West Oxfordshire Local Plan 2041

Oxfordshire County Council Transport Existing Conditions Report to accompany WODC Draft Preferred Policy Options Paper

June 2025

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Introduction

A new district wide Local Plan is being prepared to meet the employment, housing, leisure, community and infrastructure needs in West Oxfordshire. The Plan will provide a strategy for the pattern, scale and quality of development for the period to 2041.

This report sets out the transport baseline conditions in West Oxfordshire to support the emerging West Oxfordshire Local Plan 2041.

National guidance on plan making and Department for Transport (DfT) Circulars require new plans and proposals to facilitate a reduction in the need to travel by private car, and to be focused on locations that are, or can be made, sustainable. Local planning authorities are expected to prepare proportionate evidence which focuses on the issues affecting the Plan's area; informs the Plan's strategy and policies; and in the case of transport evidence, includes early engagement with the relevant highway authorities.

As the Local Plan development processes proceed further transport and movement evidence will be produced. This will include:

- Assessing the existing situation and likely generation of trips over time by all modes and the impact on the locality in economic, social and environmental terms
- Assessing the opportunities to support a pattern of development that, where reasonable to do so, facilitates the use of sustainable modes of transport
- Promoting opportunities to reduce the need for travel and where appropriate identify opportunities to prioritise the use of alternative modes in both existing and new development locations
- Assessing the cumulative impacts of existing and proposed development on transport networks
- Assessing the quality and capacity of transport infrastructure and its ability to meet forecast demands
- Identifying the short, medium and long-term transport proposals across all modes.

This report is structured as follows:

Section 1 sets out the policy context of key national, regional, county and local policies and guidance to inform the transport evidence base for Local Plan.

Section 2 provides an overview of pertinent demographic and socio-economic data and includes a summary of travel demand in West Oxfordshire.

Section 3 details the existing conditions regarding transport provision in West Oxfordshire including local road networks, freight, public transport, rail and active travel.

Section 4 includes case study examples of transport infrastructure implemented during the adopted Local Plan 2031 period to support delivery of homes and jobs in West Oxfordshire.

Policy Context

National policies

National policies and guidance	Summary and key points of relevance to WOLP 2041
Planning Practice Guidance – Transport evidence bases in plan making and decision taking UK Govt, 2015	Sets out guidance for transport evidence bases for Local Plans including their importance, what should be considered in their development and how evidence bases should be used when assessing Local Plan proposals. WOLP 2041 has been developed in accordance with this guidance.
National Planning Policy Framework (NPPF) UK Government, 2024	NPPF sets out central government's planning policies, providing a framework within which local people and councils should encourage development which reflects the needs and priorities of their communities. In line with the NPPF, WOLP 2041 has: • Considered transport issues from the earliest stage. • Focused development where it can be made sustainable. Later stages of the plan making process will continue to focus on: • Assessing any significant impacts on the transport network and identified the measures needed to mitigate these impacts. • Ensuring that attractive and well-designed active travel facilities can be delivered.
National Design Guide UK Government, 2021	Provides guidance and examples on delivering well-designed places. In terms of transport, this includes 'a well-designed movement network' which is safe, accessible, promotes social activity, and limits the impact of car use by prioritising active travel and public transport. The WOLP 2041 seeks to focus growth in the most sustainable locations from a transport perspective.

Active Travel England: Various Toolkits UK Government	ATE is a statutory consultee on all developments equal to or exceeding 150 homes, 7,500sqm or 5ha land areas. Several tools have been developed to support the design and quality of active travel interventions and schemes including the Active Travel England Standing Advice Note: Active Travel & Sustainable Development (June 2024) Planning applications for allocated sites within WOLP 2041 will be required to adhere to the ATE guidance including consideration of the policy and guidance documents listed in section 1.6 of the Advice Note.
Planning Practice Guidance – Travel Plans, Transport Assessments and Statements UK Government, 2014	Provides planning policy guidance on travel plans, transport assessments and transport statements for new development. WOLP 2041 and OCC's own transport policies, require new development to deliver travel plans and robust transport assessments at planning application stage, in line with the national guidance. OCC's own guidance supports the national policy approach: Transport for New Developments: Transport Assessments and Travel Plans (OCC, 2014).
DfT Circular 01/22 – Strategic road network and the delivery of sustainable development DfT, 2022 Planning for the future – A guide to working with National Highways on planning matters National Highways, 2023	Explains how National Highways engages with the planning system and fulfils its role in delivering sustainable economic growth whilst maintaining the strategic road network. In line with the guidance: • WODC and OCC seek to engage early with National Highways including to agree a proportionate approach to transport modelling to assess the WOLP 2041 impacts on the strategic and local road networks. • The WOLP 2041 approach supports the principles for sustainable development set out in these guidance documents, including that developments should be located where there is sustainable potential, and where they facilitate a

	reduction in the need to travel and limit the impact on the strategic road network • The WOLP 2041 includes a commitment to work with OCC, National Highways, Network Rail and other providers, to deliver infrastructure.
Decarbonising transport: a better, greener Britain DfT, July 2021	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: • half of all journeys in towns and cities will be cycled or walked by 2030 • a world class cycling and walking network in England will be delivered by 2040 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. The plan states that: *"We need to move away from transport planning based on predicting future demand to provide capacity ('predict and provide') to planning that sets an outcome communities want to achieve and provides the transport solutions to deliver those outcomes (sometimes referred to as 'vision and validate')."*
Better planning, better transport, better places CIHT, 2019	CIHT's guidance on creating better places by better integration of planning and transport highlights the benefits of high quality evidence bases when assessing the needs and issues of communities. It advocates the use of a 'vision and validate'/ 'decide and provide' approach rather than the traditional 'predict and provide' methodology. OCC's policies support the 'decide and provide' approach; the council has published its own guidance on this: Implementing 'Decide and Provide': Requirements for Transport Assessments (2022).

	WOLP 2041 has taken a 'decide and provide' approach with the assessment identifying the most sustainable locations for delivering homes and employment sites at the earliest possible stage.
Bus Back Better: National bus strategy for England UK Government, 2021 National Bus Strategy: 2024 Bus Service Improvement Plans Guidance to local authorities and bus operators DfT (2024)	Sets out the national strategy for buses in England with a central aim to increase bus patronage back to pre-Covid-19 levels and beyond. As part of this guidance, all Local Transport Authorities were required to publish a local Bus Service Improvement Plan (BSIP) to be updated annually, setting out how services will be improved locally. Oxfordshire's BSIP (June 2024) and subsequent Delivery Plan 2025-26 includes a number of initiatives that support growth in West Oxfordshire. Later stages of the plan making process will continue to focus on opportunities for increasing bus use and delivering sustainable and viable bus services, and planned bus infrastructure.
Gear Change: A bold vision for cycling and walking DfT, 2020	Sets out government guidance for transforming the role cycling and walking play in the transport system. This includes: • cycling and walking becoming the natural choice for short journeys, with half of all journeys in towns and cities cycled or walked by 2030; • providing everybody with the opportunity to cycle or walk to address inequalities; and • creating safe streets where people feel confident to cycle.
Cycling and Walking Investment Strategy DfT, 2022	CWIS1 and CWIS2 set out ambitions to make walking and cycling the natural choice for shorter journeys or as part of a longer journey by 2040, with clear objectives for each. Development of Local Cycling and Walking Infrastructure Plans (LCWIPs) and associated guidance, forms part of CWIS1. LCWIPs set out a network plan for walking and cycling and identify key infrastructure improvements for future investment. Emphasis is placed on improving the safety of streets for cycling and supporting more school children to cycle.

Cycle Infrastructure design: Local Transport Note 1/20, DfT, 2020	Provides guidance for the design of cycle infrastructure and includes specific guidance on integration of cycling within new developments and to the wider cycle network through the LCWIP process, including: • ensuring cycle infrastructure is accessible for everyone; • treating cycles as vehicles and providing space for people to cycle that is separate from people walking; • physically separating people cycling from motor vehicles at junctions and on roads; • designing cycle infrastructure for a high number of people cycling and for all types of cycles; • considering the closure of side streets as an alternative to main road routes for people cycling; • providing cycle parking in sufficient amounts at the places where people want to go; and • consistent, logical, direct and comfortable routes must be provided. LCWIPs are in place or emerging for the areas of focus for WOLP 2041 to support the delivery of sustainable communities in: Witney, Carterton, Woodstock, Chipping Norton Eynsham and Charlbury. The LCWIPs fed into Oxfordshire's Strategic Active Travel Network (SATN) (OCC, March 2024) which sets out the long-term plan for a network of cycling and walking routes across Oxfordshire. Later stages of the plan making process will continue to focus on opportunities for increasing cycling and planned cycling infrastructure in the key areas of growth across the district.

Third cycling and walking investment strategy. Department for Transport / Active Travel England (Due 2025)	*To be updated should this guidance be published during production of the Local Plan.*
Inclusive Transport Strategy: Achieving equal access for disabled people (DfT, 2018)	Highlights the importance of ensuring people with disabilities have equal access to transport. The government identify a programme of monitoring and evaluation to aid this.
Inclusive Mobility: A guide to best proactive on access to pedestrian and transport infrastructure (DfT, 2021)	This guidance considers the features of an inclusive environment as well as potential barriers, the use of technology, maintenance, awareness of the needs of disabled people, and community engagement. The WOLP has ensured equal access for people with disabilities and considered features of an inclusive environment.
Future of Mobility: Urban Strategy – Moving Britain Ahead (DfT, 2019)	Outlines how urban mobility can be transformed through innovation to help deliver social, economic and environmental benefits. Key to achieving this transformation includes: • ensuring cycling and walking are the first mode choice for short journeys; • promoting innovation to reduce congestion and more efficiently use road space, such as through ride sharing; • promoting transport modes that contribute to the zero carbon emissions transition; and • creating an integrated transport system combining public, private and multiple modes.

Regional policies

Regional policies and guidance	**Summary and key points of relevance to WOLP 2041**

Connecting People, Transforming Journeys', England's Economic Heartland (EEH, 2021)	EEH's strategy aims to achieve net zero carbon emissions from transport by 2050 (with an ambition to achieve this by 2040), improving the quality of life and wellbeing through a safe, inclusive, sustainable and active transport system. The strategy includes 38 policies which include a focus on improving east-west connectivity in the region including delivery of the East West Rail project.

Local policies

Local policies and guidance	**Summary and key points of relevance to WOLP 2041**
Oxfordshire Walking Design Standards (OCC, 2017)	Guidance on the design of inclusive walking infrastructure. OCC's walking and cycling guidance and standards will be applied to WOLP 2041 allocated sites as they progress through the planning process to ensure that the sustainability of all sites is maximised.
Oxfordshire Cycling Design Standards (OCC, 2017)	Guidance on the design of inclusive cycling infrastructure.
Oxfordshire Joint Health and Wellbeing Strategy 2024-2030 (OCC, 2023)	The Health and Wellbeing strategy sets a unified vision to improve health and wellbeing across Oxfordshire by addressing the broader determinants of health such as housing, education, employment, and environment alongside healthcare access. • Transport as a Social Determinant: The strategy recognizes that access to reliable, affordable, and safe transport is essential for people to reach healthcare, education, employment, and social opportunities—especially for rural communities, older adults, and people with disabilities • Active Travel and Sustainability: It promotes walking, cycling, and public transport as part of a broader goal to

	support physical activity, reduce emissions, and improve air quality. • Reducing Inequalities: Transport is highlighted as a key factor in tackling health inequalities. The strategy supports initiatives that improve mobility for underserved populations, including better transport links in deprived areas and accessible transport for those with mobility challenges • Thriving Communities Priority: Under this priority, the strategy supports community-led solutions to improve local infrastructure, including transport, to foster connected, resilient, and inclusive communities.
Climate Action Framework (OCC, 2020)	Sets out OCC's targets and approach to tackling the climate emergency, including achieving net-zero by 2050.
Oxfordshire Strategic Vision for Long-term Sustainable Development (Oxfordshire Growth Board, 2021)	A joint plan prepared by Oxfordshire's six councils (Oxford County Council, Oxford City Council and the 4 district councils) to realise sustainable growth and shape healthy, resilient communities.
Oxfordshire Local Transport and Connectivity Plan (LTCP) (2022) and accompanying Active Travel Strategy (OCC, 2022)	The LTCP outlines Oxfordshire's primary strategy for health and wellbeing, setting out a strong, unified vision to improve health and wellbeing for local people between 2024- 2030. The focus is on reducing the need to travel, discouraging individual private vehicle journeys and making walking, cycling, public and shared transport the first choice. Targets in the LTCP include replacing/removing 1 out of every 4 current car trips in Oxfordshire by 2030, and increasing the number of cycle trips in Oxfordshire from 600,000 to 1 million cycle trips per week. Targets will be achieved through walking, cycling and strategic public transport improvements, multi-modal travel including mobility hubs, road safety improvements, digital connectivity enhancements and innovations to make sustainable modes more attractive.

Oxfordshire Infrastructure Strategy (OxIS), Stage 1 Report (delivery and funding to 2040), (OCC, July 2021)	OxIS has five themes (environment, health, place-shaping, productivity and connectivity), with a process undertaken to identify and sift infrastructure schemes which met the needs associated with each theme. The emerging WOLP 2041 will consider if schemes identified in OxIS remain priorities.
Local Transport Plan 4 2015-2031 (OCC, 2016)	The LTCP Area and Corridor Strategies remain Policy until the new Movement and Place Strategies are developed to support LTCP 2022. Other aspects of LTP4 are supported by LTCP 2022.
Central Oxfordshire Travel Plan (OCC, 2023)	A supporting document to the LTCP, this document sets out the transport strategy for the urban area of Oxford, the immediate movement and connectivity corridors to and from the city, and the main villages that lie on these corridors. The Woodstock and Eynsham Strategy Areas are included within scope of the COTP document.
Active Travel Strategy (OCC, July 2022)	Focuses on active travel modes (walking, wheeling and cycling), which are key to delivering the LTCP and the County Council's plans for the next 10 years. WOLP 2041 supports the strategy to deliver active travel.
Oxfordshire County Council Mobility Hub Strategy (OCC, July 2023)	Provides the strategy for the development of transport interchanges in Oxfordshire to support sustainable travel and facilitate multi-modal interchange. The strategy includes a hub typology comprising 'major interchange', 'linking hubs', 'suburban and rural hubs' and mini hubs'. WOLP 2041 supports this strategy.
Freight and Logistics Strategy 2022-2050 (OCC, July 2022)	Sets out Oxfordshire's strategy for addressing some of the challenges associated with the movement of goods in the county and the actions required to deliver appropriate, efficient, clean and safe movement.
Sustainable School Travel Strategy 2024-25,	Details the proposals for promoting and supporting sustainable travel options for school

(OCC, 2024)	and college journeys. WOLP 2041 supports the strategy to support sustainable travel to school.
Oxfordshire Innovation Framework for Planning and Development OCC	Sets out guidance for consideration of innovation within planning and development and the principles which should be applied to the integration of innovation into new development and infrastructure.
Digital Inclusion Strategy 2022-2025 OCC	OCC's strategy to tackle inequalities in Oxfordshire and ensure everyone has access to digital connectivity. Over 98% of Oxfordshire's residents now have access to superfast broadband compared to 69% in 2013. Technology that supports agile ways of working will facilitate communication and the ability to work well anywhere, any place, and at any time. This can also reduce the need to travel. WOLP 2041 supports this strategy.
Health and Wellbeing Strategy – Oxfordshire Oxfordshire Health and Wellbeing Board, December 2023	Oxfordshire's primary strategy for health and wellbeing, setting out a strong, unified vision to improve health and wellbeing for local people between 2024- 2030. The strategy highlights the importance of healthy place shaping. WOLP 2041 supports this strategy.
Oxfordshire Street Design Guide (OCC, 2021)	Supplementary guidance for the LTCP on street hierarchy and detailed design for streets.
Parking Standards for New Developments (OCC, 2022)	Supplementary guidance for the LTCP to help determine the level of parking at new developments.

Demographics and travel demand in West Oxfordshire

Key demographic and geographic information for the West Oxfordshire Local Plan area is set out in this section, including key locations between which people are travelling, and implications for existing and future demands for travel. The maps presented in this section are primarily sourced from the baseline mapping and demand analysis work which was undertaken to inform development of Oxfordshire's Strategic Active Travel Network (SATN)[1].

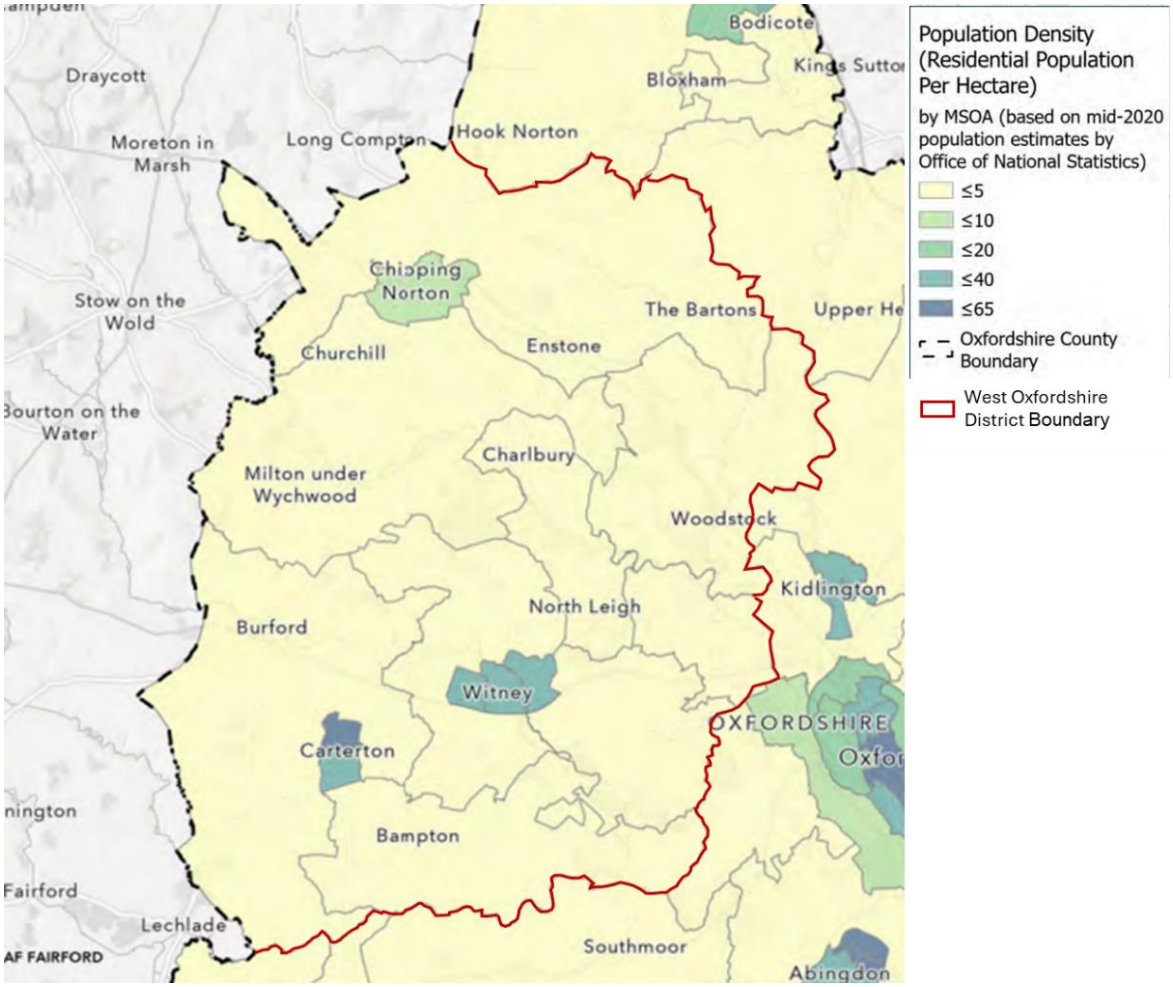
Population Density

West Oxfordshire District is located to the west of the Oxford urban area with the towns of Carterton and Witney to the south of the district and Chipping Norton to the north.

