

# **Witney Cycling and Walking Infrastructure Plan**

## **Appendix A:**

## **Background information**

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# 1. Policy context detail

**Table 1: Policy, strategies, and guidance detail**

Key Points	
National Policy / Strategy / Guidance	
Future of Mobility: Urban Strategy – Moving Britain Ahead (DfT, 2019) <sup>1</sup>	<p>This Strategy outlines how urban mobility can be transformed through innovation to help deliver social, economic and environmental benefits. Key to achieving this transformation includes:</p> <ul style="list-style-type: none"> <li>• ensuring cycling and walking are the first mode choice for short journeys;</li> <li>• promoting innovation to reduce congestion and more efficiently use road space, such as through ride sharing;</li> <li>• promoting transport modes that contribute to the zero carbon emissions transition; and</li> <li>• creating an integrated transport system combining public, private and multiple modes.</li> </ul>
The Transport Investment Strategy: Moving Britain Ahead (2017) <sup>2</sup>	<p>The Strategy supports the growth of businesses and outlines how this will be achieved by maintaining and delivering high quality transport infrastructure. This includes creating a more reliable, connected and less congested transport network. Highlighted also, is a need to remain adaptable in an increasingly unpredictable and changing world, whilst prioritising health and the environment in decisions. Decision making at the local level is devolved to local authorities and their communities. However, funding can be sought from central government for schemes that deliver national priorities, such as encouraging more walking and cycling.</p>
Inclusive Transport Strategy: Achieving	<p>Highlighted in the Strategy is the importance of ensuring people with disabilities have equal access to transport. The Government identify a programme of monitoring and evaluation to aid this.</p>

<sup>1</sup> Department for Transport, Future of Mobility: Urban Strategy, Moving Britain Ahead, 2019, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/846593/future-of-mobility-strategy.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/846593/future-of-mobility-strategy.pdf)

<sup>2</sup> Department for Transport, Transport Investment Strategy, Moving Britain Ahead, 2017, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/918490/Transport\\_investment\\_strategy.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/918490/Transport_investment_strategy.pdf)

equal access for disabled people (2018) <sup>3</sup>	
Inclusive Mobility: A guide to best practice on access to pedestrian and transport infrastructure (DfT, 2021) <sup>4</sup>	Guidance is provided on how to make transport infrastructure suitable for people with disabilities. This in turn ensures that the public realm is accessible for people with disabilities.
Cycling and Walking Investment Strategy (DfT, 2017) <sup>5</sup>	The Strategy outlines Government’s ambition to make cycling and walking the natural choice for shorter journeys, or as part of longer journeys by 2040. Emphasis is placed on improving the safety of streets for cycling and supporting more school children to cycle.
Gear Change: A bold vision for cycling and walking (DfT, 2020) <sup>6</sup>	<p>This plan reinforces the value of cycling and walking for health and wellbeing, the environment and the economy. To optimise these benefits, ambitious targets are set for cycling and walking in England including:</p> <ul style="list-style-type: none"> <li>• cycling and walking becoming the natural choice for short journeys, with half of all journeys in towns and cities cycled or walked by 2030;</li> <li>• providing everybody with the opportunity to cycle or walk to address inequalities; and</li> <li>• creating safe streets where people feel confident to cycle.</li> </ul> <p>The following actions and design principles will help realise this ambition:</p> <ul style="list-style-type: none"> <li>• cycle infrastructure should be accessible for everyone;</li> <li>• cycle tracks that are physically separated from all other modes of travel on roads and at junctions;</li> <li>• cyclists must be treated as vehicles, not pedestrians;</li> </ul>

<sup>3</sup> Department for Transport, The Inclusive Transport Strategy: Achieving Equal Access for Disabled People, 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/728547/inclusive-transport-strategy.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/728547/inclusive-transport-strategy.pdf)

<sup>4</sup> Department for Transport, Inclusive Mobility – A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure, 2021, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1044542/inclusive-mobility-a-guide-to-best-practice-on-access-to-pedestrian-and-transport-infrastructure.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1044542/inclusive-mobility-a-guide-to-best-practice-on-access-to-pedestrian-and-transport-infrastructure.pdf)

<sup>5</sup> Department for Transport, Cycling and Walking Investment Strategy, 2017, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/918442/cycling-walking-investment-strategy.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/918442/cycling-walking-investment-strategy.pdf)

<sup>6</sup> Department for Transport, Gear Change: A bold vision for cycling and walking, 2020, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf)

	<ul style="list-style-type: none"> <li>• cycling, walking and bus corridors created through low traffic neighbourhoods</li> <li>• implement school streets;</li> <li>• create zero-emission zones;</li> <li>• removal of barriers on existing cycle routes</li> <li>• infrastructure that caters for a high number of people cycling;</li> <li>• connecting routes to produce a continuous, direct, logical and coherent network;</li> <li>• increase cycle parking and locate it where it is needed;</li> <li>• wayfinding to assist navigation of routes;</li> <li>• promotion of cycling for freight;</li> <li>• cycling and walking prescribed by GPs</li> <li>• improved cycle training opportunities for everybody; and</li> <li>• increased funding opportunities for local authorities for schemes that meet the strict criteria outlined in the plan.</li> </ul>
<p>Cycle Infrastructure Design, Local Transport Note 1/20 (DfT, 2020)<sup>7</sup></p>	<p>LTN 1/20 provides guidance for the design of cycle infrastructure. The key principles of the guidance include:</p> <ul style="list-style-type: none"> <li>• ensuring cycle infrastructure is accessible for everyone;</li> <li>• treating cycles as vehicles and providing space for people to cycle that is separate from people walking;</li> <li>• physically separating people cycling from motor vehicles at junctions and on roads;</li> <li>• designing cycle infrastructure for a high number of people cycling and for all types of cycles;</li> <li>• considering the closure of side streets as an alternative to main road routes for people cycling;</li> <li>• providing cycle parking in sufficient amounts at the places where people want to go; and</li> <li>• consistent, logical, direct and comfortable routes must be provided.</li> </ul> <p>Cycle networks and routes should be designed so that they are:</p> <ul style="list-style-type: none"> <li>• coherent;</li> </ul>

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<sup>7</sup> 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](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/951074/cycle-infrastructure-design-ltn-1-20.pdf)

	<ul style="list-style-type: none"> <li>• direct;</li> <li>• safe;</li> <li>• comfortable; and</li> <li>• attractive.</li> </ul> <p>Guidance is also provided on appropriate widths of cycle lanes/ paths and, speed limits, crossings and junction arrangements. These should be adhered to where possible.</p>
Local Cycling and Walking Infrastructure Plans – Technical Guidance for Local Authorities, (DfT, 2017) <sup>8</sup>	Guidance for producing LCWIPs. This recommends an approach that follows six stages – determining scope, gathering information, network planning of cycling, network planning for walking, prioritising improvements and integration and application.
Decarbonising Transport: A Better, Greener Britain (DfT, 2021) <sup>9</sup>	<p>This plan sets out how the government will decarbonise the transport system and the role of different players, including local authorities, in achieving this. Active travel is a key component of the government’s strategy for establishing a net zero transport system, setting the following targets:</p> <ul style="list-style-type: none"> <li>• half of all journeys in towns and cities will be cycled or walked by 2030</li> <li>• a world class cycling and walking network in England will be delivered by 2040</li> </ul> <p>Emphasis is also placed on reallocating road space for sustainable modes, the opportunities Low Traffic Neighbourhoods provide for cycling and walking and the importance of soft measures to support infrastructure.</p>
<b>Regional and Local Policy / Strategy / Guidance</b>	
Oxfordshire County Council’s Local Transport and Connectivity Plan (LTCP) (2022) <sup>10</sup> and	LTCP sets a vision for Oxfordshire’s transport system to be inclusive, safe and net-zero ‘by reducing the need to travel and private car use through making walking, cycling, public and shared transport the natural first choice’ by 2050 (page 5). There are key themes of environment, health, health place

<sup>8</sup> Department for Transport, Local Cycling and Walking Infrastructure Plans – Technical Guidance for Local Authorities, 2017, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/908535/cycling-walking-infrastructure-technical-guidance-document.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/908535/cycling-walking-infrastructure-technical-guidance-document.pdf)

<sup>9</sup> Department for Transport, Decarbonising Transport: A Better, Greener Britain, 2021, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1009448/decarbonising-transport-a-better-greener-britain.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1009448/decarbonising-transport-a-better-greener-britain.pdf)

<sup>10</sup> Oxfordshire County Council, Local Transport and Connectivity Plan, 2022, <https://www.oxfordshire.gov.uk/sites/default/files/file/roads-and-transport-connecting-oxfordshire/LocalTransportandConnectivityPlan.pdf>



<p>accompanying Active Travel Strategy (2022)<sup>11</sup></p>	<p>shaping, productivity, connectivity and inclusivity to support the vision.</p> <p>Key policies (condensed for inclusion in this document) to achieve the above objectives include:</p> <p><b>Policy 01:</b> Promote a transport user hierarchy that prioritises walking, followed by cycling and riding, public transport, motorcycles, shared vehicles and finally motorised modes in transport schemes, development proposals and policies.</p> <p><b>Policy 02:</b> Develop comprehensive walking and cycling networks</p> <p><b>Policy 03:</b> Develop Local Cycling and Walking Infrastructure Plans... according to national guidance and best practice with the aim of increasing walking and cycling activity</p> <p><b>Policy 07:</b> Oxfordshire County Council will ensure that improvements to cycling and walking networks and access to green infrastructure are supported by community activation measures</p> <p><b>Policy 08:</b> Embed the Healthy Streets approach</p> <p><b>Policy 13:</b> Develop 20-minute neighbourhood concept</p> <p><b>Policy 15:</b> Adopt a vision zero approach, which seeks to eliminate all fatalities and severe injuries on Oxfordshire's roads and streets</p> <p><b>Policy 22:</b> Consider multi-modal travel as a central option for transport planning</p> <p><b>Policy 27:</b> Net-zero transport network by 2040</p> <p><b>Policy 33:</b> Ensure the parking requirements of all modes of transport are considered</p> <p><b>Active Travel Strategy</b> - a component of LTCP. This sets a vision for 'Oxfordshire towns and villages to be places where most residents choose active and healthy travel (walking and cycling) as the natural first choice for making most of their local journeys and many of their longer journeys'. The aim is to increase the number of cycle trips in Oxfordshire from 600,000 to 1 million cycle trips per week by 2031. As part of this West Oxfordshire must increase cycle trips per week from 50,000 to 100,000.</p> <p>This document sets out how an increase in walking and cycling will be achieved through street and infrastructure design.</p>
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<sup>11</sup> Oxfordshire County Council, Active Travel Strategy, 2022, <https://www.oxfordshire.gov.uk/sites/default/files/file/roads-and-transport-policies-and-plans/ActiveTravelStrategy.pdf>

