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

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

To have an inclusive, accessible, and integrated transport system within the Lowlands, which improves connectivity between the three towns, the 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, education and the surrounding natural environment, improve air quality and climate resilience.

Area context

The West Oxfordshire Lowlands area is of considerable importance to Oxfordshire, with it being home to the two largest settlements the district; 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 and cinema) in West Oxfordshire. However, the area also includes the town of Burford and villages including, but not limited to, Alvescot, Aston, Bampton, Black Bourton Broughton Poggs, Brize Norton, Cassington, Church Hanborough, Clanfield, Crawley, Ducklington, Eynsham, Freeland, Hailey, Kemlscott, Long Hanborough, 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, the MAP Plan also notes the interaction of destinations outside the Lowlands, including the Uplands, Oxford, the Vale of White Horse, and Gloucestershire.

The combined population of the Lowlands is approximately 87,000 people[1], with Witney and Carterton being by far the largest settlements and home to 32,000 and 18,000 people, respectively. Eynsham, Long Hanborough, Bampton, Brize Norton, and North Leigh are the five largest villages in the Lowlands. 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

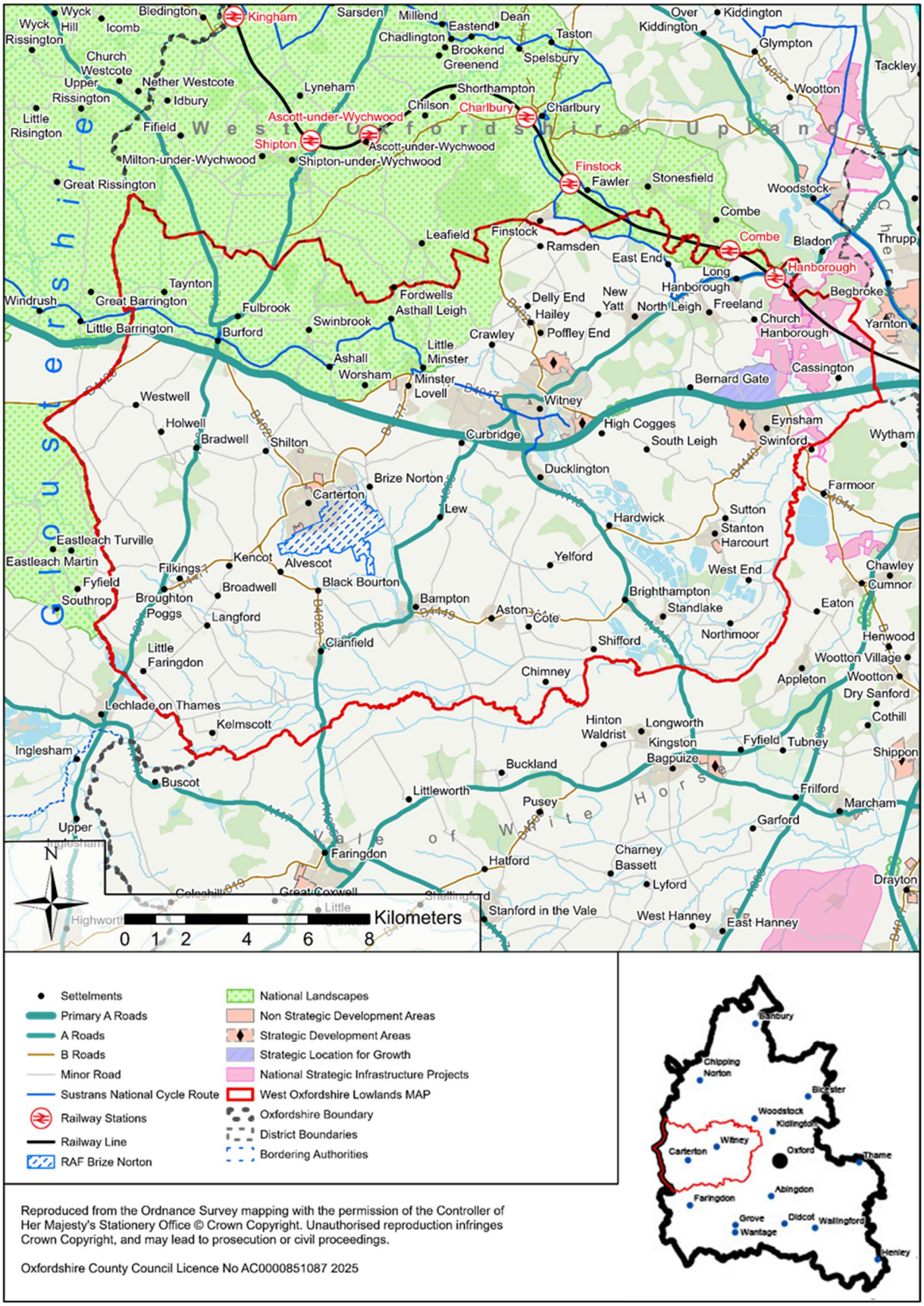

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Figure WOL1: Map of the West Oxfordshire Lowlands MAP Plan Area

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 district[2]. However, 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 site[3]. Other important employment sites within the West Oxfordshire 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 2050[4] based on the currently adopted allocations.

The West Oxfordshire Lowlands are important from a leisure and tourism perspective, with Crocodiles of the World, Cogges Manor Farm, Witney District Museum and The Witney Lakes Resort, Cotswold Wildlife Park, Oxford Bus Museum, Minster Lovell Hall and Dovecote, Burford Tolsey Museum, Kelmscott Manor, and the Swinford Museum, located in the MAP Plan area. 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, the primary focused on the rolling hills of the Cotswolds National Landscape. The Cotswold National Landscape is the largest National Landscape in England with 790 square miles of designated land. 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 located 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 networks of walking, wheeling and cycling routes provide connections between residential properties, workplaces and the key facilities provide in Witney and Carterton. The quality, provision and infrastructure of the walking, wheeling, and cycling routes varies across the area as outlined in the Local Cycling and Walking Infrastructure Plans (LCWIP's), which may discourage some people from walking and cycling[5].

The villages within the MAP Plan area generally have footways or footpaths that support walking and wheeling within each settlement. Connections to the surrounding countryside, neighbouring villages and employment sites are provided by a network of walking, wheeling and cycling 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 km 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 and cycling 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, which provides connections between the towns and villages within the MAP Plan area as well as internal 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 Radcliff 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 numbers[6]. 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, which 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 in excess of 30,000 vehicles a day, which is significant[7]. 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 complimented by network of B-roads as well as county roads, providing connections to the

Given its location and the increasing number of employment opportunities, more people are 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 14,500[8]. Furthermore, 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, and 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 employment[9] and result in a population increase of between 17,750 and 24,700. As such, the population of the Lowlands could reach in excess of 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:

CROCODILES OF THE WORLD
Cotswold Wildlife Park & Gardens
OXFORD BUS MUSEUM
Cotswolds National Landscape
BLENHEIM PALACE
KELMSCOTT MANOR

Local Facilities:

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

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

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

Challenges and opportunities

Dealing with the challenges the West Oxfordshire 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 maintaining is unique Oxfordshire characteristics and setting. Futhermore, we also accept that due to the rural nature of the Lowlands and its demographics, some people will need to continue using a private vehicle for their journeys.

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 perceived as being 'easier' to access by car and why travel another way such as walking or cycling? 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, to poor cycling infrastructure, and slow and unreliable bus services[10]. This makes it difficult for people who do not own a car to access places or creates journeys that feel uncomfortable, which can lead, in some cases, to social isolation 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. As such, 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 noted that this data was collected some time ago, so it may not be fully reflective of the current baseline, although it is considered the most robust data available.

Therefore, West Oxfordshire Lowlands face challenges in understanding the barriers to travelling by non-car modes and shifting to more 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 area[11]. 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 transport[12]. 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 sparce 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)[13].

Census data[14] 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 (less than two kilometres), cycling (2-8 kilometres) and bus (greater than two kilometres) for these trips.

Table WOL1: Journey Distance and Mode Share (2011 Census)[15]

Length of Trip	Location	Percentage of Work Trips	Mode Share				
			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%

Length of Trip	Location	Percentage of Work Trips	Mode Share				
			Car	Public Transport	Walking	Cycling	Other
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 substantial number of short-distance commutes being undertaken using a motor vehicle, 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.

Furthermore, a significant amount of people also 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 district[16]. Trips to Oxford are of a length where public transport, and from some locations in the Lowlands cycling, can be a viable option.

Commuting, however, only accounts for a small number of trips. The National Travel Survey (NTS)[17] 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 National Travel Survey 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 car[18]. 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 cars[19]. 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 services[20], 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 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, perceived 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.

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. In Witney, 32% travel less than two kilometres, with 46.6% travelling less than five kilometres and over 70% travelling less than ten kilometres. In Carterton, 51.6%% travel less than two kilometres, 54.1% travel less than five kilometres and 61.4% travel less than ten kilometres. For trips that are less than two kilometres, 44% are undertaken in a vehicle[21]. 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.

One big challenge to achieving higher levels of walking, wheeling, and cycling is the removal of barriers to movement. The A40 acts as a particular barrier, between destinations to the north (Witney, Mister Lovell) and south of the A40 (Carterton, Ducklington, Curbridge, Bampton, Aston), 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. Unnecessary guard-railing, controlled access barriers and staggered fencing can also be a barrier to movement by reducing the usable space, restricting movement, and creating clutter for those walking, wheeling, and cycling.

Waterways and gradients can also act 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, Minster Lovell, and Crawley. 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 Mister, Fulbrook, Ramsden and North Leigh.

In addition to physical barriers, there are also numerous societal barriers to being able to walk, wheel and 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 norms[22]. These challenges can be addressed through providing access to training or education, reducing financial barriers, using new technologies, working more closely with interest groups and community-based organisations in policy development and engaging with ethnic communities[23].

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 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.

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 car[24].

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 Area[25] (AQMA). In February 2025[26], 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 issue[27], with the route being highly trafficked, with over 30,000 vehicles on a daily basis[28]. **Figure WOL2** illustrates the congestion along the A40 corridor in Witney, Burford and Eynsham during the AM and PM peak hours. 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, which will in turn reduce congestion and provide further opportunities for improving sustainable travel.

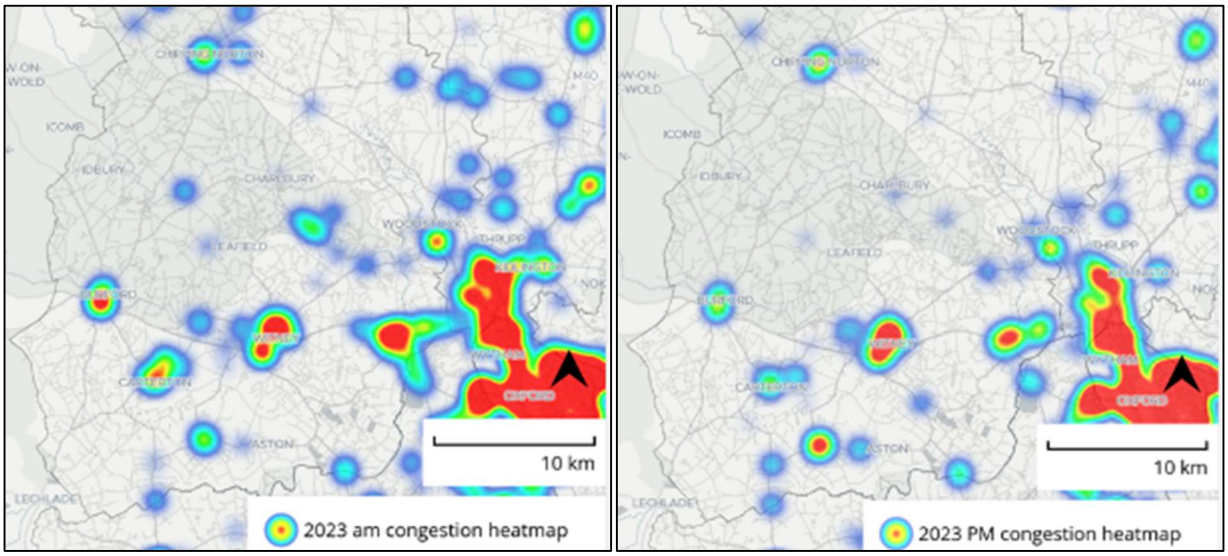


***Figure WOL2: Congestion Heat Map** (Left: 2023 AM; Right: 2023 PM) 2023 INRIX data.*

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. 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 reduce bus journey times, improve reliability of services, and improve air quality, reducing congestion is essential. To reduce congestion, schemes will need to be delivered that will enhance walking, wheeling and cycling routes and the ability for people to use these and provide faster and more frequent bus services. Doing so will offer people greater choice in how they travel to key trip attractors (such as healthcare, education, leisure, and employment sites), improving health outcomes and air quality[29].

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 modal shift towards public transport and active travel. Firstly, the construction of Eynsham Park and Ride which was completed in 2024 and is due to open in 2027. 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, 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 this[30]. 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 vulnerable[31]. 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 on as the main form of public transport due to limit available 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, such as Oxford, Cheltenham, Burford, Woodstock, Charlbury, Kidlington, Abingdon, Chipping Norton, John Radcliffe Hospital, and Swindon.

There are currently no high-frequency (minimum of four buses per hour) bus services operating in the Lowlands, although between Witney and Oxford (S1, S2, S7, H2, X15), Eynsham and Oxford (S1, S2, E1) and Witney and Carterton (S1, 233, 19) there are numerous services operating between the same destinations creating a combined frequent level of 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), new peak time express services between Carterton and Oxford (S2X), 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 key inter-urban route S2 between Cheltenham, Witney and Oxford.

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. 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 Hailey, Charlbury, Bampton, Aston, Stanton Harcourt and to locations such as Chipping Norton, Charlbury, Swindon, The Wychwoods and Abingdon is more 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 reliability[32]. 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 minutes[33]. However, during the peak hours, this can increase to 114-119 minutes between Carterton and Oxford and 67-72 minutes between Witney and Oxford[34]. During peak hours, the S1 has an average speed of 11.3mph between Witney and Oxford[35], which discourages the use of bus services, making driving the easiest and quickest choice to undertake this journey. Although it is noted that journey times outside peak hours are also slow, with an average speed of just 15.7mph between Witney and Oxford. Improving journey times and making services more resilient to congestion will play a big part in getting people to shift to buses for their commute[36].

Additionally, the quality of the bus infrastructure varies significantly across the area, with limited provision of real-time information (RTI), raised kerbs, 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 RTI[37]. This highlights the need for further investment to improve the passenger experience[38].