Figure 1 provides an overview of the population density in West Oxfordshire, using Lower Super Output Areas (LSOAs), and shows the relative locations of Witney, Carterton and Chipping Norton as the key population areas of the district.

[1] SATN Network Project Report, PJA for Oxfordshire County Council, 2024.

Figure 1 - Population density map

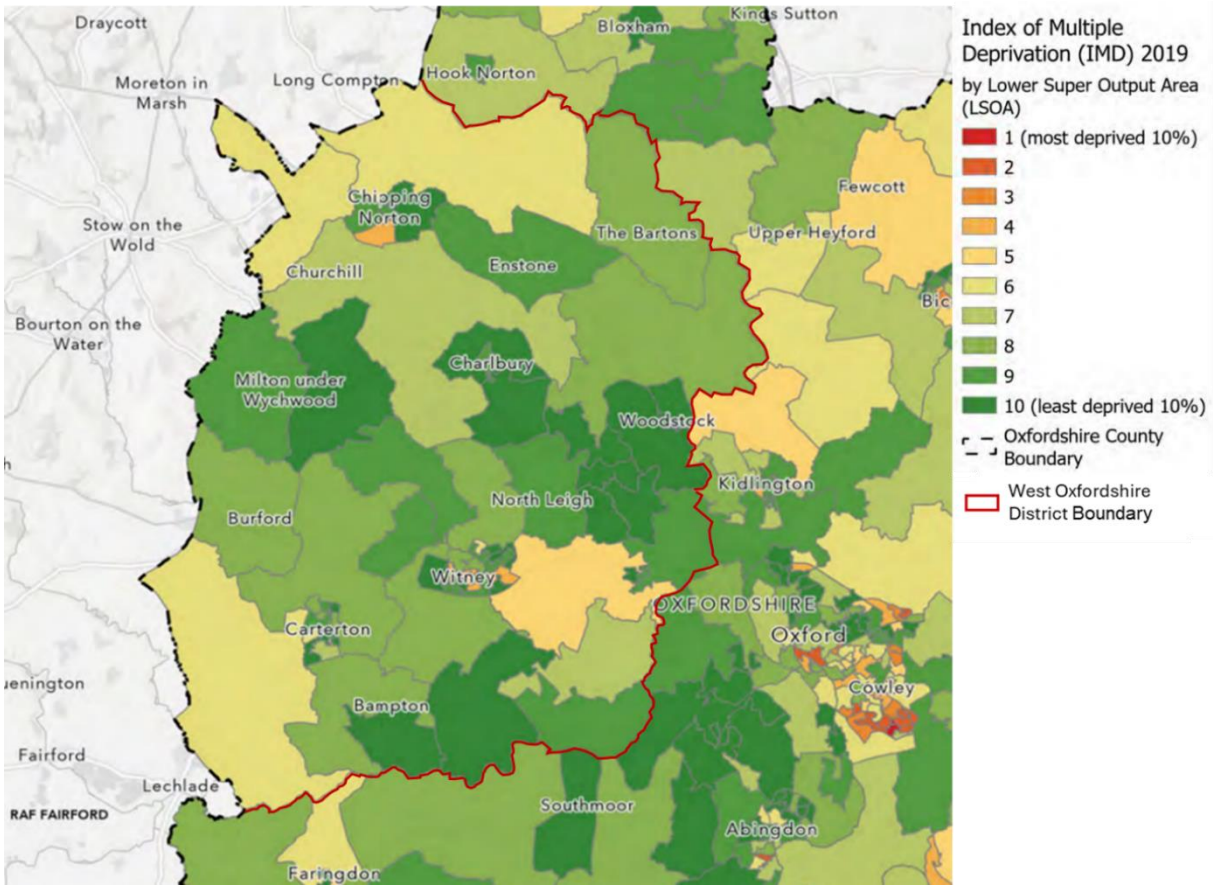


Index of Multiple Deprivation

The Index of Multiple Deprivation (IMD) is the official measure of relative deprivation in England, calculated for every LSOA. Seven domains of deprivation have been combined to create the IMD these are: Income, Employment, Education, Crime, Barriers to Housing and Services, and the Living Environment.

Extensive areas across Oxfordshire fall within the highest deciles (see Figure 2) meaning they have relatively lower levels of deprivation. However, there are pockets of deprivation in Chipping Norton and Witney with the IMD showing some ward areas lying within the 40% most deprived wards in the country.

Figure 2 - Index of Multiple Deprivation map



Car availability

Figure 3 shows the proportion of car-free households in West Oxfordshire and its surrounds. Areas in the district with higher proportions of car-free households are located around Witney, Carterton, Chipping Norton, Burford and Charlbury as well as the corridor between Witney and Oxford.

Figure 3 - Proportion of car-free households map

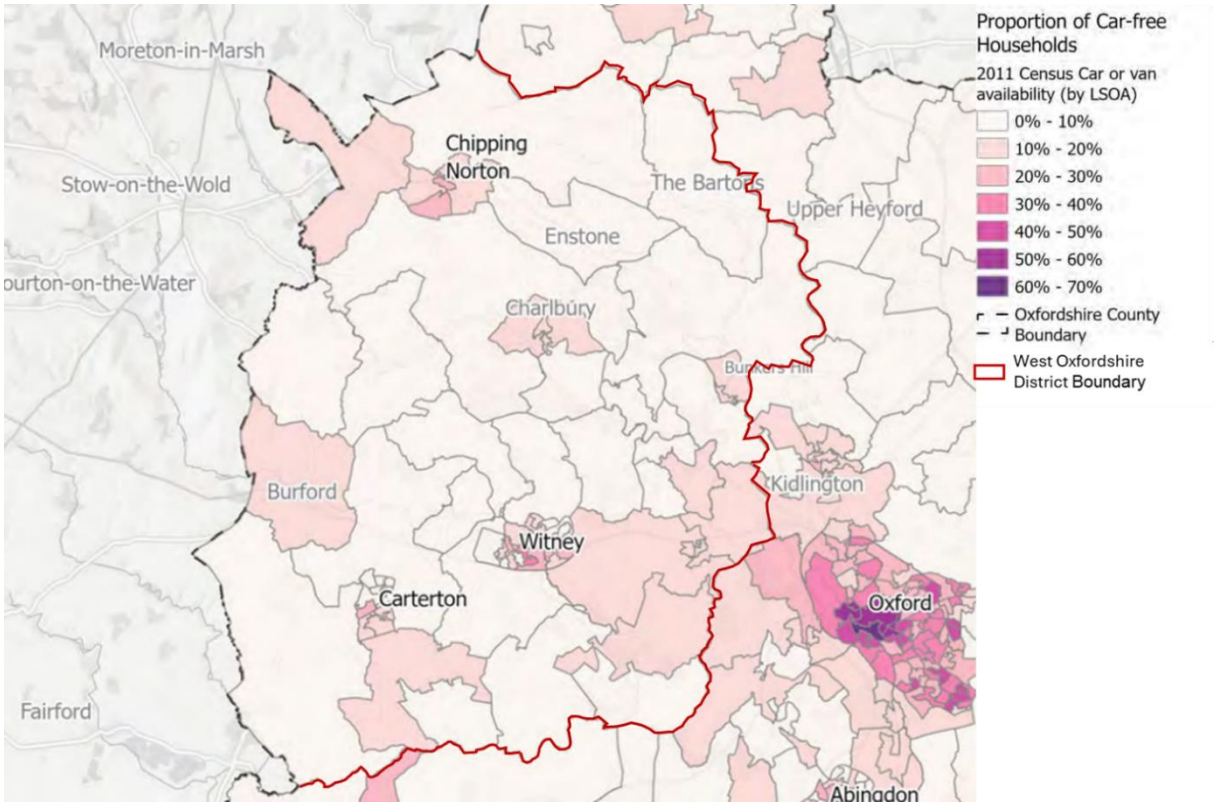


Figure 6 show the '2011 travel to work car mode share' which largely reflects car availability, which shows lower levels of car use (and implies higher levels of sustainability) in south and central Witney; west Charlbury; east Carterton and Burford. The darker the red colour the higher the proportion of travel to work by car is. Lighter coloured areas have lower levels of car use for travel to work.

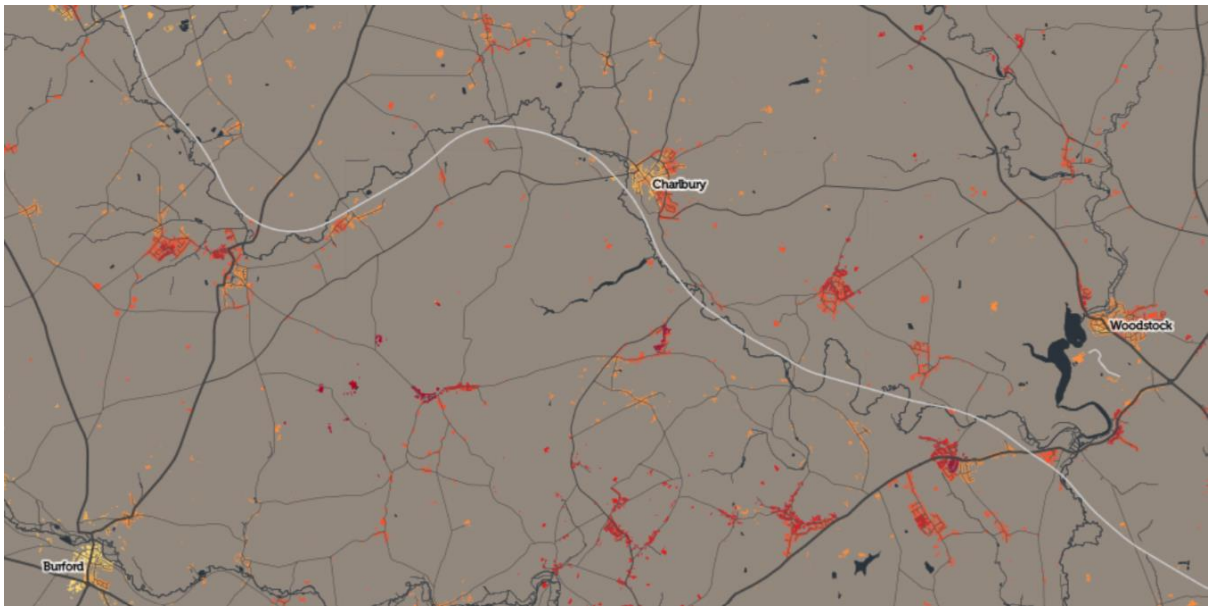
2011 census data has been used due to the 2021 travel to work data being impacted by COVID restrictions; development sites built-out since 2011 and other broader modal-shift trends are not therefore included in the data presented.

Also note that the data used includes "not in employment" as a modal category, meaning that retired people, full-time students and people otherwise not in employment would not be counted towards car commuters, even if they are car dependent as their main mode of transport. This could account for small villages like Burford appearing to have a low car usage from this commuting dataset as they have a significant retired population who do not commute.

Figure 4 - Method of travel to work - Car - (north West Oxfordshire)

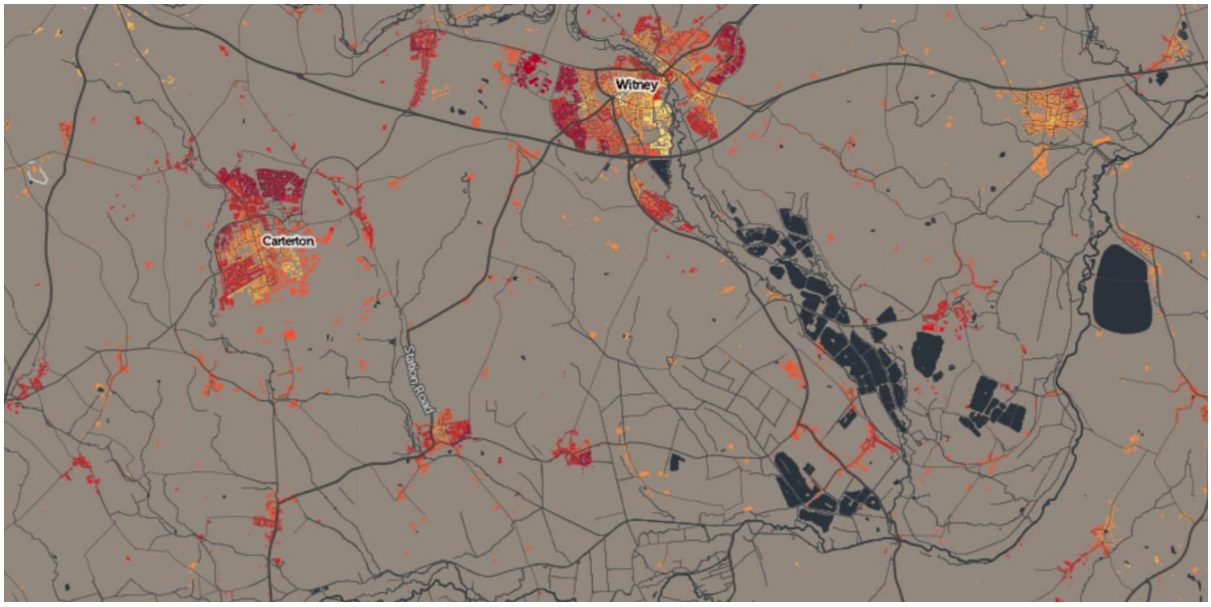
Oliver O'Brien & James Cheshire (2016) Interactive mapping for large, open demographic data sets using familiar geographical features, Journal of Maps, 12:4, 676-683 DOI: 10.1080/17445647.2015.1060183

Figure 5 - Method of travel to work - Car - (central West Oxfordshire)



Oliver O'Brien & James Cheshire (2016) Interactive mapping for large, open demographic data sets using familiar geographical features, Journal of Maps, 12:4, 676-683 DOI: 10.1080/17445647.2015.1060183

Figure 6 - Method of travel to work - Car - (south West Oxfordshire)



Oliver O'Brien & James Cheshire (2016) Interactive mapping for large, open demographic data sets using familiar geographical features, Journal of Maps, 12:4, 676-683 DOI: 10.1080/17445647.2015.1060183

Where are people in West Oxfordshire travelling from?

To identify the home locations from which people will be travelling in the future, the SATN[2] demand analysis approach, which divided Oxfordshire into a theoretical 'hexagonal grid' using 0.5 km² hexagons, has been used. All hexagons were included as 'origins' if they contained:

- LSOA 'Population Weighted Centroids' (as defined by the Office of National Statistics) i.e. these were already the 'hexagons' with the highest resident population numbers; and/or
- Housing allocations in Adopted Local Plans and/or committed development sites (anticipated to include more than 100 dwellings) i.e. these will become the 'hexagons' with the highest resident populations in the future.

Figure 7 shows the concentrations of resident populations as per the 'hexagonal grid' method. The map uses the following categories:

- Hexagons where the LSOA relevant to the respective hexagon, contains more than 100 dwellings based on 2011 Census Outputs.
- Hexagons where the LSOA contains allocated/ committed sites of more than 100 dwellings (based on West Oxfordshire Local Plan 2031).
- Hexagons where the LSOA contains both existing and allocated/ committed sites of more than 100 dwellings.

[2] 'Strategic Active Travel Network, Project Report', March 2024, PJA for Oxfordshire County Council

Figure 7 - Origin cluster map

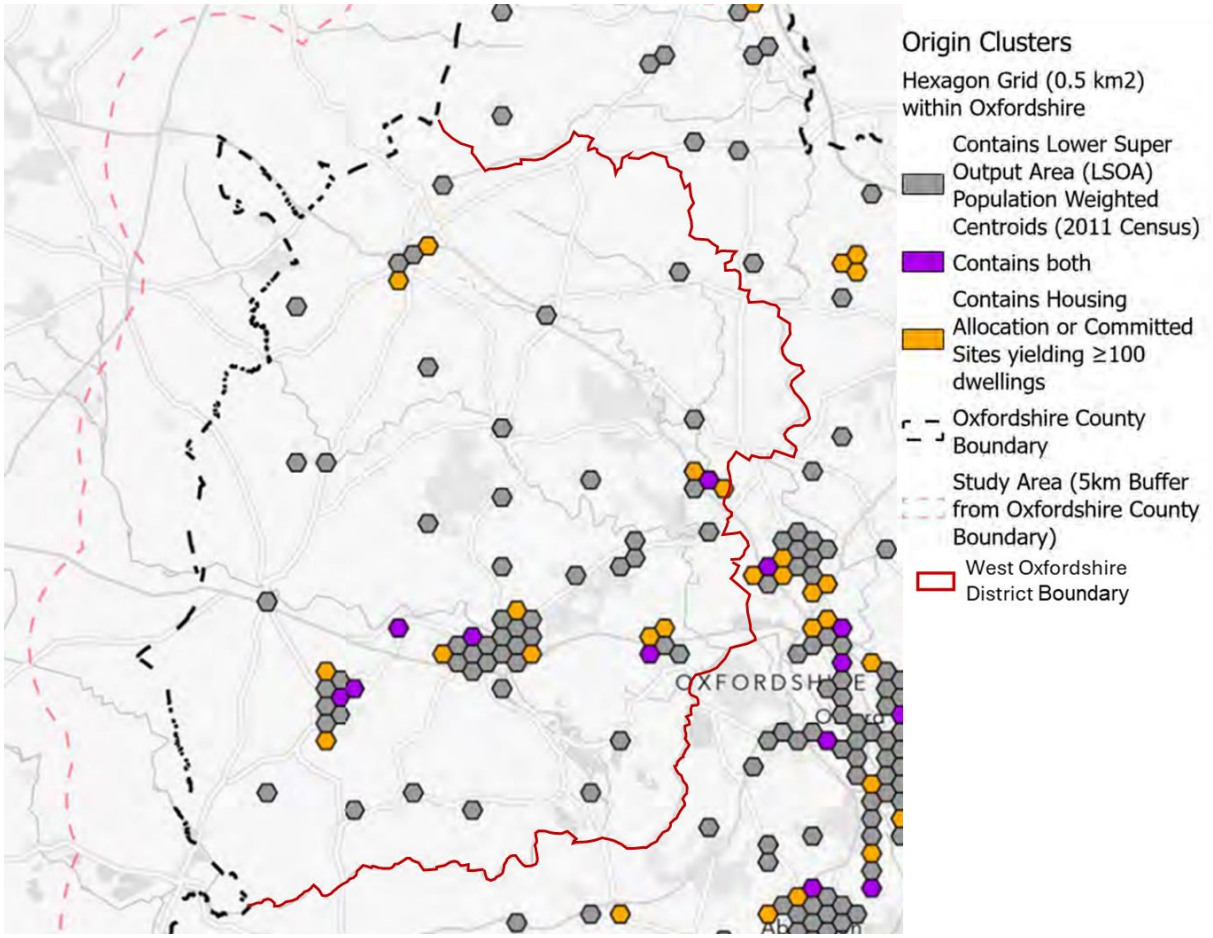


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Figure 7 demonstrates that a majority of origin clusters in West Oxfordshire are located in existing key settlements or within close proximity of these. There are also some more isolated development sites and populations distributed across the villages in this district.

