Witney Integrated Transport and Land Use Study

Stage 1 Report

for

Oxfordshire County Council,
West Oxfordshire District Council and
Witney Town Council

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1 Introduction

This report is the output from the first stage of the Witney Integrated Transport and Land Use Study (WITS) which has been commissioned from Llewelyn Davies and Alexander Gibb by Oxfordshire County Council, West Oxfordshire District Council, and Witney Town Council.

The report reviews the policy framework for future transport and development action in the town, offers some further development of the objectives that will determine such action, and describes the results of various surveys undertaken as part of the study process. A brief review of research concerning the important issue of the links between traffic, parking and town centre trade is also included.

The work included in this report, together with other ongoing analysis and surveys, will provide (subject to any modification by the steering group) the basis for Stage 2, which will set out specific and measurable objectives and targets, define the potential for mode switch in the town, describe outline concepts for action under various headings, and establish an evaluation method for determining the most appropriate options for short and longer term change. As in Stage 1, public involvement will be a crucial part of the study process.

2 Executive Summary

This section highlights some of the more important issues which will guide the subsequent stages of the study, and the development of options for action. Modifications to the objectives set out in the study brief are recommended.

2.1 Town quality

Witney is a town with considerable assets, both in terms of its historic and beautiful town centre buildings and townscape, and in terms of the general layout of activities, and patterns of travel. Nevertheless, it is the case that the full potential quality of Witney as a place to live and visit is unrealised, because of the deleterious effects of motor traffic. This is particularly the case in the town centre (including Bridge Street), but not exclusively so.

Witney also has certain advantages in travel terms. For example, the level of car use is average, despite higher than average car ownership, thanks to a culture of cycling (3 times the national average), a frequent public transport link to Oxford, and a town layout which avoids the need to travel long distances.

A particular problem, however, is the imbalance of home and workplace, despite a rough numerical balance. The quantity of in and out commuting by car is a significant contributor to the problems caused by motor traffic. Studies in West Witney indicate that car commuting is especially prevalent amongst residents of the newer housing areas, and this should be addressed in plans for future housing expansion.

2.2 Infrastructure

To date, transport infrastructure development has primarily benefited motorised mobility in the town. The potential to provide benefits to the environment and to non-motorised access in the town centre has not been realised. The Cogges Link and other road projects will, in the absence of other compensating measures, further increase this imbalance. There is a need to reap the benefits of road investment by creating a car-free or car-reduced town centre, and creating more space for people to enjoy on foot. Infrastructure for walking and cycling between different parts of the town will also need improvements if the attractiveness of these modes relative to the car is to be increased. There is potential for improving public transport infrastructure both within the town and the key link to Oxford.

2.3 *Policy aims and objectives*

The Stage 1 work endorses the general aims identified for the town, and has confirmed that the existing policy framework is broadly consistent and appropriate, though not necessarily complete. In particular the issue of traffic reduction will need to be addressed.

There is, however, a gap between stated policy aims to limit the role of the car in Witney, and current infrastructure proposals and development policies which are more likely than not to increase it. The need for counter-balancing measures to enhance the role of alternative modes is referred to above.

In addition, development control policies could be changed to discourage car use and to encourage the use of public transport, walking and cycling. Examples are: the quantity and layout of car parking provision in new residential and other developments; the configuration of roads, footpaths and cycle paths to provide links that are more direct by bus, foot and bicycle than by car; the layout of development for ease of bus operation and use.

In the light of the Stage 1 review of objectives (see Section 4), the following set of revised aims for Witney have been defined, and are recommended for adoption.

- to reduce the adverse impact of motorised traffic within the town as a whole, especially the most sensitive parts including the conservation area:
- to create a better environment for people on foot and good conditions for people whose mobility is limited;
- to promote safer, more pleasant and more convenient conditions for cycle traffic;
- to improve accessibility to facilities within the town, especially those within the town centre, for all people including those whose mobility is limited;
- to improve accessibility between Witney and the surrounding countryside for recreational purposes;
- to improve accessibility to Oxford;
- to protect and enhance the vitality and attractiveness of the town centre;
- to reduce road danger throughout the town, and to reduce the number and severity of road casualties;
- to promote the efficient operation of all types of traffic and related activity, including parking.

2.4 *Development of objectives and options*

The aims for the town, set out above, provide the basis for operational objectives and targets that will be developed in Stage 2 of this study.

These specific and measurable objectives will provide the set of criteria against which the effectiveness of various actions can be tested, and will enable the attainment of objectives to be monitored over time.

Progress towards the general aims identified in 2.3 will require the issue of traffic reduction and mode switch away from the car to come to the fore. To this end, Stage 2 will include an analysis of the potential for mode switch amongst Witney residents, and consider also the potential for lower levels of car use by future residents and visitors to the town.

2.5 *Soft measures*

In view of the general ease of car use to and within the town, the desired changes are considered unlikely to be fully realised by infrastructure measures alone. There will be an increased role for educational and awareness-raising schemes (known in this study as "soft measures") to change attitudes and perceptions and behaviour directly. Although such measures can build upon initiatives already under way, such as the County Council's "Travelwise" campaign, funding will be a crucial issue if more intensive action is to be taken in Witney.

2.6 *Town and town centre*

The Stage 1 work has confirmed the importance of the town centre as a focus for action to improve access and environment quality. However, there are significant problems to be solved, and opportunities to be realised in other parts of the town, both in the short term and in the longer term with the expansion of the town and planned infrastructure. Stage 2 will identify measures to improve safety and convenience of travel by non-motorised modes (cycling and walking) in particular. The role of the bus both within and beyond the town vis a vis these modes is a specific issue to be addressed.

2.7 *A car-reduced town centre*

The options to be developed for the town centre will change the way in which it is accessed and used. It is therefore necessary to have a good understanding of the views of various people likely to be affected, and of current patterns of access and use. Unfortunately Stage 1 has identified a knowledge gap in these areas. Further surveys of town centre activity will be completed in Stage 2 and additional interview surveys will be carried out. Consultation with business interests in the town centre is also planned for Stage 2.

2.8 *Funding of options*

In the development of options for both infrastructure and "soft" measures in Stage 2 of the study, the possibilities for funding will be explored, and will form part of the options evaluation procedure.

3 The policy and implementation framework

3.1 Policy Framework

The policy framework for WITS is mostly established at County and District level up to the year 2001. WITS will take account also of policies and proposals included in the District Plan and Structure Plan, review process.

At the national level the policy framework is being strengthened and developed in ways that are broadly consistent with County and District intentions. Significant developments in the context of WITS are the new generation of Planning Policy Guidance notes (especially PPG1, PPG6 and PPG13), the UK Sustainable Development Strategy, the Transport Green Paper (April 1996) and the evolving rules concerning central government approvals of local transport expenditure. In addition, sector or mode-specific policies are beginning to emerge, with the first national cycle strategy published in July 1996, and a national walking strategy expected later the same year.

An inventory of relevant policies and commitments is being developed and maintained as the study progresses (see Appendix A). Many if not most of the policies reviewed are firm, while others have yet to be finalised or adopted. These together will provide the framework within which the specific recommendations for Witney will be presented.

The key issues yet to be finalised are, firstly, the exact extent and timing of future residential expansion in Witney, and secondly, the consequent funding and implementation opportunities of certain road infrastructure projects, notably the Cogges Link.

Certain clear policy aims and objectives can be drawn from the various national, county and local policy documents. These include:

- The need to travel, especially by car, should be reduced;
- The use of public transport, bicycle and walking should be increased;
- Transport measures should be related to land use development;
- Specifically for cycling, the quantity of journeys by bicycle should be doubled from 1996 to 2002, and doubled again by the year 2012.

The following table summarises key policies according to the level of government:

	National	*County*	*District*
Reduce the need to travel	Yes	Yes	Yes
Encourage Public Transport, walking and cycling	Yes	Yes	Yes
Double cycling by 2002	Yes	-	-
Priority to non-car modes over car	-	Yes	Yes
Protect environment, reduce traffic impact	Yes	Yes	Yes
Promote viable and vital town centres	Yes	Yes	Yes
Limit parking to restrain car use	Yes	Yes	Yes
Reduce mode share by car	-	Yes	-
Reduce rate of growth of car traffic	Yes	Yes	Yes
Reduce road casualties (national target)	Yes	Yes	Yes
Concentrate new retail in town centres	Yes	Yes	Yes

It is important to note that there are currently no objectives or targets (at any level of government) to reduce the overall level of motor traffic in absolute terms. Although the introduction of such an objective for Witney is not specifically supported, neither is it precluded (for example, it would be consistent with the national objective of "influencing travel demand" referred to in the current Transport Policies and Programmes circular 2/96, paragraph 8).

The absence of a traffic reduction target would act as a constraint on the achievement of the objectives already defined for Witney. Stage 2 of this study will *inter alia* determine the potential for mode switch away from the car, and hence enable a realistic traffic reduction target to be defined.

3.2 *Implementation context*

Although various opportunities for implementing and funding transport changes in Witney will be explored, the Transport Policies and Programmes (TPP) mechanism could play a substantial role. TPP funding (in the form of credit approvals) are likely to be a principal source of funding of measures to promote alternatives to the car, and these are more likely to be funded if they form part of a comprehensive package of measures clearly designed to meet specified objectives in line with policy guidance. In this context, it will be the intention to develop a package for Witney that can form part of the County-wide TPP submission for 1997/8.
Funding for this source will, however, be dependent on other competing claims on County resources, and is unlikely to include any overall increase in resources.

The current TPP rules (Circular 2/96), apart from emphasising the package approach, also give a clear hint as to measures that are expected, looked for, or at least to be sympathetically considered. Traffic restraint measures are clearly expected in any package, as a way of maximising the potential of existing and proposed infrastructure. Funding for non-car modes is unlikely to be approved without supporting restraint

measures, and even then will only take the form of credit approvals unless accompanying an approved major road scheme (paragraph 83). Also prominent is the desire to see more investment proposals designed to assist "disabled people" (paragraph 3).

Other aspects receiving special mention again are measures to promote public transport, walking and cycling, safe routes to school, interchange between methods of transport, and information and awareness campaigns. In relation to the latter category (and what we are calling "soft" measures) it is made explicit that funding will only be approved for capital expenditure. This could place a constraint on the study recommendations, or require alternative sources of finance to be secured.

The point about traffic restraint measures, which is likely to be of central importance to WITS, merits further explanation. Circular 2/96, paragraph 7, states that "…many package bids have been characterised by a reluctance on the part of local authorities to introduce the complementary restraint measures needed to get the most benefit from their investment proposals."

It goes on to acknowledge local authority fears that unilateral restraint measures in their area will disadvantage the local economy, and lead to a diversion of business to other areas. The Circular explains that such risk has to be balanced against "the adverse effect on the attractiveness of the urban area of a failure to tackle the problems of traffic congestion (sic) in an effective manner." It also mentions collaboration between authorities as a way of overcoming diversion risks. In the case of Witney, there is little threat from competition outside the County, but limiting competition within the County will require the achievement of consistent policies with neighbouring District Councils. The problem of competition between town centre and out-of-town facilities also remains.

Other potentially important aspects to be considered in the preparation of WITS are: its relationship to Development Plan proposals and PPG 13; possible partnerships with Thames Transit, employers in Witney (etc.) in the context of the Private Funding Initiative (PFI); and Capital Challenge pilot scheme for 1997/8 which is likely to be the only source of funding for new major schemes.

Alternative funding and resource possibilities will be further explored in Stage 2 of the Study, and will be used in the process of option evaluation.

References

Department of the Environment (July 1996) "Planning Policy Guidance Note 1: General policy and principles" (Consultation Paper), DoE.

Department of the Environment (1996) "PPG6: Retailing", HMSO.

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Department of the Environment and Department of Transport (1995) “PPG13: a guide to better practice”, HMSO.

Department of Transport (May 1996) “Transport policies and programme submissions for 1997-98” Local authority Circular 2/96.

Department of Transport (1996) “Transport: the way forward”, HMSO.

Department of Transport (1996) “The national cycling strategy”, DoT.

UK Round Table on Sustainable Development (June 1996), “Defining a sustainable transport sector”, DoE.

4 Objectives for Witney

4.1 Review of existing policy aims

This section reviews the general approach and study objectives as set out by the local authorities, and puts forward modifications or changes of emphasis in the light of the survey findings and public involvement exercises carried out in Stage 1 of the study.

The general intentions for Witney, as set out in the Study Brief, are broadly consistent with the various existing policy documents and with the study findings described in this report. In addition, results from the questionnaire and workshop sessions appear to indicate strong public support for the general approach.

The overall aims which can be firmly endorsed are:

- protecting and enhancing the town centre, both environmentally and economically;
- reducing the negative impact of traffic; and
- offering good accessibility for all residents and visitors.

None of the aims set out in the study brief is rejected outright, though amendments are recommended to most of them (see paragraph 2.3). The item relating to a parking management strategy is excluded because this is seen as an option rather than an aim for Witney.

Beyond this, there is a need to define more precise objectives for the town, and to distinguish these objectives from the actions which will be designed to contribute to their attainment. It is also necessary to develop ways of monitoring their attainment. This will be done in Stage 2 of the Study.

In this section of the report we next deal with some general points, and then comment on specific aims. Finally, we set out some operational principles and assumptions that will help to guide the development of specific objectives and actions in Stage 2 of the study.

Focus of the study

While confirming the key importance of the town centre, both as an area of historic and architectural significance and as the main attraction and travel focus for passenger travel in the town, the Study will take account of broader considerations and possibilities in other parts of the town and for surrounding villages and Oxford. Such considerations include:

- Actions in the town centre (e.g. pedestrianisation) could divert problems to other locations rather than achieve their solution;

- The potential for changes in travel patterns includes other destinations, e.g. journey to work at the industrial estates, to school, to the hinterland for recreation purposes, and to Oxford.

- Problems of environmental nuisance and road danger are considered more severe in certain areas outside the shopping core of the town centre, especially Bridge Street and the main roads feeding in to it.

Maximising the potential for mode switch

The overall aim of maximising the potential for a switch of mode from car to other modes is set out in the Study Brief. Whilst we endorse this overall approach as the key way of achieving the desired objectives, it will be necessary to translate this into a set of realistic objectives and targets.

It will be necessary to make explicit and to quantify as far as possible the following:

- the volume of motor traffic within the town should be reduced;
- this should apply even taking account of projected growth of the town; and
- this will involve people travelling less by car than they do at present, and more by alternative means.

These are not ends in themselves, but will be necessary to achieve the overall aims for the town.

The first point appears to have clear endorsement from a large majority of Witney residents (see section 8). As regards the third point, there appears to be a need for further awareness-raising and debate. The public involvement exercises so far have revealed little understanding that less traffic requires some change (however small) in personal travel habits. As regards the issue of population growth, it is not clear whether existing residents are aware of the various benefits and disbenefits to the town.

4.2 *Aims, objectives, targets*

The Study Brief sets out "main objectives" for consideration in the study, and as stated above these are broadly endorsed by the consultants. There is a need, however, to develop more specific objectives, the attainment of which can be measured over time. This requires the definition of targets with timescales attached, or where there is no realistic end point, the definition of criteria for measuring improvement. (For example, zero emissions are desirable but unattainable, but milestones of achievement can be defined.) In some cases, targets defined by central government can be adopted, for example for cycling, and possibly walking.

Focus on lifestyles and "travelstyles"

The specific objectives to be defined in Stage 2 will need to focus clearly on desired changes and improvements to people's lives and livelihoods, rather than on the planned methods of achieving them. Such distinction between objectives and actions is required to produce a consistent method of evaluation between alternative options.

Future development

Objectives will need to relate to the expansion of Witney, not just to existing residents and activities.

4.3 *Comments on particular aims*

(as set out in paragraph 3.3 of the Study Brief)

A revised set of aims is included in Section 2, and some further comments are given below.

Reduce the impact of motorised traffic on the most sensitive parts of the town: as noted above, this should be broadened to the whole town, but should not preclude the possibility that certain road links could carry additional traffic.

Create a better pedestrian environment: in view of the commonality of interests, this objective should explicitly include improved conditions for people whose mobility is limited.

Improve the accessibility of the town centre: accessibility improvements are needed in many parts of the town, not just the town centre. Again, the improvement of conditions for disabled people needs specifically to be included.

The efficient operation of traffic: this aim will need to be further developed into specific objectives relating to each type of traffic.

Improve road safety: this should be explicitly related to the reduction of road danger at source, rather than just the reduction of accidents or casualties.

Develop a parking management strategy and parking standards: this is a planners' objective and should be regarded as an option to be considered rather than an aim or objective for the town.

4.4 *Some operational principles and assumptions*

From the reviews, surveys and discussions conducted during stage one, many points to guide the next stage of study have been established. Some of the more important ones are set out here. Further discussion of some of these points is contained in subsequent sections.

Planning framework

- Although the town centre is an important focus for the study, there are gaps in information about the levels of activity and how people travel. Travel data is better for the town as a whole. (This contrasts with Oxford City, where there are good data for travel to the city centre, but few data for the city as a whole);

- Demand management will need to include "push" measures as well as "pull" measures to achieve mode switch away from the car;

- Infrastructure measures are unlikely by themselves to achieve the full potential for mode switch. In addition "soft measures" involving information, awareness and promotion will be required. These should complement the existing Travelwise initiatives;

- Policies and actions should be geared towards wider objectives concerning economic and social activity, and environmental quality, and not just transport objectives such as reduced congestion and accident reduction;

- The options to be developed need to be multi-modal, and related to the potential for desirable mode switch, and not concerned solely with response to particular problems. For example, the Cogges link will be associated with other actions to maximise the potential for mode switch and environmental and safety gains;

- Development and evaluation of options will be based on person and goods access, rather than just on vehicle movement;

- Road danger reduction is equally, if not more, important in the residential and other areas outside the town centre, as in the town centre itself;

- Town Centre activities may need to diversify to create vitality, especially towards cultural and leisure activities, and to be less dependent on mainstream retail for its economic vitality.

