 2024; however, the site will open in 2027 as part of the wider A40 improvement schemes (set out below).
2. [A40 – Eynsham Park and Ride to Wolvercote](#) - The A40 Eynsham Park and Ride to Wolvercote scheme will deliver a new junction connecting the new Park and Ride at Eynsham to the A40, new bus lanes, and upgraded walking and cycling facilities to

enable fast, reliable, congestion-free bus travel along the A40 between Eynsham Park and Ride and Cassington. Funding of £100m from central Government has been secured to help deliver the section between Eynsham Park and Ride and Cassington. The funding to deliver the A40 Eynsham Park and Ride to Wolvercote scheme between Cassington and Wolvercote is still being sought.

3. [**A40 Access to Witney \(Shores Green\)**](#) - This scheme will construct new west-facing slip roads at the A40/B4022 Shores Green junction to improve strategic access to Witney. The improvements at the Shores Green junction will give residents more choices, particularly those wanting to access the A40. Crucially, it will enable more local and through traffic to access the A40 without needing to travel through Witney town centre or use the A40/Ducklington Lane junction. The improvements will help alleviate existing congestion and air quality problems in Witney town centre, particularly at A4095 Bridge Street. The reduction in vehicles through the town centre will also create a safer environment for people to walk, wheel and cycle. Construction of the scheme started in February 2025 and is expected to be complete in Summer 2026. This scheme will also lead to a complementary project to redesign the A4095 through Witney to further reduce the through traffic.
4. [**Witney High Street and Market Square Enhancements**](#) - A scheme to deliver walking, wheeling and cycling improvements that support and maintain the new traffic arrangement on Witney High Street and Market Square, that removes through traffic. The improvements aim to complement the town's history and character but would also help to improve the look and feel of Witney for visitors and for those arriving by walking, cycling or public transport. Following early public consultation and stakeholder engagement this scheme is due to begin construction during 2026.
5. **Carterton Mobility Hub Pilot** – The Mobility Hubs Project in Oxfordshire aims to develop two pilot sites, in Benson (at Benson Marina) and Carterton, as part of a broader strategy to enhance sustainable and accessible transportation networks. The project seeks to create multimodal transport interchanges, integrating public transport, walking, wheeling and cycling. Within Carterton, a variety of sites were considered, with Brize Norton Road in the town centre identified as the preferred location for a Mobility Hub.
6. [**Strategic Active Travel Network \(SATN\)**](#) – SATN is a proposed countywide active travel network of walking and cycling routes. There are a number of key routes within the West Oxfordshire Lowlands that we aspire to work with our partners to deliver, including: Witney to Carterton; Witney to Hanborough; Witney to Stanton Harcourt; Witney to Eynsham; Witney to Cumnor; Eynsham to Oxford North; Eynsham to Hanborough; Eynsham to Oxford via Botley and Farmoor; and Hanborough to Woodstock. There are also complementary and secondary routes (such as Witney to Burford, Witney to

Charlbury, Witney to Standlake, Carterton to Burford, Carterton to Faringdon/Bampton, Eynsham to Standlake and Standlake to Aston and Bampton).

7. **Access to Carterton** – To support the existing communities in the Carterton area and growth as part of the 2031 Local Plan, the safety of the B4477 will be improved for users. In addition, a safer cycling route between Carterton and Witney will be provided via Witney Road.
8. **Oxfordshire School Streets - Carterton** – The County Council has plans to introduce school streets at Edith Moorhouse Primary School and St Joseph's Catholic Primary School in Carterton. A school street is developed by working in collaboration with schools, implementing additional active travel measures to support the increase in travelling to school by walking, wheeling, cycling, and scooting, whilst reducing car-use and car-dependence⁸².
9. **Safeguarded land** – As part of both the existing and emerging West Oxfordshire Local Plans, there has been safeguarding of land for potential future highway and active travel schemes. This includes Witney Shores Green Slip Roads (under construction), West End Link Road, Witney Northern Distributor Road, and the Eynsham Western Spine Road. The emerging West Oxfordshire Local Plan 2043 proposes to safeguard land for a new Carterton – Witney – Oxford Rail Corridor (CWORC) – although other forms of mass rapid transit are being explored along the Carterton – Witney – Oxford corridor.
10. **EV Charging** – The County Council has ambitious plans, as part of Oxfordshire's LEVI programme, to deliver at least 1,500 new public EV charging points across Oxfordshire by the end of 2027, with this including at least 180 EV charging points in West Oxfordshire.
11. **[Witney Local Cycling and Walking Infrastructure Plan \(LCWIP\)](#)** - The Witney LCWIP is an evidence-based plan for improving the cycling and walking experience in Witney and to surrounding towns and villages for everyone. This LCWIP includes a list of prioritised improvements. The vision is that 'by 2041, Witney will have safe, convenient, and well-connected walking (including wheeling) and cycling networks that are accessible for people of all abilities, ages, and backgrounds. These networks will connect people to where they want to go, including excellent routes to access public transport. Schemes within the LCWIP are being developed and delivered as funding opportunities become available. The Witney LCWIP was developed in collaboration with stakeholders to ensure local views are reflected.
12. **[Carterton and the surrounding area LCWIP](#)** - Carterton and the surrounding area LCWIP is a document that identifies the location and types of improvements to the cycling and walking network that are required to support more people to cycle and walk in the Carterton area. The LCWIP is a ten-year plan encompassing the urban area of

Carterton and Brize Norton and its links to the surrounding villages. Schemes within the LCWIP are being developed as funding becomes available.

13. **Eynsham and the surrounding area LCWIP** - Eynsham and the surrounding area LCWIP identifies issues with and potential improvements to the cycling and walking networks within the area. It aims to support more people to cycle and walk (including wheeled users) for short journeys or as part of longer journeys.

The location of these schemes is outlined in **Figure WOL4** below.

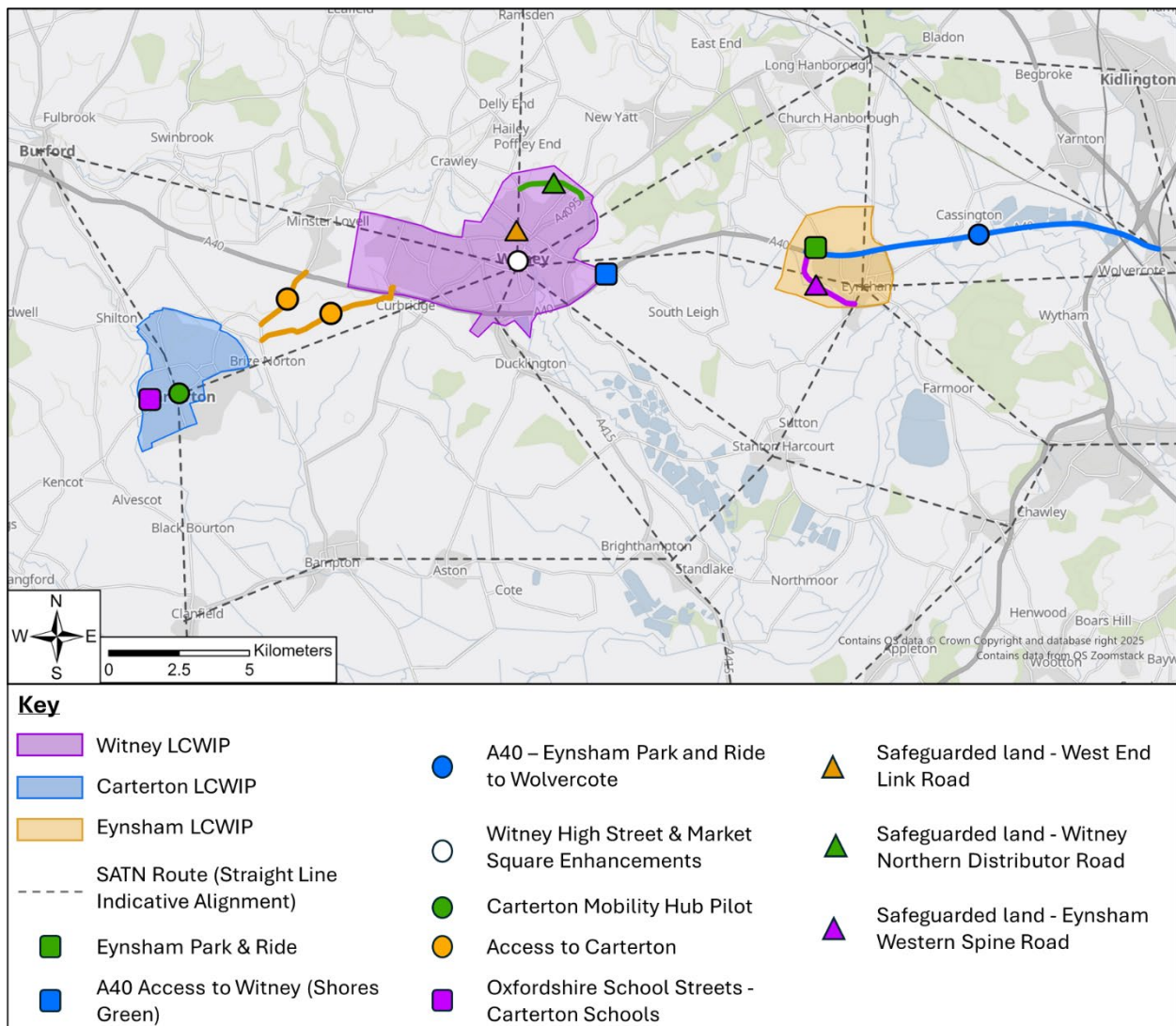


Figure WOL4: Map showing location of transport infrastructure projects.

Vision

To harness and develop the existing sense of place across the West Oxfordshire Lowlands through a people-first design approach, that ensures greater collaboration between different communities, whilst also reflecting the history and rural nature of the area.



Improve Witney and Carterton, the main services centres in West Oxfordshire, to benefit our residents, grow the economy and provide employment opportunities

To be a healthy, vibrant, inclusive and safe place for its communities.



Have an inclusive, accessible and integrated transport system



Build upon the area's unique history, heritage and natural environment, as a gateway to the Cotswolds and a tourist hub.



Provide transport choice to enable a shift in transport behaviours



Protect and improve access to the surrounding natural environment



Support sustainable and integrated developments, enhance air quality and improving climate resilience





Objectives and actions

Oxfordshire's transport system affects the lives of all residents in the area by connecting communities, supporting businesses, and enabling journeys for education, leisure, and work, but it is also an important factor in the design of our places. It is therefore vital that we improve the lives of those who live and work within the area and support the Council's nine priorities, its [Local Transport Connectivity Plan](#) (LTCP) targets, the existing and emerging West Oxfordshire Local Plan 2041 and national planning requirements.

This section defines how the West Oxfordshire Lowlands Movement and Place (MAP) Plan will help to achieve the targets of the LTCP, whilst also helping to address challenges that are specific to the area, as established from the review of the evidence base and from site visits. The MAP Plans outline more detailed plans for each MAP Plan area and will be used to guide future workstreams, scheme development, funding bids, responses to planning applications, developer contributions and will support and enable sustainable growth (more detail can be found in **MAP Plans: An Introduction**). Each objective is supported by a series of actions that set out how the objective will achieve the aims and targets of the LTCP. Every action included below is categorised to show which of the place components is relevant to that action, with this shown as follows:

Travel & Connectivity **Economic Growth.** **Health & Wellbeing.**
Social & Community. **Climate & Environment** **Culture & Assets.**

The objectives and actions below have been grouped into topic areas, with this being ordered in accordance with the transport user hierarchy, where the needs of people walking and cycling are prioritised. There is a clear shift from [Local Transport Plan](#) (LTP) 4, which this MAP Plan replaces, to having a place-shaping focus as part of the MAP Plan. The objectives and actions identified within the West Oxfordshire Lowlands MAP Plan will be taken forward through the development of a phased delivery plan. This delivery plan will set out how proposed actions will be prioritised, funded and implemented over the short, medium and longer terms. As delivery progresses, individual schemes will be developed and refined on a case-by-case basis, working closely with delivery partners and, critically, with local communities to ensure proposals respond to local needs and aspirations. We will also specifically seek to engage with groups with protected characteristics, as defined under the Equality Act 2010 as and when required.

All schemes will be developed using a Vision Led approach, in accordance with the council's *Implementing Decide & Provide* framework. This will ensure that interventions are outcomes focused and consistent with the objectives of the Local Transport and Connectivity Plan (LTCP), the National Planning Policy Framework, and relevant supplementary national guidance, while simultaneously supporting the creation of healthier, more inclusive and better connected places across the West Oxfordshire Lowlands.

Within the LTP4 Area Strategies, separate strategies were provided for Witney and Carterton. The Witney Area Strategy comprised seven policies, with the Carterton Area Strategy formed of six policies. In addition, the A40 Corridor Strategy comprised one policy. In the nine years since LTP4 was adopted, a number of these schemes have either been completed, partially completed or are currently being



progressed. Where schemes have not been completed or progressed, they have been assessed to determine whether they are still relevant. The relevant schemes have been carried forward, developed to build upon policies included within the current and emerging Local Plans and included as part of the MAP Plan.

Schemes that have been completed include Witney High Street traffic restrictions, the A40 improvement works at Oxford North, the provision of a new roundabout at the A40/Downs Roads junction in west Witney, east-west cycle improvements in Witney, the development and adoption of the Witney, Eynsham and Carterton LCWIP's, improvements to Hanborough rail

station, improvement of local bus services (buses X15 (formerly 15), 19 frequency doubled), and the implementation of 20mph speed limits across Aston, Bampton, Burford, Clanfield, Eynsham, Minster Lovell, North Leigh, Standlake, Stanton Harcourt and Witney.

Place shaping

Objective WOL1 prioritises a people first approach, aligning closely with **Policies 8–14** of the LTCP and its core place-shaping ambition: to foster sustainable, well-designed, and thriving communities where healthy behaviours are the norm and where people feel a strong sense of belonging, identity, and connection. The actions under WOL1 represent a shift towards transport interventions that actively enable vibrant, inclusive, and resilient places. Rather than treating transport solely as a means of movement, this approach recognises its role in shaping the character, functionality, and social fabric of local areas. By designing infrastructure that supports everyday life and strengthens community identity, place shaping becomes a catalyst for improved public health, reduced inequalities, and stronger local economies—key outcomes of the LTCP. The actions also support the unique fabric of the West Oxfordshire Lowlands building upon its rural and rich community feel which is entrenched throughout the area and close links to the countryside.

Objective WOL1 focuses on providing transport choice on short and medium length trips such as those to and from:

- **School**
- **Local Shops**
- **Community Facilities**
- **Work**
- **Healthcare Facilities**
- **Local Bus Stops**
- **Local Green Spaces**

Objective WOL1

Create a sense of place through implementing cohesive and healthy place-shaping interventions.

Why this objective?

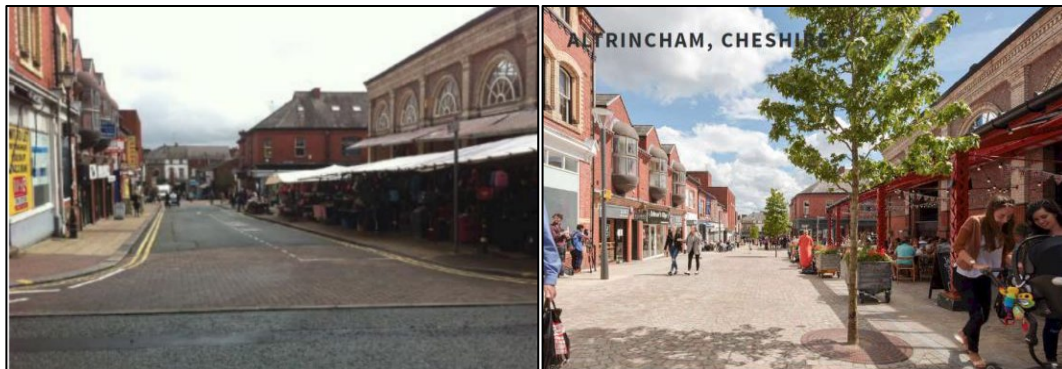
Healthy place-shaping ensures well-designed places. Character, community and climate are key to such places as outlined by Homes England⁸³. Although other factors, such as access to nature and improved biodiversity are also important. Community involvement in the design process is essential, that can ultimately foster pride and a sense of belonging amongst the community. Across the Lowlands, there is an opportunity to enhance the existing sense of place in the area and to create well-designed places by using the Healthy Streets approach (Policy 8 of LTCP) to help prioritise the movement of people walking, wheeling and cycling in accordance

with **Policy 1** of LTCP. The Healthy Streets approach provides guidance and a design check tool to ensure that new walking, wheeling, and cycling schemes improve the human experience of streets and encourage walking and cycling. Public realm improvements can be achieved by re-purposing space from motorised vehicles to those walking, wheeling, and cycling. These changes can make these places more vibrant and more connected for people. Improvements to the walking environment, that are well-planned, can result in an increase of up to 40% in shopping footfall⁸⁴. Other associated benefits include greater space for outdoor seating, longer dwell time and economic benefit through increased retail spend⁸⁵. There are social benefits too; places where traffic is reduced in public spaces lead to more people walking and socialising⁸⁶.

Using this approach, we will enhance the street environment, improving access to public transport, cycling, increasing the space for people to enjoy their towns and villages, and improving the health of the residents. It is known that public spaces play a vital role in urban health⁸⁷. Facilitating healthy behaviours through the design of a place can help improve people's lives and reduce health and social care costs, therefore improving the general health and wellbeing⁸⁸ of those in the Lowlands.

Case Study: Public Realm Enhancements, Altrincham

Altrincham was once known as a “ghost town” with high vacancy rates and poor public spaces. Trafford Council made it a priority, investing £4 million in public realm improvements, including better streets, lighting, and seating. The market was refurbished, and a new transport interchange and hospital were built. The provision of outdoor seating for restaurants increased the number of visitors and improved the economy. A Business Improvement District helped drive long-term change. This development work was completed by June 2023, and a plan for future growth and development until 2032 is already in progress. These efforts brought more visitors, boosted local pride, and made Altrincham a lively, modern town centre. The project shows how improving public spaces can help revive struggling high streets, support businesses and create places people want to visit, live, and invest in.



Before ©Trafford Council

After ©Trafford Council

We will ensure that we have the community at the heart of the design process and that we deliver interventions that will contribute to making West Oxfordshire's Lowlands a healthier, more vibrant, and successful place in line with our vision for the area. This can include the introduction of themed wayfinding, community maps, art installations, green spaces and rest areas, all features which are currently lacking across the area, in particular in Witney and Carterton.

Another key aspect to ensuring togetherness and inclusiveness in our communities is the provision of leisure, community, and shopping facilities in suitable locations. Due to the nature of leisure, community, and shopping trips, they are more likely to be undertaken by car. This is demonstrated by nationwide NTS 2023 data, which indicates that nearly half of car trips undertaken are for leisure (26%) or shopping (22%), with only a limited number related to commuting (18%), and the remaining split between business (13%), education (8%) and escort (13%)⁸⁹. Therefore, reducing the need to travel (or at least the distance of travel) to leisure destinations is important.

The National Design Guide⁹⁰ states: *'well-designed places influence the quality of our experience as we spend more time in them and move around them.'* This principle will underpin this objective and help deliver **Policies 1, 8, 9, 13-15, 18 and 21.**

We will deliver **Objective WOL1** through the following actions:

- 1.1** When developing movement and transport schemes, ensure character and heritage, community (e.g. through co-production), and climate are at the heart of proposals and that placemaking principles are considered alongside engineering.
Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment
- 1.2** Work with partners to enhance and upgrade timetables, local guides, maps, etc., that highlight the local area, its rich history, the local tourist attractions, and proximity to the Cotswolds National Landscape.
Travel & Connectivity **Economic Growth** **Social & Community** **Climate & Environment**
Culture & Assets
- 1.3** Enhance the sense of place in Witney. We aspire this to be achieved by (but not exclusive to):
 - a. Supporting community partners to improve the existing sense of place in Witney by building upon heritage through artwork, trails and including rest places, pocket parks, and community parks.
 - b. Work with partners to deliver the Witney High Street/ Market Square Enhancement Project.

- c. Work with partners to develop and implement a wayfinding strategy for Witney.