Oxfordshire Walking Design Standards, Oxfordshire County Council (2017) <sup>12</sup>	Guidance is provided on the design of walking infrastructure to support a greater uptake of walking by all. Included are standards on footway widths and appropriate crossings.
Oxfordshire Cycling Design Standards, Oxfordshire County Council (2017) <sup>13</sup>	Guidance is provided on the design of cycling infrastructure to support a greater uptake of cycling by all. Included are standards on cycle lane widths, crossings and road speeds.
Climate Action Framework, Oxfordshire County Council (2020) <sup>14</sup>	Objectives for Oxfordshire are identified in response to the climate crisis, these include: <ul style="list-style-type: none"> <li>• normalising active travel and making this accessible to all;</li> <li>• reducing emissions by 50% by 2030; and</li> <li>• achieving net zero by 2050.</li> </ul>
Oxfordshire Strategic Vision for Long-term Sustainable Development (2021) <sup>15</sup>	The Vision for Oxfordshire is the transformation of movement and connectivity by 2050 so that the economic, social and environmental wellbeing of people and places is enhanced. Emphasis is placed on being carbon neutral, digital connectivity and sustainable travel.
Oxfordshire Joint Health and Wellbeing Strategy (2018-2023) (2019) <sup>16</sup>	Sets out how residents' health and wellbeing can be improved and includes the following objectives/ aims relevant to transport: <ul style="list-style-type: none"> <li>• promoting physical activity including active; travel to prevent illness and improve health</li> <li>• tackling inequality, including by improving access to opportunities; and</li> <li>• promoting healthy place making.</li> </ul>

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<sup>12</sup> Oxfordshire County Council, Oxfordshire Walking Design Standards, 2017, <https://www.oxfordshire.gov.uk/sites/default/files/file/roads-and-transport-policies-and-plans/walkingstandards.pdf>

<sup>13</sup> Oxfordshire County Council, Oxfordshire Cycling Design Standards, 2017, <https://www.oxfordshire.gov.uk/sites/default/files/file/roads-and-transport-policies-and-plans/cyclingstandards.pdf>

<sup>14</sup> Oxfordshire County Council, Climate Action Framework, 2020, [https://www.oxfordshire.gov.uk/sites/default/files/file/about-council/OCC\\_Climate\\_Action\\_Framework2020.pdf](https://www.oxfordshire.gov.uk/sites/default/files/file/about-council/OCC_Climate_Action_Framework2020.pdf)

<sup>15</sup> Oxfordshire County Council, Oxfordshire's Strategic Vision for Long-Term Sustainable Development, 2020, [https://mycouncil.oxfordshire.gov.uk/documents/s55528/CA\\_APR2021R05%20Appendix%201%20-%20Strategic%20Vision.pdf](https://mycouncil.oxfordshire.gov.uk/documents/s55528/CA_APR2021R05%20Appendix%201%20-%20Strategic%20Vision.pdf)

<sup>16</sup> Oxfordshire County Council, Oxfordshire joint Health and Wellbeing Strategy (2018-2023), 2019, <https://www.oxfordshire.gov.uk/sites/default/files/file/constitution/oxfordshirejointwbstrategy.pdf>

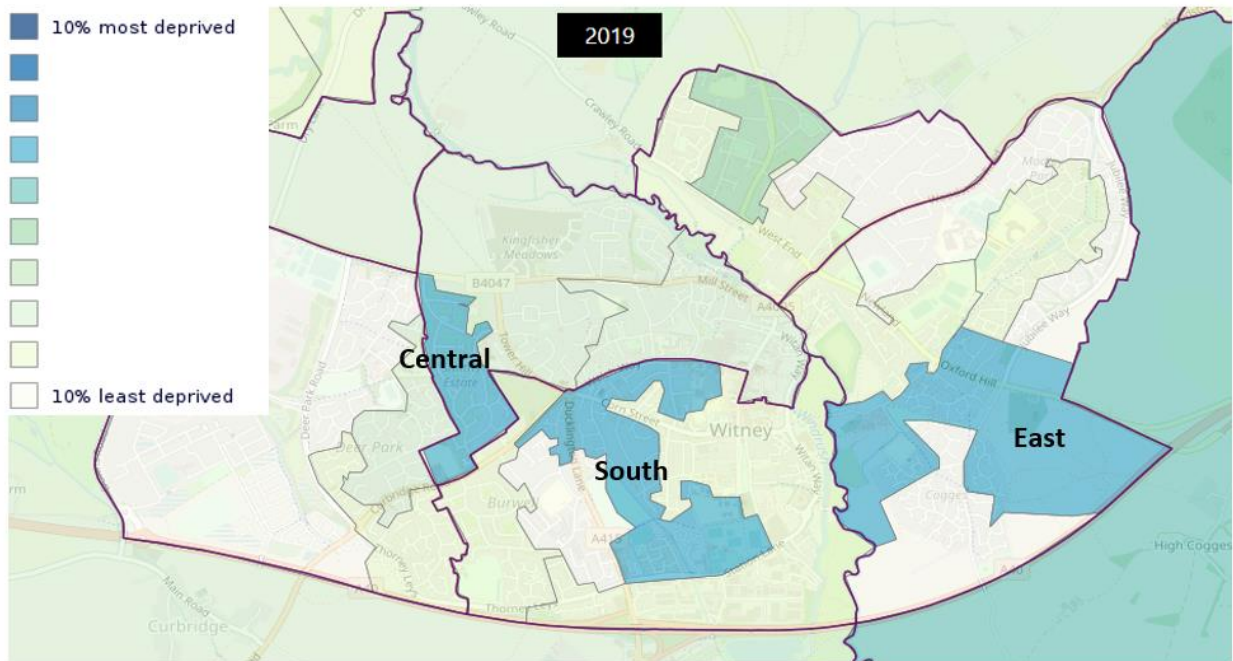
<p>West Oxfordshire Local Plan 2031 (2018)<sup>17</sup></p>	<p>The West Oxfordshire Local Plan sets out a vision for the District that includes alleviating traffic congestion, improving air quality and journey times by reducing the reliance on private vehicles by encouraging walking, cycling and the use of public transport.</p> <p>This is supported by core objectives including:</p> <p><b>CO11:</b> maximising the opportunity for walking, cycling and use of public transport.</p> <p><b>CO15:</b> contributing to a reduction in the causes and adverse impacts of climate change.</p> <p>Key policies to achieve this vision include:</p> <p><b>Policy OS1:</b> Presumption in favour of sustainable development</p> <p><b>Policy T1 Sustainable Transport:</b> priority will be given to new developments in areas with convenient access where the need to travel by private car can be minimised due to opportunities for walking, cycling and the use of public transport.</p> <p><b>Policy T2 Highway Improvement Schemes:</b> identifies that new developments will be required to ‘demonstrate safe access and an acceptable degree of impact on the local highway network’.</p> <p><b>Policy T3 Public Transport, Walking and Cycling:</b> identifies all new developments will be located and designed to maximise opportunities for walking, cycling and public transport and help reduce car use as appropriate.</p> <p><b>Policy EH4 Public Realm and Green Infrastructure:</b> public space and green infrastructure will be protected and enhanced due to the multi-functional role of such.</p>
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<sup>17</sup> West Oxfordshire District Council, West Oxfordshire Local Plan 2031, 2018, <https://www.westoxon.gov.uk/media/feyjmpen/local-plan.pdf>

## 2. Deprivation

There are areas of deprivation in Witney. Three areas in central, east and south Witney are within the 40% most deprived nationally, according to the 2019 Indices of Multiple Deprivation overall index (**Figure 1**) (Indices of Multiple Deprivation (IMD), 2019).<sup>18</sup> <sup>19</sup> Furthermore, all wards in Witney were estimated to have over 20% of children living in poverty in 2019 (Oxfordshire Joint Strategic Needs Assessment).<sup>20</sup>



**Figure 1:** IMD overall index for Witney

(Source: IMD, 2019; OpenStreetMap, 2022).

Deprivation is also apparent across Witney and the rural hinterland when considering barriers to housing and services, including distance to services (**Figure 2**) (IMD, 2019).<sup>21</sup>

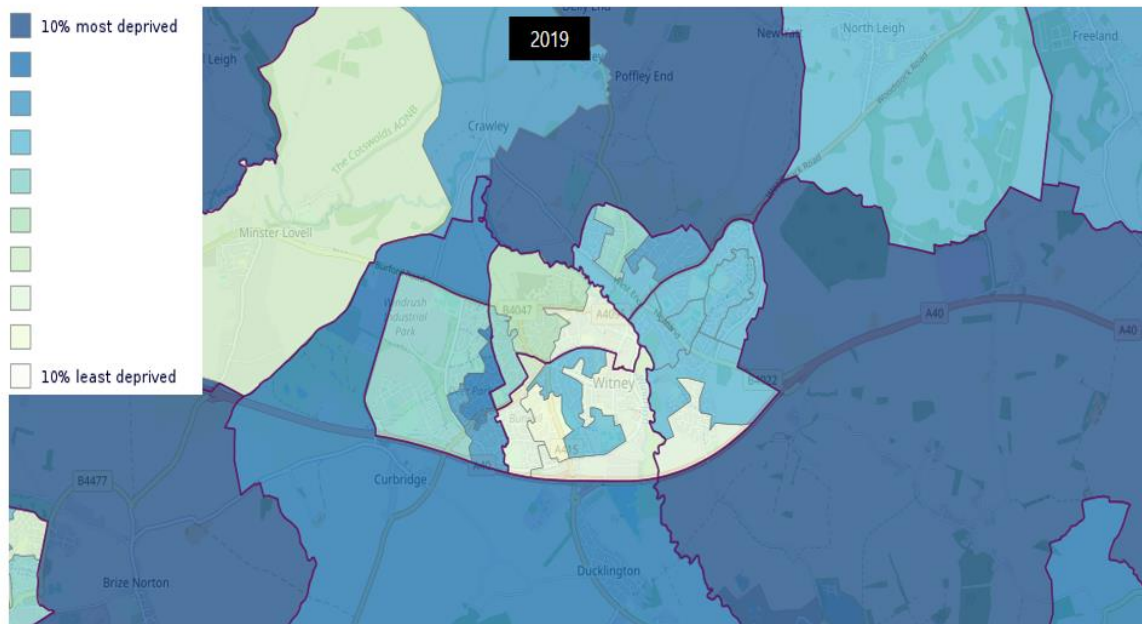
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<sup>18</sup> Ministry of Housing, Communities and Local Government, Index of Multiple Deprivation, 2019, [https://public.tableau.com/views/IMD2019Oxfordshire/IMD2019?:embed=y&:display\\_count=no&:showVizHome=no#1](https://public.tableau.com/views/IMD2019Oxfordshire/IMD2019?:embed=y&:display_count=no&:showVizHome=no#1)

<sup>19</sup> Ministry of Housing, Communities and Local Government (see notation 18)

<sup>20</sup> Oxfordshire Joint Strategic Needs Assessment – Witney Community profile of Health and Wellbeing evidence, 2021, [https://insight.oxfordshire.gov.uk/cms/system/files/documents/Witney\\_profile\\_Feb21.pdf](https://insight.oxfordshire.gov.uk/cms/system/files/documents/Witney_profile_Feb21.pdf)

<sup>21</sup> Ministry of Housing, Communities and Local Government (see notation 18)



**Figure 2:** IMD barriers to housing and services domain index for Witney and surrounding area

Source: IMD, 2019. OpenStreetMap, 2022

### 3. Health

There are high levels of physical activity for most wards in Witney, although levels are below West Oxfordshire District, Oxfordshire County and England averages in central Witney (Sports England, 2019).<sup>22</sup> Having a physically active population presents an opportunity for more trips to be made by active means, and it is important to understand how cycling and walking improvements can support this.

