Central Oxfordshire Travel Plan

August 2023

Contents

Foreword

We share a clear vision in Oxfordshire to deliver a net-zero transport system that enables the county to thrive, protects the environment and makes the county a better place to live for all residents.

To achieve this bold vision, the council recently published a Local Transport and Connectivity Plan (LTCP). This provides a set of key transport targets including the development of area travel plans to cover all aspects of travel from private car journeys, cycling, freight, bus, and rail journeys.

The LTCP includes ambitious targets, such as reducing car trips by a quarter by 2030, delivering a net-zero transport network by 2040 and having zero, or as close as possible, road fatalities or serious injuries by 2050.

To achieve this, we are now developing area travel plans across Oxfordshire. The first to be developed is the Central Oxfordshire Travel Plan covering the urban area of Oxford, the immediate movement and connectivity corridors to and from the city, as well as the villages that lie on these corridors (i.e., Kidlington, Eynsham, Botley, Cumnor, Kennington and Wheatley).

The draft Central Oxfordshire Travel Plan sets out our vision to develop a world-leading, innovative, inclusive and net-zero transport system with a focus on how people move quickly and safely around the area.

In particular, we need to look at options that re-allocate the limited road space we have to create a place where buses are seen as a fast mode of transport, are affordable, and reliable; where people can walk and cycle in pleasant and safe environments; and where high polluting, individual car journeys take a back seat.

We have set out 23 actions to help achieve a sustainable and reliable transport system providing the people of central Oxfordshire with:

- A flagship, zero-emission bus network with new and improved routes, able to travel at the speed limit 24 hours a day, 7 days a week
- A comprehensive and safe cycle and footpath network for people walking and cycling.
- A significant reduction in congestion on our roads, to enable those who need to make essential trips by car or van to do so.
- Beautifully designed streets and public spaces, with clean air.
- Liveable neighbourhoods: well-connected and compact areas around the city of Oxford where the basis of people's daily needs can be found within a 20-minute return walk.

The plan also outlines three major transport proposals for Oxford: traffic filters; a workplace parking levy; and an expanded zero emission zone, all of which will be consulted on in more detail and separately to this area travel plan.

We have provided the vision; we've gathered your feedback and now we want to work together with our partners to create a cleaner, greener, safer central Oxfordshire in which everyone can thrive.

Councillor Duncan Enright
Cabinet Member for Travel
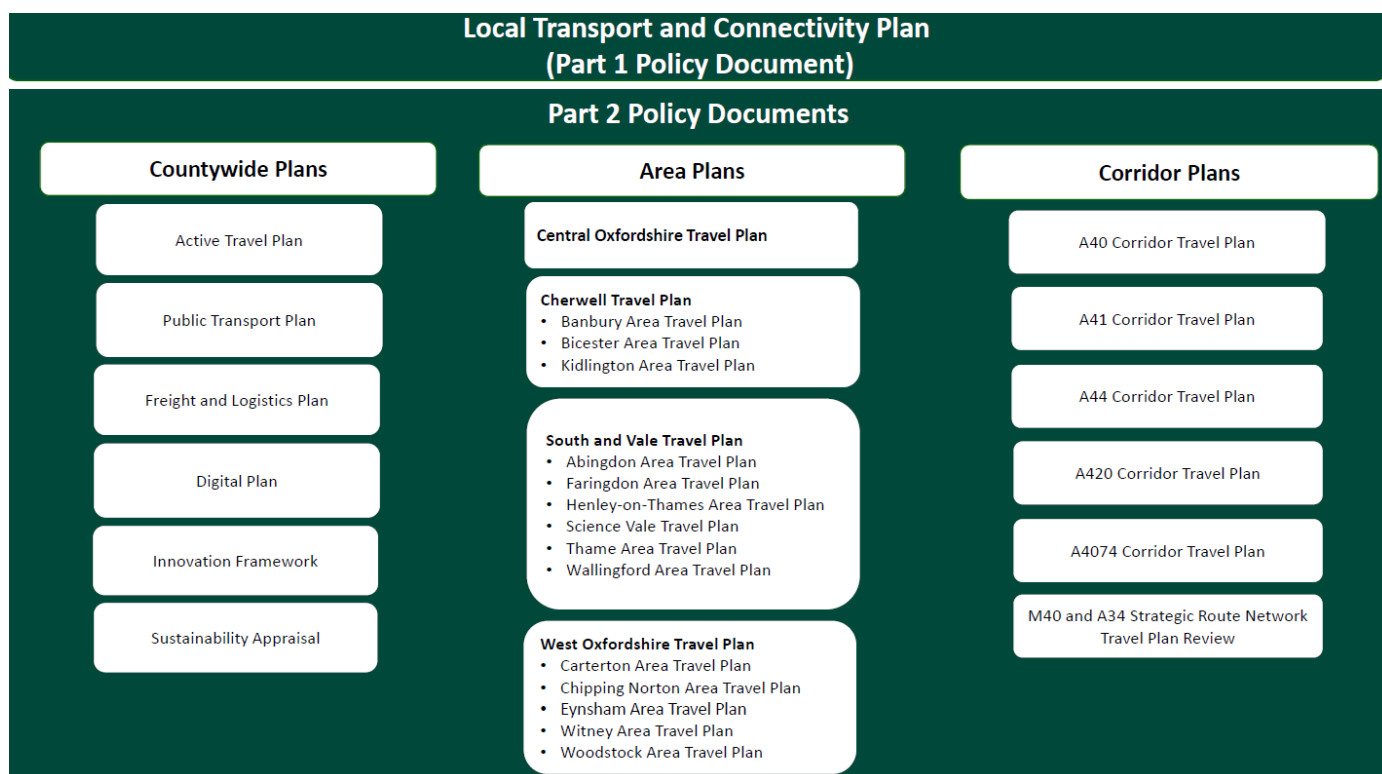**and Development Strategy**

About this plan

The Central Oxfordshire Travel Plan (COTP) sets out the transport plan for the central Oxfordshire area from 2023 to 2050, with a focus over the period to 2032. It is part of a suite documents that sit under the Local Transport and Connectivity Plan (LTCP), which was adopted by Oxfordshire County Council in July 2022. COTP also builds upon and replaces the current Oxford Transport Strategy (OTS), adopted in 2015.

Overview of local transport and connectivity plan documents

**Local Transport and Connectivity Plan
(Part 1 Policy Document)**

Part 2 Policy Documents

| Countywide Plans	Area Plans	Corridor Plans
Active Travel Plan	**Central Oxfordshire Travel Plan**	A40 Corridor Travel Plan
Public Transport Plan	**Cherwell Travel Plan** • Banbury Area Travel Plan • Bicester Area Travel Plan • Kidlington Area Travel Plan	A41 Corridor Travel Plan
Freight and Logistics Plan		A44 Corridor Travel Plan
Digital Plan	**South and Vale Travel Plan** • Abingdon Area Travel Plan • Faringdon Area Travel Plan • Henley-on-Thames Area Travel Plan • Science Vale Travel Plan • Thame Area Travel Plan • Wallingford Area Travel Plan	A420 Corridor Travel Plan
Innovation Framework		A4074 Corridor Travel Plan
Sustainability Appraisal	**West Oxfordshire Travel Plan** • Carterton Area Travel Plan • Chipping Norton Area Travel Plan • Eynsham Area Travel Plan • Witney Area Travel Plan • Woodstock Area Travel Plan	M40 and A34 Strategic Route Network Travel Plan Review

The plan identifies a series of actions to address current and future transport challenges facing the central Oxfordshire area, whilst developing a world-leading, innovative, inclusive and net-zero transport system.

The central Oxfordshire area covers the urban area of Oxford, the immediate movement and connectivity corridors to and from the city, as well as the villages that lie on these corridors (i.e., Kidlington, Eynsham, Botley, Cumnor, Kennington and Wheatley).

Central Oxfordshire travel plan geographic area
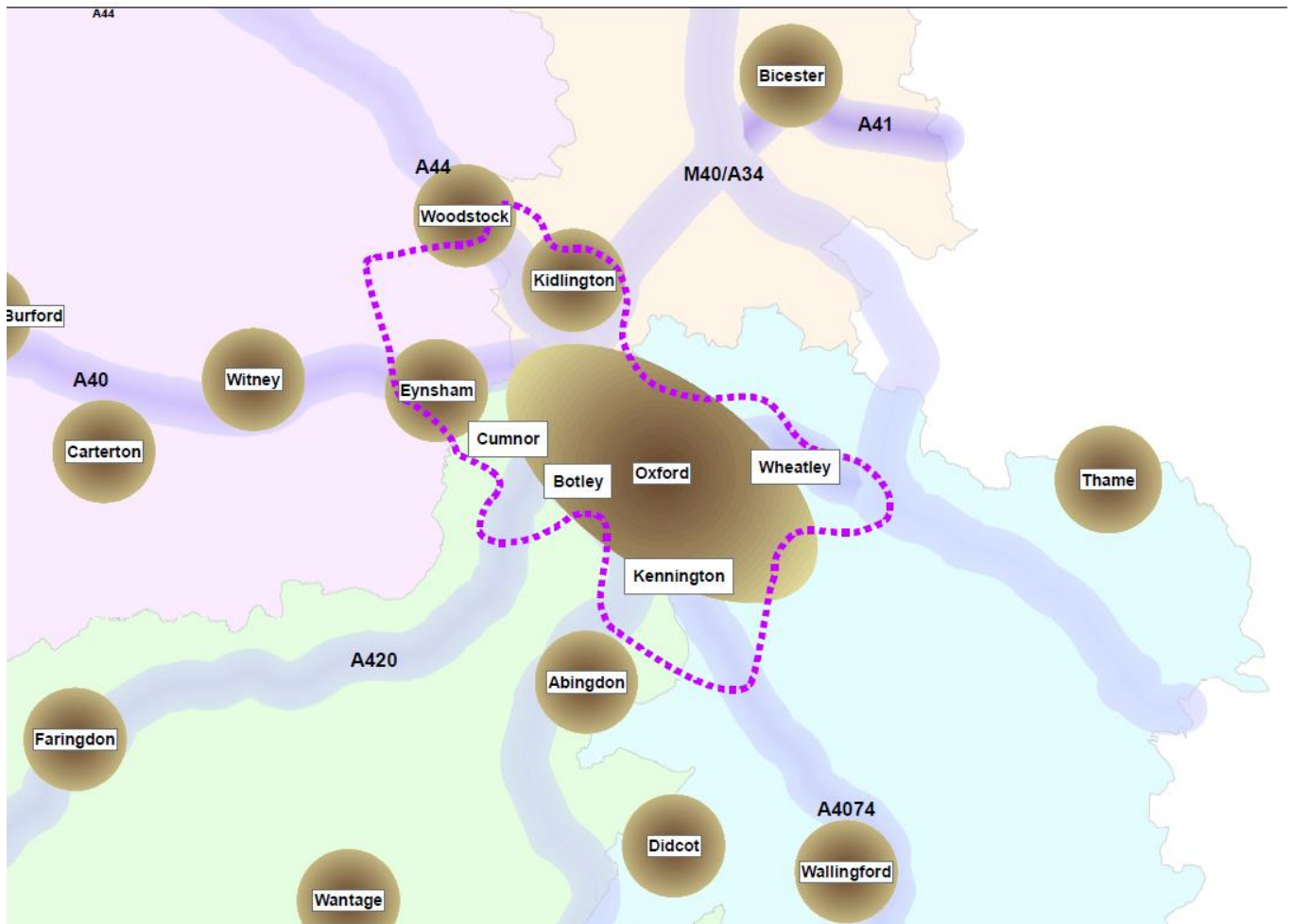
Plan Areas
- COTP
- Urban
- Corridor
- Cherwell
- Oxford City
- South Oxfordshire
- Vale of White Horse
- West Oxfordshire

Implications of COVID-19 pandemic

The way we travel changed during the COVID-19 pandemic. Whether these changes are temporary or permanent is still uncertain and the full evidenced picture remains unclear. Where there is a sustained change, we will adjust our travel plan accordingly through regular review points.

As of mid-2023, travel data indicates that motorised traffic flows have only recently returned to pre-pandemic levels in Oxfordshire overall.[1] However, traffic flow in Oxford City does not reflect this, with motorised traffic levels remaining approximately 13% below pre-pandemic levels.[2] Bus patronage in the area is currently at around 95% of pre-covid levels.

The COVID-19 pandemic has presented opportunities to encourage use of a broader range of transport modes than before, and importantly to reduce the overall need to travel as many people continue to work from home more regularly. Reducing the need to travel and more vitally changing how we travel, will allow us to accelerate progress towards achieving our net-zero carbon goals. This will also support our wider goals, including public health ambitions to reduce obesity and improve the health of our local population.

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[1] Oxfordshire County Council Traffic Monitoring team, average data between 2020-2022
[2] Oxfordshire County Council Traffic Monitoring team, average 5-day (Monday-Friday) flows from 5 Oxford City inner cordon counters between 2020-2022

Priorities and the case for change

Oxfordshire County Council's nine corporate priorities set the guiding objectives of the strategy.

COTP indirectly addresses all the priority areas, with a strong direct alignment to five priority areas:

- Tackling the climate emergency through rapid decarbonisation, proper accounting of carbon emissions and ambitious targets, as well as supporting climate resilience

- Tackling inequalities and providing opportunities for everyone in Oxfordshire to achieve their full potential

- Increasing investment in an inclusive, integrated, county-wide active, and sustainable travel network fit for the 21st century to improve choice and reduce car journeys across the county

- Improving access to nature and green spaces for all communities, and landscape-scale nature recovery across the county

- Responding to the needs of young people who have identified 'investing in an inclusive, integrated, and sustainable transport network' as their number one priority.[3]

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[3] Outcome from OCC engagement during development of the Oxfordshire Strategic Plan 2022-2025.

These priorities reflect a number of the wider key challenges facing the COTP area including:

Climate and emissions: Exceedance of legal air pollutant levels and the need to rapidly reduce carbon emissions from all transport related activities.