Travel & Connectivity **Economic Growth** **Social & Community** **Climate & Environment**
Culture & Assets

- 1.4** Develop and enhance the sense of place in Carterton. We aspire this to be achieved by (but not exclusive to):

- a. Work with partners to develop a strategy to improve the public realm in Carterton town centre (including the Carterton Mobility Hub), to reduce the impact of traffic and give priority to those walking, wheeling, and cycling.
- b. Work with partners to implement public realm enhancements in Carterton town centre.
- c. Build on Carterton's historic links to RAF Brize Norton to reflect the town's history and improve its sense of place. This may include accessible wayfinding, gateway features, murals, artwork, rest places, pocket parks, and community parks.
- d. Contributing to a regeneration project in the town centre so support the aspirations of the WODC Local Plan.

Travel & Connectivity **Economic Growth** **Social & Community** **Climate & Environment**
Culture & Assets

- 1.5** Develop and enhance the sense of place in key locations across the Lowlands, including, but not limited to:

- a. Burford High Street;
- b. Eynsham village centre;
- c. Brize Norton; and
- d. Other villages.

Travel & Connectivity **Economic Growth** **Social & Community** **Climate & Environment**
Culture & Assets

- 1.6** The County Council will work with schools, developers, and businesses to ensure that Travel Plans contain initiatives to support healthy journeys and assist with delivering and monitoring them.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**

- 1.7** Work with partners to create and enhance green spaces and waterways in Witney, Burford, Eynsham, and Carterton.

Climate & Environment **Social & Community** **Culture & Assets**

- 1.8** The County Council will work with schools, developers, and businesses to ensure that Travel Plans contain initiatives to support healthy journeys and assist with delivering and monitoring them.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**

Walking, wheeling, and cycling

The next four objectives of this MAP Plan focus on walking, wheeling and cycling. Walking, wheeling, and cycling are at the heart of the LTCP, being in the top two tiers of the transport user hierarchy. The role of these modes is important in achieving a high-quality, integrated transport network. Alongside the LTCP, the council also adopted an [Active Travel Strategy](#), a supporting document which expands on the LTCP policies related to walking, wheeling and cycling. The Active Travel Strategy set cycling targets at a district level to increase cycle trips from a baseline of 50,000 to 100,000 cycle trips per week in West Oxfordshire by 2031. The objectives and actions set out in this MAP Plan will support the delivery of these targets and the LTCP vision of creating an inclusive, safe, net-zero transport system in Oxfordshire.

Objectives WOL2 to WOL5 focus on providing transport choice on short and medium length trips such as those to and from:

- School
- Local Shops
- Community Facilities
- Work
- Healthcare Facilities
- Local Bus Stops
- Local Green Spaces

Objective WOL2

Deliver a comprehensive, comfortable, direct, safe, coherent and inclusive walking, wheeling and cycling network.

Why this objective?

Given the area's compact geography, there is potential to increase walking, wheeling and cycling. The current walking, wheeling, and cycling network is fragmented and does not support the needs of residents and visitors. As set out in the challenges and opportunities section (and Tabel WOL1) a large number of people in the MAP Plan area work close to where they live with, 41.6% (46.6% in Witney and 54.1% in Carterton) of people living within five kilometres and 31.1% (living within two kilometres⁹¹. Furthermore, over 50% of these are undertaken by a motor vehicle, despite there being a range of sustainable alternatives for trips of this length⁹².

To improve walking, wheeling, and cycling conditions across the area, three LCWIPs have been produced. Oxfordshire County Council's Cabinet approved the Witney LCWIP⁹³ in March 2025, and the Carterton LCWIP was approved in October 2025, with the Eynsham LCWIP approved in December 2025. To achieve the identified walking and cycling vision in the three LCWIPs⁹⁴ and

LTCP targets, we will need to deliver the identified schemes in the LCWIPs, which follow the core design principles of LTN 1/20⁹⁵: coherent, direct, safe, comfortable, and attractive. To create a culture of walking, wheeling, and cycling, we will need to deliver infrastructure that enables people of all ages to walk, wheel and cycle. Nationally, in 2023⁹⁶, 45% of children aged between 5 and 10 were driven to school



and for children who live in rural areas, this figure is up to 63%. The development of high-quality walking, wheeling and cycling schemes will help meet government targets that 50% of trips in English towns are walked, wheeled and cycled by 2030, and it will support LTCP targets to rebalance transport movements by removing 1 out of every 4 car trips by 2030 and 1 in 3 by 2040.

The LCWIPs propose various route enhancements, which are key to support Quality Pedestrian Corridors (QPC) and will help to deliver inclusive and attractive routes as outlined in **Policy 2** of the LTCP. To develop the schemes contained in LCWIPs, it will be crucial to work with our partners to deliver the schemes identified and support **Policy 1** of the LTCP, creating a balanced transport system in the Lowlands, where residents can choose how they travel.

A walking, wheeling, and cycling network in the Lowlands will have numerous health and economic benefits⁹⁷, improving the outcomes for both towns and the surrounding area. Delivering a comprehensive walking, wheeling, and cycling network will be achieved through the following actions, which support **Policies 1-8, 10, 11, 13, 22 and 38** of the LTCP.

We will deliver **Objective WOL2** through the following actions:

- 2.1** Liaise with partners to develop high-quality pedestrian and cycle routes in Witney by delivering on the proposed routes and schemes in the LCWIP, with a focus on the following:
- Continuous cross-town cycle routes linking residential and employment areas.
 - Improving local cycle routes from residential areas to schools.
 - Improving conditions and infrastructure for pedestrians and cyclists in Bridge Street, the town centre and Station Lane area.

- Progress options for 'Dutch style' roundabouts at the Curbridge Road / Ducklington Road/ Welch Way / Corn Street roundabout and the Deer Park / Curbridge Road roundabout (Witney LCWIP References 39 & 40).

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

2.2 Liaise with partners to develop high-quality pedestrian and cycle routes in Carterton by delivering on the proposed routes and schemes in the LCWIP, with a focus on the following:

- A network of high-quality local cycle routes throughout Carterton;
- From the north and east of Carterton, via Brize Norton Road.
- From the west of Carterton via Alvescot Road and onwards to/ from Alvescot village (including a reduction in the speed limit to 40 mph).
- To improve the public realm and provide walking and cycle routes within the vicinity of the RAF Brize Norton access gate and in the immediate vicinity.
- To integrate the proposed development at Upavon Way into the surrounding streets and amenities.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

2.3 Liaise with partners to develop high-quality pedestrian and cycle routes in Eynsham by delivering on the proposed routes and schemes in the LCWIP, with a focus on the following:

- Accessible and safe walking network throughout Eynsham village, including in the village centre.
- Safe walking and cycling routes to school.
- Improving the public realm and traffic management in the village centre.
- Safe cycle connections between Eynsham and the surrounding villages and settlements, including Cassington, Hanborough and Botley.
- Safe walking and cycle connectivity across the A40 between Eynsham and proposed developments including Salt Cross Garden Village.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

2.4 Work with partners to deliver the high-quality Strategic Active Travel Network (SATN) routes in the local area, between:

- Witney, Eynsham and Oxford, along the A40;
- Witney and Carterton;
- Witney and Hanborough rail station;
- Witney and Charlbury;
- Witney to Stanton Harcourt;

- Witney to Cumnor;
- Witney, Carterton, and Burford;
- Eynsham to Long Hanborough;
- Eynsham to Oxford via Botley and Farmoor;
- Hanborough to Woodstock; and
- Carterton and Faringdon.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 2.5** Investigate changes to the PRow network to enable use by a wider range of Non-Motorised Users, including horse riders, for different journey purposes to enable access to Green Spaces, provide a wider choice for inter-urban travel and to benefit the health and wellbeing of users.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 2.6** Carry out a cycle parking audit across the Lowlands to inform the most appropriate locations for cycle parking hubs and hangars, including maintenance stations and parking for alternative bikes.

Travel & Connectivity **Economic Growth** **Social & Community** **Culture & Assets**

- 2.7** Work with partners to explore opportunities for the provision of a community bike hub, which may include facilities such as bike hire, parking, repair, bike kitchens/ Bike Doctors and cafés.

Travel & Connectivity **Economic Growth** **Social & Community** **Climate & Environment**
Culture & Assets

- 2.8** Work with partners (primarily the Walk, Wheel, and Cycle Trust) to join up the NCN in the local area to provide a comprehensive network.

Travel & Connectivity **Social & Community** **Climate & Environment**

- 2.9** Work with partners to develop and implement schemes that will enhance spaces for people walking, wheeling, and cycling and reduce through traffic in town centres.

Travel & Connectivity **Social & Community** **Climate & Environment** **Culture & Assets**

- 2.10** Work with partners to deliver safe routes to school for people walking, wheeling, and cycling, which could include the implementation of School Streets and School Zones.

Travel & Connectivity **Health & Wellbeing** **Social & Community**

- 2.11** Work with partners to deliver the School Streets scheme at Edith Moorhouse Primary School and St Joseph's Catholic Primary School in Carterton.

Travel & Connectivity **Health & Wellbeing** **Social & Community**

- 2.12** Work with partners to identify potential locations of School Streets, or other measures where school streets are not appropriate, across the MAP Plan area.

Travel & Connectivity **Health & Wellbeing** **Social & Community**

2.13 Work with partners to deliver new or improved crossing points to remove walking, wheeling, and cycling barriers across key arterial routes in the area. We will do this by:

- a. Installing a new zebra crossing on Witan Way near Sainsburys (Witney LCWIP Reference 63).
- b. Installing two new signalised crossings on Deer Park Road (Witney LCWIP References 31 & 32).
- c. Ensuring that permitted developments install new crossings at Carterton Road and Brize Norton Road, Carterton.
- d. Installation of zebra crossings on Burford Road and Alvescot Road, Carterton.
- e. Installing crossings over the A40, as part of the A40 Eynsham Park and Ride to Wolvercote scheme.
- f. Installing a new zebra crossing on The Hill in Burford.
- g. Installing a new zebra crossing on Cote Road, Aston.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

2.14 Work with partners to identify upgrades to the walking, wheeling and cycling network to increase connectivity with the National Cycle Network.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

2.15 Work with partners in the community to remove social and economic factors that prevent people from cycling by providing education, training, and access to free or reduced-price equipment.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

Objective WOL3

Reduce walking, wheeling and cycling severance caused by physical barriers.

Why this objective?

Different types of severance exist across the Lowlands area, impacting how people choose to travel, and in some cases, not travel at all. The physical barriers include the A40, the River Windrush, and the local road network. Physical barriers restrict the use of sustainable travel modes by reducing the number of crossing points. This can lead to longer journeys, inadequate facilities for all users due to limited space, and increased congestion, ultimately contributing to poor air quality. Without multi-modal infrastructure, car travel often becomes the most

convenient option, posing a major challenge to achieving the goals and vision set out in the LTCP⁹⁸.

The A40 is a key corridor connecting rural and urban communities along its length and at either end. However, the A40 creates a physical barrier separating communities and some people from walking, cycling or riding a horse. Without this option, the motor vehicle is the preferred way to travel, and the knock-on effect is increased congestion and journey time. The increase in traffic also affects bus punctuality, which further perpetuates the reliance on using the motor vehicle. In Witney, there is a particular issue where the River Windrush creates severance with Bridge Street being the only crossing point for vehicles, and there are only three routes for pedestrians. This creates additional demand for a road built as it is the site of Witney's AQMA⁹⁹, and also before the vehicle volumes of today cause congestion and delays. Work has started to alleviate this with the introduction of the west-facing slips at Shores Green, which should reduce traffic levels on Bridge Street to the benefit of those using sustainable transport, by potentially allowing improved footways or a cycleway.

For some people, severance may be a lack of crossing facilities, a barrier on a footway or cycleway, which prevents someone in a wheelchair, or using a non-standard bike getting through. These barriers can also make it challenging for families with prams. This can result in social isolation as people are not able to travel where they wish to, or people are required to walk or cycle longer distances to reach their destination. Additionally, features like unnecessary guardrails, access controlled barriers, and staggered fencing further limit movement by reducing space and causing clutter.



A report conducted by Transport for the North - Community Severance across England¹⁰⁰ identifies six general impact categories relating to community severance, these include Health and Wellbeing, Economic, Environmental, Social Interaction and Cohesion, Safety Concerns, Practicality and Liveability. By removing severance, we will be able to make walking, wheeling, and cycling a more attractive way to travel, improve social mobility and increase multi-modal journeys. Severance can be reduced by installing new crossing points (including Zebra, Puffin, Pegasus etc.) to cater for walking, wheeling, cycling and equestrians. We must create places where people can thrive and enjoy a healthy lifestyle. Removing severance across the Lowlands area will support the delivery of **LTCP Policies 1-4, 6, 8-10, 14 and 22**.

We will deliver **Objective WOL3** through the following actions:

- 3.1** Work with partners to ensure there are new and improved high-quality walking, wheeling, and cycling routes across the A40, including options appraisal of grade separated options as well as those at grade.

Travel & Connectivity **Economic Growth** **Social & Community** **Climate & Environment**

- 3.2** Work with partners to remove walking, wheeling, and cycling barriers across the River Windrush, as well as ensuring resilience on existing routes across the River Windrush flood zones. We will do this by:

- a. Improving the Woodford Mill path (Witney LCWIP References 7, 8, 9 & 89).
- b. Ensuring the developer of the permitted East Witney Strategic Development Site delivers a new walking and cycling bridge at Bishops Farm Mill (Witney LCWIP References 19, 20, 21a & 21b).
- c. Ensure the delivery of high-quality walking, wheeling and cycling routes and facilities as part of the West End Link Road (WELR).

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

- 3.3** Explore opportunities to provide walking, wheeling, and cycling facilities at the Swinford Toll Bridge in support of the Eynsham to Botley walking, wheeling, and cycling route.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

- 3.4** Work with partners to explore new or improved crossing points to remove barriers to walking, wheeling, cycling and horse riding on key arterial routes in the area. Including but not limited to along the A361, A415, A4095, A40, Ducklington Lane, Curbridge Road, Woodstock Road, Burford Road, Newland, Oxford Hill, Monahan Way, Shilton Road and Upavon Way.

Travel & Connectivity **Social & Community** **Climate & Environment**

- 3.5** Work with partners to remove or modify existing on-street barriers to walking wheeling, and cycling, such as gates and guard railings.

Travel & Connectivity. **Social & Community.** **Climate & Environment**

- 3.6** Work with partners to deliver improved walking, wheeling, and cycling facilities on the A4095 at Hanborough rail station bridge.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 3.7** Ensuring the developer of Salt Cross Garden Village delivers high-quality walking, wheeling, and cycling facilities on Lower Road to provide a connection between Eynsham and Hanborough rail station.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

Objective WOL4

Introduce shared micromobility schemes, subject to central government legislation.

Why this objective?

Policy 38 of the LTCP set out the benefits of micromobility and how it can remove barriers and increase access to the local area, provide a flexible approach to travel, improve access to cycling and remove large upfront costs. A number of locations nationally have been taking part in micromobility trials, including in Oxford, Cheltenham, and Princes Risborough. The current micromobility trial in Oxford, which was due to have ended in 2025, has been extended to May 31st 2026¹⁰¹.

Shared micromobility has the potential to support OCC's walking and cycling ambitions. Shared micromobility can provide access to e-scooters, bikes/ e-bikes, and cargo-bikes. E-scooters will also play an important role in providing transport choice for residents and will support an integrated transport network. E-bikes and e-scooters can connect people with mass transit, public transport like buses and trains, connecting people to education, employment, and leisure by providing first and last mile connectivity, and e-bikes make cycling a more attractive option for journeys up to ten kilometres. Given that 63.4% of people in the Lowlands work within ten kilometres of where they live and that the principle settlements of Witney and Carterton are compact, there is an opportunity for micro-mobility to provide a viable alternative to car travel on shorter distance trips. Given the rural nature of the Lowlands area, there are opportunities for e-bikes to form an alternative to other modes of transportation for inter-urban and rural to urban routes, with e-scooters and option in the more urban environments (e.g. Witney, Carterton). Any e-micromobility schemes will be implemented following consultation and co-production with our local communities.

Access to micromobility can also provide health and well-being benefits. Research conducted by the Motability Foundation¹⁰² assessing the barriers and benefits experienced by disabled people using or trying to use shared micromobility, showed that over half of respondents (53%) felt shared micromobility could improve their lives. It can also support OCC in meeting its targets to remove 1 in 4 vehicle trips by 2030 and 1 in 3 by 2040. CoMO UK 2024 annual report shows shared micromobility has an impact on travel behaviour, with shared micromobility users travelling more actively and driving less¹⁰³. It can also support decarbonisation, estimates from trials showed 946,000 car and taxi trips across the Solent were replaced by rental e-scooter trips in 2023¹⁰⁴.

Subject to central government legislation, it shows the potential shared micromobility could have for short-distance and inter-urban journeys in the Lowlands, helping to support **LTCP Policies 1-3, 7, 8-14, 16, 18-22, 27, 31, 38, 39, 43 and 50.**

Case Study: Micromobility Schemes (VOI Princes Risborough & E-Cargo Bike Trial Cambridge)

Buckinghamshire Council has partnered with Voi to continue the trial of e-scooters in Princes Risborough, which has a similar-sized population to Witney and Carterton. This has been introduced as part of the Department for Transport trials until May 2026. Voi e-scooters have provided a ‘green’ alternative to local travel in Princes Risborough that is convenient, clean, and affordable. Initially, 20 e-scooters were introduced in Princes Risborough as part of the trial. The trial aims to inform decision-making as to the potential to legalise e-scooter use in future.

The Greater Cambridge Partnership (GCP) ran a trial to evaluate electric cargo bikes. These bikes are bigger than normal bikes and can carry goods, making them useful for deliveries and local services. The project gave 30 e-Cargo bikes to local businesses, charities, and councils. The aim was to show that these bikes could replace vans for short trips, helping to cut traffic, pollution, and carbon emissions. People used the bikes for things like delivering parcels, doing maintenance jobs, and running community events.



We will deliver **Objective WOL4** through the following actions:

- 4.1.** Explore opportunities to deliver a micro-mobility scheme(s) in the Lowlands.
Travel & Connectivity **Health & Wellbeing** **Social & Community** **Climate & Environment**
- 4.2.** In the first instance, work with partners to develop e-bike micro-mobility schemes in Witney, Carterton, Eynsham and Long Hanborough to support longer distance travel and to improve connections between the surrounding villages, Oxford, Hanborough rail station, and, upon opening, Eynsham Park and Ride.
Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

- 4.3.** Support shared e-scooter and e-bike schemes that link dedicated employment sites with public transport interchanges.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

- 4.4.** Work with partners to develop an e-scooter based micro-mobility scheme to support internal travel within Witney, Carterton, and Eynsham.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

- 4.5.** Work with partners to explore options for community e-bike schemes in locations where commercial schemes are not viable.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

Objective WOL5

Ensure new developments deliver comprehensive on-site and off-site walking, wheeling and cycling provision, prior to occupation.

Why this objective?

West Oxfordshire's Lowlands are expected to see substantial housing and employment growth during the next planning periods up to 2031 and 2043, respectively. In the West Oxfordshire Local Plan 2031, this includes Land East of Witney, Land North of Witney, Salt Cross Garden Village and West Eynsham. Within the Emerging West Oxfordshire Local Plan 2043, there are options for new housing allocations in Witney, Carterton and Brize Norton, Hanborough, Bampton, Aston, Burford, Ducklington and Standlake and employment allocations in Witney and Carterton and Brize Norton. As a result of this, it is anticipated that the population will grow over the coming years. The provision of between 13,200 and 16,000 new houses projects that the combined population of the Lowlands area will increase from approximately 87,000 people in 2023 to 136,000 in 2043¹⁰⁵. The population will increase in the area, in particular along the A40 corridor, increasing the demand on the local infrastructure and services.

To support and accommodate this growth, transport infrastructure and services will play a pivotal role towards delivering seamless movements across the towns. Plans that are being developed that are aligned to this include Witney's LCWIP, Carterton's LCWIP, Eynsham's LCWIP, SATN and improvements to the Primary Route Network, such as the A40, A4095 and A415. The exact location of development beyond 2031 is not yet determined, and therefore, existing policy and strategy documents do not encompass the links to these new/unknown sites.

Ensuring residents in new developments have a choice in how they move within the Lowlands, it will be vital that developers provide high-quality, inclusive walking, wheeling, and cycling routes within the site and to link to surrounding services, amenities and green and blue spaces prior to occupation. This will support the LTCP targets to remove 1 in 4 car journeys by 2030 and 1 in 3 by 2040. It will support healthy lifestyles, deliver health benefits to residents and visitors by creating a built environment which integrates health and well-being into daily lives. The National Design Guide states: *“In well-designed places, people should not need to rely on the car for everyday journeys, including getting to workplaces, shops, schools, and other facilities, open spaces, or the natural environment. Safe and direct routes with visible destinations or clear signposting encourage people to walk and cycle.”*¹⁰⁶ Ensuring new developments achieve these goals will support **LTCP Policies 1-5, 7, 8, 9, 12 and 14**.