Increased active travel will also help to address childhood obesity. In Witney levels are equal to or below the England average of 28.5% (measure taken at Reception and Year 6) (Public Health England, 2019).<sup>23</sup> Obesity is said to be higher in deprivation areas, further supporting the case for high quality cycling and walking provision in these areas (see **Figures 1 and 2**)

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<sup>22</sup> Oxfordshire Joint Strategic Needs Assessment (see notation 20)

<sup>23</sup> Oxfordshire Joint Strategic Needs Assessment (see notation 20)

## 4. Conservation area

Witney town centre is designated as a conservation area, which includes architecturally and historically significant sites that are protected (**Figure 3**).<sup>24</sup> This limits the changes that can be made in some locations.



**Figure 3:** Witney Conservation Area

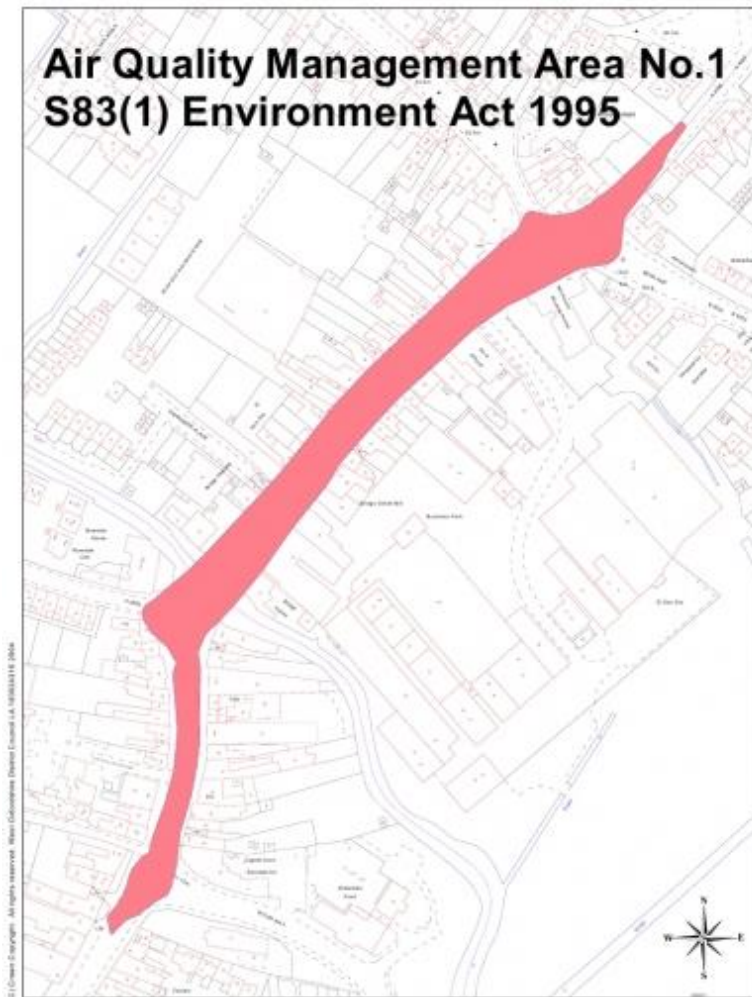
Source: (West Oxfordshire District Council, 2017)

<sup>24</sup> West Oxfordshire District Council, Conservation area maps, 2017, <https://www.westoxon.gov.uk/planning-and-building/historic-buildings-and-conservation/conservation-area-maps/>

In addition, Witney is located on the River Windrush in the Windrush Valley, which is also designated as a Conservation Area due to its rural nature and importance to wildlife. Witney is largely surrounded by environmentally sensitive rural areas and immediately south is the Lower Windrush Valley Project Area, of significance both for biodiversity and recreation. This further adds to the character of the town and presents opportunities and challenges for cycling and walking.



## 5. Air Quality Management Area



**Figure 4:** Witney AQMA

Source: Department for Environment, Food and Rural Affairs, 2005

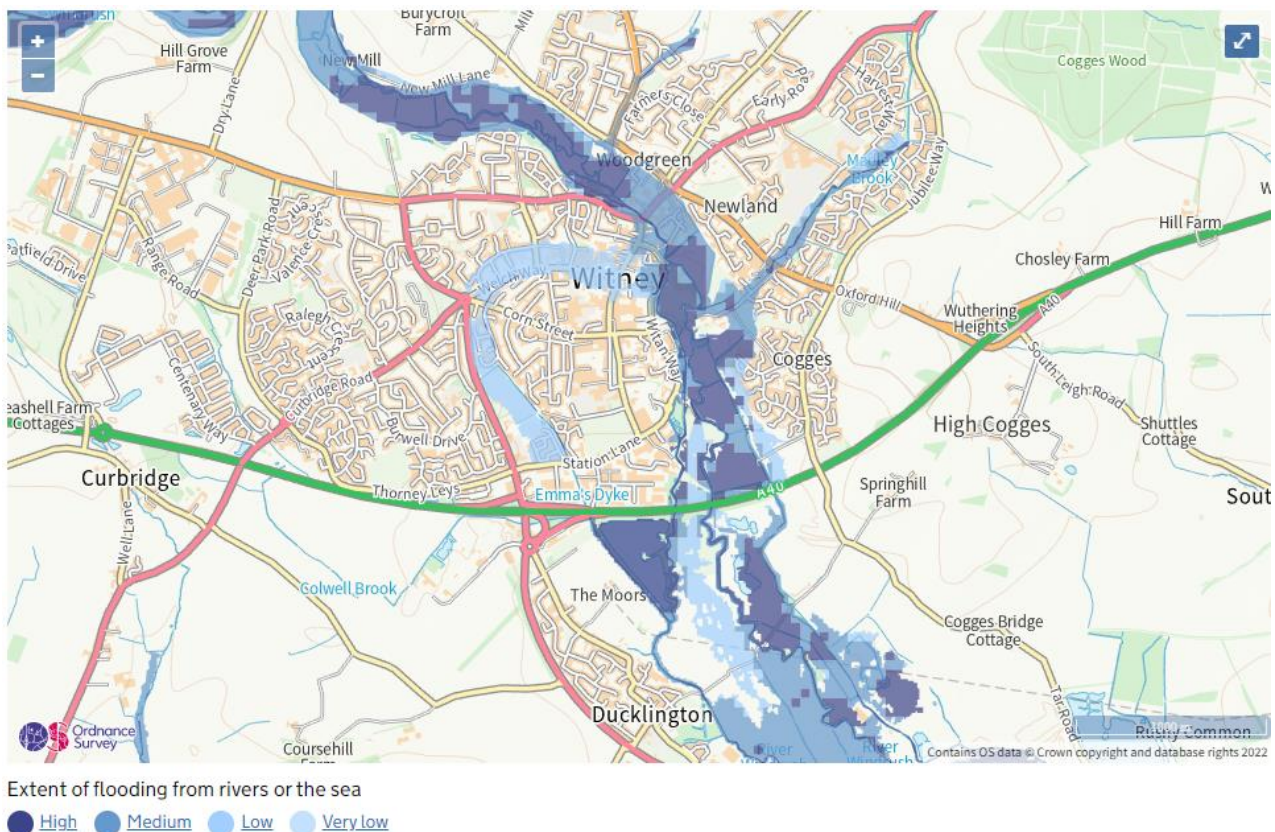
One consequence of congestion in Witney is the high concentration of harmful pollutants emitted from motor vehicles. This has resulted in nitrogen dioxide levels exceeding the acceptable national standard on A4095 Bridge Street. Consequently, the A4095 Bridge Street and the junctions with New Yatt Road, B4022 Newland, A4095 Mill Street and High Street being classified as an Air Quality Management Area (AQMA) (**Figure 4**).<sup>25</sup> Action must be taken to reduce the level of pollution in the area and the detrimental effect on health.

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<sup>25</sup> Department for Environment, Food and Rural Affairs, AQMA Details, 2005, [https://uk-air.defra.gov.uk/aqma/details?aqma\\_ref=280](https://uk-air.defra.gov.uk/aqma/details?aqma_ref=280)

## 6. Flood risk

There is a risk of flooding in Witney, largely attributed to the River Windrush. Areas at risk of flooding include Langel Common, Cogges, the proposed East Witney Strategic Development Area, Bridge Street, Hailey Road and Madley Park and connections to surrounding villages (**Figure 5**).<sup>26</sup> When flooding occurs, this can cause severance between the north and east of Witney, and Witney centre and west, by making cycling and walking routes impassable. Flooding can also cause long-term damage to infrastructure in these locations.



