



TRANSPORT POLICIES & PROGRAMME 1999/2000



PART 10 WITNEY INTEGRATED TRANSPORT STRATEGY PACKAGE BID

TRAVELWISE

JULY 1998

**WITNEY INTEGRATED TRANSPORT STRATEGY
PACKAGE BID, 1999/2000**

CONTENTS

EXECUTIVE SUMMARY	3
1. THE PACKAGE AREA.....	5
2. THE NEED FOR CHANGE.....	7
Assets	
Potential for improvement	
Future challenge	
The need for mode switch away from the car	
Public consultation	
The key issue	
3. PLANNING CONTEXT AND OBJECTIVES.....	11
Policy framework	
Vision	
Objectives	
Targets	
4. STRATEGY.....	15
Guiding principles	
The main strategy elements	
Demand management	
Integrated approach	
5. SCHEMES AND MEASURES	19
Short term measures - the town centre	
Short term measures – the rest of package area	
Medium term measures	
Measures part of the strategy but not eligible for package funding	
6. IMPLEMENTATION	25
First year programme	
7. MONITORING AND INTENDED OUTCOME OF PACKAGE.....	27
8. Background documents	29

EXECUTIVE SUMMARY

Introduction

The Witney Integrated Transport Package Bid has been prepared following the Integrated Transport and Land Use Study commissioned jointly by Oxfordshire County Council, West Oxfordshire District Council, and Witney Town Council. This study involved public consultation, a range of original surveys, traffic modelling, and other work to produce and evaluate alternative options for meeting a defined set of objectives.

The Package Bid covers Witney and the immediately surrounding rural area, and the measures included are based on four key conclusions from the Witney Integrated Transport and Land Use Study:

- traffic and environmental conditions will deteriorate in future unless counter action is taken, especially in the light of further population growth;
- lasting improvements in both access and environmental conditions requires a reversal of the trend of traffic growth, and this can be achieved only if people make less use of cars, and make a larger proportion of their journeys by alternative modes;
- the new roads currently proposed to serve major new development will not in themselves bring about substantial or lasting improvements, and their ability alone to divert substantial traffic volumes away from sensitive locations is valuable, but limited; and
- major improvements to the town centre and areas west of the centre can be implemented in advance of any further road building, providing that appropriate adjustments are made to transport infrastructure.

Objectives

The key issue which the Package Bid proposals seek to address is reducing the adverse effects of present and future levels of motorised traffic, while accommodating population and employment growth, improving environmental conditions throughout the town, and enhancing the vitality and economic viability of the town centre. Securing a switch of mode from private car to alternative modes is seen as the only way of achieving the desired outcomes.

The vision for Witney is for a more attractive town centre with greater diversity and vitality, and for safer and more appealing conditions for travel by non-car modes in Witney and to neighbouring areas, including Oxford. Objectives have been identified which cover road safety, environmental quality, accessibility for all road users, including those whose mobility is impaired, and town centre viability. A range of targets has also been identified, against which progress of the Witney strategy will be measured over the coming years.

Demand management

Achieving mode switch away from the car for a proportion of journeys is necessary for the achievement of the objectives and related targets, and avoiding the adverse traffic impacts which further growth would otherwise

bring. The Package Bid therefore emphasises several measures which together are expected to promote more sparing use of the car. These include routes for the non-car modes, improved safety and attractiveness of foot and cycle routes, priority for buses on the main routes, and a parking management strategy for central parts of the town.

The overall strategy

The Strategy includes a range of integrated schemes, including infrastructure improvements for all modes (especially for walking, cycling and for bus users), major enhancements to a traffic-reduced town centre, new development-funded roads in conjunction with expansion of the town, and the demand management measures described above.

Costs and funding

The Witney strategy involves expenditure over a period of 10 years of around £11.5 million, of which about £2.7 million is presented for support through TPP package funding, spread over a period of 6 years. The first year package bid is for capital expenditure of £ 0.225 million. The first year expenditure will allow for the start of the introduction of pedestrian priority in the central area of the town as well as measures to improve facilities for buses and cyclists in the town centre. Other funding will come from local sources, including developer contributions.

Phasing

Expenditure is phased for a lower requirement in the first year, and for higher levels in subsequent years when other local funding will be coming on-stream. The schemes included for package funding have been programmed to be introduced gradually over a six year period.

First Year Programme

It is intended that the implementation of the programme will begin with the introduction of pedestrian priority on the southern section of the High Street. This will require alterations to be made to the junctions at each end of the pedestrian zone. Bus priority measures in the northern section of High Street will be introduced in association with these junction changes. Existing traffic calming will be extended and will incorporate improved pedestrian crossing facilities and the relocation and enhancement of disabled parking and taxi stands. Other measures to be implemented in the first year include the improvement of bus waiting and cycle parking facilities in the town centre. It is also intended to carry out a study into possible locations for a park and ride facility to cater for the journey between Witney and Oxford, and to introduce a new management regime for on-street parking in the central area.

1. THE PACKAGE AREA

1.1 Witney is an historic but growing market town with a population of over 21,000, and employment for over 9,000 people. The Structure Plan review identifies Witney as a major location for housing growth in the County with about 2,700 dwellings scheduled to be built in the town in the period 1996-2011. It is the main retail and employment centre in West Oxfordshire District, and is situated within a predominantly rural area about 10 miles west of Oxford, adjacent to the A40 Trunk Road.

1.2 The Package Bid area includes the town itself, and the surrounding rural area including several villages within a radius of 3 miles from Witney town centre (see Figure 1).

1.3 The main focus of the Package Bid is on the town itself, but measures are included to reduce traffic impacts in nearby villages, and to influence travel demand in Witney's hinterland, and to Oxford.

2.2 Nevertheless, the full potential quality of Witney as a place to live, work and visit is unrealised because of the deleterious effects of motor traffic, especially in the town centre. Visitors tend to use the centre only for shopping, however, and there is potential for diversifying activity and thus generating a more lively centre which acts as the social "heart" of Witney and the surrounding areas.

2.3 A by-pass for the A40 Trunk Road was built in the late 1970s to take heavy east-west traffic out of the town, but traffic flows on the old route across the River Windrush (via Bridge Street) are now back to the levels experienced before the by-pass was opened. A local by-pass for the town centre was also built during the 1980s, but again no measures so far have been taken to reap the full potential benefits of traffic reduction in the historic centre. A key aim is therefore to secure the environmental benefits made possible by earlier road investment.

2.4 A further problem, solutions to which can only be applied indirectly, is the high level of commuting into and out of the town, despite a rough numerical balance between jobs and residential residents in the town. About 1,800 people (23% of employed residents) travel to Oxford to work, and three out of four do so by car.

Future challenges

2.5 The town is one of four country towns in Oxfordshire designated for population and employment growth to arise proximate from Oxford. This growth, together with the general trend of increasing motorised travel, means that the quality of Witney is further threatened by the adverse impact of motor traffic. The County Council as well as West Oxfordshire District Council and Witney Town Council are concerned about these trends, and are agreed on the need for action to avert worsening

2. THE NEED FOR CHANGE

Assets

- 2.1 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. The level of car use in the town is average, despite higher than average car ownership, thanks to a culture of cycling (three times higher than the national average), a frequent bus service to Oxford, and a town layout which avoids the need to travel long distances. The town centre is considered to be economically successful, and this has continued since the opening of an edge-of-centre superstore in 1995, and there is a widespread desire to protect the town's retail competitiveness.

Need for improvement

- 2.2 Nevertheless, the full potential quality of Witney as a place to live, work and visit is unrealised because of the deleterious effects of motor traffic, especially in the town centre. Visitors tend to use the centre only for shopping, however, and there is potential for diversifying activity and thus generating a more lively centre which acts as the social "heart" of Witney and the surrounding areas.
- 2.3 A by-pass for the A40 Trunk Road was built in the late 1970s to take heavy east-west traffic out of the town, but traffic flows on the old route across the River Windrush (via Bridge Street) are now back to the levels experienced before the by-pass was opened. A local by-pass for the town centre was also built during the 1980s, but again no measures so far have been taken to reap the full potential benefits of traffic reduction in the historic centre. A key aim is therefore to secure the environmental benefits made possible by earlier road investment.
- 2.4 A further problem, solutions to which can only be applied indirectly, is the high level of commuting into and out of the town, despite a rough numerical balance between jobs and employed residents in the town. About 1,800 people (23% of employed residents) travel to Oxford to work, and three out of four do so by car.

Future challenge

- 2.5 The town is one of four country towns in Oxfordshire designated for population and employment growth to take pressure from Oxford. This growth, together with the general trend of increasing motorised travel, means that the quality of Witney is further threatened by the adverse impact of motor traffic. The County Council as well as West Oxfordshire District Council and Witney Town Council are concerned about these trends, and are agreed on the need for action to avert worsening

conditions and on the need to create better economic and environmental conditions in the town.

- 2.6 A new road river crossing is planned in conjunction with new housing areas, and a key issue concerns the best way of using this to secure traffic relief on Bridge Street and the historic routes leading to it.

The need for mode switch away from the car

- 2.7 In resolving the issue of future growth and better environmental conditions and access for all groups of people, the need to secure a switch of mode from private car to alternative modes is regarded as paramount.
- 2.8 In 1990 about 62% of all trips by Witney residents were made by car. Applying trends in car use and population growth, by the year 2011 it is expected that the number of car trips by residents could increase by about 50%. Traffic volumes would be likely to increase to an even greater extent due to increases in journey lengths associated with higher levels of car use. Traffic modelling suggests that by 2011 Witney would experience persistent and extensive peak hour congestion, and spreading of peak conditions to longer periods of the day. Traffic in the wider area would be likely to divert through village and rural roads to avoid this congestion. Conditions for bus users, cyclists and pedestrians (whose share of total trips could decline from 38% to 25%) would inevitably deteriorate substantially. Levels of road safety would also be likely to deteriorate.
- 2.9 A sample survey has been undertaken in Witney to determine the scope for mode switch away from the car. This found that one in four car trips made at present could be transferred to other modes, without any change in trip characteristics or destination, but with infrastructure improvements to remove impediments to walking and cycling.
- 2.10 A further survey found that three quarters of visitors to the town centre come from within three miles (which is a suitable distance for cycling), and half came from within the town itself, most of which lies within a reasonable walking distance of the town centre. Half of the journeys to work in Witney are less than 2 miles long, yet 40% of these are made by car. Half of all car journeys by Witney residents are less than two miles long.
- 2.11 All of these factors indicate substantial potential for mode switch away from the car, especially to walk and cycle. The strategy for Witney therefore emphasises ways of increasing the safety and attractiveness of these modes. An increased role for the bus, especially for the link to Oxford, is also an important component to secure travel patterns that are environmentally sustainable (defined here as a reversal of adverse

environmental trends).