Housing, jobs, and regeneration: Over the period 2011 to 2031, 100,000 new homes will be built in Oxfordshire, with at least 15,000 required to meet Oxford City's unmet housing need.[4,5] Whilst population growth within Oxford itself over the period 2020-2030 is expected to be modest (+8%), areas on the city's immediate periphery are expected to see significant growth.[6]

Sustainable travel: Levels of congestion across the COTP area cause unreliable journey times for many people. Based on current trends, increased demand for movement in the area will exacerbate congestion in future years. This has a significant detrimental effect on quality of life for residents and the attractiveness as a place to live and work. Space efficient travel options like public transport and active travel, can help significantly towards addressing this challenge. Currently, sustainable travel modes in the area face issues including:

- **Time and reliability -** Average bus speeds in Oxford have been declining on key routes to and from the city centre and employment sites, with only 8mph achieved between the JR hospital and city centre via Cowley Centre during weekday peaks.[7]

- **Safety** – The Oxfordshire Cycle Survey 2019 identified 'Traffic Safety' as the single biggest issue for people cycling in Oxford.[8]

Equality: The COTP area includes some of the most deprived areas in the county. Inequalities in life expectancy at birth from least to most deprived across Oxford are estimated at 13.8 years for men, and 11.2 years for women.[9]

Health: Whilst the Oxford area has one of the lowest percentages of overweight or obese adults compared to nationally (49% vs 62%), physical inactivity and obesity remains one of the area's most significant and growing health issues.[10]

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[4] GL Hearn Limited, *Oxfordshire Strategic Housing Market Assessment*, 2014

[5] Oxfordshire Growth Board, *Oxfordshire Growth Board Post SHMA Strategic Work Programme,* 2016

[6] Oxfordshire County Council, *Oxfordshire Housing-led Projections 2020-2030 interactive dashboard,* 2022

[7] Oxfordshire County Council, *Oxfordshire Bus Service Improvement Plan,* 2021, Bus Service Improvement Plan | Oxfordshire County Council

[8] Oxfordshire County Council, *Oxfordshire Cycle Survey 2019 Summary Report*, 2019, Oxfordshire CYCLE SURVEY SUMMARY REPORT

[9] Oxford City Council, *Indicators of health and well-being,* Public Health England, 2020, https://www.oxford.gov.uk/info/20127/health/457/oxfords_health#:~:text=Overall%2C%20adults%20in%20Oxford%20are,(49%25%20vs%2062%25)

[10] Oxford City Council, *Indicators of health and well-being,* Public Health England, 2020

Identified strategic development sites across central Oxfordshire

Contains OS data © Crown Copyright and database right 2020
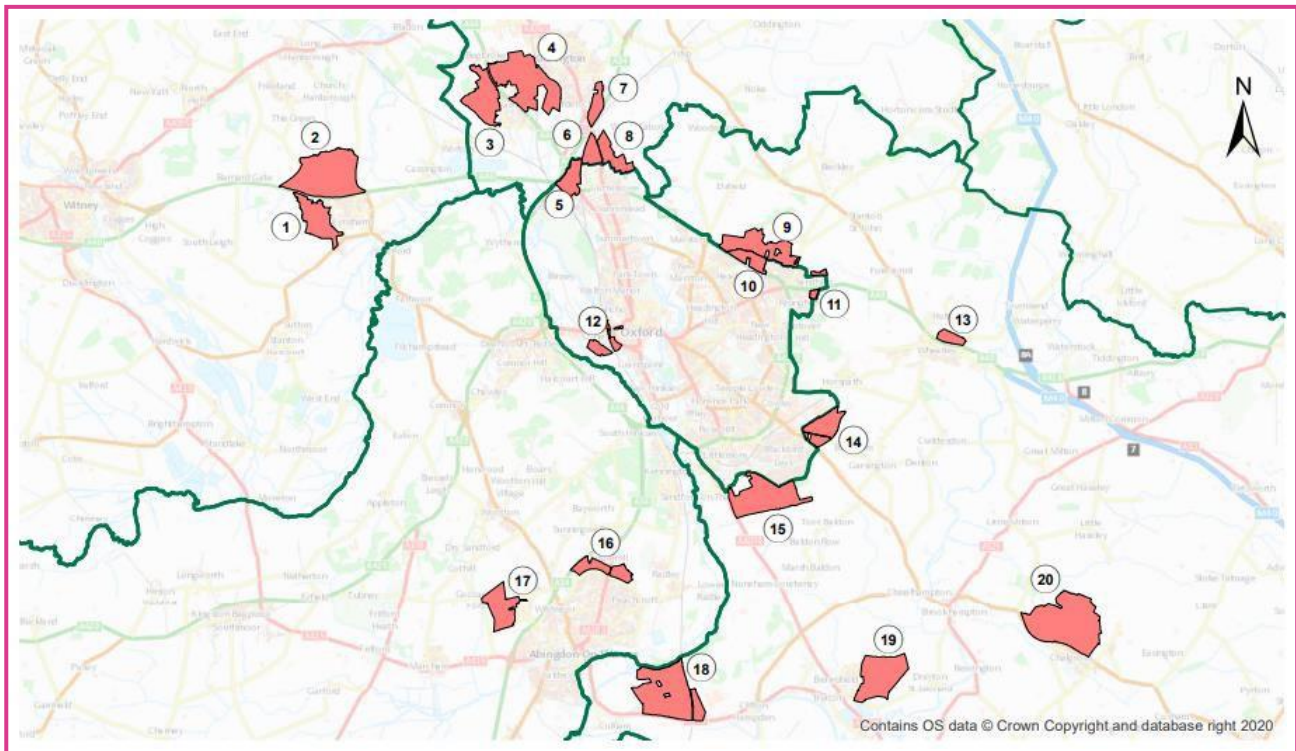
Legend
1. West Eynsham, 1,000
2. Oxfordshire Cotswolds Garden Village. 2,200
3. Land West of Yarnton (PR9), 540
4. Land East of the A44 (PR8), 1,950
5. Oxford North, 500
6. Land West of Oxford Road (PR6b), 670
7. Land South East of Kidlington (PR7a), 430
8. Land East of Oxford Road (PR6a), 690
9. Land North of Bayswater Brook, 1,100
10. Barton Park, 885
11. Thornhill Park, 534
12. West End and Osney Mead, 981
13. Land at Wheatley Campus, 500
14. Land at Northfield, 1,800
15. Land South of Grenoble Road, 3,000
16. North Abingdon-on-Thames, 800
17. Dalton Barracks, 1,200
18. Land adj to Culham Science Centre, 3,500
19. Berinsfield Garden Village, 1,700
20. Land at Chalgrove Airfield, 3,000

1:150,000

Vision and targets

The adopted Oxfordshire Local Transport and Connectivity Plan (LTCP) sets the vision and targets for Oxfordshire, including the central Oxfordshire area

Local Transport and Connectivity Plan – **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 and be better for health, wellbeing, and social inclusivity and have zero road fatalities or serious 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."

Local Transport and Connectivity Plan – Headline targets

By 2030 our target is to:
- 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 serious injuries by 50%.

By 2040 our targets are to:
- Deliver a net-zero transport network.
- Replace or remove an additional 1 out of 3 car trips in Oxfordshire.

By 2050 our targets are to:
- Deliver a transport network that contributes to a climate positive future.
- Realise Vision Zero and have zero, or as close as possible, road fatalities or serious injuries

Outcomes and actions

This plan is shaped by a number of defined outcomes. These outcomes represent a set of guiding transport and movement principles, which inform and run throughout the plan.

The outcomes are:

- A flagship comprehensive zero emission **bus network**, able to travel unhindered by congestion 24 hours a day, 7 days a week.

- A comprehensive, safe, inclusive **cycle and walking network**, to rival the best in Europe.

- Beautifully designed **streets and public spaces**, with clean air that support social and physical activity.

- A reduced impact of private vehicles, where streets are congestion-free for residents, visitors, and businesses to make **essential journeys** in zero emission vehicles.

- **Net-zero transport** for a net-zero city. Prioritising measures and approaches that utilise minimal resources.

- **Liveable neighbourhoods**, where sustainable travel is the most obvious, enjoyable and attractive means of travel and where people's daily needs can be found within a short return trip reducing the need for private car use.

- A **Vision Zero** approach to transport safety across the area. where all people feel safety and enjoyment on our streets.

- An **inclusive transport network** that improves accessibility for all our residents.

To deliver these outcomes, we need to make transport movements more efficient and achieving target ambitions for a net-zero transport network, requires us to:

- Look at ways to **avoid** travel. For example, through supporting working at home using the internet and through embracing other and new technologies.

- **Shift** travel use towards shorter sustainable travel trip options (i.e., through active travel and public transport) and supporting freight consolidation.

- **Improve** our travel network. For example, through providing infrastructure to support a switch to electric technology; embed inclusivity into the development and design process of transport schemes.

There are a number of reasons we are proposing this approach:

- Transport emissions have left parts of Oxford with high levels of air pollution, which is shortening people's lives. Urgent action is also needed to reduce our carbon emissions to help tackle climate change.
- Many people cycling do not feel safe using the city's roads[1] and we want to prevent accidents.
- Roads are clogged with traffic, which means buses are slow, unreliable and cannot adequately serve all parts of the city. Without action, more bus services will be scaled back or disappear.
- Chronic congestion in the city costs individuals and businesses time and money.
- People who are walking are too often squeezed into narrow, cluttered pavements.
- Traffic noise blights some of the city's communities and streets.

A set of 23 actions set out the measures we will take to achieve the plan outcomes and support the achievement of LTCP targets. The table below illustrates how the COTP actions relate back to the LTCP policies. The plan identifies the measurements we will use and the data we will collect, to establish a baseline and report on how well we are delivering against our targets.

(Oxfordshire County Council, *Oxfordshire Cycle Survey 2019 Summary Report*, 2019 Oxfordshire CYCLE SURVEY SUMMARY REPORT)

LTCP policy	Supporting COTP actions
Policy 1 – Transport user hierarchy	**Action 20** - Alongside partners, deliver a Central Oxfordshire Movement and Place Framework.
Policy 2 – Cycle and walking networks	**Action 10** – Deliver a consistent wayfinding scheme across central Oxfordshire's active travel network. **Action 11** - Deliver junction improvements to support active travel users where there is: **a)** a poor safety record for those who are walking, wheeling or cycling; **b)** significant severance for those walking, wheeling and cycling; and **c)** significant severance for those walking and cycling.
Policy 3 – Local Cycling and Walking Infrastructure Plans	**Action 9** – Deliver a central Oxfordshire cycle network, consistent with the Oxfordshire Strategic Active Travel Network and the latest LCWIP plans.
Policy 8 – Healthy streets approach	**Action 19** - Develop and support implementation of a local toolkit of transport interventions that support a liveable neighbourhood approach. **Action 8** – Working to the principles of the Healthy Streets design approach, create public streets that are inclusive for all.
Policy 13 – Liveable Neighbourhoods	**Action 19** - Develop and support implementation of a local toolkit of transport interventions that support a liveable neighbourhoods approach.
Policy 15 – Vision Zero	**Action 11** – To help address issues of severance and also meet Vision Zero objectives, deliver junction improvements for active travel users where there is: **a)** a poor road safety record for those who are walking, wheeling, or cycling; **b)** insufficient dedicated infrastructure for those walking or cycling; and **c)** significant severance for those walking and cycling.

LTCP policy	Supporting COTP actions
Policy 18 – Bus strategy	**Action 13** – Deliver: • bus priority measures along key inter-urban bus routes and on key orbital routes in the Oxford area; and • upgrade bus infrastructure (including at bus stops and to Real Time Information) **Action 14** – Alongside partners, deliver a zero emission local bus fleet across the Oxford Smartzone area by 2024/25 and deliver a fully zero emission bus fleet across the COTP area at the earliest possible opportunity thereafter
Policy 21 – Rail strategy	**Action 15** – Alongside partners, deliver: a) Oxford Station enhancements; b) a passenger rail service and two new passenger stations on the Cowley Branch Line; and c) local rail capacity and service frequency enhancements.
Policy 23 – Mobility hubs	**Action 16** – Deliver a mobility hub strategy for a network of mobility hubs across Oxfordshire.
Policy 29 – Zero emission vehicles	**Action 23** - Deliver publicly accessible electric vehicle charging points across central Oxfordshire.
Policy 33 – Parking management	**Action 4** – Develop proposals for further Controlled Parking Zones (CPZ) across the city and to review eligibility and quantity of permits in existing CPZ areas. **Action 5** – Support a case-by-case review of public parking provision across the area and a consolidation and/ or a reduction in public parking provision where appropriate. **Action 6** – Remove on-street public parking where necessary on corridors identified in the plan as either being active travel Primary Routes (Quickways) or situated on core bus routes. **Action 7** - Regularly review parking pricing to favour sustainable travel. **Action 12** – Deliver: a) increased cycle parking at key destinations including for non-standard bikes;

LTCP policy	Supporting COTP actions
	b) a network of on-street residential cycle hangers across the area; and c) a public hire cycle scheme including e-bikes, and which could also include e-scooter provision subject to ongoing trial performance and national legislation. **Action 21** - Deliver attractive tourist coach drop off and pick up facilities in the city centre and convenient lay over facilities, consistent with proposals in a Central Oxfordshire Movement and Place Framework.
Policy 35 – Demand management	**Action 1** – Expanding upon the pilot scheme, develop proposals for a Zero Emission Zone (ZEZ) for Oxford city centre. **Action 2** – Develop proposals for a set of strategic traffic filters for locations across Oxford. **Action 3** – Develop proposals for a Workplace Parking Levy to cover businesses with 11 or more staff parking spaces in Oxford City Council's administrative area, within the Oxford ring road.
Policy 38 – Passenger micromobility	**Action 12 –** Deliver: **a)** increased cycle parking at key destinations including for non-standard bikes; **b)** a network of on-street residential cycle hangers across the area; and **c)** a public hire cycle scheme including e-bikes, and which could also include e-scooter provision subject to ongoing trial performance and national legislation. **Action 22** – Deliver an e-scooter hire scheme across central Oxfordshire, subject to ongoing trial performance and national legislation.
Policy 49 – Local movement	**Action 18** – Deliver a safer lorry scheme pilot across central Oxfordshire.
Policy 50 – Last mile movement	**Action 17** – • Deliver a freight transfer / consolidation feasibility study and first / last mile delivery pilot. • Support modal shift to cargo bikes and the electrification of freight deliveries

Transport user hierarchy

To deliver the desired outcomes of COTP, an underlying approach that prioritises sustainable travel modes is required. We will put this approach into practice through a transport user hierarchy. This will serve as the direction for the rest of the COTP.
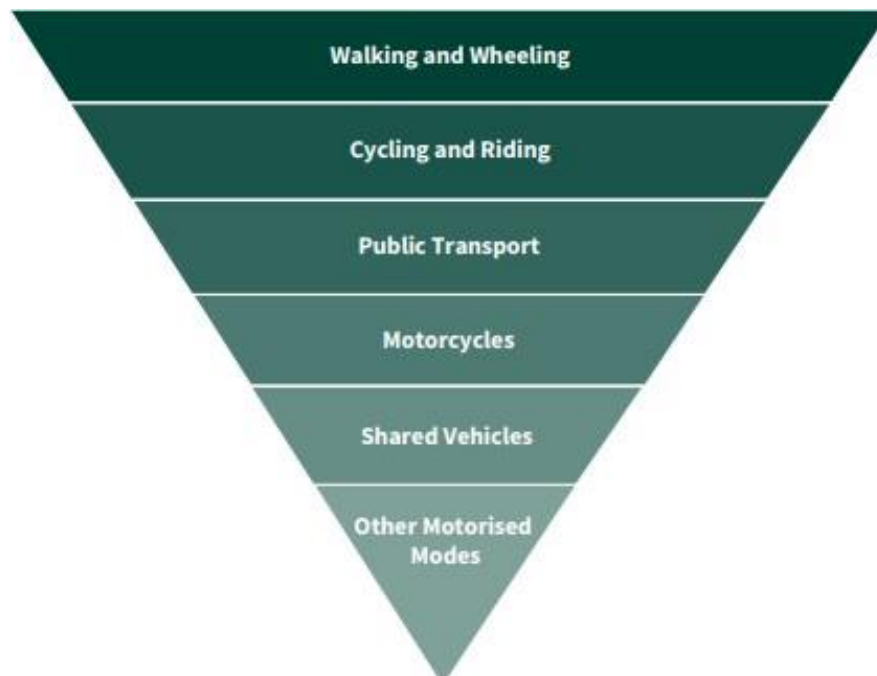
With a hierarchy that prioritises sustainable travel and walking at the top, the approach ensures that future schemes consider walking and wheeling, cycling, public and shared transport over the private car.

A balanced approach
In implementation, the hierarchy recognises the need for a balance that prioritises human health and wellbeing while also creating appealing environments for people to walk, cycle, and spend time in.

The hierarchy recognises that private cars will still play a role in Oxfordshire's future transport network and does not imply that every future scheme will involve walking, cycling, or public transport. Instead, it acknowledges that many existing streets have been designed around the private car, resulting in environments that are not welcoming for people and do not support a variety of travel modes.