**Figure 5:** Risk of flooding in Witney

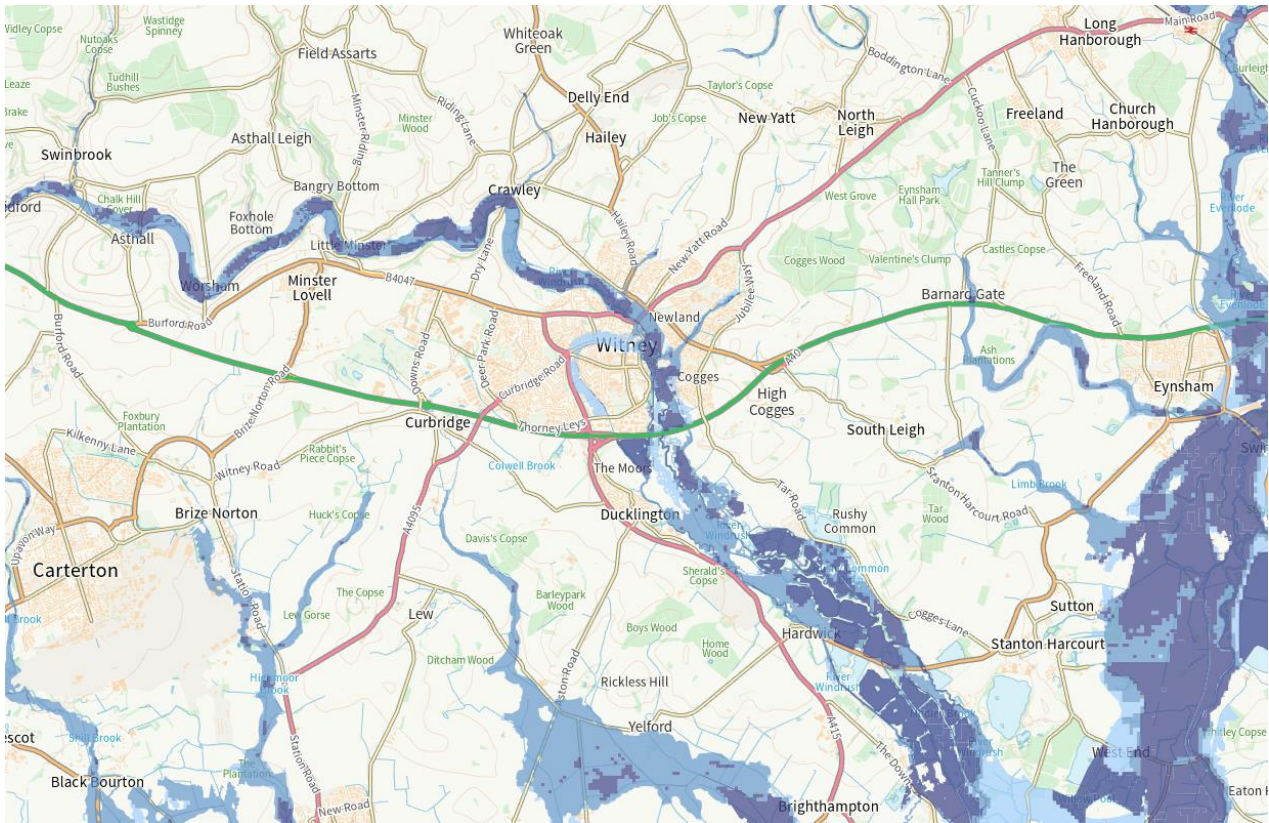
Source: Ordnance Survey, 2022

There is also a risk of flooding in areas within the wider geographic scope of the Witney LCWIP, including at Crawley and on the routes to Aston and Bampton (**Figure**).<sup>27</sup> Alongside

<sup>26</sup> Ordnance Survey, Flood risk information, 2022, <https://flood-map-for-planning.service.gov.uk/flood-zone-results?easting=435633&northing=209876&location=Witney&fullName=%2520&recipientemail=%2520>

<sup>27</sup> Ordnance Survey, (see notation 26)

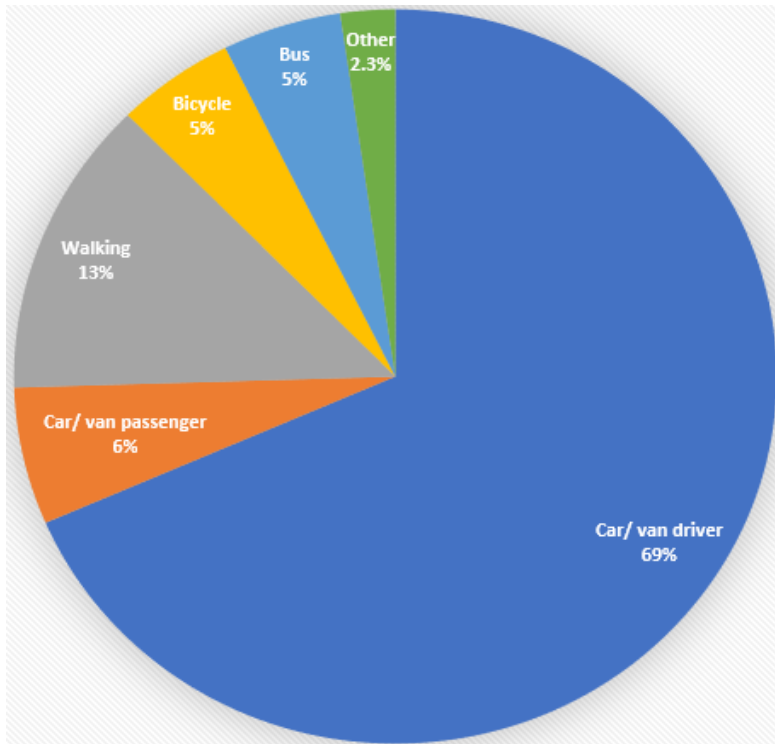
the flooding and subsequent severance that can occur in Witney, this poses a challenge to cycling for these longer trips.



**Figure 6:** Risk of flooding in Witney and surrounding areas

Source: Ordnance Survey, 2022

## 7. Current travel patterns



**Figure 7:** Witney primary modes of transport for travel to work

Source: Census, 2011

There is a high level of car dependency in Witney. According to pre-Covid figures, whilst 28% of Witney residents commuted less than 2km, only 18% of these journeys were cycled or walked (Census, 2011).<sup>28</sup> Altogether, around 74% of commuting trips involved travel by private vehicle in Witney, which is 8% higher than the Oxfordshire County average and 34% higher than Oxford City (see **Figure 7** for modal breakdown).<sup>29</sup> Although there is likely a reduction in commuting trips because of the increase in homeworking resulting from the Covid pandemic, the preference for private vehicle travel cannot be ignored.

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<sup>28</sup> Census, 2011, summary provided by Oxfordshire County Council on <https://insight.oxfordshire.gov.uk/cms/travel>

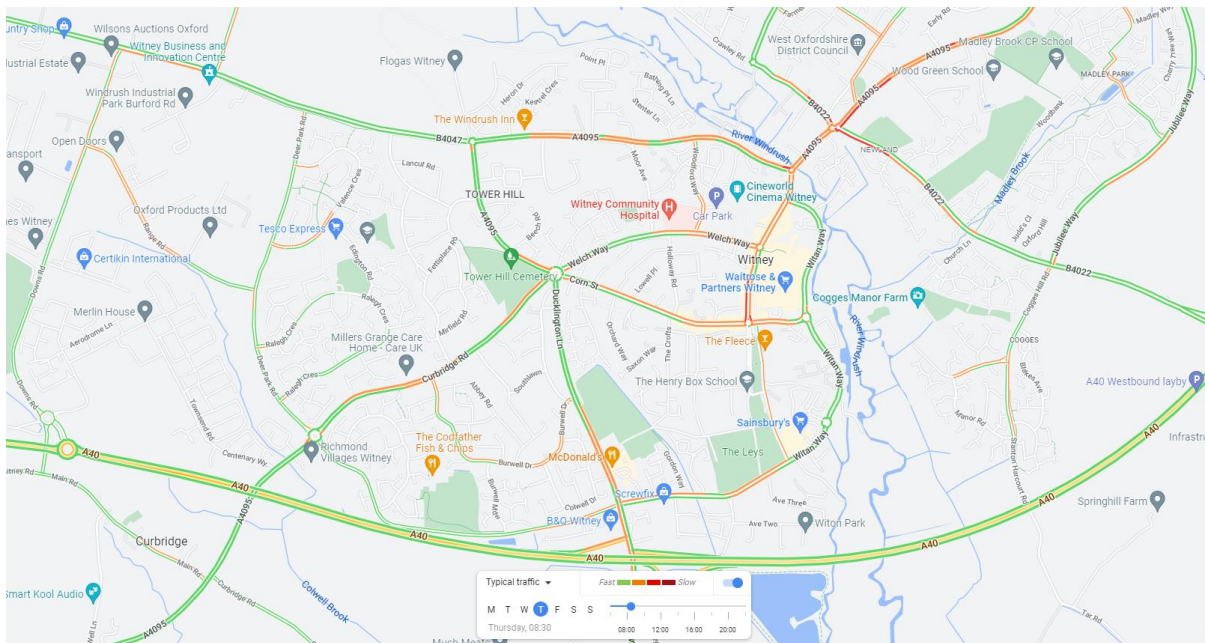
<sup>29</sup> Census (see notation 28)

## 8. Traffic flows<sup>30</sup>

Due to the high level of car dependency in Witney (and West Oxfordshire more generally), Witney experiences significant levels of congestion. Google Maps 'typical traffic' mapping service was used to analyse weekday and weekend congestion (see **Figure 8** for example map). This showed that overall congestion hotspots remain constant during the AM peak (08:30), inter peak (12:00) and PM peak (17:30) periods during the weekday. These hotspots are reflected during the weekend peak (Saturday, 12:00) also.

Significant levels of congestion (resulting in 'slow' moving traffic) are evident on A4095 Mill Street west of the junction with Bridge Street, B4022 Newland, B4022 West End eastbound, A4095 Woodstock Road southbound and the northern extent of Witan Way southbound. It is more common for 'slow' moving traffic to occur on a Saturday than during weekdays.

Congestion is evident within the vicinity of all schools in Witney during the AM and inter peak periods. Congestion is also evident within the vicinity of and on the approach to all major employment areas in Witney, for example those accessed by Downs Road and Range Road in west Witney.



**Figure 8:** Example congestion map – central Witney, a typical weekday (Thursday) AM peak (08:30)

<sup>30</sup> Google Maps, Traffic map, 2022, <https://www.google.co.uk/maps/place/Witney/@51.7883516,-1.5106604,7823m/data=!3m1!1e3!4m5!3m4!1s0x48712d59b4dd94a7:0xd8007a2cc120563f!8m2!3d51.7859365!4d-1.4850544!5m1!1e1>

The table below provides a summary of traffic flow levels (excluding people walking and cycling) on key roads in Witney and the surrounding area. This data comes from all surveys commissioned by OCC between 2018-2021. Flows have been separated into three categories: fewer than 2,500; 2,500-5,000 and greater than 5,000. This flow analysis informed the prioritisation criteria for ranking interventions proposed in the Witney LCWIP.