Infrastructure provision

- Routes for buses, cycles and those on foot should be more direct than equivalent routes by car;

- Maintenance programmes and schemes should be designed to include greater elements of improvement, and to prioritise non-car modes. (For example surfaces for walking, cycling and buses);

- Improvements of conditions for people whose mobility is impaired will *de facto* benefit all people on foot. The exception is the current type of "Braille paving" which inconveniences those without visual disability.

- Town centre enhancement which limits motor traffic should avoid diversion of problems to other areas;

- Allocation of street space should reflect road user priorities. Such priorities can be developed for Witney (as for Oxford City). These can vary according to the road classification shown in Section 7. (For example, if cyclists have higher priority than motorists, the "cyclists dismount" signs at Tower Hill roundabout are unacceptable).

Demand management

- The price advantage of cars relative to buses should as far as possible be removed. This is more likely to be achieved through parking charges than by additional subsidy to reduce bus fares;

- Parking should be easy for all car users to eliminate "searching traffic";

- Drivers should be directed to the parking place nearest to their point of origin, to avoid traffic traversing the town centre;

- Restraining car traffic to the town centre should not be done in such a way that reduces overall accessibility of the town centre. (Restraint of car users should be at least compensated by the encouragement of non-car users, or greater benefits for and spending from the remaining car users.);

- The most valuable customers for town centre businesses (i.e. the biggest spenders) will be least affected by parking charges;

- Parking management and road space re-allocation are likely to be the only available "push" measures for achieving mode switch away from the car.

- Road user charges are unlikely to be practicable within the timescale of WITS, since the necessary powers are not yet available;

- Parking as a resource can be prioritised in the town centre, as a basis for deciding appropriate management policies, since different management tools impact differently on different groups. For example, Orange Badge holders, residents, businesses, visitors from villages not served by bus, other visitors, Witney resident shoppers, work commuters;

- Public transport provision to (new or existing) car-based developments is relevant in the determination of planning consent, but unlikely to impact on mode split.

- Population growth in Witney should be catered for without any overall increase in car travel within the town. (This will require less use of cars by existing residents and visitors, and the new lower level of use to be adopted by new residents. The latter is a considerable challenge in the light of research by Oxford Brookes University into the travel patterns of new residents in West Witney).

People-oriented principles (draft aims)

- No resident should feel dependent on the car to reach destinations in Witney;

- No resident should be dependent on travel to other towns for basic facilities or non-specialist employment opportunities;

- Everyone should feel free to travel by bus, bicycle or on foot in Witney without fear or risk from whatever source;

- No adult should feel concerned about children over the age of 8 travelling independently to school and other nearby destinations;

- People living outside Witney within, say, 5 miles, should be provided with at least one quality alternative to the car for reaching Witney town centre;

- Recreational opportunities in the surrounding countryside should be easily reachable on foot and by bicycle;

- All people living in the town's residential areas should have an environment free from traffic danger, noise and fumes;

- People and activities located on Witney's main roads should not be impeded or impaired by excessive traffic danger, noise or fumes;

- It should be possible to talk and to socialise in the town centre without interruption or disturbance from motor traffic;

- Travel to Oxford should involve no more than a single change of mode at the Witney end, (for example walk, cycle or car to the nearest bus stop), and a high quality link to Oxford.

- There should be attractions and facilities in the town centre throughout the day and evening, and a more convivial atmosphere for visitors.

5 Review of Research

5.1 A brief review of research into the impact of pedestrianisation of town centre shopping streets has been undertaken as part of Stage 1.

The results of this exercise are included at Appendix B, but some important issues can be summarised as follows:

- towns which have reversed a policy of pedestrianisation or traffic reduction in their centres are conspicuous by their absence;
- the provision of traffic-free space in town centres is seen as a way of increasing the vitality of centres as well as their economic viability, and as a way therefore of enabling them to compete successfully with out of town car-based facilities;
- proposals to remove traffic are invariably met with hostility from traders, who fear loss of trade.
- these fears are usually unjustified, but increased turnover cannot be guaranteed;
- traders invariably over-estimate the significance of passing trade by car;
- traders' initial hostility often changes to enthusiasm once the scheme has settled down. According to Regina Poth of Aachen city council, there are two phases of trader opposition to car-free schemes: the first is when the scheme is put forward, the second is when in response to hostility, it is proposed to bring the traffic back!
- pedestrianisation will not work in isolation, but must be accompanied by enhanced townscape and facilities, and good alternative means of access;
- success is not guaranteed, but may be influenced by various factors including the quality of environment and design, the quality of access by all modes, the specific nature of business and other activity, the retail structure of the wider area;
- retail turnover need not be the only measure of a scheme's success. Even where retail losses have occurred, schemes have been popular;
- benefits can come from traffic reduction, not just pedestrianisation. The cell system pioneered in Bremen and since adopted in many cities (e.g. Besancon, Copenhagen, Delft, Gothenburg, Groningen) has been successful in enabling the dominance of the car to be pushed back;
- car parking availability is not necessarily a condition of economic success, and at some point the reverse can be true;
- there are fewer studies in smaller towns, where different considerations may apply, for example the absence of rail-based or other segregated access systems, and possibly a higher proportion of customers coming from the hinterland;
- problems can be avoided if schemes are implemented in full consultation with affected parties;

- publicity for schemes should focus on the benefits to be gained for the majority rather than the reduced convenience of a minority.

5.2 It should be noted that research into the impact of pedestrianisation relates mainly to schemes in larger towns and cities. The study has not so far identified good quality research from smaller towns similar to Witney, though any further work will be reported in Stage 2.

6 Present travel in Witney

6.1 Overall travel

Witney is fortunate in having a good data source for the overall pattern of travel by residents in the form of the 1990 household interview survey. Travel patterns of visitors to Witney are, however, less well provided for in the available data. The other main source is the 1991 Census which gives the quantity, mode and destination of commuting within and outside the town.

Table 6.1 shows the overall mode split in Witney together with the average national figure for towns of between 3,000 and 25,000 population. Witney is seen to reflect the average pattern for small towns.

Table 6.1 Mode of travel by Witney residents, and those of small towns nationally

Mode of travel (all types)	NTS 91/93 (7 days)	Witney 1990 Friday	Witney 1990 Saturday
Individual motorised	62	60	70
Public Transport	6	5	5
Non-motorised	32	35	25
Total	100	100	100

Sources: National Travel Survey 1991/3 (special tabulations) and Witney Transportation Study 1991.

The overall mode split of travel by Witney residents is shown in Figure 6.1. The car provides the largest share of all trips, but non-car modes accounted for 4 out of ten trips. Walking is the main non-car mode (28% of all trips), while cycling is more significant than bus use in all trip categories.

6.2 Journey type

The pattern varies somewhat according to the journey type. For example, walking provides a larger share of shopping trips (35.5%) and a smaller share of work trips (15%). From the 1991 census it can be seen that for journeys to work within Witney by employed residents, the car provides a lower share than for all work trips by residents (41% compared to 68%), with the share by both walk and cycle higher. The bus is barely significant.

Figure 6.2 shows the pattern of journeys to work internal and external to Witney. Of major significance is the fact that both commuting into the town and out of the town are greater than commuting within the town. While there is a rough numerical balance between employment and employed people in the town, less than half of the workforce (44%) actually lives in the town. Given the difficulty of providing alternative modes of travel to and from the hinterland,

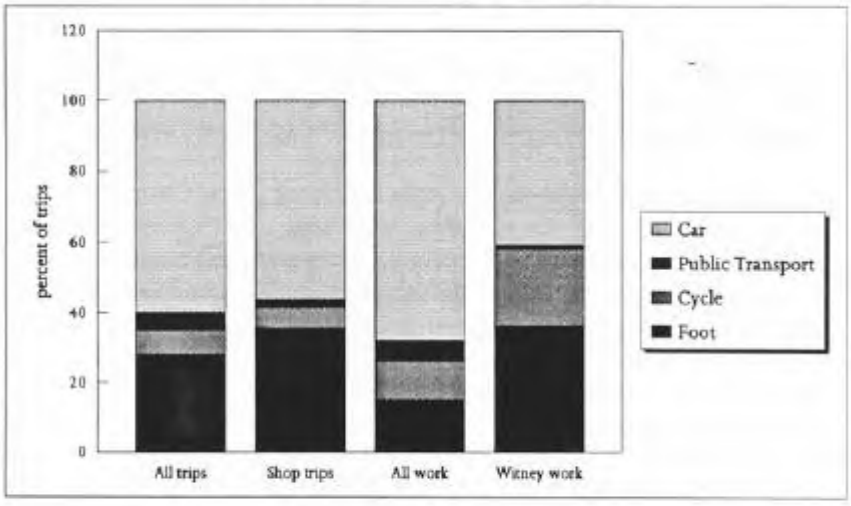
this will tend to limit potential for mode switch away from the car for commuting, which is more usually regarded as one of the easiest categories of journey to influence. A further limitation arises from the fact that the main employment areas in Witney are poorly served by bus, which is clearly reflected in the low proportion of work journeys made by public transport. The pattern of commuting to and from the four Witney wards is shown in Table 6.2.

Table 6.2: External Work Journeys (to and from Witney)

Ward	Number to	%	% of Witney Employment	Number from	%	% of Witney Employed
North	340	8	5	730	16	9
South	2,220	53	29	1,640	36	21
East	440	10	6	1,390	31	17
West	1,210	29	16	770	17	10
Total External	4,210	100	(56)	4,530	100	(57)
Internal	3,350	-	44	3,350	-	43
Total Work Journeys	7,560	-	100	7,880	-	100

For work trips within Witney, residents of North Ward use the car more than those of other Wards. This is not entirely explained by distance from the employment areas (South and West Wards) because East Ward is similarly separated, yet has a lower proportion of commuting by car. The difference is perhaps better explained by the cycle share of East Ward (three times higher than from North Ward) which reflects the much more attractive segregated route across the River Windrush, whereas North Ward residents have to use Bridge Street.

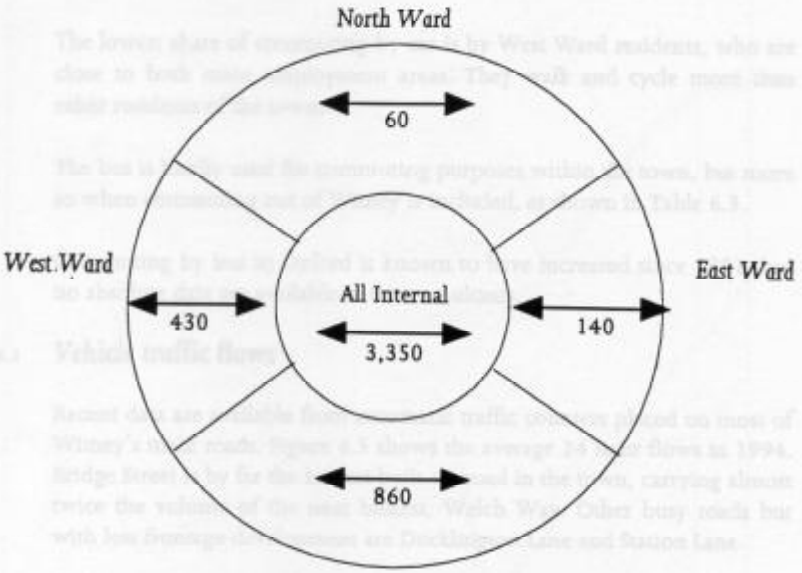
Figure 6.1: Modal split in Witney



Source: Witney Transport Study, 1991 Friday Survey, and Census, 1991. Car includes all private motorised. To work on foot includes work at home

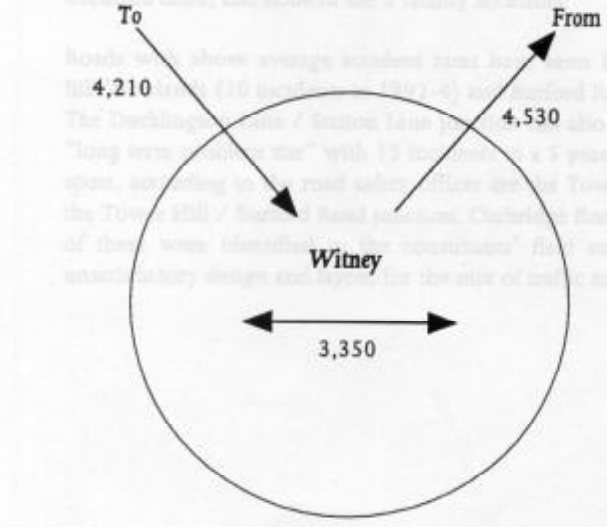
Figure 6.2: Journey to Work 1991

Within Witney Wards



("All Internal" is total of journeys to work starting and ending within Witney Wards)

Internal and External Work Journeys



(Total work journeys to Witney destinations = 7,560)

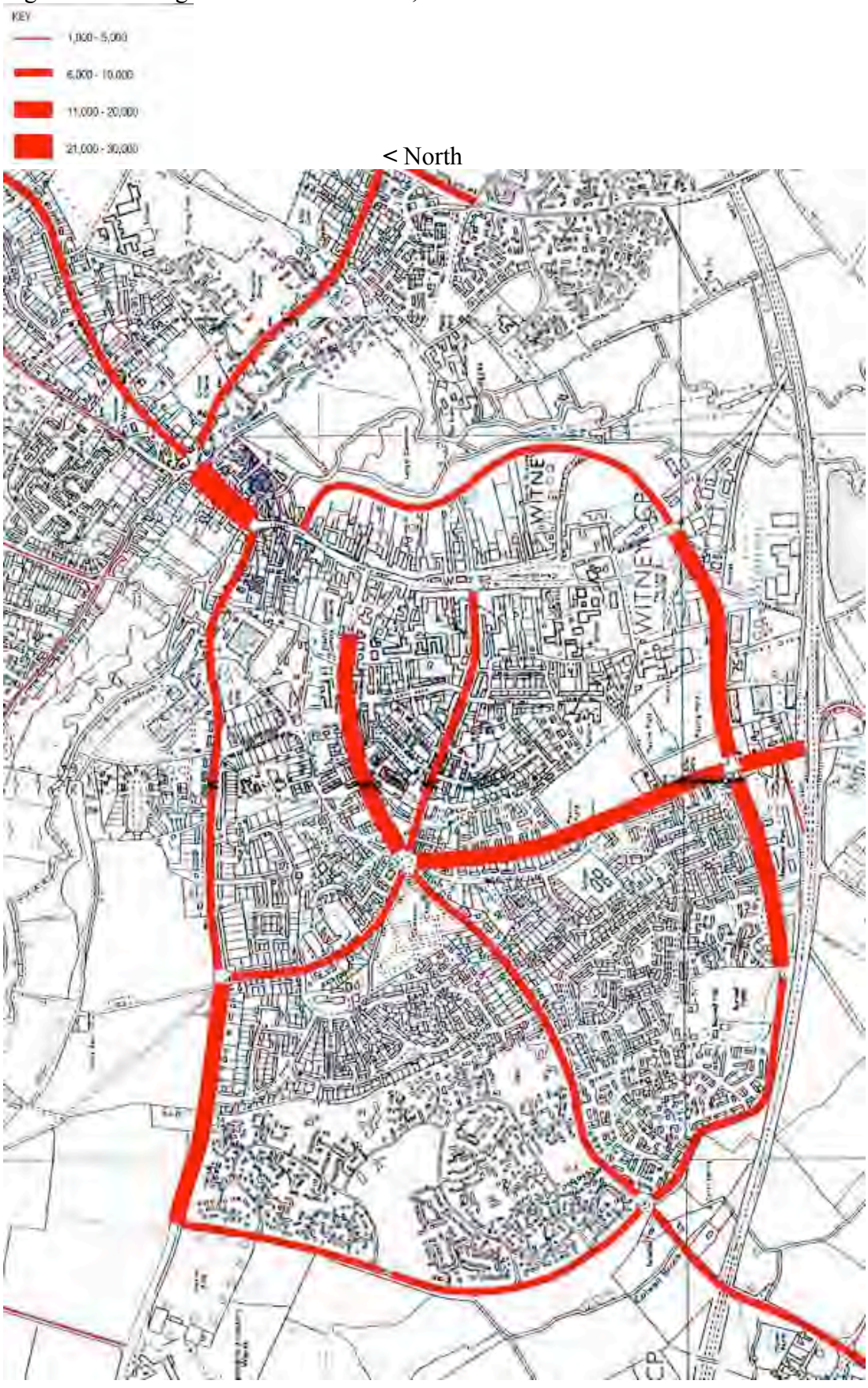
The lowest share of commuting by car is by West Ward residents, who are close to both main employment areas. They walk and cycle more than other residents of the town.

The bus is hardly used for commuting purposes within the town, but more so when commuting out of Witney is included. Commuting by bus to Oxford is known to have increased since 1991, but no absolute data are available to the consultants.