Where are people in West Oxfordshire travelling to?

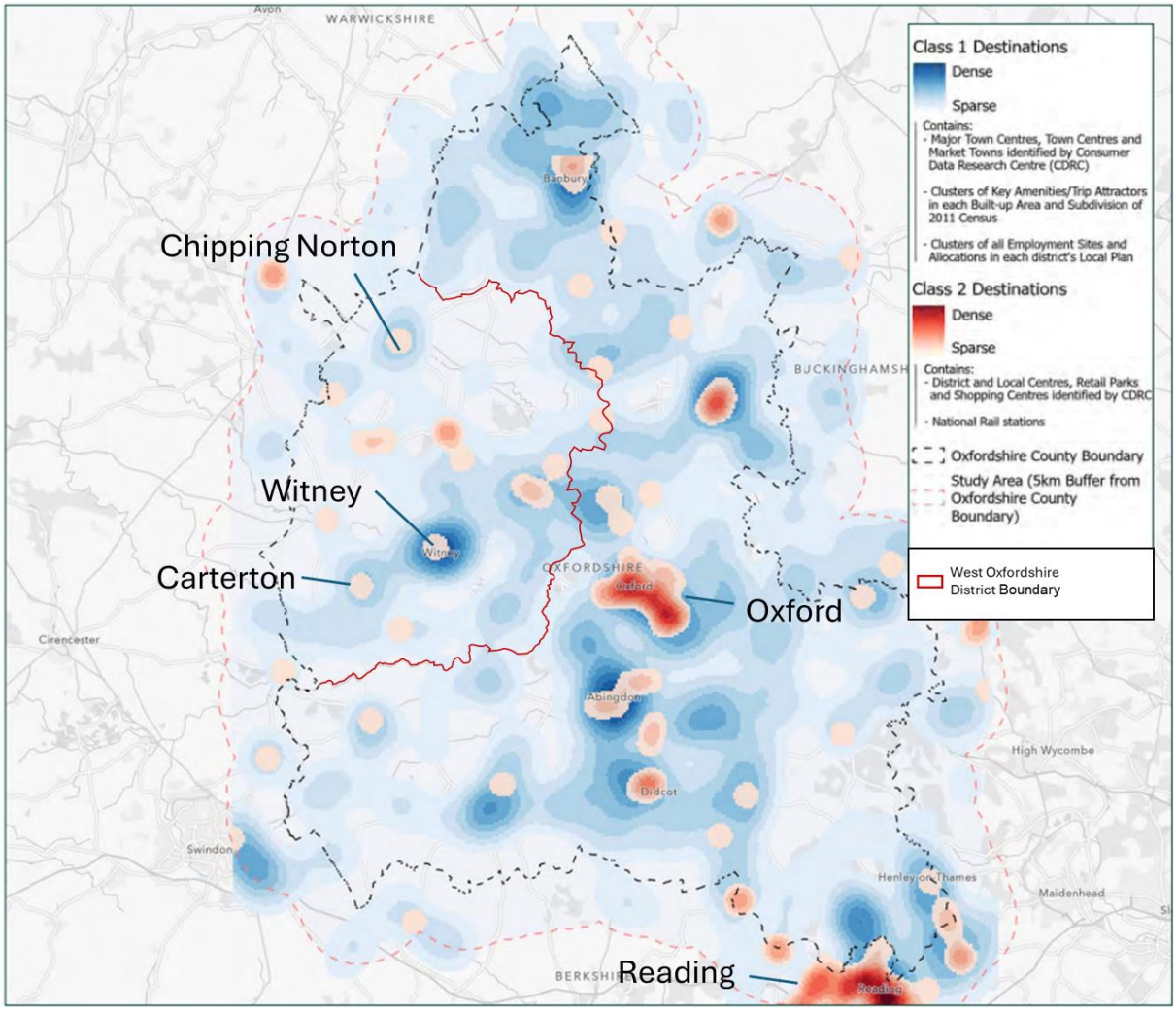
Having identified the Origins, Destinations were identified following the categories below:

- Classification 1 which includes town, village and local centres; railway stations; future/allocated key employment sites
- Classification 2 which includes existing and proposed schools, hospitals, supermarkets, leisure centres, libraries, bus stops

Figure 8 below presents a heat map of the combined locations of both Destination Classifications. The results suggest that Oxford, Banbury, Bicester, Didcot, Abingdon

and Reading are the key locations within the study area which have high concentrations of both classifications.

Figure 8 - Destination map



(from EduBase, OCC and NHS licensed under the OGL v3.0) - Open Pubs dataset from GetTheData derived from Environment Agency data licensed under the OGL 3.0 Contains Ordnance Survey data © Crown copyright and database right 2022 Esri, Esri UK, HERE, Garmin, Foursquare, FAO, METI/NASA, USGS

Town, district and local centres, retail parks and shopping centres data provided by Consumer Data Centre (CDRC) as part of the Retail Centre Boundaries and Open Indicators dataset (https://dx.doi.org/10.20390/retailcentres2022) Contains National Statistics data © Crown copyright and database rights 2024 OS AC000851087 Employment sites and allocations data provided by OCC. Data of the following types were used to generate clusters of key amenities/trip attractors in each built-up areas and subdivisions: - Supermarkets and retail points © Geolytix Ltd - Schools, libraries and healthcare facilities

Implications of the demand analysis for travel in West Oxfordshire

The spatial relationship between origin and destinations was analysed as part of the drafting of the SATN. 'Everyday' origin-destination desire lines were created from each origin centroid to:

- its nearest Class 2 destination, and then also to
- all Class 1 destinations in the study area

This approach was predicated on the assumption that Class 1 destinations would generate a higher number of trips and that they are also likely to have a larger catchment area of trips from across the study area, compared to Class 2 destinations which would generate more locally based trips. Figure 9 provides the combined outputs of all desire lines being paired using the above methodology.

Figure 9 - Origin-Destination desire line map

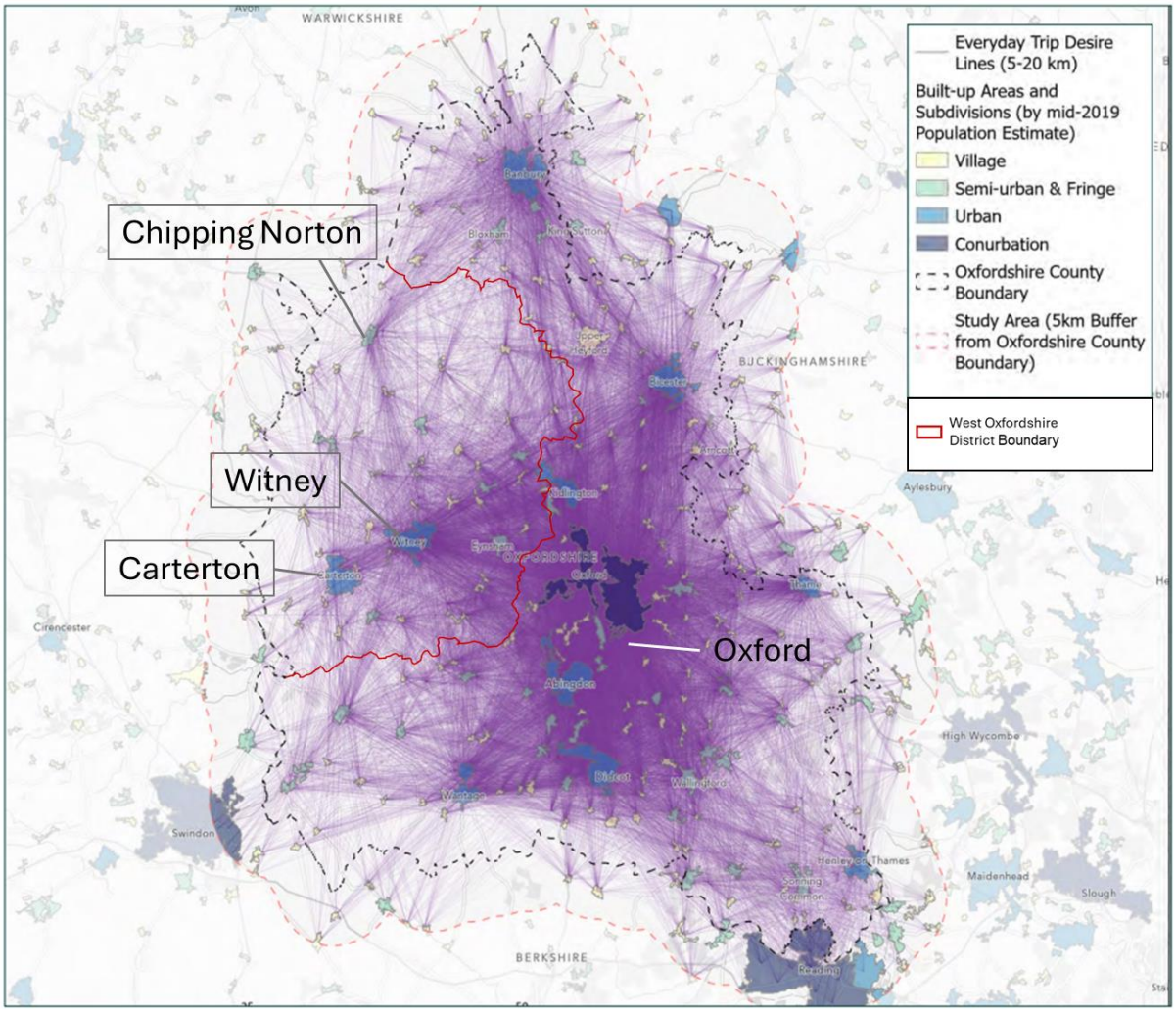


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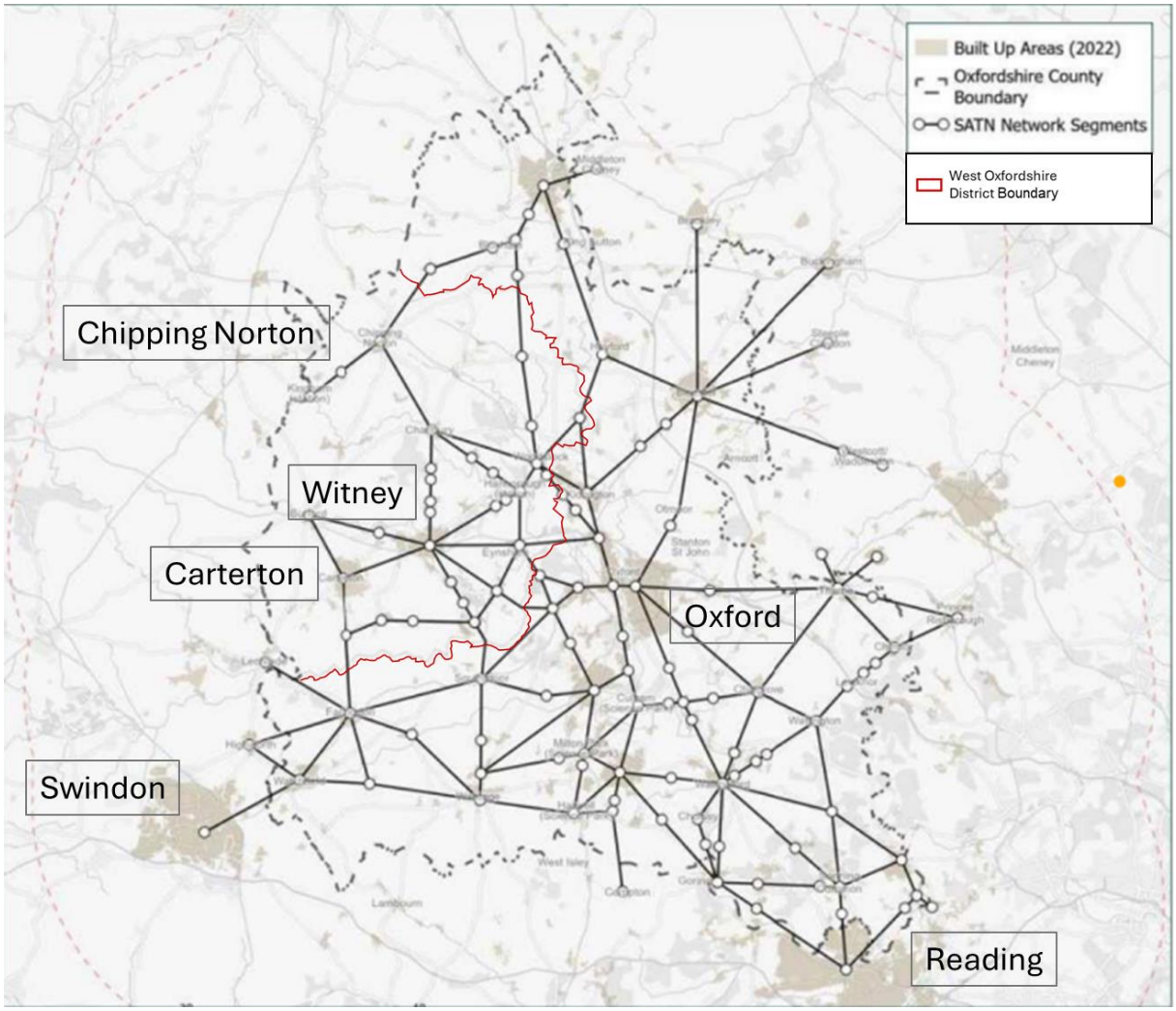
Figure 10 simplifies the Origin-Destination analysis to show key demand connectors.

Figure 10 - Key demand connectors based on origins-destinations



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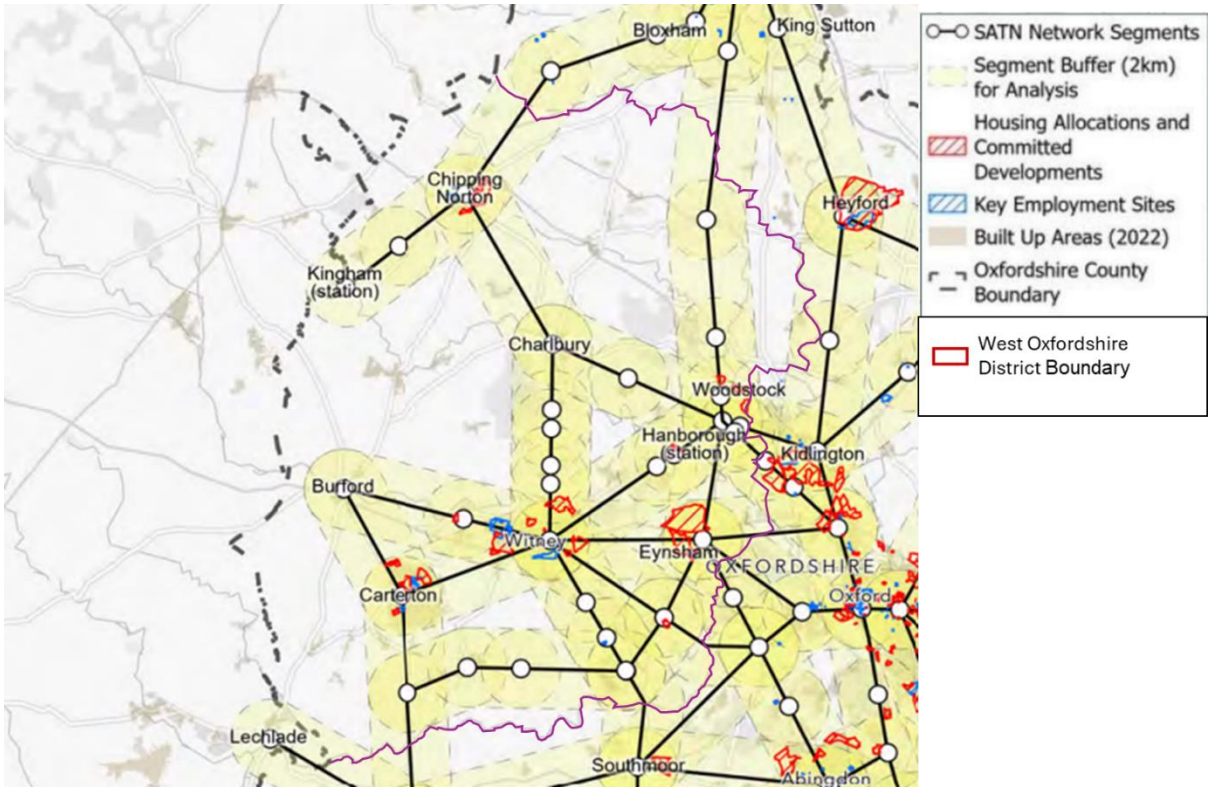
Pulling together the data presented in this chapter and focussing on West Oxfordshire, Figure 11 shows the key origins and destinations in the district which need to be connected by comprehensive public transport and active travel options to deliver sustainable communities. Allocations in the adopted West Oxfordshire Local Plan 2031 are also shown.

Figure 11 - Demand connectors and allocated housing / employment sites



What does the review of demographics and travel demand mean for West Oxfordshire Local Plan 2041?

The most densely populated areas of Witney, Carterton and Chipping Norton (Figure 1) have higher proportions of car-free households (Figure 3) and subsequently lower proportions of residents travelling to work by car (Figure 4, Figure 5 and Figure 6). This suggests that sustainable travel is viable in these areas and car-free/ low-car development could be supported.

Wards with higher deprivation levels are concentrated in urban areas and in particular within Witney (Figure 2). Improvements that deliver sustainable communities will also bring socio-economic benefits and contribute towards the objectives of local development, improving health and education outcomes, and reducing inequalities.

Focussing homes and jobs in areas where communities and services such as schools and hospitals are already clustered (Figure 7 and Figure 8) will offer the greatest opportunity for encouraging walking and cycling, and for providing viable bus services, because demand will be higher to support delivery of infrastructure (Figure 10).

Key settlements to connect, or maintain connections, to reflect potential demand for public transport services and active travel routes (Figure 11) include:

- Carterton – Witney – Eynsham – Oxford
- Burford – Witney – Eynsham – Oxford
- Chipping Norton – Charlbury – Woodstock - Oxford Parkway – Oxford
- Chipping Norton – Charlbury – Witney
- Chipping Norton – Banbury
- Woodstock – Begbroke – Yarnton – Pear Tree – Oxford

Connectivity is also important for other settlements, including but not limited to:

- Carterton - Clanfield - Bampton – Aston – Standlake – Ducklington – Witney and onward to Oxford
- West Oxfordshire - Swindon

Transport in West Oxfordshire

Overview of the rail and road connectivity

An overview of the rail and road connectivity in West Oxfordshire in relation to the wider Oxfordshire area is provided in Figure 12. Rivers and canals are also shown.