**Table 2: Traffic flows Witney and surrounding area**

Link	Survey Type	Year of Data	24 hours flow	7am – 7pm flow
Brize Norton Road (north of A40)	Link count	2018	Greater than 5,000	Greater than 5,000
Brize Norton Road (south of A40)	Link count	2019	Greater than 5,000	Greater than 5,000
Witney Road	Link count	2019	Greater than 5,000	Greater than 5,000
B4047 Burford Road	Link count	2018	Greater than 5,000	Greater than 5,000
Downs Road / Centenary Way Roundabout	Junction count	2019	Greater than 5,000	2,500-5,000
Burford Road / Downs Road	Junction count	2019	Greater than 5,000	Greater than 5,000
Deer Park Road / Range Road	Junction count	2018		Greater than 5,000
Curbridge Road (west of Deer Park Road)	Link count	2018	Greater than 5,000	Greater than 5,000
A4095 Curbridge Road / Deer Park Road / Thorney Leys	Junction count	2018	Greater than 5,000	Greater than 5,000
Curbridge Road	Link count	2018	Greater than 5,000	Greater than 5,000
Welch Way / Corn Street / Tower Hill / Ducklington Lane / Curbridge Road Roundabout	Junction count	2018		Greater than 5,000
Burford Road / Tower Hill	Junction count	2018		Greater than 5,000
Ducklington Lane / Thorney Leys / Station Road	Junction count	2018		Greater than 5,000
Witan Way	Link count	2018	Greater than 5,000	Greater than 5,000
Witney Road (south of Moors Close)	Link count	2020	2,500-5,000	Fewer than 2,500
Station Lane	Junction count	2018		Greater than 5,000

Church Green	Link count	2020	Fewer than 2,500	Fewer than 2,500
Corn Street	Link count	2020	Greater than 5,000	Greater than 5,000
Witan Way	Junction count	2018		Greater than 5,000
Welch Way	Link count	2018	Greater than 5,000	
High Street	Link count	2018	Greater than 5,000	
Burford Road / Moore Avenue / Loom Lane	Junction count	2018		Greater than 5,000
Bridge Street	Junction count	2018	Greater than 5,000	Greater than 5,000
Bridge Street	Link count	2018	Greater than 5,000	Greater than 5,000
West End	Link count	2018	Greater than 5,000	Greater than 5,000
Woodgreen Hill	Link count	2021	Greater than 5,000	Greater than 5,000
Farmers Close	Link count	2018		Fewer than 2,500
Hailey Road	Link count	2018	2,500-5,000	
Woodstock Road / Jubilee Way	Junction count	2018		Greater than 5,000
Jubilee Way	Junction count	2018		2,500-5,000
Oxford Hill	Link count	2020	Greater than 5,000	Greater than 5,000
Church Lane	Link count	2020	Fewer than 2,500	Fewer than 2,500
Newland	Link count	2021	Greater than 5,000	Greater than 5,000
Main Road	Link count	2018	2,500-5,000	2,500-5,000
Crawley Road	Link count	2018	Fewer than 2,500	

## 9. Collision statistics

There have been a number of collisions reported involving people cycling in Witney over the period 2011-2020 – 62 slight, 10 serious and 1 fatal (OCC Highways and Transport Service, 2021). These have been the result both of driver / passenger error and error by the person cycling. Most commonly incidents occur at give way junctions where the driver has failed to give way.

There are noticeable collision hotspots in Witney involving people cycling (as **Figure 9** illustrates). These hotspots include:

- A4095 Tower Hill / Welch Way / Corn Street/ Ducklington Lane / Curbridge Road roundabout
- Welch Way
- Corn Street/ Market Square / Langdale Gate junction
- A4095 Mill Street / A4095 Bridge Street junction
- B4022 West End / A4095 / Woodgreen B4022 Hill Close / A4095 Bridge Street junction
- A4095 Mill Street / A4095 Burford Road / Woodford Way junction
- Newland Mill / B4022 Newland junction

There have also be a number of collisions reported involving people walking in Witney over the period 2011-2020 – this includes one fatal incident on Curbridge Road (CrashMap, 2021).<sup>31</sup>

There are noticeable collision hotspots in Witney involving people walking (as **Figure 10** illustrates). These hotspots include:

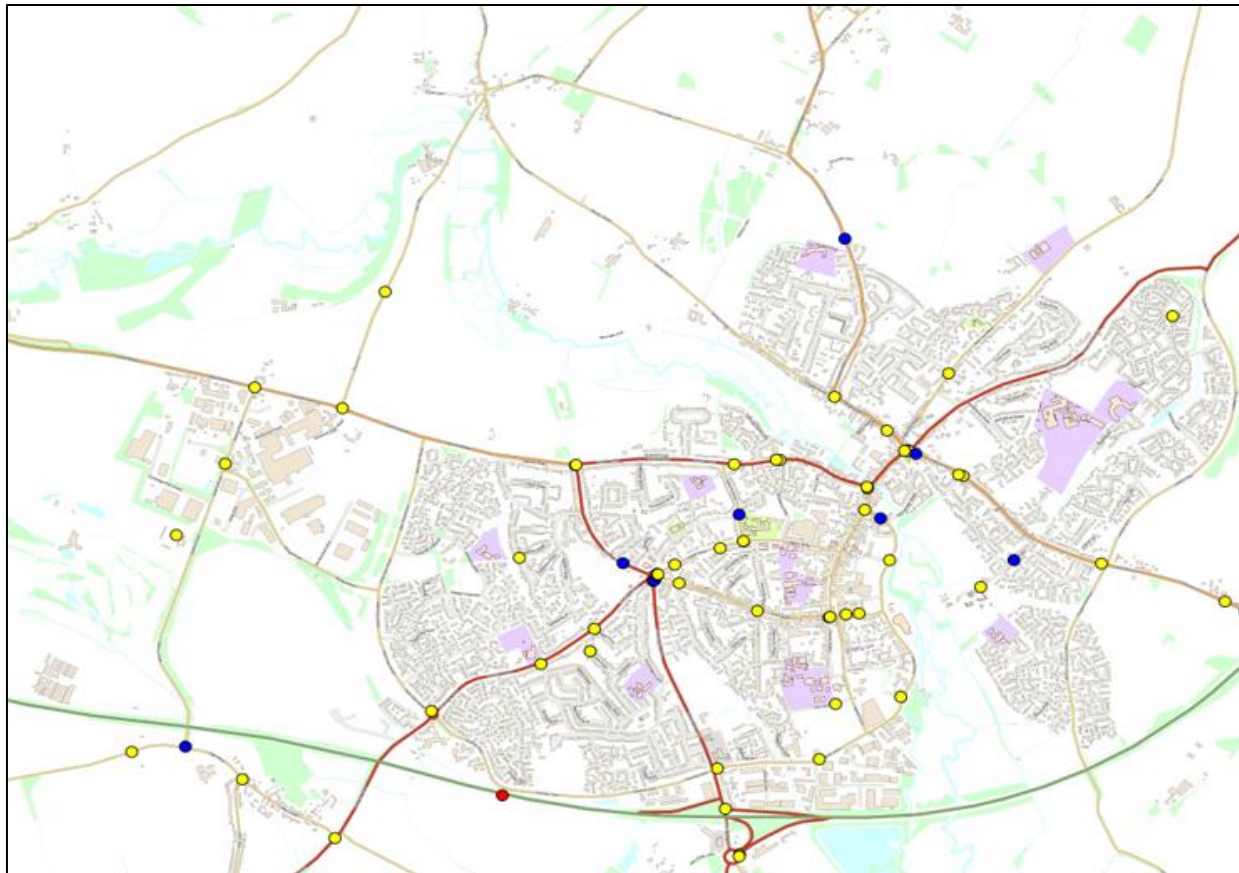
- Corn Street
- High Street
- Witan Way
- A4095 Woodstock Road
- B4022/ A4095 mini roundabouts

Most collisions have occurred where there is high footfall and trip generators, such as the central shopping area.

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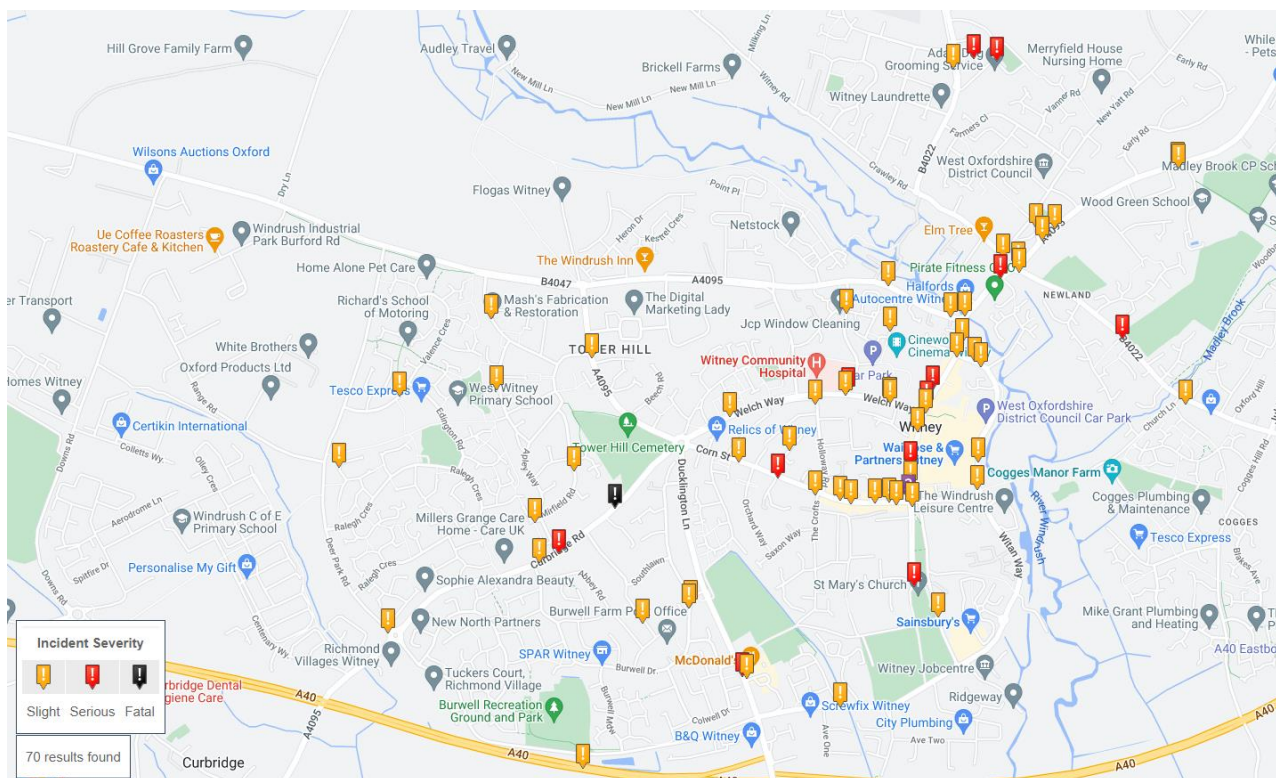
<sup>31</sup> CrashMap, 2021, <https://www.crashmap.co.uk/Search>





**Figure 9:** Cycle collision locations in Witney (yellow: slight, blue: serious, red: fatal) 2011 – 2020

Source: Oxfordshire County Council – Highways & Transport Service; Map: Ordnance Survey, 2014