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. Burford, Carterton, Bampton, Aston). 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 guidance[39], 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 direct access to Oxford Rail Station (via buses S1, S2, S2X, E1 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 numbers[40]. 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 a 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 rail passengers missing connections[41], although it is observed that there are a number of constraints to providing more car parking at the station. The strain on cat parting 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 location[42]. Improvements to Hanborough station will be required to support the increase in services, which are in turn 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 public transport options, particularly via rail. For instance, towns like Didcot and Banbury have direct rail connections to destinations such as Swindon, Bristol, Cardiff, Birmingham, and Coventry, 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, the majority 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 along the line, as outlined by the reliability statistics from the Office of Rail and Road (ORR)[43]. 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.

Despite these limitations, 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 (KSIs) collisions recorded in the MAP Plan area, with ten people losing their lives. As outlined in **Figure WOL3**.

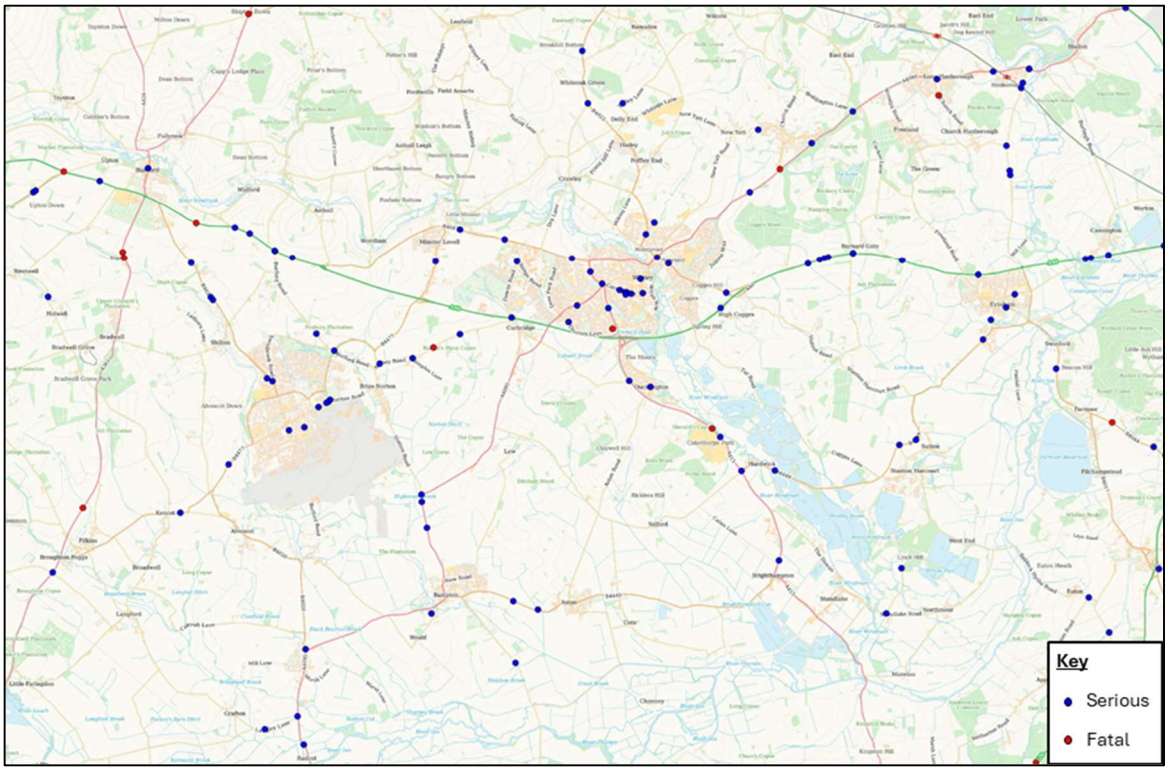


Figure WOL3: Map KSI Collision Locations

The areas with the highest concentration of KSIs are along the A40 where 22 KSIs have occurred and in Witney where 21 KSI have been recorded. 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 KSIs recorded. All recorded KSIs 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.

The KSIs recorded in the MAP Plan area included 19 cluster sites, with either a fatal or two serious collisions. 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 children[44].

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 £290,000[45]. The LTCP adopted a Vision Zero approach, which 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 locations[46], including Witney, Carterton, Eynsham, Hanborough and Burford. Town centre parking is located very 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 perceived safety of driving. The Lowlands area also has a significant amount of parking availability e.g. from on-street and off-street parking.

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 and that Burford has parking capacity to meet demands, although this is a common issue in areas with high tourist activity[47]. 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 action[48].

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, the management of car parking should be considered.

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 Witney, Carterton, Hanborough, Bampton, Aston, Burford, Ducklington and Standlake and employment allocations in 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 Oxford North, Woodstock, Yarnton and Kingston Bagpuize.

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 2050[49]. 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.

The growth that is anticipated in the West Oxfordshire Lowlands brings a number of opportunities: it can help to support the delivery of walking, wheeling and cycling schemes; improvements to 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 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 the growth.

Economic growth

Economic Growth is of 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 school, farming and retail employment opportunities. There are also a number of 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. These limit the scale and location of employment land and commercial development. -spec employment space

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 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 area[50]. Therefore, the net number of

people out-communing is 5,500, which is a significant barrier to economic growth, it also contributes significantly to congestion as traffic flow are uneven during peak hours. Of residents that commute out of the MAP Plan area there are a number of destinations including Oxford (29% of out commuters), the Vale of White Horse district (15% of out commuters), and Cherwell district (10% of out commuters)[51]. This issue is also being made worse due to the loss of employers in the area including the Wychwood Brewery, Siemens who are due to 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, which 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, public transport services as well as ensuring residents have retail, employment and leisure opportunities on their doorstep. If this Map 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 this is delivered against the backdrop of protecting the landscape, 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 (NO_2)[52] was declared in Witney, incorporating Bridge Street and its junctions with New Yatt Road, Newland, Mill Street and High Street. Levels of NO_2 in the Witney AQMA have reduced over recent years, leading to a general improvement in air quality[53], 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 (SO_2), carbon monoxide (CO) and black carbon (Carterton only)[54]. In addition, Witney and Carterton both have high recorded levels of carbon dioxide (CO_2), which has wider implications on health and the climate through the greenhouse effect and increasing temperatures.

NO_2 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/m^3 for NO_2 and 8.04 µg/m^3 for $PM_{2.5}$. The maximum annual mean concentrations within the Lowlands were 12.16 µg/m^3 for NO_2 and 8.94 µg/m^3 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/m^3 for NO_2 and 5 µg/m^3 for $PM_{2.5}$ [1].

In addition, there are a number of other locations where pollutant emissions (CO_2, CO, Black Carbon) are elevated:

- CO_2 – High emissions of CO_2 (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 were in one area CO_2 emissions are greater than 1,995-Unit tonnes/1x1km.
- CO – High emissions (greater than 16-Unit tonnes/1x1km) highest within Witney and Cartererton, 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 have 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 Witney, Carterton, Eynsham, Long Hanborough and at Astall 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 guidelines[55] for NO_2 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 social care cost savings, £590k 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 (NO_2) 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, which are sites away from emission sources, transport contributed to 9.6 % and 15.4 % of NOx 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 obese[56], 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 car[57].

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 sparce population in some areas which currently have limited alternatives other than 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 and contribute to a climate-positive and net-zero future. 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. The MAP Plan will also support Oxfordshire's Local Nature Recovery Strategy by designing projects that strengthen ecological connectivity, enable nature recovery, and deliver measurable biodiversity gains. It will ensure that the Council's transport proposals have regard to the Local Nature Recovery Strategy and actively contribute to nature recovery and environmental resilience.

Flooding is one of the most important climate change challenges facing the UK. The LTCP puts addressing the climate emergency at the forefront by decarbonising the transport system, which will contribute to a climate-positive future and ensure infrastructure is resilient to climate change, where possible. In the Lowlands, Witney, Minster Lovell Standlake, and Duckington 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 Norton[58].

A number of locations in the area are at the greatest risk (A greater than 1 in 30 (3.3%) chance of flooding each year[59]) 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 Windrush[60], 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 2[61].

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 Duckington 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 Eynsham, Witney, Minster Lovell, Ducklington, and Brize Norton. 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 Standlake[62]. 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 Ducklington[63].

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 (2019), much of the area is relatively less deprived compared to the rest of the UK, with some small pockets of relatively more deprived areas. Three areas of Witney were within the 40% most deprived nationally: Witney Central, Witney East and Witney South. One area of Witney was within the 50% most deprived nationally.

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 seven census output areas[1] (an output area has an average population of 1,600 people) for people with bad or very bad health, four are in the most deprived areas. Whereas Carterton is relatively un-deprived according to indices of deprivation, as no output areas were within the 50% most deprived nationally. In terms of health and wellbeing, Carterton is on equal to or better than England's average, apart from Carterton Northeast[64].

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 efficiently.[65], Therefore it is important that high quality public transport, walking, walking and cycling infrastructure is provided to support those who do not own a car.

Data on Transport-Related Social Exclusion (TRSE)[66] 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 Standlake, Clanfield, and Burford 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 the 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.

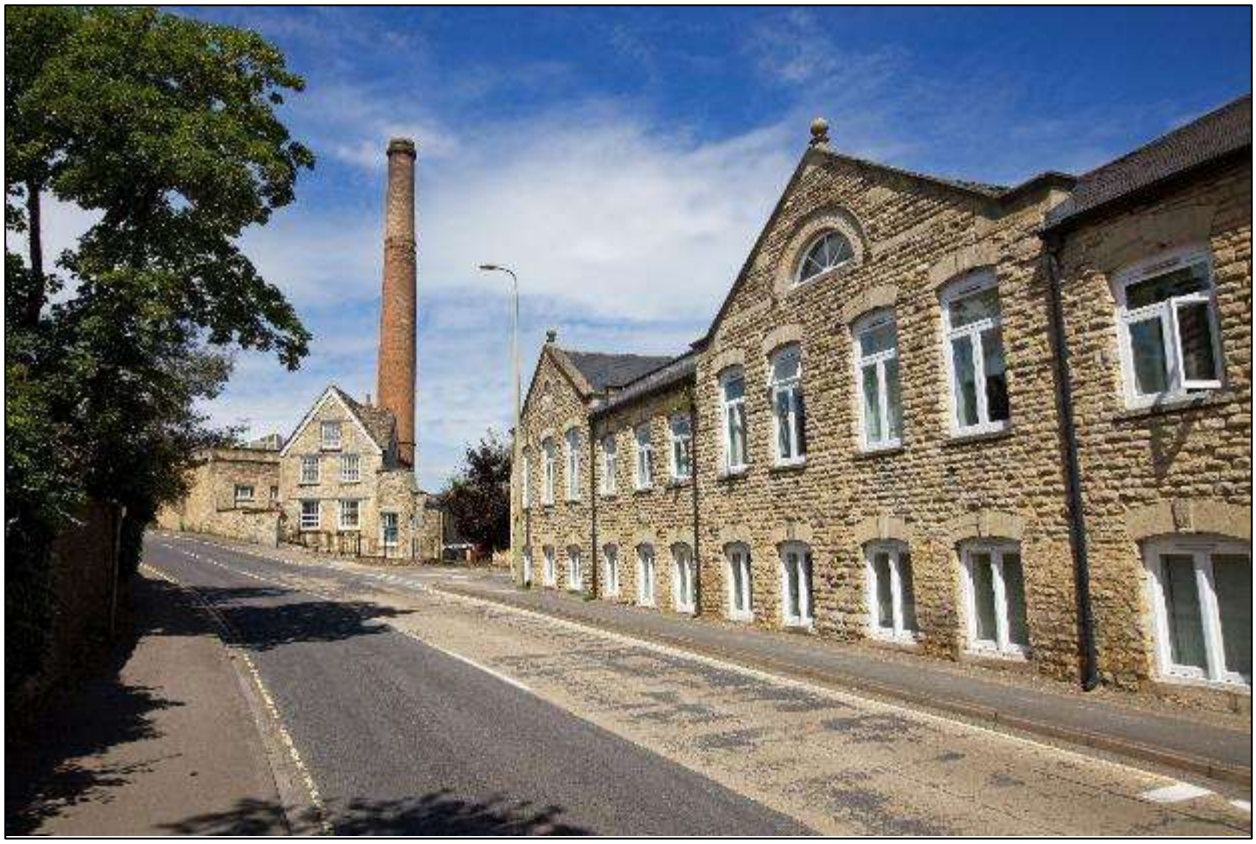
We are seeking to provide more travel choices for the communities of the West Oxfordshire Lowlands and build upon the local environment to enrich the sense of the place. Providing attractive options, which enable people to choose sustainable transport options without compromising on time and cost, will be pivotal in delivering healthy communities and places.

[1]A 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)

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). Many residents also travel longer distances, and in some situation's car travel remains the only practical option.

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, 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. 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 interchange with regular and reliable public transport services into Oxford. The Park and Ride provides an attractive and more sustainable alternative to the car. Population 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

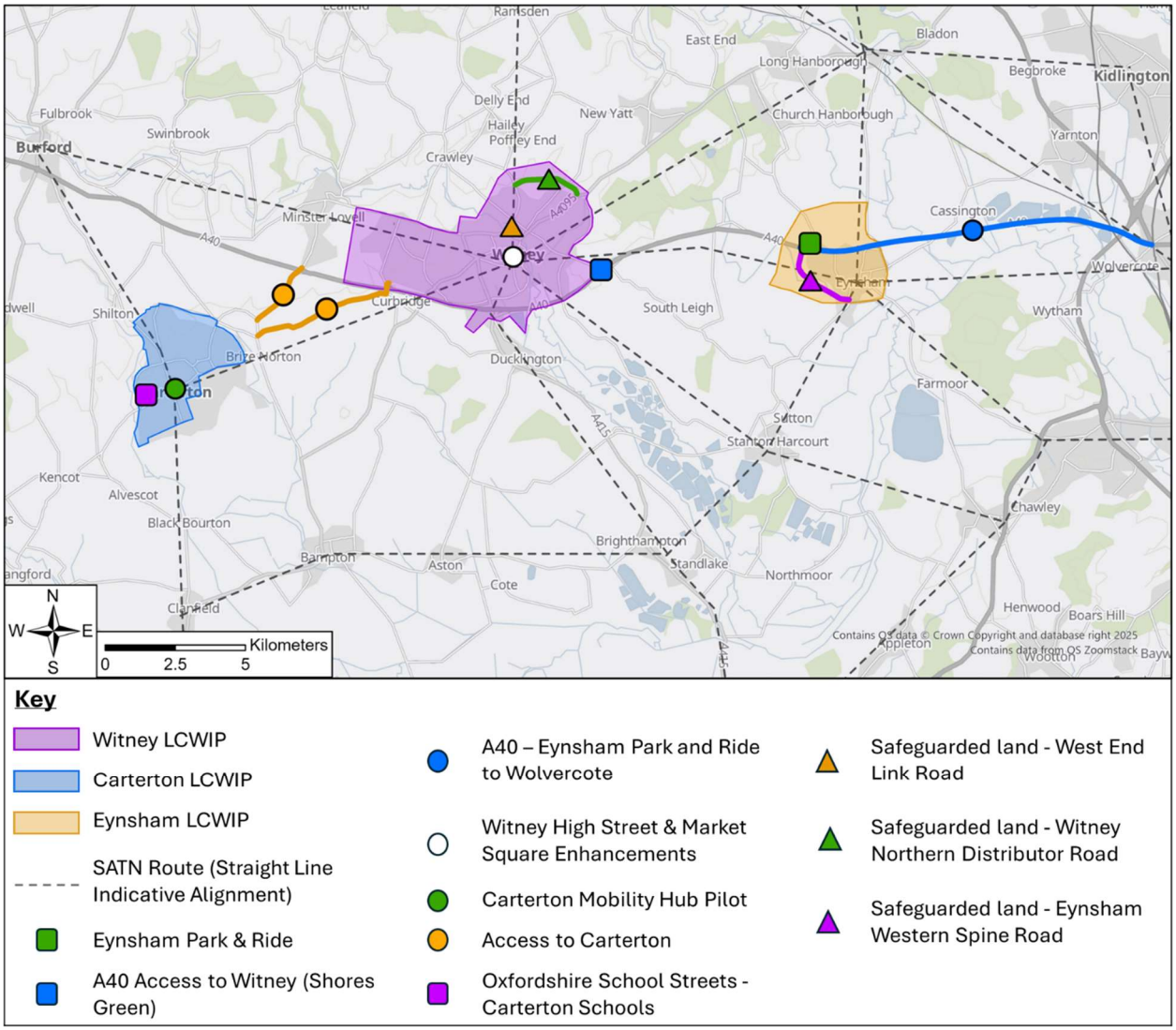
funding to deliver the scheme the section of the A40 Eynsham Park and Ride to Wolvercote scheme between Cassington and Wolvercote is still being sought.