6.3 *Vehicle traffic flows*

Recent data are available from automatic traffic counters placed on most of Witney's main roads. Figure 6.3 (on the next page) shows the average 24 hour flows in 1994. Bridge Street is by far the busiest built-up road in the town, carrying almost twice the volume of the next busiest, Welch Way. Other busy roads but with less frontage development are Ducklington Lane and Station Lane.

Figure 6.3 Average 24 hr Vehicle Flows, 1994



6.4 *Accidents*

The County casualty report of 1994 indicates that the town centre is not the main focus of personal injury accidents in Witney (see Table 6.4). In the three years 1992-4, while 14% of personal injury accidents were in the town centre (core area), only one out of 19 serious injury accidents occurred there, and none of the 3 fatality accidents.

Roads with above average accident rates have been identified as Oxford hill/Newlands (10 incidents in 1992-4) and Burford Road (17 in 1992-4). The Ducklington Lane / Station Lane junction has also been identified as a "long term problem site" with 15 incidents in a 5 year period. Other black spots, according to the road safety officer are the Tower Hill roundabout, the Tower Hill / Burford Road junction, Curbridge Road and West End. All of these were identified in the consultants' field surveys as having an unsatisfactory design and layout for the mix of traffic and speed.

Table 6.4 : Accident Statistics (April '91-March'96)

	Slight	Serious	Fatal	Total
Town centre (High St. east end Corn St, Church Street)				
Accidents not involving pedestrians	20	1	0	21
Accidents involving pedestrians	11	0	0	11
Total town centre	31	1	0	32
Outside town centre				
Accidents not involving pedestrians	114	11	3	128
Accidents involving pedestrians	24	6	0	30
Total town centre	138	17	3	158
Total	**169**	**18**	**3**	**190**

6.5 *Parking*

Data are available on the pattern of parking at the main town centre off-street car parks, although the survey (in 1990) pre-dates both the Sainsbury car park and the northern extension of the Witan Way car park. The survey revealed that more than 85% of cars were parked for less than two hours.

Many town centre streets are fully parked (where allowed) during the daytime, but have spare space outside shopping and working hours. Illegal parking also takes place. Although not quantified, it appears that some drivers search for an on-street space first, even if they are compelled subsequently to use an off-street car park. This generates unnecessary traffic in the town centre.

There have been complaints from residents in the vicinity of the Further Education college that students are parking on the street rather than use Welch Way car park.

6.6 *Gaps in data identified in Stage 1*

There is a significant data gap in that no information is available on the quantity or mode of travel to the town centre. It is hoped to gather some information during Stage 2 if resources permit.

Opportunities will also be sought in Stage 2 to gather information on the attitudes and activity patterns of visitors to the town centre, for example by conducting interview surveys.

The consultation exercise in Stage 1 (reported in Sections 8 and 9 below) were successful in gathering a large quantity of data on the attitudes and perceptions of various groups of residents and others. There was, however, a gap in this data in that High Street traders and other business interests in the town were poorly represented. Further efforts will be made to involve representatives of these interests in Stage 2 consultation exercise.

The plans presented in this report do not fully include town centre data, as much of this will be gathered during Stage 2.

7 Provision for travel in Witney

7.1 Introduction

The aim of the infrastructure surveys was to review:

- the function of roads;
- provision of cycle ways; and
- provision and quality of foot ways;
- provision of public transport infrastructure.

The methodology is set out in Appendix C.

7.2 Results of infrastructure surveys

The preliminary results of the survey are presented below. It may be necessary to collect further information on key problem areas and to fill survey gaps. Key routes and classifications have been identified from analysis of map data and observation. Amendments to the maps may be necessary at a later stage. The survey did not consider the town centre in detail, which will be the subject of a separate survey.

Functional classification of the road system

Fig 7.1 shows the function classification of the existing road system. The roads defined as Traffic Areas are the key links into the town centre and the ring road around the west and south of Witney consisting of Deer Park Road, Station Lane and Witan Way. Mixed Priority Area areas are where traffic calming has reduced the dominance of traffic in the town centre. Collector Areas are those where residential streets are feeding into the Traffic Areas. All other streets are defined as Living Areas; as Fig 7.1 shows, the majority of Witney's streets fall into this category. In Stage 2 of the Study, some streets will be re-classified according to the desired function.

Provision of cycle ways

Fig 7.2 shows the designated cycle routes and other links commonly used by cyclists. The map shows that provision of designated routes is extremely patchy. The majority of routes include sections of roads with no segregated provision for cyclists and some routes include sections of foot ways.

The quality of designated routes is shown on Fig 7.3. The main problem, as mentioned above, is that there are large gaps in the network. The routes themselves are generally of good quality, with good surfaces and

adequate widths, although some have a number of obstructions like bollards and fencing. Specific issues on designated routes are:

- poor quality of the surface of the cycle path on Burford road between Tower Hill and the Windrush Industrial Park;
- inconvenient pedestrian activated crossing on the same cycle path which has a long waiting time;
- conflict between pedestrians and cyclists on the path from Crown Lane to Cogges which is not a clearly designated route as far as Cogges Hill Road;
- inconvenient alignment of the paths to the south of the petrol station on Station Lane; and
- the steps on the cycle path to Ducklington.

- The major cycle issues arise off the designated routes. These fall into three main categories:
- problem junctions;
- areas where cyclists use heavily trafficked roads and are given inadequate space by motorists; and
- areas where cyclists use foot ways.

In some areas the first two problems lead to the second. Roads are unpleasant or unsafe to cycle along so cyclists use the foot ways causing conflict with pedestrians. Examples of this include Witan Way and Newland/Oxford Hill. Many junctions are difficult for cyclists to negotiate including Staple Hall, Bridge Street/Mill Street, the five arm junction at the northern end of Ducklington Lane and the Ducklington / Station Lane junction. In some areas cyclists use foot ways and pedestrian routes to avoid problem junctions.

Provision and quality of pedestrian routes

Fig 7.4 shows Witney's key pedestrian network and selected other local links. The map shows "attractors" - areas and facilities to which pedestrians walk, and the routes they use to get there. The key links are links which connect large residential areas with the central area. These are the routes which are likely to carry the highest volume of pedestrian traffic. Fig 7.4 also shows the provision of crossing points along the network and specifies the type of crossing.

Fig 7.5 considers the quality of key pedestrian routes. Fig 7.5 identifies a number of types of issues:

1 Missing links - the pedestrian network in Witney is generally comprehensive with paths linking most major sections of town and a large number of local links. However, there are a number of local gaps in the network as shown.
2 Problem junctions - a number of junctions which are difficult for pedestrians to negotiate are shown on Fig 7.5. Many of these

junctions have no pedestrian provision and involve a long wait and hazardous route across them. Key examples include Staples Hall and the Buttercross.

3 Crossing required - Fig 7.5 shows a number of points on the key pedestrian routes where pedestrians frequently cross heavily trafficked roads but where no crossings are provided. Locations include places where: paths cross roads; routes link up on opposite sides of roads; links to schools, paths, shops and other attractors; and links to bus stops.

4 Crossing inconvenient - Fig 7.5 shows places where either the pedestrian crossing provided is inconvenient to use, or where kerb drops on side roads which cross the pedestrian route are inconveniently placed. An example is the pedestrian activated crossing on Ducklington Lane. The crossing does not directly follow on from the path to the east, and there are fences to negotiate on the west side.

5 Surface poor - the map shows a number of areas where the quality of the foot way surface is poor. Examples include the foot way to the west of the Henry Box School and the west side of the Ducklington Lane crossing.

6 Path narrow - many foot ways on the key pedestrian routes are too narrow for two pedestrians walking in opposite directions to pass comfortably. This is a common problem with particularly problematic c areas being Newland/Oxford Hill, around Staples Hall junction, parts of the path from Ducklington Lane going east, parts of Curbridge Road and Mill Street. The cycle path from Crown Lane to Cogges also has provision for pedestrians but this is very narrow and means that pedestrians use the cycle way.

7 Obstruction - some paths have bollards, fences and other obstructions which make them less convenient to use.

8 Not suitable for use at night - the path east from Ducklington Lane and from Tower Hill to Fettiplace Road are very attractive for use in the day time but are surrounded by trees and bushes and are not over looked. Many pedestrians will not feel that these paths are safe after dark.

9 Conflict with vehicular traffic - there are many paths, particularly along Traffic, Mixed and Collector Areas, where the pedestrian has no protection from the traffic which flows very close to the foot ways.

10 Conflict with cyclists - there are a number of areas where cyclists use key pedestrian foot ways including the path from Ducklington Lane going east, the path from Tower Hill to Fettiplace Road and the path from Crown Lane to Cogges.

11 Paths not obvious / no signage - this is not a major issue for the key pedestrian routes as they are well used and local people are generally aware of their location and destination. However, the entrance to

some routes is difficult to find, like the path going to Crown Lane from Newland, while others lack signage at key junctions like the junction of Crown Lane and the path south to Cogges. There is little signing of walks from the town into the surrounding countryside.

Separate surveys are being undertaken of the town centre, and these will be used in the development of options in Stage 2. They include activity surveys and an inventory of parking supply.

Public transport

In general terms, the quality of public transport serving Witney is higher than might be expected in a town of 21,000 people. A fairly large proportion of the population have access to frequent services both to the town centre and to Oxford city centre.

Bus services in the Witney area fall into three main categories:

- services on the main corridor to Oxford, both express and stopping: these are frequent and since July 1996 provide late night services;
- town services, linking the residential areas with the town centre. These are roughly hourly but operate only during the day, and mainly provide for town centre shopping trips for people without cars;
- services linking Witney town centre with villages in the surrounding area. These are patchy, with some operating only one day a week. In addition there is a "ring-a-ride service" for disabled people on Thursdays, but this is not well used.

Peak hour congestion on the approach to Oxford (and Witney) is a major problem for the otherwise fast service between the two towns. At peak times the scheduled journey takes 15 minutes longer than between the peaks. Segregated bus lanes on the A40 could avoid this problem, and options will be explored, including the possibility of guided bus sections.

Figure 7.6 shows the pattern of accessibility to bus services according to their frequency.

The main east-west corridor is well served by the Oxford routes in terms of both frequency and periods of the day. Even on Sundays buses run every half hour in each direction. Northern parts of the town have less good access to buses, and frequencies are much poorer. The important employment areas along Burford Road and Station Lane are very poorly served, and this is reflected in the very low proportion of work journeys to these areas by bus.

The following points have emerged from discussions held with the operator and County officers:

- the town services are subsidised by 33p per passenger. The operator estimates that to double the frequency of service and break even commercially would require a 150% increase in passenger numbers;
- most village services are also subsidised, up to a rate of £3.38 per passenger (in 1994);
- until this year, the County has distributed area timetables door to door, but despite their popularity, these will not be issued in future. Consideration is being given to lower-cost alternatives. (It is interesting to note that lack of information about timetables was not a reason given for people not using the bus - see results of questionnaire survey);
- services can change rapidly in the deregulated environment, and Thames Transit have increased the level of service on some routes even since the summer 1996 County timetables were issued;
- the operator is generally considered to be commercially astute, and appears to be committed to building up high volume commercially viable routes, rather than seeking subsidy for tendered services;
- experiments in joint ticketing with the Oxford Bus company are being held, but are not seen (by the operator) as significant in the Witney context;
- the Oxford routes are equipped with modern buses with fairly accessible chassis designs. Access for disabled people is less easy on the town routes, and some village routes. On the other hand, while coaches are less accessible (as used for example on the Charlbury route), they are popular with passengers because of greater comfort. There is little scope for operating larger buses on the Witney town routes because of obstruction by cars parked on-street;
- the bus operator is not against cycling provision, but holds the view that cycle routes should be separated from buses, especially at traffic lights and bus stops;
- the "badging" of services with unique names has been successful in marketing and encouraging use. For example passengers tend to refer to the Witney Weaver rather than to the service number;
- since July 1996, Thames Transit has no competitor on the regular services, and reports no problems in meeting the demand formerly catered for by Oxford Bus' 109 route;
- passenger numbers on Witney Thames Transit routes overall increased by 8% in the last full year (no absolute data are available to the consultants), and there are no routes on which passenger numbers are declining;

- the operator is of the clear opinion that buses should continue to operate in Witney High Street and should be included in any scheme to reduce traffic;
- Thames Transit operates a policy of Hail and Ride everywhere except in central Oxford, but believes bus stops are important to maintain visible presence on the street, and to encourage passengers to wait at safe locations;
- partnerships for infrastructure provision are seen as possible within a commercial context, but the operator currently does not wish to be involved in bus shelter provision.

Figure 7.1 Functional Classification of Roads (Existing 1997)

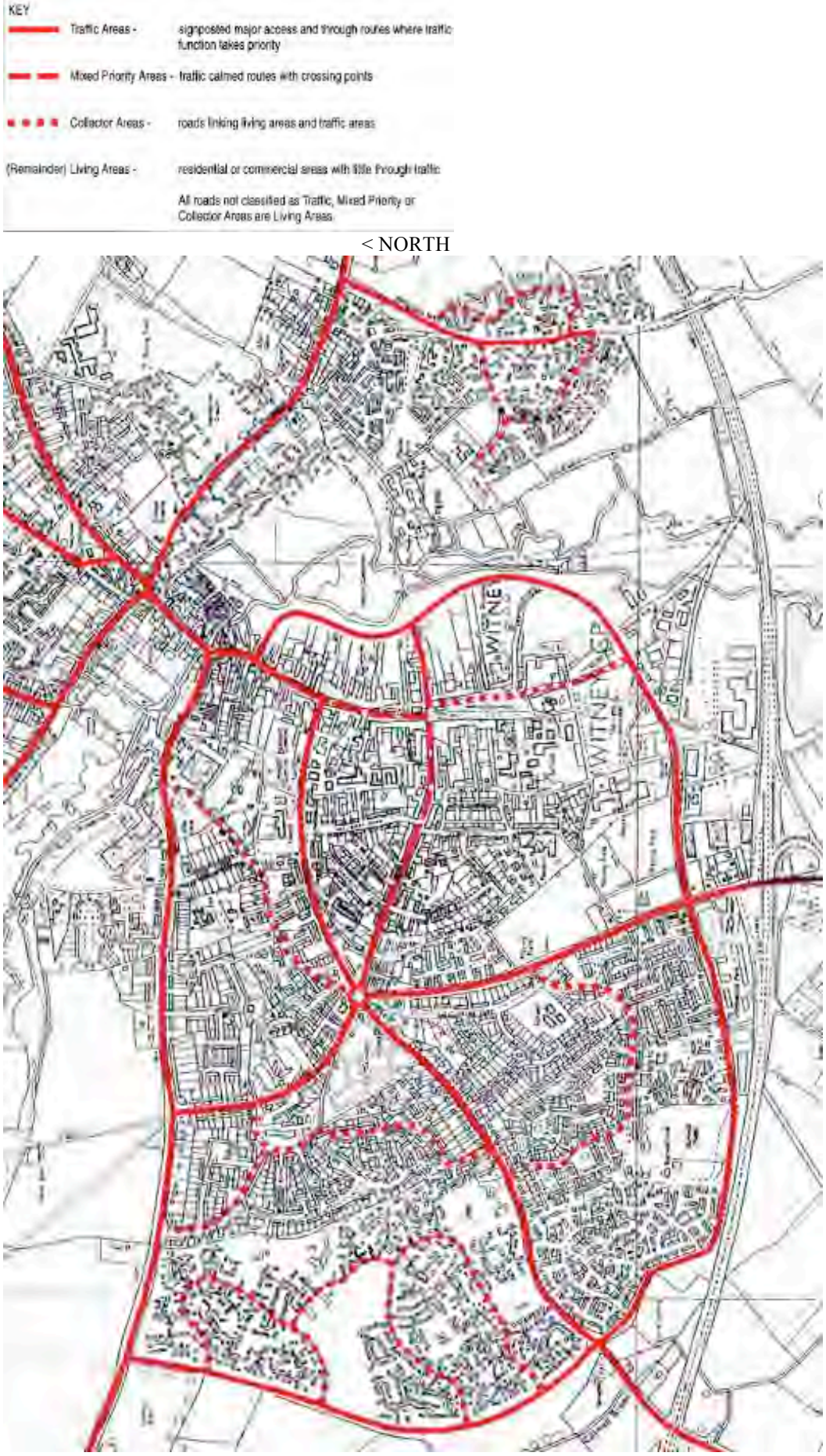


Figure 7.2 Cycle Routes (Existing 1997)

KEY

Designated cycle routes

Other links used by cyclists

NB: Designation of routes on Burford Road and path south to Cogges is not clearly marked and is assumed