We will deliver **Objective WOL5** through the following actions:

- 5.1** As part of planning applications or pre-applications, developers will be required to:
- Identify key walking, wheeling and cycling routes (and equestrian, where required) between the development and key local destinations;
 - Audit key walking, wheeling and cycle routes (and equestrian, where required) between the development and key local destinations and identify necessary improvements;
 - Safeguard exiting on-site routes (including footpaths, bridleways and byways) for all users; and,
 - Develop and deliver new or improved walking, wheeling, and cycling routes (and equestrian, where required).

Travel & Connectivity **Economic Growth** **Social & Community** **Climate & Environment**

- 5.2** All developments will be required to:
- Deliver relevant walking, wheeling, and cycling provision identified in LCWIPs and SATN.
 - Address any gaps in the provision of walking, wheeling, and cycling routes, including connections to existing networks, routes identified in LCWIPs and SATN and between developments.
 - Prioritise walking, wheeling, and cycling within developments and ensure that provision integrates with off-site routes.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 5.3** Work with partners to ensure that new developments located within existing settlement boundaries, such as Upavon Way, provide attractive walking, wheeling, and cycling routes which complement existing desire lines and LCWIP routes as well as connections to green spaces.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

- 5.4** Ensure all developments provide direct links to wider walking, wheeling and cycling (and equestrian, where required) schemes such as LCWIP routes, SATN, PRow and Greenways.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

- 5.5** Ensure all developments, in particular strategic sites, deliver safe and attractive walking, wheeling and cycling connectivity to the local settlement centre, schools and day-to-day facilities.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

Public Transport

Objectives WOL6 to WOL9 focus on public transport, building on the six policies set out in the LTCP. Improving access to public transport and improving the service on offer will help OCC meet its ambition to remove 1 in 4 vehicle trips by 2030 and 1 in 3 by 2040 and achieve the vision of the LTCP by creating an inclusive, net-zero transport system public transport will play a key role in achieving this. In particular by enabling public transport one of the key primary modes of transport in the area. Public transport is key to enabling multi-modal journeys, with public transport interlinked with walking, wheeling, and cycling for first and last mile connectivity. Public transport that is reliable and comprehensive brings many benefits to the Lowlands area. It offers residents viable transport alternatives to driving, along with the delivery of shared micromobility will help enable multi-modal journeys, improve connectivity, improve air quality, and improve health and wellbeing.

According to the latest National Travel Survey (NTS)¹⁰⁷, on average, public transport trips undertaken by bus account for approximately 6% of trips between two kilometres and 15 kilometres nationwide, with rail trips accounting for approximately 3% of trips between eight kilometres and 15 kilometres nationwide and 8% of all trips greater than 15 kilometres nationwide¹⁰⁸. Meanwhile, private motorised vehicle trips account for the majority of trips greater than two kilometres (between 67% and 84%). Meanwhile, the 2011 census data indicates that only 5.4% of residents and 3.1% of workers in the Lowlands area¹⁰⁹ use the bus to travel to work. While 5.4% is relatively high for a rural area, this is partially due to the diverse mix of communities, for example in 2011 the bus mode share for residents in Eynsham is 9.5% and in Witney this is 5.7%¹¹⁰. However, in the more rural settlements, such as Burford and the surrounding area this is as low as 2%.

The data outlined above indicates that there is potential in increasing bus usage, and to resolve to make buses a convenient and reliable alternative. The area's access to rail services is limited,

with the only station located in the northeastern corner of the MAP Plan area. This underlines the importance of bus services in achieving the LTCP targets in the Lowlands area and the need to deliver a high-quality bus service, highlighting how they can deliver a modal shift, as set out in the following objectives.

Multimodal

An important aspect of encouraging a shift towards public transport is providing seamless integration between different modes so that barriers to the use of public transport can be removed, allowing multi-modal journeys.

Objective WOL6

Create a network of Mobility Hubs

Why this objective?

OCC published its Mobility Hub Strategy¹¹¹ in 2023, forming part of **Policy 23** of LTCP to develop a network of Mobility Hubs and integrate different modes of transport to address the transport challenges faced across Oxfordshire. To support OCCs Mobility Hub Strategy, we will need to develop a network of mobility hubs across the West Oxfordshire and Lowlands area, with a mix of hubs in the major settlements, linking hub, and rural and mini hubs in the villages. The development of Mobility Hubs will help support the National Integrated Transport Strategy¹¹², and at a local level.

Objective WOL6 focuses on enhancing integration between different modes of transport to support trips of all lengths, to for the following purposes:

- **Leisure**
- **Work**
- **Healthcare**
- **Shopping**
- **Holidays and Travel**

Mobility Hubs will make it easier to use public and shared transport, help to reduce congestion within the towns and along the A40 corridor, promote sustainable travel solutions, enhance the public realm, provide first and last mile journeys, and improve health and wellbeing. Within Witney and Carterton, there is the opportunity to explore the co-location of services as part of Mobility Hubs. Mobility hubs encourage walking, wheeling, cycling, and public and shared transport by making it easier to interchange between the different forms of transport, creating a more integrated and inclusive transport network¹¹³. This can support first and last-mile travel. The co-location of services is also an important aspect of Mobility Hubs. This can include parcel

and grocery lockers, cafés, pharmacies, healthcare facilities, grocery stores and community facilities, as this can help to reduce the distances people need to travel and encourage people to use the hub for travel¹¹⁴.

Part of the development of Mobility Hubs will be selecting preferred locations that serve the needs of communities and will help enable residents to choose from a variety of transport options. Delivering a network of Mobility Hubs across the area will contribute towards delivering LTCP **Policies: 1, 2, 7-9, 12-14, 18-23, 28, 29, 38, 39 and 50.**

Case Studies: Mobility Hubs

Halesowen

In 2024, Transport for West Midlands launched a pilot project in Halesowen to evaluate a new type of mobility hub called Local Travel Points. The Local Travel Points hubs were designed to bring together different transport options in one place, making it easier for people to travel without using a private car. Three hubs were set up at Huntingtree Park, Andrew Road, and Cross Street, with support from Black Country Transport and Dudley Council. Each hub includes features like bike hire, EV charging, cycle storage, tool stations, and local information boards. They also offer green public spaces, seating, and even community art projects. The aim was to improve local travel, support active and shared transport, and reduce emissions. The pilot is part of the Future Transport Zone programme, funded by the Department for Transport.



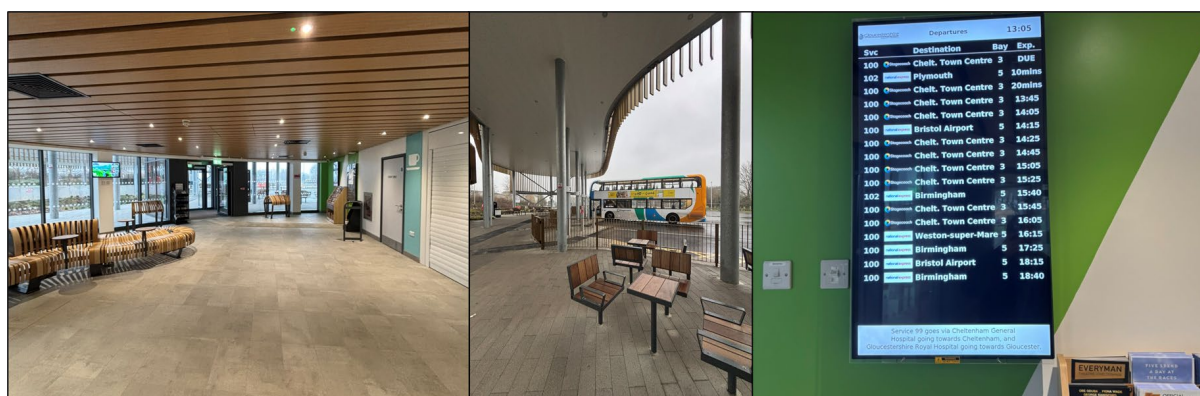
Source: Transport for West Midlands (2025)¹¹⁵

Arle Court Transport Hub, Cheltenham

The Arle Court Transport Hub in Cheltenham, embodies the gold standard of what a major mobility hub could represent. The hub acts as the western gateway to the town and provides connectivity between inter-urban and local buses (on average 36 buses an hour) to provide links to the local hospital, town centre, suburban areas, and nearby city of Gloucester. The hub also provides national coach services (52 per day) linking to Bristol, Bristol Airport, Heathrow Airport, Hereford, Birmingham and London as well as coaches to national events such as sporting events and festivals, an E-scooter hire scheme for local first and last mile access, a

café, real-time departure information, indoor and outdoor waiting areas, help desk, secure cycle parking lockers and stands, toilets, and in the future parcel lockers.

The site provides 1,000 car parking spaces, with 100 of these spaces having EV charging, as well as options for long stay parking and pick up and drop off facilities. The dedicated Park and Ride bus costs £3.50 for a return (including parking) while a return car load costs just £5.00 for both the bus and parking. This ensure that parking at the facility and using the bus is cheaper than parking within the town centre.¹¹⁶



We will deliver **Objective WOL6** through the following actions:

6.1 Implement and deliver the Carterton Mobility Hub Pilot on Brize Norton Road.

Travel & Connectivity **Economic Growth** **Social & Community** **Culture & Assets**

6.2 Work with partners to explore opportunities, promote, and deliver mobility hubs that support an integrated transport network, at a number of locations, including, but not limited to:

a. Major Interchange Hubs

- i. Eynsham Park and Ride (once open).
- ii. Hanborough rail station.

b. Linking Hubs:

- i. Witney Town Centre.
- ii. Carterton Town Centre.
- iii. Carterton Leisure Centre.
- iv. Witney King George V Field (for Schools).

Travel & Connectivity **Economic Growth** **Social & Community** **Culture & Assets**

6.3 Support the implementation of rural, suburban, and mini mobility hubs across the MAP Plan area in line with the Mobility Hub Strategy.

Travel & Connectivity **Economic Growth** **Social & Community** **Culture & Assets**

Buses

Buses are the main mode of public transport in England¹¹⁷, and provide a sustainable alternative for local trips as well as inter-urban and longer journeys. There is a wide network of bus services within the Lowlands as well as a limited coach network. However, there are several challenges to achieving increased levels of use. Increasing bus usage is essential in achieving our net-zero targets and the vision of the LTCP. Studies suggest that if everyone switched one car journey a month to the bus, the UK's carbon dioxide emissions would be reduced by two million tonnes a year¹¹⁸. From 2019 to 2023, overall satisfaction of bus

**Objectives WOL7 and WOL8
centre on improving bus
services and infrastructure
to enable the wider use
buses for trips to and from:**

- **Town and cities**
- **Leisure Facilities**
- **School**
- **Work**
- **Healthcare Facilities**
- **Transport Hubs**
- **Holidays and Travel**

passengers across the county declined by 16 percentage points, the highest among the local authorities in the survey, although due to the work OCC has been doing with its partners to improve buses this was much improved in the 2024 Transport Focus surveys¹¹⁹. However, further work is required to enable and encourage people to use buses as their primary mode of transport. Overall, there are several bus routes serving the core areas of the Lowlands. Witney, Carterton, Eynsham, North Leigh, Burford, Standlake, Hanborough and Ducklington benefit from a minimum of two buses per hour. However, outside these locations, connections can be more limited, which restricts opportunities for public transport use.

There is clear evidence to support that faster and more frequent bus services result in increased patronage and reduced costs for passengers and operators¹²⁰. Furthermore, journey time, waiting times, and the ability to travel flexibly are significant factors in determining transport choice.¹²¹ Delivering more reliable, faster, frequent, and new bus services is key to supporting the population and job growth, strengthening **Policy 18** of the LTCP.

Objective WOL7

Enhance and expand bus services.

Why this objective?

Enhancing and expanding the bus services will improve the journey experience for current users, reduce isolation for those unable to travel in alternative ways, and encourage greater use of buses for journeys. To increase passenger numbers, evidence shows journey time

improvements through bus priority measures will be required to create an attractive travel option¹²². To expand the reach of the bus network, it is important that it appeals to a wider audience and is inclusive. A report for the DfT shows that buses currently only appeal to existing users¹²³; so, widening the appeal of the bus network will be crucial to enhance user passenger numbers. Although it is also important to support and encourage occasional users to do so for more journeys. The same DfT report reveals four key parameters: reliability, convenience, personal wellbeing, and value. These are seen as the key indicators in delivering a successful bus service, and they show, according to focus groups, that travelling by car delivers against these transport needs.

The local bus network in the Lowlands offers connections throughout the area and to places like Oxford, Cheltenham, Burford, Woodstock, Charlbury, Kidlington, Eynsham, Abingdon, Chipping Norton, the John Radcliffe Hospital, and Swindon. Witney, the largest town, acts as the main bus hub, served by all eight inter-urban routes and six town services. Carterton, with fewer options,



has five inter-urban routes and three local services, though two inter-urban routes run only limited daytime services. There are currently no high-frequency (minimum of four buses per hour) bus services operating in the Lowlands, although the Witney to Oxford (S1, X52, S7, H2, X15) corridor, Eynsham-Oxford (S1, X52, E1) and Witney to Carterton (S1, 233, 19) corridors benefit from high frequency bus services, provided via a collection of multiple services which operate concurrently (S1, X52, S7, H2, X15) to provide between five and ten services per hour. In general, however, there are no individual routes with the ‘turn up and go’ service levels that passengers find most attractive, with shorter waiting times at stops and no need to have to refer to a service timetable. Bus journey times are much longer than the equivalent car journey. For example, a journey from Witney to Oxford can take between 47-52 minutes (off-peak) and 67-72 minutes (peak) compared with between 30 (off-peak) and 45 (peak) minutes if driving¹²⁴. Several factors are involved; buses do not always take the most direct route, and they need to stop for passengers at stops along the way.

Delivering fast, frequent, and reliable buses will enable us to generate the modal shift and uplift in passenger numbers required to achieve our LTCP targets. The bus service offer also needs to factor in a wide range of needs. Nationally, the most common purpose for local bus travel was shopping (23%), followed by commuting (22%), leisure (21%), and education (21%) as the four main purposes¹²⁵. It shows how bus travel can support a wide variety of trips and demonstrates how it can support the needs of the residents. Creating a bus service that is clean, attractive,

reliable, and frequent is deemed crucial¹²⁶; it will also help to deliver an integrated transport network and enable multi-modal travel within the Lowlands. Enhancing bus services will support **LTCP Policies: 1, 2, 8-10, 12-14, 18, 19- 23, 28, 29, 31, 37 and 38.**

We will deliver **Objective WOL7** through the following actions:

- 7.1** Work with partners to deliver improved bus services on inter-urban routes, exploring enhancing frequencies or limited stop services and the optimisation of existing services to improve journey times.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 7.2** The County Council supports the safeguarding of land and will work with partners to develop a potential Mass Rapid Transit corridor (potentially rail, tram, busway etc.) connecting Oxford, Eynsham, Witney and Carterton.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 7.3** Work with partners to provide new bus services to destinations that are currently underserved, to new developments, employment sites, the surrounding villages and to neighbouring areas (e.g. Gloucestershire, Swindon).

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 7.4** Work with bus operators to improve access to bus services, for example, in the evenings and on the weekends, associated with economic and community needs.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 7.5** Work with partners to provide new bus/ mini-bus services between leisure destinations (e.g. Cotswold Wildlife Park), transport interchanges and local population centres.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 7.6** Work with operators to explore opportunities and options for enhanced town services in Witney and Carterton and to improve connections to the surrounding villages and suburbs.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 7.7** Work with operators to provide further options for long-distance coach services connecting to Witney and Carterton to key national and regional locations.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 7.8** Work with partners to support communities with education and training to remove barriers to public transport use and increase confidence to enable greater use of buses.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

Objective WOL8

Enhance and provide new bus infrastructure.

Why this objective?

Providing practical and high-quality bus infrastructure, in accordance with Local Transport Note 1/24, will help deliver **Policy 18** of LTCP and create a bus network that is accessible and inclusive. There are already positive signs across locations in the Lowlands area. For example, in Eynsham, Bampton, and some areas of Witney, cycle parking stands have been provided alongside bus stops,



creating multimodal travel opportunities. However, we need to ensure such measures are not isolated and are installed across the MAP Plan area. This will allow us to create a place that embraces the bus network alongside walking, wheeling, and cycling to support the measures in LTCP to remove 1 in 4 vehicle trips by 2030 and 1 in 3 by 2040.

For the bus to be a preferred way to travel, infrastructure will need to be improved to enhance the user experience. A way of doing this is through bus priority measures. Bus priority measures are a combination of measures and techniques providing safe, accessible, reliable, and efficient bus journeys that are consistent and minimise delay¹²⁷. Bus priority can include bus lanes, bus gates, traffic signal priority, and removal of car parking, but also improvements to the passenger experience, including access to the services, the waiting environment, and technology such as CCTV¹²⁸. Many bus stops lack information for users; they have no shelter and are without RTI (Real Time Information). Rolling out RTI will improve the passenger experience, providing up-to-date live bus information.

The location of bus stops should suit the needs of the residents, workers, and visitors in the Lowlands area. We will need to understand where people want to go and create the infrastructure that meets their needs, if we are to see a greater number of people using the bus.

A final key aspect of high-quality bus infrastructure is to ensure the safety of users, particularly women and girls, which will enable users to feel more confident and comfortable using buses. There are a range of interventions that would help to achieve this including surveillance, RTI through multiple channels, improved lighting both at bus stops and on the routes to them, advertisement and encouragement of personal safety apps (such as One Scream, My Panic Alarm, Where (maps), Life 360, Smart 24X7), CCTV, the [Bus Safety Feedback Tool](#) and through education¹²⁹.

The delivery of priority bus routes along sections of the A40, and at other locations, will enhance the connectivity across the Lowlands with the key service centres of Witney and Carterton, between and to villages and with destinations such as Oxford, the John Radcliffe Hospital and Abingdon. It will also support the delivery of an integrated transport network reducing the need to travel by car. It is therefore important we work with our partners to help secure additional funding, including through central government, to help deliver the A40 Eynsham Park and Ride to Wolvercote scheme (bus priority and enhanced walking, wheeling and cycling facilities) between Cassington and Wolvercote, to ensure the full delivery of the scheme. The A40 Wolvercote to Eynsham scheme could reduce scheduled peak bus journey times on the A40 corridor by as much as 15 minutes. If a bus-based mass rapid transit scheme with 10 minute frequencies was delivered then as a worst case could achieve an 8% shift in mode share to buses from cars, with this based on operator experience from Gosport and Leigh. To fully provide a high-quality service between Witney and Oxford, it is likely to require either the delivery of bus priority between Witney and Eynsham or the delivery of a dedicated mass rapid transit corridor.

Priority bus lanes will increase reliability and create better opportunities for people travelling for employment, education opportunities and access to leisure. This is particularly important on the bus services that link to the rail network, coach services and other bus routes, as it is important to have bus services that arrive on time. A review of bus services and infrastructure as part of the Witney High Street and Market Square enhancement scheme will also be important. This gives residents, workers, and visitors the confidence to use the bus. Delivering enhanced bus infrastructure will support **LTCP Policies 1-3, 8, 9, 11 - 15, 18, 19-23, 27-31, 37, 38, 44, 46 and 51**.

We will deliver **Objective WOL8** through the following actions:

- 8.1** Deliver the A40 Eynsham to Wolvercote Scheme, between Eynsham and Cassington, funded by the Housing Infrastructure Fund (HIF2).