It is also recognised that the hierarchy is a simplification and different modes will be more appropriate in certain locations. These more localised decisions will be taken through the area transport strategies. The hierarchy provides us with a clear, agreed position to help with that process.

- Walking and Wheeling
- Cycling and Riding
- Public Transport
- Motorcycles
- Shared Vehicles
- Other Motorised Modes

Theme one: An efficient connected zero emission city

Oxford is the only local authority area in the county where the number of inbound commutes is greater than outbound.[11] The significant level of traffic that travels into and through Oxford and the central Oxfordshire area daily for employment and other purposes, is a notable contributor to congestion throughout the area.

Two thirds of commuters travel into Oxford by car (66.8%).[12] As a space inefficient mode of travel, heavy dependence on the car means that across the area the transport network can often be at, or above, capacity during peak hours. Left unchecked, increases in housing and jobs across the area will exacerbate this issue.

As well as taking up more space per person on our already congested road network, car travel also represents a significant source of emissions. In Oxford, transport emissions account for 17% of greenhouse gas emissions.[13] In addition, the city regularly exceeds legal air pollution limits with poor air quality hotspots across the city concentrated around key transit corridors and key junctions on the city's ring road. [14] Poor air quality has a detrimental impact on human health. By contrast, active travel and public transport journey options are typically much more space efficient and have a much lower emissions output.

An integrated approach is therefore required to redress a balance in favour of space efficient, low emission transport modes across the area. We will implement a strategic package of measures focused on:

1. **Managing travel demand to reduce emissions and congestion.** This will involve implementing measures to improve the accessibility and convenience of sustainable travel modes over private vehicle use. This approach acknowledges that for some, access to a car will continue to be important.

2. **Making space for and improving priority and safety of sustainable modes.**

3. **Delivering efficient movement of goods and services.**

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[12] Oxfordshire County Council Research and Intelligence Team, The District Data Analysis Service and Oxford City Council, *Travelling to work: Commuting patterns in Oxfordshire,* 2011 Census, 2014
[13] Oxfordshire County Council Research and Intelligence Team, The District Data Analysis Service and Oxford City Council; *Commuting by mode of travel, 2011;* 2011 Census; 2014
[14] Oxfordshire County Council, *Councils announce ambitious updated proposals to support a zero carbon transport network,* 2022, https://news.oxfordshire.gov.uk/councils-announce-ambitious-updated-proposals-to-support-a-zero-carbon-transport-network/
[15] Oxford City Council, *2020 Air Quality Annual Status Report (ASR),* 2021, page ix

Managing travel demand to reduce emissions and congestion

Managing travel demand is not a new approach for Oxford. It has been developed across the city over many years, for example, through implementation of the High Street traffic restrictions and bus only 'gate' measures in 1999. Notwithstanding steps already taken, it is estimated that 32% of internal commuting trips within Oxford are still by private car.[16] This is despite the city being relatively compact, with no two points within the ring road being more than 11km apart.

Working with local authority partners, we propose a package of complementary measures to manage the demand of vehicles on the transport network. The details and delivery of these measures will be developed through wider public consultation and in some cases subject to external approval, for example from the Department for Transport.

Proposed travel demand management measures
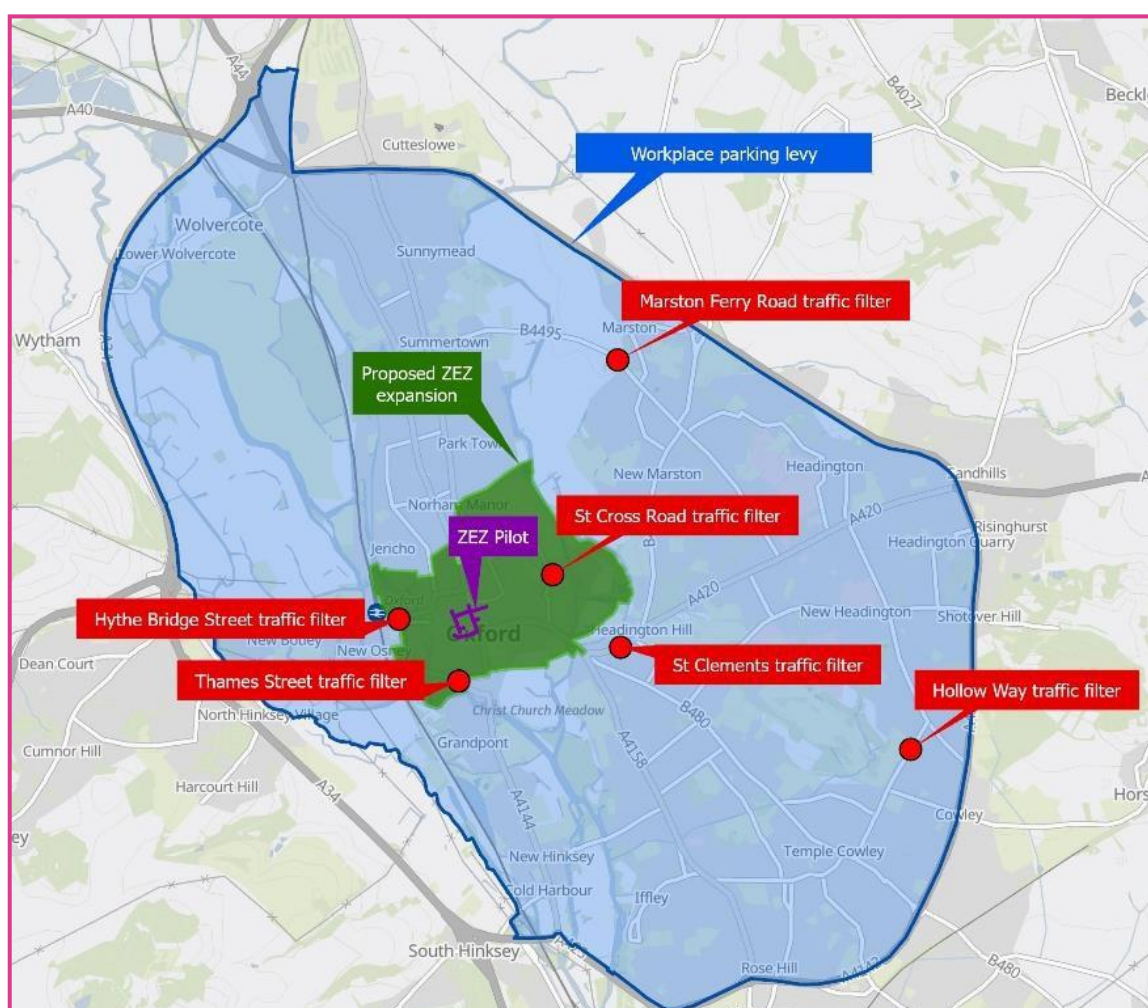
Mapped extents subject to further technical work and engagement

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[16] Oxfordshire County Council Research and Intelligence Team, the District Data Analysis Service and Oxford City Council; *Commuting by mode of travel 2011;* Census 2011; 2014

Implement a zero emissions zone

1 **Action 1 – Expanding upon the pilot scheme, develop proposals for a Zero Emission Zone for Oxford city centre.**

Oxford is subject to poor air quality, particularly in areas with high levels of road traffic. The entire Oxford City area has been designated an Air Quality Management Area (AQMA) due to exceedances of nitrogen dioxide (NO_2) since 2010. The transport sector continues to be, by far, the largest contributor at 68% to total emissions of nitrogen oxides (NO_x) across Oxford.[17] Pollution hotspots are typically located where congestion and a dense urban form exists. These hotspots can have a negative impact on health and wellbeing as well as quality of life.

To address these local challenges, the county council in partnership with Oxford City Council proposes a Zero Emission Zone (ZEZ). Through a charging-based system, the zone will incentivise the use of low emission vehicles over higher polluting vehicle types. Implementation of an expanded ZEZ will build on the findings and learnings of a pilot ZEZ, which was implemented on a select number of city centre streets in February 2022. The ZEZ pilot itself builds upon a bus based Low Emission Zone (LEZ) that has been in place in central Oxford since 2014.

The expanded Zero Emission Zone will focus on Oxford city centre, where there is a concentration of continued exceedances of air quality legal limits.

Delivering a ZEZ is anticipated to improve air quality within areas implemented; however, to reduce congestion and emissions across the wider COTP area, a review of access and parking arrangements is also proposed.

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[17] Oxford City Council, *Oxford City Council Air Quality Action Plan 2021-2025,* 2021

Implement a set of strategic city-wide traffic filters

2 **Action 2 – Develop proposals for a set of strategic traffic filters for locations across Oxford.**

We need to change and revive our streets, to make journeys by walking, wheeling, cycling and bus, safe, direct, and with attractive journey times compared to car use.

To redress the balance of directness and journey times in favour of sustainable travel, a review of existing access arrangements for car use is proposed. This will be realised through a set of strategic traffic filters. Traffic filters are intended to reduce traffic levels in Oxford by reducing car journeys. Other vehicles including taxis, buses, coaches, all vans, mopeds, motorbikes and HGVs can still pass through these traffic filters at all times.

The filters are not physical barriers but are time restrictions on six roads in the city intended to reduce the number of cars in Oxford.

Traffic filters will reduce traffic and congestion, which will make bus journeys quicker and more reliable. They will also make cycling, walking, and wheeling much more attractive options for people making journeys within the city.

Car access will still be possible to all areas; however, journeys by car may take longer and be less direct. Internal car trips within the city will likely be required to use the Oxford ring road. By contrast, journeys by active travel and public transport will be able to move directly between areas passing through the traffic filters.

In total six traffic filters across the city are proposed to help realise this approach. Three of these are proposed in the city centre on:

- St Cross Road
- Thames Street
- Hythe Bridge Street.

The remaining three filters are proposed for:

- St Clements
- Marston Ferry Road
- Hollow Way.

In a number of areas within Oxford, measures have been implemented to create quieter and safer streets where residents may feel more comfortable to make local journeys by cycling, wheeling or on foot. Within these residential areas, motorised traffic is prevented from taking shortcuts. Known as Low Traffic Neighbourhoods (LTN's) these measures have been implemented in a number of locations including in Cowley, where measures have been made permanent (July 2022). In other parts of East Oxford, LTN measures are currently being trialed through Experimental Traffic Regulation Orders (ETRO). The strategic traffic filters proposed in this plan have been designed to work with the East Oxford LTN traffic filters at Divinity Road, Southfield Road, Rectory Road, and Princes Street in place.

Implement a workplace parking levy and localised parking measures

3 **Action 3 – Develop proposals for a Workplace Parking Levy to cover businesses with 11 or more staff parking spaces in Oxford City Council's administrative area, within the Oxford ring road.**

4 **Action 4 – Develop proposals for further Controlled Parking Zones (CPZ) across the city and to review eligibility and quantity of permits in existing CPZ areas.**

Workplace parking

There are approximately 18,000 workplace parking spaces (measured pre-covid, 2018) across the city, the majority of which (88%) lie outside of the city centre. The abundance of this provision – the majority of which is free, makes driving to work in the Oxford area very attractive

A Workplace Parking Levy (WPL) would be an annual charge to businesses for staff parking spaces at their premises. The funds generated by the WPL would, by law, be set aside to improve transport in and around the city.

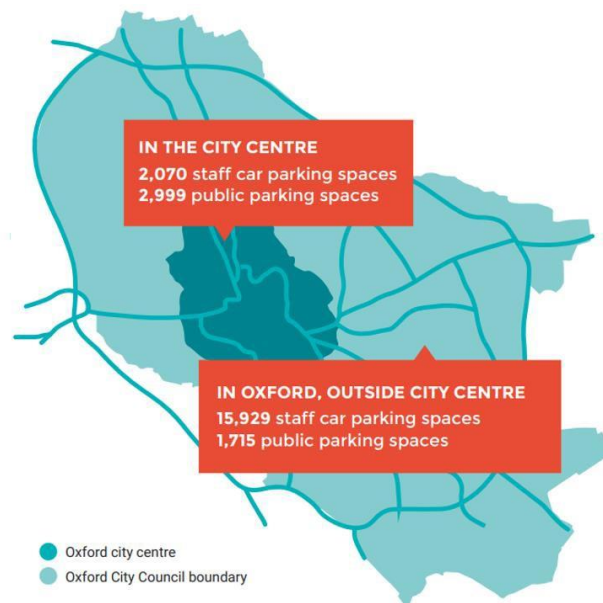A WPL would have a number of distinct benefits including:

- An encouragement for employers to reduce the supply of workplace parking. In Nottingham immediately following implementation of a WPL, the number of liable spaces dropped by 6% from 26,916 (2012/13 baseline) to 25,840 (2019/20 Covid-19).[18]

- A WPL will encourage commuters to use an alternative, less polluting means to get to work, rather than travelling in private cars. This could include walking, wheeling, cycling or the use of public transport.

- A WPL can help reduce traffic and generate funds to improve alternatives to car travel, including more bus services and better cycle lanes.

To ensure that commuter parking is not displaced locally, further parking controls are required within identified areas. This will ensure that vehicle parking is only permitted in designated parking bays with any illegally parked cars issued with a parking ticket. This is typically achieved through Controlled Parking Zones (CPZ). Residents, their visitors, and local businesses can park in designated bays when displaying a relevant parking permit for that zone. Some spaces are also available for short-term parkers, and Blue Badge holders can park without restriction.

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[18] Leicester City Council, *Leicester Workplace Parking Levy Business Case,* 2021, page 28, Leicester Workplace Parking Levy – Business Case

Car parking provision in Oxford

IN THE CITY CENTRE
2,070 staff car parking spaces
2,999 public parking spaces

IN OXFORD, OUTSIDE CITY CENTRE
15,929 staff car parking spaces
1,715 public parking spaces

● Oxford city centre
● Oxford City Council boundary

Where implemented, CPZs have been extremely successful in managing on-street parking and removing commuter parking. Currently there are 46 CPZs across Oxford, four of which are part time and are specific to activity related to the Kassam stadium. The county council plans to implement a further 11 CPZs. Expansion will focus on urban areas within and on the edge of Oxford with additional CPZs potentially required where new strategic housing and employment site allocations are delivered on the periphery of Oxford. The planning for further CPZs will include a re-designating of the existing four part time CPZs.

We also propose a review of eligibility and quantity of permits issued per property to ensure parking pressure is effectively managed.

Public parking

5   **Action 5 – Support a case-by-case review of public parking provision across the area and a consolidation and/or a reduction in public parking provision where appropriate.**

6   **Action 6 – Remove on-street public parking where necessary on corridors identified in the plan as either being active travel Primary Routes (Quickways) or situated on core bus routes.**

7   **Action 7 – Regularly review parking pricing to favour sustainable travel.**

In comparison to other cities, Oxford's level of public parking provision is low. Across the city (pre-covid, 2018), there were an estimated 4,714 public parking spaces, the majority of these located within the city centre area (3,000). The demand to access parking contributes significantly to increasing congestion across the city, especially on main public transport and cycling routes. Congestion can have a negative impact on health and wellbeing, as well as quality of life, due to stationary or slow-moving vehicles creating pollution hotspots and acting as physical barriers to active travel modes.

A significant proportion of public parking is off-street parking provision, which is typically owned and managed by other local authorities or public/private bodies. We will work with others to reduce the impact of this parking and encourage other ways to travel.

In Oxford city centre, a number of the off-street public car parks are identified for closure or a significant reduction in spaces, including, Worcester Street (200 spaces), Oxpens (179 spaces) and Oxford Station (556 spaces).[19] An increase in parking provision will in general not be supported. For existing public parking provision across central Oxfordshire, we will support a case-by-case review of provision.