Figure 12 - Oxfordshire road, rail and river network

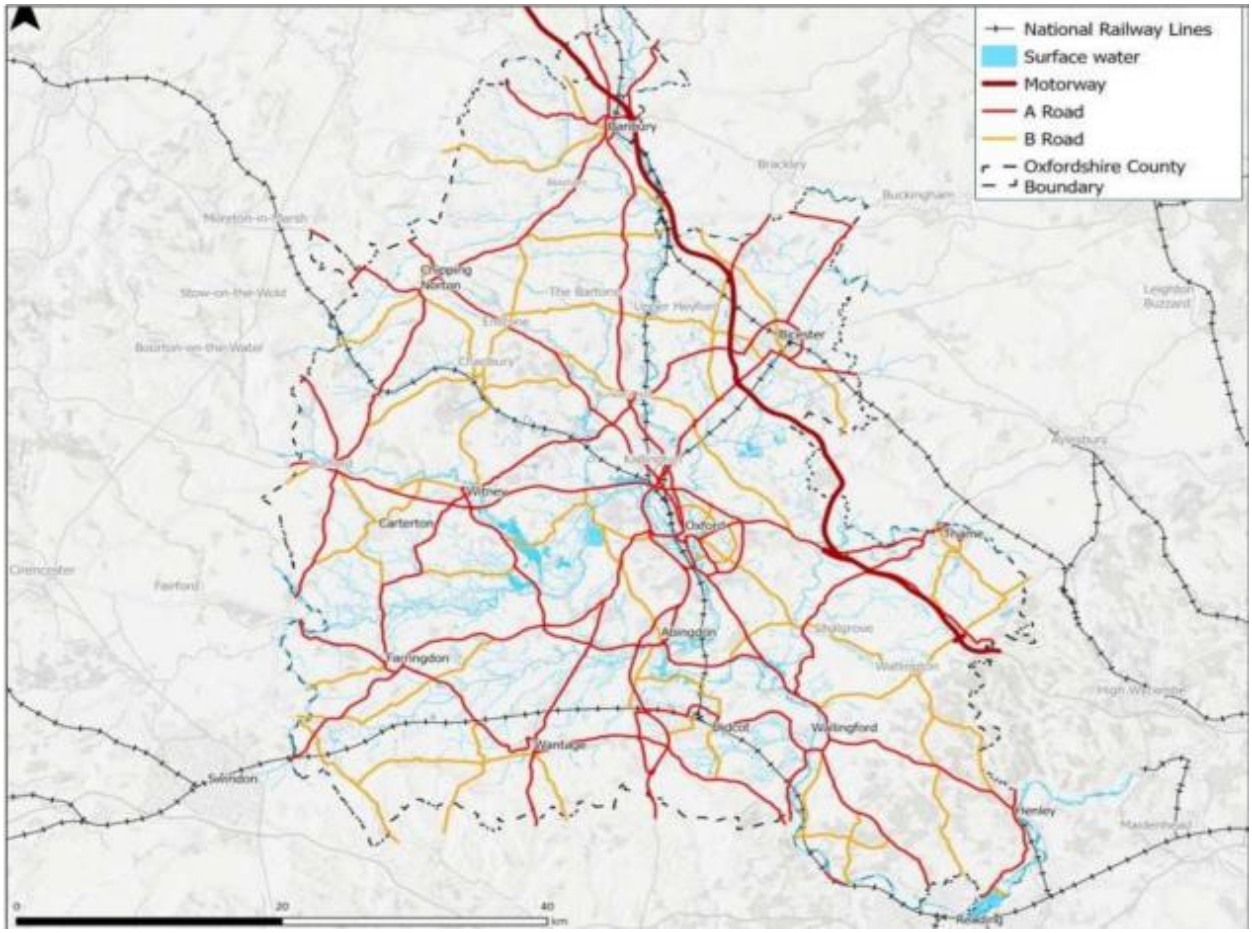


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Figure 12 shows a comprehensive network of road, rail and river/canal routes that provide excellent connectivity between and within West Oxfordshire's communities. However, in some situations they also act as barriers and create challenges for sustainable travel and placemaking at the local level, for example where:

- **Desire lines for active travel need to cross roads, rail and/or water courses.** Achieving the ideal active travel solution across major road, rail or water courses can be challenging due to land and other constraints. Identifying and delivering effective solutions therefore requires the alignment of multiple agencies plans and programmes, and often the approval of those programmes and funding by Government departments.

- **Traffic congestion adversely impacts the reliability and attractiveness of bus services.** Providing bus priority for buses must be balanced against provision for active travel but with a constrained highway network, must not create severe congestion for essential road users such as freight and essential public service vehicles. This highlights the importance for car-free development to be supported in areas where new development sites are close to urban centres, facilities and services, and that active travel must be promoted to support cycling, walking and wheeling.
- **Traffic volumes and/or traffic speeds discourage cycling, walking and wheeling.** It is essential that connectivity is provided for active travel and bus priority on suitable and appropriate routes where people feel safe. Several OCC policies and initiatives aim to address issues such as speeding and achieving the Vision Zero ambition of reduction in casualties. The introduction of 20mph areas in towns and villages across Oxfordshire aims to increase safety and perception of safety for all highway users. However, there is still a need for dedicated and segregated infrastructure provision that avoids busy roads whilst providing direct and convenient connectivity to existing and future communities and destinations.
- **Unplanned placemaking challenges and community impact from the delivery of major sustainable travel improvements.** For example, where nationally significant infrastructure projects (NSIPs) are promoted and delivered outside of the Local Plan process[3].
- **Development is attracted by the excellent connectivity, major local roads and rail provision.** Development pressure outside of the Local Plan process often makes placemaking reactive and capacity planning on the transport networks by Councils and National Highways challenging. An up-to-date Local Plan, guiding for current and long-term growth needs in appropriate locations, reduces that risk.

The remainder of this chapter discusses the connectivity, challenges and opportunities for different modes of transport in West Oxfordshire.

Strategic Road Network

National Highways maintains the Strategic Road Network (SRN). No roads within West Oxfordshire are classified as part of the Strategic Road Network.

The following routes comprise the SRN in Oxfordshire:

- The M40 (connections to M5, M42, Birmingham, M25 and London);
- A34 (connections to M3, M4, Oxford, Winchester and Abingdon); and

[3] Major infrastructure projects relating to energy, transport, water and waste are classed as 'nationally significant infrastructure projects' (NSIPs). Under the Planning Act 2008, they require 'development consent' from the relevant Secretary of State.

- A43 (connections to the M1, M40 and Northampton).

Local Road Network

OCC manages the Local Road Network (LRN) i.e. all adopted roads in Oxfordshire that are not part of the Strategic Road Network. Key roads in West Oxfordshire include:

- A40, A415, A4095, B4022 (Witney)
- B4020, B4477 (Carterton)
- A44, A361 (Chipping Norton)

The A44 and A4260 are key routes for connectivity across the district; Figure 13 provides the Annual Average Daily Total traffic flow (AADT) for key local roads in West Oxfordshire and shows how busy routes are relative to each other. Figure 14 shows the AADT for Witney.

Figure 13 - West Oxfordshire key routes AADT

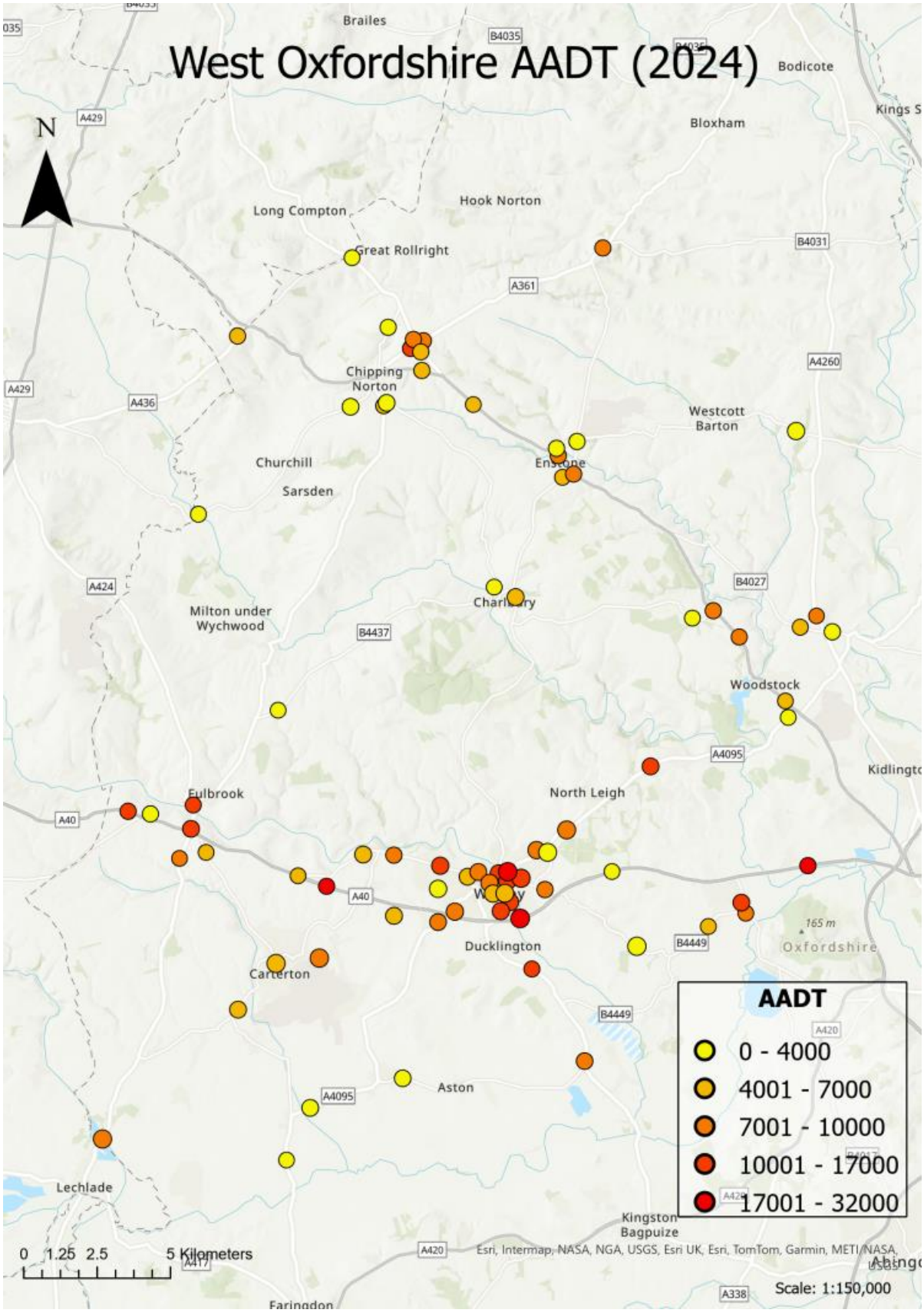
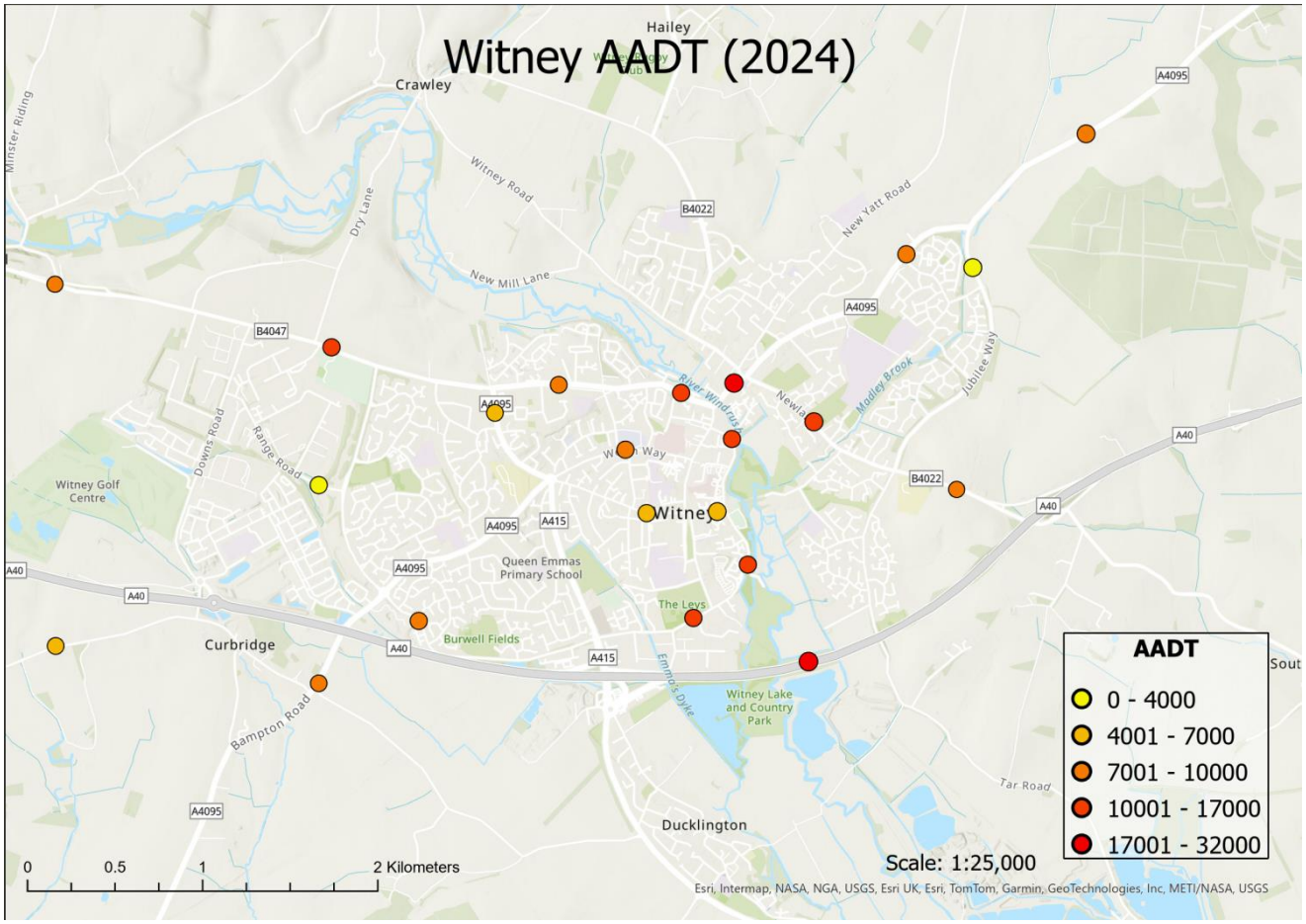


Figure 14 - Witney key routes AADT



Congestion ‘hotspots’

An analysis of AM and PM peak congestion has also been undertaken using 2023 INRIX traffic data. The analysis involved calculating and then comparing free-flow link journey times with peak hour journey times recorded by INRIX over 12 months. Links where fewer than 100 recorded trips were made were excluded from the analysis. A heat map was then produced to illustrate the data as ‘congestion hotspots’.

Figure 15 and Figure 16 illustrate the congestion patterns on major routes in West Oxfordshire. The primary congestion areas are located in and around Eynsham, particularly on the A40 and B4044. Additionally, there are pockets of congestion in Witney, Burford, Bampton, and Carterton.

Figure 15 - AM Peak congestion hotspots (West Oxfordshire)

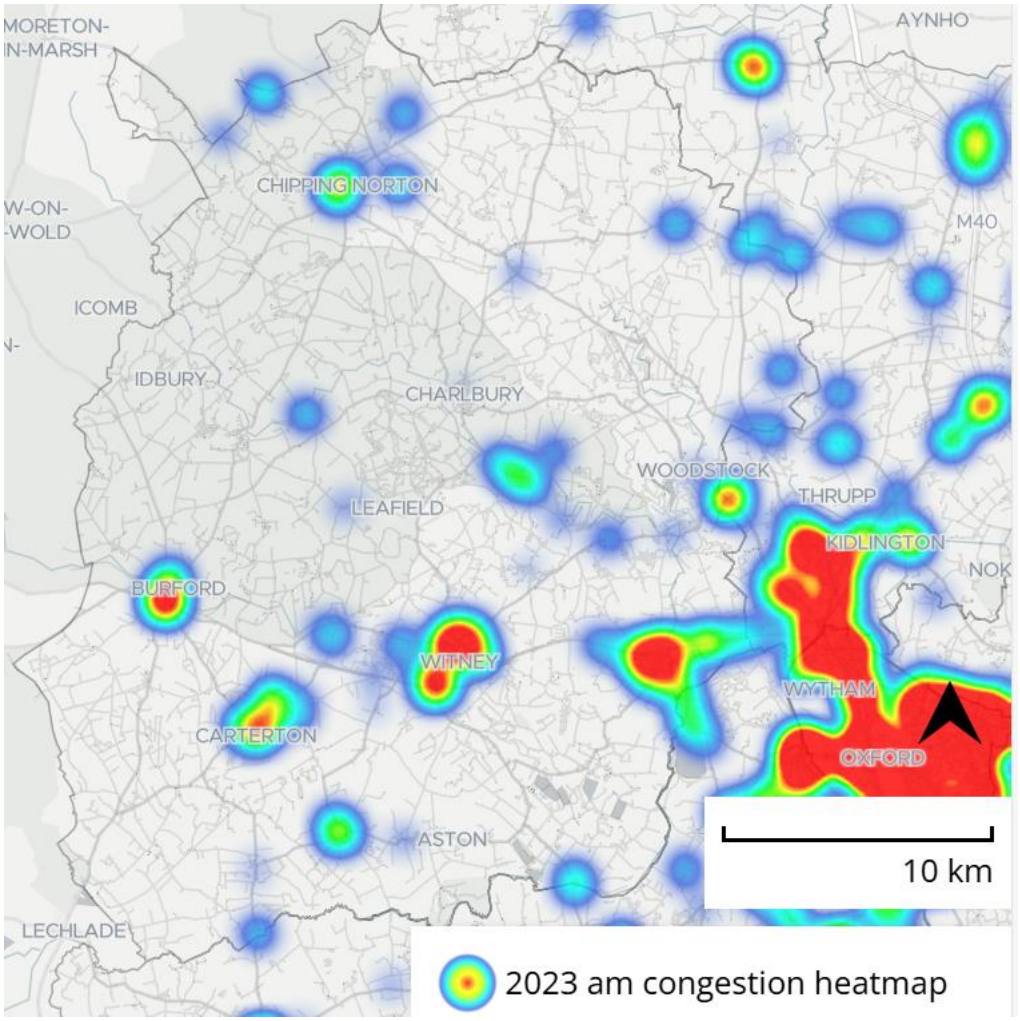
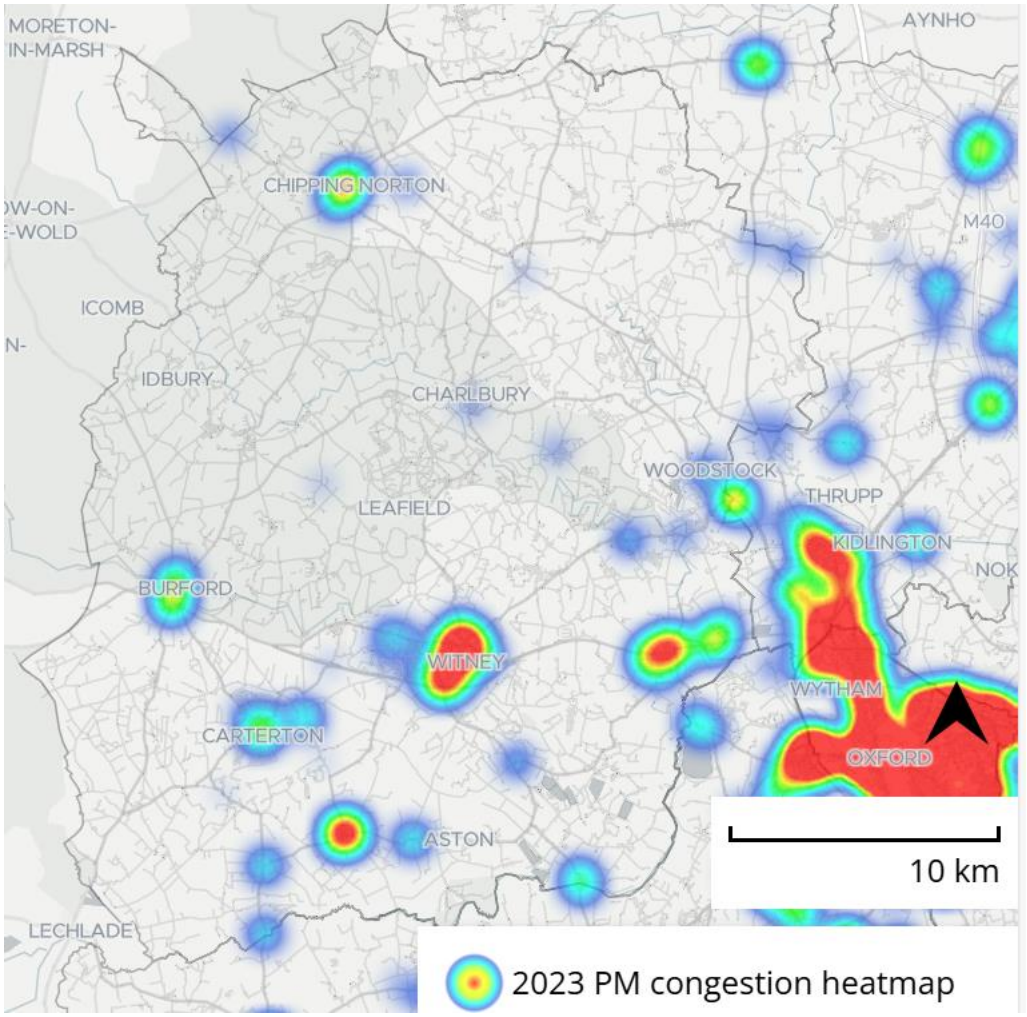


Figure 16 - PM Peak congestion hotspots (West Oxon)



Freight and HGV Routes

Oxfordshire's Freight and Logistics Strategy 2022-2050, sets out the key challenges for freight in Oxford which include:

- Inappropriate vehicles and levels of freight movement through towns.
- Road safety issues, particularly with risk and perceived risk to cyclists from HGVs.
- Contribution to local air quality issues.
- Last mile delivery.
- Construction and logistics movements associated with the large number of development sites.
- The strong rural economy in Oxfordshire which is often away from the 'A' road network.
- Capacity of the rail network through Oxfordshire for freight movement.