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**

- 8.2** Work with partners to secure additional funding, including through central government, to help deliver the A40 Eynsham Park and Ride to Wolvercote scheme between Cassington and Wolvercote.
Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
- 8.3** Subject to funding, work with partners to deliver the A40 Eynsham to Wolvercote Scheme between Cassington and Wolvercote.
Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
- 8.4** Explore options to deliver bus priority measures on the A40 corridor between Witney and Eynsham.
Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
- 8.5** Work with bus operators, internal council teams and other partners to ensure improved reliability, attractiveness, and resilience of services.
Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
- 8.6** Where required, develop bus priority measures, including bus lanes, removal of parking and traffic signal priority, in the Lowlands area and along key transport corridors within West Oxfordshire, by:
- a. Identifying opportunities for bus priority and improvement measures;
 - b. Identifying opportunities for modal filters; and
 - c. Work with partners to deliver the identified bus priority, improvement measures and modal filters.
- Travel & Connectivity** **Economic Growth** **Health & Wellbeing** **Social & Community**
- 8.7** When developing the Witney High Street and Market Square enhancement scheme, ensure that the role of buses is reviewed, including routing, facilities, safety features, service provision and future growth in service levels.
Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**
- 8.8** Ensure that adequate bus infrastructure is provided to support current and future bus service levels in Witney (Market Square, High Street North and Welch Way) and Carterton (Brize Norton Road).
Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**
- 8.9** Identify opportunities for the improvement of bus stops (e.g. waiting facilities, location for new bus stops, RTI, AI, raised kerbs, lighting, shelters, living roof bus stops, CCTV, cycle parking, onward travel maps), with priority given to bus stops with the highest usage levels or in locations with key amenities.
Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

- 8.10** Work with partners to promote and improve personal safety by:
- Advertising personal safety apps/ tools for use by users; and
 - Improving routes to and from bus stops, including improved lighting, removal of overgrown vegetation and CCTV.

Travel & Connectivity **Health & Wellbeing** **Social & Community** **Climate & Environment**

- 8.11** Work alongside partners to deliver a zero-emission bus network across the Lowlands area.

Travel & Connectivity **Health & Wellbeing** **Climate & Environment**

- 8.12** Work with partners to explore opportunities for bus depot provision in the Lowlands area and consider supporting the safeguarding of land for new depots.

Travel & Connectivity **Health & Wellbeing** **Climate & Environment**

Rail

The rail network plays a vital role in supporting economic growth, connecting people (locally and nationally), and supporting housing and employment growth within Oxfordshire. A report published in 2025 by Urban Transport Group: Harnessing the Opportunity of our Local Railways underlines the value of rail and how it creates employment opportunities as well as leisure and tourism without contributing to congestion, which can inhibit growth and productivity. It states that for every £1 spent on the rail network, it generates £2.50¹³⁰. Although the Lowlands area has limited rail connectivity, there is a great opportunity to enhance connectivity from the area to both Hanborough and Oxford rail stations. This can be achieved as part of an integrated transport network which suits the needs of residents and visitors, creating further choice in how people move within Oxfordshire and beyond.

Objective WOL9 focuses on improving rail connectivity and facilities to enable access for those travelling for reasons including:

- **Holidays and Travel**
- **Leisure**
- **Work**

And to support:

- **Improved Air Quality**
- **Decarbonisation**

Objective WOL9 takes account of the aspirations and priorities of the County Councils rail plan: OxRAIL 2040: Plan for Rail. OxRAIL 2040 sets out Oxfordshire County Council's ambitions for the future of the railway in Oxfordshire and establishes a bold vision for rail as a central component of a fully integrated, world-class and sustainable transport network. Part of this it sets out the improvements, initiatives and investment required to make this vision a reality. For the Lowlands area this includes increasing the number of services on the Cotswold line to improve connectivity in the area, the reinstatement of two tracks through Hanborough, the reinstatement of a second platform at Hanborough, the delivery of new and greener rolling

stock, the creation of a mobility hub at Hanborough station and general improvements both to the overall station facilities and routes to the station.

Objective WOL9

Work alongside partners to improve rail services and infrastructure.

Why this objective?

The only railway station in the area is Hanborough, located 8.5 kilometres northwest of Witney. Although Oxford rail station is an alternative option due to direct access via bus, but it also provides a much more extensive choice of destinations than Hanborough (i.e. more national onward routes) as well as more frequent services.

Hanborough Rail Station is the busiest station in West Oxfordshire and the ninth busiest in Oxfordshire by passenger numbers¹³¹ and is situated on the North Cotswold Line. It is served by GWR trains between Hereford/Worcester and London Paddington via Oxford and Reading; these run hourly off-peak and two services per hour during peak periods. The station has shelters, ticket machines, seating, and a coffee shop; however, the toilet and waiting room are currently closed. There is a large car park (246 spaces) and cycle parking. Hanborough station is also served by Stagecoach bus route S7 between Witney, Woodstock, Kidlington, and Oxford on a half-hourly basis. Passenger numbers at Hanborough Rail Station in 2023/24 were estimated to be 286,402, surpassing the pre-COVID high of 275,448 in 18/19¹³². This shows Hanborough's potential in serving local communities.



Improvements to Hanborough Station will be required to support the expected population growth, along with growth in employment and leisure opportunities. The hourly frequency of services may be a barrier for some, especially those who use public transport, as it can be difficult to align service timings and delays to either service may result in missed connections. Data collected by Oxford Community Rail Partnership (OXCRP) supports this; their data notes that people's proximity to home and ease of getting to the station is a primary factor in travelling by train¹³³. Improving access to Hanborough rail station by multiple modes of transport will increase access and remove barriers. Current OXCRP data shows 81% of those

travelling to Hanborough do so by car, compared to 16% in Oxford and 30% in Radley¹³⁴. This shows the importance of making other forms of transport a viable alternative to those using Hanborough station. The level in car use results in the station car park regularly being at capacity, which can result in passengers missing connections¹³⁵. Therefore, alongside making walking, wheeling, cycling and public transport access improvements at Hanborough station, an increase in the amount of car parking should also be considered, although it is observed that there are a number of constraints to providing more car parking at the station, alongside walking, wheeling, cycling and public transport improvements.

To improve Hanborough, the North Cotswold Line Taskforce proposes the dualling of the remaining section of the North Cotswold Line (except for a small section at Worcestershire Parkway) and the provision of two platforms at Hanborough and Pershore, to allow an increase in services, including up to four services per hour between Hanborough and Oxford and two services per hour between Worcester and London.



As set out above, local bus services in the west of the area, especially in Witney, also provide links to Charlbury (X9), Oxford Parkway (S7) and Oxford (S1, S2). Oxford, which is the busiest station in Oxfordshire, is best placed to provide an alternative to Hanborough, with the quickest journey times by bus, and an extensive range of services including London, Birmingham, Manchester, and the south coast. This shows the need to improve connectivity by other means as part of an integrated transport network. Enhancing access to Oxford will provide additional opportunities as East West Rail (EWR) opens to Milton Keynes and Cambridge in the future. Improving access to Oxford rail station will be achieved by reducing the journey times of buses towards Oxford, which currently cannot compete with driving. The development improved access to both Hanborough and Oxford will give residents, workers, and visitors the choice between a nearer station with a more limited once an hour service and a station located further away with more frequent services to a wide range of destinations.

The A40 corridor between Carterton and Oxford one of the biggest challenges in the Lowlands area. As such OCC is collaborating with its partners to develop a study into the provision of a Mass Rapid Transit corridor along the Carterton-Witney-Oxford corridor. This study will review opportunities for the development of a high-quality public transport service (*bus, tram, train etc.*) along the A40 corridor and allow better connectivity to Oxford. It will explore different options, with this including both bus and rail based solutions, such as a busway/ bus only

routes, trams and rail. At this stage, all options are on the table, with this being refined as part of the A40 Mass Rapid Transit Study.

West Oxfordshire's emerging Local Plan 2043 contains a policy to protect a corridor between Carterton, Witney, Eynsham and the Cotswold Line at Yarnton for a Mass Rapid Transit corridor (potentially rail, tram, bus). As part of this emerging work stream the District Council has sought views on the principle of safeguarding a broad corridor land, with this outlined in **Figure WOL5**. The County Council support the safeguarding of this land, primarily to protect this land from any development that may hinder the future provision of a MRT route along this corridor. However, the county council remains open to a range of options along this corridor, including schemes along the A40.



Figure WOL5: Indicative alignment of the Carterton, Witney, Oxford Rail Corridor (WODC)

Working with partners to deliver rail service and infrastructure improvements will support **LTCP Policies 1-3, 8, 13, 14, 15, 18-23, 27, 28, 31, 35, 37, 38 and 46-48**.

We will deliver **Objective WOL9** through the following actions:

- 9.1** The County Council will support the safeguarding of land and work with partners to develop a potential Mass Rapid Transit corridor (potentially rail, tram, bus) connecting Oxford, Eynsham, Witney and Carterton.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

9.2 Hanborough Station:

- a. Work with the rail industry and other partners to improve access to Hanborough station for those walking, wheeling, and cycling to/ from Witney,

North Leigh, Hanborough, Woodstock, Bladon and Eynsham via SATN routes with this including exploring opportunities for micromobility.

- b. Work with the rail industry and other partners to improve access and integration for those switching from buses to trains at Hanborough station.
- c. Explore opportunities with our rail industry partners to deliver a mobility hub at Hanborough rail station, in line with OxRAIL 2040.
- d. Work with partners to review opportunities for enhancing passenger facilities at Hanborough, potentially including a station building and passenger overbridge to support the doubling of the track and provision of a second platform.
- e. Work with the rail industry and other partners to ensure sufficient car and cycle parking provision at the station.

Travel & Connectivity **Economic Growth** **Social & Community** **Climate & Environment**
Culture & Assets

9.3 North Cotswold Line:

- a. Work with partners to review opportunities for the provision of a second platform at Hanborough station, subject to the double-tracking from the North Cotswold Line between Wolvercote Junction and Hanborough, in line with OxRAIL 2040.
- b. Support the delivery of double tracking from the North Cotswold Line between Wolvercote Junction and Hanborough railway station and between Pershore and Worcester, to enable an increase in the number and frequency of rail services along the North Cotswold Line, in line with OxRAIL 2040.
- c. Promote the delivery of new rolling stock along the North Cotswold line.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

9.4 Access to Oxford Station:

- a. Work with partners to improve access to Oxford Station via public transport, with a focus on delivering improved journey times from West Oxfordshire via the A40 corridor.
- b. Work with partners to provide fast, high-quality bus services between Eynsham Park and Ride and Oxford rail station.
- c. Work with partners to explore opportunities for the Oxford PlusBus scheme to be expanded to include bus services to the Lowlands.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

9.5 Support the implementation of integrated ticketing options between different modes (e.g. Bus and Rail).

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

Car Club and Car Share

Shared mobility, which includes car clubs and car sharing, offers a practical and community-friendly alternative to private car ownership. In the Lowlands area, shared mobility schemes could make a real difference by reducing the number of vehicles on local roads and helping to improve air quality. As outlined in **Policy 39 LTCP**, shared mobility support services are especially valuable for residents who do not own a car, providing flexible access to vehicles for short trips — sometimes for just an hour — without the long-term costs or responsibilities of ownership.

Objective WOL10 focuses on providing an alternative to car ownership for people who make occasional medium to long distance trips, including for:

- **Holiday and Travel**
- **Grocery Shopping**
- **Business Travel**
- **Large Purchases**
- **Daytrips**

Objective WOL10

Support the development of a car club network and car share schemes.

Why this objective?

There are two car club vehicles provided within the MAP Plan area, one in Woodford Way car park in Witney and the other in Back Lane car park in Eynsham. Both Witney and Carterton serve as important service centres for residents and workers living in the surrounding villages such as North Leigh, Freeland, Hanborough, Bampton, Aston, Hailey, Crawley, Standlake, Clanfield,



Ramsden and the Wychwoods. Given the rural nature of the local areas, there are more limited opportunities for sustainable travel due to the distances involved and the frequency of public transport services. Therefore, this provides opportunities for a comprehensive network of zero-emission car club vehicles to be provided across the Lowlands, providing greater transport choice and improved sustainability. The introduction of a car club is also likely to help reduce car ownership levels. Car ownership is high in the Lowlands, with 88% of households owning at least one car¹³⁶ compared to the national average of 77% and the average household having 1.50 cars. This is most easily seen in data from CoMoUK, which indicates that on average, every car club vehicle in the UK replaces between 14 and 32 private cars¹³⁷.

Car clubs are often seen as a solution in cities; however, car clubs can also thrive in non-city areas, with OCC introducing EV car clubs including Wallingford, Abingdon, and Eynsham, though with Co Wheels, and these are performing well. In rural areas, there is also an opportunity to introduce community-led car clubs, which often have a reduced cost base per vehicle, with the fleet being specifically tailored to the needs of the local community.

Furthermore, the reduction in car ownership has benefits in relation to on-street parking in residential areas. Cars that are parked on street reduce the available road width and can become obstacles for those cycling and for buses. The impact of on-street parking on bus services is discussed in the 'Bus Services & New Residential Developments' document produced by GoAhead and Stagecoach. This document notes that on-street parking is one of the biggest hindrances to efficient bus operation in residential areas¹³⁸, therefore, the use of car clubs should help to reduce this.

Case Study: Liftshare & Mobilityways

Liftshare is the United Kingdom's leading car share provider. It is a free to use car sharing platform that allows individuals to find car share trips, either as a passenger or driver, whilst also working with 700 business/ organisations¹³⁹. Liftshare is open anybody over the age of 18.

Liftshare has recently integrated the multi-modal Mobilityways App to aid users for any potential journey, regular or occasional. The Mobilityways App allows users of Liftshare to undertake messaging on the go, track their CO2 and miles savings, and plan multi-modal trips¹⁴⁰. Mobilityways is also a useful tool for helping to achieve behavioural change tool in particular when used by major employers and at key trip attractors.

There is also an opportunity for car sharing in the Lowlands area. Car share involves people sharing trips with at least one other person rather than travelling separately. Based on 2011 census data, 5% of those travelling to work from the Lowlands or to the Lowlands for work do so as a passenger in a vehicle¹⁴¹. Car sharing, even once per week, can reduce trips by in the region of 20%¹⁴², resulting in reduced congestion, whilst also saving those who car share, either as a driver or passenger¹⁴³. At present, the car-sharing service Liftshare operates in the local area; however, this operates solely on a private basis and does not incorporate business in the local area, with individual users using this site. Promoting this form of travel can also reduce inequalities as it can improve access to employment or education and provide social interaction.

The development of a car club network and car share schemes in the Lowlands area supports **Polices 29, 31, 35, 39, 49 and 54 of the LTCP.**

We will deliver **Objective WOL10** through the following actions:

- 10.1** Work with the car club industry to identify locations for mini car club hubs.
Travel & Connectivity **Social & Community** **Climate & Environment**
- 10.2** Collaborate with partners to provide a comprehensive network of car clubs, in priority locations for parking, at locations throughout the Lowlands, including in the towns, transport hubs, villages and at new developments.
Travel & Connectivity **Economic Growth** **Social & Community**
- 10.3** Ensure car clubs use zero-emission vehicles, where possible.
Travel & Connectivity **Climate & Environment**
- 10.4** Work with developers and businesses to provide EV charging and parking to support car clubs, including car club/ car share priority parking.
Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment
- 10.5** Encourage businesses, our communities and leisure facilities to use Liftshare and Mobilityways.
Travel & Connectivity **Social & Community** **Climate & Environment**
- 10.6** Develop a car share awareness and expansion programme through collaboration with partners.
Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**

Demand management

Demand (and parking) management measures, are discussed in **Policies 31 to 35 of the LCTP**. They are measures that are sometimes necessary to actively discourage private car use. This includes a range of different measures, including increased or new car parking charges, controlled parking zones (CPZs), low traffic neighbourhoods, reducing public and private car parking, Workplace Parking Levies (WPLs), other on-street parking or movement restrictions (loading bans, clearways, banned turns, red routes,) and low emission zones, use of modal filters or charging schemes.

The focus of Objective WOL11 is to enable communities to have transport choice by improving safety, access and inclusivity for those:

- Walking
- Wheeling
- Cycling
- Using Micro-mobility
- Buses

By delivering demand management measures set out in **Policy 35** in the LTCP, we will be able to provide efficient running of public transport, create space for people to walk and wheel to local amenities and cycle where they need to go. By creating space for other modes of transport to thrive, we will enhance places, reduce congestion as people will have a choice in how they move, and we will create safe places for people to enjoy and help to improve public health. It

will also ensure that those who require their car, to complete their journeys will still be able to and move more freely with less congestion.

As outlined in the challenges and opportunities section, congestion is a prominent issue affecting the Lowlands area and, in particular, along the A40 and wider local road network. **Figure WOL2** illustrates the level of congestion in the area during peak hours, including the long-standing issues on the A40 corridor at Witney, Eynsham and Burford. Away from this area high level of congestion is prevalent in Carterton, Bampton and at Newbridge. Congestion limits opportunities to provide transport choice: buses are unable to operate efficiently, the lack of space or safe routes limits cycling opportunities and limited crossing facilities reduce access for pedestrians.

Therefore, there are situations where it will be necessary to discourage private car use through demand management measures. Although it is important to set out that any proposals for demand management will only be proposed in locations with good levels of sustainable alternative travel options. We also acknowledge that there will not be a one-size-fits-all solution so therefore any demand management schemes will be implemented following consultation and co-production with our local communities. The objective and supporting actions recognise that the Lowlands are predominantly rural, with a sparse population that includes a significant proportion of older residents (around 20% of the population is aged over 65). Many residents also travel longer distances or live in locations (such as some of the villages e.g. Crawley, Westwell) where currently there is a lack of realistic alternatives and infrastructure is lacking, and therefore the car travel remains the only practical option.

Objective WOL11

Implement demand management measures in areas which are well served by sustainable travel options.

Why this objective?

Demand management plays a pivotal role in advancing transport policy objectives, particularly in areas experiencing high levels of motorised traffic combined with high levels of walking, wheeling, and cycling. By strategically managing travel demand, the council can deliver measurable improvements in road safety, public health, and air quality, especially in locations with high concentrations of vulnerable populations, including school-aged children and individuals with health conditions, who are more likely to rely on active travel.

There are a number of issues across the area that may require mitigation through the implementation of demand management measures, as set out below. Although it is important to understand that demand management measures will only be considered in locations with suitable sustainable alternatives. This is to ensure that our communities still have a choice of transport modes, whilst also making sure that communities do not become cut off.

- **Congestion** – Congestion is an issue during peak hours. The A40 corridor between east Witney and North Oxford is severely congested, with congestion also an issue in Burford, Bampton and at Newbridge. Congestion throughout Witney is also an issue, with significant traffic flows within the town centre, with Witan Way, Newlands, Mill Street and Bridge Street having daily flows of between 17,000 and 32,000 vehicles.
- **Free Parking** – Car parking is free in both Witney and Carterton, for up to 12 hours in some locations. This makes driving typically the easiest and preferred option; at the same time, this discourages walking, wheeling, cycling or using public transport¹⁴⁴. Free car parking for lengthy periods is also available in Burford, Eynsham and Hanborough. It also creates congestion within the villages and towns, with the issues associated with that reference in the bullet above.
- **Sharing road space** – There are areas with high motorised vehicle flows in areas with walking, wheeling and cycling movements. This creates conflicts between transport modes and poses a risk to the safety of all road users, in particular vulnerable road users (walkers, cyclists, horse-riders), whilst also impacting the health of those walking, wheeling, cycling riding a horse¹⁴⁵. It also makes those areas less attractive and less pleasant places for people to spend time.
- **Modal share** – Census data suggests a reliance on private car use for both those living in the area and those commuting into the area, with both being around 70%¹⁴⁶. This is higher than in most other areas in Oxfordshire, namely, Banbury (60%), Wallingford (60%), Henley-on-Thames (61%), Abingdon (64%), Didcot (66%), and Bicester (68%).
- **Cars for short journeys** – A considerable number of trips for those working or living in the area are over short distances that could be undertaken by walking (up to two kilometres), wheeling, cycling (up to eight kilometres, or potentially further for e-bike users) or public transport¹⁴⁷. Across the Lowlands area, 63.4% work within ten kilometres of where they live, with 41.6% living within five kilometres and 31.1% living within two kilometres. In Witney these are higher, with 70.3% within ten kilometres).
- **Pollution/ air quality** – Air pollution is an issue across the area, with Witney experiencing the most severe issues, particularly with nitrogen dioxide (NO₂) and particulate matter (PM_{2.5}), exceeding World Health Organisation guidelines. Witney, Carterton and other areas of the MAP Plan also shows elevated levels of black carbon, carbon dioxide (CO₂) and carbon monoxide (CO), with Carterton, Burford and Eynsham, showing high levels of CO₂ and black carbon emissions, as set out in the challenges and

opportunities section. Road transport is the primary source of these pollutants, contributing not only to poor air quality but also to climate change and associated health risks. Addressing transport emissions is key to improving air quality and public health across the area.