In some instances, it may be that there is a negligible congestion or emissions impact related to a particular public parking site. In other instances, there may be significant congestion and/or emissions related challenges for a particular site. In reviewing public parking provision, we recognise that across district centres and town/village centres, parking can play a locally important role in supporting local vitality and is essential for access for Blue Badge Holders/disabled parking permit holders.

Embedding public parking as part of a network of mobility hubs across the area and combining it with effective sustainable travel links, represents an important component for reducing parking demand, particularly in the city centre.

We will support independent public car park operators across the area in a review of their parking charging rates to ensure that where sustainable travel options are available, these represent the most cost-effective mode of travel.

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[19] Oxford City Council, *City Centre Car Parks,*
https://www.oxford.gov.uk/directory/8/car_parks_in_oxford/category/53/categoryInfo/10

On-street public parking across the COTP area is typically the responsibility of the county council. It can often be a source of delay, obstruct cycle routes and restrict opportunities to reallocate road space in favour of sustainable travel. On those routes identified as either being on active travel Primary Routes (Quickways), or on a core bus route (see 'Proposed central Oxfordshire active travel network' and 'Proposed central Oxfordshire public transport and mobility hub network' figures) across the area, the council will review and remove on-street parking provision where it interferes with the functioning of these streets. Motorcycle parking will also be considered. A shift to electric motorcycles contributes to our targets and in some locations, it may be appropriate to increase space for motorcycle parking, such as at mobility hubs. Where this is appropriate, facilities such as electric motorcycle charging and ground anchor points will be considered.

We will regularly review the pricing of on-street parking across the area based upon a zonal charging system, to ensure that where sustainable travel options are available, these represent the most cost-effective mode of travel.

Collectively the travel demand management measures of zero emission zone, traffic filters, workplace parking levy, and parking management represent a significant step towards achieving our targets for reducing car use and delivering a net-zero transport network.

Across the COTP area, we will regularly monitor levels of congestion, car use and air quality against plan targets. This will help to determine whether further travel demand management measures are necessary across the area.

Development Parking
The availability of parking, at both source and destination, has a significant influence on the type of transport people choose for their journeys. Striking the right balance by providing an appropriate level and type of parking, whilst also protecting highway safety for all users, and promoting active and sustainable transport modes is essential.

The county councils adopted "Parking Standards for New Developments" document sets out the requirements for development parking across the county. This includes a policy on car-free development, where, for those development sites in urban settings with good accessibility to public transport and local facilities, no car parking spaces are to be provided other than those reserved for disabled people, car clubs or operational uses.

Across the Central Oxfordshire area, there are different residential parking standards based on whether the development is in Oxford City, where there are typically lower rates of car ownership or if the development is on the edge of the city.

Development proposals which are considered to have over generous car parking will not be accepted.

Making space for and improving priority and safety of sustainable modes

The central Oxfordshire area is internationally renowned for its high levels of active travel. A compact urban city, Oxford has the second highest rate of cycle use in the UK after Cambridge, whilst the city also has the fourth highest level of walking (at least once a week) of all UK local authorities. [20, 21] However, a strong and growing active travel base in the area is despite some route provision and conditions that can provide very poor experiences for people walking and cycling. Strong and growing active travel use is not universal across the central Oxfordshire area.[22] In the Oxford area, 91% of cycle trips are made by people who frequently cycle. [23] Most of the city's adult population - around 60% - do not cycle at all.[24] More remote locations across the area and residential areas located outside of the city's ring road typically have lower levels of active travel. These are locations which can have fewer local services and where physical features like roads and railway lines can create severance, restricting ease of access to local amenities.

With a significant number of new homes planned for delivery outside the city's ring road, where active travel use is historically lower, increasing the number of active travel users, will be essential to meeting our target for a reduction in car use of one quarter by 2030. It will be essential that new and improved footpaths or cycle routes, are designed with a full spectrum of users in mind. For new cycle routes this will involve working to the principle of delivering cycle routes that are comfortable for use for all ages.

It is acknowledged that the potential for active travel to reduce road journeys varies across the plan area, however, new and emerging technologies, such as e-bikes, may help to facilitate increases in active travel.

The county council's adopted Local Cycling and Walking Infrastructure Plans (LCWIPs) including those for Oxford and Kidlington, together with the emerging Oxfordshire Strategic Active Travel Network (SATN), provide the basis for the active travel improvements, that are planned across the central Oxfordshire area.[25]

A walkable central Oxfordshire

As a travel mode that sits at the top of the plan's transport mode hierarchy, walking is central to the aims of this plan. It makes efficient use of street space. It is good for individual health. It produces no emissions or noise. It encourages interaction and has positive outcomes for businesses. Large parts of the built-up area of central Oxfordshire, including the historic centre of Oxford were developed at a time when walking was one of the few travel options.

Good quality walking environments also have a strong impact on other transport modes. Within central Oxfordshire, this is particularly true of public transport trips, where the accessibility of walking, cycling or wheeling to or from a public transport stop/ station, is often an integral part of the journey.

[20]Department for Transport, *Walking and Cycling Statistics, England: 2019;* 2020; https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/906698/walking-and-cycling-statistics-england-2019.pdf

[21] Department for Transport, *Walking and cycling statistics,* 2021, https://www.gov.uk/government/statistical-data-sets/walking-and-cycling-statistics-cw

[22] Environmental Change Institute University of Oxford & Bioregional, *Pathways to a zero carbon Oxfordshire,* 2021, https://www.eci.ox.ac.uk/publications/downloads/PazCo-final.pdf

[24] ALS 2015-17

[25] Oxfordshire County Council, *LTP4 – Active and healthy travel – Approved LCWIPS,* https://www.oxfordshire.gov.uk/residents/roads-and-transport/connecting-oxfordshire/active-and-healthy- travel

Despite its strong benefits and of being arguably the most frequent and accessible form of transport for the area [26], over recent years the quality of central Oxfordshire and Oxford as a walking environment has declined. It continues to be the case that many pavements across the area continue to fall short of the desired widths and standards for inclusive mobility.

To address these challenges and to support an ambition for delivering walking environments across central Oxfordshire that enable more people to walk part or all their journey, COTP promotes:

- Designing Streets using the Healthy Streets approach
    - Healthy Streets Approach uses 10 indicators for assessing how streets feel for human beings.
- 'Greening' active travel routes and offering walking, cycling and wheeling routes that provide access to green spaces.
- Wherever possible, delivering pavements wide enough to be used by people with any form of mobility impairment and using any form of mobility aid.

Greater priority and comfort will be provided to improving provision for people walking at key locations including at crossings, in proximity to public transport stops, where physical features create severance in the walked environment and where they are currently constrained environments for people walking. Further detail on some of these measures is provided in content relevant to Action 11 (Vision Zero) and Action 20 (Central Oxfordshire Movement and Place Framework)

8   **Action 8 – Working to the principles of the Healthy Streets design approach, create public streets that are inclusive for all**

Central Oxfordshire Walking and Cycling Network

9   **Action 9 – Deliver a central Oxfordshire walking and cycle network, consistent with the Oxfordshire Strategic Active Travel Network and the latest LCWIP plans**

A comprehensive network of cycle and walking routes linking residential and employment areas is proposed. The routes comprise a mixture of Primary Routes (Quickways), Secondary Routes (Quietways), and Connector Routes, with routes offering segregation between people walking and cycling where possible and where appropriate to context. The network includes greenways and bridleways suitable for use by horse riders. Together these routes form a network of over 70 routes across central Oxfordshire

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[26] 87% of Oxford adult population walk at least monthly (LCWIP)

Active travel route classification

Intervention	Detail
Primary Routes (Quickways)	Form the core of the network and extend along main radial/ arterial transit corridors
Secondary Routes (Quietways)	Routes which offer a lower trafficked alternative route choice between key trip attractors and residential areas
Connector Routes	Shorter distance cycle routes that connect urban edges

The prioritisation of active travel routes where improvements will be delivered will be based on:
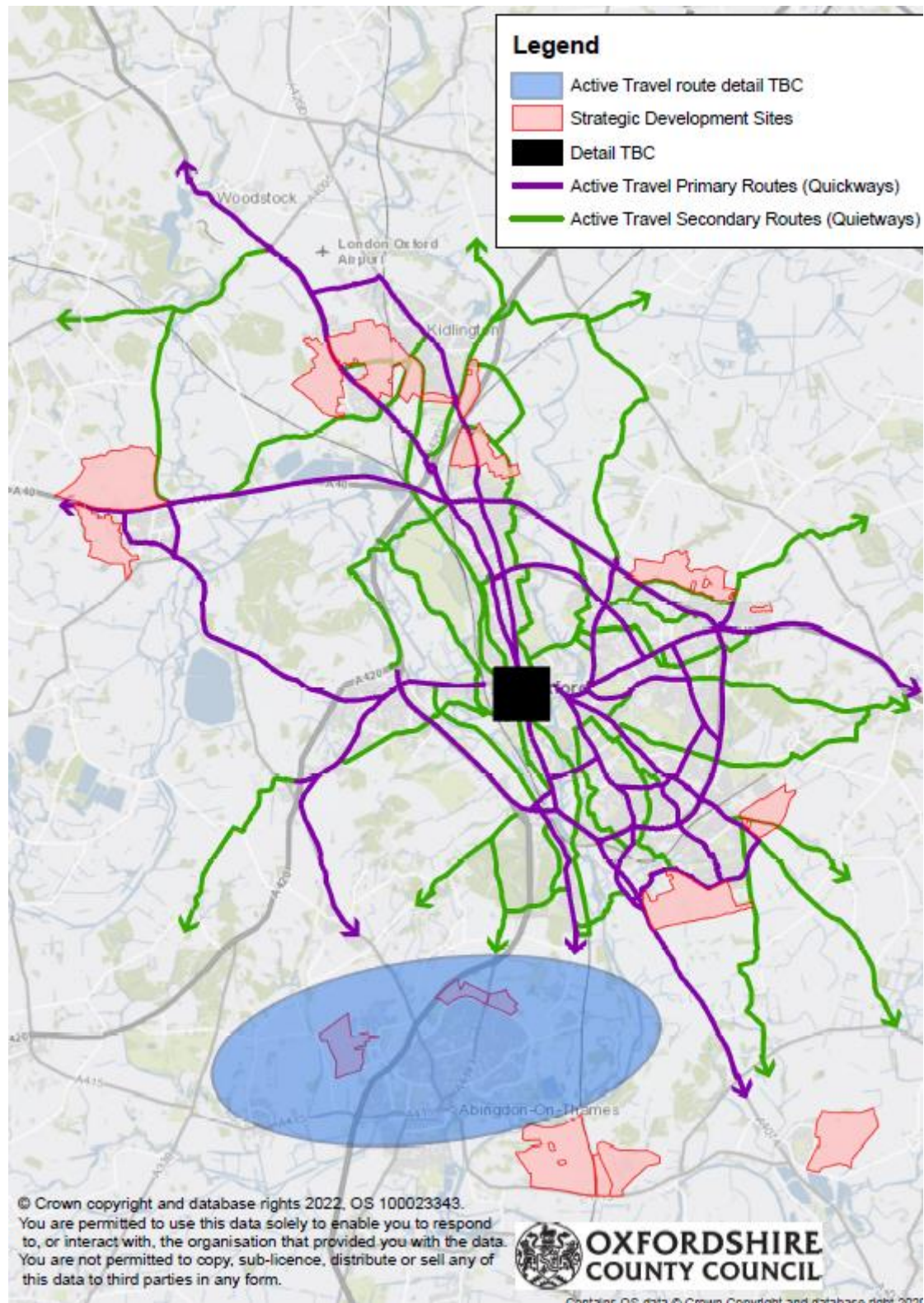
- Routes which connect strategic housing sites and other areas of planned large development with local amenities, other settlements and employment centres.

- Routes with the greatest propensity to see increases in cycling (including radial routes and routes linking to/from the city centre).

- Routes required to complement wider traffic measures, for example orbital routes across east Oxford.

- Routes highlighted with poor or no provision, for example B4044 Botley – Eynsham route.

Where dedicated cycle priority is delivered, every effort will be made to deliver consistency and continuity in route treatment, whilst acknowledging that land ownership, street widths, mature trees and street furniture can often be constraining factors. Where appropriate to context, segregation of cycle routes will also be a key design principle of these routes. Ensuring cycle infrastructure can be used by all types of cycles (adapted bikes, recumbent bikes, trikes, tandems, cargo bikes etc.) will be part of the design process, to ensure an inclusive active travel network is developed. We will work to the design standards for cycle provision set out in the LCWIP and national design guidance notes like LTN 1/20.[27] For new cycle routes and improvements to existing routes, this will involve working to the principle of delivering cycle routes that are comfortable for use for those of all ages.

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[27] Department for Transport, *Cycle Infrastructure Design Local Transport Note 1/20,* 2020, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/951074/cycle-infrastructure-design-ltn-1-20.pdf

Proposed central Oxfordshire active travel network

Legend

- Active Travel route detail TBC
- Strategic Development Sites
- Detail TBC
- Active Travel Primary Routes (Quickways)
- Active Travel Secondary Routes (Quietways)

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COUNTY COUNCIL
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* Routes shown subject to further design. final design and individual scheme consultation. Arrows shown
indicate a continuation of the route beyond extent shown,

Signage and wayfinding

> **10** **Action 10 – Deliver a consistent wayfinding scheme across central Oxfordshire's active travel network**

Clear and comprehensive wayfinding directional signage is beneficial for all active travel users. It has several functions, including helping users:

- understand and interpret the local geography based on active travel routes rather than conventional road numbering
- find their way along a cycle or walking route
- feel reassured of their destination and time needed to reach the destination
- feel legitimized in their use and mode of travel along a route

Current wayfinding signage across the central Oxfordshire area can be inconsistent and in some instances contradictory. We will review and improve the consistency and legibility of active travel signage across the area, focusing on minimizing and where appropriate consolidating signage.

As well as signage, other methods for improving the legibility of active travel routes, including the use of surface colour, material choice and road markings. The quality of products used, longer-term maintenance implications, as well as the safety and accessibility considerations for all user groups, are key considerations in the use of these features.

A carefully considered wayfinding approach can also present 'playfinding' initiatives. These are schemes that converge wayfinding and play allowing users to interact with and explore their local environments. As part of a wider liveable neighbourhoods approach (action 19), such initiatives can be a particularly beneficial way for engaging younger generations to be both more physically active whilst improving awareness and access to green space and nature.

A focus on junctions and active travel severance

Collisions at junctions make up 65% of all reported incidents across the central Oxfordshire area. Of those who were either seriously or fatally injured, people cycling and walking comprise a large proportion (62%).

Addressing junction design is critical to increasing active travel use across the area by making it safer to walk, wheel and cycle and changing the perception around the safety of walking, wheeling and cycling.