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 redesignate 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, which 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 move into 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-dependence[67].
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).
10. **EV Charging** – The County Council has ambitious plans, as part of Oxfordshire's LEVI programme, to deliver at least 1,200 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.



For West Oxfordshire's Lowlands to be a place that is healthy, inclusive, and safe for its communities. With this done by capitalising on the unique history and heritage of the area, including as a gateway to the Cotswolds and as a tourist hub.


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

Harness the existing sense of place through people first design

Have an inclusive, accessible and integrated transport system

Ensure a greater synergy between the different communities in the area

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. Each objective will be 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 (more detail can be found in MAP Plans: An Introduction) 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 (Appendix B). This delivery plan will set out how proposed actions will be prioritised, funded and implemented over the short, medium and longer term. 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 specifically seek to engage with groups with protected characteristics as defined under the Equality Act 2010.-by-case basis, working closely with delivery partners and, critically, with local communities to ensure proposals respond to local needs and aspirations.

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 supporting the creation of healthier, more inclusive and better connected places across the West Oxfordshire Lowlands.-focused and consistent with the objectives of the -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 polices. 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 polices 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 Witney, Burford, Eynsham, Bampton, Aston, North Leigh, Minster Lovell, Standlake, Stanton Harcourt and Clanfield.

Place shaping

Objective WOL1 prioritises the human and community dimension of MAP Plans, 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.

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 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 England[68]. Community involvement in the design process is essential, which 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, which are well-planned, can result in an increase of up to 40% in shopping footfall[69]. Other associated benefits include greater space for

outdoor seating, longer dwell time and economic benefit through increased retail spend[70]. There are social benefits too; places where traffic is reduced in public spaces lead to more people walking and socialising[71].

Using this approach, we will enhance the street environment, improving access to public transport, cycling, and 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 health[72]. Facilitating healthy behaviours through the design of a place can help improve people's lives and reduce health and social care costs and create health and wellbeing[73] for 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 till 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 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%)[74]. Therefore, reducing the need to travel (or at least the distance of travel) to leisure destinations is important.

The National Design Guide[75] 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, 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., which showcase 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 by:

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 by:

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 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*

Walking, wheeling, and cycling

The next four objectives of this MAP Plan focus on walking, wheeling, 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

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**

Plan will support the delivery of these targets and the LTCP vision of creating an inclusive, safe, net-zero transport system in Oxfordshire.

Objective WOL2

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

Why this objective?

There is potential to increase walking and cycling within West Oxfordshire Lowlands due to its compact layout. The current walking, wheeling, and cycling network is fragmented and does not support the needs of residents and visitors. Across the Lowlands area, 41.6% of people work within five kilometres of their home, with 31.1% living within two kilometres[76]. In Witney and Carterton, this is even higher with, 46.6% and 54.1% of people respectively living within five kilometres of their work[77]. Of the commuting trips that are less than five kilometres, over 50% of these are undertaken by a motor vehicle, despite there being a range of sustainable alternatives for trips of this length[78].

To improve walking, wheeling, and cycling conditions across the area, three LCWIPs have been produced. The Witney LCWIP was approved by Oxfordshire County Council's Cabinet[79] in March 2025, and the Carterton LCWIP was approved in October 2025, with the Eynsham LCWIP due for approval in 2026. To achieve the identified walking and cycling vision in the three LCWIPs[80] and LTCP targets, we will need to deliver the identified schemes in the LCWIPs, which follow the core design principles of LTN 1/20[81]: 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 2023[82], 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 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 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 benefits[83], 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.
- 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 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 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 Drs and café.

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 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*

2.13 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*

2.14 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 LTCP[84].

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 and cycling. 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 before the vehicle volumes of today and creates congestion and is the site of Witney's AQMA[85]. 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, controlled access barriers, and staggered fencing further limit movement by reducing space and causing clutter.

A report conducted by Transport for the North - Community Severance across England[86] 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. 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 walking, wheeling, and cycling barriers across 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?

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 principles 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. Furthermore, given the rural nature of the Lowlands area, there are also opportunities for e-bikes to form an alternative to other modes of transportation for inter-urban and rural to urban routes.

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 2026[87].

Access to micromobility can also provide health and well-being benefits. Research conducted by the Motability Foundation[88] 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, shared micromobility users travel more actively and drive less[89]. 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 2023[90].

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 test 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. 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*

4.4. 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*

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 is projected the combined population of the Lowlands area will increase from approximately 87,000 people in 2023 to 136,000 in 2043[91]. 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 are aligned to this include Witney's LCWIP, Carterton's LCWIP (in consultation), Eynsham's LCWIP (in consultation), 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 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*."[92] 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, developers will be required to:

a. Identify key walking, wheeling and cycling routes between the development and key local destinations;
b. Audit key walking, wheeling and cycle routes between the development and key local destinations and identify necessary improvements; and
c. Develop and deliver new or improved walking, wheeling, and cycling routes.

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

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.

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

5.3 Work with partners to ensure that new development located within existing settlement boundaries, such as Upavon Way, provide attractive walking, wheeling, and cycling routes which complement existing desire lines and LCWIP routes.

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

5.4 Ensure all developments provide direct links to wider walking, cycling and wheeling 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 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 LTCP by creating an inclusive, net-zero transport system: public transport will play a key role in achieving this. 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[93], on average, public transport trips undertaken by bus account for approximately 6% of trips between two kilometres and 15 kilometres, with rail trips accounting for approximately 3% of trips between eight kilometres and 15 kilometres and 8% of all trips greater than 15 kilometres[94]. 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 area[95] use the bus to travel to work.

The data outlined above indicates that there is potential in increasing bus usage, but also that there are issues that need to be resolved in order to make buses a convenient and reliable alternative. The area has relatively limited accessibility to rail services, 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. Therefore, there is an excellent opportunity to deliver a high-quality bus service, showcasing 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?

Mobility hubs encourage walking, cycling, and public and shared transport use by linking up these different modes and making it easier to interchange between them, thereby creating a more integrated and inclusive transport network[96]. 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 travel[97].

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**

OCC published its Mobility Hub Strategy[98] 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. The development of Mobility Hubs will help to support the National Integrated Transport Strategy[99], and at a local level will help with the development of the Oxfordshire Metro.

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. 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 some of the towns like Witney and Carterton, there is also the opportunity to explore the co-location of services as part of Mobility Hubs.

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 Study: Mobility Hub, Halesowen

In 2024, Transport for West Midlands launched a pilot project in Halesowen to test a new type of mobility hub called Local Travel Points. These are outlined in the images below. 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.

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 to 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, 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 England[100], and provide a sustainable alternative for local trips as well as inter-urban trips that are not achievable by walking or cycling. There is a wide network of public transport services within the Lowlands; however, there are several challenges to achieving increased levels of bus 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 year[101].

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**

From 2019 to 2023, overall satisfaction of bus 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 surveys[102] 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 operators[103]. Furthermore, journey time, waiting times, and the ability to travel flexibly are significant factors in determining transport

choice.[104] 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 option[105]. 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 users[106]; so, widening the appeal of the bus will be crucial to enhance user numbers. Although it is also important to support and encourage people who already use a bus occasionally 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, 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 Lowlands, although the Witney to Oxford (S1, S2, S7, H2, X15) corridor, Eynsham-Oxford (S1, S2, E1) and Witney to Carterton (S1, 233, 19) corridors benefit from a does feature a high frequency service bus services provided via a collection of multiple services which operate concurrently (S1, S2, 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 driving[107]. 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.

To deliver the bus service levels required to enable a modal shift toward bus service, it will be important to deliver on fast, frequent, and reliable buses. This will enable us to generate the uplift in passenger numbers required to achieve our LTCP targets. The bus service offer will also need 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 purposes[108]. It shows how bus travel can support a wide variety of trips and demonstrates how it has the potential to deliver against a variety of needs for the residents of the Lowlands. Creating a bus service that is clean, attractive, reliable, and frequent is deemed crucial[109]; 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, and the surrounding villages.
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 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*

7.6 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*

7.7 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 some 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 bus travel to be a preferred way to travel, the user experience will need to be enhanced with infrastructure provided to support this. A big aspect of improving bus infrastructure will be 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 delay[110]. 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 CCTV[111]. 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 the needs of those in towns and those in the villages, 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, RPI 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 education[112].

The delivery of priority bus routes along sections of the A40, and at other locations, will enhance the connectivity of different places within the Lowlands with the key service centres of Witney and Carterton, to other villages and with destinations such as Oxford, the John Radcliffe Hospital and Abingdon. It will also support the delivery of an integrated transport network and reduce the need to travel by car. Priority bus lanes will increase reliability and create better opportunities, especially on bus services that link to the rail network, as it is important to have bus services that arrive on time, as this gives residents, workers, and visitors the confidence to use the bus. 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. 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 Work with bus operators to ensure improved reliability, attractiveness, and resilience of services.

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

8.5 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; and
b. Work with partners to deliver the identified bus priority and improvement measures.

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

8.6 When developing the Witney High Street and Market Square enhancement scheme, ensure that the role of buses (routing, facilities, safety features, etc.) is reviewed.

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

8.7 Ensure that adequate bus infrastructure is provided to support current and future bus service levels in Witney (Market Square) and Carterton (Brize Norton Road).

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

8.8 Identify opportunities for the improvement of bus stops (e.g. waiting facilities, location for new bus stops, RTI, AI, raised kerbs, lighting, shelters, 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*

8.9 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.

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

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

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 £2.50[113]. 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. As 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, which is located 8.5 kilometres northwest of Witney. Although Oxford rail station is an alternative option for residents, workers, and visitors in some areas 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 numbers[114]. Hanborough is situated on the North Cotswold Line and

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 van; 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 18/19[115]. 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. Furthermore, 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 train[116]. Improving access to Hanborough rail station by multiple modes of transport will be important in increasing access and removing barriers. Current OXCRP data shows 81% of those travelling to Hanborough do so by car, compared to 16% in Oxford and 30% in Radley[117]. This shows the importance of making other modes 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 connections[118]. 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.

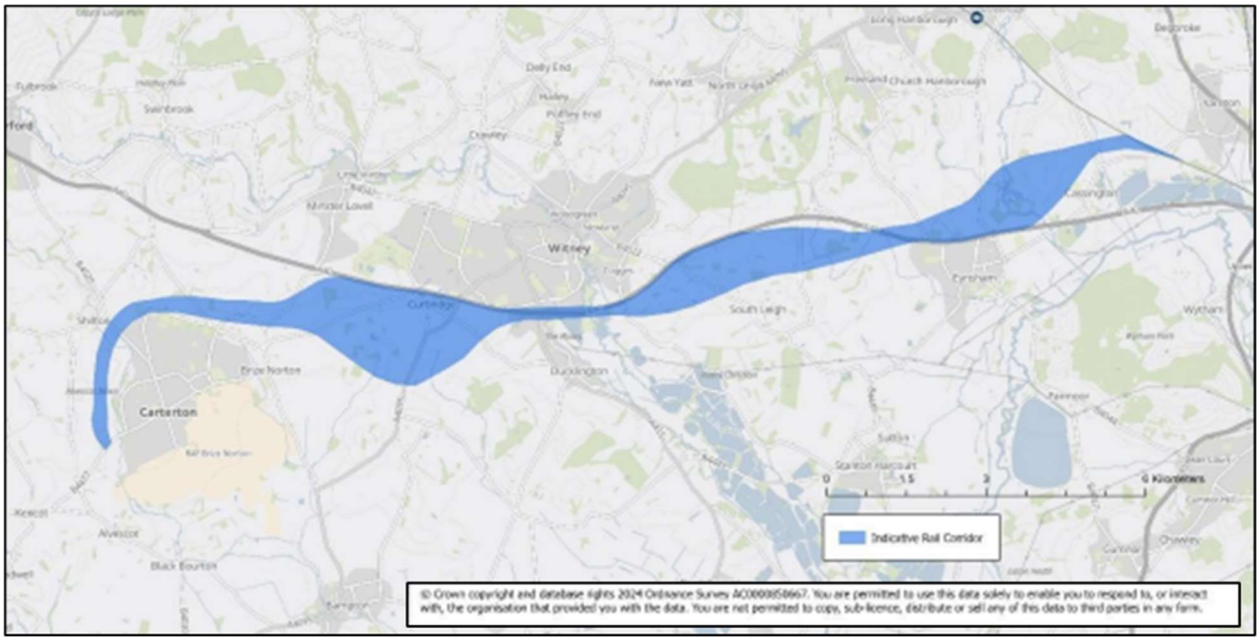


Figure WOL5: Indicative alignment of the Carterton, Witney, Oxford Rail Corridor (WODC)

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 to protect opportunities for the development of a high-quality public transport service along the A40 corridor and allow better connectivity to rail services. 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 micro-mobility.
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*

f. **North Cotswold Line** 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.
g. 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.
h. Promote the delivery of new rolling stock along the North Cotswold line.

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

9.3 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

9.4 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 for those living in these locations, with the provision of zero-emission vehicles helping to ensure 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 car[119] 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 cars[120].

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 in 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.

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 vehicle[121]. Car sharing, even once per week, can reduce trips by in the region of 20%[122], resulting in reduced congestion, whilst also saving those who car share, either as a driver or passenger[123]. 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 provided people who cannot afford a car access to one.