A key benefit of demand management is its capacity to facilitate modal shift and influence travel behaviour. This is especially critical for short-distance journeys within settlements, where a considerable proportion of residents, 74.4%, currently commute less than five kilometres by car¹⁴⁸. Short distance trips are also an issue for those travelling for education, where 45% of children aged between five and ten are driven to school despite most primary schools being within walking distance, leisure trips, business trips, and personal business trips, which are all primarily taken by private vehicle¹⁴⁹. Encouraging a transition to walking, wheeling, cycling, and public transport for these trips can deliver health and well-being benefits, improve air quality, improve community cohesion, and reduce congestion.

To enhance public spaces and create a more liveable environment where walking, wheeling, and cycling are prioritised, it may be necessary to reduce parking supply. Evidence suggests that limiting parking supply can directly reduce car trips, thereby supporting the LTCP's decarbonisation goals, promoting the uptake of sustainable transport modes and create places that more liveable. However, it will be important to ensure that we have suitable alternatives to motor vehicle use, such as high-quality bus services, as well as comprehensive walking, wheeling, and cycling infrastructure and shared mobility, before we remove car parking. This is to ensure we do not impact the commercial viability of our town centres and allow them to continue to thrive as centres for the people who use them.

We will deliver **Objective WOL11** through the following actions:

- 11.1** Use demand management in locations where it will bring benefits to the public realm and those walking, wheeling, cycling, and using public transport, for example in Eynsham Village Centre.

Travel & Connectivity **Social & Community** **Climate & Environment** **Culture & Assets**

- 11.2** Following the opening of the A40 Access to Witney scheme, deliver the re-routing of the A4095 and A415 and the subsequent declassification of Bridge Street, Woodstock Road, Tower Hill, Burford Road, and Ducklington Road within Witney.

Travel & Connectivity **Health & Wellbeing** **Social & Community** **Climate & Environment**

- 11.3** Work with partners to develop a strategy for the improvement and redesign of the Bridge Street double mini-roundabout and the surrounding area, to improve walking, wheeling, and cycling access and reduce collision risk in line with Vision Zero.

Travel & Connectivity **Health & Wellbeing** **Social & Community** **Climate & Environment**

- 11.4** Consider the re-purposing of the street-scape to benefit high footfall areas, LWCIP routes, SATN routes and priority bus routes, and to support the delivery of cycleways, where appropriate. For example, on Corn Street or Tower Hill, Witney.

Travel & Connectivity **Climate & Environment** **Culture & Assets**

- 11.5** Consider providing new Controlled Parking Zones or similar, where they provide benefits to public transport, walking, wheeling, and cycling.

Travel & Connectivity **Social & Community** **Climate & Environment**

Infrastructure Development

Policy 36 of the LTCP explains that there are situations when new or upgraded road infrastructure is required; this may be to create access to new developments or where an existing road is unsafe in support of Vision Zero. To ensure that all road infrastructure schemes align with our transport vision, we take a ‘decide and provide’ approach rather than the traditional ‘predict and provide’ approach when assessing impacts.

Using the ‘decide and provide’ approach, we will assess all transport options and should new or upgraded infrastructure be required we will ensure this benefits the residents of the Lowlands area in a variety of ways, including tackling congestion and pollution which provide benefits to health, supporting the economy, and ensuring the county remains an attractive place to work and live. Furthermore, the delivery of new or upgraded infrastructure is key to the delivery of new walking, wheeling, and cycling schemes, as the schemes can allow for pedestrianisation of existing roads or the re-purposing of road space, which typically incorporates new walking, wheeling and cycling and public transport infrastructure. Schemes can help to remove severance and physical barriers for walking, wheeling, and cycling users, as in Objective WOL4.

Objective WOL12 focuses on enabling those travelling within our community’s transport choice whilst improving journeys and reducing congestion for those who need to use their car, to the benefit of those making trips to and from:

- School
- Shops
- Community Facilities
- Work
- Healthcare Facilities
- Towns and Cities
- Leisure Facilities
- Holidays and Travel

Objective WOL12

Deliver movement infrastructure schemes.

Why this objective?

The delivery of movement and infrastructure schemes will help achieve the LTCP's target of reducing car use and delivering a net-zero transport network. Although we also note that in some locations, particularly rural ones within the Lowlands area, the private vehicle is currently the only viable option for some or all of people's journeys due to travel times, journey distance, or the origin/ destination of travel trips and accessibility of alternative forms of transport. Although, enabling other modes of transport to be a suitable alternative for some or part of these trips is needed. If necessary, infrastructure schemes will also increase or enhance the capacity of the highway network, in particular where this allows for improved sustainable transport access in areas with a high number of pedestrian and cycle movements. There are several schemes currently being delivered and progressing within the Lowlands area. Some examples of this are set out below.

The A40 Access to Witney Shores Green Western Slip will reduce traffic within central Witney and help to eradicate the existing AQMA in Witney. Reducing the amount of traffic within central Witney will create a safer environment for walking, wheeling, and cycling, with improved air quality resulting in health benefits¹⁵⁰ for the residents of Witney. Completing access to the Eynsham Park and Ride along with the A40 scheme from there to Wolvercote will provide greater journey choice for users, delivering faster and more frequent bus services, providing improved connectivity from the Lowlands area and into Oxford, helping to reduce congestion and improve air quality¹⁵¹. The Shores Green scheme will allow the A415 between the A40 and Tower Hill to be declassified to a B road and for the A4095 to be re-routed along Jubilee Way, Oxford Hill, the A40 and Thorney Leys. As a result of this Curbridge Road, Tower Hill, Burford Road, Bridge Street and Woodstock Road will be declassified to a B road. This will divert motorised traffic (including HGVs) away from the town centre to help improve air quality and safety. The schemes should also reduce the amount of traffic using Bridge Street to the benefit of bus services, the majority of which have to use this route when travelling through Witney. This will benefit people travelling to and from locations on the A4095 corridor to the A40, such as North Leigh and Hanborough by reducing the need for them to drive through the congestion in Witney town centre. The Shore Green scheme will improve the transport options available for residents and visitors, improve access to employment opportunities, and support new housing developments¹⁵². However, a long-term solution to the issue of congestion along the A40 corridor needs to be considered.

The Witney High Street and Market Square enhancement scheme¹⁵³ will improve public spaces, support local businesses, and the market. It will make it easier to walk, wheel and cycle, improve safety, and provide access to public transport. Research shows that providing a pedestrian-friendly environment brings economic, community, health, and biodiversity benefits¹⁵⁴.

Carterton has 24% of West Oxfordshire's economically active population and around 21% of the district's employment¹⁵⁵. This means that Carterton has fewer jobs than resident workers, leading to relatively high levels of out-commuting, according to census data approximately 5,000 people commute out of Carterton, while only approximately 3,200 commutes into Carterton. Many of these look to Witney or Oxford for employment. In total 60% of work trips are to destinations outside of Carterton, with 31% to other destinations in West Oxfordshire, of which 15% is to Witney, this is followed by a further 9% commute who commute to Oxford¹⁵⁶. This creates an opportunity to increase the numbers using public transport and cycling, or micro-mobility. A network of Mobility Hubs in Carterton would improve facilities and services, creating greater choice for residents in how they travel and help create an integrated transport system by bringing together different modes of transport in one place. This is starting with the Carterton Mobility Hub Pilot.

The construction of schemes within the Witney, Carterton and Eynsham LCWIPs will also benefit all users. An example of this is the proposed Dutch-style roundabouts at locations in Witney, which will remove conflicts between different road users, create a safer environment at known collision hotspots¹⁵⁷ helping to deliver our Vision Zero Strategy and will remove one of the key barriers to cycling: safety¹⁵⁸ it also benefits those walking and riding/ driving horses. Supporting the development of infrastructure for cycling will enable active travel by making it safer and more convenient, especially for local trips. The additional benefits resulting from future infrastructure development include reduced air and noise pollution, increased road safety, while supporting the council's Vision Zero Strategy approach due to reduced motorised congestion.

The development of future infrastructure schemes will allow the implementation of walking, wheeling, cycling and public transport schemes. Meanwhile, other schemes will specifically provide walking, wheeling, and cycling routes or provide bus priority measures. These schemes are integral to the achievement of the LTCP vision and targets, as they help to support the improvement of walking, wheeling, and cycling and public transport provision in the area. Implementing this objective will help reach LTCP targets and support **LTCP Policies 1-3, 8, 9, 10, 12-16, 18-20, 22, 23, 27, 29, 31, 33, 36-39, 45 and 46.**

We will deliver **Objective WOL12** through the following actions:

12.1 Support the delivery of:

- a. Access to Witney A40/B4022 Shores Green west-facing slip roads, including redesignation of the A4095 and A415.
- b. A40 improvements comprising Eynsham Park and Ride, A40 Eynsham Park and Ride to Wolvercote and Oxford North scheme.
- c. Witney High Street and Market Square enhancements scheme.
- d. Carterton Mobility Hub Pilot.
- e. Improving walking routes through new crossings at Cote Road, Aston; The Hill, Burford; Alvescot Road, Burford Road and Wycombe Way, Carterton; Witan Way and Deer Park Road, Witney.
- f. School Streets at Edith Moorhouse Primary School and St Joseph's Catholic Primary School, Carterton.
- g. Traffic modelling to support the emerging West Oxfordshire Local Plan 2043.
- h. Improved pathways between Windrush Place and Deer Park Road, Witney. Woodbank and Oxford Hill, Witney, and the Colwell Brook path from Downs Road to Range Road, Witney.
- i. A40 Eynsham Park and Ride to Wolvercote: Phase 1

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

12.2 Progress currently ongoing:

- a. Improvements at B4022 Oxford Hill/ Jubilee Way junction to reflect changes in traffic routing due to the opening of A40/ B4022 Shores Green west-facing slip roads.
- b. Carterton 20mph proposals.
- c. Secure through the planning process infrastructure required to support the North Witney Strategic Development Area, including Witney Northern Distributor Road, West End Link (WEL2), access roundabouts with dedicated space for cycling, active travel routes to key off-site destinations such as schools and the town centre, bus infrastructure, and service provision.
- d. Deliver through the planning process infrastructure required to support the East Witney Strategic Development Area, including dedicated space for cycling, active travel routes to key off-site destinations such as schools and the town centre, bus infrastructure, and service provision.
- e. Secure through the planning process infrastructure required to support the Salt Cross Garden Village and the West Eynsham Strategic Development Area, including the Eynsham Western Spine Road access roundabouts with dedicated space for cycling, active travel routes to key off-site destinations

such as schools and the town centre, bus infrastructure, and service provision.

- f. Access to Carterton comprising two elements.
 - i. Safety improvements to the B4477 between Brize Norton roundabout and A40 junction.
 - ii. Securing an active travel route between Witney and Carterton via Witney Road
- g. Improve Upavon Way, Carterton active travel routes, and connectivity.
- h. Dutch-style roundabout (a roundabout with dedicated space for cycling) at Fiveways junction of Welch Way, Corn Street, Ducklington Lane, Curbridge Road and Tower Hill.
- i. Improvements to the Witney to Hanborough Station walking and cycling route by addressing the 'gap' at North Leigh on A4095 (A4095 North Leigh walking, wheeling, and cycling route).
- j. Eynsham to Botley walking, wheeling, and cycling route.
- k. Eynsham to Hanborough walking, wheeling, and cycling route, including step free access to Hanborough rail station from local developments.
- l. A40 grade-separated crossing at Eynsham, in accordance with the policy requirements of the Salt Cross Area Action Plan (AAP).
- m. A40 Eynsham Park and Ride to Wolvercote: Phase 2 - Cassington to Wolvercote

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

12.3 Consider exploring previously identified potential:

- a. Further develop and extend the A40 corridor strategy, which is likely to include the exploration of an Oxford-Eynsham-Witney-Carterton mass rapid transit corridor (potentially rail, tram, bus) to build upon the A40 Eynsham to Wolvercote Scheme and Eynsham Park and Ride.
- b. The development of **Village Mitigation Measures** to reduce the impact of growth and rat-running in our villages. This may include gateway features, traffic calming, build-outs, new signage, new footway/ cycleways and other appropriate measures.
- c. A4095 Woodstock Road/ Jubilee Way, Witney junction improvements.
- d. Corn Street, Witney active travel routes, and public realm improvements.
- e. Eynsham village centre public realm improvements.
- f. Burford Public Realm Feasibility Study
- g. A40 Witney to Eynsham P&R Improvements.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

12.4 Work with partners to secure funding to explore new schemes or studies, such as but not limited to:

- a. Develop schemes listed within the Local Cycling and Walking Infrastructure Plans for Witney, Carterton, and Eynsham.
- b. To develop routes identified in the Strategic Active Travel Network, with a focus on inter-urban sustainable travel.
- c. Studies to support directions of growth identified in the emerging West Oxfordshire Local Plan 2043.
- d. Studies to support regeneration schemes, should they come forward for Witney or Carterton.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

Freight, deliveries, and servicing

Objective WOL13 concentrates on freight, deliveries, and servicing, building on **Policies 47 to 50** set out in the LTCP and the associated [Freight and Logistics Strategy](#). Due to the nature of freight and logistics, movement can be allocated into three key brackets: long-distance, local, and last mile. The movement of goods is essential to supporting the lives of our communities. However, there are several complex challenges surrounding the freight system, particularly at the local level. In the Lowlands, this was reviewed in more detail as part of the Windrush Valley HGV Study.

The Windrush Valley HGV Study is being developed alongside support from local stakeholders and WiVTAG. It will propose a number of interventions for improving the movement of HGVs within the area, the Windrush Valley HGV Study will be published on the County Council freight webpage upon completion.

WOL13 focuses on improving and reducing freight, deliveries, and servicing, the benefits of this are:

- **Improved Air Quality**
- **Decarbonisation**
- **Reduced HGVs Use**
- **Improved Road Safety**
- **More Local Access**

Heavy Goods Vehicles (HGVs) and Light Goods Vehicles (LGVs) generally undertake freight, deliveries, and servicing. They contribute to emissions and congestion and have an impact on our environment. Furthermore, they present the greatest risk to those walking, wheeling, cycling, riding a horse or using a motorcycle, reducing the safety of the most vulnerable in society. As such, it is necessary to ensure that goods are moved in a net-zero, efficient and safe manner if we are to achieve the vision and targets of the LTCP. It is worth noting, the council are undertaking an HGV study for the Windrush Valley Area to explore potential mitigation measures and solutions to limit movement. The mitigation measures and action plan proposed as part of the Windrush Valley study will be key to assisting with the delivery of Objective WOL13.

Objective WOL13

Improve freight routing, deliveries, and servicing.

Why this objective?

It recognised that HGVs pose a significant risk to safety within the MAP Plan area due to their large numbers. For example, between 2020 – 2022, the council implemented an experimental traffic regulation weight order in Burford to discourage HGV movement. This trial was not taken forward, as it was found to have a detrimental impact upon surrounding villages. The following year, 2023 Atkins freight study, commissioned by OCC indicated a need for countywide evidence led approach. With the overall conclusion indicating that a consistent localised mitigation measures need to be explored. As noted above and as part of the Atkins study, the council are currently working with stakeholders on a dedicated Windrush Valley HGV study which covers most of the MAP Plan area. The study deployed ANPR cameras to collect data for two days to understand the HGVs travel patterns in Windrush Valley, along with understanding the ratio of HGV local vs through traffic. Initial observations estimate the majority of the HGV traffic in the area are making local stops, while highlighting A424 between Burford to Stow-on-the-Wold being used as through traffic route, with clear pinch points for HGVs in the area, such as the single track bridge at Burford or navigating rural town centre locations that typically are not designed for such large vehicles. This acts as a further disadvantage for encouraging public transport and creates potential safety issues which the council will work with partners and the community to activity seek potential mitigations to help improve the place of local communities. This will be detailed in an Action Plan from the emerging HGV study.

Using a Healthy Streets approach, people will be at the heart of transport and place making schemes in the West Oxfordshire Lowlands. It is imperative that people within MAP Plan area feel safe, a core component of Healthy Streets and OCC Vision Zero Strategy. The growth in LGVs has been accelerated by the ongoing growth of online shopping, particularly for groceries and parcels. This trend, while reflective of changing consumer habits, is placing increasing pressure on the transport infrastructure in the Lowlands area. There are a number of locations in the MAP Plan area being used by significant numbers of HGVs and LGVs¹⁵⁹. This includes the A40, A4095, A415, A361, B4020, B4047, B4449, Curbridge Road, Brize Norton Road, Monahan Way, Witan Way, and Downs Road.

Both LGVs and HGVs pose a greater risk to pedestrians, cyclists, horse riders, motorcyclists and other vulnerable road users due to their size, weight, and manoeuvrability. To achieve Vision Zero targets, it is important that we work with freight operators, surrounding authorities and

stakeholders to remove conflicts, especially in villages and towns where there is the greatest risk of conflict due to interactions between people, vulnerable road users, and freight. A number of villages in the Lowlands have classified A and B roads travelling through them. Due to the historic nature of these places, including Bampton, Brighthampton Aston, Long Hanborough, Clanfield, Old Minster, Kencot, Alvescot, Broughton Poggs, the bridges over the River Thames at Newbridge and the bridge over the River Windrush at Burford, they have very narrow footways, or no footway at all. To reduce the impact of HGVs travelling around this MAP Plan area, it is essential to ensure they are following OCCs [Freight Map](#).

Vision Zero is a key policy within the LTCP that seeks to eliminate all death and serious injury on the county's roads. In Witney, we are hoping to support the achievement of this through the A40 Access to Witney scheme, which will remove the need for HGVs to travel through the centre of Witney to access the A40 when travelling from the surrounding villages to the north of Witney and along the A4095 corridor to destinations located to the west of Witney or along the A415 corridor. This is further being supported by the proposed de-classification of the A4095 and A415 in Witney.

The presence of heavy goods vehicles also contributes to poor air quality. OCC's Oxfordshire Air Quality Modelling project showed that in 2023, 31% of nitrogen oxide road transport emissions were estimated to be from heavy goods vehicles. It also showed that 23% of PM_{2.5} road transport emissions were estimated to be from heavy goods vehicles. In Witney, a roadside site was estimated to contribute to 13.8% of nitrogen oxides road transport emissions, whilst a non-roadside site was estimated to contribute to 30% of nitrogen oxides road transport emissions. In Carterton, a roadside site was estimated to contribute to 30.2% of nitrogen oxides road transport emissions, whilst a non-road site had minimal contributions. Contributions of heavy goods vehicles to PM_{2.5} road transport emissions in Witney were minimal and for Carterton were minimal except from the roadside site which were estimated to contribute to 14.3% of road transport emissions. Large delivery vehicles can also contribute to greenhouse gas emissions.

The presence of large delivery vehicles also contributes to poor air quality through increased emissions of CO₂ and CO as well as increased levels of pollutants namely NO₂ and PM_{2.5}, particularly in Witney, Carterton areas and in some of the villages in the MAP Plan area: it adds to congestion, making travel less efficient and detracts from the quality of life in local communities (e.g. due to noise and safety concerns). Although the County Council has introduced an HGV routing strategy to manage the movement of freight vehicles, enforcement remains inconsistent. The Lowlands area suffers from unmanaged freight activity, which can disrupt daily life and compromise safety and environmental goals, which as outlined above is one of the reasons for the A40 Access to Witney scheme.

Improving freight, deliveries, and servicing in the Lowlands area offers a valuable opportunity to address these concerns and to improve air quality. By encouraging the use of cleaner, zero-emission vehicles such as zero-emission vans, e-cargo bikes, and by reducing the number of individual delivery journeys through consolidation and the development of local collection hubs, it is possible to make freight movement more sustainable and less intrusive. These changes would not only support safer and healthier streets but also improve the efficiency of local logistics.

This objective directly supports Oxfordshire's Freight and Logistics Strategy, particularly in relation to local and last-mile movements, and contributes to the delivery of **Policies 15, 49, and 50** of the LTCP.

We will deliver **Objective WOL13** through the following actions:

- 13.1** Work with partners (including neighbouring local transport authorities e.g. Gloucestershire County Council) and key stakeholders to implement the recommendations and action plan of the Windrush Valley Freight study.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 13.2** Actively seek to reduce the number of through traffic HGVs in Witney town centre (and where possible other town centre locations) through the re-routing of the A4095 and A415 via the A40 to improve air quality and improve safety for those walking, wheeling, and cycling, in line with Vision Zero.