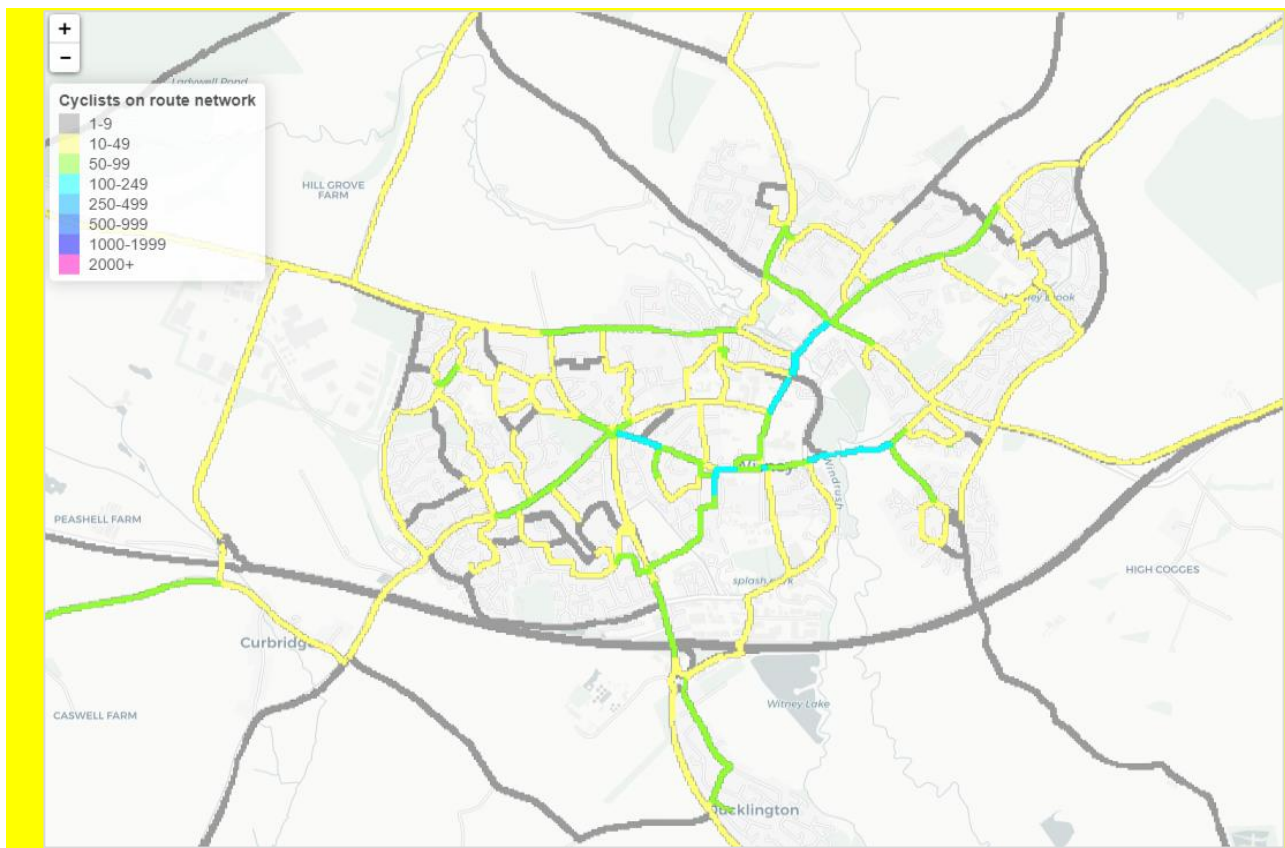
**Figure 10:** Locations of collisions involving people walking in Witney (orange: slight, red: serious, black: fatal) 2011 – 2020

Source: CrashMap, 2021; Map: Google Maps, 2022

## 10. Propensity to Cycle Tool

The Propensity to Cycle Tool (PCT), developed by the Department for Transport (DfT), is a web-based tool which can be used to help estimate the potential number of people cycling for commutes in the future based on route length and hilliness.<sup>32</sup> The PCT shows both baseline data from the 2011 travel to work Census data and future targets to estimate how cycling could change under different scenarios in the future. It should be noted that as this data is based on the 2011 travel to work data, it does not consider trips for any other purposes e.g., education or leisure. Additionally, trips to developments that have been built since 2011 or are earmarked for development in the future are not included.

**Figure 11** shows the most cycled routes in Witney per day for commuting trips using the PCT.



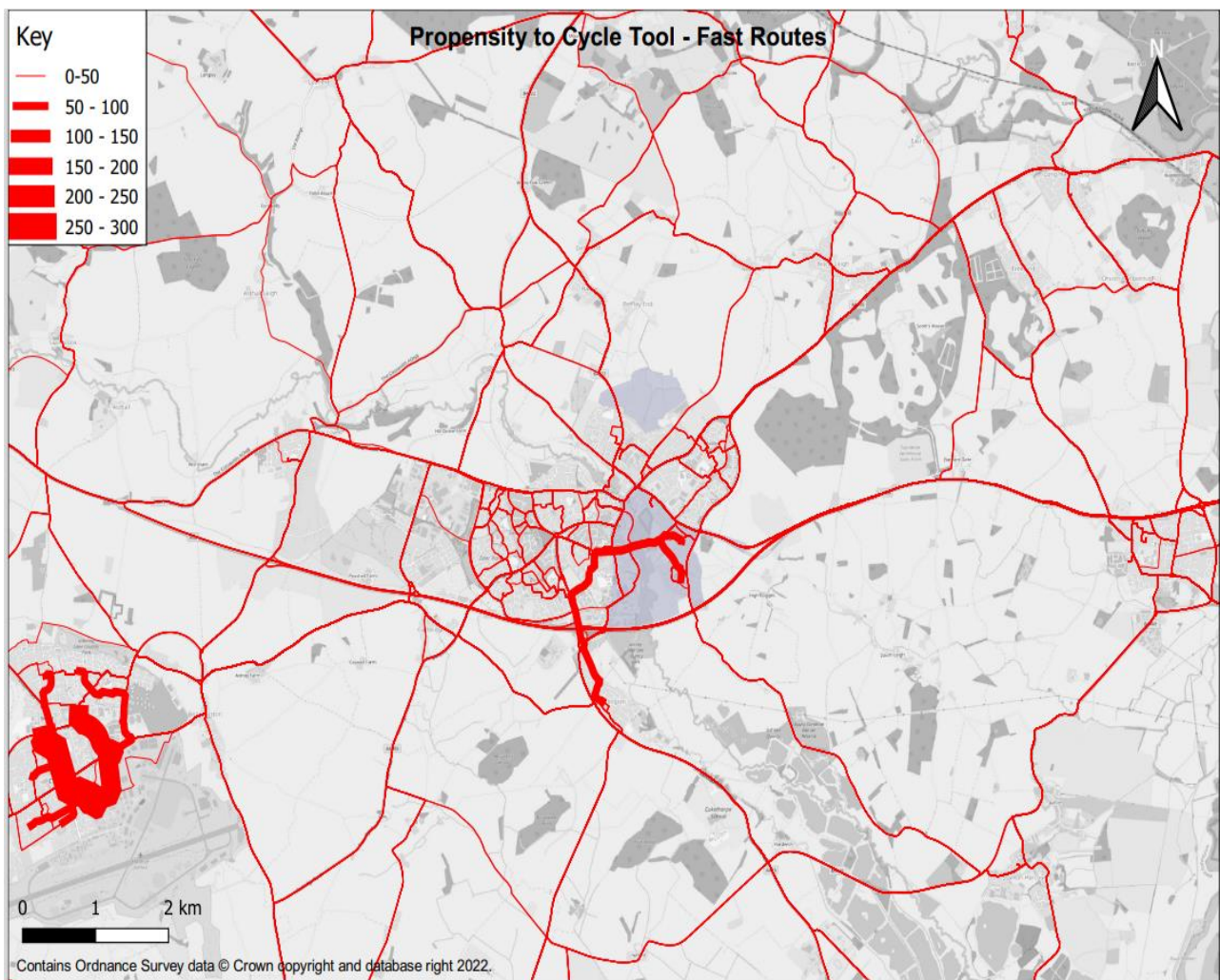
**Figure 11:** Number of people cycling on routes in Witney and Ducklington: baseline 2011 Census

Source: Propensity to Cycle Tool, Lovelace et al., 2017; Goodman et al., 2019

<sup>32</sup> Propensity to Cycle Tool, Lovelace et al., 2017; Goodman et al., 2019, <https://www.pct.bike/>

The PCT also highlights routes with the greatest potential for growth in the number of people cycling, based on four scenarios:

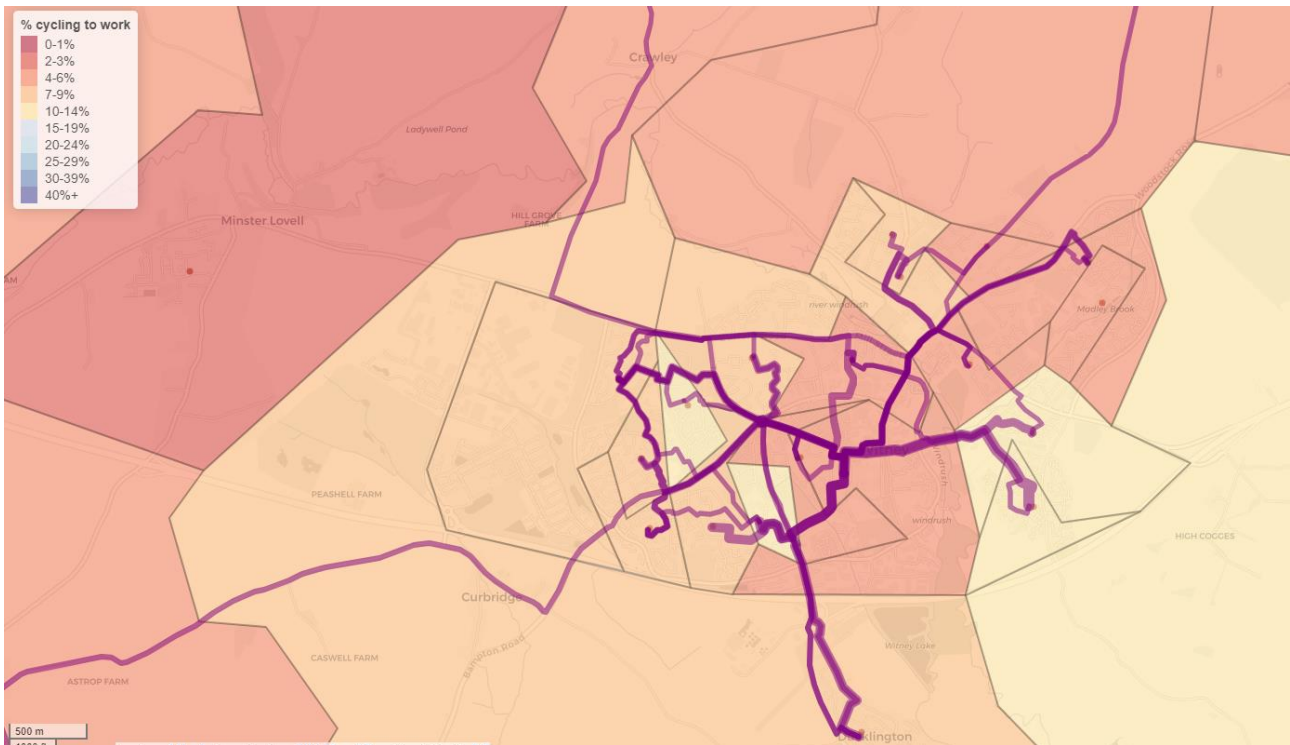
- **'Government Target (equality)'** – models DfT's ambition to double cycling in England between 2013 and 2025.
  - In this scenario the most cycled fast (direct) routes and therefore key aspects of the cycle network in Witney include A415 Ducklington Lane; Witan Way Langel Common; Cogges; Witney Road, Ducklington (**Figure 12**).
  - The link to Brize Norton via Curbridge and Witney Road is also an important cycle connection.