The strategy also sets out key barriers which will be required to balance these considerations and create an efficient, sustainable transport network for all:

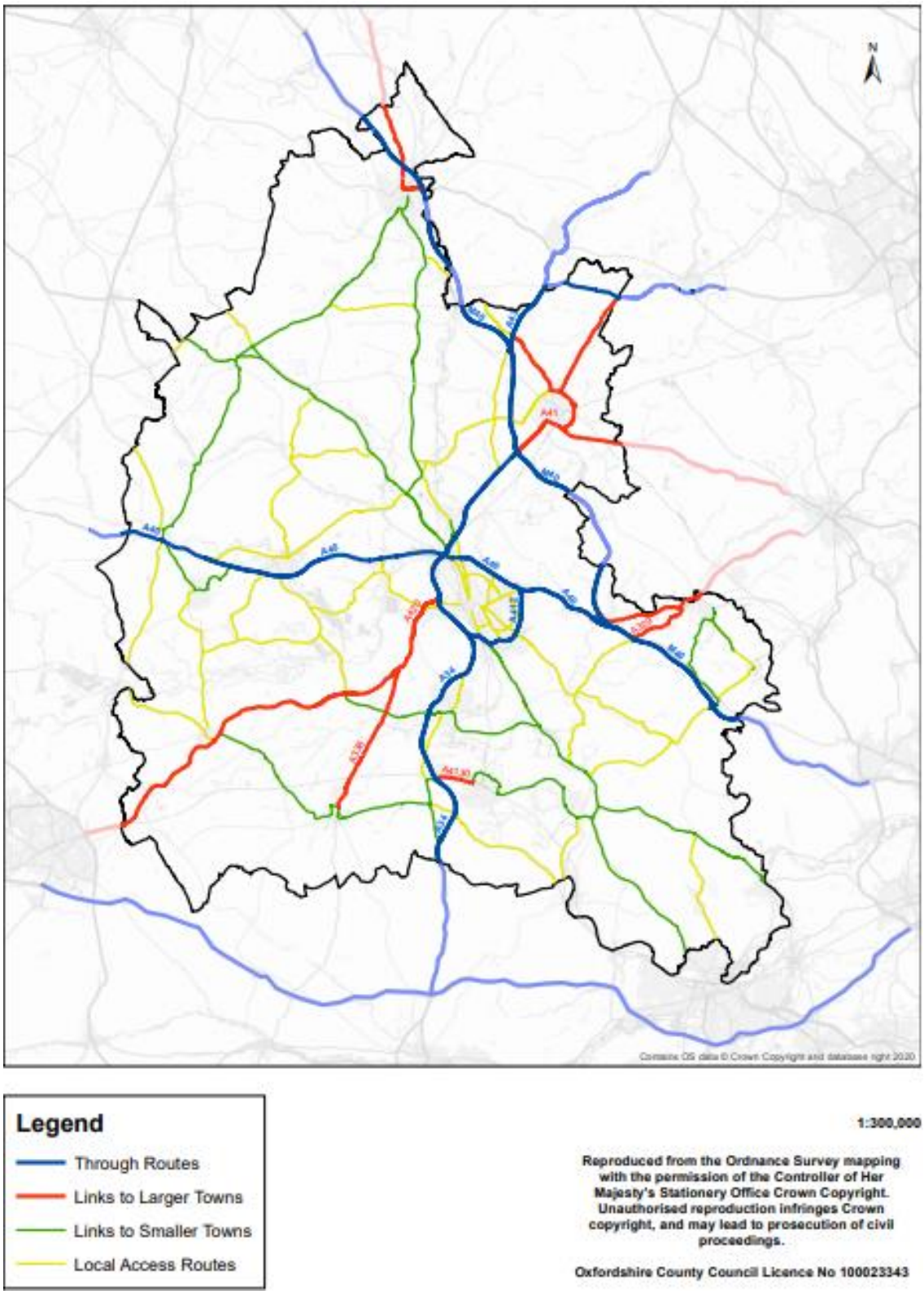
- Complexity of the freight system
- Need for goods
- Amount of goods transported
- Modal shift
- Market forces
- Impacts on business and consumers

The Strategy sets out a plan for the movement of goods on the road network and identifies actions to address freight. Key principles of the strategy include:

- Appropriate movement
- Efficient movement
- Net-zero movement
- Safe movement
- Partnership working

Development sites are required to produce Construction Traffic Management Plans (CTMPs) to minimise the impacts from large scale residential and business development planned for Oxfordshire. WOLP 2041 development sites will be required to develop CTMPs to be agreed with OCC. Oxfordshire has an HGV routing plan (see Figure 17) which will be further updated as the county's freight strategy evolves.

Figure 17 - Oxfordshire LTCP Freight map



Oxfordshire's Freight Strategy highlights that appropriate parking facilities are an important consideration to ensure safe and efficient local HGV movement, with strategically located rest stops helping to encourage use of appropriate routes. There

are no dedicated HGV parking and servicing facilities on the West Oxfordshire Local Road Network, so hauliers are dependent on facilities elsewhere.

London Oxford Airport

London Oxford Airport (LOA) is located in Cherwell district to the south of Woodstock, adjacent to the A44 which connects Oxford to Woodstock and beyond (as per Figure 18). LOA is privately owned and specialises in general and business aviation.

Figure 18 - Location of London Oxford Airport

Source: www.oxfordairport.co.uk

Public transport in West Oxfordshire: An overview

West Oxfordshire is well served by public transport routes which provide key connections between the major district centres (Witney, Carterton and Chipping Norton) and Oxford, as well as between the centres themselves.

Rail

The following rail stations are located in West Oxfordshire or close to the administrative boundary, (see network map in Figure 19):

- Hanborough
- Combe
- Finstock
- Charlbury
- Ascott-under-Wychwood
- Shipton
- Kingham
- Tackley
- Moreton in Marsh (Gloucestershire)
- Heyford (Cherwell District)

Figure 19 - Rail stations and lines in West Oxfordshire: Network

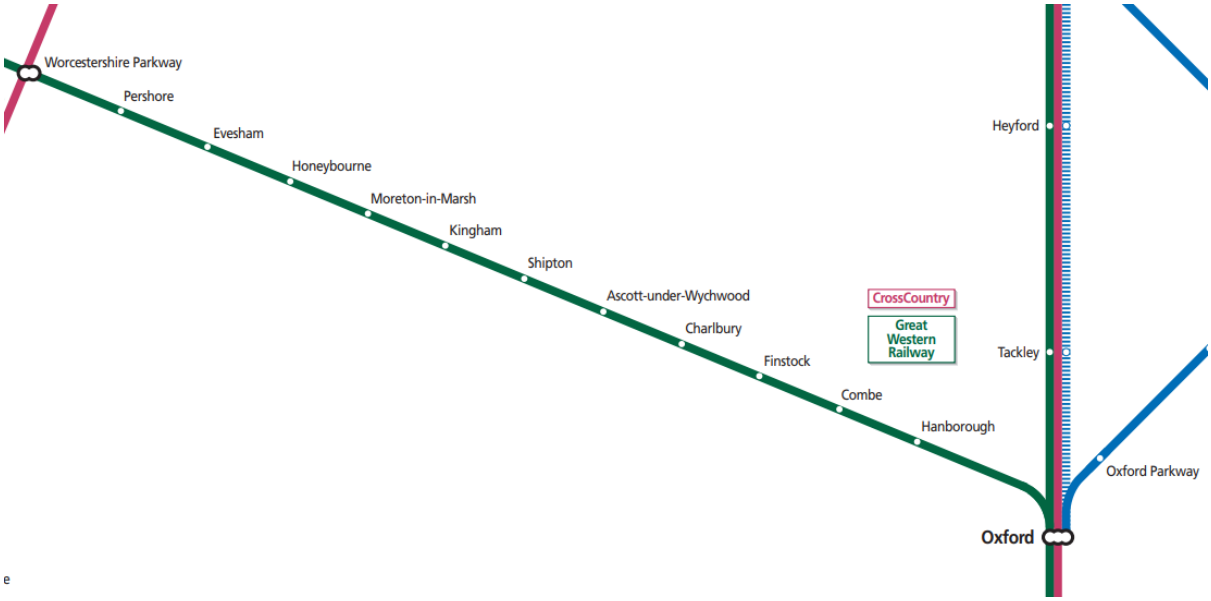


Table 1 - Rail stations and rail connectivity for West Oxfordshire towns and villages

Rail station	**Great Western Railway connections to:**	**Cross Country connections to:**
Hanborough	Worcester, Reading, London, Oxford	n/a
Combe*very limited service	Evesham, Didcot, Oxford	n/a
Finstock*very limited service	Evesham, Didcot, Oxford	n/a
Charlbury	Worcester, Reading, London, Oxford	n/a
Ascott-under-Wychwood*very limited service	Evesham, Didcot, Oxford	n/a
Shipton*very limited service	Evesham, Didcot, London, Worcester, Oxford	n/a
Kingham	Worcester, Reading, London, Oxford	n/a
Moreton in Marsh (Gloucestershire)	Worcester, Reading, London, Oxford	n/a
Tackley	Banbury, Oxford, Didcot, London Paddington	Banbury, Oxford
Heyford (Cherwell)	Banbury, Oxford, Didcot, London Paddington	n/a

Use of West Oxfordshire rail stations: Passenger profile

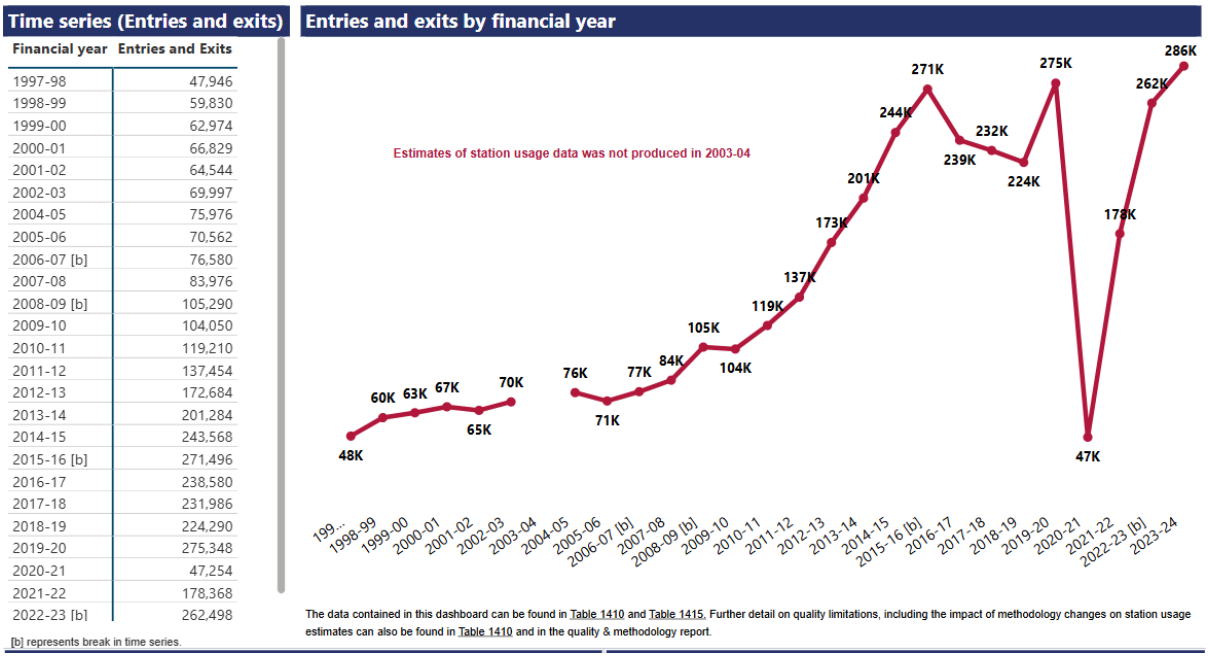
The Office of Rail and Road (ORR) provides annual rail user data for each railway station in Great Britain. Table 2

Table 2 - Passenger entries, exits and interchanges by station, West Oxfordshire (April 2023 to March 2024)[4]

Station Name	Entries and exits: Full price tickets	Entries and exits: Reduced price tickets	Entries and exits: Season tickets	Entries and exits: All tickets	Entries and exits: Rank	Main destination	Number of journeys to / from main destination
Hanborough	90,550	159,116	36,736	286,402	1,136	London Paddington	126,652
Ticket type %	31.62%	55.56%	12.83%				
Combe	1,192	130	232	1,554	2,496	Oxford	1,478
Ticket type %	76.71%	8.37%	14.93%				
Finstock	662	146	304	1,112	2,521	Oxford	1,036
Ticket type %	59.53%	13.13%	27.34%				
Charlbury	58,792	199,116	17,618	275,526	1,155	London Paddington	148,370
Ticket type %	21.34%	72.27%	6.39%				
Ascott-under-Wychwood	1,046	150	196	1,392	2,505	Oxford	1,196
Ticket type %	75.14%	10.78%	14.08%				
Shipton	1,444	1,672	576	3,692	2,448	Oxford	2,252
Ticket type %	39.11%	45.29%	15.60%				
Kingham	26,868	160,544	7,750	195,162	1,340	London Paddington	122,880
Ticket type %	13.77%	82.26%	3.97%				
Moreton in Marsh (Gloucestershire)	41,554	245,848	8,172	295,574	1,118	London Paddington	146,952
Ticket type %	14.06%	83.18%	2.76%				
Tackley	3,274	16,182	1,918	21,374	2,227	Oxford	14,770
Ticket type %	15.32%	75.71%	8.97%				
Heyford (Cherwell)	7,072	22,508	3,850	33,430	2,124	Oxford	24,526
Ticket type %	21.15%	67.33%	11.52%				

Figure 20, Figure 21, Figure 22 and Figure 23 show the year-on-year change in estimated entries and exits for Hanborough, Kingham and Charlbury Rail Stations.

Figure 20 - Historic annual use: Hanborough Rail Station[5]



Time series (Entries and exits)

Financial year	Entries and Exits
1997-98	47,946
1998-99	59,830
1999-00	62,974
2000-01	66,829
2001-02	64,544
2002-03	69,997
2004-05	75,976
2005-06	70,562
2006-07 [b]	76,580
2007-08	83,976
2008-09 [b]	105,290
2009-10	104,050
2010-11	119,210
2011-12	137,454
2012-13	172,684
2013-14	201,284
2014-15	243,568
2015-16 [b]	271,496
2016-17	238,580
2017-18	231,986
2018-19	224,290
2019-20	275,348
2020-21	47,254
2021-22	178,368
2022-23 [b]	262,498

[b] represents break in time series.

[4] https://dataportal.orr.gov.uk/statistics/usage/estimates-of-station-usage/

[5] Station Usage and Origin Destination Matrix 2023/24: Historical Methodological Changes, Steer, October 2024

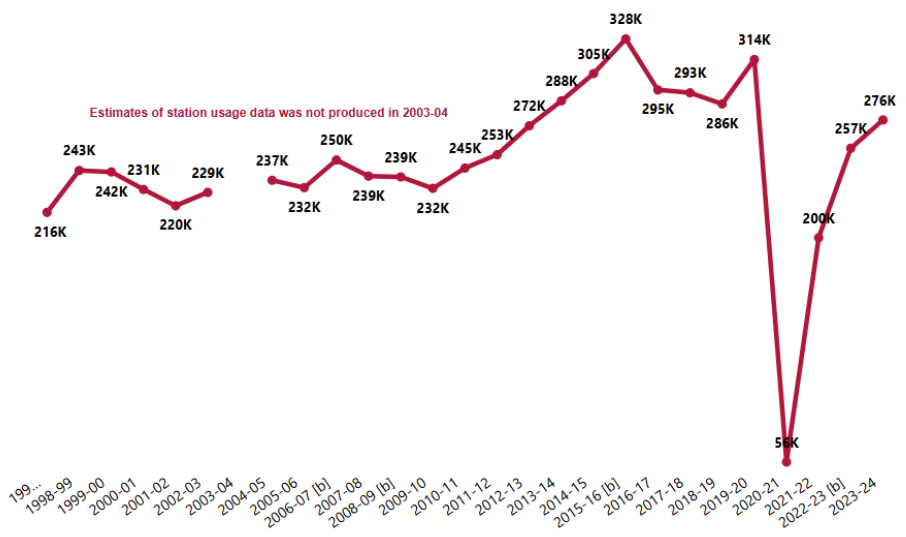
Figure 21 - Historic annual use: Charlbury Rail Station

Time series (Entries and exits)

Financial year	Entries and Exits
1997-98	216,143
1998-99	243,082
1999-00	242,133
2000-01	230,888
2001-02	220,393
2002-03	229,000
2004-05	236,749
2005-06	232,040
2006-07 [b]	249,781
2007-08	239,426
2008-09 [b]	238,918
2009-10	231,582
2010-11	244,586
2011-12	253,202
2012-13	271,738
2013-14	287,778
2014-15	305,284
2015-16 [b]	327,518
2016-17	294,758
2017-18	292,934
2018-19	285,784
2019-20	314,296
2020-21	55,812
2021-22	199,856
2022-23 [b]	257,350

[b] represents break in time series.

Entries and exits by financial year



The data contained in this dashboard can be found in Table 1410 and Table 1415. Further detail on quality limitations, including the impact of methodology changes on station usage estimates can also be found in Table 1410 and in the quality & methodology report.