Travel & Connectivity **Health & Wellbeing** **Social & Community** **Climate & Environment**

- 13.3** Support the rollout of parcel and grocery lockers with the relevant operators and stakeholders at key transport locations, including:

- a. Witney and Carterton Town Centre.
- b. Hanborough rail station.
- c. Eynsham Park and Ride (when open).
- d. District/ local centres.
- e. Burford.
- f. The surrounding villages.
- g. Strategic site allocations.

Travel & Connectivity **Economic Growth** **Social & Community** **Culture & Assets**

- 13.4** Work with West Oxfordshire District Council to encourage all fleet vehicles operating in the Lowlands area to be zero-emission (e.g. refuse vehicles, vans).

Travel & Connectivity **Climate & Environment** **Culture & Assets**

- 13.5** Work with internal partners to encourage all OCC fleet vehicles operating in the Lowlands area to be zero-emission (e.g. refuse vehicles, vans).

Travel & Connectivity **Climate & Environment** **Culture & Assets**

- 13.6** Encourage the wider implementation of Delivery and Servicing Plans (DSPs) at new developments, in particular, at strategic site allocations, where there is significant need for delivery and servicing needs.

Travel & Connectivity **Climate & Environment** **Culture & Assets**

- 13.7** Explore opportunities to reduce the impact of HGV and LGV traffic across the Lowlands area, by:
- a. Collaborating with partners to introduce opportunities for first and last-mile delivery hubs using cargo bikes and e-cargo bikes in Witney, Eynsham and Carterton.
 - b. Explore opportunities for zero-emission parcel deliveries in Witney and Carterton and the wider Lowlands area.
 - c. Encourage and support local businesses to convert their fleets to zero or low-emission vehicles.
 - d. Explore the opportunities for consolidation hubs in West Oxfordshire.

Travel & Connectivity **Climate & Environment** **Culture & Assets**

- 13.8** In support of OCC Vision Zero Strategy, we will actively seek to have OCC hired contractors to comply with Fleet Operator Recognition Scheme (FORS) and Construction Logistics and Community Safety (CLOCS) requirements.

Travel & Connectivity **Economic Growth** **Climate & Environment**

- 13.9** Work with partners (e.g. Road Haulage Association) to ensure all HGVs in this area comply with the latest Fleet Operator Recognition Scheme (FORS) and Construction Logistics and Community Safety (CLOCS) requirements.

Travel & Connectivity **Economic Growth** **Climate & Environment**

- 13.10** Identify EV charging locations for freight to support the transition towards low carbon freight travel.

Travel & Connectivity **Economic Growth** **Climate & Environment**

Climate resilience

The West Oxfordshire Local Plan 2031 recognises the need to take action to tackle climate change. It sets out policies that aim to make the district more resilient to the impacts of climate change and to reduce its environmental impact. The county's LTCP, through **Policies 27 to 30**, puts addressing the climate emergency at the forefront, and decarbonising the transport system will contribute to a climate-positive future. The Lowlands area is susceptible to climate impacts due to their location on the River Thames and River Windrush.

Addressing the climate emergency is a central priority of the county's LTCP, reflected in Policies 27 to 30. These policies set out a clear ambition to decarbonise the transport system by 2040, contribute to a climate-positive future by 2050, and enhance the resilience of our communities.

A critical aspect of delivery is adherence to PAS2080, the British Standards Institution's global standard for whole life-life carbon management in buildings and infrastructure, something that this MAP Plan supports.

Objective WOL14

Support the implementation of climate resilience measures as part of the transport network.

Why this objective?

The Lowlands area has experienced significant flooding in the past, and the area remains particularly vulnerable to river and surface water flooding. Areas within and around Witney, Standlake, Aston, Bamford, Clanfield, Burford, Ducklington, Minster Lovell and Eynsham are situated in Flood Zone 3 for river flooding and are at a high risk for flooding¹⁶⁰. A high chance of surface water flooding can also be found across the Lowlands area, including within towns and villages¹⁶¹. With the impacts of climate change expected to intensify, such events are likely to become

more frequent and severe. In response, a Climate Resilience Strategy provides a proactive framework to help future-proof local infrastructure, enhance public spaces, and protect the most vulnerable members of the community, as such the completion of a Climate Resilience Strategy should be considered for the area.

WOL14 focuses on ensuring the Lowlands are more resilient to climate events, to the benefit of:

- Biodiversity
- Air Quality
- The Local Economy
- Reduced Damage
- Reduced Flooding
- Reduced Cost

The LTCP recognises the need to adapt transport infrastructure to climate change, including increased flooding, heatwaves, and extreme weather conditions. It supports the development of resilient infrastructure through the integration of green and blue spaces, sustainable drainage systems, and nature-based solutions—key elements of a local climate resilience approach. Creating a green canopy along the road network can also have a significant impact; trees remove up to 80% more surface water runoff; compared to asphalt¹⁶². Trees also absorb carbon dioxide and cool our towns¹⁶³, and create places of shade. The use of permeable paving on other roadside structures (such as driveways, etc.) can also have a significant impact on reducing the rate of run-off. Therefore, we should work with our partners to encourage the greater use of permeable material in streetscapes. Ensuring a greater range of biodiversity is also important as it has a range benefits for the environment¹⁶⁴ partially given the large range of habitats in the area¹⁶⁵. As such, the MAP Plan provides opportunities help to deliver

Oxfordshire's [Local Nature Recovery Strategy \(LNRS\)](#) and OCC's [Biodiversity Action Framework 2025-2030](#) policies.

In addition to climate-related challenges, Witney also faces issues with air quality. Bridge Street was designated an AQMA due to elevated levels of nitrogen dioxide (NO₂), largely caused by traffic congestion, although this was rescinded in 2025. Poor air quality has a disproportionate impact on children, older adults, pregnant people and individuals with respiratory conditions. The transport sector is a major contributor to carbon emissions in the area, directly fuelling climate change. It is therefore essential that any transport scheme we deliver not only reduce emissions but is also designed to be environmentally sustainable and resilient to the changing climate.

We will deliver **Objective WOL14** through the following actions:

- 14.1** Investigate opportunities to improve flood resilience in areas with the highest risk to improve resilience for all modes on existing and potential new routes through the River Windrush and River Thames flood zones. This will include, but not limited to:
- a. Improving the Woodford Mill track;
 - b. Improving Bridge Street and the surrounding area;
 - c. New walking and cycling bridge at Bishops Farm Mill;
 - d. New upstream storage facilities on the River Windrush upstream of Witney;
 - e. New walking, wheeling and cycling and vehicle facilities as part of the proposed West End Link (WEL2); and
 - f. Improving the Crown Lane / Church Lane path.
- Travel & Connectivity** **Climate & Environment** **Culture & Assets**
- 14.2** Investigate opportunities to improve flood resilience in areas with the highest risk from surface water/ fluvial flooding (e.g. Hailey Road and Buttercross Lane).
- Travel & Connectivity** **Climate & Environment** **Culture & Assets**
- 14.3** Support the wider planting of trees and other vegetation to improve air quality, reduce run-off, and provide shade, in particular in locations with limited vegetation.
- Travel & Connectivity** **Health & Wellbeing** **Climate & Environment** **Culture & Assets**
- 14.4** Support wider use of blue infrastructure and Sustainable Drainage Systems (SuDS) for movement schemes and at new developments.
- Travel & Connectivity** **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**
- 14.5** Develop a strategy to provide the greening or putting solar panels on bus stops, train stations, signage, mobility hubs, etc.
- Travel & Connectivity** **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

- 14.6** Support schemes that achieve the greening and re-wilding of places and that enhance connections to the Cotswolds National Landscape, contributing the Local Nature Recovery Strategy.

Travel & Connectivity **Climate & Environment** **Culture & Assets**

- 14.7** Consider working with partners to produce a Climate Resilience Strategy for the area.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

- 14.8** Assessing our transport schemes using OCC's Local Nature Recovery Strategy (LNRS) and Biodiversity Action Framework.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

- 14.9** To support the delivery of a net zero transport network by 2040 (a target of the LTCP), all infrastructure developments should aim to minimise whole life carbon emissions following PAS2080 standard (in accordance with Policy 27 of LTCP).

Health & Wellbeing **Social & Community** **Climate & Environment**

- 14.10** Support schemes and help to implement proposals to reduce air pollution within Witney and Carterton. This will include, but not be limited to:

- A40 Access to Witney and re-routing of the A4095 and A415.
- Delivery of LCWIP and SATN routes.
- Witney High Street and Market Square enhancements scheme; and
- Electrification of the bus network.
- Greening of the area, and biodiversity improvements.

Travel & Connectivity **Health & Wellbeing** **Social & Community** **Climate & Environment**

- 14.11** Assessing our places using the Healthy Streets Tool and any other relevant tools (including the County Councils emerging Street Design Guide) to determine how they can be made more climate resilient.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment **Culture & Assets**

Innovation and new technologies

Objective WOL15 concentrates on innovation and new technologies for our communities. Innovation can mean a number of things depending on the context, so it is important that when introducing innovation and new technology, the communities in the area are informed of the benefits. However, in accordance with LTCP, innovation is defined as anything which is new or is being applied in new ways or contexts to traditional approaches. This can range from new or improved

Objective WOL15 is in relation to innovation, the benefits of this are:

- **New Technology**
- **Decarbonisation**
- **The Local Economy**
- **Green Transport**
- **Business Growth**
- **Digital Connectivity**
- **Green Freight**

technologies to new processes or approaches. Further details regarding this are outlined in the council's [Innovation Framework](#).

Objective WOL15

Support the trailing, development and deployment of Innovation and New Technologies

Why this objective?

The Lowlands area offers an interesting use case in the deployment of new technologies in an area characterised by low population density, with a few more significant population areas (e.g. Witney and Carterton). The vision for the Lowlands area emphasises the need for creating attractive, healthy, and safe communities that are well-connected and climate resilient. Innovation and technology are seen as enablers to achieve these goals, particularly in transport, sustainability, and economic development. Therefore, there are opportunities for innovative technologies and approaches that could be considered to help improve public transport, such as automation, improved customer experience, and smart technology. This includes 'Integrated SMART Infrastructure', which is the coordinated use of digital technology, data and connectivity within physical infrastructure so that assets across the transport system work together intelligently, rather than as standalone elements. It also offers the potential to use our assets more intelligently and enables us to get more from existing assets. We can therefore improve our understanding and decision making¹⁶⁶. This new technology also has the potential to upskill the local workforce by increasing knowledge for new infrastructure delivery techniques.

The transition to low and zero emission transport requires a coordinated approach to the provision of electric charging infrastructure across all modes, including private vehicles, e-micromobility, buses, e-bikes and rail. Charging availability is a critical enabler of decarbonisation, supporting behavioural change, reducing reliance on fossil fuels, and ensuring that sustainable transport options are practical and accessible for residents, businesses and visitors. For the public, the availability of convenient and reliable charging points is essential to enable wider uptake. Publicly accessible charging in town centres, transport hubs, residential areas and employment sites supports equitable access to electric vehicles and aligns with the wider objectives set out in the LTCP.

This presents a good opportunity to support the wider use of innovation and new technology to maximise the potential of the Lowlands area, including specifically Witney and Carterton as growing towns. Exploring opportunities to improve transport via new technologies will be

necessary to achieve our vision of an inclusive, safe, and net-zero transport system. It is acknowledged there will be certain level of risk associated with innovation which will mean a level of risk on organisations or individuals, for which the council must look to work with and support where possible. This is something the county council already try to do. An example of the council working collaboratively with businesses to reduce the risks associated with innovation is the £82.5 million partnership between Oxfordshire County Council and bus operators to bring 159 battery electric buses into Oxford. The bus operators invested £45m, with the council providing £6m as well as sectoring £32.8m from the government's Zero Emission Bus Regional Areas (ZEBRA) scheme. Given the success of this scheme, the council will explore other opportunities to help support on organisations or individuals with innovative schemes. This objective supports various policies of the LTCP, including **Policies 40, 41, and 42.**

We will deliver **Objective WOL15** through the following actions:

- 15.1** During the development of the A40 corridor strategy (Oxford-Eynsham-Witney-Carterton Mass Rapid Transit Corridor), explore opportunities for alternative, or new types of mass-transit based on the latest innovations.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 15.2** Work with partners to increase the number of Electric Vehicle Charging Points (EVCP) across the MAP Plan area for vehicles, e-bikes (and other micromobility) and the public transport.

Travel & Connectivity **Economic Growth** **Health & Wellbeing** **Social & Community**
Climate & Environment

- 15.3** In support of the Innovation Framework, we will work with partners, explore innovation opportunities, and seek funding opportunities to support the delivery of the following, but not limited to:

- a. Electric charging hubs for e-bikes, buses, and cars across the Lowlands area.
- b. Explore the implementation of zero-emission and driverless bus technology.
- c. Work with partners to provide zero-emission shared self-driving vehicles in the Lowlands area.
- d. Explore innovative Mobility as a Service (MaaS) solutions within West Oxfordshire, including along the A40 area, to improve access for our local rural communities.
- e. Develop an integrated SMART Infrastructure.
- f. Artificial Intelligence uses.

Travel & Connectivity **Economic Growth** **Social & Community** **Climate & Environment**

Our 9 defined outcomes:

2

A place with a transport network that clearly reflects the priorities of the transport user hierarchy



1

A place that works towards delivering on net-zero carbon transport network



3

Improved safety realised through the Vision Zero approach to transport safety across Oxfordshire



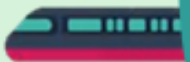
4

A comprehensive, safe, inclusive walking, wheeling and cycling network through the implementation of the LCWIP and Strategic Active Travel Network



5

A connected and inclusive public and shared transport network including the development of mobility hubs



6

A place where freight movements are appropriate and safe



7

A place where EV charging, and other low-carbon technologies help to reduce the impact of motorised vehicles



8

Improve air quality to safe levels, to remove the need for Air Quality Management Areas on transport grounds



9

A place where people are more receptive to active travel, sustainable modes and want to promote travel changes.



Objective WOL1: Create a sense of place through implementing cohesive and healthy place-shaping interventions.

- 1.1 When developing movement and transport schemes, ensure character and heritage, community (e.g. through co-production), and climate are at the heart of proposals and that placemaking principles are considered alongside engineering.
- 1.2 Work with partners to enhance and upgrade timetables, local guides, maps, etc., that highlight the local area, its rich history, the local tourist attractions, and proximity to the Cotswolds National Landscape.
- 1.3 Enhance the sense of place in Witney. We aspire this to be achieved by (but not exclusive to):
 - a. Supporting community partners to improve the existing sense of place in Witney by building upon heritage through artwork, trails and including rest places, pocket parks, and community parks.
 - b. Work with partners to deliver the Witney High Street/ Market Square Enhancement Project.
 - c. Work with partners to develop and implement a wayfinding strategy for Witney.
- 1.4 Develop and enhance the sense of place in Carterton. We aspire this to be achieved by (but not exclusive to):
 - a. Work with partners to develop a strategy to improve the public realm in Carterton town centre (including the Carterton Mobility Hub), to reduce the impact of traffic and give priority to those walking, wheeling, and cycling.
 - b. Work with partners to implement public realm enhancements in Carterton town centre.
 - c. Build on Carterton's historic links to RAF Brize Norton to reflect the town's history and improve its sense of place. This may include accessible wayfinding, gateway features, murals, artwork, rest places, pocket parks, and community parks.
 - d. Contributing to a regeneration project in the town centre so support the aspirations of the WODC Local Plan.
- 1.5 Develop and enhance the sense of place in key locations across the Lowlands, including, but not limited to:
 - a. Burford High Street;
 - b. Eynsham village centre;
 - c. Brize Norton; and
 - d. Other villages.
- 1.6 The County Council will work with schools, developers, and businesses to ensure that Travel Plans contain initiatives to support healthy journeys and assist with delivering and monitoring them.
- 1.7 *Work with partners to create and enhance green spaces and waterways in Witney, Burford, Eynsham, and Carterton.*





Objectives and Actions

Objective WOL2: Deliver a comprehensive, comfortable, direct, safe, coherent and inclusive walking, wheeling and cycling network.

- 2.1** Liaise with partners to develop high-quality pedestrian and cycle routes in Witney by delivering on the proposed routes and schemes in the LCWIP, with a focus on the following:
- Continuous cross-town cycle routes linking residential and employment areas.
 - Improving local cycle routes from residential areas to schools.
 - Improving conditions and infrastructure for pedestrians and cyclists in Bridge Street, the town centre and Station Lane area.
 - Progress options for 'Dutch style' roundabouts at the Curbridge Road / Ducklington Road/ Welch Way / Corn Street roundabout and the Deer Park / Curbridge Road roundabout (Witney LCWIP References 39 & 40).
- 2.2** Liaise with partners to develop high-quality pedestrian and cycle routes in Carterton by delivering on the proposed routes and schemes in the LCWIP, with a focus on the following:
- A network of high-quality local cycle routes throughout Carterton;
 - From the north and east of Carterton, via Brize Norton Road.
 - From the west of Carterton via Alvescot Road and onwards to/ from Alvescot village (including a reduction in the speed limit to 40 mph).
 - To improve the public realm and provide walking and cycle routes within the vicinity of the RAF Brize Norton access gate and in the immediate vicinity.
 - To integrate the proposed development at Upavon Way into the surrounding streets and amenities.
- 2.3** Liaise with partners to develop high-quality pedestrian and cycle routes in Eynsham by delivering on the proposed routes and schemes in the LCWIP, with a focus on the following:
- Accessible and safe walking network throughout Eynsham village, including in the village centre.
 - Safe walking and cycling routes to school.
 - Improving the public realm and traffic management in the village centre.
 - Safe cycle connections between Eynsham and the surrounding villages and settlements, including Cassington, Hanborough and Botley.
 - Safe walking and cycle connectivity across the A40 between Eynsham and proposed developments including Salt Cross Garden Village.
- 2.4** Work with partners to deliver the high-quality Strategic Active Travel Network (SATN) routes in the local area, between:
- Witney, Eynsham and Oxford, along the A40;





Objectives and Actions

- Witney and Carterton;
- Witney and Hanborough rail station;
- Witney and Charlbury;
- Witney to Stanton Harcourt;
- Witney to Cumnor;
- Witney, Carterton, and Burford;
- Eynsham to Long Hanborough;
- Eynsham to Oxford via Botley and Farmoor;
- Hanborough to Woodstock; and
- Carterton and Faringdon.

- 2.5** Investigate changes to the PRow network to enable use by a wider range of Non-Motorised Users, including horse riders, for different journey purposes to enable access to Green Spaces, provide a wider choice for inter-urban travel and to benefit the health and wellbeing of users.
- 2.6** Carry out a cycle parking audit across the Lowlands to inform the most appropriate locations for cycle parking hubs and hangars, including maintenance stations and parking for alternative bikes.
- 2.7** Work with partners to explore opportunities for the provision of a community bike hub, which may include facilities such as bike hire, parking, repair, bike kitchens/ Bike Doctors and cafés.
- 2.8** Work with partners (primarily the Walk, Wheel, and Cycle Trust) to join up the NCN in the local area to provide a comprehensive network.
- 2.9** Work with partners to develop and implement schemes that will enhance spaces for people walking, wheeling, and cycling and reduce through traffic in town centres.
- 2.10** Work with partners to deliver safe routes to school for people walking, wheeling, and cycling, which could include the implementation of School Streets and School Zones.
- 2.11** Work with partners to deliver the School Streets scheme at Edith Moorhouse Primary School and St Joseph's Catholic Primary School in Carterton.
- 2.12** Work with partners to identify potential locations of School Streets, or other measures where school streets are not appropriate, across the MAP Plan area.
- 2.13** Work with partners to deliver new or improved crossing points to remove walking, wheeling, and cycling barriers across key arterial routes in the area. We will do this by:
- a. Installing a new zebra crossing on Witan Way near Sainsburys (Witney LCWIP Reference 63).
 - b. Installing two new signalised crossings on Deer Park Road (Witney LCWIP References 31 & 32).



- c. Ensuring that permitted developments install new crossings at Carterton Road and Brize Norton Road, Carterton.
 - d. Installation of zebra crossings on Burford Road and Alvescot Road, Carterton.
 - e. Installing crossings over the A40, as part of the A40 Eynsham Park and Ride to Wolvercote scheme.
 - f. Installing a new zebra crossing on The Hill in Burford.
 - g. Installing a new zebra crossing on Cote Road, Aston.
- 2.14** Work with partners to identify upgrades to the walking, wheeling and cycling network to increase connectivity with the National Cycle Network.
- 2.15** Work with partners in the community to remove social and economic factors that prevent people from cycling by providing education, training, and access to free or reduced-price equipment.