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 the prioritisation of parking for car club/ car share vehicles.
Travel & Connectivity *Economic Growth* *Health & Wellbeing* *Social & Community* *Climate & Environment*

10.5 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 cycle where they need to go and to walk to local amenities. By creating space for other modes of transport to thrive, we will reduce congestion as people will have a choice in how they move, and we will be able to create places for people to enjoy that are safe and help to improve public health. It will also ensure that those who require their car, such as due to travel times, journey distance or the location of travel destinations, can do so with ease.

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. 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). Many residents also travel longer distances, and in some situations 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** – In both Witney and Carterton, car parking is free, for up to 12 hours in some locations, making driving typically the easiest and preferred option; at the same time, this discourages people from travelling via walking, wheeling, cycling or public transport[124]. Free car parking for lengthy periods is also available in Burford, Eynsham and Hanborough.

- **Sharing road space** – There are high motorised vehicle flows in areas where there is severe conflict between active travel and motorised road users, 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, whilst also impacting the health of those walking, wheeling, and cycling[125]. 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%[126]. 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 transport[127]. 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. These percentages are higher in Witney (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 (NO_2) 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 several emissions, including Black Carbon, carbon dioxide (CO_2) and Carbon Monoxide (CO), with Carterton, Burford and Eynsham, showing high levels of CO_2 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 car[128]. 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 vehicle[129]. 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 decarbonisation goals and promoting the uptake of sustainable transport modes. However, it will be important to ensure that we have suitable alternatives to 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, partially in the rural locations within the Lowlands area, the private vehicle is 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. 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 high amounts 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 benefits[130] 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 quality[131]. The Shores Green scheme will also allow the rerouting of the A4095 out of Witney, diverting motorised traffic away from the town centre. This will benefit people travelling to and from locations on the A4095 corridor to the A40, such as North Leigh and Hanborough. The scheme will improve the transport options available for residents and visitors, improve access to employment opportunities, and support new housing developments[132]. 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 scheme[133] 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 benefits[134].

Carterton has 24% of West Oxfordshire's economically active population and around 21% of the district's employment[135]. 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 commute 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 Oxford[136]. 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 hotspots[137] helping to deliver our Vision Zero Strategy and will remove one of the key barriers to cycling: safety[138]. Supporting the development of infrastructure for cycling will enable active travel by making it safer and more convenient, especially for short 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 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 and Deer Park Road, Witney.
f. School Streets at Edith Moorhouse Primary School and St Joseph's Catholic Primary School, Carterton.
g. 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.

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.

j. Eynsham to Botley walking, wheeling, and cycling route.

k. Eynsham to Hanborough walking, wheeling, and cycling route.

l. A40 grade-separated crossing at Eynsham, in accordance with the policy requirements of the Salt Cross Area Action Plan (AAP).

m. A4095 North Leigh walking, wheeling, and cycling route.

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. A4095 Woodstock Road/ Jubilee Way, Witney junction improvements

c. Corn Street, Witney active travel routes, and public realm improvements.

d. Eynsham village centre Public Realm improvements.

e. Burford Public Realm Feasibility Study.

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 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**

Freight, deliveries, and servicing are generally undertaken by Heavy Goods Vehicles (HGVs) and Light Goods Vehicles (LGVs). They contribute to emissions and congestion and have an impact on our environment. Furthermore, they present the greatest risk to those walking, wheeling and cycling, 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 showed estimated 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.

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 LGVs[139]. 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, 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 the villages in the Lowlands also have locations where classified A and B roads travel through the villages and locations that have very narrow footways, or no footways at all, due to the historic nature of these places, including Bampton, Aston, Long Hanborough, Clanfield, Old Minster, the bridges

Over the River Thames at Newbridge and the bridge over the River Windrush at Burford. To reduce the impact of HGVs travelling around this MAP Plan area, it essential to ensure they are following the 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 oxides 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 CO_2 and CO as well as increased levels of pollutants namely NO_2 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 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 at key transport locations, including:

a. Witney and Carterton Town Centre.
b. Hanborough rail station.
c. Eynsham Park and Ride.
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.

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 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.

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**

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 flooding[140]. A high chance of surface water flooding can also be found across the Lowlands area, including within towns and villages[141]. 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.

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 asphalt[142]. Trees also absorb carbon dioxide and cool our towns[143], 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.

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 (NO_2), 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 reduces 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 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*

14.9 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.

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

14.10 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 technologies to new processes or approaches. Further details regarding this are outlined in the council's Innovation Framework.

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

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 making[144]. 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 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.-emission transport requires a coordinated approach to the provision of electric charging infrastructure across all modes, including private vehicles, e-micromobility, buses 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.

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. 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 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.

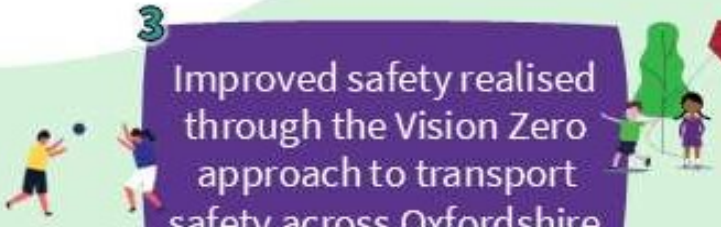
Travel & Connectivity ***Economic Growth*** ***Social & Community*** ***Climate & Environment***

Our 9 defined outcomes:

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

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

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

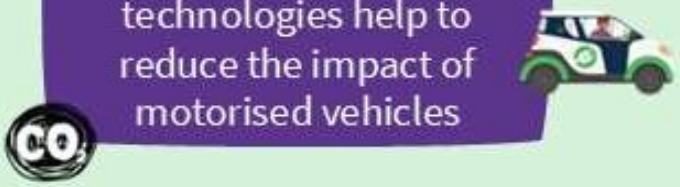


4. A comprehensive, safe, inclusive walking, wheeling and cycling network through the implementation of the LCWIP and Strategic Active Travel Network

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.

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; the full delivery plan is contained in **Appendix B**.

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

Objective		Outcome								
		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 focussed 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 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 journey, 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.

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
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	Bus operator who manages Thames Travel, Oxford Bus Company, and Pulhams.
Great Western Main Line	The Great Western Main Line (GWML) a mainline railway that runs between London Paddington and Bristol Temple Meads. It connects to other mainlines and branch lines such: • Reading to Penzance • Didcot to Banbury • Swindon to Swansea • Swindon to Gloucester/ Cheltenham • Henley Branch Line
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 and 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

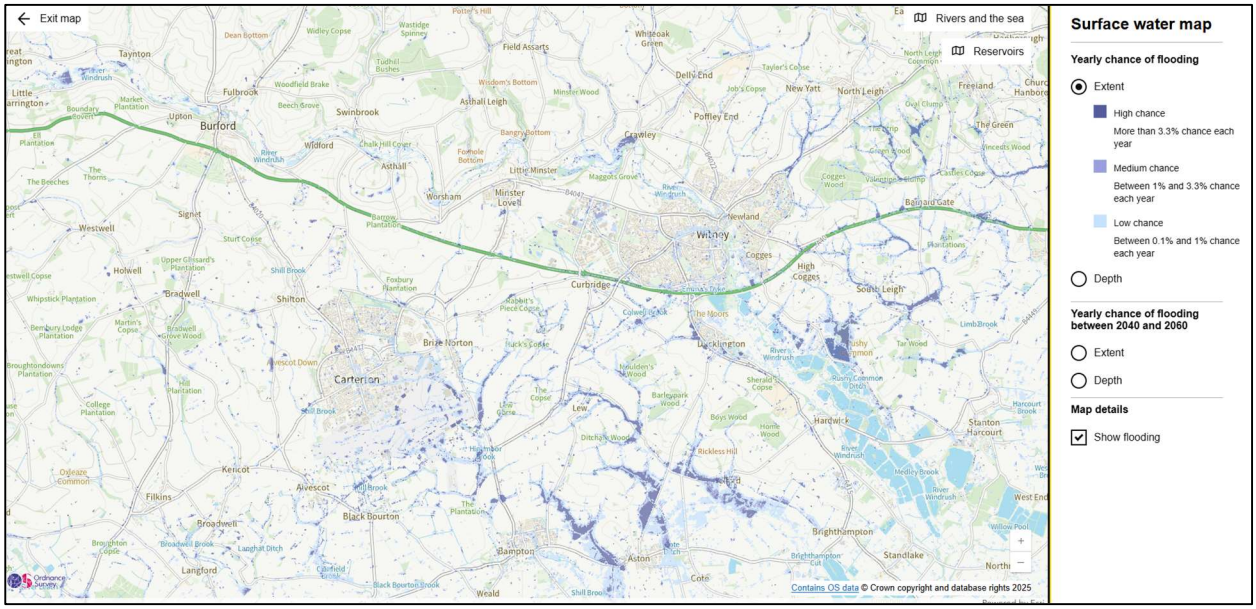
	remains the same, but we have chosen to use 'mobility hub' moving forward as it aligns with national work and better captures the overall experience of travelling.
Mode Share	Percentage of share of each mode of transport.
Movement and Place (MAP) Plan	A part of Oxfordshire's Local Transport and Connectivity 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 (Nox)	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 (S106) contribution	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

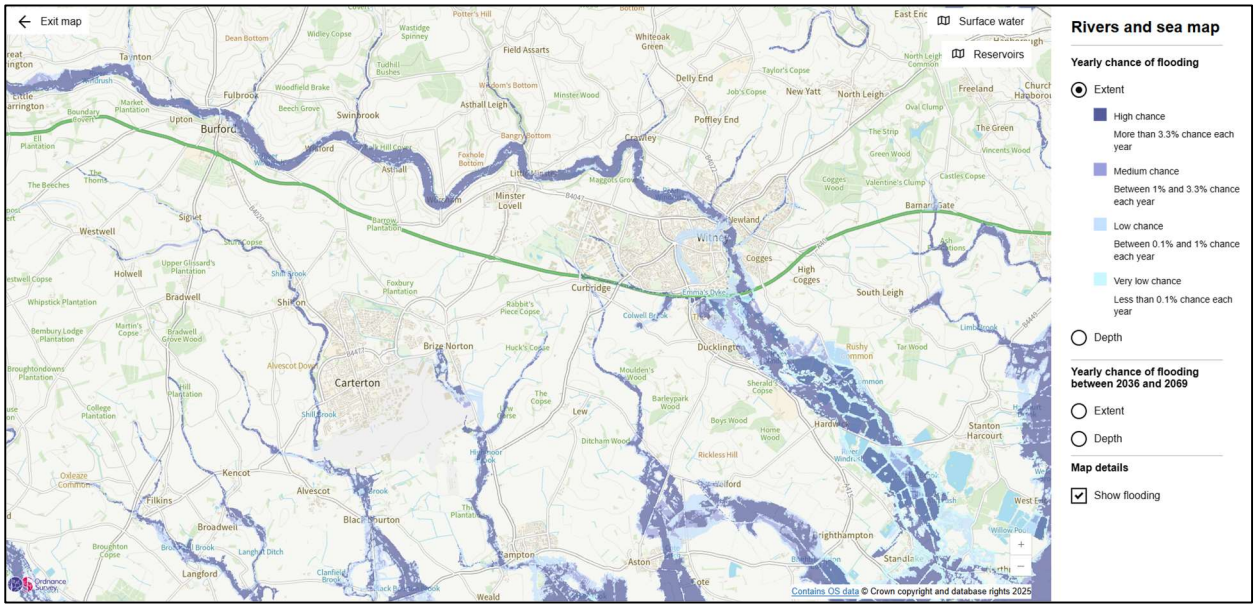
	walking. In the same way, a driver has responsibility for those walking, wheeling, cycling and horse riding.
Unmanned Aerial Vehicles' (UAV)	Remote-controlled aircraft or small aerial devices which do not have an on-board pilot.
Walking, wheeling, and cycling	Walking, wheeling, and cycling refers to 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 Lowlands[145]



Long term flood risk from rivers in in the Lowlands[146]



Appendix B

To be added.

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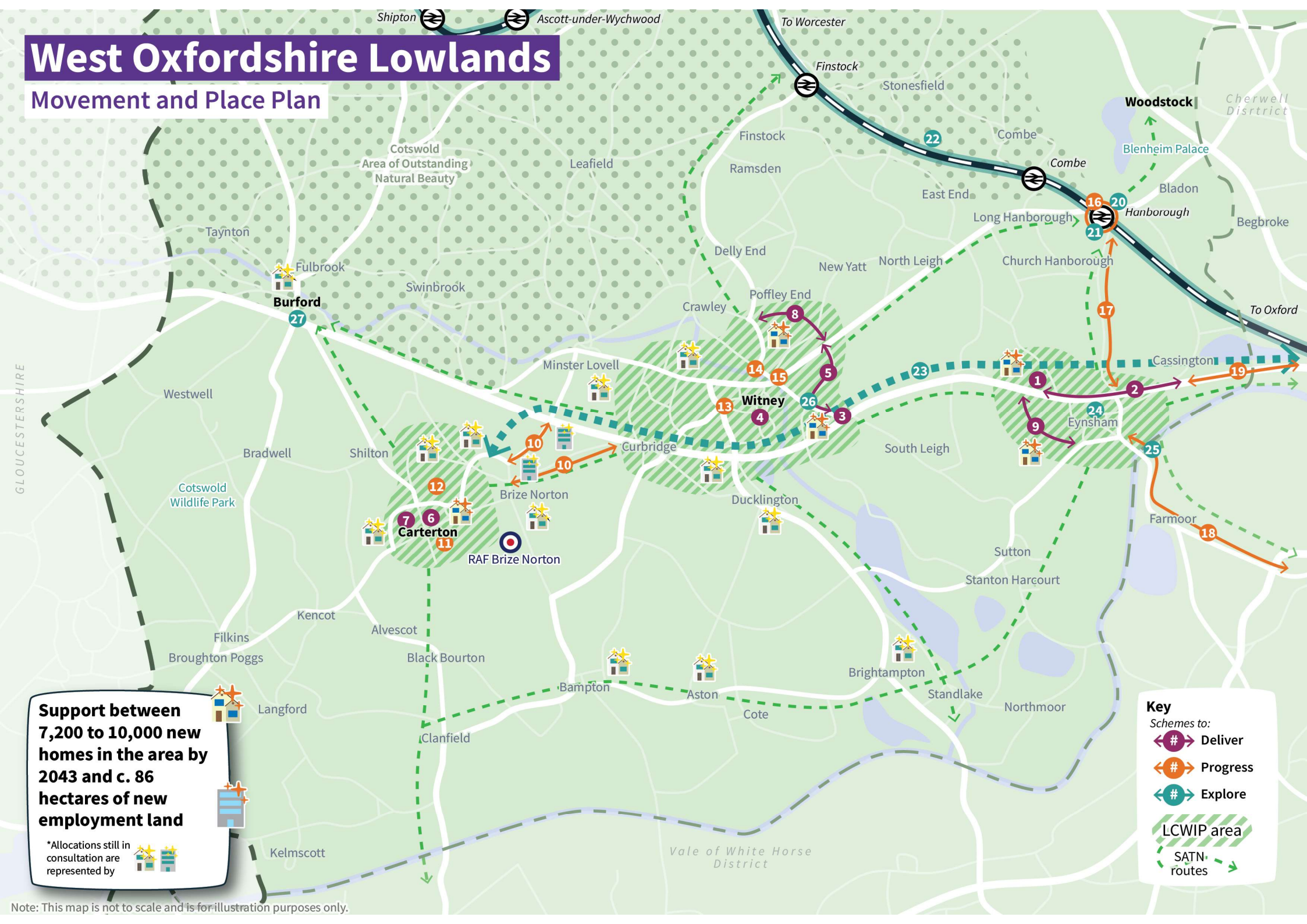