Public consultation

- 2.12 During the preparation of the Witney Integrated Transport and Land Use Study (by consultants Llewelyn Davies with Gibb Ltd, 1996-97), the opportunity was taken to assess public opinion about the areas of change considered most important in the town. Consultation workshops were held with local interest groups, traders, schools and the emergency services, at which a variety of issues were aired.
- 2.13 A sample survey of residents revealed considerable support for the building of a new road river crossing (the Cogges Link), and equal support for reducing traffic in, or pedestrianising, the town centre. When people were asked about improvements to the town centre they would like to see, the most popular response was "less traffic" followed by "better shops", "safe cycle routes and cycle parking", and "more space to walk in and enjoy".
- 2.14 The strategy is consistent with these views, but also takes into account future conditions in the town, especially the adverse impacts of traffic growth trends upon which it is difficult to obtain useful public opinion data.
- 2.15 A full public consultation on the overall strategy and in particular on the detail of the schemes being put forward in this document for implementation in the first year of the programme will take place this autumn so that the results can be taken into account for implementation starting in 1999.

The key issue

- 2.16 Overall, the issue which the Package Bid proposals seek to address is to reduce the adverse effects of present and future levels of motorised traffic, while accommodating population and employment growth, improving environmental conditions throughout the town, and enhancing the vitality and economic viability of the town centre. Securing a switch of mode from private car to alternative modes is seen as the only way of achieving the desired outcome.

3. PLANNING CONTEXT AND OBJECTIVES

Policy framework

3.1 The policy framework for the Strategy is established at County and District level, although the latest Structure and District plans are not yet formally adopted. The Witney Package Bid is based on these plans, and on the Witney Integrated Transport and Land Use Strategy; the third integrated strategy to be adopted in the county.

3.2 The transport strategy of the Oxfordshire Structure Plan complements its land use policies. The transport objective of the approved plan is as follows:

"The fundamental aim in formulating an overall transport strategy for Oxfordshire is to secure, within the resources available, safe and convenient access for people and goods, giving priority to travel by public transport and reducing the need for private vehicle use in ways that are compatible with protecting the environment and the achievement of convenient and prosperous conditions for all in the county."

3.3 The West Oxfordshire District Plan includes the aim of managing traffic

"so that all movement, particularly by pedestrians and cyclists, can be undertaken safely and satisfactorily without undue harm to the environment,"

and the aim of guiding new development

"to locations where there will be an overall benefit to the transport infrastructure and where the need to travel, particularly by private car, would be minimised so that more energy-efficient means of transport can become a real alternative to the motor car."

This latter aim results in new housing and employment being focused in Witney rather than being dispersed throughout the surrounding rural areas.

3.4 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 the Package Bid 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.

- 3.5 The Package Bid also anticipates the County's action to implement the Road Traffic Reduction Act 1997, by including targets for traffic reduction and actions to meet them. Although the Study was undertaken and the Strategy drawn up before the details of the Integrated Transport White paper were known the proposals being put forward in this package bid do fulfil the criteria of integration, accessibility, safety, economy and environmental impact highlighted in the consultation on the White Paper and the Trunk Roads review.
- 3.6 Certain over-arching and clear policy 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;
and transport measures should be related to land use development.

Vision

- 3.7 The vision for Witney includes a more attractive town centre with less motor traffic, greater diversity of activities and social vitality, together with safer and more appealing options for travel by non-car modes throughout the town and the surrounding area. This vision, should result in a town in which:

no reasonably fit and able resident is dependent on the car to reach destinations in Witney;
no resident is dependent on travel to other towns for basic facilities or non-specialist employment opportunities;
everyone feels free to travel by car, bus, bicycle or on foot in Witney without fear or risk from whatever source;
recreational opportunities in the surrounding countryside can easily be reached on foot and by bicycle;
all people living in the town's residential areas have an environment free from traffic danger, noise and fumes;
people and activities located on Witney's main roads are not impeded or impaired by excessive traffic danger, noise or fumes;
it is possible to talk and to socialise in the town centre without interruption or disturbance from motor traffic;
travel to Oxford by bus should involve no more than a single change of mode at the Witney end, for example walk or cycle to the nearest bus stop.

Objectives

- 3.8 The Study included the following broad objectives for the town:
reduce the adverse impact of motorised traffic within the town as a

whole, especially the most sensitive parts including the Conservation Area;

protect and enhance the vitality and attractiveness of the town centre;

improve accessibility to facilities within the town, especially those within the town centre, for all people including those whose mobility is limited;

create a better environment for people on foot and good conditions for people whose mobility is limited;

promote safer, more pleasant and more convenient conditions for cycle traffic and for bus passengers;

improve accessibility to Oxford;

improve accessibility between Witney and the surrounding countryside for recreational purposes;

promote the efficient operation of all types of traffic and related activity, including parking;

reduce road danger throughout the town, and reduce the number and severity of road casualties.

Targets

- 3.9 The vision and objectives for Witney are translated into specific targets which will be used to measure progress as implementation of the strategy progresses. The key target is a so-called "50/50 target", in which the share of trips by residents made by car is to be reduced to 50% by the year 2006, while the share by other modes is to increase to 50% by 2006. (The respective figures in 1990 were 62% and 38%.) Other targets relate to reduced use of the car for work and for the journey to Oxford, increased pedestrian intensity in the town centre, efficient parking, casualty reduction, speed reduction, removal of impediments to users of wheelchairs and other mobility aids, and protection from delays of buses, cyclists and pedestrians. These targets and their relationship to the Package Bid measures are shown in Table 1.

4. STRATEGY

Guiding principles

- 4.1 Achievement of the objectives for Witney will require measures to reduce the demand for car travel, aided and counterbalanced by measures to improve travel by the "environment combination" modes, which in Witney are walking, cycling and the bus. Major benefits are also to be offered in the town centre from which general motor traffic will be removed. This is seen as the appropriate use of "sticks and carrots" in reducing reliance on the private car in Witney.
- 4.2 The strategy builds on existing strengths and opportunities in the town, for example:
- a high level of cycling (three times the national average for small towns);
 - traffic calming and safety-oriented residential street layouts;
 - frequent bus services on the Oxford corridor, with potential for major enhancement of reliability with the proposed A40 bus lane;
 - most buses serving Witney are already, or are soon to be, fitted with transponders, making call-ahead facilities at traffic signals economically feasible in the town;
 - a compact urban structure, limiting the need for long journeys;
 - major retail confined to the town centre, with local facilities in residential estates, also limiting the need for car-based shopping;
 - industrial activity generating heavy goods vehicle traffic located mostly on the edge of the town with good access to the A40 Trunk Road.

The main strategy elements

- 4.3 The town centre is to be made more attractive as a trading and social environment by closing the main shopping area to general motor traffic, and investing in environmental enhancements including re-paving. Traffic will be reduced by a combination of a "drive to, not through" concept (drivers park at the nearest off-street car park, and return without driving through the centre) and "preferential routing" through the centre for bus, cycle and pedestrian traffic.
- 4.4 Parking will be managed more effectively at a lower level of demand by the introduction of controls within a town centre parking zone.
- 4.5 Outside the town centre, improvements will be made to the network of routes for both walking and cycling, including routes which link nearby villages. Over a period of years, traffic calming measures will be used to improve safety throughout the town, guided by an overall speed management strategy.

- 4.6 The target pedestrian and cycle networks will form a comprehensive network linking schools and residential areas within the town. In addition it is hoped that the lessons of the "Better Ways to School" pilot project in Faringdon can be applied in later years of the package.
- 4.7 New housing in the north east of the town will provide the opportunity, through developer contributions, for a new road and river crossing (the Cogges Link and the North East Distributor Road), and the strategy includes traffic management measures to secure potential benefits of traffic relief on the existing Bridge Street approach routes. These are shown on Figure 3.
- 4.8 The infrastructure aspects of the strategy will be supported by so-called "soft measures" designed to influence people's travel decisions, and land use planning policies to ensure that new developments are consistent with the demand management approach.
- Demand management**
- 4.9 The strategy includes measures to reduce the need for travel by car, with the following categories of trip considered most suitable for encouraging conversion to other modes:
- trips by residents of Witney within the town (switch mainly to walk and cycle but also some to bus);
 - trips by residents to Oxford (switch mainly to bus);
 - trips by residents of surrounding villages to work in Witney (switch to walk, cycle and bus);
 - local trips to/from surrounding area (switch to walk and cycle);
 - trips to Witney by residents of nearby villages (switch to walk and cycle).
- 4.10 The strategy aims to maintain ease of access to Witney by car for people living outside the town whose alternative means of access are limited, and where improvements sufficient to compete with the car are unlikely to be achieved in the near future. Policies in the District Plan are designed to limit population growth in the more car dependent rural areas.
- 4.11 The following measures are included in the strategy to achieve mode switch away from the car:
- parking controls in the town centre;
 - preferential (more direct/convenient) routing to and through the town centre for buses, pedestrians and cyclists;
 - improvements to infrastructure for walking and cycling, both within the town and to nearby villages;
 - bus priority measures on the Carterton-Witney-Oxford corridor;

5. • "soft measures" to raise awareness of sustainable transport issues, and to help residents and visitors to choose alternatives to the car.
- 5.1 The Strategy involves a programme of infrastructure and other
- 4.12 Parking Management has been proposed for the town centre off-street car parks. The most conveniently located spaces in the two largest car parks in the town will have short stay restrictions enforced with £40 fines for vehicles parked for more than two hours.
- 4.13 The contribution of different elements of the package to the defined objectives is shown in Table 2. (See also Table 1 for intended outcomes.)

5.2 The schemes are set out under the headings of "short term" (further divided into measures in the town centre, and the rest of the package area), "medium term", and "part of the strategy but not eligible for package funding". The costs of the schemes are set out in Table 4. Schemes included in the first year of the programme are shown on Figure 2, schemes for the second and third years of the strategy are shown on Figure 3.