Attention will be given to those junctions with a poor road safety record for those walking, wheeling and cycling. It is also acknowledged that in some instances, a good safety record is not necessarily a proxy for a safe or comfortable junction design for users. Close working with local residents and key user groups is critical to understanding people's behaviour patterns at individual locations.
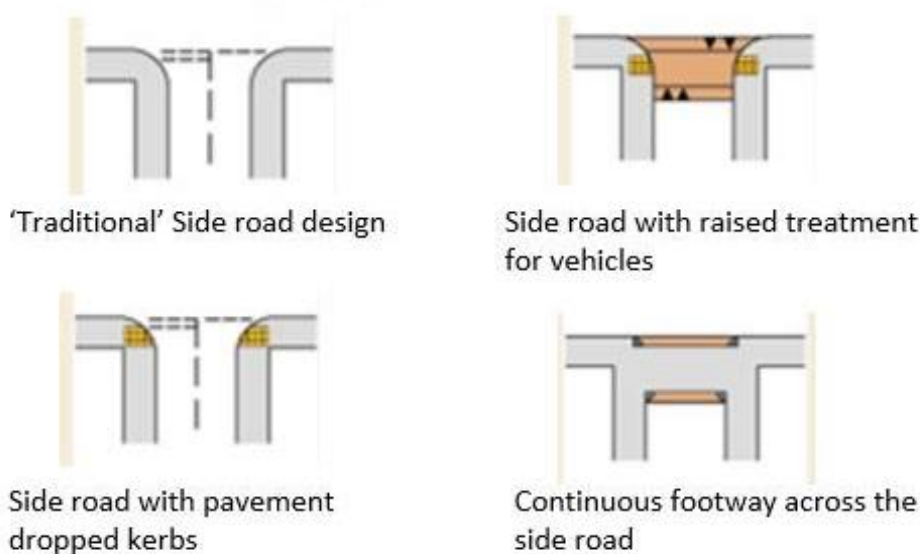
Measures could include:

- Active travel crossings provided both at street-level and/or grade-separated via bridges/ underpasses.
  - *Bridges and underpasses* - In some locations (i.e Oxford Eastern bypass) it is unlikely that traffic volumes and/or speeds will be reduced to levels where at-grade crossings can be considered comfortable for users. In other locations where severance is created i.e railway lines or watercourses bridges or underpasses are safe and practical measures. In such locations meaningful consideration will be given to well-designed underpasses and/or bridges that amongst other attributes are sufficiently wide, well-lit, direct and avoid sharp turns.

- Better priority at signal crossings, for people walking, wheeling or cycling
  - This will include consideration for shorter waiting times for people walking and cycling at signalised crossings and a review of assumed crossing speeds. Current crossing speeds are assumed at around 1.2 metres a second. Consideration will be given as to whether timings could be time flexible, for example affording greater priority for people walking at signal crossings in proximity to schools at the start and end of school days.

- Reducing the speed limit on the Oxford ring road to 50mph throughout. A number of stretches of the route are currently already 50mph including through Botley (A34) and along the eastern bypass.

A focus on side road junctions is equally important for improving safety, reinforcing hierarchy of user priority, and reinforcing the continuity of active travel routes. This is particularly pronounced on major arterial routes. We will continue to deliver measures that improve priority for active travel users at these junctions.

Examples of side road entry design

'Traditional' Side road design

Side road with raised treatment for vehicles

Side road with pavement dropped kerbs

Continuous footway across the side road

28

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[28] https://bristolwalkingalliance.org.uk/continuous-footways/

Cycle parking and cycle hire

12 **Action 12 – Deliver:**
  a) **increased cycle parking at key destinations including for non-standard bikes**
  b) **a network of on-street residential cycle hangers across the area**
  c) **a public hire cycle scheme including e-bikes, and which could also include e-scooter provision subject to ongoing trial performance and national legislation**

Secure cycle parking is essential to increasing cycling by ensuring people can safely park their bike close to their destination and home. Currently, the demand for cycle parking, such as in the city centre and district centres, exceeds the formal provision.

The opportunity to redesign key transport interchanges, such as Oxford Station, Gloucester Green Bus and Coach Station, and the Park and Ride sites, as mobility hubs presents an opportunity to significantly expand the quality and quantity of cycle parking facilities available. Integration of cycle parking including potential cycle hubs within development sites will also be supported.

The design and layout of cycle parking will be inclusive to accommodate a wider range of bike types. (i.e bikes with trailers, adapted bikes, tandems, cargo bikes etc).

Residential cycle parking
Together with an improved quantity and quality of cycle parking at key destination attractors and mobility hubs, additional safe and secure cycle parking is required in residential settings. The built design of a number of residential areas across central Oxfordshire means that it is often impractical and/or inconvenient for people to safely secure cycles at their home. Storage or cycles on the footway can have negative consequences for people walking. Secure and covered cycle provision on the carriageway in the form of 'cycle hangers' provides a practical solution to this challenge. The use of cycle hangers, often replacing car parking space in residential areas has been demonstrated across numerous other local authority areas. Across central Oxfordshire, the county council will look to deliver a network of on-street residential cycle hangers.

Cycle hire schemes
Mobility hubs, interchange facilities and more localised cycle hubs also present opportunities to host public cycle hire scheme. Public hire cycle schemes have previously operated within the central Oxfordshire area and in some privately operated cases, continue to do so. With a high transient population of students and tourists, a scalable third-party cycle hire scheme overseen by the local highway authority has significant potential. Key areas of focus for a public cycle hire scheme include locations towards the edge of the Oxford urban area, and in areas of steep topography where e-bike hire provision would be desirable. Any cycle hire scheme would need to address the challenges of accommodating the bikes in a tidy, safe and sensitively considered manner when not in use. Particular care and consideration will need to be given to ensuring accessibility of the public highway is not compromised for disabled user groups and those with restricted mobility.

Public transport

The public transport network across central Oxfordshire currently combines high frequency inter- urban bus corridors, with local and strategic rail and bus connections on main lines.

We propose a strategic public transport network for the central Oxfordshire area (see Proposed strategic public transport network, below), which continues to operate with Oxford as the area's central hub. The wider network shows how enhanced and attractive inter-urban bus routes will continue to play a vital part of the public transport network, by connecting both existing areas and those where development is planned. The bus network will sit alongside an expanded local rail network, which provides strategic interchange between the two. Whilst we anticipate that a combined bus and rail offer will form the basis of the future public transport network, we will keep an open mind on alternative forms of public transport which demonstrate operational benefits and could complement this network.

Proposed strategic public transport network
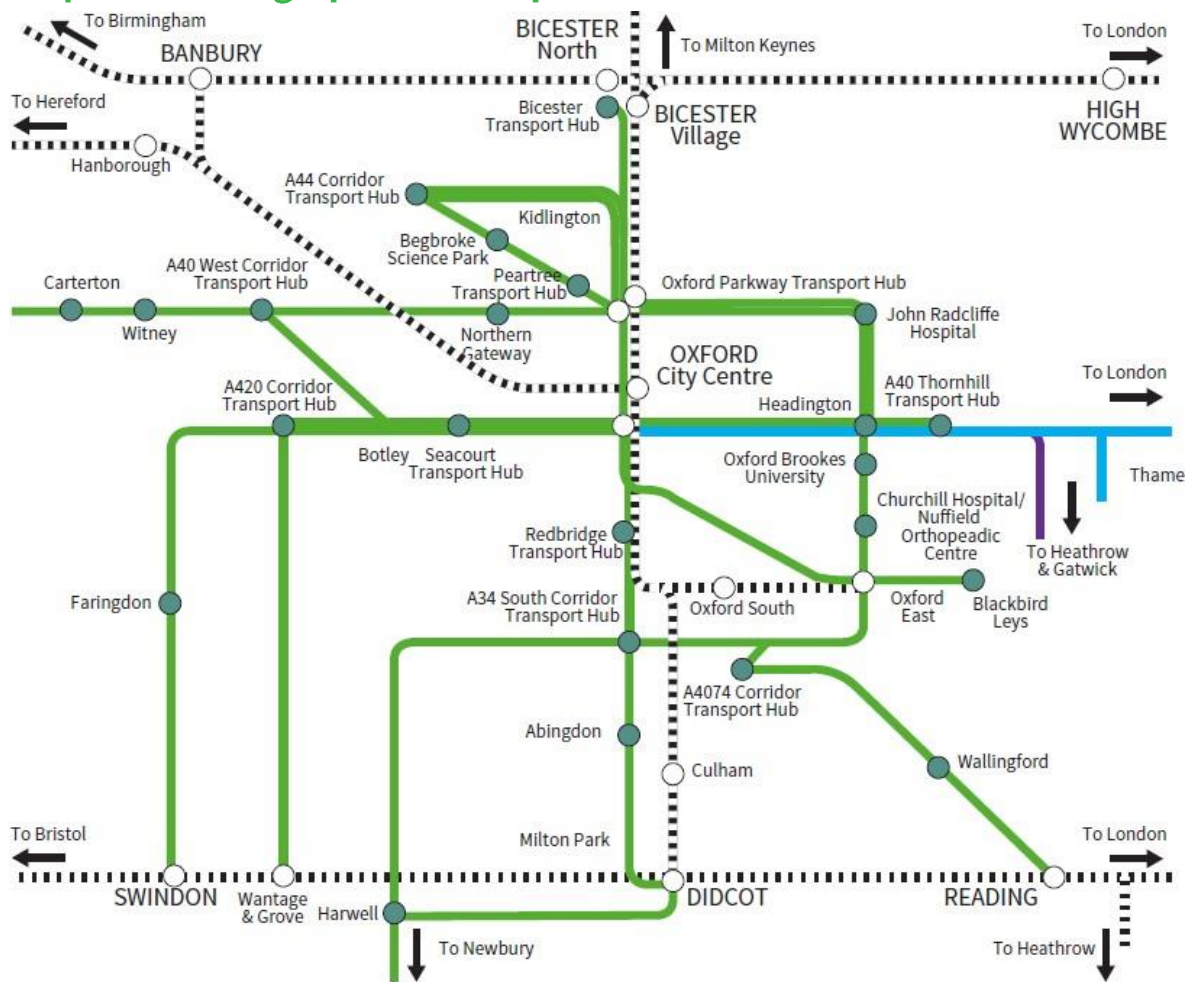
Bus

Central Oxfordshire's bus network has traditionally been very successful, with high levels of demand and frequency. Consequently, there are more than 20 buses per hour on some radial routes in Oxford with early and late-night services. Complementing local urban services are an established network of inter-urban bus services radiating from Oxford and extending out to market towns including Abingdon, Banbury, Bicester, Thame, Wallingford, and Witney. These inter-urban routes are a distinctive feature of Oxfordshire's bus network. Significant investments in digital technology have been made by the bus operators within the county to support off-bus payment and rapid on-bus processes including smartcards, app-based ticketing, and contactless payments, including 'Tap and Cap' to remove the need for passengers to discuss which fare or ticket is appropriate and speed up the boarding process.

Projecting forward, significant planned growth means that the role of public transport across the central Oxfordshire area will become increasingly important as a facilitator in moving large numbers of people efficiently around the transport network in a low emission manner. Whilst there are advancements in electric bikes, for these mid-range and longer trips, active travel is unlikely to be a realistic option for many. Areas on the periphery of Oxford including Barton, and Blackbird Leys (where areas of deprivation are concentrated) are a considerable distance from the centre of Oxford, a distance typically beyond a practical walking, or even cycling, trip for many.

Mode shift to bus and other forms of public transport are therefore vital in achieving the plan's targets and corporate priorities for both decarbonisation of the transport network and tackling inequalities.

Despite a growth in bus patronage on some routes, over the years leading up to the COVID-19 pandemic, the general trend had been a decline in bus patronage across Oxfordshire. This is attributed to increasing levels of traffic congestion, delays to bus services and poor journey reliability, much of this is due to population growth and associated roadworks Across the wider county in 2019, 82% of bus passengers indicated that they were satisfied with 'on-bus journey times.[29] This level of satisfaction is below levels of many other transport authority areas, with 'congestion/ traffic jams', the most frequently cited reason affecting journey times.

The subsequent COVID-19 pandemic resulted in a significant further fall in bus patronage, although passenger numbers in the Oxford area are now at 95% to pre- Covid 19 levels (summer 2023) [30].

Increasing bus passenger numbers is essential to meeting our targets of reducing car travel and delivering a net-zero transport network. Achieving this requires a co-ordinated package across Oxfordshire, as outlined in the Oxfordshire Bus ServiceImprovement Plan [31].

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[29]Transport Focus, *Bus passenger survey Autumn 2019,* 2020, Bus-passenger-survey-autumn-2019-main-report.pdf (d3cez36w5wymxj.cloudfront.net)
[30] Oxfordshire County Council Bus patronage data
[31] Oxfordshire Bus Service Improvement Plan

Through the Enhanced Partnership (EP) with local bus operators, we propose the following measures within central Oxfordshire:

- Invest in bus priority measures including traffic filters, priority at signals and bus lanes
- Invest in environmentally friendly vehicles, initially through the Zero Emission Bus Regional Areas (ZEBRA) grant. Upgrading bus infrastructure (including at bus stops and to Real Time Information)

Delivering these measures will make it possible to restore and increase bus frequencies on existing routes as well as restore and create new direct bus routes across central Oxfordshire for example, between the county towns and across the east of Oxford. Over time, investment in newer bus fleets and improved user experience are also likely.

Investing in bus priority measures

13 **Action 13 – Deliver;**
- **bus priority measures along key inter-urban bus routes and on key orbital routes across the central Oxfordshire area.**
- **upgraded bus infrastructure (including at bus stops and to Real Time Information)**

Within Oxford, delivery of the proposed travel demand management measures represents the single most impactful measure to improve and provide for bus priority.

Whilst traffic filters provide bus journey time improvements within the city ring road, it is equally important improvements to bus journey times relative to the car are made both on the ring road and along key inter-urban bus routes. Significant existing commuting into Oxford largely by car, combined with planned population growth on the periphery of the COTP area is expected to mean that stretches of physical bus priority will continue to be important on some radial and orbital routes passing through and extending from Oxford. Some new or re-allocated bus priority may also be necessary on some road lengths within the Oxford ring road, typically on approaches to junctions of the Oxford ring road. Enhancements to bus detection signaling are also proposed.

Where it provides a benefit to buses, it is vital that existing bus priority infrastructure is retained and complemented by the additional bus priority measures on the Oxford ring road or along inter-urban routes. A number of measures are already committed, including:

- A40 - eastbound bus lane between Eynsham park and ride and A40/A44 Wolvercote roundabout. To be delivered by 2025.

- A40 - westbound bus lane between A40 Dukes Cut and Eynsham park and ride. To be delivered by 2025.

- A44 - southbound bus lane between Cassington Road and Peartree Interchange – to be delivered by 2024.