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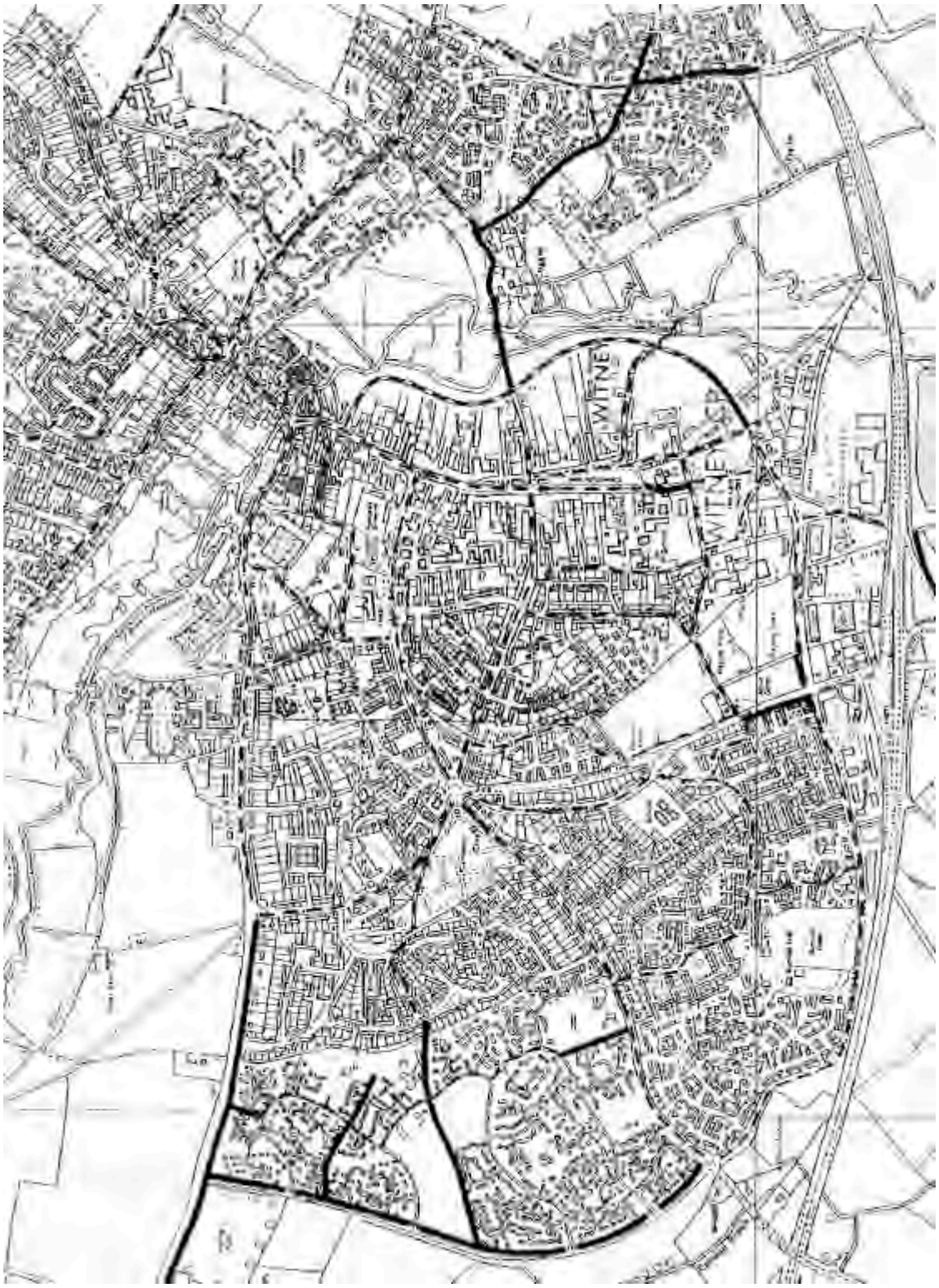

Figure 7.3 Quality of Cycle Routes (1997)

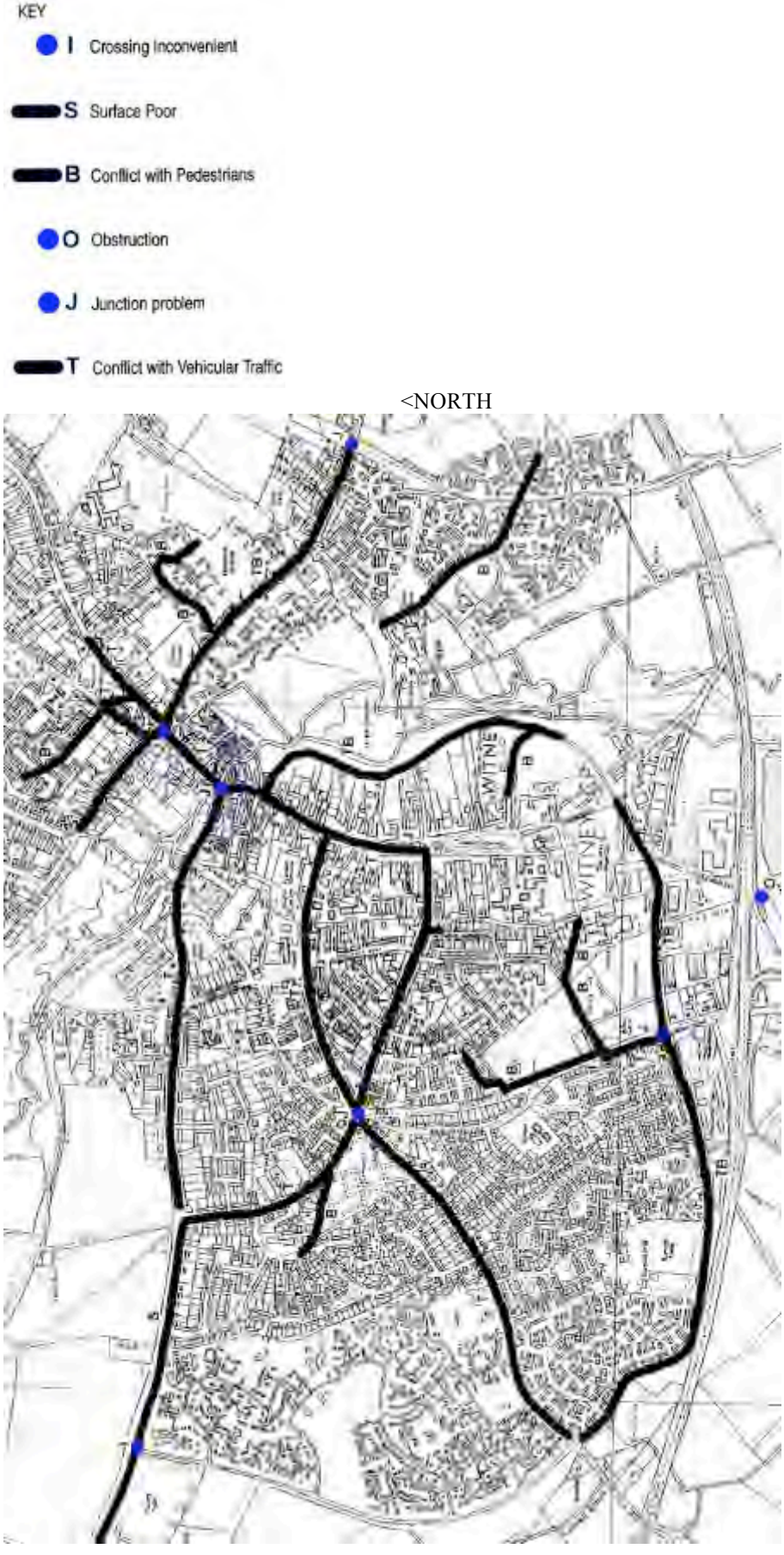

Figure 7.4 Pedestrian Routes (see next page)

NB: For simplicity, not all pedestrian links are shown. Details of links in central area (High Street and Church Green to Witan Way) not shown.

Figure 7.4 Pedestrian Routes
(Key on previous page)

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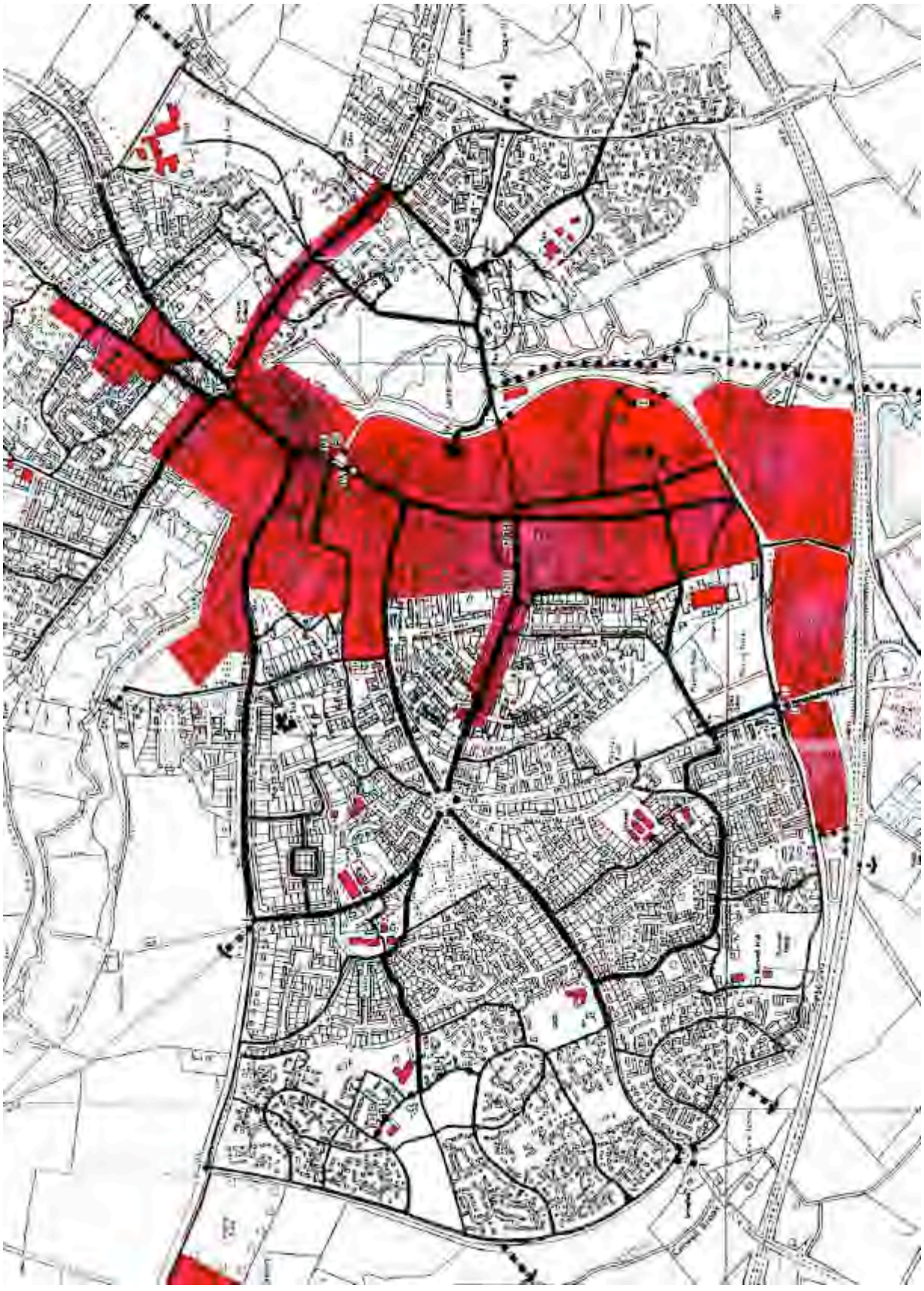

Figure 7. 5 Quality of Key Pedestrian Routes (see next page)

Figure 7. 5 Quality of Key Pedestrian Routes
(Key on previous page)

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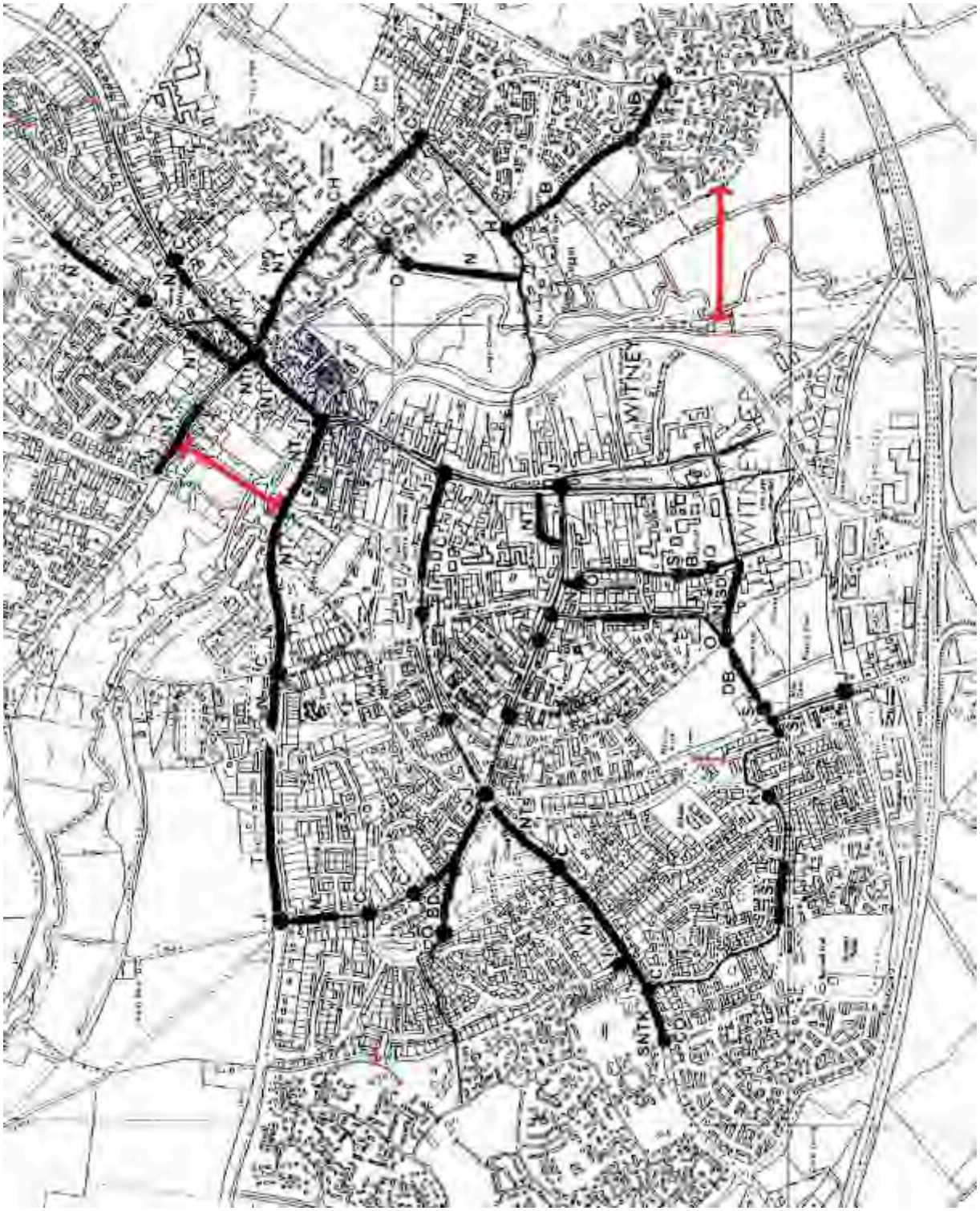

Figure 7.6 Accessibility to Bus Services

8 Questionnaire Survey

8.1 Aim

The purpose of the questionnaire survey was two fold:

- to obtain information about journeys made by Witney residents, including investigation of the factors which influence people's travel behaviour and choice of modes; and
- to investigate the attitude of Witney residents to town centre and travel issues and possible measures.

8.2 The survey sample

The postal survey was sent to three groups:

- **residents** -1,250 households in Witney, with two survey forms for each household;
- **councillors** - councillors from West Oxfordshire District Council and Witney Town Council representing Witney and councillors from Oxfordshire District Council representing Witney and the neighbouring parishes; and
- **workshop attendees** - attendees of the workshops held on 17th and 18th July 1996.

The responses from the three groups surveyed were analysed separately.

There are approximately 8,000 residential addresses in Witney, which West Oxfordshire District Council has listed by street. The survey sample was generated by selecting every sixth address on each street, starting on a random number between 1 and 6 each time. This generated a list of around 1,300 addresses from which a few were randomly deleted to bring the total down to 1,250.

As mentioned above, each household was sent two survey forms. By sending two forms we hoped to reduce bias in our sample. We did not want, for example, to have the questionnaire completed by the head of the household or the main car user in the household in every case. This would have led to us missing valuable information about attitudes and journeys made by other members of the household who might have very different travel patterns.

8.3 *Questionnaire design, pilot and delivery*

The questionnaire had four sections:

- attitudinal questions about town centre and general travel issues;details of the most recent journey the respondent made from home by car and the reasons for not using other modes;
- details of the most recent journey the respondent made from home by another mode and the reasons for not using the car; and
- questions about the respondent and their household.

Most questions were pre-coded, tick box questions, although there were five open ended questions which were coded after the questionnaires had been completed and returned. The questionnaire was piloted in-house to check that questions could only be interpreted one way, and to ensure that questions, survey instructions and the covering letter were clearly phrased. Each selected household was sent a covering letter, two questionnaires and a pre-paid return envelope. 170 sets of questionnaires were sent by second class post on Friday 5th July and the remaining 1080 sets were sent on Monday 8th July. Respondents were asked to reply by 24th July, but all responses received before 2nd August were included in the analysis. A copy of the questionnaire and covering letter is included in Appendix D.

Councillors were sent one copy of the questionnaire with a covering letter (see Appendix D) and return envelope. Most workshop attendees were given one copy of the questionnaire and return envelopes, although some requested additional copies.

8.4 *Response*

Table 8.1 shows the response rates for each of the three groups surveyed.

Table 8.1: Questionnaire survey response

Group	Number of questionnaires distributed	Number of responses received	Response rate
Residents	2,500	600	24%
Councillors	28	14	50%
Workshop attendees	approx. 30	13	43%

As Table 8.1 shows, around one quarter of the residents survey questionnaires were returned, while approximately half the councillors and workshop attendees responded.