5.3 The short term programme will give priority to town centre pedestrianisation and enhancement, together with traffic and parking management measures which are necessary for the overall efficiency of the project. Also in the short term it is planned to make a start with the programme of improvements to infrastructure for cyclists (Item 4), pedestrians and buses.

Short term measures - the town centre

5.4 Pedestrianisation

Description: Closure to general traffic of town centre roads, and associated traffic management and calming to prevent diversion of vehicle traffic into unsuitable routes. Buses, cycles and vehicles of the emergency services will be exempt from the town centre closures. Goods delivery vehicles will also be able to use these areas points at restricted times (before 10am and after 4pm). New crossing and junction controls are proposed on routes likely to become busier following the town centre closures.

Schemes include:

- First phase road closures
- Second phase road closures (subject to success and public acceptability of first phase)
- Traffic management and calming
- Signalised traffic junction Burford Road/Tower Hill
- Three signal controlled crossings
- Signage associated with traffic network changes

5. SCHEMES AND MEASURES

- 5.1 The Strategy involves a programme of infrastructure and other measures costing an estimated £11.5 million overall, spread over a period of 10 years. £6.5 million is accounted for by new roads to be built in conjunction with, and funded by, new housing development in the town. Of the remaining £5 million, about 60% is expected to be funded from local sources. Around £2 million is for projects requiring TPP package funding support, spread over a period of 6 years, and these are detailed in this section.
- 5.2 The schemes are set out under the headings of "short term" (further divided into measures in the town centre, and the rest of the package area), "medium term", and "part of the strategy but not eligible for package funding". The costs of the schemes are set out in Table 4. Schemes included in the first year of the programme are shown on Figure 2, schemes for the second and third years of the strategy are shown on Figure 3.
- 5.3 The short term programme will give priority to town centre pedestrianisation and enhancement, together with traffic and parking management measures which are necessary for the overall efficiency of the project. Also in the short term it is planned to make a start with the programme of improvements to infrastructure for cyclists (Item 4), pedestrians and buses.

Short term measures - the town centre

5.4 Pedestrianisation

Description: Closure to general traffic of town centre roads, and associated traffic management and calming to prevent diversion of vehicle traffic onto unsuitable routes. Buses, cycles and vehicles of the emergency services will be exempt from the town centre closures. Goods delivery vehicles will also be able to use these access points at restricted times (ie before 10am and after 4pm). New crossing and junction controls are proposed on routes likely to become busier following the town centre closures.

Schemes include:

- First phase road closures
- Second phase road closures (subject to success and public acceptability of first phase)
- Traffic management and calming
- Signalised traffic junction Burford Road/Tower Hill
- Three signal controlled crossings
- Signing associated with traffic network changes

5.5 Parking management

Description: It is proposed to implement comprehensive management of both on-street and public off-street parking within the town centre and adjacent areas (shown in Figure 4). In the public car parks the most favourably sited spaces are to have two hours maximum stay limits enforced with heavy fines imposed on overstaying. While no reduction is planned in off-street capacity, on-street parking will be reduced in the pedestrianised areas (High Street/Market Square), and on the historic Church Green. Subject to local consultation a buffer zone of residents-only parking will be created on streets adjacent to the town centre. Any general parking retained in these residents' parking streets would be on a pay-and-display basis. Free parking will be made available to Orange Badge holders at both on-street and off-street locations nearest to the main town centre shopping and other facilities. Certain other provisions will be made on street, for example for market traders' vehicles on market days only, and for taxi ranks.

Schemes include:

On-street parking controls including small pay-and-display area, signing and special bays.

Short-term measures – the rest of the package area

5.6 Bus priority and foot/cycle network schemes.

Description: Various schemes are intended for short term implementation, all of which will contribute towards achievement of the longer term target cycle, foot and bus networks shown in Figures 5, 6 and 7 respectively.

The signalised crossing facilities (above) coincide with important foot and cycle access points to the town centre across busy roads. In addition, three further crossing facilities are proposed on the main approach route to Bridge Street from the east along Newland and Oxford Hill. These will be located within a divided carriageway alongside bus stops, which will also enable buses to retain their position in the traffic stream.

Signals at the northern approach to the pedestrianised area will be re-timed to handle altered traffic flows and to provide a call-ahead facility for approaching buses.

The main approach route to the town centre from the southwest (Curbridge Road) will be traffic calmed in a way which is compatible with the operation of standard chassis buses. Two roads connect Curbridge Road to the pedestrianised town centre, Welch Way and Corn Street. Improved access on these routes for those on foot and cycle will

be created by reduced traffic volumes, by reallocation of carriageway space for cycles on Welch Way, and by comprehensive treatment of side roads and crossovers.

Bus shelters with information facilities will be provided on the main Oxford and Carterton bus routes (those within the town centre will be designed as part of the enhancement works).

Schemes include:

- Redesign of Welch Way (pedestrian and cycle provision)
- Redesign of Corn Street (kerb realignment, parking bays, and side entry treatments)
- Tower Hill Side entry treatments
- Bus priority bus stops with foot/cycle crossing facilities (Newland/Oxford Hill)
- Re-timing of signals with call-ahead for buses (High Street)
- Bus shelters with information, seating, other facilities
- Bus-friendly traffic calming, Curbridge Road (1km approx.)

5.7 Additions and upgrades to existing cycle and footpath networks.

Description: Both new and upgraded foot and cycle paths are needed in conjunction with new developments in the north east of the town, and also between Witney and the nearby villages. Schemes within the new development itself will be developer-funded. Parts of the networks which serve a wider population are included in the package bid.

Schemes include:

- New routes tied in with Cogges Link road scheme (2-3kms)
- Cycle-friendly traffic calming on Church Lane (0.5km)
- Trial schemes on routes to near villages (Item 8)

5.8 Park and Ride

Description: On the assumption that a segregated bus lane can be provided on the A40 Trunk Road towards Oxford, bus journey times between Witney and Oxford can be reduced by as much as 50%, an improvement likely to lead to a significant increase in passenger demand at the expense of the car. For residents of West Oxfordshire a Park and Ride facility serving direct services to Oxford via the A40 may have considerable potential. It is therefore proposed to undertake a feasibility study of such a facility once the A40 Bus Lane is confirmed.

If the study confirms the practicality and economic feasibility of such a facility then this would be added to the latter years of the package.

Medium term measures

5.9 Control of traffic flows on Bridge Street

Description: Following construction of the new road river crossing (see below), traffic management measures will be taken to secure traffic relief on the Bridge Street route. These are designed to control the rate of flow towards Bridge Street, to relocate queues away from the most sensitive areas and away from the junction approaches used by the main bus routes and away from pedestrians and cyclists. Full closure of Bridge Street is not considered to be desirable due to the risk of traffic diversion through nearby village routes, and the extra distance involved for traffic between north Witney and the town centre.

Schemes include:

- Bus lane with advance signal, Oxford Hill at Cogges Link
- New signals at High Street/Mill Street
- New signals at Hailey Road/Crawley Road

5.10 Further cycle and pedestrian network schemes

Description: Further schemes towards the target network of foot and cycle paths.

Schemes include:

- Completion of routes associated with Cogges Link
- New foot and cycle path between West End and Mill Street
- Associated new "Toucan" crossing at Mill Street
- Development and upgrading of routes elsewhere in Witney

5.11 Traffic calming schemes

Description: Further physical traffic calming measures on residential distributor roads, towards target speed management framework (20mph zones covering all residential areas). Many of the more recent housing areas are developed with short loops and cul-de-sacs which already meet the 20mph zone criteria. Physical measures are therefore focused on distributor roads. Schemes will also be implemented in nearby villages in order to avoid new rat-run traffic following restrictions on the Bridge Street route.

Schemes include:

- Various schemes on residential roads, not yet identified
- Calming (or closure) of Woodstock and New Yatt Roads
- Traffic calming in Poffley End and New Yatt villages

Measures part of the strategy but not submitted for package funding

5.12 New roads and housing development

Description: Further expansion of the town is planned over the next ten years, and the Local Plan provides for new roads associated with this development, as shown on Figure 8. It is intended that the cost of these will be met from developer contributions.

5.13 Environmental enhancement of the pedestrianised areas.

Description: Removal of general motor traffic from a substantial part of the town centre will enable major re-paving and other environmental improvements to take place.

5.14 Planning policies

Description: Various policies relating to the compact development of the town, the exploitation of commercial and other development in providing improved pedestrian and cycle links particularly in the northern part of the town centre, and a review of parking standards in new developments consistent with the principles of sustainability. There are no cost implications of these measures.

6. **IMPLEMENTATION**

- 6.1 The main package programme is spread over a period of six years. The schemes (and costs) are spread so that there is a lower expenditure requirement in the first year, to allow planning and consultation work to be completed, and higher levels for the following years. The phasing of expenditure being put forward for package funding is shown in Table 4.

First Year Programme

- 6.2 It is intended that the implementation of the programme will begin with the introduction of pedestrian priority on the southern section of the High Street. This will require alterations to be made to the junctions at each end of the pedestrian zone. Bus priority measures in the northern section of High Street will be introduced in association with these junction changes. The existing traffic calming on Corn Street will be extended along Langdale Gate to Witan Way. This will incorporate improved pedestrian crossing facilities between the High Street and Church Green and the relocation and enhancement of disabled parking and taxi stands from the High Street.

- 6.3 Other measures to be implemented in the first year include the improvement of bus waiting and cycle parking facilities in the town centre. It is also intended to carry out a study into possible locations for a park and ride facility to cater for the journey between Witney and Oxford, and to introduce a new management regime for on-street parking in the central area.

- 6.4 The location of schemes to be implemented in the first year is shown in Figure 2; schemes for implementation in later years are shown in Figure 3.

