1. Our Ambitions

Developing our Objectives

1.1 An objective is a statement of an overall aim of any plan or strategy. A plan may have any number of objectives which together set out the aspirations of the plan maker.

1.2 It is important to establish at any early stage the appropriate level to set its objectives. For the Local Transport Plan the objectives need to be at a lower level than those set for the County Council as a whole or for cross-cutting documents such as the Sustainable Community Strategy. The objectives of the Local Transport Plan should feed into those of higher level plans. However the objectives of the Local Transport Plan should not be set so low that they define particular schemes or types of scheme.

1.3 Objectives should serve two main purposes: they allow long term aspirational targets to be set and they act as a way of deciding whether individual schemes should be included in the programme. Individual schemes may give both benefits and disbenefits to different objectives. Schemes which are to be included in the programme should have an overall positive balance of benefits. The overall programme should have a positive balance of benefits for all objectives.

National and Regional Goals

1.4 In the guidance for Local Transport Plans the government has laid out five goals which local authorities are expected to consider as over-arching priorities for their LTPs. The five goals are (government emphasis in bold – these are how the goals are described in the LTP guidance):

* to **support** national **economic** competitiveness and **growth**, by delivering reliable and efficient transport networks;
* to reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**;
* to **contribute to better safety, security and health** and longer life expectancy by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health;

* to **promote greater equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society; and
* to **improve quality of life** for transport users and non-transport users, **and** to promote a **healthy natural environment.**

County Goals

1.5 The Oxfordshire Corporate Plan 2008-2012 describes the county's challenge across four cross-cutting themes:

* World class economy
* Environment and climate change
* Healthy & thriving communities
* Better public services

1.6 The Plan also sets out the council's key aims as being to deliver low taxes, real choice and value for money in all that the council does.

1.7 The themes of the Corporate Plan are echoed in the county's Sustainable Community Strategy *"Oxfordshire 2030"*, produced by the Oxfordshire Partnership, which sets out its strategic objectives as:

* World class economy
* Healthy and thriving communities
* Environment and climate change
* Reducing inequalities and breaking the cycle of deprivation

1.8 The strategy also states that *"we must consider the social, economic and environmental impacts of our work, and ensure the resources and capacity needed to deliver change exists and are sustainable. We must also ensure that we meet the needs of the present without compromising the ability of future generations to meet their own needs"*.

Local Transport Goals

1.9 For the Local Transport Plan there needs to be a synthesis of these national, regional and local visions and goals to give the transport goals from which the plan's objectives, schemes and targets can

be developed.

1.10 There is clearly a large area of agreement between the concerns expressed at each of the three levels. However improving transport can only act on some of the wider issues discussed and even here there are limits to what local transport improvements could be expected to achieve.

1.11 Taking all these factors into account, four local transport goals were identified:

* To support the local economy and the growth and competitiveness of the county
* To make it easier to get around the county and improve access to jobs and services for all by offering real choice
* To reduce the impact of transport on the environment and help tackle climate change
* To promote healthy, safe and sustainable travel

1.12 Taking these transport goals in turn it was possible to develop a set of transport objectives which can be used to set specific local targets and identify schemes to deliver them.

Transport Objectives

1.13 Following the setting of the transport goals, the next stage in the process of developing LTP3 was to set objectives. A set of ten draft objectives were developed. These objectives were put out to stakeholder consultation and were considered by a series of specially convened public focus groups.

1.14 It was acknowledged at an early stage in the Plan's development that needs and priorities vary across the county; this has resulted in an approach which breaks the county down into four types of settlement. These are:

* Oxford;
* Larger Towns (Banbury, Bicester, Witney, Abingdon, Didcot, Wantage and Grove);
* Smaller Towns (Chipping Norton, Kidlington, Carterton, Faringdon, Wallingford, Henley-on-Thames, Chinnor and Thame);
* Rural Oxfordshire.

1.15 The consultation had two aims: to gather views on the suitability and relative priority of the draft objectives in the different settlement types. Following the consultation a revised set of 9 objectives were approved. These are shown in the table below:

	Oxford	Larger Towns	Smaller Towns	Rural Oxfordshire
Improve the condition of local roads, footways and cycleways, including resilience to climate change	Medium	Medium	High	High
Reduce congestion	High	High	High	Low
Reduce casualties and the dangers associated with travel	Low	Low	Low	Medium
Improve accessibility to work, education and services	Low	Low	Medium	High
Secure infrastructure and services to support development	Medium	Medium	Medium	Medium
Reduce carbon emissions from transport	Medium	Medium	Medium	Medium
Improve air quality, reduce other environmental impacts and enhance the street environment	Medium	Medium	Low	Low
Develop and increase the use of high quality, welcoming public transport	High	High	Medium	Medium
Develop and increase cycling and walking for local journeys, recreation and health	High	High	High	High

The Local Investment Plan

1.16 The Oxfordshire Local Investment Plan (LIP) has been prepared by the Oxfordshire Spatial Planning and Infrastructure Partnership and sets out a shared vision and priorities for delivering housing growth, economic development, regeneration, and infrastructure; in other words 'sustainable place making'.

1.17 The LIP outlines and integrates the plans of Cherwell, Oxford, South Oxfordshire, Vale of White Horse and West Oxfordshire District Councils, Oxfordshire County Council, the Highways Agency, Network Rail, the Environment Agency and the Oxfordshire Primary Care Trust to deliver housing and economic growth and

associated strategic infrastructure to 2030. Collectively, these plans will begin to meet the requirements of the South East Plan, the Regional Economic Strategy, the five Local Development Frameworks, Oxfordshire 2030, and the five District Sustainable Community Strategies.

1.18 The LIP responds to the opportunities and challenges in housing growth and economic development that the members of the Oxfordshire SPIP are tackling individually and collectively. The LIP has four overall strategic objectives :

* deliver new housing, including affordable homes
* support economic growth
* achieve regeneration and tackle deprivation, and
* contribute to meeting strategic infrastructure needs.

1.18 The LIP focuses mainly on our five-year county-wide development programme to meet these strategic objectives. All the schemes outlined in the LIP are priorities for Oxfordshire, given the pressing need for more homes and for the transport, employment, education and other infrastructure they will require.

1.19 From our five-year development programme we have derived a shortlist of the 17 housing schemes and 36 strategic infrastructure schemes we believe to be top priorities. Some of the housing schemes already have planning permission. Others are likely to be granted planning permission soon. Taken together, these 17 housing schemes could deliver over 17,000 new homes, 7,200 of which would be 'affordable' (contributing to a South East Plan 2006–2026 requirement for 55,000 new homes, of which 22,000 need to be affordable).

1.20 Of the infrastructure schemes the following strategic transport schemes were identified as being necessary to support development in the short term:

* Access to Oxford
* Chiltern Railways Evergreen 3 Project
* East-West Rail (western section)
* Banbury priority north-south vehicular corridor
* Bicester Park and Ride Facility
* M40 Junction 9 improvements
* SW Bicester perimeter road
* Transport improvements at and around Bicester

* Didcot northern perimeter road Phase 3
* Cow Lane Underpass, Didcot
* Didcot Parkway station interchange
* Didcot Parkway (Foxhall Car Park and pedestrian improvements)
* Accessing Science Vale UK transport package
* Thornhill Park and Ride, Oxford
* Grove and Wantage Railway Station
* Cogges Link Road and Witney town centre enhancement, Witney
* Cotswold Line redoubling
* Downs Road A40 Junction, Witney
* Transport schemes identified through LTP3 process 2011 to 2030