Objective WOL3: Reduce walking, wheeling and cycling severance caused by physical barriers.

- 3.1** Work with partners to ensure there are new and improved high-quality walking, wheeling, and cycling routes across the A40, including options appraisal of grade separated options as well as those at grade.
- 3.2** Work with partners to remove walking, wheeling, and cycling barriers across the River Windrush, as well as ensuring resilience on existing routes across the River Windrush flood zones. We will do this by:
- a. Improving the Woodford Mill path (Witney LCWIP References 7, 8, 9 & 89).
 - b. Ensuring the developer of the permitted East Witney Strategic Development Site delivers a new walking and cycling bridge at Bishops Farm Mill (Witney LCWIP References 19, 20, 21a & 21b).
 - c. Ensure the delivery of high-quality walking, wheeling and cycling routes and facilities as part of the West End Link Road (WELR).
- 3.3** Explore opportunities to provide walking, wheeling, and cycling facilities at the Swinford Toll Bridge in support of the Eynsham to Botley walking, wheeling, and cycling route.
- 3.4** Work with partners to explore new or improved crossing points to remove barriers to walking, wheeling, cycling and horse riding on key arterial routes in the area. Including but not limited to along the A361, A415, A4095, A40, Ducklington Lane, Curbridge Road, Woodstock Road, Burford Road, Newland, Oxford Hill, Monahan Way, Shilton Road and Upavon Way.
- 3.5** Work with partners to remove or modify existing on-street barriers to walking wheeling, and cycling, such as gates and guard railings.
- 3.6** Work with partners to deliver improved walking, wheeling, and cycling facilities on the A4095 at Hanborough rail station bridge.



- 3.7 Ensuring the developer of Salt Cross Garden Village delivers high-quality walking, wheeling, and cycling facilities on Lower Road to provide a connection between Eynsham and Hanborough rail station.

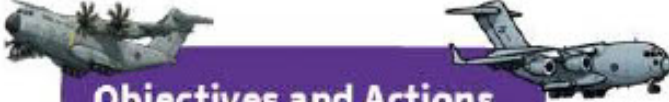
Objective WOL4: Introduce shared micromobility schemes, subject to central government legislation.

- 4.1. Explore opportunities to deliver a micro-mobility scheme(s) in the Lowlands.
- 4.2. In the first instance, work with partners to develop e-bike micro-mobility schemes in Witney, Carterton, Eynsham and Long Hanborough to support longer distance travel and to improve connections between the surrounding villages, Oxford, Hanborough rail station, and, upon opening, Eynsham Park and Ride.
- 4.3. Support shared e-scooter and e-bike schemes that link dedicated employment sites with public transport interchanges.
- 4.4. Work with partners to develop an e-scooter based micro-mobility scheme to support internal travel within Witney, Carterton, and Eynsham.
- 4.5. Work with partners to explore options for community e-bike schemes in locations where commercial schemes are not viable.

Objective WOL5: Ensure new developments deliver comprehensive on-site and off-site walking, wheeling and cycling provision, prior to occupation.

- 5.1 As part of planning applications or pre-applications, developers will be required to:
 - a. Identify key walking, wheeling and cycling routes (and equestrian, where required) between the development and key local destinations;
 - b. Audit key walking, wheeling and cycle routes (and equestrian, where required) between the development and key local destinations and identify necessary improvements;
 - c. Safeguard exiting on-site routes (including footpaths, bridleways and byways) and
 - d. Develop and deliver new or improved walking, wheeling, and cycling routes (and equestrian, where required).
- 5.2 All developments will be required to:
 - a. Deliver relevant walking, wheeling, and cycling provision identified in LCWIPs and SATN.
 - b. Address any gaps in the provision of walking, wheeling, and cycling routes, including connections to existing networks, routes identified in LCWIPs and SATN and between developments.
 - c. Prioritise walking, wheeling, and cycling within developments and ensure that provision integrates with off-site routes.





Objectives and Actions

- 5.3 Work with partners to ensure that new developments located within existing settlement boundaries, such as Upavon Way, provide attractive walking, wheeling, and cycling routes which complement existing desire lines and LCWIP routes as well as connections to green spaces.
- 5.4 Ensure all developments provide direct links to wider walking, wheeling and cycling (and equestrian, where required) schemes such as LCWIP routes, SATN, PRoW and Greenways.
- 5.5 Ensure all developments, in particular strategic sites, deliver safe and attractive walking, wheeling and cycling connectivity to the local settlement centre, schools and day-to-day facilities.

Objective WOL6: Create a network of Mobility Hubs

- 6.1 Implement and deliver the Carterton Mobility Hub Pilot on Brize Norton Road.
- 6.2 Work with partners to explore opportunities, promote, and deliver mobility hubs that support an integrated transport network, at a number of locations, including, but not limited to:
 - a. **Major Interchange Hubs**
 - i. Eynsham Park and Ride (once open).
 - ii. Hanborough rail station.
 - b. **Linking Hubs:**
 - i. Witney Town Centre.
 - ii. Carterton Town Centre.
 - iii. Carterton Leisure Centre.
 - iv. Witney King George V Field (for Schools).
- 6.3 Support the implementation of rural, suburban, and mini mobility hubs across the MAP Plan area in line with the Mobility Hub Strategy.

Objective WOL7: Enhance and expand bus services.

- 7.1 Work with partners to deliver improved bus services on inter-urban routes, exploring enhancing frequencies or limited stop services and the optimisation of existing services to improve journey times.
- 7.2 The County Council supports the safeguarding of land and will work with partners to develop a potential Mass Rapid Transit corridor (potentially rail, tram, busway etc.) connecting Oxford, Eynsham, Witney and Carterton.
- 7.3 Work with partners to provide new bus services to destinations that are currently underserved, to new developments, employment sites, the surrounding villages and to neighbouring areas (e.g. Gloucestershire, Swindon).



- 7.4 Work with bus operators to improve access to bus services, for example, in the evenings and on the weekends, associated with economic and community needs.
- 7.5 Work with partners to provide new bus/ mini-bus services between leisure destinations (e.g. Cotswold Wildlife Park), transport interchanges and local population centres.
- 7.6 Work with operators to explore opportunities and options for enhanced town services in Witney and Carterton and to improve connections to the surrounding villages and suburbs.
- 7.7 Work with operators to provide further options for long-distance coach services connecting to Witney and Carterton to key national and regional locations.
- 7.8 Work with partners to support communities with education and training to remove barriers to public transport use and increase confidence to enable greater use of buses.

Objective WOL8: Enhance and provide new bus infrastructure.

- 8.1 Deliver the A40 Eynsham to Wolvercote Scheme, between Eynsham and Cassington, funded by the Housing Infrastructure Fund (HIF2).
- 8.2 Work with partners to secure additional funding, including through central government, to help deliver the A40 Eynsham Park and Ride to Wolvercote scheme between Cassington and Wolvercote.
- 8.3 Subject to funding, work with partners to deliver the A40 Eynsham to Wolvercote Scheme between Cassington and Wolvercote.
- 8.4 Explore options to deliver bus priority measures on the A40 corridor between Witney and Eynsham.
- 8.5 Work with bus operators, internal council teams and other partners to ensure improved reliability, attractiveness, and resilience of services.
- 8.6 Where required, develop bus priority measures, including bus lanes, removal of parking and traffic signal priority, in the Lowlands area and along key transport corridors within West Oxfordshire, by:
 - a. Identifying opportunities for bus priority and improvement measures;
 - b. Identifying opportunities for modal filters; and
 - c. Work with partners to deliver the identified bus priority, improvement measures and modal filters.
- 8.7 When developing the Witney High Street and Market Square enhancement scheme, ensure that the role of buses is reviewed, including routing, facilities, safety features, service provision and future growth in service levels.
- 8.8 Ensure that adequate bus infrastructure is provided to support current and future bus service levels in Witney (Market Square, High Street North and Welch Way) and Carterton (Brize Norton Road).



- 8.9 Identify opportunities for the improvement of bus stops (e.g. waiting facilities, location for new bus stops, RTI, AI, raised kerbs, lighting, shelters, living roof bus stops, CCTV, cycle parking, onward travel maps), with priority given to bus stops with the highest usage levels or in locations with key amenities.
- 8.10 Work with partners to promote and improve personal safety by:
 - a. Advertising personal safety apps/ tools for use by users; and
 - b. Improving routes to and from bus stops, including improved lighting, removal of overgrown vegetation and CCTV.
- 8.11 Work alongside partners to deliver a zero-emission bus network across the Lowlands area.
- 8.12 Work with partners to explore opportunities for bus depot provision in the Lowlands area and give consideration to supporting the safeguarding of land for new depots.

Objective WOL9: Work alongside partners to improve rail services and infrastructure.

- 9.1 The County Council will support the safeguarding of land and work with partners to develop a potential Mass Rapid Transit corridor (potentially rail, tram, bus) connecting Oxford, Eynsham, Witney and Carterton.
- 9.2 **Hanborough Station:**
 - a. Work with the rail industry and other partners to improve access to Hanborough station for those walking, wheeling, and cycling to/ from Witney, North Leigh, Hanborough, Woodstock, Bladon and Eynsham via SATN routes with this including exploring opportunities for micromobility.
 - b. Work with the rail industry and other partners to improve access and integration for those switching from buses to trains at Hanborough station.
 - c. Explore opportunities with our rail industry partners to deliver a mobility hub at Hanborough rail station, in line with OxRAIL 2040.
 - d. Work with partners to review opportunities for enhancing passenger facilities at Hanborough, potentially including a station building and passenger overbridge to support the doubling of the track and provision of a second platform.
 - e. Work with the rail industry and other partners to ensure sufficient car and cycle parking provision at the station.
- 9.3 **North Cotswold Line:**
 - a. Work with partners to review opportunities for the provision of a second platform at Hanborough station, subject to the double-tracking from the North Cotswold Line between Wolvercote Junction and Hanborough, in line with OxRAIL 2040.
 - b. Support the delivery of double tracking from the North Cotswold Line between Wolvercote Junction and Hanborough railway station and between Pershore and



Worcester, to enable an increase in the number and frequency of rail services along the North Cotswold Line, in line with OxRAIL 2040.

- c. Promote the delivery of new rolling stock along the North Cotswold line.

9.4 Access to Oxford Station:

- a. Work with partners to improve access to Oxford Station via public transport, with a focus on delivering improved journey times from West Oxfordshire via the A40 corridor.
- b. Work with partners to provide fast, high-quality bus services between Eynsham Park and Ride and Oxford rail station.
- c. Work with partners to explore opportunities for the Oxford PlusBus scheme to be expanded to include bus services to the Lowlands.

- 9.5 Support the implementation of integrated ticketing options between different modes (e.g. Bus and Rail).

Objective WOL10: Support the development of a car club network and car share schemes.

- 10.1 Work with the car club industry to identify locations for mini car club hubs.
- 10.2 Collaborate with partners to provide a comprehensive network of car clubs, in priority locations for parking, at locations throughout the Lowlands, including in the towns, transport hubs, villages and at new developments.
- 10.3 Ensure car clubs use zero-emission vehicles, where possible.
- 10.4 Work with developers and businesses to provide EV charging and parking to support car clubs, including car club/ car share priority parking.
- 10.5 Encourage businesses, our communities and leisure facilities to use Liftshare and Mobilityways.
- 10.6 Develop a car share awareness and expansion programme through collaboration with partners.

Objective WOL11: Implement demand management measures in areas which are well served by sustainable travel options.

- 11.1 Use demand management in locations where it will bring benefits to the public realm and those walking, wheeling, cycling, and using public transport, for example in Eynsham Village Centre.
- 11.2 Following the opening of the A40 Access to Witney scheme, deliver the re-routing of the A4095 and A415 and the subsequent declassification of Bridge Street, Woodstock Road, Tower Hill, Burford Road, and Ducklington Road within Witney.
- 11.3 Work with partners to develop a strategy for the improvement and redesign of the Bridge Street double mini-roundabout and the surrounding area, to improve walking, wheeling, and cycling access and reduce collision risk in line with Vision Zero.



- 11.4** Consider the re-purposing of the street-scape to benefit high footfall areas, LWCIP routes, SATN routes and priority bus routes, and to support the delivery of cycleways, where appropriate. For example, on Corn Street or Tower Hill, Witney.
- 11.5** Consider providing new Controlled Parking Zones or similar, where they provide benefits to public transport, walking, wheeling, and cycling.

Objective WOL12: movement infrastructure schemes.

12.1 Support the delivery of:

- a. Access to Witney A40/B4022 Shores Green west-facing slip roads, including redesignation of the A4095 and A415.
- b. A40 improvements comprising Eynsham Park and Ride, A40 Eynsham Park and Ride to Wolvercote and Oxford North scheme.
- c. Witney High Street and Market Square enhancements scheme.
- d. Carterton Mobility Hub Pilot.
- e. Improving walking routes through new crossings at Cote Road, Aston; The Hill, Burford; Alvescot Road, Burford Road and Wycombe Way, Carterton; Witan Way and Deer Park Road, Witney.
- f. School Streets at Edith Moorhouse Primary School and St Joseph's Catholic Primary School, Carterton.
- g. Traffic modelling to support the emerging West Oxfordshire Local Plan 2043.
- h. Improved pathways between Windrush Place and Deer Park Road, Witney. Woodbank and Oxford Hill, Witney, and the Colwell Brook path from Downs Road to Range Road, Witney.
- i. A40 Eynsham Park and Ride to Wolvercote: Phase 1.

12.2 Progress currently ongoing:

- a. Improvements at B4022 Oxford Hill/ Jubilee Way junction to reflect changes in traffic routing due to the opening of A40/ B4022 Shores Green west-facing slip roads.
- b. Carterton 20mph proposals.
- c. Secure through the planning process infrastructure required to support the North Witney Strategic Development Area, including Witney Northern Distributor Road, West End Link (WEL2), access roundabouts with dedicated space for cycling, active travel routes to key off-site destinations such as schools and the town centre, bus infrastructure, and service provision.
- d. Deliver through the planning process infrastructure required to support the East Witney Strategic Development Area, including dedicated space for cycling, active travel routes to key off-site destinations such as schools and the town centre, bus infrastructure, and service provision.



- e. Secure through the planning process infrastructure required to support the Salt Cross Garden Village and the West Eynsham Strategic Development Area, including the Eynsham Western Spine Road access roundabouts with dedicated space for cycling, active travel routes to key off-site destinations such as schools and the town centre, bus infrastructure, and service provision.
- f. Access to Carterton comprising two elements.
 - i. Safety improvements to the B4477 between Brize Norton roundabout and A40 junction.
 - ii. Securing an active travel route between Witney and Carterton via Witney Road.
- g. Improve Upavon Way, Carterton active travel routes, and connectivity.
- h. Dutch-style roundabout (a roundabout with dedicated space for cycling) at Fiveways junction of Welch Way, Corn Street, Ducklington Lane, Curbridge Road and Tower Hill.
- i. Improvements to the Witney to Hanborough Station walking and cycling route by addressing the 'gap' at North Leigh on A4095 (A4095 North Leigh walking, wheeling, and cycling route).
- j. Eynsham to Botley walking, wheeling, and cycling route.
- k. Eynsham to Hanborough walking, wheeling, and cycling route, including step free access to Hanborough rail station from local developments.
- l. A40 grade-separated crossing at Eynsham, in accordance with the policy requirements of the Salt Cross Area Action Plan (AAP).
- m. A40 Eynsham Park and Ride to Wolvercote: Phase 2 - Cassington to Wolvercote.

12.3 Consider exploring previously identified potential:

- a. Further develop and extend the A40 corridor strategy, which is likely to include the exploration of an Oxford-Eynsham-Witney-Carterton mass rapid transit corridor (potentially rail, tram, bus) to build upon the A40 Eynsham to Wolvercote Scheme and Eynsham Park and Ride.
- b. The development of **Village Mitigation Measures** to reduce the impact of growth and rat-running in our villages. This may include gateway features, traffic calming, build-outs, new signage, new footway/ cycleways and other appropriate measures.
- c. A4095 Woodstock Road/ Jubilee Way, Witney junction improvements.
- d. Corn Street, Witney active travel routes, and public realm improvements.
- e. Eynsham village centre public realm improvements.
- f. Burford Public Realm Feasibility Study.
- g. A40 Witney to Eynsham P&R Improvements.

12.4 Work with partners to secure funding to explore new schemes or studies, such as but not limited to:

- a. Develop schemes listed within the Local Cycling and Walking Infrastructure Plans for Witney, Carterton, and Eynsham.



- b. To develop routes identified in the Strategic Active Travel Network, with a focus on inter-urban sustainable travel.
- c. Studies to support directions of growth identified in the emerging West Oxfordshire Local Plan 2043.
- d. Studies to support regeneration schemes, should they come forward for Witney or Carterton.

Objective WOL13: Improve freight routing, deliveries, and servicing.

- 13.1** Work with partners (including neighbouring local transport authorities e.g. Gloucestershire County Council) and key stakeholders to implement the recommendations and action plan of the Windrush Valley Freight study.
- 13.2** Actively seek to reduce the number of through traffic HGVs in Witney town centre (and where possible other town centre locations) through the re-routing of the A4095 and A415 via the A40 to improve air quality and improve safety for those walking, wheeling, and cycling, in line with Vision Zero.
- 13.3** Support the rollout of parcel and grocery lockers with the relevant operators and stakeholders at key transport locations, including:
 - a. Witney and Carterton Town Centre.
 - b. Hanborough rail station.
 - c. Eynsham Park and Ride (when open).
 - d. District/ local centres.
 - e. Burford.
 - f. The surrounding villages.
 - g. Strategic site allocations.
- 13.4** Work with West Oxfordshire District Council to encourage all fleet vehicles operating in the Lowlands area to be zero-emission (e.g. refuse vehicles, vans).
- 13.5** Work with internal partners to encourage all OCC fleet vehicles operating in the Lowlands area to be zero-emission (e.g. refuse vehicles, vans).
- 13.6** Encourage the wider implementation of Delivery and Servicing Plans (DSPs) at new developments, in particular, at strategic site allocations, where there is significant need for delivery and servicing needs.
- 13.7** Explore opportunities to reduce the impact of HGV and LGV traffic across the Lowlands area, by:
 - a. Collaborating with partners to introduce opportunities for first and last-mile delivery hubs using cargo bikes and e-cargo bikes in Witney, Eynsham and Carterton.
 - b. Explore opportunities for zero-emission parcel deliveries in Witney and Carterton and the wider Lowlands area.





Objectives and Actions

- c. Encourage and support local businesses to convert their fleets to zero or low-emission vehicles.
- d. Explore the opportunities for consolidation hubs in West Oxfordshire.
- 13.8** In support of OCC Vision Zero Strategy, we will actively seek to have OCC hired contractors to comply with Fleet Operator Recognition Scheme (FORS) and Construction Logistics and Community Safety (CLOCS) requirements.
- 13.9** Work with partners (e.g. Road Haulage Association) to ensure all HGVs in this area comply with the latest Fleet Operator Recognition Scheme (FORS) and Construction Logistics and Community Safety (CLOCS) requirements.
- 13.10** Identify EV charging locations for freight to support the transition towards low carbon freight travel.

Objective WOL14: Support the implementation of climate resilience measures as part of the transport network.

- 14.1** Investigate opportunities to improve flood resilience in areas with the highest risk to improve resilience for all modes on existing and potential new routes through the River Windrush and River Thames flood zones. This will include, but not limited to:
 - a. Improving the Woodford Mill track;
 - b. Improving Bridge Street and the surrounding area;
 - c. New walking and cycling bridge at Bishops Farm Mill;
 - d. New upstream storage facilities on the River Windrush upstream of Witney;
 - e. New walking, wheeling and cycling and vehicle facilities as part of the proposed West End Link (WEL2); and
 - f. Improving the Crown Lane / Church Lane path.
- 14.2** Investigate opportunities to improve flood resilience in areas with the highest risk from surface water/ fluvial flooding (e.g. Hailey Road and Buttercross Lane).
- 14.3** Support the wider planting of trees and other vegetation to improve air quality, reduce run-off, and provide shade, in particular in locations with limited vegetation.
- 14.4** Support wider use of blue infrastructure and Sustainable Drainage Systems (SuDS) for movement schemes and at new developments.
- 14.5** Develop a strategy to provide the greening or putting solar panels on bus stops, train stations, signage, mobility hubs, etc.
- 14.6** Support schemes that achieve the greening and re-wilding of places and that enhance connections to the Cotswolds National Landscape, contributing the Local Nature Recovery Strategy.
- 14.7** Consider working with partners to produce a Climate Resilience Strategy for the area.