West Oxfordshire Lowlands
Movement and Place Plan
Shipton
Ascott-under-Wychwood
To Worcester
Finstock
Stonesfield
Woodstock
Cherwell Disrtrict
Blenheim Palace
Bladon
Begbroke
Hanborough
Combe
Long Hanborough
Church Hanborough
To Oxford
Cotswold Area of Outstanding Natural Beauty
Leafield
Ramsden
East End
Taynton
Fulbrook
Burford
Swinbrook
Delly End
New Yatt
North Leigh
Poffley End
Crawley
Minster Lovell
Witney
Cassington
Eynsham
Westwell
Bradwell
Shilton
Curbridge
South Leigh
Brize Norton
Ducklington
Cotswold Wildlife Park
Carterton
RAF Brize Norton
Farmoor
Sutton
Stanton Harcourt
Kencot
Alvescot
Filkins
Broughton Poggs
Black Bourton
Bampton
Aston
Cote
Brightampton
Standlake
Northmoor
Langford
Clanfield
Kelmscott
Vale of White Horse District
GLOUCESTERSHIRE
Support between 7,200 to 10,000 new homes in the area by 2043 and c. 86 hectares of new employment land
*Allocations still in consultation are represented by
Key
Schemes to:
Deliver
Progress
Explore
LCWIP area
SATN routes
Note: This map is not to scale and is for illustration purposes only.

Work with partners to deliver the following schemes:

1. **Eynsham Park & Ride access, opening and management**
2. **A40 – Eynsham Park and Ride to Wolvercote Phase 1**
   - Improved walking and cycling facilities along A40
   - New bus lanes between Park and Ride and Cassington
3. **A40 Access to Witney – Shores Green Slips Roads**
   - Improved walking and cycling infrastructure
   - West facing slip roads and junction enhancements
4. **Witney High Street and Market Square Enhancements**
   - Public Realm and walk, wheel & cycle improvements
   - Review of bus stopping arrangements
5. **A415/A4095 De-classification in Witney**
   - Make walking, wheeling and cycling the natural first choice
   - Improve journey times and reliability
   - Reduce through traffic including HGVs and improve road safety
6. **Carterton Mobility Hub Pilot**
   - Create a high-quality multimodal transport interchange
7. **Oxfordshire School Streets - Carterton**
8. **Witney Northern Distributor Road** (delivered by North Witney SDA)
9. **Eynsham Western Spine Road** (delivered by West Eynsham SDA)

Work with partners to progress and shape the following

10. **Access to Carterton**
    - New safer cycling route between Witney and Carterton
    - Safety improvements on the B4477
11. **Carterton 20mph**
    - Improved safety for those walking, wheeling & cycling
12. **Upavon Way Improvements**
    - Improved walking, wheeling and cycling routes
13. **Fiveways Dutch style Roundabout**
    - Provision of dedicate cycle spaces and crossings at junction
14. **West End Link**
    - High-quality walking, wheeling and cycling route
    - Quicker and more reliable buses in and around Witney.
15. **Bridge Street Mini Roundabouts**
    - Improved walking, wheeling & cycling and cycling facilities
16. **Hanborough Rail Station Improvements & Mobility Hub**
17. **Eynsham to Hanborough Walk, Wheel & Cycle Route**
18. **Eynsham to Botley Walk, Wheel & Cycle Route**
19. **A40 – Eynsham Park and Ride to Wolvercote Phase 2** (Cassington to Wolvercote)

Explore future opportunities for consideration:

20. **Walk, Wheel & Cycle improvements at Hanborough Station**
21. **Provision of a second platform at Hanborough Station**
22. **Double tracking of rail line between Oxford & Charlbury**
23. **Oxford-Eynsham-Witney-Carterton Mass Rapid Transit Corridor** (Indicative Alignment)
    - Quicker, zero-emission & more frequent and reliable public transport.
24. **Eynsham Public Realm Improvements**
25. **Walk, wheel & cycle improvements at Swinford Toll Bridge**
26. **Junction improvements at Jubilee Way / Oxford Hill**
    - Improved facilities for those walking, wheeling and cycling
    - Improved safety for users alongside capacity enhancements
27. **Burford Public Realm Improvements Feasibility Study**

Area-wide measures

- Deliver schemes in the Witney, Carterton and Eynsham LCWIPs
- Enhanced bus services and infrastructure through BSIP.
- Walking, wheeling and cycling barrier removal
- Behaviour change initiatives
- Implement Windrush HGV Study recommendations.
- Development and delivery of SATN routes
- Network of cycle parking
- Network of mobility hub at major interchanges
- Public realm improvements
- Climate resilience projects
- Zero emission bus network
- Network of mini, linking, suburban and rural mobility hubs
- New car club and car share scheme
- Shared micromobility schemes

Homepage

West Oxfordshire Lowlands

Objectives			Actions	Spatial Level	Components of Place Making						Time Scale	Indicative Costs	Potential Funding Streams	Partners	Progress
					Travel and Connectivity	Social and Community	Health and Wellbeing	Culture and Assets	Climate and Environment	Economic Growth					
Place Shaping															
WOL1	Create a sense of place through implementing cohesive healthy place-shaping interventions.	1.1	When developing movement and transport schemes, ensure character, community, and climate are at the heart of proposals and that placemaking principles are considered alongside engineering.	Local							Up to 5 years	Between £500,000 and £1 Million	OCC Capital Funding, Active Travel England (ATE) Funding, Active Travel Fund, Community Infrastructure Levy (CIL), Parish / Town Councils, S106, Developer Contributions	OCC, WODC, Parish & Town Councils, Developers, Businesses	Work in Progress
		1.2	Work with partners to enhance and upgrade timetables, local guides, maps, etc., which showcase the local area, its history, the local tourist attractions, and proximity to the Cotswolds National Landscape.	District							Up to 5 years	Up to £100,000		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		1.3	Enhance the sense of place in Witney by: 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.	Local							Up to 5 years	Over £1 Millon		OCC, WODC, Parish & Town Councils, Developers, Businesses	Work in Progress
		1.4	Develop and enhance the sense of place in Carterton by: 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.	Local							Up to 5 years	Over £1 Millon		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		1.5	Develop and enhance the sense of place in locations across the Lowlands, including, but not limited to: a. Burford High Street; b. Eynsham village centre; and c. Brize Norton.	Hyper-Local							Up to 5 years	Between £500,000 and £1 Million		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		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.	District							Up to 5 years	Up to £100,000		OCC, WODC, Schools, Developer, Businesses	Not Started
		1.7	Work with partners to create and enhance green spaces and waterways in Witney, Burford, Eynsham, and Carterton.	Hyper-Local							Up to 5 years	Between £100,000 and £500,000		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
Walking, wheeling and cycling															
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).	Local							Between 5 and 10 years	Over £1 Millon	OCC Capital Funding, Active Travel England (ATE) Funding, Active Travel Fund, Community Infrastructure Levy (CIL), Parish / Town Councils, UK Government Funding, S106, Developer Contributions	OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		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. • 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.	Local							Between 5 and 10 years	Over £1 Millon		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		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 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.	Local							Between 5 and 10 years	Over £1 Millon		OCC, WODC, Parish & Town Councils, Developers, Businesses	Work in Progress
		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.	District							Up to 5 years	Over £1 Millon		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started

		2.5	Investigate changes to the PRoW network to enable use by a wider range of Non-Motorised Users 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.	Local							Between 5 and 10 years	Between £500,000 and £1 Million		OCC, WODC, Parish & Town Councils, Developers, Businesses	Work in Progress
		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.	District							Between 2 and 5 years	Between £500,000 and £1 Million		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		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, and café.	Hyper-Local							Up to two years	Between £100,000 and £500,000		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		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.	Local							Between 2 and 5 years	Between £500,000 and £1 Million		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		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.	Hyper-Local							Up to 5 years	Over £1 Millon		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		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.	Local							Up to 5 years	Over £1 Millon		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		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.	Hyper-Local							Up to two years	Between £100,000 and £500,000		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		2.12	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.	Hyper-Local							Up to 5 years	Over £1 Millon		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		2.13	Work with partners to identify upgrades to the walking, wheeling and cycling network to increase connectivity with the National Cycle Network.	District							Up to 5 years	Over £1 Millon		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		2.14	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.	District							Ongoing	Between £100,000 and £500,000		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
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.	District							Up to 5 years	Over £1 Millon	OCC Capital Funding, Active Travel England (ATE) Funding, Active Travel Fund, Community Infrastructure Levy (CIL), Parish / Town Councils, UK Government Funding, S106, Developer Contributions	OCC, WODC, Developers	Not Started
		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).	Local							Between 2 and 5 years	Over £1 Millon		OCC, WODC, Canal and River Trust, Developers	Not Started
		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.	County							Between 5 and 10 years	Over £1 Millon		OCC, WODC, Canal and River Trust, Developers	Not Started
		3.4	Work with partners to explore new or improved crossing points to remove walking, wheeling, and cycling barriers across 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.	District							Ongoing	Over £1 Millon		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		3.5	Work with partners to remove or modify existing on-street barriers to walking wheeling, and cycling, such as gates and guard railings.	District							Up to 5 years	Between £500,000 and £1 Million		OCC, WODC, Parish & Town Councils	Not Started
		3.6	Work with partners to deliver improved walking, wheeling, and cycling facilities on the A4095 at Hanborough rail station bridge.	Hyper-Local							Between 5 and 10 years	Over £1 Millon		OCC, WODC, Parish Council, Developers, Businesses	Not Started
		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.	Local							Between 5 and 10 years	Over £1 Millon		OCC, WODC, Network Rail, Parish &Town Councils, Developers, Businesses	Not Started
WOL4	Introduce shared micromobility schemes, subject to central government legislation.	4.1	Explore opportunities to deliver a micro-mobility scheme(s) in the Lowlands.	District							Up to two years	Up to £100,000	OCC Capital Funding, UK Government Funding, Developer Contributions, Private Investment	OCC, WODC, Parish & Town Councils	Not Started
		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.	District							Up to 5 years	Between £100,000 and £500,000		OCC, WODC, Parish & Town Councils, Operators, Employers, Public Transport Operators	Not Started
		4.3	Work with partners to develop an e-scooter based micro-mobility scheme to support internal travel within Witney, Carterton, and Eynsham.	District							Between 2 and 5 years	Between £100,000 and £500,000		OCC, WODC, Parish & Town Councils, Operators, Employers, Public Transport Operators	Not Started
		4.4	Support shared e-scooter and e-bike schemes that link dedicated employment sites with public transport interchanges.	District							Up to 5 years	Up to £100,000		OCC, WODC, Parish & Town Councils, Operators (E.g. Voi, Lime, Donkey Republic), Employers, Public Transport Operators	Not Started
WOL5	Ensure developments deliver comprehensive on-site and off-site walking, wheeling and cycling provision	5.1	As part of planning applications, developers will be required to: a. Identify key walking, wheeling and cycling routes between the development and key local destinations; b. Audit key walking, wheeling and cycle routes between the development and key local destinations and identify necessary improvements; and c. Develop and deliver new or improved walking, wheeling, and cycling routes.	Local							Ongoing	Up to £100,000	OCC Capital Funding, Community Infrastructure Levy (CIL), S106, Developer Contributions	OCC, WODC, Developers, Businesses	Not Started
		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.	Local							Ongoing	Between £500,000 and £1 Million		OCC, WODC, Developers, Businesses	Not Started
		5.3	Work with partners to ensure that new development located within existing settlement boundaries, such as Upavon Way, provide attractive walking, wheeling, and cycling routes which complement existing desire lines and LCWIP routes.	Local							Ongoing	Between £100,000 and £500,000		OCC, WODC, Developers, Businesses	Not Started
		5.4	Ensure all developments provide direct links to wider walking, cycling and wheeling schemes such as LCWIP routes, SATN, PRoW and Greenways.	County							Ongoing	Between £100,000 and £500,000			
		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.	Local							Up to two years	Up to £100,000		OCC, WODC, Developers, Businesses	Not Started