7.5 Although somewhat complex, the diagram does show the integrated and synergistic nature of the package measures.

7. MONITORING AND INTENDED OUTCOME OF PACKAGE

- 7.1 The intended outcome of the package of schemes and policies has been compared to a "do minimum" scenario for Witney in the year 2005, the year to which key defined targets apply, by which time (if funding is forthcoming) the main elements of the package should have been implemented. The contribution of each element of the package to the defined objectives is summarised in Table 2, while Table 1 summarises the expected outcomes for different parts of the package area.
- 7.2 The procedures for monitoring are designed to answer the following questions:
- Are the schemes working efficiently as intended?
 - Are the schemes being implemented according to the programme?
 - Is progress towards the defined targets satisfactory?
- 7.3 The logic of how measures cause the objectives to be achieved is summarised in diagrammatic form in Figures 9 and 10 for short-term and medium-term measures respectively. For clarity these "causal chain" diagrams show only the main links, and some measures and objectives are combined or omitted. They do, however, highlight the main monitoring points. The monitoring exercises themselves are set out in Table 3.
- 7.4 As shown in the causal chain diagrams, monitoring of the Witney Package will concentrate on the transport impacts; for example, "more people in the town centre" will be monitored, rather than "enhanced town centre viability". Some points in the causal chains ideally would be monitored, but are excluded because of resource or other constraints. In some instances for clarity the diagram simplifies the likely processes, especially where measures feed back on themselves as, for instance, where increased bus usage leads to more frequent bus services increasing the attractiveness of public transport and so leading to further bus usage.
- 7.5 Although somewhat complex, the diagram does show the integrated and synergistic nature of the package measures.

**OXFORDSHIRE COUNTY COUNCIL
TRANSPORT POLICIES AND PROGRAMME 1999/2000**

Table 1: Outcomes of Transport Policies and Programme 1999/2000 compared to 2006

Area of Impact	Expected package Year 2006	without package	Target Package Year 2006*	Outcomes with package
8. BACKGROUND DOCUMENTS				
Llewelyn Davies with Gibb Ltd. "Witney Integrated Transport and Land Use Study" Reports on Stage 1, Stage 2 (1996) and Stage 3 (1997) for Oxfordshire County Council, West Oxfordshire District Council and Witney Town Council.				10%
Oxfordshire County Council (November 1996), "Deposit Draft Structure Plan". (January 1998), "Structure Plan 2011 - Proposed Modifications"				
TOWN AS A WHOLE				
West Oxfordshire District Council (November 1997), "Local Plan".				
All trips by residents			2000 target)	
Car	65-70%		50%	
Environmental combination modes	30-35%		50%	
Journey to work in Witney			(2011 target)	
Car	60-65%		46%	
Environmental combination modes	35-40%		54%	
Environmental conditions	Conditions worse due to traffic increase			85% of vehicles travel within (lower) speed limits Roads with fringe development (not through roads) carry <5,000 vpd
Delays to buses	Increase due to congestion			Delays reduced (no target)
Delays to other motor vehicles	Increase due to congestion			Reduced because of modal change and more efficient use of road network (no target)
Access for people with impaired mobility	Conditions worsen			Remove physical impediments on key routes
OXFORD				
Access by car	Journey time	slow		Reduce car share (work trips) from 20% to 15% by 2011
Access by bus	Journey time	slow		Work trip share up from 21% to 30% by 2011
NEAR VILLAGES				
Access by car	Number of vehicles			Parking improves (no target)
Access by foot, cycle	Number of vehicles			improvements (no target)
Traffic impact in villages	Number of vehicles			improvements (no target)

* Target year 2006 except where otherwise specified

Note 1: Population growth and residential development in Witney, including new housing, are included in both areas.

Note 2: Targets are to help mitigate problems with the road network in Table 3, but can also be used as appraisal measures for transport projects.

Table 1: Outcomes in target years with and without Witney Package compared to today

Area of impact	Expected without package Year 2006	Target outcome with Package Year 2006 *
TOWN CENTRE		
<ul style="list-style-type: none"> • Pedestrian conditions • Access by bus, cycle, foot 	Conditions worsen	Conditions improve substantially (no target)
<ul style="list-style-type: none"> • Parking availability 	Demand exceeds supply peak times	Spaces always available (10% spaces free at peak)
<ul style="list-style-type: none"> • Economic viability • Social vitality (pedestrian intensity) 	Likely decline	Improvement with pedestrian intensity increasing by 10%
<ul style="list-style-type: none"> • Access for people with impaired mobility 	Conditions worsen	Remove all impediments
TOWN AS A WHOLE		
<ul style="list-style-type: none"> • Road safety • Safety of journey to school (foot/cycle) 	Safety worsens due to traffic increase	Reduce annual accident rate by 50% by 2011
<ul style="list-style-type: none"> • All trips by residents Car Environment combination modes 	65 – 70% 30 – 35%	(2006 target) 50% 50%
<ul style="list-style-type: none"> • Journey to work in Witney Car Environmental combination modes 	(2011) 60-65% 35-40%	(2011 target) 46% 54%
<ul style="list-style-type: none"> • Environmental conditions 	Conditions worse due to traffic increase	<ul style="list-style-type: none"> • 85% of vehicles travel within (lower) speed limits • Roads with frontage development (not through roads) carry <5,000 vpd
<ul style="list-style-type: none"> • Delays to buses 	Increase due to congestion	Delays reduced (no target)
<ul style="list-style-type: none"> • Delays to other motor vehicles 	Increase due to congestion	Reduced because of modal change and more efficient use of road network (no target)
<ul style="list-style-type: none"> • Access for people with impaired mobility 	Conditions worsen	Remove physical impediments on targeted routes
OXFORD		
<ul style="list-style-type: none"> • Access by car 	Journey times increase	Reduce car share (work trips) from 76% to 38% by 2011
<ul style="list-style-type: none"> • Access by bus 	Journey times increase	Journey times cut; Work trip share up from 21% to 35% by 2011
NEAR VILLAGES		
<ul style="list-style-type: none"> • Access by car 	Conditions worsen	Parking improves (see above)
<ul style="list-style-type: none"> • Access by foot, cycle 	Conditions worsen	Improvements (no target)
<ul style="list-style-type: none"> • Traffic impact in villages 	Conditions worsen	Improvements (no target)

* Target year 2006 except where otherwise indicated

Note 1: Population growth and associated and committed road schemes, including new river crossing, are included in both scenarios.

Note 2: Targets are to help measure progress, using the surveys shown in Table 3, but can also be used as appraisal measures for the package bid.

Table 2: Contribution of Strategy Elements to meeting overall objectives

OBJECTIVE (summary)	1	2	3	4	5	6	7	8	9	10	11	12
Reduce adverse traffic impact in town	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Enhance town centre vitality and viability	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Improve access for all	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Better conditions for people on foot, and for those whose mobility is limited	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Safer, better, more convenient conditions for cyclists and bus passengers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Better accessibility to Oxford						✓			✓			
Better access between Witney and countryside for recreation purposes				✓	✓			✓				
Efficient operation of all types of traffic and parking	✓	✓	✓	✓	✓	✓			✓		✓	✓
Reduced road danger, and reduced number and severity of road accidents.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Strategy Elements:

- 1 Town centre pedestrianisation
- 2 Traffic management support measures
- 3 Parking management strategy
- 4 Cycle infrastructure
- 5 Footpath and footway infrastructure
- 6 Bus priority

- 7 Residential area traffic calming
- 8 Near-village foot and cycle links
- 9 Park and Ride to Oxford (possible)
- 10 New road links
- 11 Traffic management on Bridge St route
- 12 Planning policies

Table 3: Monitoring procedures

Survey	Period	Associated target	Measures implemented (confirm efficacy) (see note)
Auto traffic counters	Ongoing	Environmental traffic capacity	Mode switch measures, Environmental traffic management
Parking surveys	Ongoing / Annual	Parking Efficiency	Charges, time controls ad permits, Parking supply.
Accident statistics	Ongoing annual audit	Accident reduction	Traffic calming, Scheme design, including lessons from trial schemes.
Speed counts (before and after)	Ad hoc	Calm driving, speed enforcement	Traffic calming (physical/educational measures)
Physical survey of foot / cycle provision	2 years	Access for people with mobility impairment	Maintenance programme / priorities Scheme design.
Journey time surveys	2 years	Minimum delay to "environment combination" modes	Traffic management (e.g. signal timings, crossing provisions, priority provisions)
Household travel survey	5 years	Mode split	Provision for non-car modes, Parking management.
Interview and observation surveys	5 years	Pedestrian intensity	Planning initiatives / decisions to increase land use diversity, Tourist and other publicity, Town centre management.
National Census	10 years (2001, 2011)	Journey to work	Bus priority, networks serving employment areas, parking regime (cycle and car).

Note: The overall strategy is expected to deliver the desired outcomes, but the right hand column indicates where tactical changes in the implementation programme might be prompted.

Table 4: Package costs (£0000)

	1999/ 2000	2000/ 2001	2001/ 2002	2002/ 2003	2003/ 2004	2004/ 2005	total
Pedestrian Priority	130	255					385
Bus Priority	35	15	150		100	100	400
Cycle / Pedestrian Schemes	10	200	340	250	200	220	1220
Park & Ride (study)	20						20
Parking Management	30			140	50		60
Bridge Street				90	150		190
Traffic Calming						50	290
TOTAL	225	500	490	480	500	370	2565