**Figure 12:** Propensity to Cycle – Government Target (equality) Scenario, Fast Routes

Source: Propensity to Cycle Tool, Lovelace et al., 2017; Goodman et al., 2019

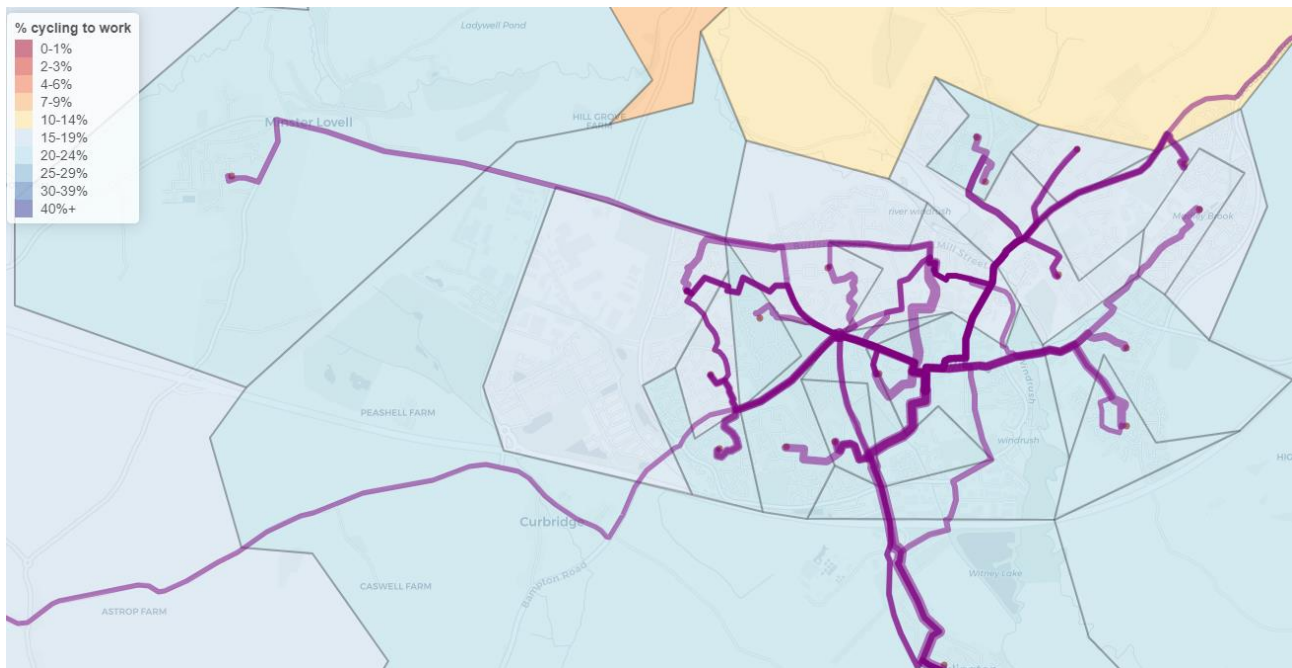
- **‘Gender equality’** – models a scenario where gender differences are eliminated.
  - In this scenario the most cycled routes and therefore key aspects of the cycle network in Witney include A415 Ducklington Lane; Witan Way Langel Common; Cogges; A4095 Tower Hill High Street, Witney; A4095 Bridge Street; A4095 Woodstock Road; A4095 Curbridge Road; Corn Street; Langdale Gate; Witney Road, Ducklington (**Figure 13**)



**Figure 13:** Propensity to Cycle – Gender Equality Scenario, Fast Routes

Source: Propensity to Cycle Tool, Lovelace et al., 2017; Goodman et al., 2019

- **‘Go Dutch’** - models a scenario where investment results in the provision of cycling infrastructure to the standard found in the Netherlands, alongside a cultural shift in attitudes towards cycling.
  - This scenario shows a significant increase in the number of people cycling across Witney (**Figure 14**). This suggests that the Go Dutch approach address many of the barriers to cycling and thus makes it more accessible.
  - The most cycled routes and therefore key aspects of the cycle network in Witney include High Street, Witney; A4095 Bridge Street; A4095 Woodstock Road; Woodgreen; B4022 Hailey Road south; A4095 Curbridge Road; Corn Street; Langdale Gate; A415 Ducklington Lane; A4095 Mill Street; B4047 Burford Road; B4022 Newland; A4095 Tower Hill; Welch Way; Witney Road, Ducklington.
  - The links to Brize Norton via Curbridge and Witney Road and Oxford Hill and the A40, are also important cycle connections.



**Figure 14:** Propensity to Cycle – Go Dutch Scenario, Fast Routes

Source: Propensity to Cycle Tool, Lovelace et al., 2017; Goodman et al., 2019

- **‘Ebikes’** – models the level of cycling achievable through the widespread uptake of Ebikes, as an extension of the ‘Go Dutch’ scenario.
  - This scenario shows a further increase in the number of people cycling across Witney (**Figure 15**). This suggests that Ebikes further contribute to a removal of barriers to cycling, making cycling more accessible for all.
  - The most cycled routes and therefore key aspects of the cycle network in Witney include High Street, Witney; A4095 Bridge Street; A4095 Woodstock Road; Woodgreen; B4022 Hailey Road south; A4095 Curbridge Road; Corn Street; Langdale Gate; A415 Ducklington Lane; A4095 Mill Street; B4047 Burford Road; B4022 Newland; A4095 Tower Hill; Welch Way; Witney Road, Ducklington.
  - More cycle journeys are made beyond Witney in this scenario, including to Brize Norton, Carterton, Minster Lovell, Hailey, Long Hanborough and Eynsham. Ebikes evidently provide aid journeys over longer distances and thus provide a realistic alternative to private vehicle trips.



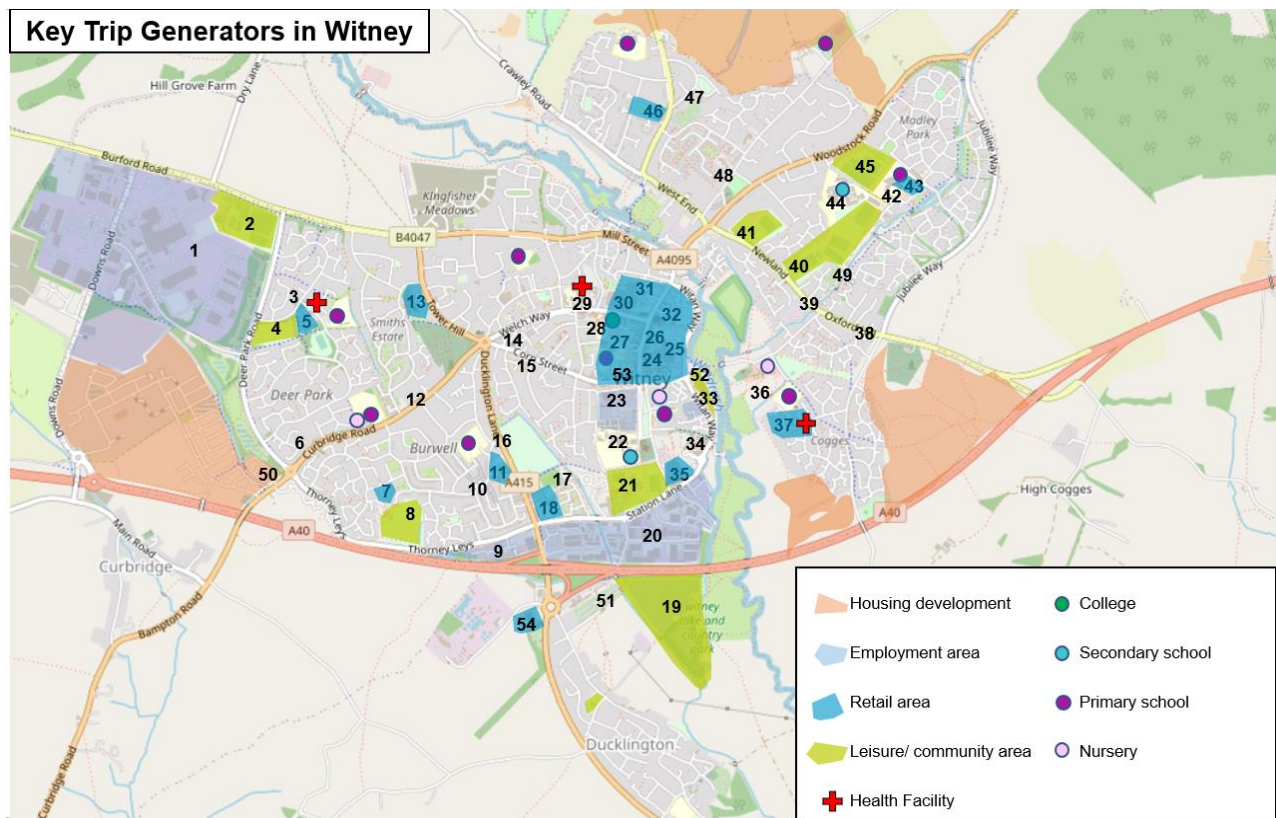
**Figure 15: Propensity to Cycle – Ebikes Scenario, Fast Routes**  
 Source: Propensity to Cycle Tool, Lovelace et al., 2017; Goodman et al., 2019

# 11. Trip generators

There are many trip generators in Witney. These can be found at the neighbourhood level and include shops, parks and primary schools, and at a town wide level and include medical centres, secondary schools and employment sites. Owing to its role as a service centre, many of Witney’s amenities are relied upon by the rural hinterland. It is important that there is high quality cycling and walking provision between these trip generators and residential areas.

Bus stops in Witney are also key trip generators. These must be accessible by cycling and walking and include appropriate resting and bicycle parking facilities to facilitate longer multi-modal journeys.