	Public Transport														
WOL6	Create a network of Mobility Hubs	6.1	Implement and deliver the Carterton Mobility Hub Pilot on Brize Norton Road.	Hyper-Local								Up to two years	Between £100,000 and £500,000	OCC Capital Funding, Community Infrastructure Levy (CIL), Parish / Town Councils, Local Authority Bus Grant (LABG), S106, Developer Contributions	OCC, WODC, Town & Parish Councils, Bus Operators	Not Started
		6.2	Work with partners to explore opportunities, promote, and deliver mobility hubs to support an integrated transport network, at a number of locations, including, but not limited to: a. **Major Interchange Hubs** i. Eynsham Park and Ride. 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).	Hyper-Local								Up to 5 years	Over £1 Millon		OCC, WODC, Town & Parish Councils, Network Rail, GWR, Bus Operators, Developers	Work in Progress
		6.3	Support the implementation of rural, suburban, and mini mobility hubs, in line with the Mobility Hub Strategy.	District								Ongoing	Between £100,000 and £500,000		OCC, WODC, Town & Parish Councils, Bus Operators, Developers	Not Started
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.	County								Up to 5 years	Over £1 Millon	OCC Capital Funding Local Authority Bus Grant (LABG), Developer Contributions	OCC, Bus Operators, Developers, Businesses	Not Started
		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.	District								Ongoing	Over £1 Millon		OCC, WODC, Network Rail, GWR, Bus Operators, Developers, Businesses	Not Started
		7.3	Work with partners to provide new bus services to destinations that are currently underserved, to new developments, employment sites, and the surrounding villages.	Local								Ongoing	Over £1 Millon		OCC, Bus Operators, Developers, Businesses	Not Started
		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.	District								Ongoing	Over £1 Millon		OCC, Bus Operators, Developers, Businesses	Not Started
		7.5	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.	Local								Between 2 and 5 years	Over £1 Millon		OCC, Bus Operators, Developers, Businesses	Not Started
		7.6	Work with operators to provide further options for long-distance coach services connecting to Witney and Carterton to key national and regional locations.	National								Up to 5 years	Over £1 Millon		OCC, Operators (Oxford Tube, Airline, National Express, Flixbus)	Not Started
		7.7	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.	District								Ongoing	Between £100,000 and £500,000		OCC, WODC, Town & Parish Councils, Bus Operators, Developers, Businesses	Not Started
WOL8	Enhance bus infrastructure	8.1	Deliver the A40 Eynsham to Wolvercote Scheme, between Eynsham and Cassington, funded by the Housing Infrastructure Fund (HIF2).	District								Up to 5 years	Over £1 Millon	OCC Capital Funding Local Authority Bus Grant (LABG), Developer Contributions	OCC, Bus Operators, Developers, Businesses	Not Started
		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.	District								Up to 5 years	Over £1 Millon		OCC, Bus Operators, Developers, Businesses	Not Started
		8.3	Subject to funding, work with partners to deliver the A40 Eynsham to Wolvercote Scheme between Cassington and Wolvercote.	District								Between 5 and 10 years	Over £1 Millon		OCC, Bus Operators, Developers, Businesses	Not Started
		8.4	Work with bus operators to ensure improved reliability, attractiveness, and resilience of services.	District								Ongoing	Over £1 Millon		OCC, Bus Operators, Developers, Businesses	Not Started
		8.5	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; and b. Work with partners to deliver the identified bus priority and improvement measures.	District								Ongoing	Over £1 Millon		OCC, Bus Operators, Developers, Businesses	Not Started
		8.6	When developing the Witney High Street and Market Square enhancement scheme, ensure that the role of buses (routing, facilities, safety features, etc.) is reviewed.	Hyper-Local								Up to two years	Between £100,000 and £500,000		OCC, Bus Operators, Developers, Businesses	Not Started
		8.7	Ensure that adequate bus infrastructure is provided to support current and future bus service levels in Witney (Market Square) and Carterton (Brize Norton Road).	Hyper-Local								Between 2 and 5 years	Between £500,000 and £1 Million		OCC, Bus Operators	Not Started
		8.8	Identify opportunities for the improvement of bus stops (e.g. waiting facilities, location for new bus stops, RTI, AI, raised kerbs, lighting, shelters, CCTV, cycle parking, onward travel maps), with priority given to bus stops with the highest usage levels or in locations with key amenities.	Hyper-Local								Ongoing	Over £1 Millon		OCC, Bus Operators, Developers	Not Started
		8.9	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.	County								Up to two years	Between £100,000 and £500,000		OCC, Bus Operators, Developers, Businesses	Not Started
		8.10	Work alongside partners to deliver a zero-emission bus network across the Lowlands area.	District								Up to 5 years	Over £1 Millon		OCC, DfT, Bus Operators	Not Started
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.	District								Ongoing	Over £1 Millon	OCC Capital Funding, Housing Infrastructure Fund (HIF) ,Network Rail, UK Government Funding, Developer Contributions	OCC, DfT, WODC, Network Rail, GWR, GB Railways	Not Started
		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 micro-mobility. 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.	Regional								Up to 5 years	Over £1 Millon		OCC, DfT, WODC, Network Rail, GWR, GB Railways	Not Started
		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.	Regional								Up to 5 years	Over £1 Millon		OCC, DfT, WODC, Network Rail, GWR, GB Railways	Not Started
		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.	National								Up to 5 years	Over £1 Millon		OCC, DfT, WODC, Network Rail, GWR, GB Railways	Not Started
		9.5	Support the implementation of integrated ticketing options between different modes.	County								Ongoing	Between £500,000 and £1 Million		OCC, Network Rail, GWR, GB Railways, Developers, WODC	Not Started

	Car Club and Car Share														
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.	Local							Ongoing	Between £500,000 and £1 Million	OCC Capital Funding, Parish / Town Councils, S106, Developer Contributions, Private Investment	OCC, Car Club Operators	Not Started
		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.	Local							Ongoing	Up to £100,000		OCC, Car Club Operators	Not Started
		10.3	Ensure car clubs use zero-emission vehicles, where possible.	County							Up to 5 years	Over £1 Million		OCC, Car Club Operators	Not Started
		10.4	Work with developers and businesses to provide EV charging and parking to support car clubs, including the prioritisation of parking for car club/ car share vehicles.	Local							Up to 5 years	Between £500,000 and £1 Million		OCC, Car Club Operators, WODC, Developers, Businesses	Not Started
		10.5	Develop a car share awareness and expansion programme through collaboration with partners.	District							Ongoing	Up to £100,000		OCC, Car Club Operators, WODC, Developers, Businesses	Not Started
	Parking & Demand Management														
WOL11	Implement demand management measures in areas which are well served by sustainable transport.	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.	Local							Up to 5 years	Between £100,000 and £500,000	OCC Capital Funding, Parish / Town Councils, Developer Contributions, UK Government Funding,	OCC, WODC, Parish & Town Councils	Not Started
		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.	Local							Up to two years	Between £100,000 and £500,000		OCC	Not Started
		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.	Hyper-Local							Up to two years	Over £1 Million		OCC, WODC, Parish & Town Councils	Not Started
		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	District							Up to 5 years	Over £1 Million		OCC, WODC, Parish & Town Councils	Not Started
		11.5	Consider providing new Controlled Parking Zones or similar, where they provide benefits to public transport, walking, wheeling, and cycling.	Local							Ongoing	Up to £100,000		OCC, WODC, Parish & Town Councils	Not Started
	Infrastructure Development														
WOL12	Deliver 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 and Deer Park Road, Witney. f. School Streets at Edith Moorhouse Primary School and St Joseph's Catholic Primary School, Carterton. g. 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.	District							Up to 5 years	Over £1 Million	OCC Capital Funding, Active Travel England (ATE) Funding, Active Travel Fund, Community Infrastructure Levy (CIL), Housing Infrastructure Fund (HIF), Parish / Town Councils, UK Government Funding, S106, Developer Contributions	OCC, WODC, Parish & Town Councils, Developers	Work in Progress
		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. j. Eynsham to Botley walking, wheeling, and cycling route. k. Eynsham to Hanborough walking, wheeling, and cycling route. l. A40 grade-separated crossing at Eynsham, in accordance with the policy requirements of the Salt Cross Area Action Plan (AAP). m. A4095 North Leigh walking, wheeling, and cycling route	District							Between 5 and 10 years	Over £1 Million		OCC, WODC, Parish & Town Councils, Developers	Not Started
		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. A4095 Woodstock Road/ Jubilee Way, Witney junction improvements c. Corn Street, Witney active travel routes, and public realm improvements. d. Eynsham village centre Public Realm improvements. e. Burford Public Realm Feasibility Study.	District							Over 10 Years	Over £1 Million		OCC, WODC, Parish & Town Councils, Developers	Not Started
		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.	District							Up to 5 years	Over £1 Million		OCC, WODC, Parish & Town Councils, Developers	Not Started

	Freight														
WOL13	Improve freight, deliveries, and servicing.	13.1	13.1Work 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	District							Up to 5 years	Over £1 Million	OCC Capital Funding, , UK Government Funding, Parish / Town Councils, Developer Contributions	OCC, WODC, Department for Transport, Parish & Town Councils, Gloucestershire County Council	Work in Progress
		13.2	Actively seek to reduce the number of through traffic HGVs in Witney town centre 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.	Local							Up to two years	Between £500,000 and £1 Million		OCC, WODC, Parish & Town Councils, Developers, Businesses	Not Started
		13.3	Support the rollout of parcel and grocery lockers with the relevant operators at key transport locations, including: a. Witney and Carterton Town Centre. b. Hanborough rail station. c. Eynsham Park and Ride. d. District/ local centres. e. Burford. f. The surrounding villages	Hyper-Local							Ongoing	Between £500,000 and £1 Million		OCC, WODC, Parish & Town Councils, Developers, Businesses, Logistic Operators	Not Started
		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).	District							Up to 5 years	Over £1 Million		OCC, WODC	Not Started
		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).	County							Up to 5 years	Over £1 Million		OCC	Not Started
		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.	District							Ongoing	Up to £100,000		OCC, WODC, Developers	Not Started
		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.	Local							Ongoing	Between £500,000 and £1 Million		OCC, WODC, Parish & Town Councils, Developers, Businesses, Logistic Operators	Not Started
		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.	District							Up to two years	Up to £100,000		OCC, WODC, Parish & Town Councils, Developers, Businesses, Logistic Operators	Not Started
		13.9	Identify EV charging locations for freight to support the transition towards low carbon freight travel.	Hyper-Local							Up to 5 years	Between £500,000 and £1 Million		OCC, WODC, Developers	Not Started
	Climate Resiliane														
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.	Hyper-Local							Ongoing	Over £1 Million	OCC Capital Funding, Community Infrastructure Levy (CIL), Parish / Town Councils, UK Government Funding, S106, Developer Contributions, Private Investment	OCC, WODC, Environment Agency	Not Started
		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).	Local							Between 2 and 5 years	Between £500,000 and £1 Million		OCC, Environment Agency, Canal & River Trust, Developers	Not Started
		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.	Hyper-Local							Ongoing	Up to £100,000		OCC, Environment Agency, Canal & River Trust, Developers	Not Started
		14.4	Support wider use of blue infrastructure and Sustainable Drainage Systems (SuDS) for movement schemes and at new developments.	Local							Ongoing	Between £500,000 and £1 Million		OCC, Environment Agency, Canal & River Trust, Developers	Not Started
		14.5	Develop a strategy to provide the greening or putting solar panels on bus stops, train stations, signage, mobility hubs, etc.	Hyper-Local							Up to two years	Between £500,000 and £1 Million		OCC, WODC, Parish & Town Councils, Environment Agency, Canal & River Trust, Developers, Bus Operators	Not Started
		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.	District							Between 5 and 10 years	Between £500,000 and £1 Million		OCC, WODC, Parish & Town Councils, Environment Agency, Canal & River Trust, Developers	Not Started
		14.7	Consider working with partners to produce a Climate Resilience Strategy for the area.	District							Up to 5 years	Between £500,000 and £1 Million		OCC, WODC, Environment Agency	Not Started
		14.8	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).	Local							Ongoing	Between £500,000 and £1 Million		OCC	Not Started
		14.9	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	Local							Up to 5 years	Between £500,000 and £1 Million		OCC, Environment Agency, Canal & Riverside Trust, National England	Not Started
		14.10	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.	County							Ongoing	Up to £100,000		OCC, Environment Agency	Not Started
	Innovation														
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 Transit Corridor), explore opportunities for alternative or new types of mass-transit based on the latest innovations.	County							Up to 5 years	Between £500,000 and £1 Million	OCC Capital Funding, UK Government Funding, Developer Contributions, Private Investment	OCC, DfT, Businesses	Not Started
		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.	District							Ongoing	Between £500,000 and £1 Million		OCC, DfT, Businesses	Not Started
		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.	Regional							Ongoing	Over £1 Million		OCC, DfT, Businesses	Not Started

West Oxfordshire Lowlands
Movement and Place Plan

Engagement Pack

March 2026

OXFORDSHIRE COUNTY COUNCIL


Policy Context
OXFORDSHIRE
COUNTY COUNCIL

What are Movement and Place Plans?

- Supporting strategy to the Local Transport and Connectivity Plan and are effectively ‘Part 2’ of the LTCP.

- Reflect Oxfordshire’s changing priority to **place shaper of choice** and are a better articulation of our strategy in this regard.

- Objectives and Actions have been developed for our places with a focus on achieving **liveable, healthy neighbourhoods** and to help demonstrate and achieve integration across different modes. They will be developed with assistance from our district partners.

- Provide a framework with **clear actions for delivery at different spatial levels** to help us work with partners, provide a means to help monitor status and progress in delivery of schemes as part of an overall package of measures.

- They **replace LTP4 Strategies** that were adopted in 2016… so, the West Oxfordshire Lowlands Movement and Place Plan replaces ‘*Connecting Oxfordshire' – Witney and Carterton Area Strategies*.

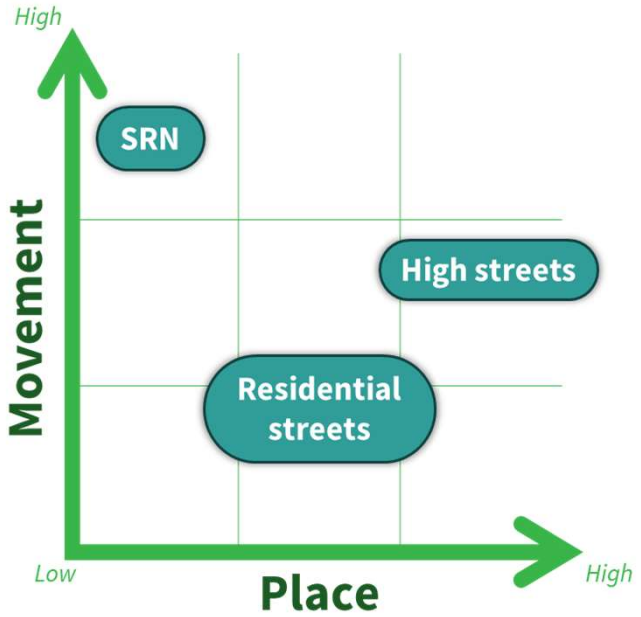
The Movement and Place Plans will be ‘Live’ documents. Which will be updated regularly.

Why ‘movement and place’?

- LTCP notes the importance of **healthy place shaping**, with Oxfordshire leading the way in terms of implementing this place-based approach.
- Place shaping is collaborative approach which aims to create sustainable, well designed, thriving communities where healthy behaviours are the norm, and which provide a sense of belonging, identity and community.
- It is important to recognise that streets have both movement and place functions.
- Policies 9 to 14 of the LTCP focus on **healthy place shaping and Vision Led approach.**
- MAP Plans will have an equal emphasis on enabling **movement and shaping places.**

LTCP Place Shaping Outcome:

Sustainable, well designed, thriving communities where healthy behaviours are the norm, and which provide a sense of belonging, identity and community.