Table 3: Monitoring procedures

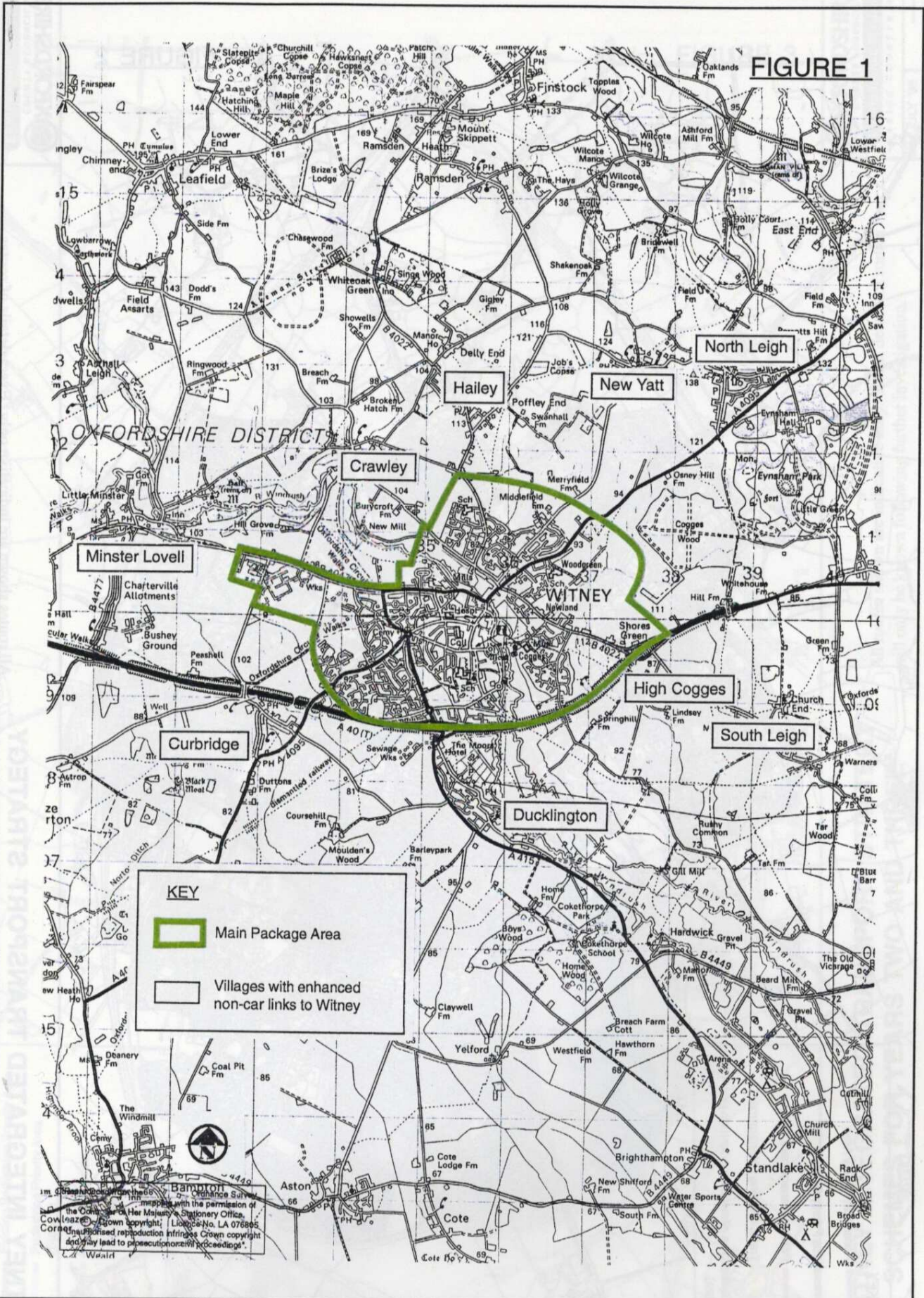
Survey	Period	Frequency	Location
Auto traffic counters	Ongoing	Continuous	Various locations
Parking surveys	Ongoing / Annual	Annual	Various locations
Accident statistics	Ongoing	Annual	Various locations
Speed counters	Ongoing	Annual	Various locations
Physical surveys of foot / cycle provision	Ongoing	Annual	Various locations
Journey time surveys	Ongoing	Annual	Various locations
Household travel survey	5 years	Annual	Various locations
Interview and observation surveys	5 years	Annual	Various locations
National Centre	10 years	Annual	Various locations

Note: The overall budget for monitoring is expected to be around £100,000 per annum.

Strategy Measures

- 1 Town centre pedestrianisation
- 2 Traffic management scheme
- 3 Parking management scheme
- 4 Cycle infrastructure
- 5 Footpath and journey time survey
- 6 Bus priority

FIGURE 1



KEY

- Main Package Area
- Villages with enhanced non-car links to Witney

**WITNEY INTEGRATED TRANSPORT STRATEGY
PACKAGE AREA**

**OXFORDSHIRE
COUNTY COUNCIL**
Environmental Services
CARING COUNTYWIDE

DATE: JULY
DRAWN BY: S.M.E. ORG. No. ES00

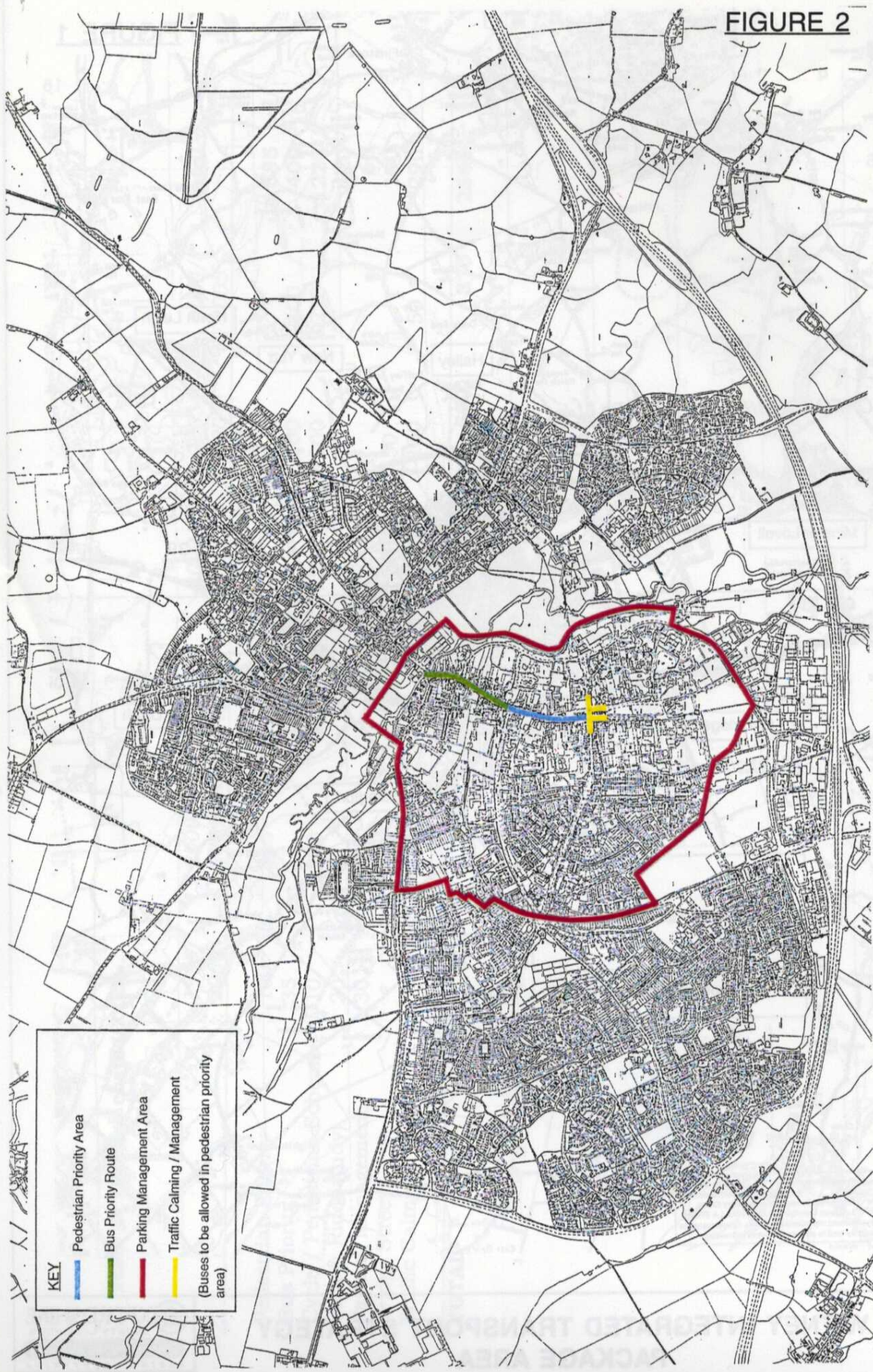


FIGURE 2

KEY

- Pedestrian Priority Area
- Bus Priority Route
- Parking Management Area
- Traffic Calming / Management

(Buses to be allowed in pedestrian priority area)

**WITNEY INTEGRATED TRANSPORT STRATEGY
FIRST YEAR SCHEMES**

All routes shown are indicative only. Exact details of routes will only be known following further investigation.