The representativeness of the residents survey sample was checked against census data for Witney to investigate how well the response matched the total population in terms of: age; sex; car ownership; and ward lived in. Table 8.2 shows the results.

Table 8.2: Representativeness of residents survey sample (all figures are %s)

Characteristic						
Age	**5-15**	**16-29**	**30-44**	**45-60**	**61-74**	**75 or over**
Witney	15	25	25	15	12	6
Sample	0.5	16	33	25	20	6
Cars available	**none**	**one**	**two**	**three or more**		
Witney	19	48	27	5		
Sample	8	57	30	5		
Sex	**male**	**female**				
Witney	50	50				
Sample	44	56				
Ward	**Witney East**	**Witney North**	**Witney South**	**Witney West**	**Other West Witney**	
Witney	25	16	33	20	5	
Sample	23	15	28	18	16	

Note: For age the census records ranges 45-59 and 60-74, while the survey recorded 45-60 and 61-74.

Table 8.2 shows that the survey sample:

- underrepresents people aged under 30;
- underrepresents households with no access to a car;
- overrepresents women; and
- overrepresents people living west of West Witney Ward.

8.5 *Results of the residents survey*

The responses to the residents survey were analysed in three sections:

- review of overall attitudes to town centre and travel issues;
- review of most recent car journey; and
- review of most recent journey by foot, bike or bus.

Overall attitudes to town centre and travel issues

The following sections set out the overall results of the questions about town centre and travel issues. Results are presented in terms of the number of responses or the percentage of responses[1].

Table 8.3 shows which **method of travel respondents would most like to see improved**.

Table 8.3: Method of travel respondents most want to see improved

Mode	% of respondents
Cars	33
Bicycles	32
Buses	18
Walking	18

Note: 28 respondents did not answer this question

Table 8.3 suggests that one third of Witney residents would like to see car travel improved. The same number would prefer to see bicycle provision improved while one fifth each would prefer improvements to walking and buses. Improvements to non-car modes accounts for almost 70% of the responses.

Not surprisingly, households who did not have a car available mentioned improving car travel much less frequently (9% compared to 32 to 41%) than other households, and mentioned improving buses more (33% compared to 11-21%).

The mode mentioned for improvement varied according to the ward in which respondents live. Improvements to buses were most mentioned by residents of Witney West (west Witney north of Curbridge road),

[1] In the latter case, the percentages given show the percent of all responses, not including missing cases where respondents left a question out. The number of missing answers is also set out.

improvements to bicycle provision and walking were most mentioned by residents of South Ward (west Witney south of Curbridge road), and improvements to car travel were most mentioned by residents of Witney East (Cogges).

Table 8.4 shows the **factors which would encourage Witney residents to visit their town centre more often and to spend more time there**.

Table 8.4: Town centre improvements

Factor	Number of responses
Less traffic	299
Better shops	270
Safe cycle routes and cycle parking	242
More space to walk in and enjoy	196
Lorry controls	187
More activities in the evenings	172
Easier parking	169
Better facilities	157
Better footpaths to and from the centre	155
Cleaner streets	114
Better bus service	76
More personal security	74
Slower traffic	64
Improve pedestrian safety / more road crossings*	5
Remove taxis with engines running*	4
Stop cycling on footpaths*	3
Pedestrianise town centre*	3
Designate a park / garden area in town *	3
Childcare facilities*	3

Note: 12 respondents did not answer this question

When answering this question, respondents were asked to tick up to five boxes and specify other categories if they wished. All the answers in Table 8.4 were the pre-coded categories except for the factors with an "*". Response rates for these are likely to be much lower than if these categories had been part of the pre-coded selection. A total of 37 other responses were given, of which only the six which were mentioned by three or more respondents are given above.

Reducing traffic was the most commonly mentioned town centre improvement, while reducing the speed of traffic was the least commonly mentioned of the pre-coded answers. Improvements to cycle routes and parking was also a popular answer, while improvements to footpaths and a better bus service were less commonly mentioned. This confirms the responses set out in Table 8.3.

The factors mentioned as encouraging respondents to spend more time in Witney varied with the age of the respondent. People aged between 30 and 74 most commonly mentioned reducing traffic (51-62% of respondents), while people aged between 16 and 29 mentioned better shops and facilities most often (70 and 62% of respondents).

Responses also varied by the ward that respondents live in. More of the residents of Cogges, Newland and North Witney were concerned about reducing traffic (64-66% of respondents) than the residents of the other Witney wards (34-49% of respondents).

Responses varied according to car ownership. People with no access to a car accounted for 8% of the sample, but accounted for 15% of the people who mentioned improving bus services and 14% of the people who mentioned improving cycle routes and parking. Conversely, while 30% of the sample had access to two cars, they accounted for only 22% of the people who mentioned improving bus services and 27% of the people who mentioned improving cycle routes and parking. It must be noted that the survey underrepresents respondents with no access to a car.

Respondents were asked **how they felt about giving more space in the town centre for people to enjoy at the expense of space for traffic and parking.** Just under half (49%) said they would support measures to increase space for people to enjoy, while 39% said they did not.

Respondents were also asked about their **attitude to the introduction of parking charges** in the town centre as a way of reducing traffic. 71% said they were not in favour of parking charges while 22% supported them. However, of the people who were against parking charges, 43% said that they thought reducing traffic would encourage them to visit Witney town centre more often (in Question 2). In addition, 39% of the people who were against parking charges said they thought more space in the town centre should be provided for people to enjoy at the expense of space for traffic and parking.

Households with no cars available were more likely to support parking charges with 46% of these respondents supporting parking charges compared with between 15 and 23% of households with one car or more.

Respondents were asked what they thought was the **single most important thing that councillors could do to improve travel conditions in Witney**. Only 500 respondents answered this question, but they gave a total of 100 different answers. An overview of the responses is shown in Table 8.5.

Table 8.5: Overall views on the single most important improvement in Witney

Type of response	No. of responses
Road or bridge building	150
Reduce town centre traffic or pedestrianise town centre	140
Change aspects of traffic management	74
Change aspects of parking arrangements	37
Change aspects of bus services	29
Improve facilities for cyclists	24
Improve facilities for pedestrians	12
Other	34
Total	500

As Table 8.5 shows, one quarter (150) of the survey respondents thought that more road building was required to improve travel conditions in the town. A similar number thought that measures should be introduced to reduce town centre traffic or pedestrianise the town centre. Table 8.6 shows all specific responses which were mentioned ten times or more.

Table 8.6: Specific responses to the single most important improvement in Witney

Specific response	No. of responses
Pedestrian zone / ban vehicles from town centre	55
Build a ring road / by pass	43
Build the Cogges Link	35
Divert HGVs from town centre	32
Reduce congestion in Bridge Street	31
Improve cycle facilities	23
Introduce a one way system	22
Reduce / remove speed humps	19
Increase number of buses and decrease fares	19
Introduce second bridge over the river Windrush	15
Build a link road	12
Remove single line traffic control in Corn Street	11
Less traffic	10
Restrict number of taxis	10

Table 8.6 shows that creating a pedestianised area or banning vehicles from the town centre was the most commonly given answer. Reducing the number of HGVs going through town and reducing congestion on Bridge Street were also commonly mentioned. Completing a ring road and building the Cogges Link were the most popular road building suggestions.

Respondents were asked about their attitude to the introduction of traffic restraint. 70% said they were in favour of measures to restrain traffic, while on 24% were against such measures.

Details of most recent journey by car

Table 8.7 gives a **profile of the car journeys reported** by respondents. 62 respondents did not answer these questions at all, presumably because they never or rarely travel by car and followed the survey instruction to skip these questions.

Table 8.7: Profile of reported car journeys

Day of the week						
Week day	Weekend					
78%	22%					
Destination						
Witney town centre	Elsewhere in Witney	Oxford	Elsewhere			
39%	22%	12%	28%			
Length of journey						
0-2 miles	2 - 10 miles	over 10 miles				
51%	19%	30%				
Purpose of journey						
Work	Shopping	Education	Personal business	Social / recreation	Giving a lift	Religion
31%	34%	3%	13%	14%	4%	1%

Table 8.7 shows that most of the car journeys were made on week days and that nearly two thirds of them were work or shopping trips. Just over half were short journeys of 2 miles or less and around 40% were to Witney town centre.

We asked respondents **why they had not made these journeys by other modes: on the bus, by bike or by foot**. We coded the responses into a coding framework with 53 different categories. Table 8.8 gives all responses mentioned by 10% of cases or more for each mode.

Table 8.8: Reasons for not using bus, cycling or walking

Response	Bus % of respondents	Cycling % of respondents	Walking % of respondents
No public transport available	30		
Distance too great		29	49
Goods /bags to carry	18	20	22
No bike available		16	
Takes too long / car faster	15		14
Public transport service times not convenient	15		
Unsafe (traffic danger)		14	
Car more convenient / bus not convenient	11		

Note: 81 respondents did not give a reason for not using the bus, 87 people did not give a reason for not cycling, 92 people did not give a reason for not walking.

Table 8.8 shows that the most common reason for not taking the bus was that no public transport was available.

The most common reason given for not cycling or walking was that the journey was too long. Analysis of the lengths of the journeys described as "too long to walk or cycle" shows that for walking trips, 27% were 2 miles or less. For cycling trips only 4% were 2 miles or less, while 19% were between 2 and 10 miles.

Many respondents reported using the car because they had bags to carry. This was commonly reported as deterring people from using all the three other modes. Analysis of the reasons for not walking or cycling shows that for journeys to Witney town centre, carrying bags was the most commonly cited reason for travelling in the car. This contrasts with destinations outside Witney where respondents most commonly stated that it was too far to walk or cycle, that no public transport was available or that public transport took too long.

Convenience issues were also commonly cited as deterring people from taking the bus or walking. These were expressed in terms of the length of time the journey would take by these other modes and the infrequency of bus services. The other main reasons for not cycling were different. These were that people did not have a bike available and that they felt that routes were unsafe because of traffic.

Health and age reasons only accounted for between 1 and 6% of responses to the questions about why people did not walk, cycle or take the bus. Indeed, only 20% of 61 to 74 year olds and 36% of 75+ year olds mentioned age or health as reasons for not walking. On the other hand, while only 21% of 61 to 74 year olds mentioned age and health as reasons for not cycling, 64% of 75+ year olds mentioned age and health as a reason for not cycling.

Most recent journey by bus, bike or on foot

Table 8.9: Profile of most recent journey by bus, bike or on foot

Day of the week							
Week day	Weekend						
73%	27%						
Mode							
	Bus	Bike	Walk				
All Witney trips*	13%	18%	70%				
Survey sample	12%	21%	67%				
Destination							
Witney town centre	Elsewhere in Witney	Oxford	Elsewhere				
61%	28%	7%	4%				
Length of journey							
5 mins or less	5-10 mins	10-20 mins	over 20 mins				
14%	31%	37%	18%				
Purpose of journey							
Work	Shopping	Education	Personal business	Social / recreation	Giving a lift	Other	
13	43	3	14	22	5	1	

Note: 39 respondents did not give a day of the week, 44 did not give a mode of travel, 39 did not give a destination, 45 did not give a journey length, 39 did not give a purpose of journey

** data for all trips from Witney Transport Study, 1991 Friday survey and Census, 1991*

Three-quarters of the trips were made on week days and two thirds were walking trips. The split between the modes is very similar to the overall split of trips recorded in 1991, suggesting that the reported trips are representative of all trips. Nearly all the trips were to destinations within Witney with 61% being to the town centre. Over two thirds of the reported journeys were between 5 and 20 minutes long. The purpose of reported trips shows different patterns from the car trips with shopping

trips accounting for 43% and social / recreational trips accounting for 22% of journeys.

For the journeys by bus, cycle or on foot, people were asked to give reasons for not travelling by car. The responses can be grouped into three categories:

- negative aspects of the car mode;
- positive aspects of the non-car mode chosen; and
- constraints in terms of car availability and objective unsuitability of using a car for the trip.

Table 8.10 shows the reported **reasons for not travelling by car**. The reasons presented were all mentioned by 10% of respondents or more.

Table 8.10: Reasons for not travelling by car

Reason	% of respondents
Parking problems	17
Convenience / enjoyment of walking or cycling	15
No car available	15
Health / exercise	15
Trip considered too short for car	15
Too much traffic	10

Note: 68 respondents did not answer this question

Reasons given for not using the car varied by the mode of travel. Health and exercise reasons, convenience and enjoyment were commonly cited as reasons for not travelling by car for walking and cycling trips, whereas for bus trips the most commonly cited reasons for not using the car were that no car was available or that parking was costly or difficult.

Reasons for not travelling by car also varied by destination. For trips to Oxford, lack of a car and expensive parking were the main reasons for not using a car. For trips within Witney, health and exercise, convenience, enjoyment, parking problems and the short length of trips were commonly cited as reasons for not going by car.

8.6 *Comparison of the residents survey and survey of workshop attendees and councillors surveys*

This section compares the responses given to the general attitudinal questions by Witney residents, councillors and workshop attendees. It must be remembered that the size of the three surveys was very different with 600 residents responding compared to 13 councillors and 14 workshop attendees.

Table 8.11 shows which mode each of the groups would most like to see improved.

Table 8.11: Mode of travel respondents would most like to see improved (% of respondents)

	Residents	Workshop attendees	Councillors
Bus	18	23	39
Bike	32	23	31
Car	33	39	31
Walk	18	15	-

The results suggest that councillors views closely reflect that of Witney residents for car and bicycle travel. However, no councillors mentioned improvement to pedestrian provision. More workshop attendees were in favour of improving car travel than other groups.

Table 8.12 shows the top five answers each group gave for factors which would most encourage them to visit Witney town centre more often and spend time there.

Table 8.12: Town centre improvements (rank)

	Residents	Workshop attendees	Councillors
Less traffic	1	1	2
More space to walk in and enjoy	4	3	1
Safe cycle routes and parking	3		3
Better paths to and from the centre			4
Better shops	2	1	
Lorry controls		4	

Provision of more space for pedestrians was the most commonly mentioned response by the councillors. The other two groups mentioned reducing traffic most often. Workshop attendees wanted to see lorry controls introduced while councillors mentioned better paths to and from the town centre.

Table 8.13 shows the answers to Questions 3,4 and 6. These asked about the introduction of parking charges, traffic restraint measures and providing more space for pedestrians at the expense of traffic.

Table 8.13: Responses to attitudinal questions about traffic restraint (% of respondents)

		Residents	Workshop attendees	Councillors
More space for pedestrians at the expense of traffic?	yes	49	71	77
	no	39	21	15
Parking charges?	yes	22	50	42
	no	71	50	50
Introduce measures to reduce traffic in town?	yes	70	85	69
	no	24	15	31

Table 8.13 suggests that proportionally more workshop attendees and councillors were in favour of increasing space for pedestrians at the expense of traffic than Witney residents. More workshop attendees and councillors were also in favour introducing parking charges. Councillors and Witney residents gave similar responses to the introduction of traffic

restraint measures, while more of the workshop attendees supported their introduction.

9 Workshops

1 Introduction

Five workshops were held on Wednesday 17th and Thursday 18th July 1996 at the Corn Exchange on Market Square in the centre of Witney.

The purpose of the workshops was to bring together interest groups with potentially different and/or conflicting views on transport and town centre issues. Through discussion between these groups we hoped to highlight important issues and to begin to resolve them.

The workshops were divided into two types, concentrating on different issues:

- the two workshops on Wednesday focused on town centre issues; and
- the three workshops on Thursday focused on travel in Witney.

However, discussion was not strictly limited to these issues and all the workshops covered a wide range of topics.

9.2 Invitees and attendance

In consultation with Oxfordshire County Council, West Oxfordshire District Council and Witney Town Council we generated a list of organisations to invite to the workshops. The types of organisations included were:

- traders groups and major retailers;
- bus companies;
- friends of Witney;
- groups for people with mobility impairments and access groups;
- residents associations;
- schools and colleges;
- pre-school groups;
- large employers;
- cycle groups;
- road safety groups;
- taxi operators;
- environmental groups;
- emergency services;
- health centres;

- groups for the elderly;
- driving associations;
- women's groups;
- churches; and
- parish councils.

A full list of invitees is included in Appendix E.

We invited a total of 142 organisations. Each group was invited to attend a particular seminar and this was organised to provide a variety of interests at each workshop. Most of the invitations were sent out during the week beginning the 1st July, with the majority being sent on the 1st and 2nd and a small number being sent on the 8th. The invitation letter is included in Appendix E. By the 10th July, only a handful of invitees had responded. We contacted approximately half the invitees by phone to encourage them to attend. The attendees of each workshop are set out in Appendix E.

The following organisations were represented:

- Freeland Parish Council
- Oxfordshire Council of Disabled People
- Consultative Committee on Transport for Mobility Impaired People
- Oxford and District Branch of the Disabled Drivers Association
- Minster Lovell Parish Council
- Aston Cote, Shifford and Chimney Parish Council
- Hailey Parish Council
- Bridge Street Residents Association
- PROBUS
- Thames Transit
- West Oxon CPRE
- Localities Support Group
- County Access Officer
- Second Lease, Witney
- South Leigh Parish Council
- Witney and District Historical and Archaeological Society
- Witney Society CPRE
- Volunteer Link Up/Methodist Church
- TRYARDS
- Kencott Parish Council
- Witney Women's Register
- Further Education College / Chamber of Commerce
- Health Centre
- Access Action Group West Oxon
- Oxfordshire Fire Service

The workshops were also attended by three members of the study team and representatives from Witney Town Council, Oxfordshire County Council and West Oxfordshire District Council.

