

RURAL OXFORDSHIRE

Most of the area of the county including parts of the Chilterns, North Wessex Downs and Cotswolds Areas of Outstanding Natural Beauty.



OBJECTIVES...

The top priority objectives for Rural Oxfordshire, identified after consultation with local people, are:

- Improving the condition of local roads, footways and carriageways, including resilience to climate change,
- Improving accessibility to work, education and services
- Developing and 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:

A replacement to the Newbridge crossing of the River Thames because surveys have indicated that the current bridge, a Scheduled Ancient Monument, will not be able to continue to be used in the long term.

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

SCENARIO A: Promoting Lower Emissions

This scenario would focus investment on means of transport that have little or no emissions. The scenario would develop routes for walkers and cyclists across the county, backed up by education and publicity programmes on the range of options available for travel in these areas.

Types of scheme included:

- **High quality cycle routes**
- **Improved connections from villages to footpaths and other rights of way**
- **Encouraging people to use less polluting vehicles**
- **Speed reduction measures**

SCENARIO B: Managing Movements

This scenario would focus on encouraging more efficient transport of goods around the county with the aim of reducing the number of lorries on rural roads.

Types of scheme included:

- **Improved rail facilities to transfer freight onto the railways**
- **Improving road networks**
- **Efficient movement of freight**
- **Traffic management on rural roads**

SCENARIO C: Promoting Transport Choice

This scenario would seek to spread investment over a wide range of transport schemes. It includes measures which would benefit drivers, bus users, cyclists and pedestrians.

Types of scheme included:

- **Improved cycle links**
- **Better connections to rights of way networks from villages and towns**
- **Better links to rail stations and improved information**
- **Improved bus services**
- **Speed reduction measures**

COMPARISON OF RURAL OXFORDSHIRE 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 RURAL OXFORDSHIRE 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	No or Mixed Impact
Climate change	No or Mixed Impact	No or Mixed Impact	No or Mixed Impact
Air quality	Positive	No or Mixed Impact	No or Mixed Impact
Economy	Positive	No or Mixed Impact	No or Mixed Impact
Safety	No or Mixed Impact	Positive	Positive
Natural environment	No or Mixed Impact	Positive	No or Mixed Impact
Human environment	No or Mixed Impact	Positive	No or Mixed Impact

Legend: Positive (Green), No or Mixed Impact (Yellow/Orange), Negative (Red)