Adapted from Manual for Streets (2007), p. 19

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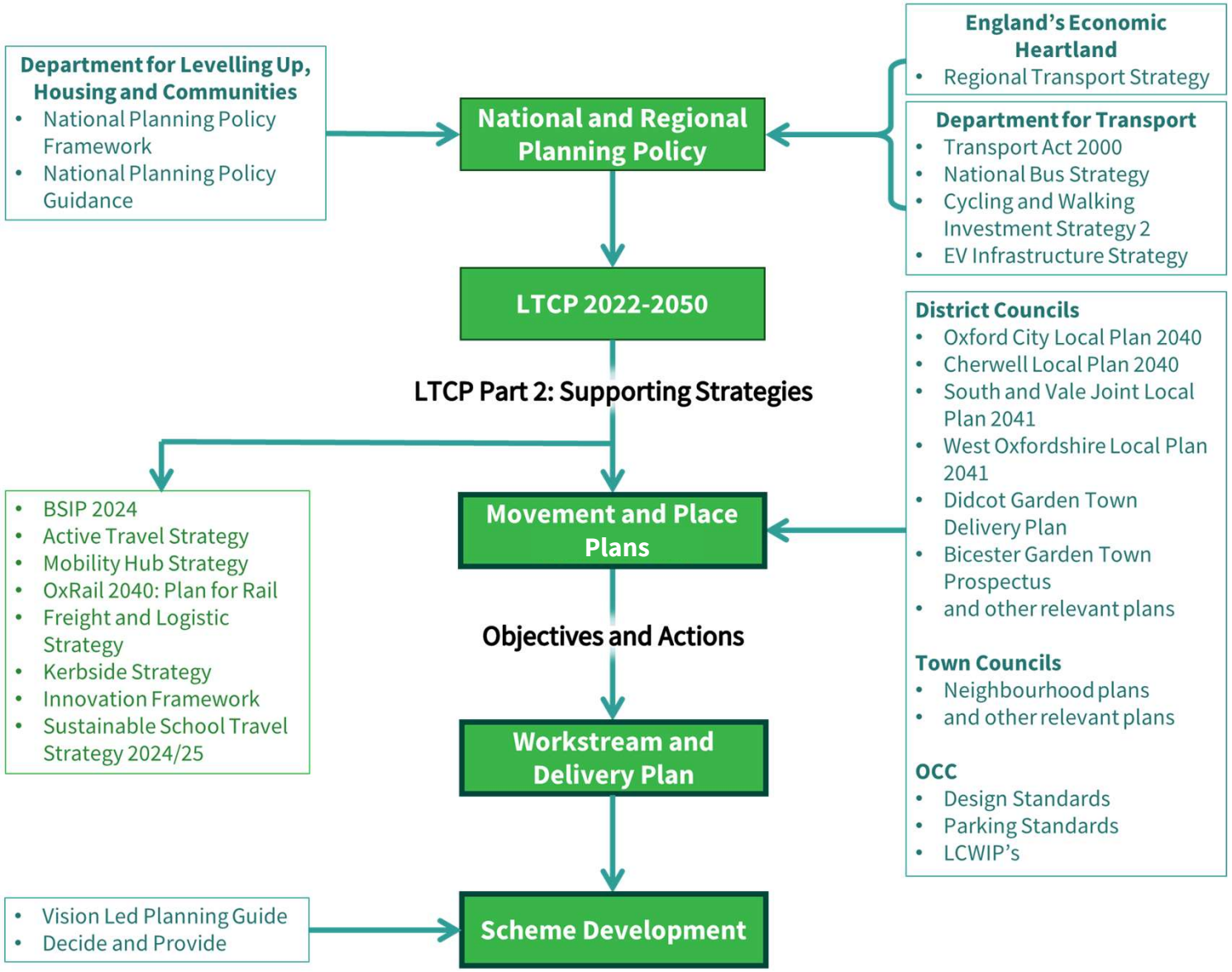
Movement and Place Plans in a Policy Context

The LTCP provides high level policy framework and targets.

MAP Plans contain more specific details for different modes and geographic area.

Delivery Plan to be developed with Place team to establish future workloads and timeline for schemes in the MAP Plans areas.

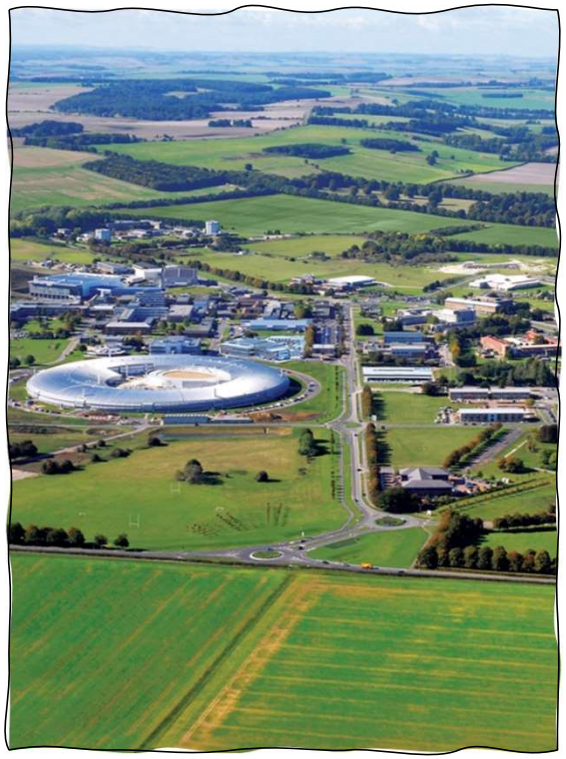


LTCP Vision

"Our Local Transport and Connectivity Plan vision is for an **inclusive and safe net-zero Oxfordshire transport system** that enables all parts of the county to thrive**.**

It will tackle inequality, be better for health, wellbeing and social inclusivity, and have zero road fatalities or life-changing injuries. It will also enhance our natural and historic environment and enable the county to be one of the world's leading innovation economies.

Our plan sets out to achieve this by reducing the need to travel and private car use through making walking, cycling, public and shared transport the natural first choice."



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LTCP Targets

By 2030:

- Replace or remove 1 out of every 4 current car trips in Oxfordshire
- Increase the number of cycle trips in Oxfordshire from 600,000 to 1 million cycle trips per week
- Reduce road fatalities or life changing injuries by 50%

By 2040:

- Deliver a net-zero transport network
- Replace or remove an additional 1 out of 3 car trips in Oxfordshire

By 2050:

- Deliver a transport network that contributes to a climate positive future
- Have zero, or as close as possible, road fatalities or life-changing injuries

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Movement and Place Plans – Our Nine Defined Outcomes

- The nine defined outcomes were developed to ensure they reflect the LTCP vison and its targets.
- Outcomes were agreed at E&P briefing in 2023.
- All Objectives and Actions are marked against these outcomes, ensuring the Plans support the LTCP:

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

Objective		Outcome								
		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.	✓	✓	✓	✓					✓

A key change from LTP4 - Articulating the Plan through key components of Place Shaping

Using the lens of place shaping will help to provide a more people focused approach

We will deliver **Objective SV1** through the following actions:

1.1. Work with partners to deliver walking, wheeling and cycling schemes contained within adopted documents (such as LCWIPs and SATN).

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

OXFORDSHIRE COUNTY COUNCIL

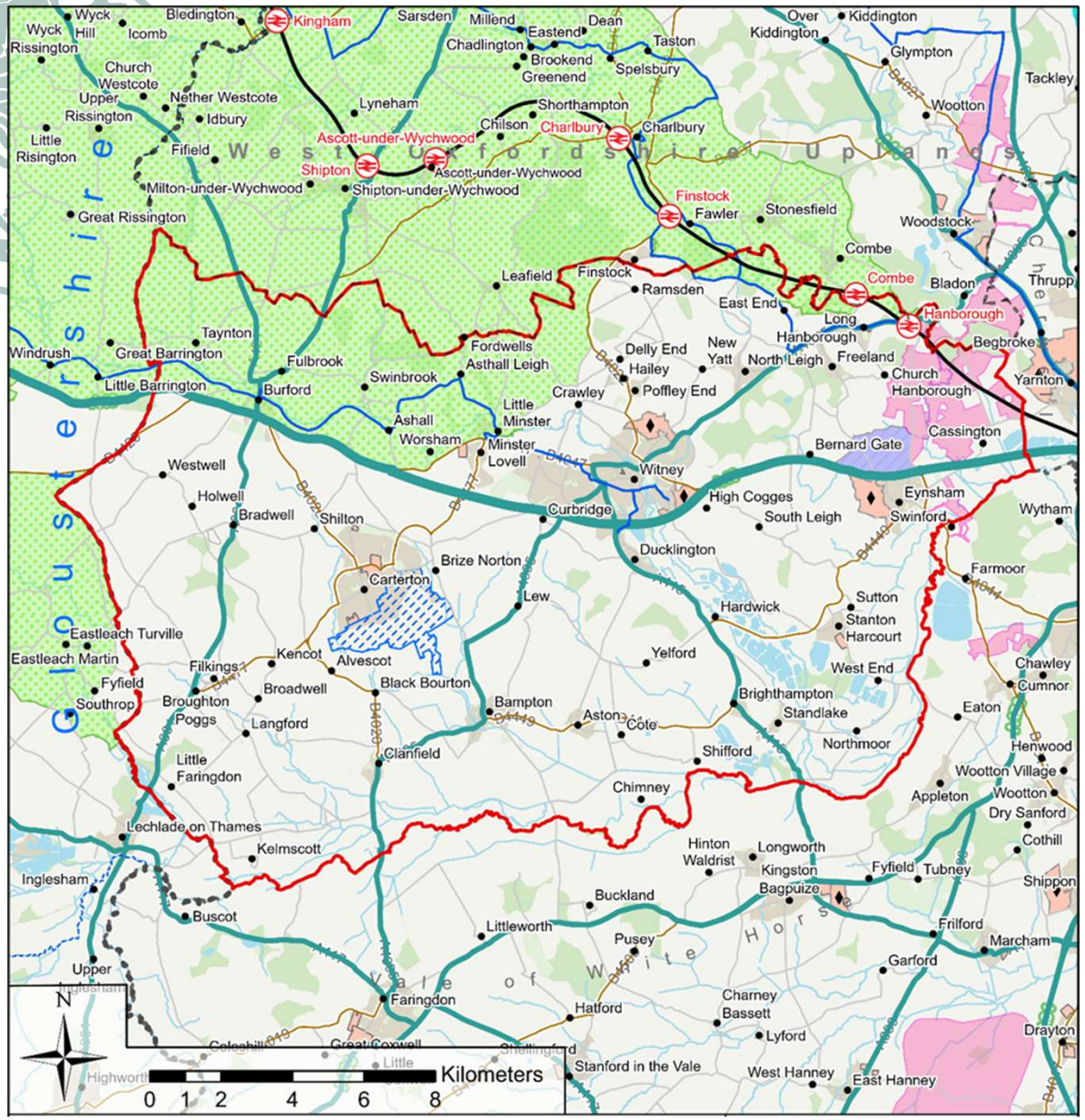
MAP Plan Boundaries

Please note all boundaries are ‘fuzzy’ and each MAP Plan accounts for the movement and connections between the different MAP Plan areas.

Work Programme

MAP Plan	Development of MAP Plans	Internal OCC Engagement	District Officer Engagement	Councillor Engagement	Stakeholder Engagement	Public Engagement	Adoption
Introduction	Completed	Completed	N/A	N/A	N/A	Completed	Completed
Science Vale	Completed	Completed	Completed	Completed	Completed	Completed	Completed
Bicester and Surrounding Villages	Completed	Completed	Completed	Completed	Completed	Completed	March 26
West Oxfordshire Lowlands	Completed	Completed	Completed	Ongoing	Ongoing	May 26	July 26
Kidlington and South Cherwell	Completed	Ongoing	Mar - April 26	Mar - April 26	Mar - April 26	May - Jun 26	Sep 26
Abingdon and the Eastern Vale	Ongoing	April 26	May 26	May 26	May 26	May - Jun 26	Sep 26
Banbury and North Cherwell	Ongoing	Jun 26	Jul 26	Aug - Sept 26	Aug - Sept 26	Oct - Nov 26	Dec 26
Thame, Chinor and Watlington	Mar - May 26	Jun 26	Jul 26	Aug - Sept 26	Aug - Sept 26	Oct - Nov 26	Dec 26
West Oxfordshire Uplands	Oct - Dec 26	Jan - Feb 27	March 27	April - May 27	April - May 27	May - Jun 27	Sep 27
Wallingford & Surrounding Area	Oct - Dec 26	Jan - Feb 27	March 27	April - May 27	April - May 27	May - Jun 27	Sep 27
Western Vale	Jan - March 27	April - May 27	Jun 27	Jun 27	Jun 27	Sep 28	Dec 28
Henley-on-Thames and Surrounding Area	Jan - March 27	April - May 27	Jun 27	Jun 27	Jun 27	Sep 28	Dec 28
Central Oxfordshire (COTP Update)	TBC	TBC	TBC	TBC	TBC	TBC	TBC


West Oxfordshire Lowlands
Movement & Place Plan
OXFORDSHIRE
COUNTY COUNCIL



MAP Plan Area

- We have broadly followed the Lowland/ Upland planning committee boundaries used by WODC.
- Although Burford/ Hanborough areas have been included to align more with the A40 corridor.
- The surrounding areas located the Lowlands boundary and Western Vale will be picked up in future Movement and Place Plans.
  - Uplands
  - Abingdon and the Eastern Vale
  - Western Vale

Settelments
Primary A Roads
A Roads
B Roads
Minor Road
Sustrans National Cycle Route
Railway Stations
Railway Line
RAF Brize Norton
National Landscapes
Non Strategic Development Areas
Strategic Development Areas
Strategic Location for Growth
National Strategic Infrastructure Projects
West Oxfordshire Lowlands MAP
Oxfordshire Boundary
District Boundaries
Bordering Authorities

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The Vision

For the Lowlands to be a place that is healthy, inclusive, and safe for its communities. Building upon the unique history and heritage of the area, as a gateway to the Cotswolds and a tourist hub. To continue to enhance Witney and Carterton as the main service centres in West Oxfordshire, to benefit our residents and to grow the economy by providing new amenities as well as employment and leisure opportunities.

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

To have an inclusive, accessible, and integrated transport system within the Lowlands, which improves connectivity between the three towns, the 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, education and the surrounding natural environment, enhance air quality and improve climate resilience.

How we developed the MAP Plan

1. Reviewed **BASELINE**
   a. What has been *delivered* from LTP4 Witney and Carterton Area Strategies.
   b. What has been *progressed* but not delivered from LTP4 Area Strategies.
   c. What is *outstanding* from the LTP4 Area Strategies.
   d. What other *schemes/projects are being progressed* locally

   THEN

   a. Review other *local policy* documents 1) Current Local Plan 2) LTCP and supporting strategies
   b. What other *policy changes* in have there been 1) NPPF 2) Emerging Local Plan

2. Recognise **CHALLENGES AND OPPORTUNITIES** for the communities in the Lowlands Area.

3. Develop a series of **OBJECTIVES AND ACTIONS**
   1. Update those from the LTP4 Area Strategies
   2. Ensure they support the vision and targets of the LTCP.
   3. Where gaps have been identified – these need to be set out a future work schemes developed with our communities.