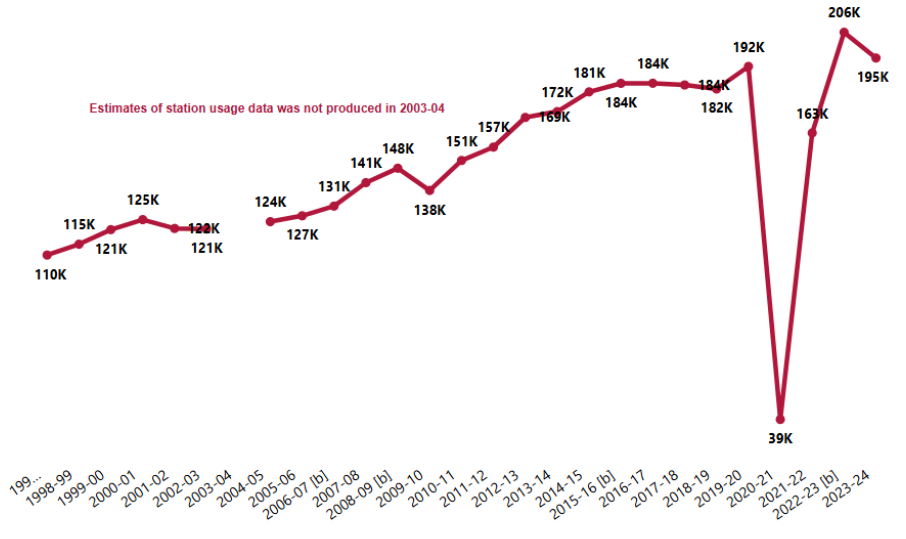
Figure 22 - Historic annual use: Kingham Rail Station

Time series (Entries and exits)

Financial year	Entries and Exits
1997-98	110,022
1998-99	114,723
1999-00	121,021
2000-01	125,340
2001-02	121,519
2002-03	121,318
2004-05	124,462
2005-06	126,995
2006-07 [b]	131,183
2007-08	141,310
2008-09 [b]	147,554
2009-10	137,944
2010-11	150,890
2011-12	156,668
2012-13	169,496
2013-14	172,006
2014-15	180,536
2015-16 [b]	184,218
2016-17	184,260
2017-18	183,514
2018-19	181,790
2019-20	191,518
2020-21	39,014
2021-22	162,784
2022-23 [b]	206,270

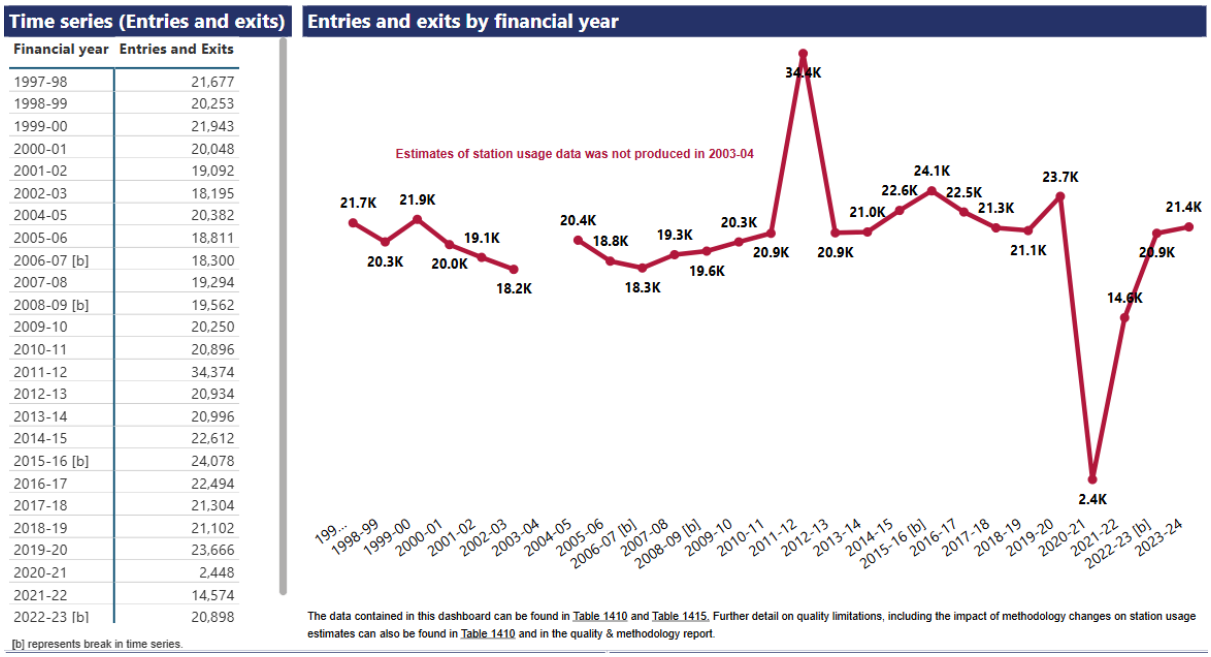
[b] represents break in time series.

Entries and exits by financial year



The data contained in this dashboard can be found in Table 1410 and Table 1415. Further detail on quality limitations, including the impact of methodology changes on station usage estimates can also be found in Table 1410 and in the quality & methodology report.

Figure 23 - Historic annual use: Tackley Rail Station



Time series (Entries and exits)

Financial year	Entries and Exits
1997-98	21,677
1998-99	20,253
1999-00	21,943
2000-01	20,048
2001-02	19,092
2002-03	18,195
2004-05	20,382
2005-06	18,811
2006-07 [b]	18,300
2007-08	19,294
2008-09 [b]	19,562
2009-10	20,250
2010-11	20,896
2011-12	34,374
2012-13	20,934
2013-14	20,996
2014-15	22,612
2015-16 [b]	24,078
2016-17	22,494
2017-18	21,304
2018-19	21,102
2019-20	23,666
2020-21	2,448
2021-22	14,574
2022-23 [b]	20,898

[b] represents break in time series.

The rail network in the West Oxfordshire area is sensitive to any significant increases in passenger demand on weekdays or at weekends. Investment in rail rolling stock and increasing capacity will therefore be essential to support the growing leisure and retail activity at in the district, and OCC will continue to work with stakeholders and Government to address capacity issues.

The Oxfordshire Rail Corridor Study (2021) identified Hanborough Station as one of seven key growth hubs in the Oxfordshire rail system. Presently, Hanborough Station is served by around 30 services per day via the single platform and modest facilities. There is a significant opportunity to improve the offering a Hanborough Station through future service and station enhancements. Proposals include:

- a train every 30 minutes to London and Worcester[6]
- reinstatement of double track and a second platform lead to the ability to introduce two trains per hour between Hanborough, Oxford and Didcot
- provision of a new station building creating a modern and efficient mobility hub for West Oxfordshire that is safe and accessible for all
- high quality, dedicated walking and cycling connections
- frequent, integrated and reliable bus services making sustainable transport the natural choice for those accessing the station.
- improved parking facilities.

[6] WODC Infrastructure Delivery Plan Oxfordshire Rail Corridor Study

Bus

The main bus companies in the West Oxfordshire district are Stagecoach and Pulhams. They are supported by community bus services, mainly by West Oxfordshire Community Transport, First and Last Mile and Villager Community Bus.

Table 3 outlines the services that cover West Oxfordshire and who they are operated by.

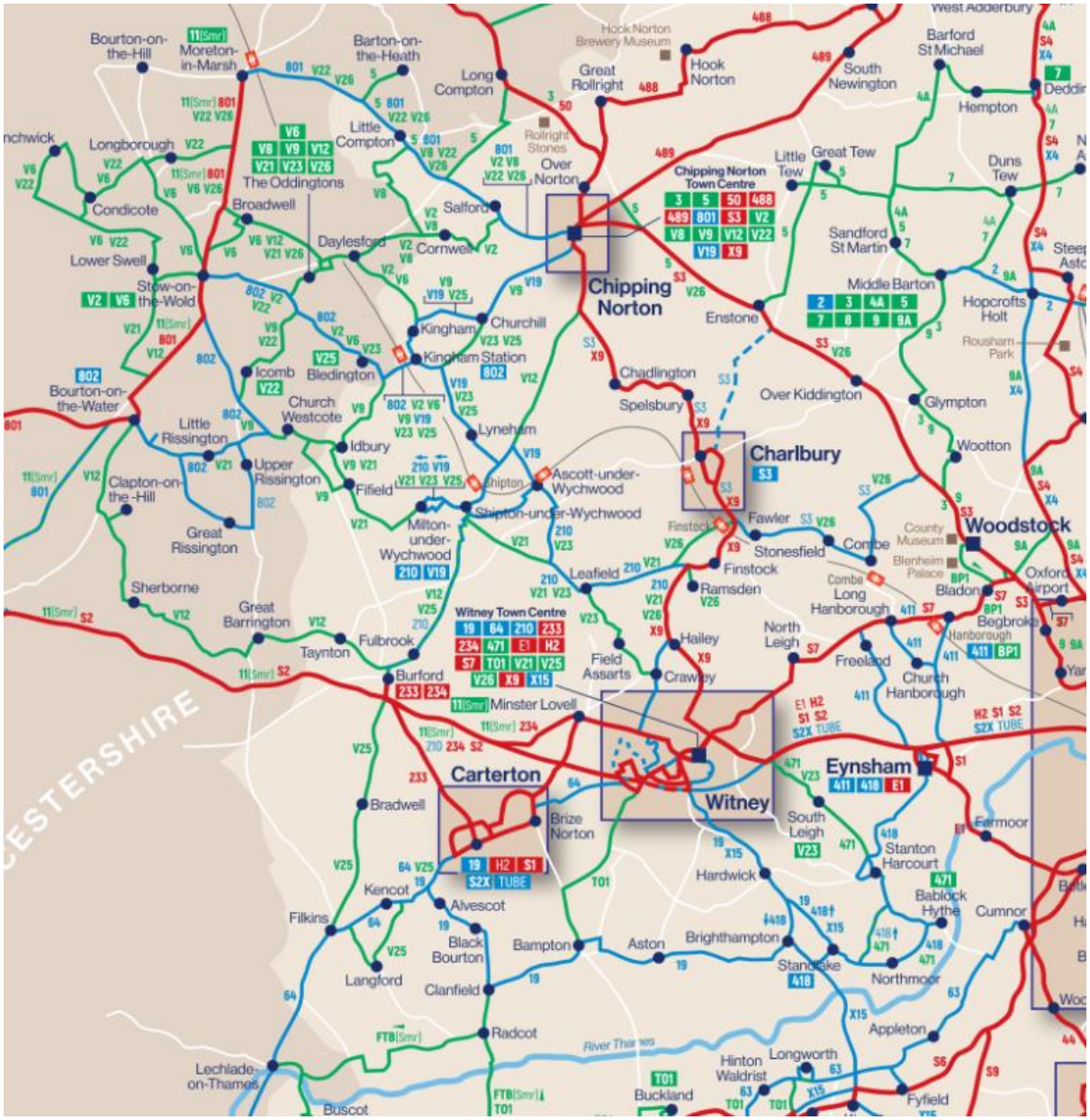
Table 3 – West Oxfordshire Bus services

Stagecoach	Pulhams	West Oxfordshire Community Transport	Villager Community Bus	Other
S1/NS1 Oxford – Witney - Carterton	19 Witney - Carterton	210 The Wychwoods - Witney	V2 Stow-on-the-Wold – Chipping Norton	X15 - Oxford Bus Company Oxford - Witney
S2 Oxford – Burford - Cheltenham	64 Witney - Swindon	213/214/215/216 Witney Town Services	V3 Chipping Norton Circular	411 – First & Last Mile Eynsham - Hanborough
S2X Oxford – Eynsham - Carterton	801 Cheltenham - Chipping Norton	345/355 Carterton Circulars	V8 Oddington – Salford – Chipping Norton	418 – First & Last Mile Eynsham - Standlake
S3/NS3 Oxford – Chipping Norton	H2 Oxford - Carterton		V9 Fifield – Churchill – Chipping Norton	471 – First & Last Mile Bablock Hythe – Witney
S7 Oxford – Woodstock - Witney	X9 Witney – Chipping Norton		V12 Stow-on-the-Wold – Burford – Chipping Norton	2 – OurBus Bartons Middle Barton – Steeple Aston
Tube Carterton – Witney - London			V19 Icomb – Chipping Norton	3 – OurBus Bartons Middle Barton – Kidlington – Oxford Park Way (circular)
E1 Oxford - Eynsham - Witney			V21/V23 Oddington - Witney	4a – OurBus Bartons Middle Barton – Barford St Michael – Hempton -

				Deddington – Banbury Gateway
50 Stratford-upon-Avon – Chipping Norton			V22 Oddington – Chipping Norton	5 – OurBus Bartons Middle Barton – Chipping Norton
233/234 Witney - Burford			V25 Bledington – Carterton - Witney	7– OurBus Bartons Middle Barton – Deddington
488/489 Banbury – Chipping Norton			V26 Oddington – Chipping Norton – Witney	8 – OurBus Bartons Middle Barton – Steeple Aston – Chesterton – Bicester Town Centre – Bicester Avenue
S4/X4 Banbury – Kidlington – Oxford				9– OurBus Bartons Middle Barton – Kidlington
				9a – OurBus Bartons Middle Barton - Kidlington

Figure 24 below shows the level of bus service accessibility. Services operating seven days per week are shown in red, five days per week in blue and less frequent services in green.

Figure 24 - Bus network in West Oxfordshire



The bus network indicates that the larger settlements of Carterton, Chipping Norton, Woodstock, Eynsham and Witney benefit from having frequent inter-urban services between these larger settlements and onto Oxford. In addition, there is a strong community bus network, linking villages to their nearest towns.

Bus services which mainly connect the larger settlements with Oxford and run multiple times per hour:

- **S1** – Carterton and Witney to Oxford
- **S2** – Cheltenham, Burford and Witney to Oxford
- **S4/X4** - Banbury to Oxford via Tackley
- **S7** – Witney via Woodstock to Oxford
- **S3** – Chipping Norton and Charlbury via Woodstock to Oxford

- **H2** – Carterton and Witney to the Eastern Arc
- **E1** – Eynsham to Oxford
- **50** – Chipping Norton to Stratford-upon-Avon

More local buses connecting smaller communities with Chipping Norton and Witney are currently less frequent services:

- **X9** – Chipping Norton to Witney via Charlbury
- **488/489** – Chipping Norton via Great Rollright to Banbury
- **233/234** – Witney, Carterton via Brize Norton and Minster Lovell to Burford
- **50** – Chipping Norton to Stratford-upon-Avon

West Oxfordshire Community Transport (WOCT) is the main community bus operator. WOCT is a community-owned co-operative, which runs six bus routes across the district, linking the local community. Some of these services receive financial support from Oxfordshire County Council or local town councils.

- **210 –** Wychwood villages, Leafield and Crawley with Witney.
- **213-216** - the outlying areas of the town with the centre.
- **Carterton Connector 345/355** – Northern and Southern outskirts of Carterton with the town centre.

Other community bus services are provided by:

- **First & Last Mile**, connecting Standlake and Long Hanborough with Eynsham;
- **Our Bus Bartons**, who provide services from Middle Barton to Heyford, Banbury, Chipping Norton, Bicester and Kidlington;
- **Villager Community Bus**, who operate a comprehensive network of services across the district and neighbouring parts of Gloucestershire, with various connections to Witney and Chipping Norton.

Strategic public transport proposals include:

- The proposed new A44 Mobility Hub, part of planning proposals for Cherwell District is proposed close to the intersection of A4095 and A44, will support sustainable travel for trips into Oxford particularly from the A44, A4260 and the A4095 corridors in West Oxfordshire.

- New 850-space Park & Ride site at Eynsham (due to open in 2027), to intercept car trips to/from the Central Oxfordshire area.

- A40 bus lanes on 4.5 miles of route between Eynsham Park & Ride and Wolvercote Roundabout; the first phase, known as A40 Eynsham Park and Ride to Wolvercote, has secured funding and is due to open by 2028.

- The A40 Eynsham Park and Ride to Wolvercote scheme is backed by a £8million strategy to lever developer funding to make significant improvements to bus services on the A40 corridor between Carterton, Witney, Eynsham and Oxford / Eastern Arc.

Enhanced Partnership

The Council has an Enhanced Partnership (EP) with bus operators, which sets out key commitments from both the public and private sectors on improvements to the local public transport network. The key ambitions of the EP are:

- keeping buses at the heart of decision-making;
- making buses faster and more reliable;
- upgrading bus infrastructure;
- improving the image of buses; and
- making buses easier to access and understand.

The EP is supported by the Bus Service Improvement Plan (BSIP) which to date has been backed with £23.3 million of Government financial support. Projects in West Oxfordshire which have benefited from this Plan include:

- Traffic signal priority at key junctions at Carterton;
- New peak time express bus services between Carterton and Oxford, reducing journey times at these key times;
- Reconnecting West Oxfordshire with Swindon for education, retail and employment opportunities;
- Improving cross-district connections between Witney and Chipping Norton, and cross-county links between Chipping Norton and Cheltenham, including rail links at Moreton-in-Marsh;
- Protection of services between Eynsham and West Oxford during the Botley Road closure;
- More cost-effective travel with the new MyBus Oxfordshire ticket covering most bus services in the county and cheaper travel on Sundays in the run-up to Christmas.

Further details of the EP and BSIP are available here.

Overall, West Oxfordshire's public transport network consists of several strong rail and bus connections backed with comprehensive community transport options. Work continues on leveraging opportunities presented by Government funding and significant local development to improve these connections further.