An example of some of the key trip generators is shown in **Figure 16** and a detailed list provided below - **this is not an exhaustive list.**



**Figure 16:** Key trip generators in Witney

Source: Open Street Map, 2021

1. Windrush Park Industrial Estate
2. West Witney sports ground
3. Deer Park Medical Centre



4. Deer Park recreation ground
5. Eddington Road shops
6. Curbridge Road north of Thorney Leys/ Deer Park Road roundabout for S1 and 233 bus stops
7. Thorney Leys shops
8. Burwell Fields recreation ground
9. Thorney Leys Industrial Estate
10. Burwell Drive bus stops for S1 near shops
11. Burwell Drive shops
12. Curbridge Road bus stops for 215 and 233
13. Fettiplace Road shops
14. Welch Way bus stops for 11, 242, 19, 233
15. Central Corn Street bus stops
16. Ducklington Lane bus stops for X15, 19 and S1
17. Gordon Way all weather pitch
18. Ducklington Lane businesses – PureGym, McDonald's, Tesco Express
19. Witney Lakes and Country Park
20. Station Lane Industrial Estate
21. The Leys recreation ground
22. Henry Box School
23. Eagle Industrial Estate
24. Market Square bus stops
25. Waitrose
26. Woolgate shopping centre
27. Abingdon and Witney Community College
28. Witney Library
29. Witney Community Hospital
30. Marriotts Walk shopping centre
31. Witney museum
32. High Street bus stops north of Welch Way for S1/2, X9, 11, 242, 213/4
33. Leisure Centre
34. Bus stop outside Sainsburys for X9 and 233
35. Sainsburys
36. Cogges Manor Farm
37. Cogges Medical Centre and shops
38. Oxford Hill bus stops for S1/2 and 213/4
39. Newland bus stops for S1/2 and 213/4
40. Newland bus stops for S1/2 and 213/4 outside King George's Field
41. Witney Mill Cricket Ground
42. Madley Park community centre
43. Madley Park shops
44. Wood Green School
45. Madley Park recreation ground
46. Hailey Road shops
47. Hailey Road Allotments
48. West Oxfordshire District Council offices
49. Newland Allotments
50. Windrush Place Allotments

51. Lakeside Allotments
52. Witney Children and Family centre
53. Corn Street shops
54. Lidl

## 12. Future development and transport schemes

Witney has a population of over 29,000 and has experienced considerable population growth in recent years; between 2009 and 2019 the population increased by 8% (Oxfordshire Joint Strategic Needs Assessment, 2021). This is the result of a number of developments, including at North Curbridge (West Witney) for at least 1,000 homes. Further significant growth is expected due to the allocation of two Strategic Development Areas (SDAs) in West Oxfordshire's Local Plan 2031.<sup>33</sup> These sites are:

- East Witney for 450 homes; and
- North Witney for 1,400.

The following infrastructure schemes are proposed and will have a positive impact on travel within Witney and connections to the surrounding area:

- **Witney High Street closure** – this provides an opportunity to enhance the public realm and cycling and walking infrastructure to encourage more people to cycle and walk for local trips. This can improve personal health and the environment. Such measures also support the local economy, with it said that there can be up to 40% increase in shopping footfall from walking infrastructure improvements (DfT, 2020).
- **Shore's Green** – the provision of a west facing slip onto the A40 at Shore's Green junction east of Witney. The provision of this slip will no longer necessitate travelling through Witney to access the A40 for those living in north and east Witney. This will reduce congestion in the town and consequently contribute to the improvement of the AQMA.
- **Second River Windrush crossing** – options are currently being explored to provide an alternative to Bridge Street for crossing the River Windrush. The aim is to alleviate congestion on Bridge Street and thus improve the AQMA, whilst also providing a safe and accessible environment in which to cycle and walk.
- **North and East Witney Strategic Developments** – cycling and walking provision is required as part of these developments. This will improve existing infrastructure and connectivity in Witney and embed sustainable travel practices from first occupation.
- **A40 improvements** – this includes improving cycling and walking provision along the A40 between Witney and Eynsham to connect into existing and proposed infrastructure (including B4044 Eynsham to Botley cycle route) to Oxford. This will provide an attractive alternative to private vehicle travel for journeys between Witney, Eynsham and Oxford.
- **Hanborough Station enhancements** – as the closest rail station to Witney with frequent services, proposed enhancements to the station and train service will make rail travel more accessible.

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<sup>33</sup> West Oxfordshire District Council, (see notation 17)

## 13. Let's Talk consultation findings

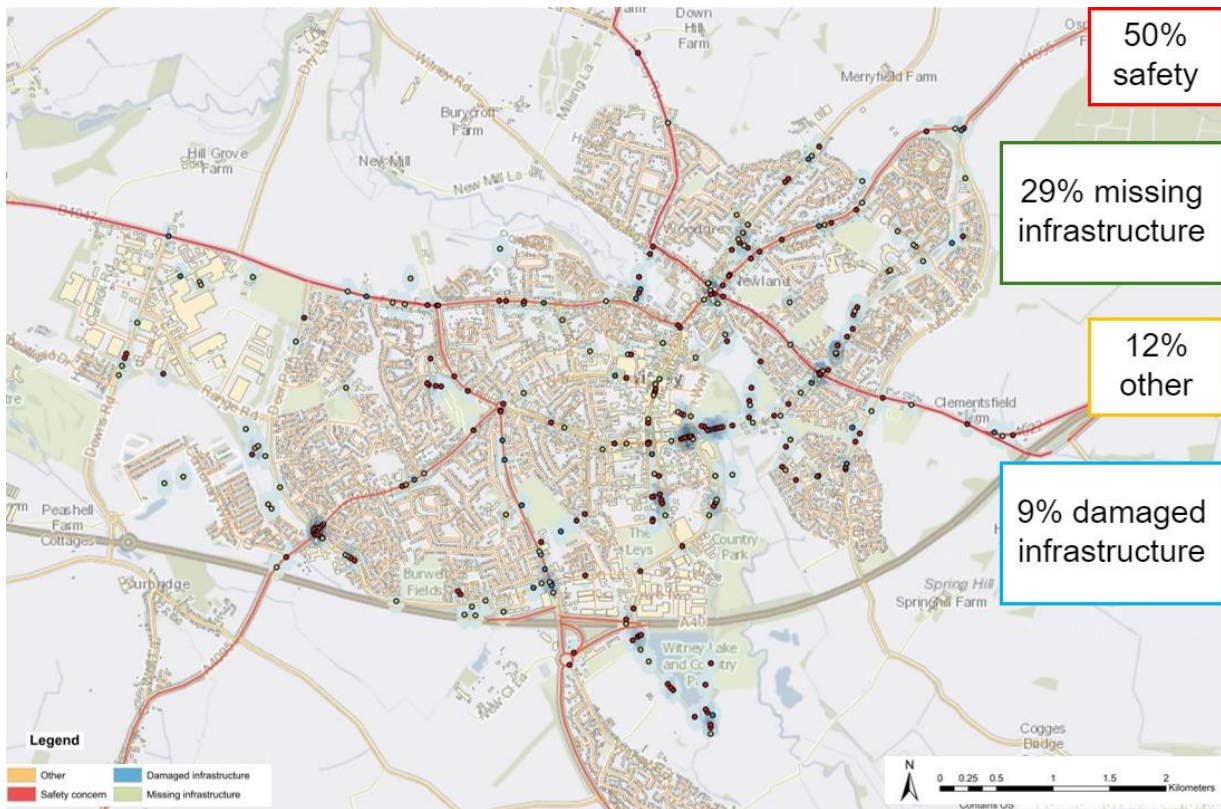
An online public consultation was held between November 2021 and January 2022 on OCC's Let's Talk Oxfordshire Platform. This asked the question '**Suggest walking and cycling improvements in Witney**'.

People could pinpoint on a map where there are issues related to cycling and walking. These could be categorised into damaged infrastructure, missing infrastructure, safety concerns, or other. People could also suggest improvements.

Most responses related to safety concerns. Some locations garnered more comments than others, including Curbridge Road/ Deer Park Road junction, Church Green and Langel Common.

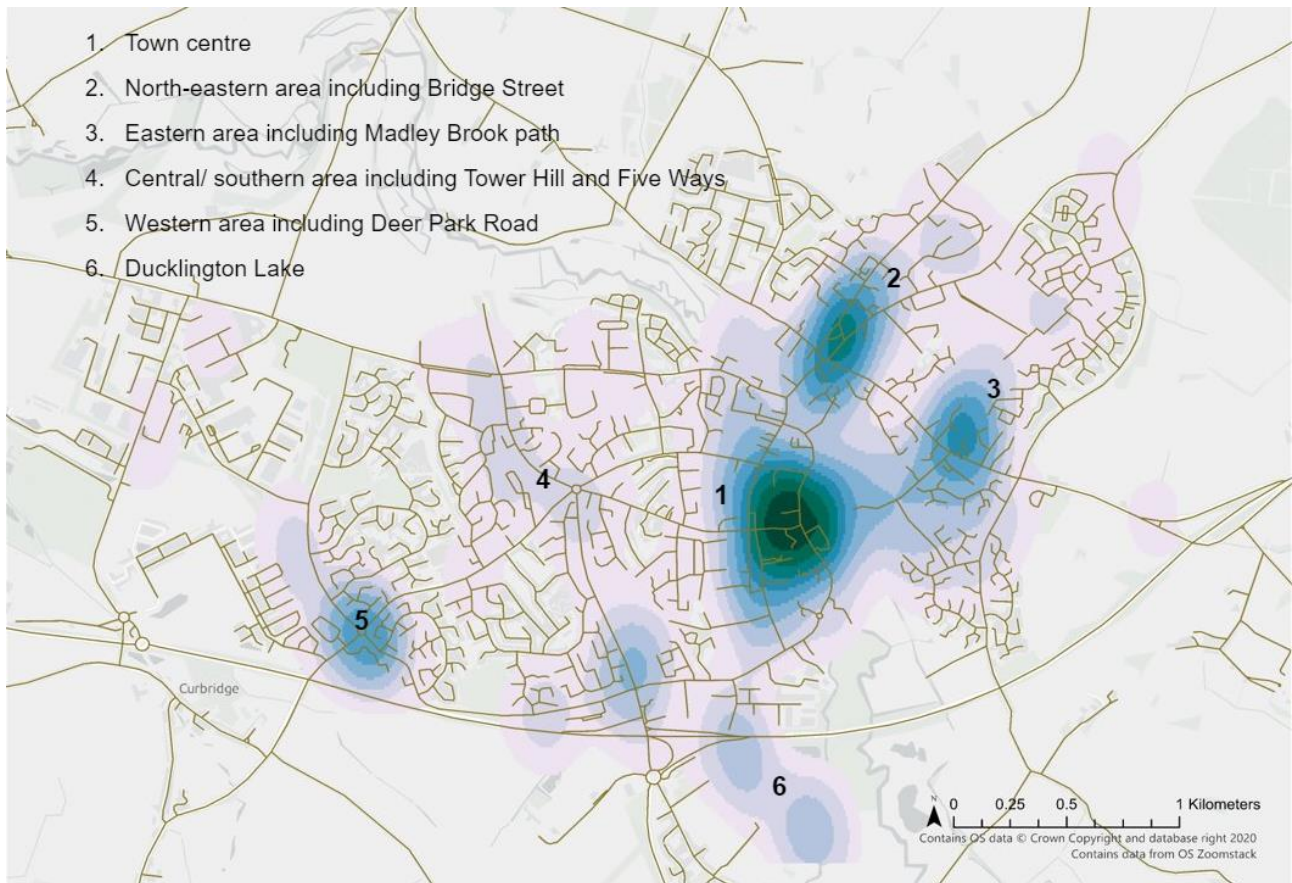
Comments included:

- Widening paths
- Need for protection for people cycling and walking at roundabouts
- Installing signage
- Additional crossings
- Implementing one-way streets
- Need for lighting
- Need for dedicated cycling provision



**Figure 17:** Summary of public consultation responses

Source: Oxfordshire County Council, 2022



**Figure 18:** Key problem areas clustered

Source: Oxfordshire County Council, 2022