

Zuhura Plummer, Campaign Director of Oxfordshire Liveable Streets

Thank you for hearing me speak, and all strength to you for listening to 51 of us talking about traffic filters today.

I want you to press on with these principled and far-sighted plans to change travel habits in and around Oxford. And I want you to implement a system which is firm, fair and simple.

It's **very** hard to be the first Council in the country to try a policy. It takes guts, determination and the ability to see beyond election cycles, to consider the long-term future of Oxford and the surrounding county.

But it's this long-term future I want you to think about. The direction of private car travel in this country is only going to go one way, and Oxford will be ahead of the curve due to your decision. Traffic filters and the COTP plan is for **everyone**, especially those who would like to use buses but don't because they're too unreliable or would like to cycle but don't because they're too scared.

It's those people I want you to think about. People who are older, more marginalised, BAME, or disabled for whom buses are **a lifeline** and who keep this city running as carers, in retail and in the service sector. They deserve a bus service which is reliable, quick and affordable. I want you to think about the little kids in Oxford who are learning to ride bikes in LTNs, I want you to think about the bigger kids who can now walk, cycle or scoot to school down safe streets, where they couldn't previously. Traffic filters bring the benefits of a low-traffic city to **everyone**, and these kids will be the voters in 15 years' time who look back at the brave decision you have made today.

Everyone wants carrots and no one wants sticks. But you know a mountain of evidence says that when it comes to car use, carrots alone simply do not work. We all wish they did, and we all wish there were magic policies out there which benefit everyone and inconvenience no one. But they don't exist. You all know, in your guts, that we **HAVE** to do something about congestion in Oxford. You know in your guts that there's thousands of journeys which **CAN** change away from cars - joyfully - or grudgingly! - we can and we **WILL** change. And when we have, we will look back in 5, 10, 20 years and know that a brave Cabinet saw beyond the noise and the prophecies of doom and chose a better Oxford.