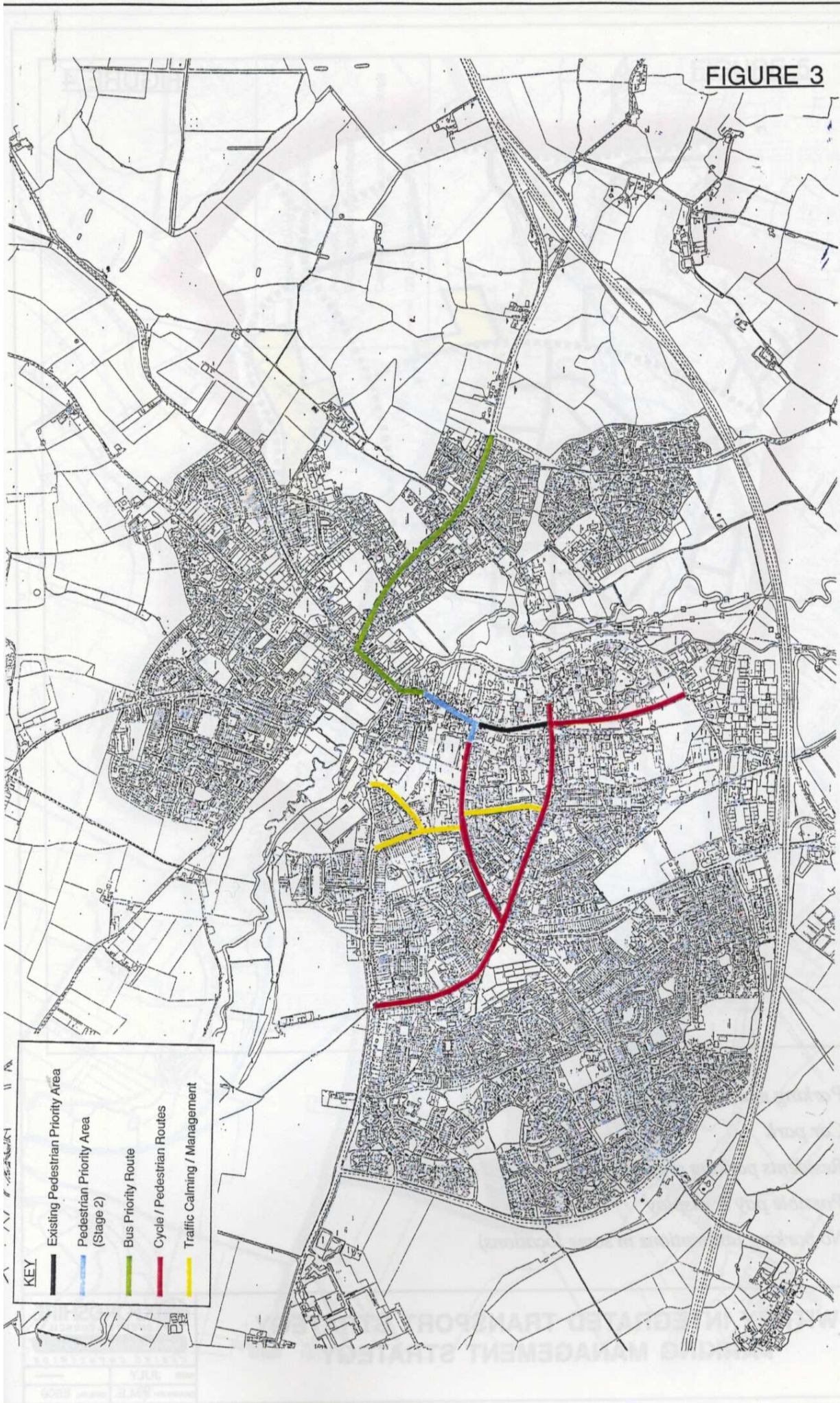


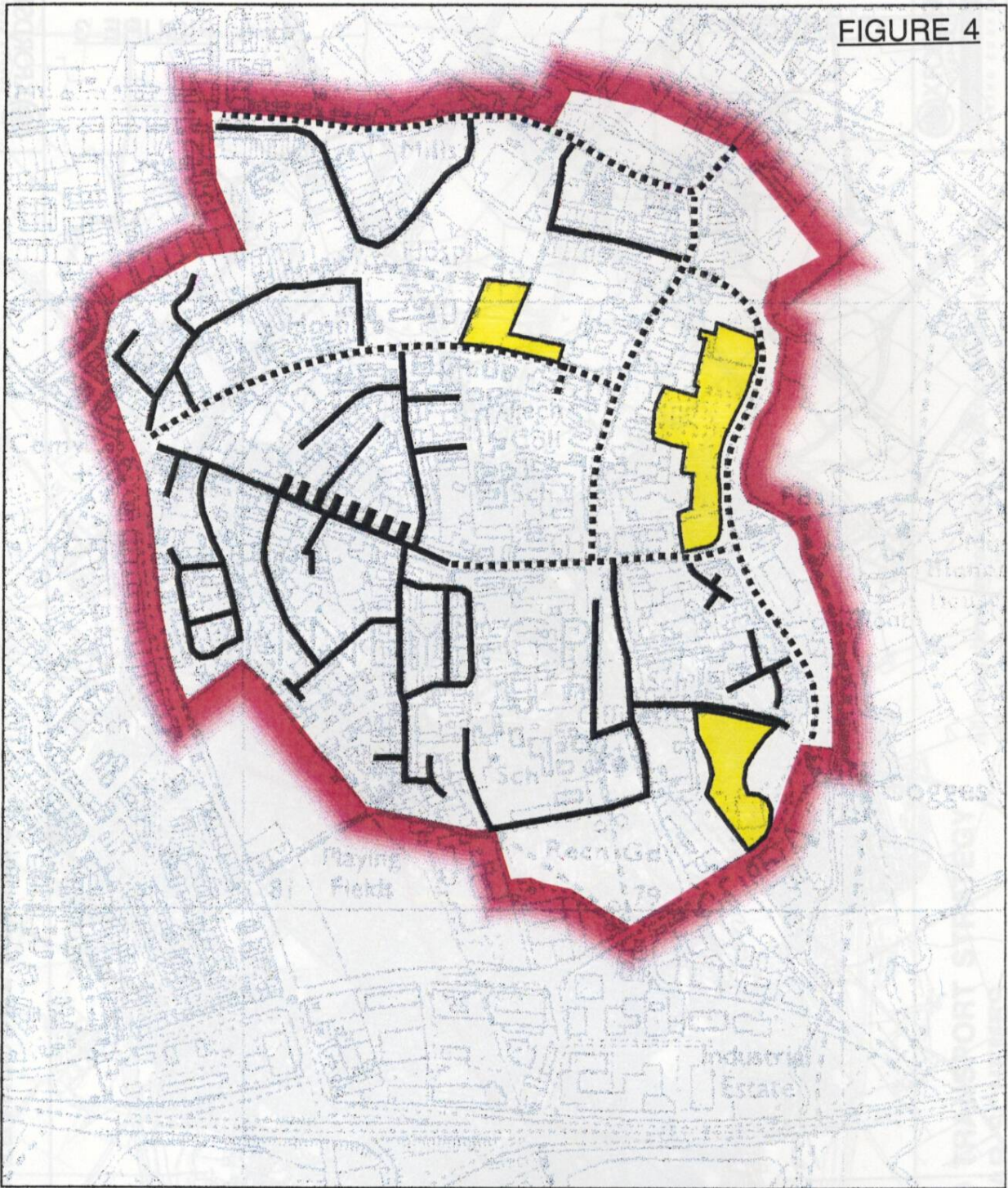
FIGURE 3

**WITNEY INTEGRATED TRANSPORT STRATEGY
 SCHEMES FOR YEARS TWO AND THREE**






All routes shown are indicative only. Exact details of routes will only be known following further investigation.




FIGURE 4



KEY

-  *Parking management area*
-  *Car park*
-  *Residents parking only (some time-limited exemptions)*
-  *Possible pay & display*
-  *No parking (exemptions in some locations)*

**WITNEY INTEGRATED TRANSPORT STRATEGY
PARKING MANAGEMENT STRATEGY**

 **OXFORDSHIRE**
COUNTY COUNCIL
Environmental Services
CARING COUNTYWIDE

DATE: JULY	---
DRAWN BY: 99M.E.	DRG. No. ES00

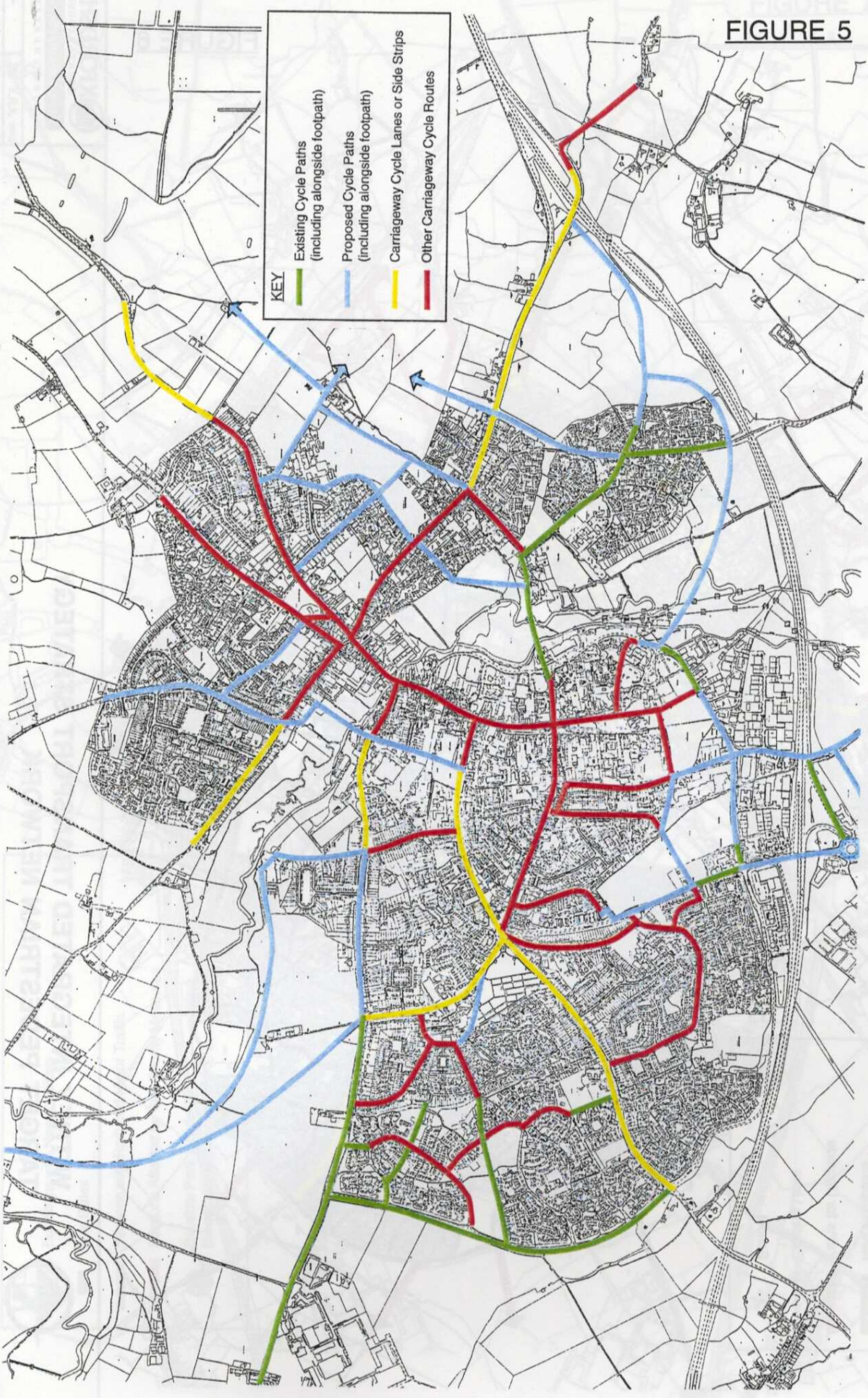


FIGURE 5

**WITNEY INTEGRATED TRANSPORT STRATEGY
TARGET CYCLE NETWORK**

All routes shown are indicative only. Exact details of routes will only be known following further investigation.