Active Travel

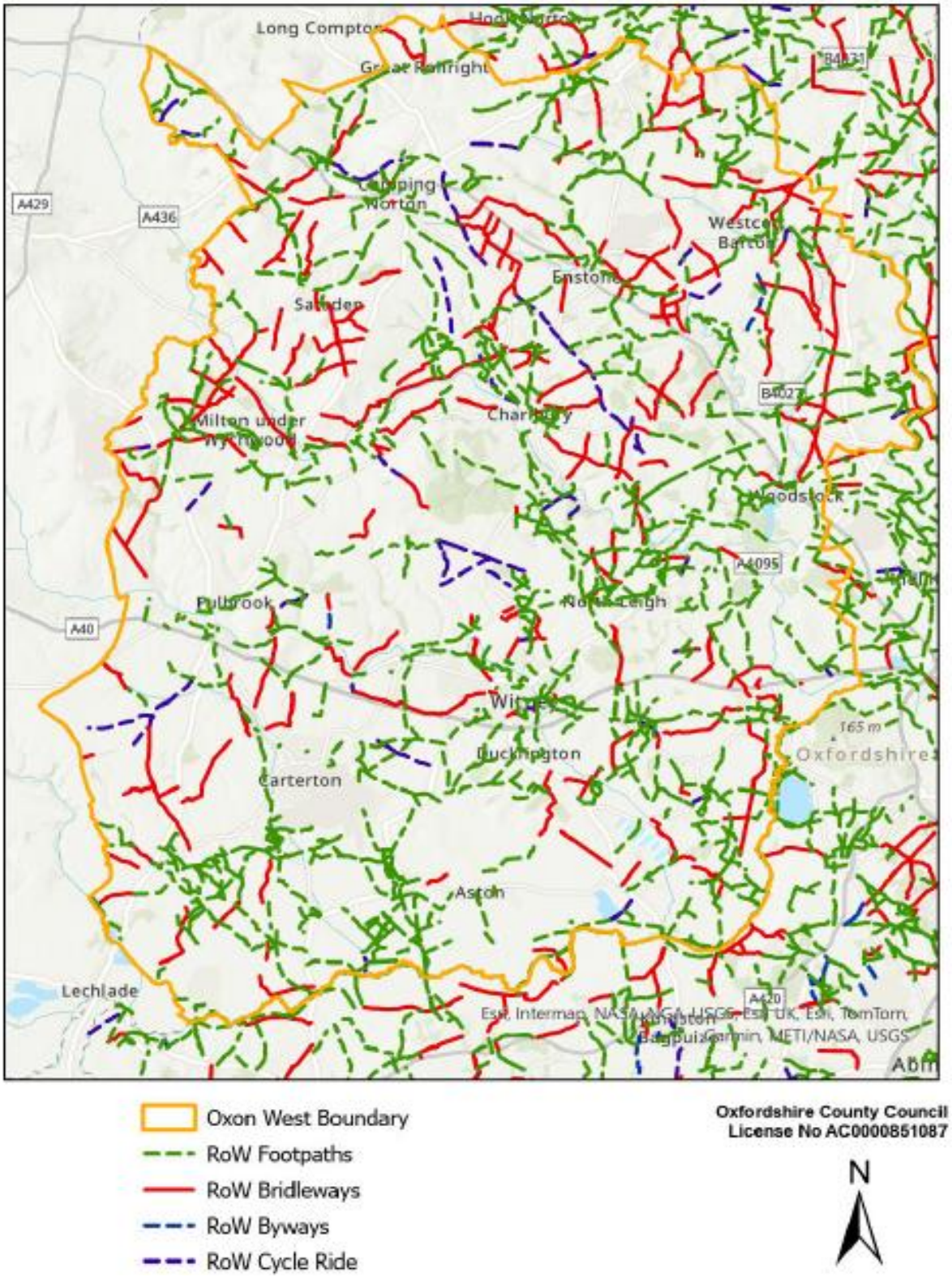
Public Rights of Way

One of the key factors in encouraging walking (and cycling) and supporting healthy active lifestyles is a compact urban realm with accessible destinations. All new development must provide safe, accessible and convenient links into existing pedestrian routes. The Public Rights of Way (PRoW) network provides a network of routes to support walking, including permitted access across private land. There are 4 types of Public Rights of Way (PRoW):

- **Public footpath:** Right of way on foot only.
- **Bridleway:** Right of way on foot, horseback and pedal cycle.
- **Restricted byway:** Right of way on foot, horseback and with non-mechanically propelled vehicles e.g. pedal cycles.
- **Byway:** Open to all traffic.

Figure 25 shows Public Rights of Way in West Oxfordshire

Figure 25 - Public rights of way map



This is not a definitive map of all routes as there are other types of routes which are provided under permission (permissive paths) and via other access rights (including designated access land).

Public open space, publicly accessible nature reserves or woodland, and areas of land made available by local councils and other organisations also offer opportunities for walking.

All new development in West Oxfordshire, must ensure effective integration with any PRoW through or near the site. No changes can be made to the direction, width or gradient of the routes legal record. PRoWs should remain unbroken and continuous to maintain their amenity and natural value. Allowing traffic to cross or share a PRoW significantly affects wildlife movements and the function of the PRoW as a traffic-free and landscape corridor.

Further impacts can be felt during construction and development of PRoW. Depending on the scale and location, developments must ensure that onsite and offsite work maintains a connection to the countryside, so that use of the PRoW for active travel can be a pleasant experience.

For new developments in West Oxfordshire, a comprehensive package of onsite and offsite mitigation measures is required to minimise negative impacts and changes in the local landscape and environment. Primarily, improvements to the surfacing of PRoW routes will be required as to accommodate a likely increase in usage as well as new or replacement infrastructure to enable easier access; improved signage; and if necessary, safety barriers. New links between and into PRoW and entirely new PRoW may also be included.

Cycling

Sustrans National Cycle Network (NCN) Routes 5, 57 and 442 are key routes within West Oxfordshire, connecting the District to Oxford and providing links as part of longer distance routes across the county boarders.

Figure 26 - Sustrans NCN in West Oxfordshire

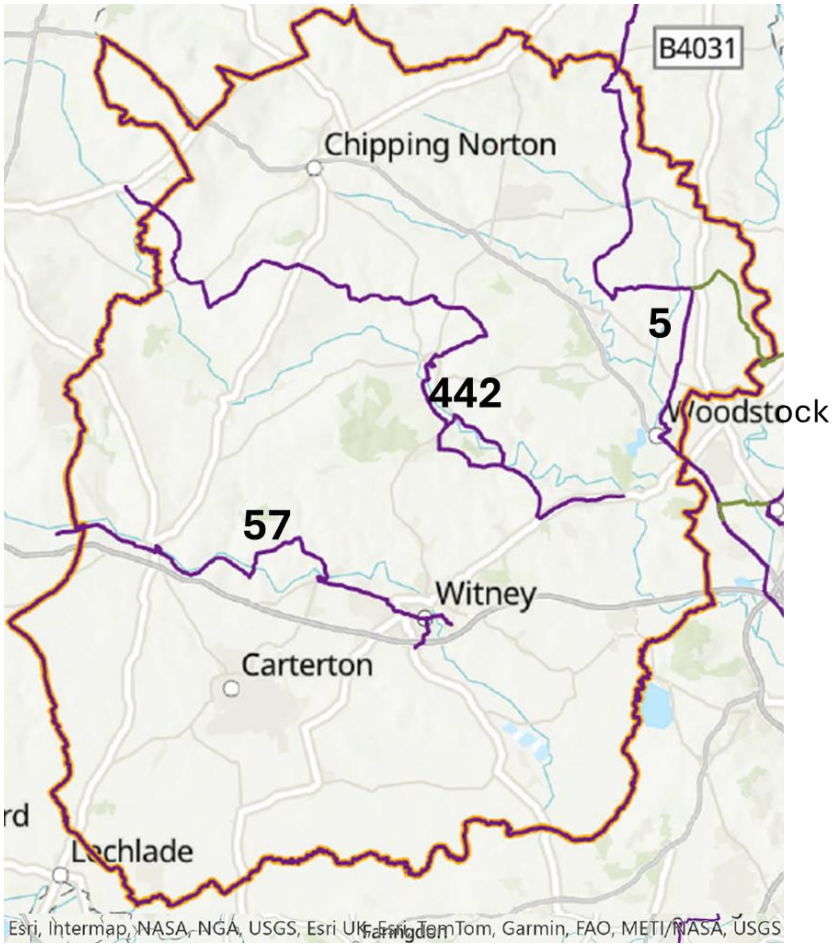


Figure 26 shows the coverage of the NCN across West Oxfordshire. Route 5 connects Reading and Holyhead via Oxford and Woodstock. Route 57 starts in Witney and continues into Route 48 outside the county boarder via Burford. Route 442 follows the Cotswold Railway Line from Hanborough Station via Charlbury and Kingham and continues into Route 48 outside of the county boarder.

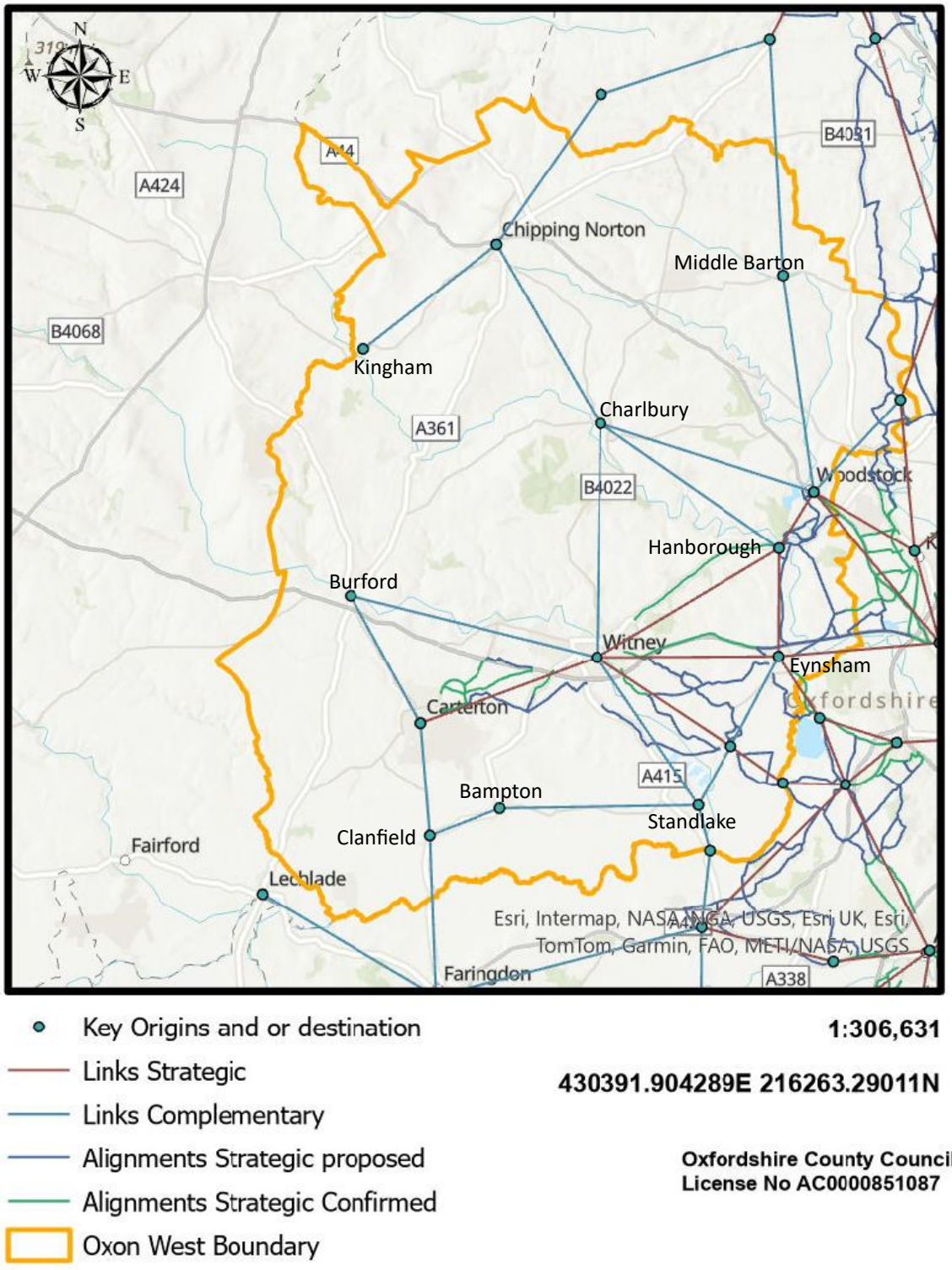
Local Cycling and Walking Plans (LCWIPs) take a strategic approach to identifying long-term cycling, walking and infrastructure improvements and guide investment for future funding opportunities. LCWIPs in West Oxfordshire:

- Witney (March 2023)
- Woodstock (April 2025)
- Chipping Norton (April 2025)
- Charlbury (due for approval 2025)
- Carterton (due for approval 2025)
- Eynsham (due for approval 2025)

The LCWIPs have informed Oxfordshire's Strategic Active Travel Network (SATN) 2024. This sets out the long-term plan to deliver a co-ordinated network of cycling

and walking routes across Oxfordshire; linking with the strategic routes and with origin and destination locations identified.

Figure 27 - SATN: Strategic Active Travel Network routes in West Oxfordshire



20mph Areas

Reduced speed limits support the objective to facilitate increased walking. Oxfordshire has introduced 20mph speed limit areas so that delivery is fast-tracked across the county.

Table 4 summarises the areas in West Oxfordshire that have introduced the 20mph limit, those awaiting approval and areas where the schemes are not proceeding (April 2025).

Table 4 - 20mph limit schemes overview

Approved Schemes (64)			
Alvescot	Ascot Under Wychwood	Asthall incl Asthall Leigh & Field Assarts	Aston, Cote, & Chimney
Bampton	Black Bourton	Bladon	Brize Norton
Brize Norton (Brize Meadow)	Broadwell	Burford	Cassington
Chadlington	Charlbury	Chilson	Chipping Norton
Churchill & Sarsden	Clanfield	Combe	Crawley
Curbridge and Lew	Ducklington	Enstone	Eynsham
Fawler	Fifield	Finstock	Foscot
Freeland	Fulbrook	Glympton	Grafton & Radcot
Great Rollright	Hailey	Hanborough (Church)	Hardwick with Yelford
Idbury	Kelmscott	Kiddington with Asterleigh	Kingham
Langford	Leafield	Little Faringdon	Little Tew
Lyneham	Milton Under Wychwood	Minster Lovell	North Leigh
Northmoor	Ramsden	Sandford St. Martin	Shilton
Shipton Under Wychwood	South Leigh	South Newington	Spelsbury
Standlake	Stanton Harcourt	Tackley	Taynton

Witney	Woodstock	Wootton (Woodstock)	Worton

Schemes Awaiting Approval (1)
Carterton – planned in 2025

Schemes Not Proceeding (8)	
Blenheim	No public highway within parish
Cornbury & Wychwood	OCC determined 20mph not appropriate
Hanborough (Long)	Parish Council declined 20mph limit
Heythrop	OCC determined 20mph not appropriate
Rousham	
Swerford	
Westwell	
Worton	OCC determined 20mph not appropriate

Park & Ride

There is only one Park & Ride located in West Oxfordshire, which is due to open in 2027/28. Eynsham Park & Ride is on the A40, 5 miles West of Oxford. It has 850 spaces; 24-hour security; dedicated cycle storage; public toilets; and electric vehicle parking bays. The site is part of the A40 Eynsham Park and Ride to Wolvercote scheme which seeks to improve connectivity to Oxford by means of public transport and active travel.

Travel by Car

Electric Vehicles

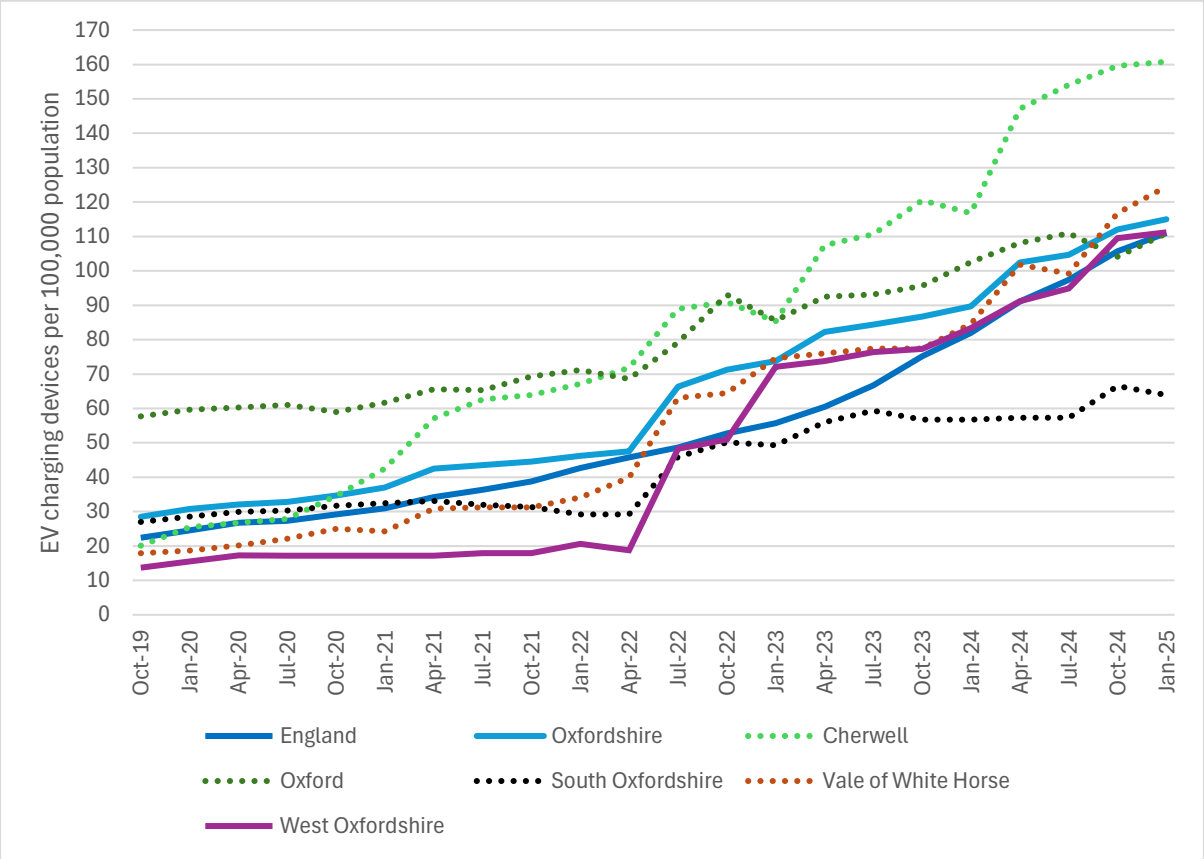
The public charging network can largely be divided into three main categories:

- En-route charging – as part of longer journeys
- Destination charging – charging whilst undertaking other activities such as shopping
- On-street charging – local options for those unable to charge at home

The increase in public EV charging points of all speeds in Oxfordshire between 2019 and 2025 is shown below in Figure 28. It can be seen that West Oxfordshire

has similar levels of provision to England and only slightly lower levels of provision than the Oxfordshire average. Cherwell District has the highest level of provision in Oxfordshire including higher levels than Oxford City.

Figure 28 - EV charging uptake in Oxfordshire



Nationally, West Oxfordshire is in the 60 – 80% category of local authorities in terms of devices per 100,000 population and in the 40% - 60% category of local authorities for total devices and total 50kw and above devices.