In addition to the above funded schemes, the Council has several aspirational schemes that it is seeking to deliver that will make radical improvements to the bus network across Oxfordshire. These schemes have no current timescales or funding associated with them; however, the Council and local bus operators are committed to exploring opportunities to bring forward these schemes as soon as is practicable. Schemes include;

- Hinksey Hill A34 northbound exit – New bus lane
- Oxford Eastern Bypass, Horspath Driftway junction – Queue relocation

Working in partnership with local bus operators, we will take an evidenced based approach to determining where bus priority measures are required across the highway network.
In addition to existing committed bus priority measures, and those already identified, priority measures can be expected on key corridors such as the A34, B480, A420, A4074 and the Oxford Eastern bypass. Together these routes form the basis of a network of premium and second-tier bus routes across the central Oxfordshire area.
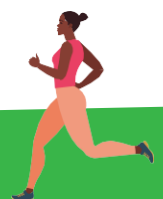
A variety of bus route types will operate across Central Oxfordshire area including:

- *Premium Routes* –services typically operating on inter-urban corridors defined by a 7 day early to late service frequency
- *Frequent urban route* – bus routes that have an exceptionally high level of demand and frequency within the Oxford area
- *Second-tier* – routes that generally provide links between larger urban settlements across the COTP area, and along some less-frequent routes connecting with Oxford City.
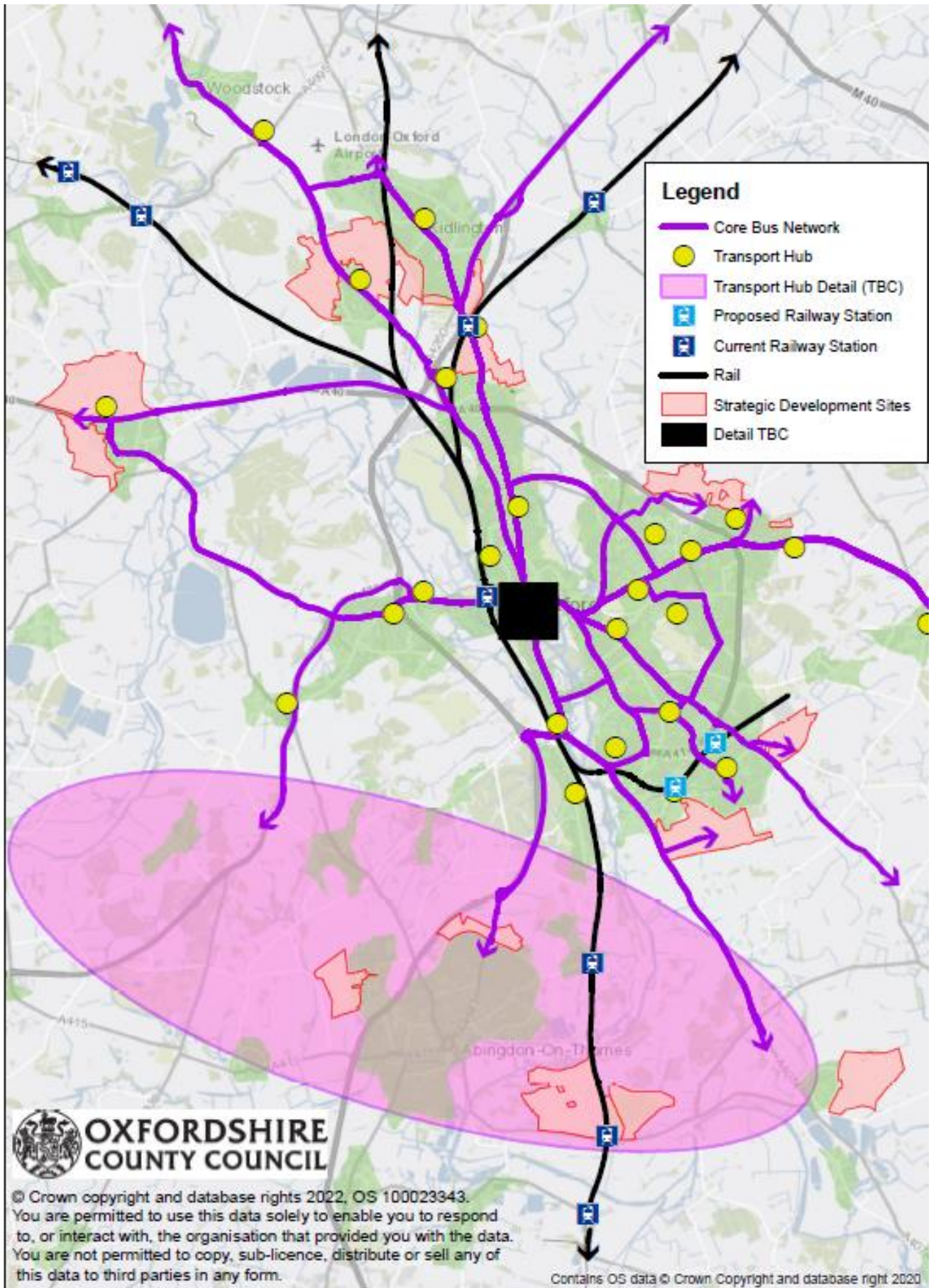
These route classifications will have different characteristics and will require different solutions accordingly. Features for some of the route classifications could include:

- a regular frequency of service (at least every 10-15 minutes) throughout the day and week
- high levels of dedicated bus priority throughout routes.
- strict kerbside controls

Prioritising bus measures in key locations, focusing on improving bus journey times and reliability, recognises that a balanced approach to the travel hierarchy is required to realise the plan outcomes. It will be necessary in some circumstances to prioritise bus measures above those of cycling and walking. It is however often the case that improvements for people cycling and walking can be delivered as part of wider bus priority schemes.

Proposed central Oxfordshire public transport and mobility hub network

Legend

- Core Bus Network
- Transport Hub
- Transport Hub Detail (TBC)
- Proposed Railway Station
- Current Railway Station
- Rail
- Strategic Development Sites
- Detail TBC

Investing in environmentally friendly vehicles

14 **Action 14 –** Alongside partners, deliver a zero-emission local bus fleet across the Oxford Smartzone area by 2024/25 and deliver a fully zero emission bus fleet across the COTP area at the earliest possible opportunity thereafter",

A significant proportion of the central Oxfordshire area, including the whole of Oxford, is covered by an Air Quality Management Area (AQMA) where road transport is the main source of emissions (68% in Oxford) causing air quality exceedance. Up to 70% of emissions accountable to transport come directly from buses in locations like The Plain where there are high bus flows. [32, 33]

Over recent years, significant enhancements to air quality have been possible in relation to the impact of local buses. The existing 'Euro VI' bus model which is widespread amongst the local bus fleet has reduced micro-particulates by 90% over previous bus models. While significant steps have already been taken, working with local bus operators, we aim to go further and will roll out a fleet of zero emission buses across the area. Funding awarded through the Zero Emission Bus Regional Areas (ZEBRA) scheme together with council and bus operator funding, will see the first phase of this ambition realised through the delivery of 159 electric local buses. Covering a large proportion of the COTP area, these buses will be used on routes in Oxford by 2024.

Demand Responsive Travel

In addition to conventional fixed route bus services, we remain open to options for Demand Responsive Travel (DRT) bus services where they may fulfil a role in meeting local transport need. This could include servicing areas, especially more rural areas of central Oxfordshire, which have traditionally been challenging to serve through conventional scheduled bus services.

The 'Pick Me Up' service run by Oxford Bus Company across the Oxford area in 2018 represented an example of how such a service could be operated. Operating conditions however would need to be radically improved to enable a commercially viable service.

While delivering air quality enhancements, alongside our bus operator partners, we acknowledge that there are also challenges of shifting to a zero-emission bus network. For example, there are not currently bus vehicles operating on alternative fuel sources that can also cover the longer distances of many inter-urban bus routes. There are however aspirations that alternative fuel sources, for example hydrogen, could play a role in ensuring that the local bus fleet of urban and inter-urban services across the COTP area can also become zero emission over proceeding years. Alongside local bus operators, we will seek to deliver a fully zero emission local bus fleet at the earliest practical opportunity.

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[32] Ricardo, *Oxford Source Apportionment Study,* 2020, page 30, https://www.oxford.gov.uk/downloads/file/7320/oxford_source_apportionment_study
[33] Oxford City Council, *Air Quality Annual Status Report,* 2021, page iv, https://www.oxford.gov.uk/downloads/file/8003/air_quality_annual_status_report_2021

Rail

15 **Action 15 – Alongside partners, support delivery of:**
a) Oxford Station enhancements
b) a passenger rail service and two new passenger stations on the Cowley Branch Line
c) local rail capacity and service frequency enhancements

The county council has no statutory responsibility for specifying or funding the railways, and we are not involved in setting timetables or fares. However, as the local transport authority the county council does have an important role in influencing decisions taken by organisations within the rail industry.

As set out in the Oxfordshire Rail Corridor Study[34], across the central Oxfordshire area there are opportunities to increase the frequency and capacity of local rail services at locations of planned significant growth such as Culham, Cowley, Hanborough and Oxford Parkway. An enhanced local rail offer, complemented by onward routes on the bus network as well as walking, wheeling and cycling, provides greater opportunity for sustainable local travel. Through the delivery of a Central Oxfordshire Movement and Place Framework for Oxford (Action 20), opportunities for improvement to the first and last mile connections to and from Oxford Railway Station will be identified.

A subsequent rail strategy for the county will set out the county council's wider aspirations and details for rail improvements across the county, including opportunities to encourage and increase rail freight.

Developing the local rail network across the COTP area requires delivery on a number of key interventions, most notably Oxford Station enhancements and the Cowley branch line.

Other rail investment priorities for the central Oxfordshire area include:

- Didcot-Oxford capacity enhancements – requirement for additional track capacity to accommodate demand, enable new/extended services and fully realise rail potential as an alternative to the A34 corridor
- Increased connectivity and frequency of services between:
    - Bicester and Didcot
    - Oxford and Hanborough
    - Oxford and Culham

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[34] Oxfordshire Rail Corridor Study (networkrail.co.uk)

Oxford Station enhancements

Rail infrastructure at Oxford Station is close to full capacity and requires capacity enhancements to accommodate an increase in services planned for 2024. Delivering capacity enhancements for passengers and trains at Oxford station is therefore a fundamental first step to delivering wider rail improvements in the area.

Delivery of a new western entrance and additional rail line at the station, to be delivered by Network Rail, has already been approved. These works will be completed by 2024 and will include a new platform and an improved and safer road layout for buses, as we as people walking and cycling. This will provide wider pavements for people walking and wheeling and segregated cycle lanes.

Working alongside Oxford City Council and Network Rail, we support the proposal for an updated Oxford Station masterplan reflecting the requirements for:

- major rail capacity and passenger improvements including accommodation of East-West rail services
- significantly enhanced sustainable transport interchange facilities i.e., bus and taxi provision.
- significantly enhanced and accessible cycle parking facilities
- An focused and enhanced environment for people walking and wheeling.

Joint work on the Oxford Station masterplan commenced in 2022.

Cowley branch line

It is proposed the existing rail line, currently used for freight to and from BMW Group Plant Oxford in Cowley, is reopened for passenger services for the first time since 1963. Two new stations are proposed on the route:

1. Oxford East - At Blackbird Leys servicing the local community, Oxford Business Park and the strategic housing site at Northfield

2. Oxford South –At Littlemore servicing the local community, Oxford Science Park and the strategic housing site at Grenoble Road

Active travel and public transport links will be prioritised for connections to and from the new stations.

Upgraded rail services are expected to act as an extension of the London Marylebone services in the first instance, with up to two passenger services an hour, in addition to freight services. Subject to funding being secured, the earliest a service is considered deliverable is 2026

Mobility hubs

16 **Action 16 – Deliver a transport hub strategy for a network of transport hubs across Oxfordshire**

We are focusing on the mobility hub concept as a way to create new and improve existing transport interchanges. The mobility hubs will be areas in which a variety of transport modes and community assets are co-located. These facilities provide added benefit to communities and combined they make up an easy-to-use transport network. Mobility hubs will:

- facilitate transport interchange between at least to transport mode options.
- have visual, social and community appeal.
- be accessible to all.

Across the central Oxfordshire area, there will be four varying types of mobility hub which will work together. These will include:

1. Major interchange hubs (i.e. situated at busy railway stations, park and ride sites)
2. Linking hubs (i.e. situated at busy urban high streets/ business parks)
3. Suburban and rural transport hubs (i.e. connecting residential areas to larger retail and employment centres)
4. Mini hubs (i.e. bus stops along suburban/ rural routes and in small villages

Mobility hubs may combine shared bikes (including electric bike or motorcycle), shared cars, parcel delivery lockers and bus stops in one location. Complementing the areas public transport network, mobility hubs will be a critical piece of infrastructure in our aim to replace or remove a quarter of current car trips in Oxfordshire by 2040 and deliver a net-zero transport network by 2040.

To date, the Park & Ride sites have fulfilled some of the roles mobility hubs could offer. Traditionally, they been very successful at reducing congestion and supporting a shift to sustainable travel modes. Since the COVID-19 pandemic; however, these sites have become underutilised as travel habits and patterns have shifted. The ambition of delivering a network of mobility hubs across Oxfordshire goes beyond the previous successes of the Park & Ride sites to expand connectivity across a wider range of transport modes. Mobility hubs may also help to fill some gaps in the existing public transport network.

Intercepting car journeys closer to source where attractive sustainable travel options are available is a desired principle. It might therefore be the case that on some transit corridors, multiple hubs of varying scales are appropriate. Building on a countywide mobility hub strategy, a Central Oxfordshire Movement and Place Framework (Action 20) will help to further define the shape and development of mobility hubs in the central Oxfordshire area.

Mobility hubs have the potential to offer a wide range of services appropriate to their size, location and demand beyond acting as a transport interchange. These services and benefits could include the potential to support freight consolidation, provision of lockers (e.g., for people cycling or using motorcycles, to store helmets and clothing), provision of flexible working pods, the potential to serve as service areas for cars travelling on longer journeys through Oxfordshire, and improving ease of access to destinations such as health centres, community hubs, and leisure facilities.

Examples of transport hubs in Bremen (left) and Vienna (right)
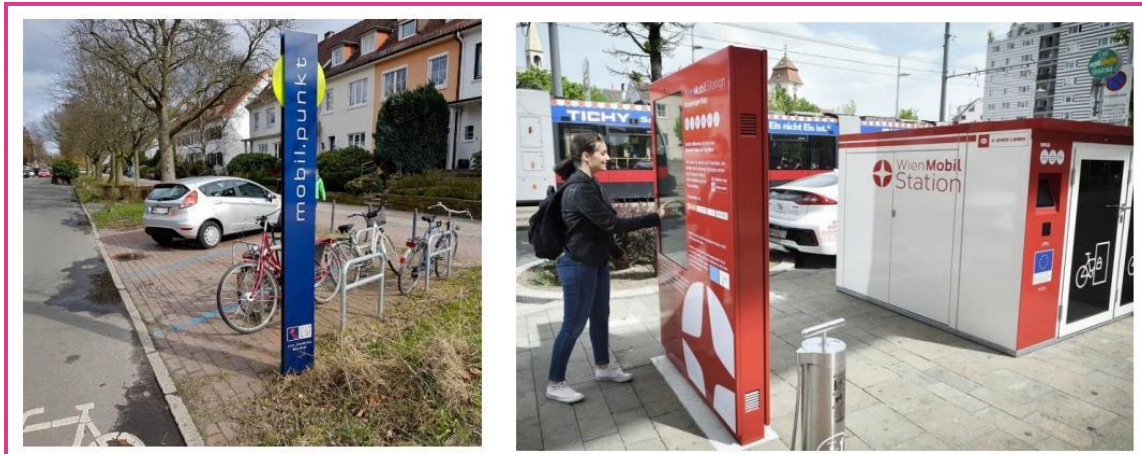
Taxis and private hire vehicles will continue to be an important part of a balanced central

Taxis and private hire

Oxfordshire travel network. We will work to ensure a high level of accessibility for taxis and private hire services is afforded at mobility hubs and transport interchanges across the COTP area.

Consistent with the council's proposals to deliver an expanded ZEZ in Oxford, we will work with taxi and private hire operators to encourage an investment in electric vehicles for their fleets

Delivering efficient movement of goods and services

17 **Action 17 –**
- **Deliver a freight consolidation feasibility study and first / last mile delivery pilot.**
- **Support modal shift to cargo bikes and the electrification of freight deliveries**

Deliveries and servicing are an essential part of a thriving economy. Delivering a net-zero transport network by 2040 cannot be achieved without considering how freight operates.

The amount of goods being moved has been steadily increasing over the last 10 years (2009-2019).[35] As trends in how goods are moved and received and customer expectations change, it is necessary to review freight and delivery processes, to ensure that they are being undertaken in a manner which is efficient for the transit network and works towards our targets to reduce vehicle use, emissions and improve road safety.

Reducing the volume and carbon impact of freight movements can be tackled through a combination of approaches including:

1. Supporting mode shift to cargo bikes

For first and last mile freight options especially cargo bike operations can offer a quick / efficient option to complement road freight options. Improving accessibility for cargo bikes represents a practical step to supporting this mode of freight travel.

