

OXFORD



SCENARIO A: Promoting Walking & Cycling

This scenario would reduce congestion and improve local access by encouraging more walking and cycling through intensive investment in better facilities.

Types of scheme included:

- **High quality cycle network**
- **Better facilities for pedestrians**
- **Working with businesses to provide alternatives to heavy lorries for local deliveries**
- **Encouraging people to make fewer trips by car and to use less polluting vehicles**

OBJECTIVES...

The top priorities, as identified from public consultation, 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 other agencies to deliver the following projects, which are subject to separate consultation:

- 'Access to Oxford' project to tackle problems on the approaches to the city and improvements at the rail station
- A direct rail service between Oxford and London Marylebone, with a new station near Water Eaton Park & Ride

A detailed strategy for Oxford will be developed in association with the City Council's Local Development Framework, which will set out growth plans for the area until 2026.

SCENARIO B: Increasing Transport Choice

This scenario would encourage fewer car trips to be made in the city by investing in improved facilities for walking, cycling and buses.

Types of scheme included:

- **Improving bus services**
- **Expanding Park & Ride**
- **Better conditions for pedestrians**
- **Improvements to the city's cycling and walking networks**
- **Traffic management on city approaches**
- **Encouraging people to use less polluting vehicles**

SCENARIO C: Promoting Public Transport

This scenario would deliver major improvements to public transport with a significant upgrade in the quality of the bus networks serving the city.

Types of scheme included:

- **Major improvements to local bus services, including introducing priority for buses on some roads or at junctions**
- **Improvements to rail**
- **Expanding Park & Ride**
- **Encouraging people to use less polluting vehicles**

COMPARISON OF OXFORD SCENARIOS

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

Level of investment:

• = Low •• = Medium ••• = High

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

COMPARISON OF IMPACTS FOR OXFORD SCENARIOS

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

← Positive No or Mixed Impact Negative →