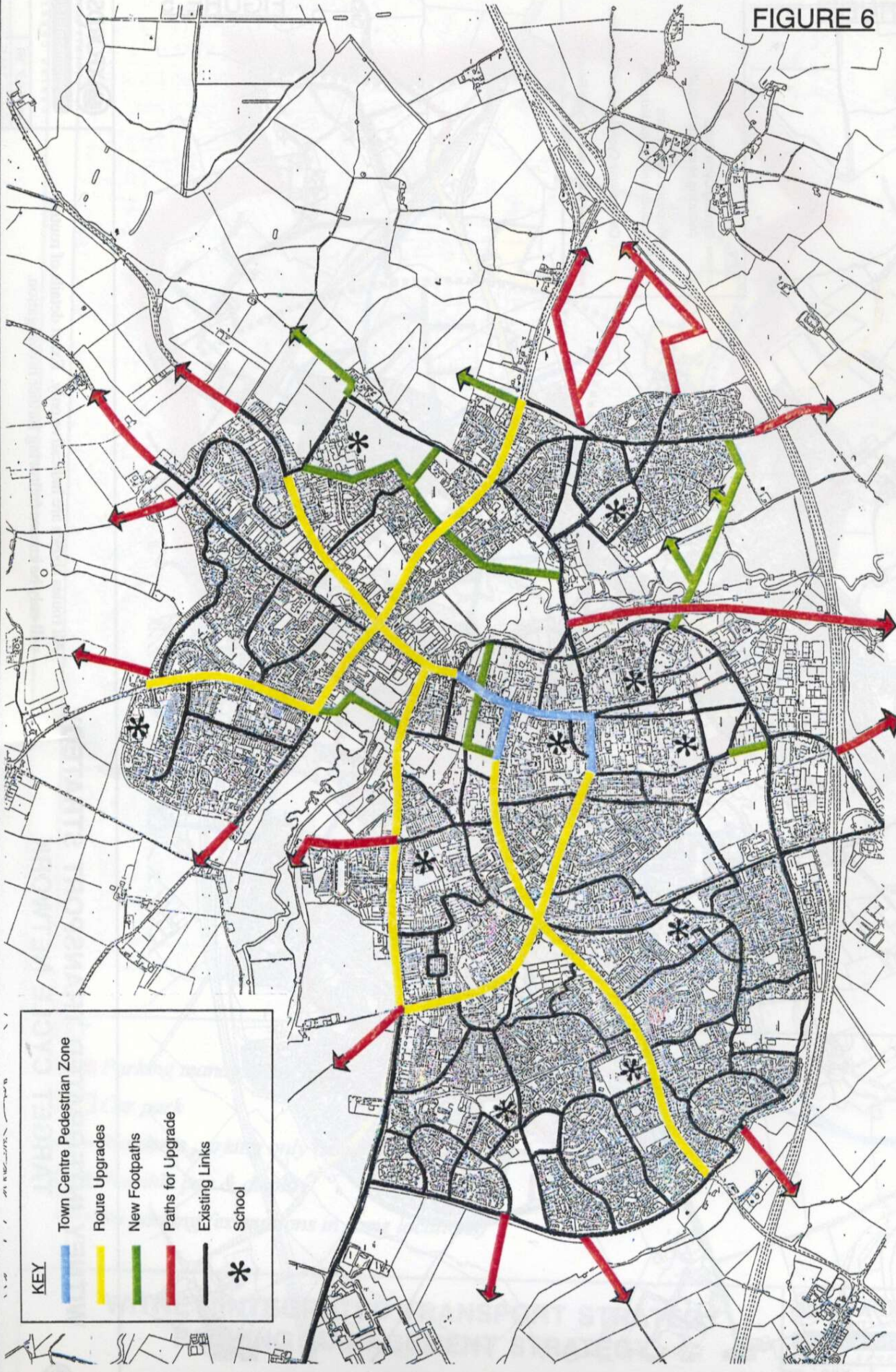


**Environmental Services
CARING COUNTYWIDE**

DATE: JULY '98
DRAWN BY: J.M.E. DRG. No. ES00



FIGURE 6



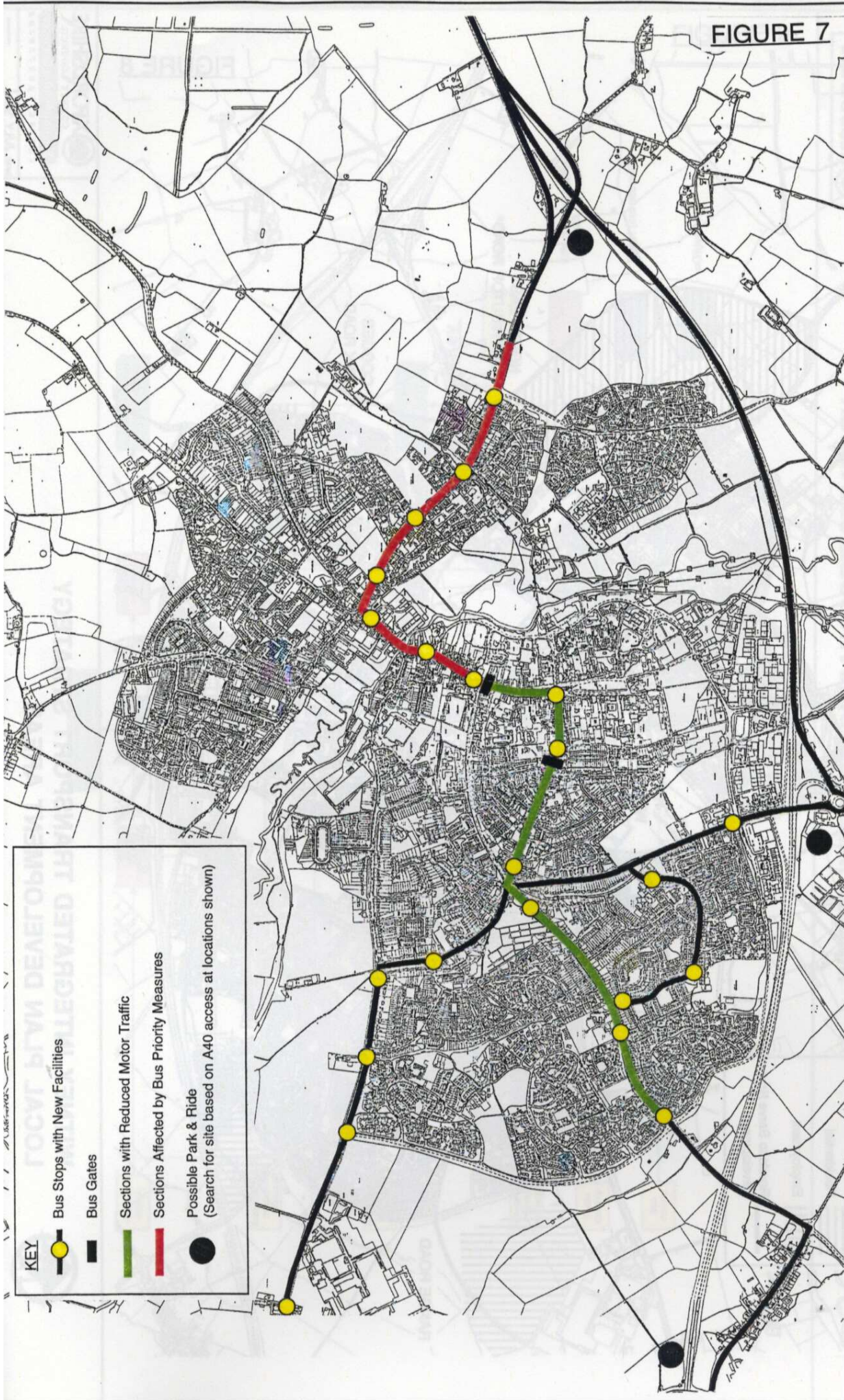
KEY

- Town Centre Pedestrian Zone
- Route Upgrades
- New Footpaths
- Paths for Upgrade
- Existing Links
- * School

**WITNEY INTEGRATED TRANSPORT STRATEGY
TARGET PEDESTRIAN NETWORK**



FIGURE 7



KEY

- Bus Stops with New Facilities
- Bus Gates
- Sections with Reduced Motor Traffic
- Sections Affected by Bus Priority Measures
- Possible Park & Ride
(Search for site based on A40 access at locations shown)

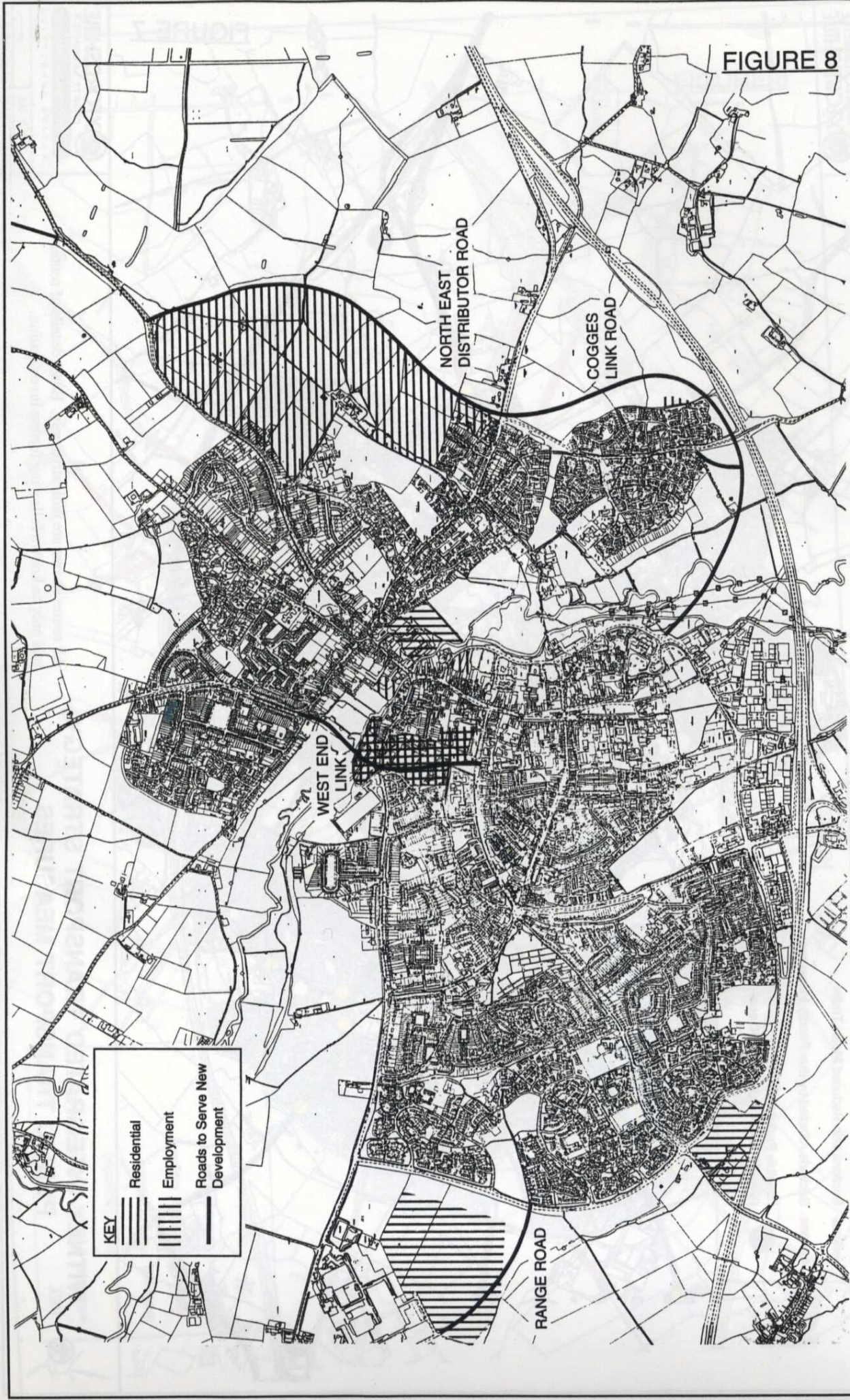
XFORDSHIRE COUNTY COUNCIL
 Environmental Services
 C A R I N G C O U N T Y W I D E

