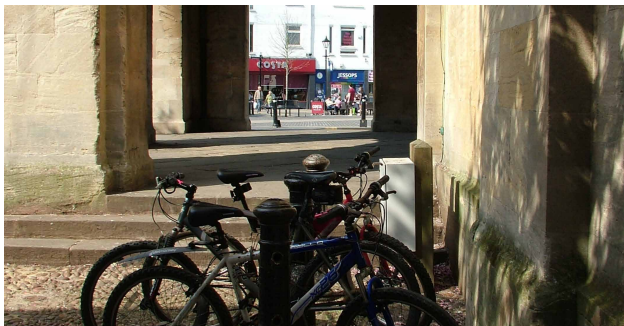


THE LARGER TOWNS

Abingdon, Banbury, Bicester, Didcot, Wantage & Grove and Witney.



OBJECTIVES...

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

- Reducing congestion
- Increasing the quality and use of public transport
- Increasing cycling and walking for local journeys, recreation and health

LINKS TO OTHER PROJECTS...

The County Council is also working with partner agencies to deliver the following projects, which are subject to separate consultation:

- Cogges Link Road and A40 junction at Downs Road in Witney.
- Options for the South Central Oxfordshire area (including Wantage & Grove and Didcot);

Detailed strategies for the towns will be developed in association with District Council Local Development Frameworks, which set out growth plans for each area during the period up to 2026.

SCENARIO A: Promoting Lower Emissions

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

Types of scheme included:

- **High standard cycling networks**
- **Better facilities for pedestrians**
- **Encouraging people to use less polluting vehicles**

SCENARIO B: Promoting Transport Choice

This scenario seeks to spread investment over different types of transport scheme, including measures for drivers, bus users, cyclists and pedestrians.

Types of scheme included:

- **Better facilities for buses**
- **Introducing park & ride**
- **Improved traffic management**
- **Better facilities for pedestrians**
- **Development of cycle networks**

SCENARIO C: Supporting Economic Growth

This scenario would focus on direct improvements to the road and rail networks together with better bus services and facilities and limited improvements to the walking and cycling networks.

Types of scheme included:

- **Selected road improvement schemes**
- **Improvements to rail**
- **Better bus services**
- **Improvements to existing cycling and walking networks**
- **Managing lorry movements**

COMPARISON OF THE LARGER TOWNS SCENARIOS

	SCENARIO		
	A	B	C
Rail			• •
Bus	∞	•	• •
Walking	• • •	•	•
Cycling	• • •	•	•
Highway Infrastructure			• •
Demand Management		•	

	SCENARIO		
	A	B	C
Park & Ride		•	
Behavioural Change	•		
Low Emission Vehicles	• • •		
Alternative Fuels	• • •		•
Slower Speeds			
Freight Management			•

Level of investment:

• = Low • • = Medium • • • = High

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

COMPARISON OF IMPACTS FOR THE LARGER TOWNS SCENARIOS

	SCENARIO		
	A	B	C
Access by bus	Positive	No or Mixed Impact	Positive
Access by cycle and on foot	No or Mixed Impact	Positive	Positive
Climate change	No or Mixed Impact	Positive	Positive
Air quality	No or Mixed Impact	Positive	No or Mixed Impact
Economy	No or Mixed Impact	No or Mixed Impact	Positive
Safety	Positive	Positive	Positive
Natural environment	No or Mixed Impact	Negative	Negative
Human environment	No or Mixed Impact	Negative	Negative

← Positive No or Mixed Impact Negative →