- In 2021 following a trial, the county council approved allowing cargo bikes to use Queen Street (a key east-west movement through Oxford city centre) during the hours of 10:00-18:00

2. Low emission/ electric vehicles

At this point even with accessibility enhancements, cargo bikes are unlikely to replace road freight (i.e.light/ heavy goods vehicles) movements entirely. Measures like the ZEZ (Action 1) and facilitation of greater electric charging facilities (action 23) are therefore key to encouraging the uptake of electric vehicles for freight delivery where larger vehicles are needed.

3. Establishing freight transfer and consolidation centres

Moves towards mode shift and fleet electrification have been the most visible steps towards decarbonisation and the reduction of freight vehicle movements. Although less understood in a local context, freight consolidation also offers opportunities. Freight consolidation is where many suppliers have goods delivered directly to a place (consolidation centre or delivery hub) where it is stored. When needed it is combined into a single fuller load for the onward journey, for example into the city centre. It is recognised that not all deliveries may be suitable for consolidation and further investigation is required to fully explore practicalities, networks and how this could operate across the central Oxfordshire area.

We will therefore undertake both a feasibility study and deliver a pilot first/ last mile deliver scheme, using understanding gained from this experience to work towards delivery of a solution. Amongst other factors, the feasibility study will consider how:

- An additional stage of micro-consolidation sites, could work in combination with larger strategic consolidation sites. The practical benefit in consolidation centres being co- located with mobility hubs.

How freight consolidation works

Freight Consolidation
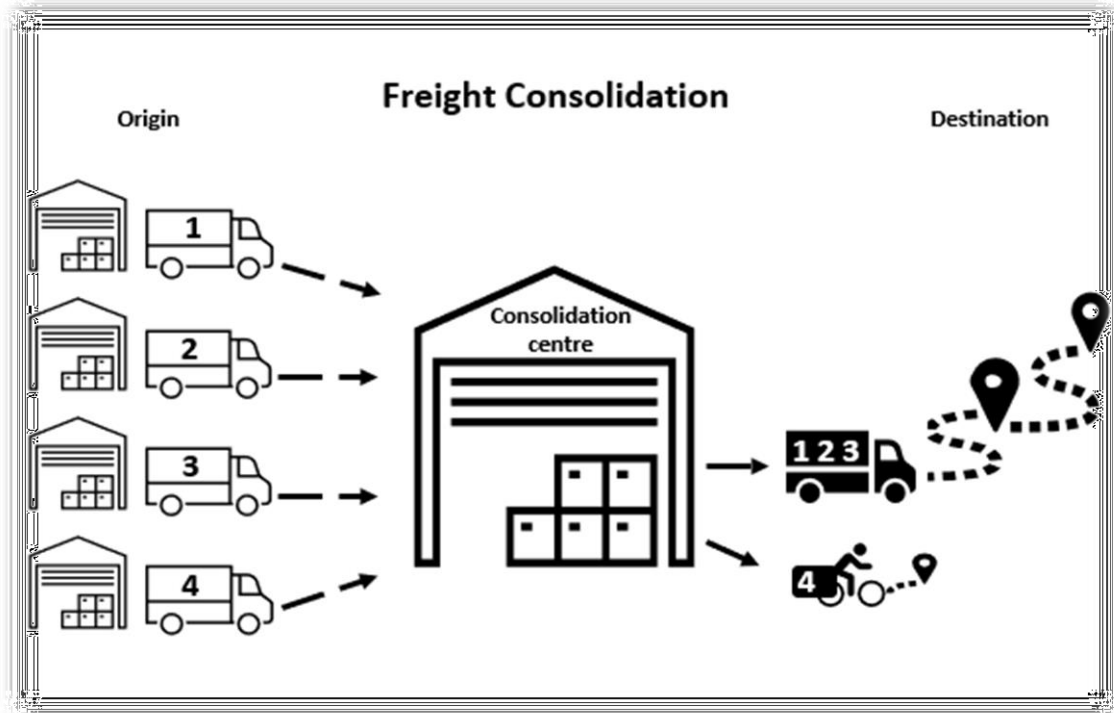
[35] Department for Transport, *Domestic road freight statistics 2019,* 2020*,* domestic-road-freight-statistics- 2019.pdf (publishing.service.gov.uk)

[36] Oxfordshire County Council, *Oxfordshire Cycle Survey 2019 Summary Report*, Oxfordshire CYCLE SURVEY SUMMARY REPORT
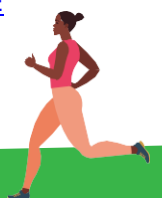
Reducing heavy goods vehicle (HGV) movements

18   **Action 18 – Deliver a safer lorry scheme pilot across central Oxfordshire.**

Whilst Oxford has an extensive 7.5 tonne weight restriction, many heavy goods vehicles (HGVs) still enter the city in order to service businesses, properties, and development sites. Their presence on local streets is often a significant safety concern for those who might consider active travel options like cycling, wheeling, or walking. [36]

We will address these concerns through two separate approaches:

1.   Improve accessibility and infrastructure provision to allow for more first and last mile deliveries to be undertaken by cargo bike.

2.   Improve safety requirements for Heavy Goods Vehicles entering Oxford. Where HGVs and larger vehicles require access to the city's streets, it is important that they operate safely. The council has adopted a countywide Vision Zero approach, which seeks to eliminate all fatalities and severe injuries on Oxfordshire's roads and streets. As part of a wider county initiative, we will investigate the implementation of a Safer Lorry Scheme.

An example of a Safer Lorry Scheme is operated by Transport for London where vehicles over 3.5 tonnes are required to meet specific safety requirements such as:

- Be fitted with Class V and Class VI mirrors giving the driver a better view of people walking and cycling around their vehicles

- Be fitted with side guards to protect people cycling from being dragged under the wheels in the event of a collision.

It is proposed that a safer lorry scheme pilot be run in all or part of central Oxfordshire before being rolled out across the whole of Oxfordshire. The pilot will consider operating costs and will monitor customer and operator satisfaction with how goods are received and transferred.

Theme two: Healthy, fair and liveable communities

Enabling and encouraging people to 'live local' is essential to meeting our targets to reduce car trips, increase cycle and walking trips, and deliver a net-zero transport network. Living locally is about people having the range of amenities, facilities, and services they need for everyday life available within their neighbourhood. Having what we need local to us reduces travel demand and increases the opportunity to travel by walking, wheeling, cycling or public transport instead of using the car. This in turn has a range of positive physical health, mental health, and social inclusion benefits.

Demand for travel is generated by a number of different factors. National data shows that leisure related trips (26%) represent the most common trip purpose.[37]

Trip Purpose Data

Trip purpose	% of Trips	Average Distance	Travel Mode	[37]
Leisure	26%	10.9 miles	70% car, 16% walk, 2% cycle	
Shopping	19%	3.9 miles	65% car, 25% walk, 1% cycle	
Commuting	15%	9.1 miles	61% car, 12% walk, 4% cycle	

There is significant opportunity for more trips to be made locally within distances that are easily walkable or cyclable for a significant proportion of the population. In urban environments, for distances less than 3-5 miles cycling is typically the quickest form of travel; walking is also the most time efficient travel mode for very local trips.

Enabling people to feel confident about walking, wheeling and cycling for local trips is central to our Vision Zero approach, which seeks to eliminate all fatalities and severe injuries on Oxfordshire's roads and streets. To realise this vision; however, requires a change of approach from the current situation.

A liveable neighbourhoods concept is based on enabling everyday facilities to be within a short 20 minute return walk or cycle trip from home. Whilst supporting an investment in local infrastructure and a reimagining of local street space, the approach also allows for enhanced connectivity between and through local areas.

Large proportions of the area's urban population are already within a short walking distance of a range of everyday facilities, as demonstrated in areas like Summertown; however, this accessibility is not universal across the area.

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[37] Department for Transport, *National Travel Survey: England 2019,* 2020, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/906276/n ational-travel-survey-2019.pdf

With significant housing growth planned for the urban edge of Oxford, it is essential that improvements to the existing transport networks, including walking and cycling routes, based on the existing or proposed location of facilities, services and amenities, and living locally principles are embedded as part of new developments. Key to this is providing walking, wheeling, cycling and public transport routes to and through district centres, and co-locating core facilities in close proximity.

Toolkit of transport measures for liveable streets

19   **Action 19 –** Develop and support implementation of a local toolkit of transport interventions that support a livable neighbourhood approach

Working closely with local city and district council partners, alongside the local community and other key groups, we will support development of a liveable neighbourhood area where walking and cycling is the natural first choice of movement. This will be informed by local community needs and grounded in principles of good planning, including a basis that people's daily needs can be found within a short 20-minute return walk

In developing district centres and liveable communities, the county council has a role to play in providing safe streets and attractive active travel options. People living in traffic-calmed environments feel safer and use public space more often. A safer environment means that children are more likely to be allowed outside on their own, where they will play for longer, and their physical activity will be more rigorous[2]. We will work with local communities to develop and deliver a toolkit of potential transport interventions. These will collectively work towards creating attractive, inclusive, liveable, safe streets for communities.

Transport interventions in the toolkit could include:

- A package of co-ordinated local traffic filters and/or vehicle movement restrictions
- Timed vehicle restriction measures around schools and on neighbourhood streets to encourage child play and active travel
- Traffic calming measures. (i.e., reduced speed limits to 20mph, speed cushions/ chicanes, raised tables etc.)
- Local active travel infrastructure (i.e., crossings, bridges, cycle parking, cycle hangers etc.)
- Public realm measures such as parklets where on-street car parking space is repurposed as a social space with seating and planting
- Community activation – measures to ensure that those with greatest need benefit from these improvements e.g., Ready Set Go by Oxford Hub[38]; You Move.[39]

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[38] Oxford Hub, *Ready Set Go,* Ready Set Go — Oxford Hub
[39] GO Active, *You Move,* You Move | GO Active (getoxfordshireactive.org)

Artist's impression of urban centre healthy place shaping principles

Within local communities and district centres, there is also an opportunity to develop the services and facilities local mobility hubs may be able to offer beyond those of transit and interchange. This could include facilities for virtual working and enhanced broadband connectivity, or other health, education, and leisure services.

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[40] England's Economic Heartland

Theme three: A dynamic and innovative place

A people focused plan for Central Oxfordshire

We want the central Oxfordshire area to be recognised as a vibrant, sustainable, inclusive, world leading economy, driven by innovation, enterprise, and research excellence.[41] Transport and connectivity will play a significant role in helping achieve this aim, which will be guided by a strategy focused on delivering places that put people first.

20 **Action 20 – Alongside partners, deliver a Central Oxfordshire Movement and Place Framework**

The county council will lead on a movement and place framework for the central Oxfordshire area. With a focus on specific areas across central Oxfordshire, this piece of work will provide more detailed concepts for transport and placemaking schemes. Facilitating a high number of movements as well as having a strong place value, arrangements in the city centre will be an early consideration.

Oxford city centre and the development sites at Oxpens and Osney Mead are significant areas of focus for existing and future innovation. The city centre and West End have the county's largest concentration of retail, cultural and social assets and on a daily basis cater for a significant number of people and their travel movements, including approximately 7 million tourists visit per year.[42] Pre-COVID-19 pandemic, on average 150,000 people journeyed into and out of the centre each day.[43]

The city's historic core and narrow medieval streets create competition between uses. To move people more efficiently in this context requires a reallocation of existing road space from cars to public transport, walking, wheeling and cycling. Currently, areas like St Giles and Broad Street disproportionately provide large sections of streetscape to motorised vehicles, compared to the significantly greater number of active travel users in these areas who comparatively have very limited formal space.

The proposed travel demand management measures, including traffic filters and a ZEZ, are expected to play a significant role in helping to improve the priority for people focussed place in the city centre.

Locations like St Giles and Broad Street have significant potential to become more people focused places. At the moment, opportunities for markets and other regular organised activities in the city centre are broadly limited to Bonn Square, Gloucester Green and Leiden Square in the Westgate. Measures like those implemented at Frideswide Square and on Broad Street give an example of what could be achievable across these large public spaces. The design of these spaces needs to respond to context, ensuring that any plans are conscious, complementary and enhancing of the historic setting.

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[41] Oxfordshire's Strategic Economic Plan, 2016

[42] Oxford City Council, *Quick facts,* https://www.oxford.gov.uk/info/20124/economy/454/economic_statistics

[43] Oxfordshire County Council, *Oxford LCWIP,* 2020

Artist's impression of potential reallocated space at St Giles and Oxford High Street

The COVID-19 pandemic also provided an opportunity to reimagine how spaces across central Oxfordshire could be transformed to a more people focused environment. For example, with support of Oxford city Council more than 50 city centre businesses were provided with support for outside tables and chairs, including the part-pedestrianisation of St Michael's Street and George Street (temporarily). As central Oxfordshire develops to support more housing provision and leisure uses, it will be increasingly important to readdress this balance to develop a human scale, people focused communities. Alongside partners, we plan to develop this through a Central Oxfordshire Movement and Place Framework.

We will seek to balance a people focused central Oxfordshire which provides:

- attractive cross city connectivity and interchange facilities for people using cycles and public transport
- access for people with disabilities
- access for deliveries.

Tourist coaches in the city centre

> **21** **Action 21 - Deliver attractive tourist coach drop off and pick up facilities in the city centre and, consistent with proposals in a Central Oxfordshire Movement and Place Framework**

Each year circa £1 billion is generated by Oxford's visitor economy [44]. Tourist coaches dropping visitors in the city centre are often an efficient and sustainable way of transporting people in and out of the centre. The aim is therefore not to prevent coaches coming into the city centre, rather it is to prevent them from parking for long periods in unsuitable places.

Developing a plan for tourist coaches will be embedded as part the of a Central Oxfordshire Movement and Place Framework. This will appreciate a desire to:

- Look for tourist coach drop off / pick up facilities proximal to Westgate/New Road/Castle Street/Thames Street/Speedwell Street/southern St Aldates.
- Identify convenient layover facilities for tourist coaches outside of the city centre.

Emerging innovations

Carefully managed, innovative, and emerging technologies present opportunities to shape transport links and develop people focused places. Across central Oxfordshire we will prioritise new technology that supports the strategic transport directions of this plan.

We will be technology-neutral in our approach to achieving our transport outcomes by seeking the best available solution to a given problem.

E-scooters/E-bikes

> **22** **Action 22 – Deliver an e-scooter hire scheme across central Oxfordshire, subject to ongoing trial performance and national legislation**

Over recent years, central Oxfordshire has hosted trials of a number of micromobility initiatives. These have included the privately operated dockless bike hire schemes and more recently, the county council has overseen an e-scooter public hire trial operated by Voi.

Alongside a developed active travel and public transport offer, a high-quality micromobility offering can play a significant role in improving connectivity and accessibility. The county council will carefully review where this is proposed to ensure that such service provision does not undermine public transport offerings or active travel benefits.

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[44] Oxford City Council, *Oxford City Centre Action Plan 2021-2030*,

Initial learnings from the e-scooter trials indicate that a regulated approach to matters including parking is highly desirable, for example to prevent footpath obstruction.

Where initiatives are legislated for and supported by Central Government, we will look at opportunities to trial schemes across central Oxfordshire. This could include phased expansion of the Oxford e-scooter trial beyond the immediate Oxford city area.

Case Study – Oxford E-scooter trial

As part of a wider government led initiative, a public hire e-scooter trial was launched in Oxford in February 2021 in partnership with Swedish e-scooter operator Voi Technology.