9.3 *Workshop format*

The workshops followed the following format:

- introduction and welcome by Rob Scott;
- round table introduction by each of the attendees;
- brief introduction to types of issues to be considered by Tim Pharoah; and
- general discussion.

Issues discussed

The workshops were wide ranging and covered a variety of issues. Some subjects came up at a number of workshops, while others were discussed just once. The issues discussed are set out below under subject headings, with comments made at any of the workshops presented under the relevant heading. Many of the subject areas overlap.

Changing travel modes

Problems with changing from car travel to other modes was discussed. It was stated that this is often not seen as practical, particularly for people living in the villages outside Witney, for the following reasons:

- weekly food shopping trips need to be made by car because of the volume and weight of groceries that people have to carry. Encouraging the stores to deliver was discussed but it was stated that shopping is often also a leisure / social activity, and that people enjoy coming into town. Delivery by stores would also reduce the vitality of the town centre;
- many villages have no bus service, a limited and inconvenient service (infrequent buses, no buses in the evening), and expensive services;
- bus trips can be uncomfortable on buses with small seats, little leg room and poor suspension, which discourages people from using the bus. Thames Transit reported that they are acquiring buses with better suspension for smoother rides but providing larger seats means larger buses which are intrusive;
- trips into work may need to be made by car for people who have work related luggage or who need their cars for work; and
- cycling was not seen by some attendees as a practical alternative to the car due to the need to carry bags, and poor weather and short day light hours in the winter. However, one attendee reported regularly cycling to nearby villages as part of his GP rounds.

Traffic movement

Attendees expressed surprisingly varied views about the severity of traffic problems in the town. Everyone agreed that there was a major problem on Bridge Street, but opinion

was divided about the severity of congestion elsewhere in Witney. The attendees of one workshop felt that Bridge Street was the only problem area, whereas attendees of another felt that the whole town centre was severely congested and that this problem had got worse in recent years. The deterioration of facilities in the outlying villages was suggested as contributing to the increased level of traffic in Witney.

A number of points were made about congestion on Bridge Street. It was stated that Bridge Street is congested every day of the week including Sundays. Attendees from outlying villages reported long delays at Staples Hall junction and on Bridge Street. A significant amount of the traffic is HGVs and it was suggested that removing these would significantly improve conditions on Bridge Street. It was stated that few of the High Street traders have back entrances and this means that delivery vehicles have to use High Street. One attendee suggested that HGV traffic on the A4095 could be diverted at Bladon and directed to the A40 at Eynsham. It would then approach Witney from the south and avoid Bridge Street.

Removing parking on Bridge Street was discussed, but residents expressed concern over loosing their limited waiting parking and parking for businesses. The possibility of introducing a one-way system through Bridge Street was also mentioned, but it was felt that this might increase problems at Staples Hall junction.

Signage on the A40 at the east junction was also discussed. It was felt that a lot of traffic is encouraged to enter the town via Bridge Street from this junction because it is the first time Witney appears on a sign as you approach from the east. The County Council representatives explained that they had made attempts to change the wording of the sign, but that problems with Department of Transport signage regulations had prevented this.

Other problem areas that were identified were:

- the north end of the High Street; and
- Witan Way between the High Street and the leisure centre.

Two further issues relating to traffic problems were also mentioned:

- unnecessary traffic generated by young people driving up and down the High Street showing off their cars; and
- introducing lift sharing systems for major employers via some form of database was suggested as a way of reducing car trips.

Parking

In terms of the adequacy of parking provision, the workshop attendees generally thought that finding a parking space was rarely a problem. However, the following problems were discussed:

- parking is not always available for residents on Church Green because of the schools and businesses;

- parking for residents and businesses on Bridge Street was reported as being limited;
- vandalism and break-ins in the Woolgate car park; and
- parking problems in the residential area around the FE College caused by students parking their cars. The college has only limited staff parking in the day time but uses part of the neighbouring school playground for parking in the evening.

The impact of parking and the possibility of removing some on street parking was discussed. Some attendees suggested removing parking from the town centre and Church Green. They felt these areas would be particularly attractive and fulfil their potential if parking was removed. However, other attendees felt that parking on the High Street was very convenient, allowing people to stop and pop to the bank, etc.. It was suggested that removed spaces would need to be replaced elsewhere, and another car park would need to be constructed. This was also thought to be necessary as the town grows.

Parking charges

The possibility of introducing parking charges was discussed and there was a range of reactions. A number of points were made about the problems with parking charges:

- charges would encourage residents of villages outside Witney to shop in other centres;
- the lack of parking charges was seen as important for the prosperity of the town giving Witney an advantage over other centres; and
- concern was expressed over the traders' reaction to parking charges. It was felt that they would be opposed to such charges although it was suggested that this is not based on hard evidence. It was suggested that this perception could be changed if good information was available about experience from other towns and data on patterns in Witney. (The traders' reaction was not fully explored as they were not explicitly represented at the workshops. Further consultation will be carried out).

On the positive side the following points were made about the benefits of parking charges:

- revenue generated could be used to subsidise bus services or to provide policing for parking areas with vandalism problems (e.g. parts of Woolgate car park furthest from the shops). It was stated that people would like to see clear benefits from paying charges and a direct link should be made between charges and investment in related areas;
- the bus operator felt that parking charges were important to encourage people to use the buses;
- one attendee stated that the town centre is more than a commercial unit. It should fulfil civic, recreational and social functions as well, providing a range of facilities for all sections of the community. It was felt that the

town centre does not reach its full potential because it is clogged with traffic; and

- it was suggested that parking charges should be introduced as part of a package of measures which encourage people to use their cars less, such as improved buses and a reduction in on-street parking.

Town centre pedestrianisation

The workshop attendees were asked for their reaction to some form of pedestrianisation of the High Street. There was some support for this idea and a number of attendees said that pedestrianisation would lead to significant improvements in the town centre environment. Some attendees from villages outside Witney said that they could avoid driving down the High Street relatively easily.

A number of concerns about pedestrianisation were also expressed. Firstly, pedestrianisation could cause problems for disabled people. It was stated that the orange badge system seeks to ensure that badge holders do not have to walk more than 50 metres. Pedestrianisation can mean that town centres become inaccessible to people with mobility impairments. The possibility of pedestrianising the High Street except for orange badge holders was discussed. Attendees pointed out that the orange badge system is widely abused and is currently difficult to enforce. One attendee stated that pedestrianisation should be accompanied by a Shopmobility scheme.

Secondly, concern was expressed over the impact of pedestrianisation on traders in the town centre.

Thirdly, some attendees stated that pedestrianisation could reduce vitality in the town centre. Removing the traffic could lead to the town centre becoming very quiet and lifeless. One attendee pointed out that we should not assume that removing traffic will improve the town centre. It was stated that this could be a particular problem on wide streets like the High Street, whereas narrower streets like Corn Street would be less likely to suffer from loss of vitality.

Various options for pedestrianisation were discussed, including giving orange badge holders an exemption as mentioned above. Removing vehicles except for buses was also discussed. There was a general view that a pedestrianisation scheme should include removing buses from the High Street. Attendees mentioned the problems caused by buses in the centre of Oxford, and stated that continued use of street by buses can detract from the benefits of removing other vehicular traffic.

A representative from the fire service stated that any pedestrianisation or traffic calming measures must be designed so that emergency vehicles can pass through rapidly. The scheme in Banbury, where there are no physical barriers to the pedestrianised area but fixed fines imposed for cars driving through it, was mentioned as a good example of pedestrianisation which is compatible with emergency services.

Traffic calming

The introduction of traffic calming measures and the impact of the measures already introduced were discussed at three of the workshops. It was suggested that traffic calming should concentrate on road widths rather than speed humps which cause a number of problems:

- cause annoyance;
- increase pollution;
- are uncomfortable for some disabled people e.g. those with spinal injuries; and
- cause a problem for the emergency services.

The speed humps in the High Street and Corn Street were discussed. Many attendees mentioned that these humps cause confusion because drivers and pedestrians are unsure about who has the right of way. Attendees stated that, as a rule, drivers do stop for pedestrians trying to cross on a speed hump, except for the hump with a pelican light on it, where drivers only stop when the light is red.

Road narrowing and the use of speed cameras were also discussed as ways of slowing down traffic and attendees suggested that these have tended to be effective in the areas where they have been introduced.

Taxis

Problems created by taxis in the town centre were mentioned by attendees at every workshop. Taxis operate a roll up system which involves leaving their engines running all the time they are waiting for a fare. They are intrusive and cause air pollution on the High Street. They also sometimes block disabled parking bays on the High Street. The introduction of a code of conduct was suggested, so that drivers turn off their engines if they are stationary for more than one minute.

Town centre development and growth of Witney

The problems and opportunities of developing Witney town centre were discussed. The old football ground was mentioned as a key development site. One attendee suggested using the site for informal recreation through the creation of some form of park. Another suggested using the site as a bus station. Others suggested using the site for more retail development. This was put forward as a way of re-balancing the retail focus of the town which has swung to the south. Traders to the north have suffered from the development of supermarkets on the south side. In addition, pedestrian links from the Witan Way car parks to the northern end of the town centre are not direct or convenient. The possibility of creating a link through Waterloo Walk was mentioned.

The capacity of Witney town centre to cope with the future growth of the town was also discussed. Concern was expressed over the addition traffic generated by new developments and the need to provide good pedestrian and cycle links was flagged up.

Buses

Buses were discussed at all the workshops and a range of issues were covered. Bus services into Witney from outlying villages were discussed. The following problems were mentioned:

- infrequent services;
- expensive services with fares into Witney from nearby villages being more than fares between Witney and Oxford;
- services at inconvenient times; and
- services which finished early in the day.

A representative from Thames Transit explained that bus provision and pricing depends on demand. He stated that Thames Transit carry out public consultation exercises, provide the services that people request and then find that they are very infrequently used.

Attendees stated that the service between Oxford and Witney is extremely frequent and that Witney's free car parks are used as a form of park and ride for people living outside the town. One attendee estimated that 200 spaces per day in the Woolgate car park are used up by this kind of parking. The possibility of providing a bus lane on the Witney to Oxford route was discussed with representatives from Oxfordshire County Council stating that this would be possible for 75% of the route.

The possibility of re-organising bus infrastructure provision in the town centre in conjunction with traffic calming and pedestrianisation measures was discussed. The Buttercross could be used as the main dropping off / picking up point, with other points at the Woolgate car park and the Welch Way car park. Buses need not drive through the High Street. As mentioned above, another possibility explored was the creation of a bus station on the old football ground site. Lack of bus shelters was flagged up as a problem. The Town Council reported having funds for two new shelters although the form of these was not yet finalised.

Provision of a bus service for people with mobility impairments and parents with push chairs was discussed. The Thames Transit representative explained that low floor buses which are suitable for wheel chair users are currently very expensive. However, the technology is new and prices should fall rapidly as they become more common. This should mean that they can be used on a wide variety of routes rather than the highly profitable or subsidised routes to which they are currently restricted. Possible problems with providing infrastructure to suit these buses was discussed. The camber on some of Witney's road, including the High Street, could be problematic. In addition, while provision of bus stops with the appropriate height of curb is possible, it is very difficult to provide appropriate infrastructure if you are running a system where buses can be hailed anywhere on the street.

Pedestrian links

The workshop attendees mentioned the following areas as being particularly problematic for pedestrians:

- the Buttercross junction;
- Ducklington Lane;
- Oxford Hill;
- Curbridge Road;
- Bridge Street;
- Staples Hall junction; and
- the junction at Cogges Hill Road and Oxford Hill.

The above roads and junctions were mentioned as being difficult or unpleasant to walk along, or difficult to cross. One attendee with a mobility impairment said that he avoids the Buttercross junction all together, and uses alternative routes. Some attendees considered that the extension of Corn Street and the current arrangements at the Buttercross had severed Church Green from the rest of the town centre. The demolition of a building to construct this extension and the townscape impacts were also mentioned.

A number of other issues were also raised:

- conflict between pedestrians and cyclist was mentioned as a problem in some areas;
- paths on the residential estates are satisfactory on the whole, but that some links into town, as listed above, have poor foot ways. These cause problems for all pedestrians but especially those with mobility impairments and parents with push chairs; and
- parking on foot ways was mentioned, particularly outside the school on Curbridge Road.

Cycling

Cycling was discussed at all the workshops and there was a general view that:

- there is a lack of safe, convenient, dedicated cycle paths. Provision is patchy; and
- that safe cycle parking facilities are inadequate.

Particular problem areas mentioned were:

- the five-arm roundabout at Ducklington Lane and Curbridge Road where cyclists are told to dismount;
- West End / Bridge Street;
- junction between the High Street and Witan Way ("designed to kill cyclists"); and
- junction of Station and Ducklington Lanes.

Some attendees said that they would cycle more if provision were improved. In some areas, e.g. West End / Bridge Street, reducing traffic was mentioned as an important factor in improving cycling conditions.

School trips

Traffic congestion caused by parents taking children to school was reported by a number of attendees. Attendees stated that they noticed a considerable reduction in levels of traffic in the school holidays compared with the term time. One attendee mentioned a neighbour who lives 500 yards from school and takes her children in the car every day. Introducing short trip bus services and a lift sharing system (possibly organised through the PTAs) were suggested. Some attendees pointed out that increasing the number of school trips made on foot or bicycle would be difficult because of parents' perceptions of their child's safety, partly because of traffic but mainly because of fear of assault or abduction.

People with mobility impairment

Many of the issues concerning people with mobility impairments have already been mentioned above. However a number of other points were also made. Overall, access and travel issues for people with mobility impairments needs to be a central issue of any travel strategy and not tagged on as an after thought.

Some specific problems with access in the town centre and the rest of the town were mentioned:

- car parking blocking the foot way;
- lack of dropped kerbs in some places making some routes impassable for those in electric scooters or wheel chairs;
- surface quality of foot ways is poor in places causing discomfort or making routes hazardous;
- branches of trees hang too low for some people with spinal problems to pass underneath;
- pot holes in Corn Street and speed humps in the town centre causing painful jolts when vehicles drive over them;
- "Braille" or "pebble" paving by crossings which is designed to indicate the location of the crossing to pedestrians with sight impairments, which electric scooters often can not drive over; and
- slopes, cambers and steps on the High Street.

Attendees reported that some of Witney's most pleasant routes are not accessible to people with some mobility impairments. A small step on the Crown Lane link to Cogges means that some electric scooters have trouble negotiating the path. The lack of any riverside route suitable for the disabled was also mentioned. A local group, the TRYARDS, agreed to prepare a map showing the problem areas throughout Witney.

The problems of using buses for people with mobility impairments was discussed above. A special "ring-a-ride" service is in operation, but it only works on a Thursday and the take-up has been poor.

Road building

Construction of the following roads was suggested by workshop attendees:

- a link starting at the roundabout by Waitrose and going east to the A40;
- the Cogges Link;
- the Newland Link; and
- completion of the ring road, although a representative from the CPRE thought this would form a barrier between Witney and the countryside.

Attitudes and lifestyle

Peoples attitudes, lifestyles and expectations were discussed at many of the workshops. Part of this discussion focused on education, and making people aware of the potential problems. Parking on the pavement and blocking the foot way so that a scooter user can not pass was reported as a common problem, for example. Attendees felt that people would stop behaving in this way if they understood the problems they cause.

Lifestyle issues were also discussed and the problems with encouraging people to use their cars less were mentioned many times. Attendees suggested that people see convenience of transport as vital. Attendees from the villages stated that they have a highly car based lifestyle that would be very difficult to change, except by moving into Witney, as one attendee had done. However, other attendees reported incidents of people driving very short distances (500 metres of less). It was suggested that a change in attitude is an essential part of changing behaviour and reducing non-essential car trips. The use of the Travelwise campaign was mentioned.

Appendix A

Policy inventory

This appendix sets out relevant policies and development proposals from the following documents:

- Oxfordshire Structure Plan, approved written statement, February 1992
- Oxfordshire Structure Plan 2011, consultation draft, August 1995
- West Oxfordshire Local Plan, deposit draft October 1993

At the time of writing (mid October 1996), both plans were being revised. The consultation draft of the Structure Plan was shortly to be superseded by a deposit draft. The Local Plan had been through public inquiry and the Inspector's Report published. The District's response was awaited. This means that some important issues were unresolved, such as Witney's housing allocation to 2011.