Figure 29 - EV devices per 100,000 people

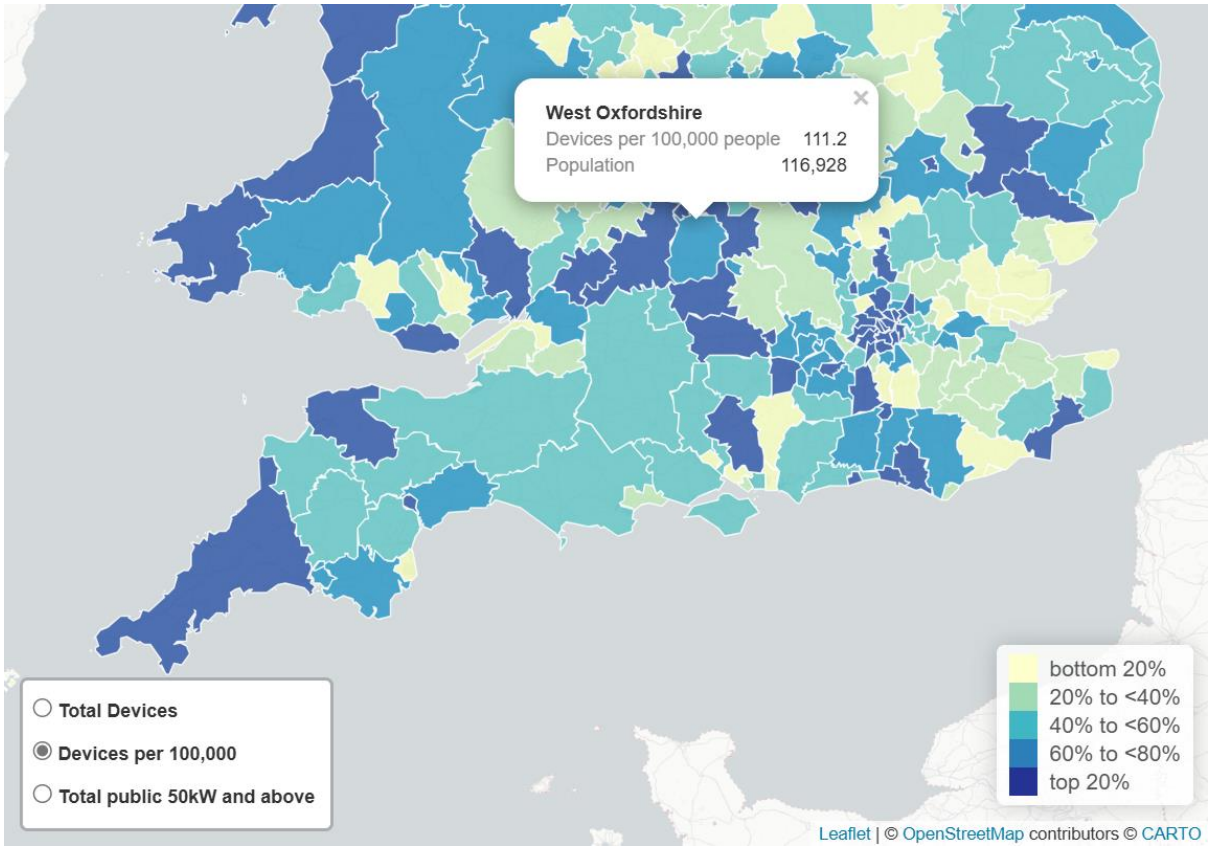


Figure 29 shows EV devices per 100,000 people (Office for National Statistics licensed under the Open Government Licence v.3.0, January 2025)

Roll out of EV public charging in Oxfordshire

In Spring 2024, following a successful Local EV Infrastructure (LEVI) bid, Oxfordshire was awarded £3.6m by the Department for Transport to triple the number of public EV chargers in the county. The programme aims to create a reliable, easy-to-use, contactless EV charging network with the focus on standard 7kW chargers that residents without home chargers can use overnight at discounted rates. The new EV chargers' network will also provide much needed top-up charging for residents, visitors, commuters and working drivers during the daytime. Roll-out will be further increased through application of OCC's parking standards for new development which require the provision of electrical charging points at homes, workplaces, and key destinations.

Car share/car hire

Oxfordshire has a car sharing scheme where residents can hire EVs on an hourly or daily basis. There are 4 electric car club sites across West Oxfordshire:

- Chipping Norton: New Street car park, OX7 5LJ (Zimbl website)
- Eynsham: Back Lane car park, OX29 4QP (Co Wheels website)
- Woodstock: Hensington Road car park, OX20 1JQ (Zimbl website)
- Witney: Woodford Way car park, OX28 6GF (Enterprise CarClub website)

Taxis

Taxis form a critical role particularly in rural areas, to aid people with mobility issues and for serving communities and employment sites where there is a lack of public transport. Policy 1 of Oxfordshire's LTCP establishes that taxis are a means of public transport alongside buses and rail which means that taxis and private hire vehicles have the same permissions to use bus lanes and bus gates for example.

The provision of taxi ranks is encouraged to ensure that taxis are visible and have sufficient waiting space close to areas of attraction and night-time economy.

WODC's Hackney Carriage and Private Hire Licensing Policy 2021 promotes the reduction of harmful car emissions into the environment. The policy advocates for a fleet of low emissions vehicles: a new application for a Hackney Carriage or Private Hire vehicle licence will be refused if a vehicle is more than 5 years old from date of first registration.

Car parking

Parking is free of charge in all car parks in West Oxfordshire, which are managed with time limited parking bays.

There are designated disabled parking bays in most of the car parks. These spaces are also free with no time limit for valid disabled badge holders where badges must be clearly shown at all times.

OCC is responsible for on-street parking enforcement across West Oxfordshire. There are on-street residents parking schemes in parts of Witney, Woodstock, Long Hanborough, and Charlbury.

Parking Standards for New Developments guidance document is supplementary for guidance on all parking standards, including cycle parking.

Supporting Travel Behaviour Change

OCC has a number of initiatives in place to encourage and support travel behaviour change. These interventions seek to support existing communities in choosing active travel choices and public transport and also recognise that when new infrastructure is delivered or when people move home or start a new job, these represent key points at which travel choice can be influenced. Initiatives delivered by OCC include:

• Travel plans: A travel plan is a package of measures that aims to encourage travel by alternatives to the car. In Oxfordshire, a travel plan is required for planning applications for all types of land use including schools, employment sites, residential areas, hospitals, leisure facilities and retail sites. Travel plans can also be developed by organisations on a voluntary basis.

• School travel plans: OCC supports schools in developing travel plans to encourage active and healthy travel, and to facilitate journeys to and from school by alternatives to the car.

• School streets: The aim of a school street is to minimise the number of vehicles entering roads outside a school at the start and end of the school day, providing a safe environment for children to walk, cycle and wheel. A school street is developed by working in collaboration with schools and implementing additional active travel measures to support the increase in sustainable travel e.g. through review and improvement of cycle routes and encouraging schools to provide appropriate cycle parking. School Streets were launched in Oxfordshire in 2021 and are supported as part of the LTCP.

• Bikeability training: Provides opportunities for children and adults to learn to ride a bike safely. Family cycle training is also supported by OCC to ensure that parents feel confident cycling with their children.

• Bike libraries: OCC has set up bike libraries that loan out cycles and cycling equipment to residents in Oxfordshire enabling, for example, families on lower incomes to access cycling equipment.

Reducing the need to travel

The LTCP sets out a policy to reduce the need to travel by improving digital connectivity. Digital connectivity is the collective term for full fibre broadband connectivity, 4G and 5G mobile data connectivity. Digital connectivity can help to reduce the need to travel by providing residents with the ability to work, shop and access services such as medical appointments from home. When travel is required, digital connectivity is important for supporting Connected and Autonomous Vehicles (CAV) which need 5G connectivity to safely navigate our highways. It also improves the journey experience for travellers using mobile phones for navigation, real time journey information or booking tickets.

Air Quality

West Oxfordshire district council has statutory duty to review and assess local air quality, under the Environment Act 1995, and through the Local Air Quality Management (LAQM) framework, regulated by Defra.

The main pollutant of concern in West Oxfordshire is nitrogen dioxide (NO2) which can be associated with road traffic exhausts, particularly where there is congestion and idling vehicles. There are 2 Air Quality Management Areas (AQMAs) in West Oxfordshire, both of which were declared in 2005:

- Bridge Street, Witney - an area incorporating Bridge Street and the junctions with New Yatt Road, Newland, Mill Street and High Street.
- Horsefair and High Street, Chipping Norton - an area incorporating Horse Fair, High Street, Market Place A44 and part of West Street in Chipping Norton.

Both were declared as a consequence of elevated NO2 concentrations which, at the time, were above the UK annual average national objective of 40 µg/m3 . The Air Quality Action Plan for both AQMAs has recently been revised and is currently being appraised by Defra.

The results of NO2 monitoring during 2023[7] have shown concentrations are continuing to fall across the district, with no sign of a return to pre-pandemic concentrations. Consequently, there is increasing confidence that the concentrations of NO2 which have been observed in 2022 and 2023 reflect the 'new norm' for this pollutant. This has had a particularly positive effect on both AQMAs, which have had average annual concentrations of NO2 below the national objective for two consecutive years (post-pandemic). The reasons for this continual decline are still considered to be a consequence of the uptake of low emission vehicles, improvements in engine efficiency, the popularity of working from home and virtual meetings.

[7] Air Quality Annual Report 2024

Transport Scheme in West Oxfordshire

Transport infrastructure has been delivered across West Oxfordshire to support housing and employment growth as part of the Local Plan 2031. This includes infrastructure that has been funded from central government and S106 developer contributions.

This chapter outlines examples of scheme (not exhaustive) delivered in West Oxfordshire in recent years to support delivery of housing and employment growth. Also included, are examples of schemes which are now fully funded and undergoing detailed design and implementation.

Delivered:

- Witney (2018): A40 / Downs Road Roundabout
- Witney (2022): High Street and Market Square, Traffic Restriction
- Witney ATT2 cross-town scheme
- 20mph use e.g. Witney and various towns and villages
- South Leigh Traffic Calming
- A40 Eynsham Park and Ride

Implementation of fully funded schemes:

- A40 Eynsham to Wolvercote
- Access to Witney
- Access to Carterton
- Witney (2025) High Street and Market Square enhancements
- West Witney Paths and crossings
- Madley Park to Oxford Hill path
- Carterton Mobility hub

Witney (2018): A40 / Downs Road Roundabout

Construction works for a new junction on the A40 at Downs Road to support housing and employment growth at west Witney were completed in 2018. The new junction enabled:

- Direct access to the A40 for Heavy good vehicles from the Downs Road and Range Road employment sites.
- Access from the A40 to Centenary Way for a frequent bus route to serve Windrush Place
- Improved bridleway crossing at Downs Road.
- Removal of motorised traffic from other routes in Witney include A4095 Bridge Street and A40 / A415 Ducklington Interchange, as the A40/Downs Road junction provided a more direct route.
- Reduced speed limits to 50mph on the A40 approaches to the roundabout.

Figure 30: Downs Road Roundabout, Witney (2022)

Witney (2022): High Street and Market Square, Traffic Restriction

Following a trial restriction to all traffic except buses, taxis, loading and blue badge holders in 2022 Oxfordshire County Council decided the traffic restriction on Witney High Street and Market Square should remain. The project delivered:

- Up to 80% reduction in traffic at Witney High Street and Market Square.
- Increased parking space for blue badge holders
- Less congestion for buses
- Improved the walking/wheeling environment as lower levels of traffic make it easier for people to cross the road
- More pleasant environment in which to cycle through Witney.
- Led to a successful bid to Active Travel England Tranche 3 funding for £1.9m.

Figure 31: Witney High Street temporary planters (2022) (L) Figure 32: Witney High Street (2022) (R)

Witney (2020): Active travel cross-town scheme

In response to the Covid-19 pandemic funding was allocated to implement trial schemes that supported active travel and therefore aided social distancing. In Witney, a cross-town active travel scheme between west and east Witney via Tower Hill, Tower Hill/ Welch Way/ Corn Street/ Ducklington Lane/ Curbridge Road roundabout (Fiveways), Corn Street, Church Lane, and Madley Park was delivered that included:

- Converting the signalised crossing on Tower Hill to a toucan crossing to allow people cycling to cross the road
- Implementing shared footway/ cycleway at Tower Hill on the approach to Fiveways
- Improving crossing provision for people walking and cycling on the Welch Way arm of Fiveways
- Implementing on-road advisory cycle lane on Corn Street and Langdale Gate
- Removing of car parking spaces on Corn Street to allow for more space for cycling
- Improving crossing provision for people walking and cycling at the Witan Way/ Langdale Gate roundabout
- Minor improvements to Langel Common path and Church Lane
- Converting the signalised crossing on Oxford Hill to a toucan crossing to allow people cycling to cross the road
- Minor improvements to the section of Madley Park path between Oxford Hill and Park View Court
- Changing the speed limit to 20mph along the route

Figure 33: Fiveways roundabout Welch Way crossing improvements (L) Figure 34: Witan Way crossing improvements (R)

West Oxfordshire (2022-2025): 20mph speed limit roll-out

As part of Oxfordshire's commitment to Vision Zero, 20mph speed limits have been rolled out in towns and villages across Oxfordshire to replace 30mph where there is local support. Towns and villages in West Oxfordshire where 20mph were introduced include:

Alvescot, Ascott under Wychwood, Asthall, Aston, Cote and Chimney, Bampton, Black Bourton, Brize Norton, Burford, Cassington, Chadlington, Charlbury, Chipping Norton, Church Hanborough, Churchill and Sarsden, Clanfield, Combe, Crawley, Curbridge and Lew, Ducklington, Enstone, Eynsham, Filkins and Broughton Poggs, Fifield, Finstock, Freeland, Fulbrook, Great Rollright, Glympton, Hailey, Kingham, Leafield, Milton-under-Wychwood, Minster Lovell, North Leigh, Northmoor, Over Norton, Ramsden, Shilton, Shipton-under-Wychwood, South Leigh, Spelsbury, Standlake, Stanton Harcourt, Tackley, Taynton, Witney, Wootton, Woodstock.

Figure 35: 20mph sign

South Leigh (2024): Traffic calming

Traffic calming has been implemented in South Leigh following the granting of planning permission for the A40 Eynsham Park and Ride to Wolvercote scheme. This traffic calming will help to improve road safety and reduce the speed of motor vehicles travelling through South Leigh. Traffic calming includes chicanes and gateway features at:

Chapel Road, at two points northwest of the junction with Church End/ Station Road and Station Road, at two points west of the junction with Lymbrook Close.

Figure 36: South Leigh Traffic calming

A40 Eynsham Park and Ride (2024)

A park and ride has been built north of Eynsham village on the A40 eastbound. This is an 850-space park and ride with electric vehicle charging, cycle storage and public toilets. The park and ride will be accessible 24-hours a day.

The aim of the park and ride is to provide regular and reliable public transport services and improve congestion on the A40. This will support Eynsham village and surrounding communities, communities north of Eynsham on the A40 and proposed developments including Salt Cross and West Eynsham Strategic Development Area and developments at Witney and Carterton.

Construction of the park and ride was completed in Autumn 2024 and is due to become operational by 2028 once the A40 Eynsham Park and Ride to Wolvercote scheme is completed.

Figure 37: Depiction of Eynsham Park and Ride in the future

A40 Eynsham Park and Ride to Wolvercote

Figure 38 A40 Eynsham Park and Ride to Wolvercote scheme banner

Oxfordshire County Council have been awarded funding to deliver a bus and active travel improvement scheme between Eynsham Park and Ride to Wolvercote along the A40. This scheme will provide fast and reliable bus travel along the A40 and safe, direct and convenient walking and cycling for local and longer distance trips. This scheme will support existing and proposed developments in the area and local and national targets to reduce carbon emissions.

The delivery of the scheme will be phased and includes:

Phase 1 – Eynsham Park and Ride to Cassington

- A new junction to connect Eynsham Park and Ride to the A40
- Continuous eastbound and westbound bus lanes
- Upgraded walking and cycling paths north and south of the A40
- Five new controlled A40 crossings
- Two upgraded A4- controlled crossings at Witney Road and Cassington junction
- Improvements to uncontrolled crossings
- Capacity enhancements at Lower Road roundabout
- Capacity enhancement at Cassington signalised junctions

The phase is funded and due to be completed by summer 2028.

Phase 2 – Duke's Cut Bridges to Wolvercote

- Eastbound bus lane over Duke's Cut bridge connecting to Oxford North
- Upgraded and widened walking and cycling path on south side of A40 connecting to Oxford North

This phase is currently unfunded.

A40 Access to Witney (2026)

Oxfordshire County Council are delivering new west-facing slip roads at the A40/ B4022 Shores Green junction at Witney. This scheme is funded by Housing Infrastructure Growth Deal funding and Section 106 developer contributions.

The project will:

- Improve access to Witney
- Enable access to the A40 for local and through traffic without the need to travel through Witney town centre of use the A40/ Ducklington Lane junction
- Alleviate congestion and air quality issues in Witney town centre
- Deliver improved walking and cycling paths and crossings on the B4022 and alongside the A40, ultimately improving safety of connections between South leigh, High Cogges and Witney
- Support the delivery of more homes at Witney

Construction commenced on the scheme in spring 2025 and is due to be completed by summer 2026.

Access to Carterton

The Access to Carterton project looks to improve the connection between Carterton and the A40 via the B4477. This project has been split into two phases.

To deliver phase 1 Oxfordshire County Council have received over £3million in Section 106 contributions to improve the safety of the B4477 between Carterton at Monahan Way and the A40. This funding has been received from developments in the local area, in particular the Brize Meadow development of 700 homes. This will support safe and sustainable travel between Carterton and the surrounding area for all users.

The aim is to deliver phase 1 by 2029.

The second phase of Access to Carterton (currently unfunded) will be progressed as part of the Local Plan 2041 and will explore access to the A40 to support any strategic sites that may be allocated to Carterton in this Local Plan.

Witney High Street and Market Square enhancements (2025/26)

In 2022 Oxfordshire County Council was awarded £1.98m from the UK Government's Active Travel England Tranche 3 fund to take forward Witney High Street and Market Square enhancements. The scheme seeks to deliver active travel improvements that support and maintain the traffic arrangement on Witney High Street and Market Square. The improvements aim to complement the town's history and character but would also help to improve the look and feel of Witney for visitors and for those arriving by walking, cycling or public transport.

The project objectives are:

- Enhance public spaces while protecting the town's history and character
- Support local businesses and the markets
- Make it easier and more enjoyable to walk, wheel and cycle
- Upgrade access to public transport
- Improve safety for all users

The scheme is due to be completed 2025/26.

Figure 39: Existing Witney High Street bus stops (L) Figure 40: Existing Witney High Street parking (R)

West Witney walking and cycling path and crossings

As part of development in West Witney, Oxfordshire County Council have received Section 106 funding to progress active travel improvements in West Witney. The aim of these improvements is to facilitate safer, more convenient and more direct walking and cycling connections between West Witney and the rest of Witney. This will support local and national carbon emission reduction targets and support community health. These improvements are identified as important connections in Witney Local Cycling and Walking Infrastructure Plan also.

The project involves:

- Resurfacing, widening and lighting (where appropriate) of the bridleway between Centenary Way and Deer Park Road
- Delivery of a signalised crossing on Deer Park Road adjacent to the bridleway entrance/ exit
- Delivery of a signalised crossing on Deer Park Road north of the junction of Deer Park Road/ Curbridge Road and Thorney Leys

The scheme is due to be completed 2025/26.

Figure 41: Existing Deer Park Road/ Curbridge Road/ Thorney Leys roundabout crossing (L)

Figure 42: Existing bridleway between Centenary Way and Deer Park Road (R)

Madley Park to Oxford Hill walking and cycling path

Oxfordshire County Council was awarded £460,000 from the UK Government's Active Travel England Tranche 4 fund to improve the existing Public Right of Way (PRoW) between Woodland/ Madley Park and the B4022 Oxford Hill. The improvement consists of a new three-metre-wide continuous paved surface shared use cycle/ footpath on the northern and southern sections of the link (which currently consists of a mixture of paved and unmade paths). Sections of lighting will be installed along the route and seating at the northern extent to make the route more attractive for walking and cycling. To deliver this scheme, the PRoW will be redesignated to allow cycling.

This project will:

- Support safe, year-round walking and cycling for local journeys including to school
- Make it easier and more enjoyable to walk, wheel and cycle
- Be accessible for all users
- Be considerate of the local environment

The scheme is due to be completed 2025/26.

Figure 43: Existing northern section of the PRoW (L)

Figure 44: Existing southern section of the PRoW (R)

Carterton Mobility Hub

Oxfordshire County Council has been awarded £1.5million from county council funds to deliver two mobility hub pilots in Oxfordshire – one of these pilots will be in Carterton. A mobility hub is an area of interchange between different modes of transport e.g. bike and bus. They are combined with community assets such as covered waiting area, green spaces, showers and a kiosk for refreshment. The intention is to improve access to a wider range of services and infrastructure for the community. Mobility hubs are promoted in Oxfordshire's Local Transport and Connectivity Plan and supporting Mobility Hub Strategy.

The objectives of the Carterton Mobility Hub are to:

- Enable more people to arrive or depart Carterton by bus or bike
- Enable smooth interchange between bus and other modes of transport
- Provide clear public transport information
- Provide clear information about Carterton town facilities and mobility hub facilities

Work is ongoing into the scope of the Carterton mobility hub in the town centre.

Figure 45: Brize Norton Road bus stop and shelter – a feature of a mobility hub.