

THE SMALLER TOWNS

Carterton, Chinnor, Chipping Norton, Faringdon, Kidlington, Henley, Thame and Wallingford.



OBJECTIVES...

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

- Improving the condition of local roads, footways and carriageways, including resilience to climate change
- Reducing congestion
- Developing and increasing cycling and walking for local journeys, recreation and health

LINKS TO OTHER PROJECTS...

Proposals for each of the towns will be developed in association with the District Council Local Development Frameworks, which set out growth plans for each area during the period up to 2026. This consultation will, however, guide the overall approach that we will take in developing these strategies as well as how we deal with any specific problems caused by new developments.

SCENARIO A: Promoting Lower Emissions

This scenario would focus investment on means of transport that have low or no emissions backed up by education and publicity programmes on the options available.

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 would spread investment over a wide range of different types of transport scheme. It includes measures which would seek to improve outcomes for drivers, bus users, cyclists and pedestrians.

Types of scheme included:

- **Better bus services**
- **Improved traffic management**
- **Better facilities for pedestrians**
- **Improvements to cycling facilities**

SCENARIO C: Supporting Economic Growth

This scenario would focus on improvements to the road networks, particularly where new developments put these under pressure and measures to get the road network working efficiently.

Types of scheme included:

- **Selected road network improvement schemes**
- **Improved traffic management**

COMPARISON OF THE SMALLER TOWNS 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 THE SMALLER TOWNS SCENARIOS

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

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