Objectives and Actions

- 14.8** Assessing our transport schemes using OCC's Local Nature Recovery Strategy (LNRS) and Biodiversity Action Framework.
- 14.9** To support the delivery of a net zero transport network by 2040 (a target of the LTCP), all infrastructure developments should aim to minimise whole life carbon emissions following PAS2080 standard (in accordance with Policy 27 of LTCP).
- 14.10** Support schemes and help to implement proposals to reduce air pollution within Witney and Carterton. This will include, but not be limited to:
 - a. A40 Access to Witney and re-routing of the A4095 and A415.
 - b. Delivery of LCWIP and SATN routes.
 - c. Witney High Street and Market Square enhancements scheme; and
 - d. Electrification of the bus network.
 - e. Greening of the area, and biodiversity improvements.
- 14.11** Assessing our places using the Healthy Streets Tool and any other relevant tools (including the County Councils emerging Street Design Guide) to determine how they can be made more climate resilient.

Objective WOL15: Support the trailing, development and deployment of Innovation and New Technologies

- 15.1** During the development of the A40 corridor strategy (Oxford-Eynsham-Witney-Carterton Mass Rapid Transit Corridor), explore opportunities for alternative, or new types of mass-transit based on the latest innovations.
- 15.2** Work with partners to increase the number of Electric Vehicle Charging Points (EVCP) across the MAP Plan area for vehicles, e-bikes (and other micromobility) and the public transport.
- 15.3** In support of the Innovation Framework, we will work with partners, explore innovation opportunities, and seek funding opportunities to support the delivery of the following, but not limited to:
 - a. Electric charging hubs for e-bikes, buses, and cars across the Lowlands area.
 - b. Explore the implementation of zero-emission and driverless bus technology.
 - c. Work with partners to provide zero-emission shared self-driving vehicles in the Lowlands area.
 - d. Explore innovative Mobility as a Service (MaaS) solutions within West Oxfordshire, including along the A40 area, to improve access for our local rural communities.
 - e. Develop an integrated SMART Infrastructure.
 - f. Artificial Intelligence uses.



Objectives and related outcomes

The table below sets out the objectives identified for the Lowlands area and their connection to the nine MAP Plan outcomes.

Table WOL2: Summary of Objectives in relation to the nine MAP Plan outcomes.

	Objective	1	2	3	4	5	6	7	8	9
WOL1	Deliver a comprehensive and inclusive walking, wheeling, and cycling network.	✓	✓	✓	✓		✓			✓
WOL2	Create a sense of place through implementing cohesive, healthy place-shaping interventions	✓	✓	✓	✓			✓	✓	✓
WOL3	Ensure developments deliver comprehensive on-site and off-site walking, wheeling, and cycling provision	✓	✓		✓					✓
WOL4	Reduce walking, wheeling, and cycling severance caused by physical barriers.	✓	✓	✓	✓					✓
WOL5	Introduce shared micromobility schemes, subject to central government legislation.					✓	✓	✓		✓
WOL6	Create a network of Mobility Hubs	✓				✓				✓
WOL7	Enhance and expand bus services	✓	✓			✓				✓
WOL8	Enhance bus infrastructure	✓	✓			✓				✓
WOL9	Work alongside partners to improve rail services and infrastructure.	✓				✓	✓	✓		✓
WOL10	Support the development of a car club network and car share schemes.	✓	✓	✓	✓					
WOL11	Implement demand management measures in areas which are well served by sustainable transport.	✓					✓	✓		
WOL12	Deliver movement infrastructure schemes.	✓	✓	✓	✓	✓	✓			
WOL13	Progress future movement infrastructure schemes	✓	✓	✓	✓	✓	✓			
WOL14	Explore future movement infrastructure schemes.	✓	✓	✓	✓	✓	✓			
WOL15	Improve freight, deliveries, and servicing.	✓						✓	✓	
WOL16	Develop a Climate Resilience Strategy for Witney and Carterton to create resilient futures factoring infrastructure	✓								
WOL17	Support the wider use of Innovation and New Technology in Witney and Carterton.	✓		✓			✓	✓	✓	✓

Final conclusions and next steps

This Plan sets out how investment in new transport infrastructure, delivery of services and maintenance of existing assets will be focused to support growth in the widest sense, recognising that improving access to jobs and training and improving the health of the population are essential aspects of improving productivity, while also improving the quality of many of our urban areas will be a pre-requisite for attracting investment.

The innovative focus of the strategy on the requirements of different types of journeys, rather than the needs of different modes, means that we have been able to take an holistic view of the investment needed: to improve connectivity to global markets; transform journey times to other major cities; capitalise on the potential of a rapidly growing Regional Centre, create better linkage between jobs and homes across the wider city-region and provide ‘first and last mile’ connections within neighbourhoods that will make sustainable travel an attractive option.

Our Transport Delivery Plan (Appendix B), which sits alongside this document, provides the detail of the schemes to be delivered to support progress towards our longer-term ambitions and targets. As additional funding is secured in the future, subsequent updates of the Delivery Plan will identify the schemes that provide the detail for the broad interventions identified in this 2040 Transport Strategy document. Subsequently this MAP Plan will remain ‘live’ to reflect periodic changes, meaning it will be continually reviewed by officers. We will also seek ensure we continue engagement with our stakeholders as the schemes in the Plan progress.



Glossary

Term	Definition
Access Control Barriers	Access control infrastructure such as bollards used to address a safety issue or prevent illegal motor vehicle access. It must not limit access for people walking, wheeling, and cycling.
Active travel	Active travel refers to modes of travel that involve a level of activity. The term is often used interchangeably with walking and cycling, but active travel can also include trips made by wheelchair, mobility scooters, adapted cycles, e-cycles, scooters, as well as cycle sharing schemes.
Air Quality Management Area	If a Local Authority identifies any locations within its boundaries where the Air Quality Objectives are not likely to be achieved, it must declare the area as an Air Quality Management Area (AQMA)
Annual Mean Concentration	The annual mean is the average concentration of a pollutant measured over one year.
Car club	Car clubs provide residents, visitors, or businesses with access to a vehicle as a short-term rental, usually by the hour. Car clubs may also include other vehicles such as vans alongside cars. Car club operating models include commercial car clubs, peer-to-peer commercial car sharing and community car clubs.
Car share	Lift sharing, also known as car sharing, car-pooling or ride sharing is the coordinated matching up of lifts between drivers and passengers who share a common or similar route.
Congestion	Where the traffic flow on a piece of transport infrastructure, such as a road, exceeds its capacity, resulting in slow or stationary traffic.
Connected and Autonomous Vehicle (CAV)	Vehicles equipped to exchange information with surrounding environment and can operate in a mode which is not being controlled by an individual
Controlled Parking Zones (CPZs)	An area where parking is only permitted in designated parking bays, and the rest of the kerbside space is restricted by yellow lines. Any illegally parked cars are issued with a parking ticket.
Decide and provide	This is an approach which involves deciding on the preferred future and provide the means to work towards that which can accommodate uncertainty.
Defra	Department for Environment, Food and Rural Affairs - A department of the UK Government of the United Kingdom that is responsible for environmental protection, food production and standards, agriculture, fisheries, and rural communities.
Demand Management	A variety of methods through which the use of a transport network can be influenced with the purpose of affecting when, how, and how often people or goods travel. Examples include parking charges, restrictions on waiting, and congestion charging.
Department for Transport (DfT)	A department of the UK Government of the United Kingdom that is responsible for the transport network.
Electric vehicle (EV)	A vehicle that uses an electric motor for propulsion, comprising BEV's, as well as plugin hybrid electric vehicles that have an attached petrol or diesel engine to power the battery engine.
E-scooter	A stand-up scooter powered by an electric hub motor in its front and/or rear wheel
Equestrian	Covers those riding, leading or driving a horse.
Fatal collision	A collision in which at least one person is killed.

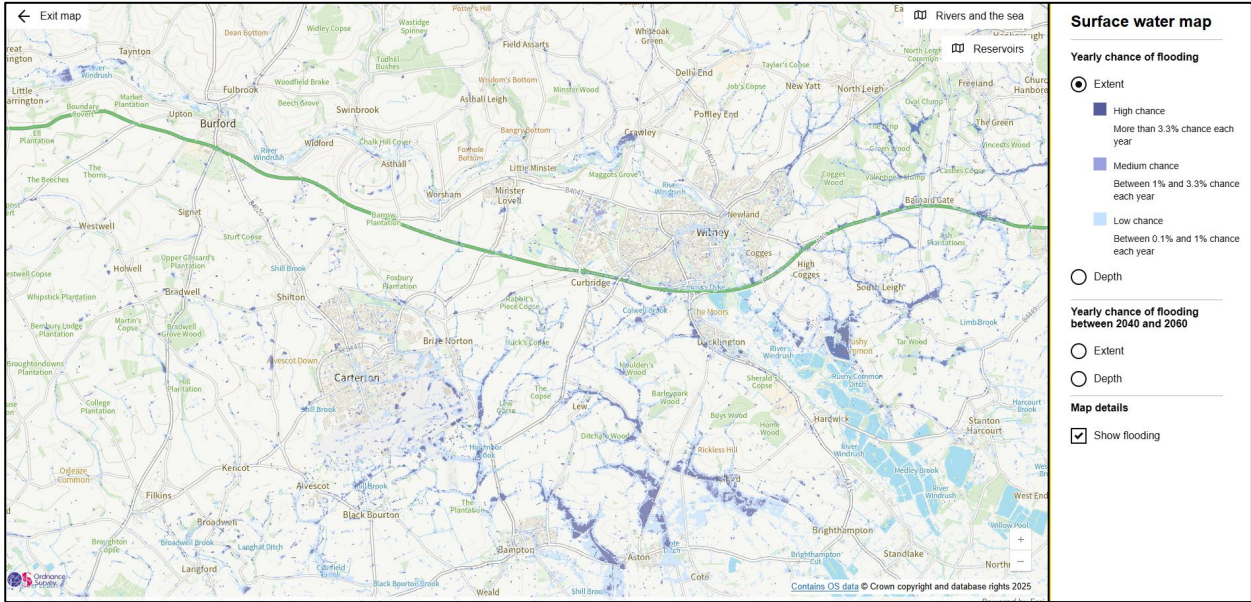
Flood Zone	Areas which the Environment Agency have judged are at risk of flooding, whether from rivers or surface flooding. These are classified in order of the level of risk.
Freight	Freight is the general term for goods transported from one place to another by any means. Freight can therefore be moved in a variety of ways including by Heavy Goods Vehicles (HGV), Light Goods Vehicles (LGV), rail, cargo bikes, and emerging modes such as drones.
Go-Ahead Group	Operator who manages Thames Travel, Oxford Bus Company, and Pulhams.
Healthy Streets	A human-centred framework for embedding public health in transport, public realm, and planning.
Heavy Goods Vehicles (HGV)	Commercial trucks that feature a gross combination mass of over 3500kg. In the UK HGVs have a max legal length of 16.5m.
Injury collision	A collision involving human injury or death.
KSI	Killed or seriously injured.
Light Goods Vehicles (LGV)	Commercial trucks that feature a gross combination mass of under 3500kg.
Local Cycling and Walking Infrastructure Plans (LCWIPs)	LCWIPs are a strategic approach to identifying cycling and walking improvements at the local level. They enable a long-term approach to developing local cycling and walking networks over the next ten years and form a vital part of the Government's strategy to increase the number of trips made on foot or by cycle.
Local Transport & Connectivity Plan (LTCP)	Oxfordshire County Council's new Local Transport Plan.
Local Transport Note (LTN) 1/20 - Cycle Infrastructure Design	Guidance for local authorities on delivering high-quality, safe cycle infrastructure. Cycle Infrastructure Design
Micromobility	Micromobility refers to a range of small, lightweight vehicles that are driven by users personally. This includes electric bikes (e-bike): Bicycles with a battery-powered assist and electric scooter (e-scooters): Motorised stand-up scooter with an electric motor. It can also include private e-scooters, rollerblades and 'hoverboards.'
Mobility Hub	Mobility hubs are an existing concept with examples of ongoing and complete hubs both within the UK and across Europe. We have sometimes used the term 'transport hub' in Oxfordshire. The underlying concept remains the same, but we have chosen to use 'mobility hub' moving forward as it aligns with national work and better captures the overall experience of travelling.
Mode Share	Percentage of share of each mode of transport.
Movement and Place (MAP) Plan	A part of Oxfordshire's Local Transport and Connectivity Plan. It provides more detail on how this plan will be delivered in a number of specific areas of Oxfordshire, such as the infrastructure schemes to be delivered.
Multi-modal	Using two or more modes of transport, like bus, train, walking, or cycling, in one journey.
National Cycle Network (NCN)	The UK-wide network of signed paths and walking routes for walking, wheeling, and cycling outdoors. Routes forming part of the National Cycle Network shall be designed in accordance with current best practice design guidance, in collaboration with the local community and provide convenient links to key destinations – connecting cities, towns and countryside.
National Travel Survey (NTS)	A household survey designed to monitor long-term trends in personal travel and to inform the development of policy. It is the primary source of data on personal travel patterns by residents of England within Great Britain.
Non-Motorised Users (NMU)	A 'non-motorised user' (or NMU) is someone walking or cycling, or a horse rider.
Office of Rail and Road (ORR)	Is the independent economic and safety regulator for Britain's railways. It also regulates performance and efficiency on England's strategic road network.

Oxides of Nitrogen (NO _x)	Combustion processes emit a mixture of nitrogen oxides (NO _x), primarily nitric oxide (NO) which is quickly oxidised in the atmosphere to nitrogen dioxide (NO ₂). Nitrogen dioxide has a variety of environmental and health impacts. It is a respiratory irritant which may exacerbate asthma and possibly increase susceptibility to infections. In the presence of sunlight, it reacts with hydrocarbons to produce photochemical pollutants such as ozone. NO ₂ can be further oxidised in air to acidic gases, which contribute towards the generation of acid rain.
Park and Ride	A facility dedicated to allowing people to park their cars and taking their onward journey by another form of transport. Most commonly a bus or a train.
Particulate Matter (PM)	Particulate Matter (PM) is everything in the air that is not a gas and as such it is made up from a huge variety of chemical compounds and materials, some of which are toxic. Due to the small size of many of the particles that form PM, some of these toxic compounds may enter the bloodstream and be transported around the body, entering the heart, brain, and other organs. When reporting UK emissions, PM is classified according to particle size: PM10 refers to particles smaller than 10 micrometres in diameter, while PM2.5 refers to finer particles smaller than 2.5 micrometres. By definition, PM10 emission measurements or estimates include PM2.5, meaning that the total mass of PM10 emissions is always greater than that of PM2.5.
Place shaping	Creating places which improves the quality of life for residents, enables growth, and supports vibrant sustainable communities.
Predict and provide	Predict and Provide can be broadly described as an approach to transport planning that uses current or historical traffic patterns to determine the future need for infrastructure.
Public realm	The public realm is the publicly accessible spaces between buildings that allow people to move around and interact. It includes streets, squares, parks, and other outdoor spaces.
Public Right of Way (PRoW)	Network of routes where public use is legally protected.
Quality Pedestrian Corridors (QPC)	A quality pedestrian corridor is a walkway that is comfortable, safe, and well-connected, with adequate space for pedestrians. It also includes features like lighting, signage, and crossing facilities.
Real Time Information (RTI)	Live tracking of bus and rail services provided either via information screens or applications.
Safeguarded Land	A designated area of land in planning which has been protected against future development for a specific purpose, for example a major infrastructure project.
Section 106 contribution	(S106) A financial contribution made by a developer under Section 106 of the Town and Country Planning Act 1990, often for a specific purpose (e.g. new infrastructure).
Severance	This refers to barriers to movement and consist of hard severance features – such as rivers, major roads and railways and soft severance features – minor roads.
Shared Mobility	Shared mobility is about the shared use of vehicles, be they cars, bicycles, scooters, or even ridesharing services, rather than the traditional model of individual ownership. It encompasses a variety of modes and services that users can access on demand, often through a digital platform or app.
Strategic Road Network (SRN)	Roads managed by National Highways comprising motorways and some A roads
Strategic Walking, wheeling, and cycling Network (SATN)	The Strategic Walking, wheeling, and cycling Network is a proposal for a countywide Walking, wheeling, and cycling network of walking and cycling routes. Oxfordshire towns already have LCWIPs, creating a network of walking and cycling routes within towns. The SATN will connect these networks, enabling longer-distance walking and cycling across the county.

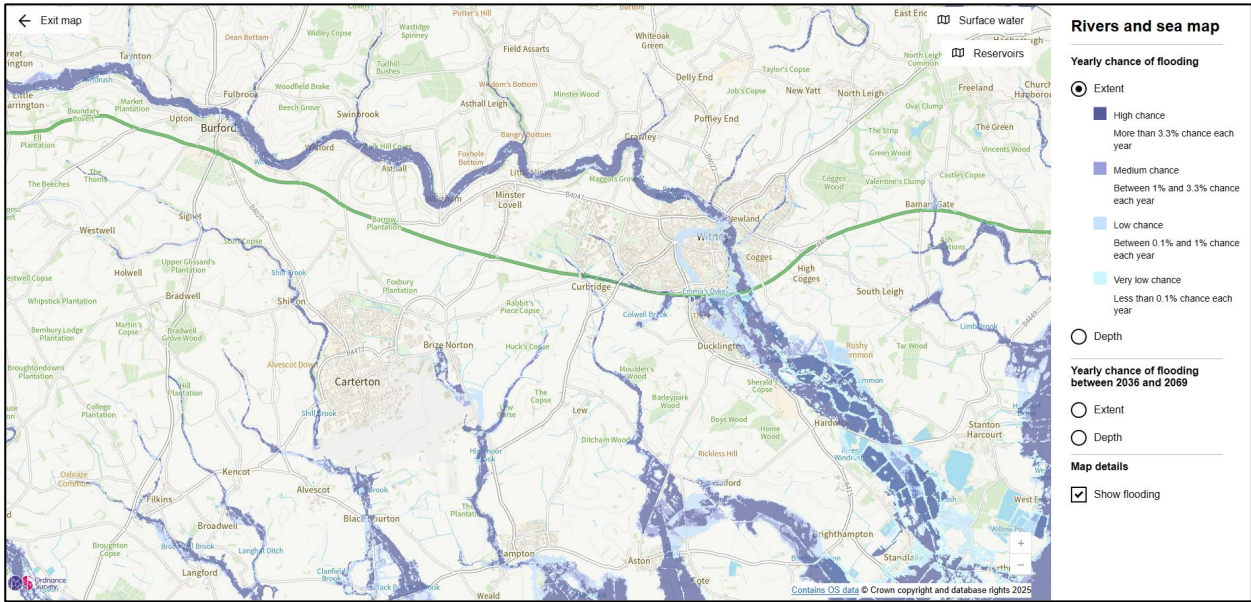
	Some of these routes already exist, others are proposed and will be developed in the future.
Sustainable drainage systems (SuDS)	Designed to manage stormwater locally (as close its source as possible), to mimic natural drainage and encourage its infiltration, attenuation, and passive treatment.
The National Byway	The National Byway is part of Britain's cycle-touring network – a meandering signposted route following the quietest lanes through villages. Its route stretches to Wiltshire in the south and Dumfries & Galloway in the north, Powys in the west and Cambridgeshire in the east.
Transport User Hierarchy	The new hierarchy of road users ensures that those who can do the greatest harm have the greatest responsibility to reduce the danger they may pose to others. At the top of this hierarchy (as most vulnerable) are people who are walking, in particular children, disabled people and older adults. Therefore, a person cycling assumes responsibility to look out for the safety of those walking. In the same way, a driver has responsibility for those walking, wheeling, cycling and horse riding.
Unmanned Aerial Vehicles' (UAV)	Remote-controlled aircraft or small aerial devices which do not have an on-board pilot.
Walking, wheeling, and cycling	Walking, wheeling, and cycling refers to modes of travel that involve a level of activity. The term is often used interchangeably with walking and cycling, but walking, wheeling, and cycling can also include trips made by wheelchair, mobility scooters, adapted cycles, e-cycles, scooters, as well as cycle sharing schemes.
WODC	West Oxfordshire District Council
Zero Emission Zones (ZEZs)	An area where all vehicles except those with zero tailpipe emissions are restricted or charged.

Appendix A

Long term flood risk from surface water in the Lowlands¹⁶⁷



Long term flood risk from rivers in in the Lowlands¹⁶⁸



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