Schemes delivered since LTP4 and LTCP adoption

Completed Schemes

- A40 Downs Road junction
- Witney High Street traffic restrictions
- A40 improvements at North Oxford
- 20mph speed limits
  - Witney, Aston, Eynsham, Burford, Bampton, Brize Norton, Hailey, Minster Lovell, North Leigh, Standlake, Stanton Harcourt and Clanfield etc.
- Witney area LCWIP
- Carterton Area LCWIP
- Improvements to Hanborough rail station
- New and improved bus services
  - New S7 Bus Route
  - H2 bus route
  - Frequency increases on X15, 19 buses

Schemes Progressed

- West Facing Slips on the A40 at Shores Green
- A40 Eynsham to Wolvercote Scheme
- Eynsham Park and Ride
- Carterton 20 mph Speed Limits
- Eynsham area LCWIP
- Development of schemes in the Witney LCWIP
- Carterton Mobility Hub Pilot
- Witney High Street and Market Square Enhancements
- Oxfordshire School Streets in Carterton

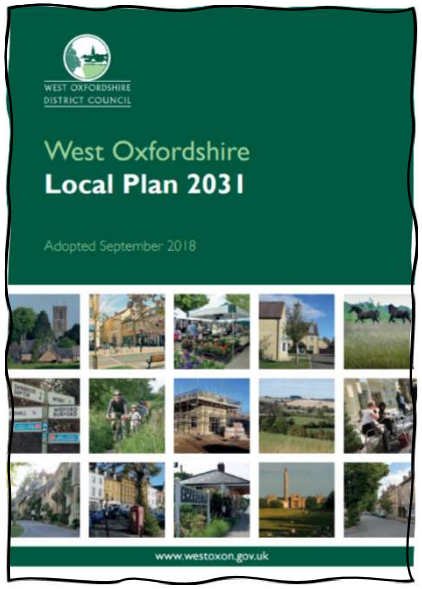
OXFORDSHIRE COUNTY COUNCIL

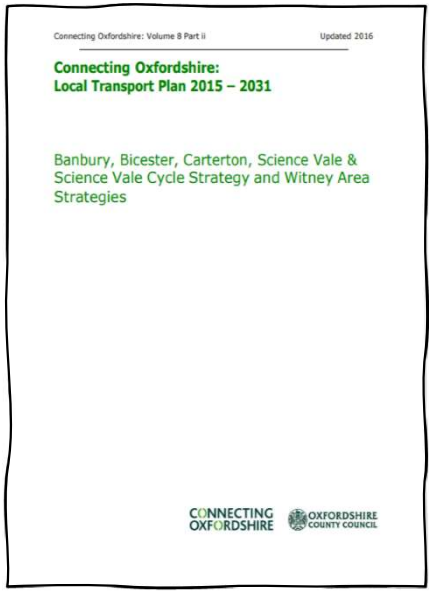
Where have the Objectives originated from?

- Policies / schemes from previous adopted policy documents have been reviewed.

Reviewed Documents →

- Where policies / 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.
- Where gaps do exist, work will be undertaken to understand how these can be resolved – through co-production.





Objectives and Actions

- This Plan will work towards achieving the targets of the LTCP, whilst addressing the challenges that are specific to the local area and establishing any gaps in our work programme.
- Each objective is supported by a series of actions that set out how the objective will towards achieving the aims and targets of the LTCP.
- The objectives and actions below have been grouped into topic areas with this being ordered in accordance with the transport user hierarchy. There is a clear shift from LTP4 to having a place-shaping focus as part of the MAP Plan.
- We recognise the need to work on how this can be presented to make it more accessible to our residents. Our thinking is to include a more flexible geographic map-based approach, as well as referring the place wheel, and linking these to key journeys.

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

1.1 When developing movement and transport schemes, ensure character, community, 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., which showcase the local area, its history, the local tourist attractions, and proximity to the Cotswolds National Landscape.

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

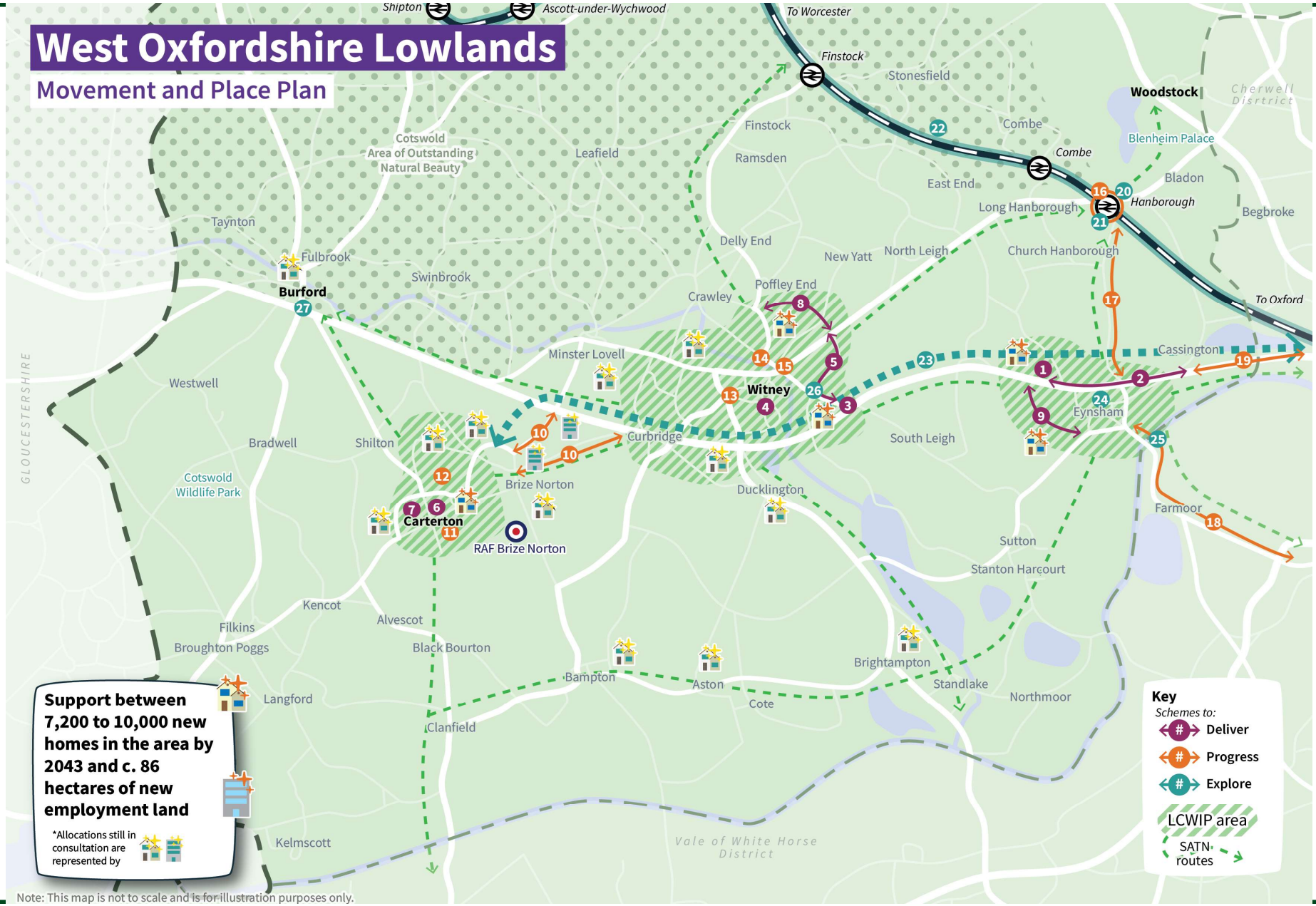
1.3 Enhance the sense of place in Witney by:

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*


West Oxfordshire Lowlands
Movement and Place Plan
Shipton
Ascott-under-Wychwood
To Worcester
Finstock
Stonesfield
Woodstock
Cherwell Disrtrict
Blenheim Palace
Combe
Bladon
Hanborough
Begbroke
Long Hanborough
Church Hanborough
To Oxford
Cotswold Area of Outstanding Natural Beauty
Leafield
Ramsden
East End
Taynton
Fulbrook
Burford
Swinbrook
Delly End
New Yatt
North Leigh
Poffley End
Crawley
Minster Lovell
Cassington
Eynsham
Westwell
Witney
Curbridge
South Leigh
Bradwell
Shilton
Brize Norton
Ducklington
Cotswold Wildlife Park
Carterton
RAF Brize Norton
Farmoor
Sutton
Stanton Harcourt
Kencot
Alvescot
Filkins
Broughton Poggs
Black Bourton
Bampton
Aston
Cote
Brightampton
Standlake
Northmoor
Langford
Clanfield
Kelmscott
Vale of White Horse District
GLOUCESTERSHIRE
Support between 7,200 to 10,000 new homes in the area by 2043 and c. 86 hectares of new employment land
*Allocations still in consultation are represented by
Key
Schemes to:
Deliver
Progress
Explore
LCWIP area
SATN routes
Note: This map is not to scale and is for illustration purposes only.

Work with partners to deliver the following schemes:

1. **Eynsham Park & Ride access, opening and management**
2. **A40 – Eynsham Park and Ride to Wolvercote Phase 1**
   - Improved walking and cycling facilities along A40
   - New bus lanes between Park and Ride and Cassington
3. **A40 Access to Witney – Shores Green Slips Roads**
   - Improved walking and cycling infrastructure
   - West facing slip roads and junction enhancements
4. **Witney High Street and Market Square Enhancements**
   - Public Realm and walk, wheel & cycle improvements
   - Review of bus stopping arrangements
5. **A415/A4095 De-classification in Witney**
   - Make walking, wheeling and cycling the natural first choice
   - Improve journey times and reliability
   - Reduce through traffic including HGVs and improve road safety
6. **Carterton Mobility Hub Pilot**
   - Create a high-quality multimodal transport interchange
7. **Oxfordshire School Streets - Carterton**
8. **Witney Northern Distributor Road** (delivered by North Witney SDA)
9. **Eynsham Western Spine Road** (delivered by West Eynsham SDA)

Work with partners to progress and shape the following

10. **Access to Carterton**
    - New safer cycling route between Witney and Carterton
    - Safety improvements on the B4477
11. **Carterton 20mph**
    - Improved safety for those walking, wheeling & cycling
12. **Upavon Way Improvements**
    - Improved walking, wheeling and cycling routes
13. **Fiveways Dutch style Roundabout**
    - Provision of dedicate cycle spaces and crossings at junction
14. **West End Link**
    - High-quality walking, wheeling and cycling route
    - Quicker and more reliable buses in and around Witney.
15. **Bridge Street Mini Roundabouts**
    - Improved walking, wheeling & cycling and cycling facilities
16. **Hanborough Rail Station Improvements & Mobility Hub**
17. **Eynsham to Hanborough Walk, Wheel & Cycle Route**
18. **Eynsham to Botley Walk, Wheel & Cycle Route**
19. **A40 – Eynsham Park and Ride to Wolvercote Phase 2** (Cassington to Wolvercote)

Explore future opportunities for consideration:

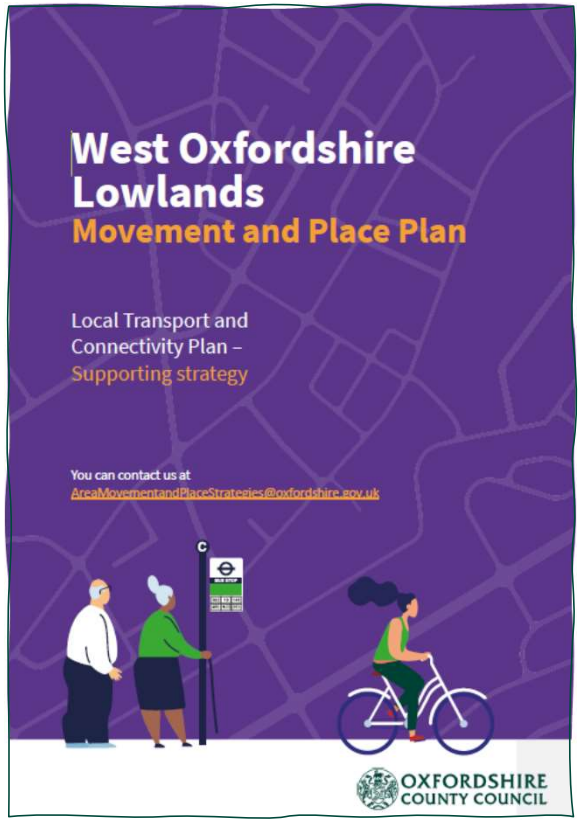
20. **Walk, Wheel & Cycle improvements at Hanborough Station**
21. **Provision of a second platform at Hanborough Station**
22. **Double tracking of rail line between Oxford & Charlbury**
23. **Oxford-Eynsham-Witney-Carterton Mass Rapid Transit Corridor** (Indicative Alignment)
    - Quicker, zero-emission & more frequent and reliable public transport.
24. **Eynsham Public Realm Improvements**
25. **Walk, wheel & cycle improvements at Swinford Toll Bridge**
26. **Junction improvements at Jubilee Way / Oxford Hill**
    - Improved facilities for those walking, wheeling and cycling
    - Improved safety for users alongside capacity enhancements
27. **Burford Public Realm Improvements Feasibility Study**

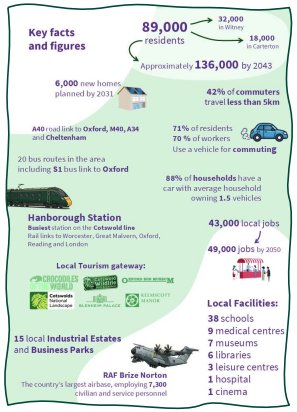
Area-wide measures

- Deliver schemes in the Witney, Carterton and Eynsham LCWIPs
- Enhanced bus services and infrastructure through BSIP.
- Walking, wheeling and cycling barrier removal
- Behaviour change initiatives
- Implement Windrush HGV Study recommendations.
- Development and delivery of SATN routes
- Network of cycle parking
- Network of mobility hub at major interchanges
- Public realm improvements
- Climate resilience projects
- Zero emission bus network
- Network of mini, linking, suburban and rural mobility hubs
- New car club and car share scheme
- Shared micromobility schemes

Engagement Material

Movement and Place Plan with Infographics





Objective and Actions Map Infographic

Delivery Plan

Where are we in the process

2022

Initial Engagement with Public on LTCP

June – Nov 25

Development of the *Plan*

Dec 25

Engagement with District

Jan 26

Portfolio Holder and Informal Cabinet Briefings

MP Briefing (12th) – Charlie Maynard

Feb – Mar 26

Engagement with

1) OCC and District Councillors
2) Parish Councils
3) Stakeholders

May 26

Public Consultation

Jun 26

Update Plan following Engagement

Jul 26

Adoption of the Plan

West Oxfordshire Lowlands Movement and Place (MAP) Plan

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

* Required

1. Does this plan reflect your communities' needs and aspirations? *

Enter your answer

2. Is this engagement approach a useful way to communicate the key Movement and Place objectives and actions? *

Enter your answer

3. Does anything need more clarification in this information pack? If so, what?

Enter your answer

4. Is there anything you would like to see added to this document?

Enter your answer

Submit