DATE: JULY '98
 DRAWN BY: J.M.E. DRG. No. ES00

All routes shown are indicative only. Exact details of routes will only be known following further investigation.

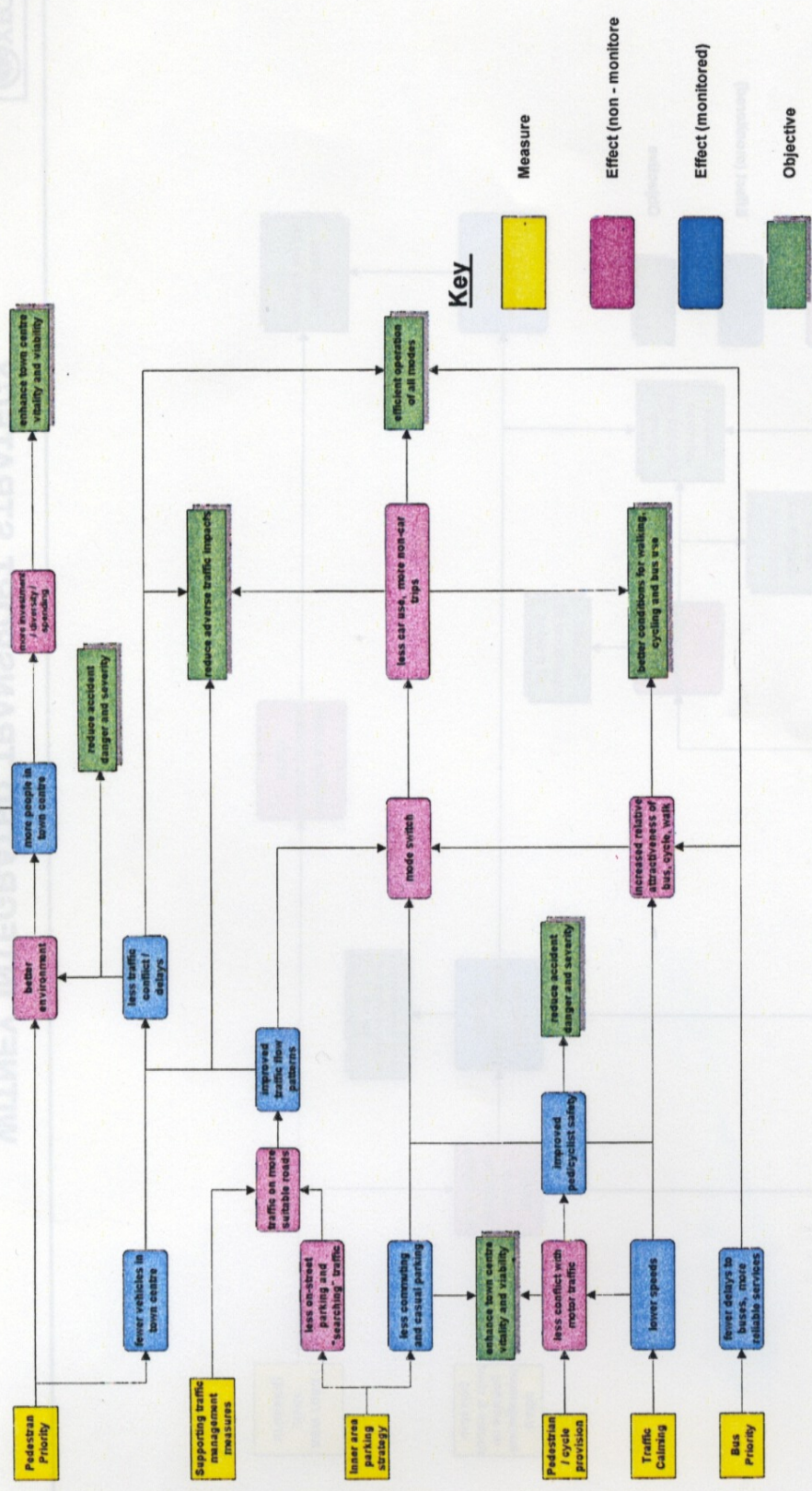
**WITNEY INTEGRATED TRANSPORT STRATEGY
 PUBLIC TRANSPORT MEASURES**





**WITNEY INTEGRATED TRANSPORT STRATEGY
LOCAL PLAN DEVELOPMENT AREAS**

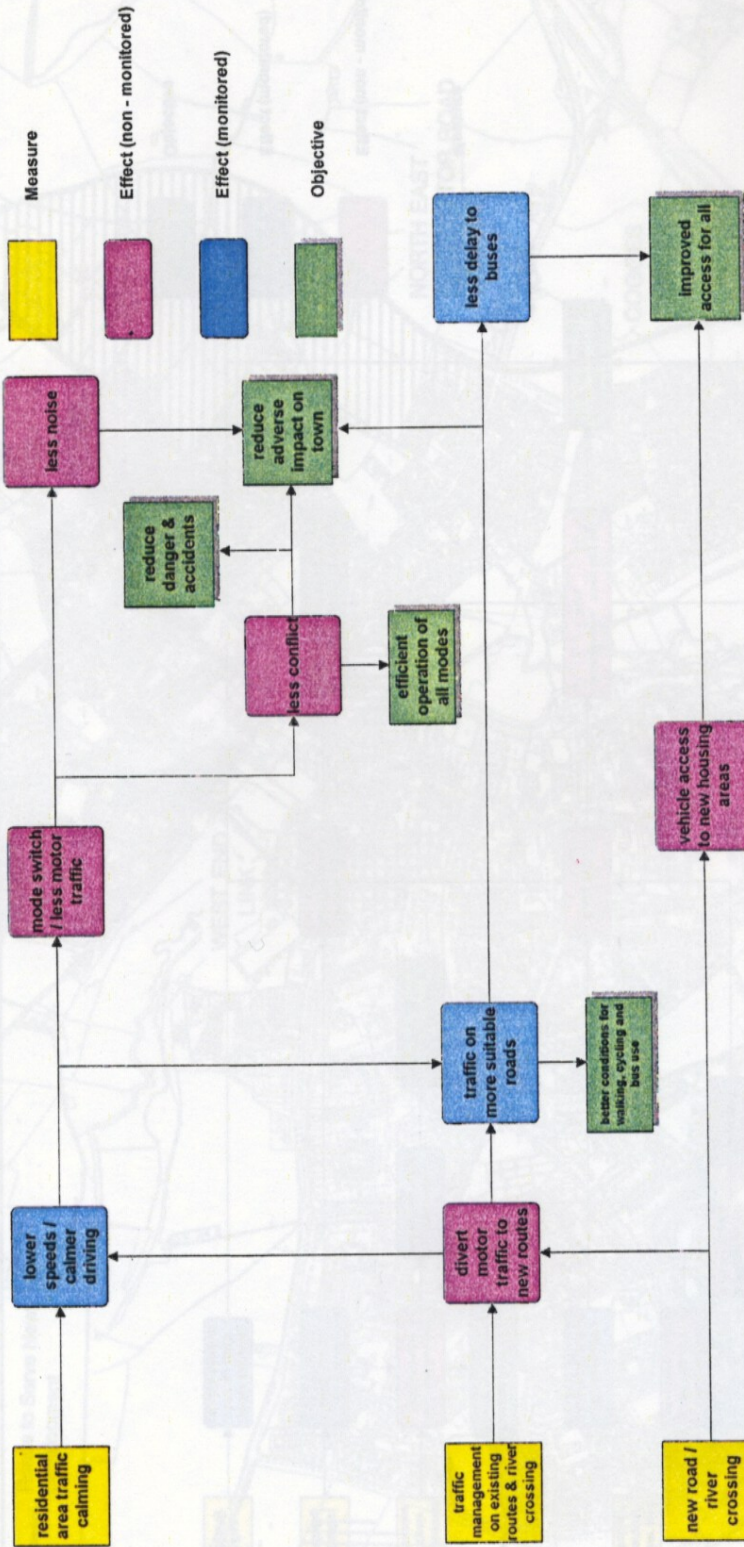




WITNEY INTEGRATED TRANSPORT STRATEGY
CAUSAL CHAIN - SHORT TERM MEASURES

FIGURE 10

Key



WITNEY INTEGRATED TRANSPORT STRATEGY
CAUSAL CHAIN - MEDIUM TERM MEASURES