Source (Date, document title, para.)	**Description**	**Subject**	**Status**	**Specific to Witney**
Oxfordshire Structure Plan, Written Statement, Feb 1992, pg 8 ,9 and 14	Policies E1, H1 and S1:principal locations for employment generating uses, housing and major new shopping development will be Witney (amongst others)	growth of Witney	approved	yes
Appendix A	T1: To seek improvements to a network of high quality roads which will serve as the major through routes for through lorry traffic. The network will comprise .....A40 (Wheatley to Gloucester).....	improve major through routes	approved	no
Approved Oxfordshire Structure Plan, pg11	T3: Improvements other than on major through routes will be restricted to those which resolve serve accident or environmental problems or cater for minerals traffic or which support land use policies. Such improvements should not result in the transfer of traffic from more suitable roads or prejudice policies of restraint.	other road improvements	approved	yes
Policy inventory	T4: The following national trunk road schemes are proposed ..... A40 Witney By Pass to Sturt Farm improvement; A40 Witney By Pass Cassington Dualling	trunk road schemes	approved	yes
Approved Oxfordshire Structure Plan, pg11	T5: The following local authority highway improvement schemes will have their lines protected from development .....Witney: Cogges Link...	Cogges Link	approved	yes

Approved Oxfordshire Structure Plan, pg12	T6: In considering proposals for new highway schemes consideration will be given to the impact on the environment, the need of pedestrians and cyclists, and the need to give priority to public transport.	considerations for new highway schemes	approved	no
Approved Oxfordshire Structure Plan, pg12	T7: The county council will take measures to discourage or reduce the use of unsuitable roads by through traffic.	through traffic	approved	no
Approved Oxfordshire Structure Plan, pg12	T8: Measures including traffic calming and comprehensive pedestrian and cycle routes will be introduced to improve the safety, convenience and comfort of residents, pedestrians, cyclists and disabled people, and to enhance the environment, particularly within built up areas.	improvements for pedestrians, cyclists and the disabled	approved	no
Approved Oxfordshire Structure Plan, pg12	T9: In town centres appropriate comprehensive local policies will be sought to promote safety, to protect and improve the environment, to give priority to pedestrians and public transport and to make suitable provision for cyclists, car parking and servicing.	town centre safety and environment	approved	no
Approved Oxfordshire Structure Plan, pg12	T10: Without prejudice to other transport policies, priority will be given to schemes that are expected to lead to a significant reduction in accidents.	reducing accidents	approved	no
Approved Oxfordshire Structure Plan, pg12	T11: The provision of convenient, reliable and high standard public transport services will be encouraged as part of a strategy to give priority to public transport and reduce the use of private vehicles. Measures including both management of existing highways and provision of new infrastructure for public transport will be implemented where they can be shown to offer an overall benefit.	public transport	approved	no
Approved Oxfordshire Structure Plan, pg12	T13: The following public transport schemes will be investigated and their impact on the environment evaluated ..... Segregated services between Oxford and the Witney area	segregated public transport Witney to Oxford	approved	yes
Approved Oxfordshire Structure Plan, pg12	T14: The provision of highways and other transport measures will be sought to facilitate development in ..... Witney, and to support other land use policies.	transport infrastructure for new development	approved	yes
Approved Oxfordshire Structure Plan, pg12	T15: Generally, where development requires new road building, provision of extra public transport services, or facilitate or other transport measures, an appropriate contribution to the cost of such provision will be sought from developers and/or landowners.	developer contributions for transport infrastructure	approved	no

Approved Oxfordshire Structure Plan, pg13	T16: In considering proposals for development, account will be taken of: a)The existing transport situation and traffic and car parking management measures; b) The impact of generated traffic on existing settlements and roads; c) The requirements of public transport; d) The likely resource implications for the Highway Authority; e) Access for pedestrians, cyclists and disabled people; f) Access and the scope to discourage unnecessary use of private vehicles; g) Servicing arrangements and the impact of servicing traffic; h) The safety of all highway users.	transport considerations for new developments	approved	no
Approved Oxfordshire Structure Plan, pg13	T17: Wherever possible, new development should be located where it can conveniently be served by rail or other public transport services. The use of railways will be encouraged also by the siting of rail freights depots in suitable locations and by other means.	siting of new development	approved	no
Approved Oxfordshire Structure Plan, pg13	T18: To encourage lorries to use suitable routes and to restrict them on unsuitable roads.	lorries	approved	no
Approved Oxfordshire Structure Plan, pg24	WIT1: The release of land for employment generating development in Witney should be made in accordance with policies G1, E1 and E5.	employment land	approved	yes
Approved Oxfordshire Structure Plan, pg24	WIT2: Provision will be made for about 3300 new dwellings to be built between 1 April .... and 31 March 2001.	new housing	approved	yes
Approved Oxfordshire Structure Plan, pg24	WIT3: New development and associated road schemes and traffic management measures will be designed to minimise the impact of traffic in the town and to improve access and pedestrian safety, particularly in the town centre.	traffic impact of new development	approved	yes
Approved Oxfordshire Structure Plan, pg24	WIT4: Additional shopping development is proposed to improve Witney's role as a shopping centre in the western part of the County in accordance with Policy S1.	retail	approved	yes
Approved Oxfordshire Structure Plan, pg24	WIT5: Provision will be made for the development of recreation and community facilities.	recreation and community facilities	approved	yes
Oxfordshire Structure Plan 2011, para 1.8, pg 3 and paras 4.27 - 29, pg 25	Major issues to be addressed are: how to reduce the need to travel, and how to ensure that more of the trips which are made are by public transport, cycle or on foot;..... Integration of land use and transport is a key factor	major issues	consultation draft	no

Oxfordshire Structure Plan 2011, para 4.2, pg 20, para 4.8, pg 21 and para 6.14, pg 49	Current strategy: the country towns of Banbury, Bicester, Didcot and Witney are the preferred locations for new development. The 1991 Census shows job growth in all four towns more than keeping pace with the growth of the town's workforce. However, actual travel, both out of and into the towns has increased, much of it by car with a slight but significant increase in commuting. Thus while the need to travel has apparently decreased, actual travel has increased. Journey to work distances have tended to increase with more people driving to work throughout the county.	car travel trends	consultation draft	yes
Oxfordshire Structure Plan 2011, para 4.32, pg 26 and pgs 27-38	OS1: The overall strategy is to seek to ensure that development within Oxfordshire is environmentally sustainable...Within this context, the strategy is: ... b) to concentrate developments in locations which reduce the need to travel and encourage the use of public transport, cycling and walking... c) to make optimum use of land and buildings within built up areas so as to reduce the need for the development of greenfield sites and to provide opportunities to reduce the need to travel; d) to promote *(depends on option chosen)* as the preferred locations for new development. The options assume that about 2,500 dwellings will be built in Banbury, Bicester, Carterton, Didcot and Witney on land already identified in local plans. In addition to this the plan suggests that 12,000 dwellings need to be provided. The options are: • country towns - Witney gets 2,500 additional dwellings (this allows scope for internal public transport development as the town grows); • new settlement at RAF Upper Heyford - new settlements at Upper Heyford and 1,500 dwellings for Witney; • rail corridors - no allocation for Witney; and • dispersal to smaller towns - Witney allocated under 1000 houses (approx.)	overall country strategy and development options		yes

Oxfordshire Structure Plan 2011, para 5.2, pg 39	D1: All development should: c) be located and designed so as to reduce the need to travel and promote the use of walking, cycling and public transport as alternatives to the car; d) not cause transport or highway problems or traffic related environmental problems...	new development built to reduce car use	consultation draft	no
Oxfordshire Structure Plan 2011, para 5.4, pg 39	D2: ...Generally, where development requires off site transport measures or services an appropriate contribution will be sought from developers and /or landowners. Contributions towards the establishment costs of public transport will be required from larger developments.	planning gain for public transport	consultation draft	no
Oxfordshire Structure Plan 2011, para 5.6, pg 40	D3: Optimum use will be made of buildings and land within built up areas to reduce the need for "green field" development sites...	development in already built up areas	consultation draft	no
Oxfordshire Structure Plan 2011, para 6.16, pg 49	T1:The Council will encourage measures which reduce dependence on private car travel	measures to reduce car use	consultation draft	no
Oxfordshire Structure Plan 2011, para 6.17, pg 49	T2:The council will, wherever practicable, give priority to pedestrians, cyclists and public transport over private motorised transport.	priority to other modes that the car	consultation draft	no
Oxfordshire Structure Plan 2011, para 6.20, pg 49	T3:In towns the Council will seek comprehensive local policies to protect and improve the environment, give priority to pedestrians, cyclists and public transport, to make suitable provision for servicing and to promote safety.	improve environment for other modes than the car	consultation draft	no
Oxfordshire Structure Plan 2011, para 6.22, pg 50	T4: The Council will promote improved provision for pedestrians and people whose mobility is impaired by a variety of measures, including: a) pedestrian priority and traffic free areas in town centres; b) development of a comprehensive network of safe and secure pedestrian routes, particularly in urban areas; c) promotion of measures to provide satisfactory access including access to public transport for people whose mobility is impaired.	measures for the mobility impaired	consultation draft	no

Oxfordshire Structure Plan 2011, para 6.24, pg 50	T5:The Council will promote improved provision for cyclists by a variety of measures including; a) promotion and development of a countywide network of safe, direct and attractive cycle routes, with particular emphasis on routes within urban areas and which link urban areas with their hinterlands. This network should be defined in local plans and provide convenient and safe access to schools, shops and transport, community and recreational facilities; b) provision of adequate and secure cycle parking at all major developments and stations; c) encouraging provision for cycle carriage on public transport services.	measures for cyclists	consultation draft	no
Oxfordshire Structure Plan 2011, para 6.26, pg 51	T6:The Council will encourage the provision of convenient, reliable secure and high standard public transport services. Measures including both management of existing highways and provision of new infrastructure which will give advantage to public transport will be implemented where they can shown to offer an overall benefit.	measures for public transport	consultation draft	no
Oxfordshire Structure Plan 2011, para 6.27, pg 51	T7:The Council will promote the use of public transport by encouraging improved integration between different modes of transport and improved interchange facilities. Measures which reduce the environmental impact of buses will be encouraged.	improve interchanges / integration of modes	consultation draft	no
Oxfordshire Structure Plan 2011, para 6.31, pg 52	T8: Parking provision will be limited to discourage reliance on the car for work and other journeys.	limit parking provision	consultation draft	no
Oxfordshire Structure Plan 2011, para 6.41, pg 54	T11: The following public transport schemes will be investigated and their impact on the environment evaluated:... b) segregated services between Oxford and Witney...	public transport	consultation draft	yes
Oxfordshire Structure Plan 2011, para 6.44, pg 56	T12: The County Council will generally oppose highway proposals that could lead to increased use of county roads but will encourage proposals which: a) benefit public transport services; b) significantly improve the pedestrian environment; c) improve the pedestrian or cycle route network; d) improve the local environment; e) provide necessary access to development.	acceptable road proposals	consultation draft	no
Oxfordshire Structure Plan 2011, para 6.47, pg 56	T13:The County Council will favour the use of the...A40 (Wheatley to Gloucester)...which will serve as major routes..." See map for details.	identification of main highways	consultation draft	yes

Oxfordshire Structure Plan 2011, para 6.49, pg 57	The DoT proposes the following national trunk road schemes: Priority 2 • A40 Witney Bypass to Sturt Farm upgrading; • A40 Witney Bypass to Cassington dualling.	DoT schemes	consultation draft	yes
Oxfordshire Structure Plan 2011, para 6.50, pg 58	The County Council has resolved to protect the lines of the following local highway schemes from development: • Witney: Cogges Link Stages I &II; • Witney: West End Link; • Witney: North East Distributor. The above schemes will not necessarily be undertaken in the plan period i.e. to 2011	County highway schemes	consultation draft	yes
Oxfordshire Structure Plan 2011, para 6.58, pg 60	T16:Traffic management measures will be introduced to: a) secure priority for public transport on routes where traffic is subject to delay; b) secure priority and safety for cyclists on the cycle route network; c) secure safe access in urban areas for pedestrians and those with impaired mobility; d) improve safety for all road users; e) reinforce the road network hierarchy and control use of unsuitable roads by non-local traffic; f) control the effect of traffic on people and the environment.	traffic management measures to support other transport policies	consultation draft	no
Oxfordshire Structure Plan 2011, para 6.60, pg 60	T17: Without prejudice to other transport policies, the County Council will give priority to measures that are expected to lead to a significant reduction in accidents.	accident reduction	consultation draft	no
Oxfordshire Structure Plan 2011, para 9.4, pg 78	H1: *This policy would set out housing allocations for different locations within Oxfordshire. No figures are given in the consulation draft. However, the County Council have suggested that Witney's allocation of housing to 2011 will be 1,700 dwellings.*	housing allocation	consultation draft	yes
Oxfordshire Structure Plan 2011, para 8.7, pg 73, para 9.6, pg 79 and para 10.5, pg 83	Policies E1, H2 and S2 state that new employment, housing and retail development should be accessible by walking, cycling and public transport.	new jobs, housing and retail	consultation draft	no

Oxfordshire Structure Plan 2011, Appendix 1, pg 109	Subject: influencing how people travel • Target: to increase the proportion of journeys made by non-car users. • Indicators: traffic flows, journey to work data, passenger level data, surveys of journeys to schools. Subject: to increase the proportion of transport investment in improved provision for public transport, cycling, pedestrians and those with impaired mobility. Subject: road safety • Target: to reduce injuries to all road users	transport targets and indicators	consultation draft	no
Parking standards for new developments, OCC, (no date), pg 1	Operational standards are the absolute minimum. Standards apply unless adequate parking is already available or an integrated transport policy including traffic restraint applies. Consideration of the maximum potential parking demand has to be made at the application stage to cope with changes of use. Consideration may be given to commuted car parking payments or payments towards the provision of public transport facilities. See document for details of standards.	parking standards		no

Appendix B

Review of research

This section briefly reviews research on the links between pedestrianisation, traffic restraint and town centre trade and viability.

Research in this area has been constrained by a lack of objective data, and often confused by prejudice and high emotion.

In terms of the impact of pedestrianisation upon trade, there are many examples from which to draw, both in the UK and especially mainland Europe.

The general case for pedestrianisation, and research of specific UK schemes was undertaken on a large scale at first by Roberts (1981), but this did not review the economic impact. He subsequently (1988) investigated the links between pedestrianisation, traffic restraint and retail success using mainly mainland European examples. Hass Klau has also explored the ingredients of town centre success (Hass Klau 1990, 1993 and forthcoming). Although concentrating mainly on larger city examples, the general conclusions from this work are that pedestrianisation brings to the majority of businesses either increased trade or no significant change. There are caveats about pedestrianisation success, notably the time lag sometimes experienced before trade increases, and the influence of factors such as the type of retail activity, the quality of access by non-car modes, and the design of the scheme.

Edward Erdman Research examined the prime retail rental growth in different types of shopping environment, and found that the highest growth in the late 1980s occured in pedestrianised streets. Streets with vehicular traffic showed performance at less than half the rate. Since then, other reviews of commercial property have tended to produced less certain results, but at the same time, the methodology itself has been called into question. For example, the Royal Institute of Chartered Surveyors has cast considerable doubt on the use of commercial yields of non-domestic property as an indicator of town centre vitality and viability, despite this being recommended as an indicator in PPG6 (see House of Commons, 1994).

Two reported examples below serve to illustrate some key points.

Delft

Having tackled the problem of through traffic in the town centre in 1978 by the well-tried method of dividing the area into four cells between which no vehicle could pass, Delft in the past few years has set about pedestrianising the central square and two shopping streets. Commercially the square is reported to be successful, with the turnover of cafes increased, even those not fronting the square itself. The pedestrianisation of two shopping

streets proved more difficult because of trader opposition, but workshops were organised to discuss the issues and certain compromises in the design enabled the scheme to go ahead. No objective data on turnover are available. (Huizing, 1994)

Groningen

The traffic circulation plan limiting the through movement of traffic in the centre, and pedestrianising of certain shopping streets, was introduced in the late 1970s. The traders "complained loud and long" about the inaccessibility of the city and their shops, but the problems of loss of trade proved to be far less serious than they imagined. While turnover did drop initially for some traders, after two years it had climbed back to a level higher than before. Within the first six months, 26% of traders reported a fall in turnover. Two years later the number had fallen to 11%. In the year after the scheme was introduced, turnover figures of city centre firms showed an increase higher than in the Province as a whole (Pharoah and Apel, 1995). The City council acknowledges that lessons have been learnt, firstly that the traffic scheme should not have been imposed unilaterally, and that more thorough consultations with traders should have been conducted. Secondly, the publicity for the scheme did not focus on the positive benefits which it would bring, but instead concentrated on the (now less convenient) arrangements for car access. (Hasselaar, 1994) It has also been commented that the negative publicity about the scheme generated by the traders may actually have succeeded in bringing about the very problems they feared (Huyink, 1995).

Research has been undertaken into the economic impact of broader policies of traffic restraint, and the adoption of area-wide traffic reduction rather than just isolated pedestrian streets. Roberts work (1988) has already been mentioned but, as he found, there are rarely good economic data to enable sound comparative study. He was able to conclude, however, that in the seven cities studied, there was no relationship between economic success and the level of access by car.

Austria and Germany have the best data on retail turnover, disaggregated to area or street level (this is related to statutory reporting for taxation purposes). German research (Apel and Lehmbrock, 1990) analysed the relationship between provision for the car (in terms of parking and the proportion of visitors coming by car to the city centre) and retail turnover trends. The study, which covered 38 medium and larger German cities, found that those which had made above average provision for the car were amongst those with below average retail performance. The study concluded that contrary to conventional wisdom, limiting car access to city centres was more likely to boost trade than to hinder it.

Blok (1994) while confirming that most research has found positive economic impacts in the UK and German cities, has attempted an overview of wider traffic restraint schemes in six European cities. Again, however, it is difficult to get a simple picture, and the impact of schemes is often mixed. For example, in the Dutch town of Enschede up to 25% of traders reported losses, but nevertheless the scheme overall was popular. In Aachen, the Saturday ban on city centre traffic apparently caused a reduction in turnover

initially, but three different data sources are quoted, each of which provides a different conclusion.