A mixture of up to 850 on-street hire e-scooters, together with a long-term rental offer are made available as part of the ongoing trial which is due to conclude in May 2024. As of Sping 2023, over 670,000 rides have been completed as part of the trial by over 57,000 different individuals

Introducing the use of car share

Car share schemes reduce car ownership whilst recognising that car travel will continue to be necessary for some trips. Car sharing enables people to walk, wheel, cycle and use public transport for the bulk of their trips while having access to a car for infrequent trips where that is the most suitable mode.

There are various types of car sharing models including peer-to-peer sharing, vehicle co-ownership, corporate car sharing initiatives all of which offer benefits for reducing overall car usage and the occupancy of private vehicles on the highway.

In the Oxford area, there is already an established commercial car share market.

One of the challenges for car share providers is securing dedicated parking space. We will support:

- measures to accelerate growth of the car share fleet
- providing more on-street parking for car share and car club vehicles
- opportunities to leverage supply of off-street parking for car share.
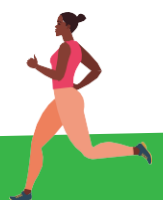
Case Study – ShareOurCars

Launched in September 2021 in east Oxford as a collaboration between Hiyacar and Oxford-based ShareOurCars, the initiative allows those that wish to share or borrow cars on their street between themselves. Only those that are a part of the trial can search for and book the cars available in their closed loop through the Hiyacar app.

There are currently 8 cars and 20 users as part of the initial trial closed loop in east Oxford, with plans for at least another 10 groups across Oxfordshire including across the central Oxfordshire areas of Woodstock, Cumnor, Kennington, Oatlands, Hinksey and North Oxford.

Electric vehicle charging and alternative fuel sources

23   **Action 23 - Deliver publicly accessible electric vehicle charging points across central Oxfordshire.**

Our ambition is to reduce the number of trips made by car. Whilst we will be encouraging the use of cleaner fuels, including electric vehicles EV, to manage air quality impacts of car use and to deliver a net-zero transport network by 2040, we know that a switch to EV alone will not resolve the congestion challenges of the area.

Across central Oxfordshire, a number of EV charging facilities are being installed. In Oxford there are 50 on-street chargers as part of GULO and an Energy Superhub at Redbridge Park & Ride has 42 ultra-rapid EV charging points. However, more locations are needed to meet the plan targets. Future electric vehicle charging infrastructure should also consider a mix of charging provision, e.g., at Mobility Hubs and motorcycle parking requirements such as the need for a secure ground anchor.

Locations for new charging facilities will be identified through engagement with local communities and alongside local authority partners. This includes a target to reach or exceed converting 7.5% of local authority managed public car park spaces to fast EV charging by 2025. Increasing on-street EV charging facilities on often narrow historic urban streets; however, is not without challenge.

Consistent with the Oxfordshire Electric Vehicle Infrastructure strategy (OEVIS), we will prioritise investment in EV charging in off-street locations. Provision of publicly accessible EV charging facilities will be especially important for areas within the proposed Zero Emission Zone and across North Oxford, which is anticipated to have the largest proportion of EV take up across COTP area.[45]

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[45]Oxfordshire County Council, *Oxfordshire Electric Vehicle Infrastructure Strategy*, 2020, https://mycouncil.oxfordshire.gov.uk/(S(0qslfpunjtwzla330vllet55))/documents/s55283/CA_MAR1621R11%2 0Annex%203%20-%20DRAFT%20Oxfordshire%20Electric%20Vehicle%20Infrastructure%20Strategy%2020210225.pdf

Funding, implementation and monitoring

The Central Oxfordshire Travel Plan covers the period up to 2050. There are measures that can be funded and implemented in the short term and others that will require longer term planning. It can sometimes be the case that the most effective measures towards achieving an aim, can also be the cheapest to implement. The introduction of CPZs across Oxford in restraining some commuter flows within the city represent one example of this.

We will look to prioritise the implementation of those measures which represent the best value for money in delivering against the plan's targets.

Funding

Scheme funding comes from a range of sources including:
- Major scheme bids to the Department for Transport (DfT) and other national bidding opportunities
- Council resources including parking income
- Bids for grants from Local Enterprise Partnership such as Revolving Infrastructure Fund and Local Growth Fund
- Community Infrastructure Levy and s106 developer funding contributions
- Devolution gain share
- Other bids and funding sources such as innovation funding such as Horizon Europe and Innovate UK.
- Private investment

We will work to identify funding sources to enable delivery of the actions set out in the COTP. Key potential funding sources are outlined below:

Developer contributions

Developers either contribute towards improvements to mitigate their transport impacts through direct legal agreements or carry out works themselves under S278 Agreements with the council. In some situations, a Community Infrastructure Levy is also payable to the district or city council, and the county council may be able to agree with the relevant authority to use some of those funds for transport schemes. National policy regarding developer contributions is being reviewed and this plan will take account of any changes to the ways funding can be sought.

Travel demand management measures

The COTP proposes the travel demand management measures of:
- A Workplace Parking Levy (WPL) to cover areas of Oxford inside the city ringroad.
- A Zero Emission Zone (ZEZ) to cover Oxford City Centre.

As well as a potential to reduce car trips, both a WPL and ZEZ has the potential to generate ringfenced funding which can be directly re-invested into transport measures within the COTP area. A WPL alone is estimated to generate £40 million funding over a 10-year period.[45]

Funding bids

From time to time, there are opportunities to submit bids to specific grant funding or borrowing opportunities. These come from a range of sources including central government, the Department for Transport and Active Travel England.

Implementation

Whilst delivering change to our streets can take time, responses to the COVID-19 pandemic showed how temporary and experimental measures could be used to quickly deliver fundamental changes to our streets and allow people to begin enjoying the benefits of change as we work towards full delivery.

Where appropriate, we will use temporary interventions to 'live trial' major change, allowing proposals to be tested and, where necessary, refined. This is already being implemented on schemes like the Zero Emission Zone trial in Oxford city centre. Where improvement or maintenance schemes are likely to cause significant impact to the transport network, this can also provide an opportunity to trial initiatives to ensure their outcomes are consistent with the plan. We will consult on any changes made to our streets in this way prior to any trials becoming permanent. We will also work closely with other local authorities to ensure the impacts of our trials are understood both within and beyond the central Oxfordshire area. This approach will allow people to better understand the nature of proposed changes and provide feedback based on real experience

Phasing and delivery

The major projects and programmes that will be delivered by the Central Oxfordshire Travel Plan are summarised below. Across the plan period, there are expected to be a number of other schemes which emerge across our transit networks, including developer led schemes which are not identified. The delivery and timing of this programme will be subject to further consultation for individual projects and programmes. It will need to also consider project interdependencies and wider network co-ordination of works.

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[45] Oxfordshire County Council, *Workplace parking levy,* https://www.oxfordshire.gov.uk/residents/roads-and- transport/connecting-oxfordshire/workplace-parking-levy

COTP key projects and indicative programmes

2023 → **2050**

An efficient connected zero emission city	Managing travel demand	Implement Core Transport Scheme. (Traffic filters, WPL, ZEZ)
		CPZ expansion (Oxford) / Eligibility and permit review
		Removing parking from key transport routes
		Consolidate / remove city centre / district parking
	Sustainable travel	A44 North Oxford Corridors
		A40 Science Transit
		Corridor Improvements
		Quickway / Quietway Active travel Schemes
		Implement public cycle hire scheme
		Oxford Station Masterplan and Western Access
		East-West Rail
		Cowley Branch Line
		EV local bus roll out (including ZEBRA)
		Bus priority improvements
		Develop Cycle Hubs
		Develop / Deliver Mobility Hub Network
		Freight Consolidation Centres
	Goods and services	Safer Lorry Scheme Investigated / Implemented
Healthy fair and liveable communities		Working with communities / partners to implement liveable neighbourhoods and highway 'tool-kit'
A dynamic and innovative place		Central Oxfordshire movement & place framework
		City Centre improvements (incl st. Giles)
		Broad Street Scheme
		SMART journey planning
		EV charging roll out

How we will measure success

The plan has set out the actions we intend to deliver, in order to meet the targets and aspirations of the Central Oxfordshire Travel Plan and the wider Oxfordshire Local Transport and Connectivity Plan.

We will need to establish a baseline from which to begin measuring our success. This will be within the first year of adoption of the plan. From then on, monitoring of the Central Oxfordshire Travel Plan will be reported on a regular basis. We will work closely with colleagues in academic institutions and other relevant organisations to identify methods to measure success for those interventions that do not have clear data sources.

Progress on delivering the plan will be undertaken through the monitoring of a set of key performance indicators (KPIs) which will take into account the impacts of population growth.

We have not identified specific targets for all of the KPIs. Instead, all policies and schemes are working towards delivery of our headline targets. The KPIs will help to provide more detail and identify potential areas for further work. As part of the review process, we will assess the effectiveness of the KPIs and look at other ways of monitoring progress.

Key performance indicators

Focus area	KPI
Transport emissions	Road transport emissions (Mt CO2)
Walking and cycling	Percentage of residents walking / wheeling / cycling
	Number of walking / wheeling / cycling trips
Physical activity	Percentage of adults / children meeting physical activity recommendations
Healthy Place Shaping	Healthy Streets score improvements
	20-minute neighbourhood index improvements
Road safety	Total number of KSI
	Number of KSI per mode
Public transport	Number of bus passenger journeys
	Bus journey times
	Number of rail passenger journeys (rail station entries and exits)
	Number of park and ride passenger journeys
Digital connectivity	Percentage of premises with superfast broadband
	Percentage of premises with full fibre broadband
Air quality	Transport emissions in Oxfordshire
	Years of healthy life lost due to air pollution
Private car	Car vehicle miles in Oxfordshire
	Number of car trips
	Number of registered battery electric vehicles
	Car ownership
Road highways maintenance condition	Percentage of roads in good/fair/poor condition
	Percentage of pavements and cycleways in good/fair/poor condition.

Working in partnership

We recognise that we cannot deliver this plan on our own and will work with a range of partners to achieve the vision, aims and actions for central Oxfordshire. This will include working in partnership with:

- City residents and residents' associations
- City businesses and institutions
- City and District authorities and local councils
- Local public transport operators
- Emergency Services
- Property developers and the construction industry
- Transport industry and representative bodies
- Campaign organisations and special interest groups
- Developers of new transport technologies

Working in partnership with the above groups is fundamental to improving our understanding and delivering better outcomes. An example of this could be taken in our work towards a Vision Zero approach for the area. Only through informed discussions with users and local groups w is it often possible to fully comprehend local issues.

Updating the Central Oxfordshire Travel Plan

This plan is a living document and will be reviewed and updated within 5 years of approval. This process will ensure the plan is responsive to a changing context including developments in transport technology, that it is on track to deliver on identified targets and that it reflects the priorities of the local population. Updates will be informed by in depth engagement and analysis of economic, social and transport trends, and will be subject to engagement prior to adoption.

Glossary

Active travel: 'making journeys in physically active ways – like walking, wheeling (using a wheelchair or mobility aid), cycling, or scooting'.

Air Quality Management Area (AQMA): areas where air pollution levels exceed the accepted national air quality objectives.

Blue Badge Holders: Permit issued to those meeting specific health criteria to allow them to park in a disabled bay or on double yellow lines.

Bus priority measures: interventions that give priority to buses on roads, with the aim of reducing bus journey time and increasing service reliability. These measures can include segregation and traffic signal control in favour of buses.

Car sharing: a type of car rental from a central pool of cars.

Carbon accounting: a process organisations engage in to quantify their greenhouse gas emissions and consequently identify steps to limit these emissions and thus reduce their climate impact.

Climate emergency: the serious consequences of changes in the world's weather and the urgent action required to reduce or prevent these impacts of climate change.

Community activation: methods to engage and empower the community to facilitate change.

Connector route: cycle routes that cover shorter distances and connect urban edges.

Controlled Parking Zone (CPZ): 'an area where parking is only permitted in designated parking bays and for specified times'.[46]

Copenhagen crossing – crossings that give priority to people walking who wish to cross side roads.

Demand Responsive Transport (DRT): a flexible mode of transportation that adapts to the demands of its user groups.

Enhanced Partnership: Formal partnership between bus operators and local authority to plan the future provision of bus services and wider matters impacting bus service provision.

Equality: providing everyone with the same opportunities.

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[46] Oxfordshire County Council, *Controlled parking zones (CPZs),* https://www.oxfordshire.gov.uk/residents/roads-and-transport/parking/parking-permits/controlled-parking-zones

Freight consolidation: where several deliveries from different sources that have the same destination are collected at a specified location and sent by a single mode of transport to the destination.

Key performance indicator (KPI): a quantifiable measure of performance over time for a specific objective.

Killed or Seriously Injured (KSI): Standard metric used to measure road safety.

Living locally – people having the range of amenities, facilities, and services they need for everyday life available within their neighbourhood. This then reduces the need to travel and increases the opportunity to travel by walking, wheeling, cycling or public transport instead of using the car.

Local Cycling and Walking Infrastructure Plan (LCWIP): strategic policy document that identifies improvements to active travel infrastructure at the local level.

Local Transport and Connectivity Plan (LTCP): Oxfordshire County Council's new Local Transport Plan.

Micromobility: small, lightweight vehicles that operate below 16mph and include people propelled and electric modes such as bicycles, e-bikes, shared scooters, e-scooters, skateboards that take people short distances.

Net-zero: 'The balance between the amount of greenhouse gas (e.g., carbon dioxide) produced and the amount removed from the atmosphere. Net-zero is reached when the amount of greenhouse gas added is no more than the amount taken away'. [47] Different methods can be used to achieve this, including not releasing emissions to begin with and removing emissions from the atmosphere.

Placemaking: multi-faceted approach to creating public places that support health, well- being and happiness and increase people's connection to the place, thereby maximising the shared value of public places.

Public realm: any space that is open to everyone and free.

Primary Routes (Quickways): cycle routes that form the core of the cycle network and extend along main radial/ arterial transit routes

Secondary Routes (Quietways): cycle routes which offer a lower trafficked alternative route choice between key trip attractors and residential areas

Segregated cycle lanes: a lane solely for people cycling that is separate from people walking and motor vehicles. Segregation can be provided in many forms, including road markings, raised kerbs and bollards.

Severance: the lack of connectivity between two places that makes accessibility challenging; this can be caused by a busy road for example separating an origin and destination.

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[47] National Grid, *What is net zero?* https://www.nationalgrid.com/stories/energy-explained/what-is-net-zero

Technology-neutral approach: choosing the most appropriate technology to meet needs rather than being influenced by pre-determined requirements.

Traffic filters: points on roads through which only certain vehicles may pass.

Mobility hub: a recognisable place where there is a range of different shared and public transport modes. They also include additional facilities and information features to both attract and benefit transport users.

Travel demand management: strategies and policies designed to reduce the need to travel or change travel patterns e.g., away from peak times.

Vision Zero (road safety): no death or injury on roads is accepted and an approach to road safety is taken to ensure this.

Wayfinding: directional signage for people walking, wheeling and cycling. This can show distance and time to key destinations.

Workplace Parking Levy (WPL): an annual charge to businesses for staff parking spaces at their premises'.[48]

Zero Emission Vehicles (ZEV): A vehicle which emits 0g of carbon dioxide from the tailpipe per kilometre travelled.

Zero Emission Zone (ZEZ): An area where all vehicles except those with zero tailpipe emissions are restricted from entering or charged to enter.

Liveable Neighborhoods: Communities where everyday facilities and amenities are within a short 20-minute return walk or cycle trip from home. These communities are typically compact and connected places.

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[48] Oxfordshire County council, *Workplace parking levy, https://www.oxfordshire.gov.uk/residents/roads-and-transport/connecting-oxfordshire/workplace-parking-levy*