There is also the question of whether retail turnover should be the sole indicator of economic success. For example, it could be anticipated that the nature of business and cultural activity in the city centre might adjust in response to a different pattern of accessibility. A good example of this is provided by Copenhagen, where increased space made available to pedestrians has resulted in a major increase in the presence of people in the centre, and consequent rise in cafes and other services for people coming to the centre for enjoyment rather than simply to shop. In fact in Copenhagen, the number of visitors has hardly increased, but due to people staying longer, the intensity of pedestrian activity has increased by three and a half times over twenty years. It has been found that pedestrian intensity increases in direct proportion to increases in the amount of space made available to them. An extra pedestrian is counted for every additional 13 square metres provided. (Gehl, 1996)

Some issues can be summarised or derived from the sources quoted:

Finally, it must be recognised that much of the research into the success of pedestrianisation schemes was carried out before the recent waves of out-of-town shopping development. In the case of German research, out-of-town shopping is far less prevalent than in Britain. It seems unlikely that pedestrianisation will secure the fortunes of a High Street with low economic potential, or suffering from heavy competition from out-of-centre stores. The decline of many 1960's pedestrian malls and pedestrianised high Streets supports this conclusion.

References

Apel, Dieter and Lehmbrock, Michael (1990) "Stadtvertragliche Verkehrsplanung", Deutches Institut für Urbanistik, berlin.

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Gehl, Jan and Gemzoe, Lars (1996) "Public spaces and public life in Copenhagen city centre", Arkitektens Forlag, Copenhagen, forthcoming 1996.

Hass Klau, Carmen (1990) "The pedestrian and city traffic", Belhaven Press, 1990.

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Hass Klau, Carmen (forthcoming) Comparative study of 19 European city centres.

Hasselaar, Frans (1994) “The quality of life in the city of Groningen”, in proceedings of Conference of Car-Free Cities, Amsterdam, 24-25 March 1994.

House of Commons Environment Committee (1994) “Shopping centres and their future”, HMSO.

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Huyink, Wilko (1995) “Integrated town planning and traffic policy in Groningen”, in Trench, S and Oc, T (eds) “Current issues in Planning”, Avebury, 1995.

Institution of Highways and Transportation (1989) “Pedestrianisation Guidelines”, IHT, London.

Pharoah, Tim and Apel, Dieter (1995) “Transport concepts in European cities”, Avebury.

Roberts, John (1981) “Pedestrian precincts in Britain”, TEST, London.

Roberts, John (1987) “Quality streets”, TEST, London.

Appendix C

Methodology of surveys of infrastructure

Methodology

The first stage of the survey was a desk top review of the following maps, documents and comments:

- Oxfordshire County Council's CAD map of Witney;
- the West Oxfordshire Local Plan;
- 1:25,000 OS maps of Witney;
- Oxfordshire County Council's draft cycle ways map;
- public rights of way plan;
- a road atlas of Oxfordshire;
- comments from Oxfordshire County Council's Road Safety Officer; and
- Oxfordshire County Council's bus map and timetable.

These were used to build up a picture of transport infrastructure in Witney. Witney's infrastructure was then surveyed on foot, by bicycle and by car by two surveyors. Results were recorded in note form and on maps, and a photographic record was made. The survey focused on areas outside the town centre as the town centre will be considered in detail in a separate study. The type of information collected for each kind of transport infrastructure is set out below.

Functional classification of roads

The function of Witney's roads was revised in terms of the development fronting on to them and the transport and other functions the roads do, or could, fulfil. The purpose of this review, in conjunction with the other surveys, was to highlight areas:

- where different types of users or modes of travel currently conflict;
- where some users have inadequate provision; and
- where the current organisation of space and traffic speeds do not reflect the potential users of the roads.Witney's roads were classified into four types on the following basis:
- Traffic Areas: signposted major access and through routes where traffic function takes priority but other users are protected;
- Mixed priority areas: through routes with a need for frequent crossing points along a length like shopping areas, areas near schools, health centres, etc..
- Collector areas: roads linking residential areas and residential areas with the town centre carrying mainly local traffic, not desirable as through routes.

- Living areas: residential or commercial areas with no through traffic where walking, cycling and other living functions have priority over motor vehicles.

Provision of cycle ways

The purpose of the survey was to identify gaps in the provision of cycle ways and to make a preliminary assessment of their quality. The location of designated cycle ways was noted as were other links commonly used by cyclists. Problem areas were noted.

Provision and quality of foot ways

The purpose of the survey was to define Witney's important pedestrian links and build up a description of the town's key pedestrian network. Surveyors noted the following:

- attractors - buildings and areas that people walk to like the town centre, employment areas, shops, schools and churches;
- pedestrian links - the routes that people use to reach these areas; and
- other provision for pedestrians - like crossing facilities on busy roads and surface treatments to slow down traffic.

The survey also involved assessment of the quality of the key pedestrian links. These were assessed using the following "5C" criteria:

- connectedness - a strategic and local level review of the network to find out if it is possible to walk between different areas of town, and to identify gaps in the network;
- convenience - an assessment of the convenience of routes in terms of:
  - if routes are direct;
  - if transitions between surfaces at kerbs smooth or if they involve a step;
  - if crossings are provided and are direct and easy to use; and
  - if pedestrians have to wait more than 10 seconds to cross roads;
- convivial - assessment of how attractive and safe routes are to use considering factors like how well routes are lit, if they are overlooked and if there is variety along the street;
- comfortable - review of how comfortable pedestrian links are in terms of the quality of the foot way surface, width of the foot way, proximity to traffic, obstructions and micro-climate; and
- conspicuousness - assessment of how easy routes are to find and follow and if destinations are clear considering factors like how obvious the beginning of a path is, surface treatments to guide pedestrians and signs at crossings.

Infrastructure for buses

Discussions were held with OCC's Public Transport Officer and Witney's main bus operator. Information on the precise location of bus infrastructure is awaited.

Postal questionnaire and covering letter

Appendix D

Covering Letter With Questionnaire

Llewelyn Davies
July 1996

Travel in Witney

We have been commissioned by Oxfordshire County Council, West Oxfordshire District Council and Witney Town Council to help improve travel and environmental conditions in Witney. To do this we need your help. We need your views on important travel issues in the town, and we are also seeking information on particular journeys that you have made.

When the results have been analysed they will be used to assist in developing proposals for Witney. You will have further chances to express your views and to be involved in the process. Look out for local announcements.

Please complete the enclosed questionnaires and post them to us in the pre-paid envelope by [2 weeks from delivery date]. Two people from your household should each fill in a questionnaire (it does not matter which two people). If you are the only person at your address, just complete one questionnaire.

If you have any questions, please contact Emma Clarke at Llewelyn-Davies on 0171 637 0181 ext. 262.

Many thanks for your co-operation.

Rob Scott
Project Director

Questionnaire

1 For travel to and from Witney town centre, which method of travel would you MOST like to see improved? (tick one)

Buses		Bicycles		Cars		Walking	

2 Which of the following would encourage you to visit Witney town centre more often, or to spend more time there ? (tick up to five answers)

Cleaner streets		More space to walk in and enjoy	
Slower traffic		Safe cycle routes and cycle parking	
Less traffic		Better footpaths to and from the centre	
Better bus services		Better shops	
Easier parking		Better facilities (e.g. banks, places to eat)	
More personal security		More activities in the evenings	
Lorry controls		Other (write in)	

.....

None of these	

3 In Witney town centre, should more space be provided for people to enjoy, even if this means less space for traffic and parking? (tick)

Yes		No		Don't know	

4 Would you support parking charges in the town centre as a way of reducing traffic?(tick)

Yes		No		Don't know	

5 If you wanted to advise your local councillors on how to improve travel conditions in the town, what single most important thing would you recommend? (write in)

.....

.....

6 Thinking about the quality of the environment in Witney, do you think measures should be introduced to restrain traffic in the town? (tick)

Yes ☐ **No** ☐ **Don't know** ☐

Questions 7 to 14 are about THE MOST RECENT JOURNEY YOU MADE FROM HOME BY CAR: (If you never or rarely travel by car, skip to Question 15)

7 On which day of the week did you make this journey? (tick one)

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
☐	☐	☐	☐	☐	☐	☐

8 Were you travelling as: (tick Driver? ☐ **Passenger** ☐

9 What was your destination? (tick one)

Witney town centre	Elsewhere in Witney	Oxford	Elsewhere
☐	☐	☐	☐

10 Roughly how long was this journey (one direction, in miles)? ..... miles

11 What was the MAIN purpose of the journey? (tick one)

Work	Shopping	Education	Personal business	Social / recreation	Giving a lift
☐	☐	☐	☐	☐	☐

Other (write in)

.....

12 What would be your main reasons for not making this journey by BUS? (up to two)

.....

.....

13 What would be your main reasons for not making this journey by BICYCLE? (up to

.....

.....

14 What would be your main reasons for not making this journey ON FOOT? (up to two)

.....

.....

Questions 15-20 are about THE MOST RECENT JOURNEY YOU MADE FROM HOME WITHOUT USING A CAR (i.e. you went on foot, or you went by bicycle or on the bus)

15 Which day of the week did you make this journey? (tick one)

Mon	Tues	Wed	Thurs	Fri	Sat	Sun

16 What method did you use? (tick one)

Walk all the way		Bicycle		Bus	

17 What was your destination? (tick one)

Witney town centre	Elsewhere in Witney	Oxford	Elsewhere

18 Roughly how long did this journey take (one direction, in ..... minutes

19 What was the MAIN purpose of the journey? (tick one)

Work	Shopping	Education	Personal business	Social / recreation	Escorting child(ren)

Other (write in)

.....

20 What would be your main reasons for not making this journey by CAR? (up to two)

.....

.....

Finally, some questions about yourself:

21 How many people live in your household (including yourself)?

Number of people	

22 How old are you? (tick)

5-15	16-29	30-44	45-60	61-74	75 or

23 Are you: (tick)

Male	
Female	

24 How many cars are available for use in your household at present?

None	

One	
Two	
Three or more	

25 Please fill in the name of the street where you live in Witney:

.....

26 (optional) If you are prepared to be contacted at a later stage, please give your name address:

.....

.....

.....

Thank you for completing this questionnaire.
Now please return it to us in the pre-paid envelope provided to:

Llewelyn-Davies
Brook House, Torrington Place, London, WC1E 7HN

Appendix E

Workshop invitees and attendees

Organisation / Individual

Witney & District Chamber of Commerce
Licensed Victuallers Association
Waitrose
Sainsbury's
Somerfield
Oxford & Swindon Co-op
Thames Transit
Worth Motor Services
Swanbrook Transport
Burford and District Society
Oxford Preservation Trust
Witney Society (CPRE)
CPRE Witney Area
Oxfordshire Council of Disabled People
Oxfordshire Association for the Blind
Access Action Group West Oxon
TRYARDS
West Oxon Social Action Group
West Oxfordshire District Council
Chipping Norton Access Group
Consultative Committee on Transport for Mobility Impaired People
Access Officer/ Com OT
Localities Support Group
Disabled Drivers' Association
Volunteer Link-Up
Bridge Street Residents Association
Weavers Meadow Residents Association
St. Hughs Catholic church
Methodist church
Witney County Primary
West Witney
The Batt CE, Witney
Our Lady of Lourdes RC
St Mary's CE Infants
The Blake CE
Queens Dyke
Tower Hill
The Henry Box
Wood Green

Farmhouse Nursery School
West Oxfordshire College
Corndale furniture
Argid Shipping Ltd
Smurfit Cornagated
Chris Hayter, Transport Ltd
Smiths industries Hydraulics Co.
Alternative Business Solutions
Fids Image setting
Wellington personal Insurances Ltd.
Brookstreet Des Roches
Oxonian Cycle Club
Cyclox
Oxfordshire County Council
A & J Taxis
A1 Taxis
Oxfordshire Friends of the Earth
Oxford Preservation Trust
Oxford Friends of the Barth
Berkshire, Buckinghamshire and Oxfordshire Naturalists Trust
Countryside Commission
Witney/ West Oxon Greenpeace
Witney and District Historical and Archaeological Society
CPRE Eynsham Society
CPRE (Oxon)
Oxfordshire Fire Service
Thames Valley Police HQ
Ambulance Service Headquarters
Windrush Health Centre
Witney Community Hospital
Witney Nuffield Health Centre
Witney Silver Threads Club
Second Lease
Age Concern (Oxon)
Royal Automobile Club
AA Centre
West Oxfordshire Field Club
Little Kindergarten 0-2's etc.
Witney Grandparents and Toddlers Group
Corn Exchange Playgroup
Witney Tiny Tots
PROBUS
Witney Towns Women's Guild
Witney WI
Arena
National Womens Register (Witney Group)
Royal Mail
Traffic Advisory Committee

Methodist Church
St Hugh's Catholic Church
Alvescot Parish Council
Ascott-under-Wychwood Parish Council
Asthall Parish Council
Aston Cote, Shifford and Chimney Parish Council
Bampton Parish Council
Black Bourton Parish Council
Bladon Parish Council
Blenheim Parish Meeting
Brize Norton Parish Council
Broadwell Parish Meeting
Burford Town Council
Carterton Town Council
Cassington Parish Council
Charlbury Town Council
Chilson Parish Meeting
Clanfleld Parish Council
Combe Parish Council
Cornbury and Wychwood Parish Meeting
Crawley Parish Council
Curbridge 8: Lew Parish Council
Ducklington Parish Council
Eynsham Parish Council
Fawler Parish Meeting
Filkins 8: Broughton Poggs Parish Council
Finstock Parish Council
Freeland Parish Council
Fulbrook Parish Council
Grafton & Radcot Parish Council
Hailey Parish Council
Hanborough Parish Council
Hardwick with Yelford Parish Meeting
Holwell Parish Council
Kelmscott Parish Council
Kencott Parish Council
Langford Parish Council
Leaileld Parish Council
Little Faringdon Parish Council
Milton-under-Wychwood Parish Council
Minster Lovell Parish Council
North Leigh Parish Council
N orthrnoor Parish Council
Ramsden Parish Council
Shilton Parish Council
Shipton-under-Wychwood Parish Council
South Leigh Parish Council
Spelsbury Parish Council

Standlake Parish Council
Stanton Harcourt Parish Council
Stonesfield Parish Council
Swinbrook and Widford Parish Council
Taynton Parish Council
Westwell Parish Council
Woodstock Town Council

Workshop Attendees

Workshop 1: 5.00 p.m. Wednesday 17 July, Witncy Town Centre

Name	Organisation
R Scott	Llewclyn-Davies
T Pharoah	Llewelyn-Davies
E Clarke	Llewelyn-Davies
C Burchard	Oxfordshire County Council
S Hollingshead	Oxfordshire County Council
A Tucker	West Oxfordshire District Coimcil
J Cooper	Freeland Parish Council
J Newman	Oxfordshire Council of Disabled People
	Consultative Cttee on Transport for Mobility Impaired People
	Oxford and District Branch of the Disabled Drivers Association
T Smith	Minster Lovell Parish Council
K Dunmo	Aston Cote, Shifford and Chimney Parish Council
R Willoby	Hailey Parish Council
G Wilson	Bridge Street Residents Association
W Hethering	PROBUS
D Whitley	Thames Transit

Workshop 2: 8.00 p.m. Wednesday 17 July, Wimcy Town Cmtre

Name	Organisation
R Scott	Llewelyn-Davies
T Pharoah	Llewelyn-Davies
E Clarke	Llewelyn-Davies
C Burchard	Oxfordshire County Council
S Hollingshead	Oxfordshire County Council
A Tucker	West Oxfordshire District Council
E Sharpe	West Oxon CPRE
J Baybrooke Tucker	Localities Support Group
S Baybrooke Tucker	Localities Support Group
M Howard	County Access Officer
D Davis	Second Lease, Witney
N Brooks	South Leigh Parish Council
P Keddie	Witney and District Historical and Archaeological Society
C Fowler	Witney Society CPRE
I Aldous	Witney Society CPRE

Workshop 3: 1.00 p.m. Thursday 18 July, Travel in Witney

Name	Organisation
R Scott	Llewelyn-Davies
T Pharoah	Llewelyn-Davies
E Clarke	Llewelyn-Davies
J White	Witney Town Council
C Burchard	Oxfordshire County Council
S Hollingshead	Oxfordshire County Council
S Hawcroft	Oxfordshire County Council
M Overberry	West Oxfordshire District Council
A Crawford	Volunteer Link Up/ Methodist Church
I Fisher	TRYARDS
I Newman	Oxfordshire Council of Disabled People
	Consultative Committee on Transport for Mobility Impaired People
	Oxford and District Branch of the Disabled Driers Association
W Gasson	Kencott Parish Council
C Fowler	Witney Society CPRE
I Aldous	Witney Society CPRE
D Mason	Witney Womens Register/TRYARDS

Workshop 4: 5.00 p.m. Thursday 18 July, Travel m Witney

Name	Organisation
R Scott	Llewelyn-Davies
T Pharoah	Llewelyn-Davies
E Clarke	Llewelyn-Davies
D MacKie	Oxfordshire County Council
M Chattoe	West Oxfordshire District Council
M Wilsker	Bridge Street Residents Association
A Stewart	Further Education College / Chamber of Commerce

C Fowler Witney Society CPRE

Workshop 5: 8.00 p.m. Thursday I8 July, Travel in Witney

Name	Organisation
R Scott	Llewelyn-Davies
T Pharoah	Llewelyn-Davies
E Clarke	Llewelyn-Davies
D MacKie	Oxfordshire County Council
T Rowley	West Oxfordshire District Council
E Morris	Health Centre
V Calthorpe	Access Action Group West Oxon
M Crapper	Oxfordshire Fire Service
D Whitley	Thames Transit