

# Local Transport and Connectivity Plan – vision consultation report

April 2021

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## 1. Summary

Consultation on the Local Transport and Connectivity Plan (LTCP) vision document commenced on 16 February 2021 and closed on 29 March 2021. Respondents were invited to provide feedback on the LTCP vision document which included the draft vision, key themes and outcomes. The document also provided an overview of the strategic context, evidence base analysis, proposed policy focus areas and proposed measurables for feedback. A summary of key headlines is provided below.

### Vision in context headlines

- Overall agreement that the right strategies and policy developments have been identified
- Wide range of additional considerations identified
- Suggested that there is further consideration of national policies
- Need for further recognition of the climate emergency
- Suggested consideration of local plans and impacts of housing growth
- General comments around the need to improve public transport connectivity and rural public transport

### The challenge headlines

- Overall agreement that the right key transport and connectivity challenges were identified
- Need to consider challenges associated with active travel, notably the lack of active travel connectivity and the need to increase safe active travel routes
- Highlighted the continued importance of private cars
- Need to consider challenges associated with poor public transport connectivity, freight and HGV's
- Broader challenges for consideration include the impacts of Covid-19, impacts on biodiversity, providing EV charging and improving road safety

### Engagement activity headlines

- Overall agreement that the key points from the engagement activity have been identified
- Question was generally misunderstood. Most comments were about areas not covered by the topic papers
- Highlighted that the engagement was under representative
- Included comments about the need to take motorcycles into account and integrate with other modes of transport

### Evidence base analysis headlines

- Overall agreement that we had identified the right key evidence to inform the LTCP
- Lack of clear trends/consensus in written suggestions. Comments classified as 'other', were most cited

- Suggestions to include car journey data, freight data, more walking and cycling data and rail usage data
- Highlighted the need for more analysis of bus data and walking and cycling data

### **Draft vision headlines**

- A high proportion of respondents agreed with the draft vision
- Majority of comments on the vision were about the private car. Comments were conflicting, with support and opposition to reducing its usage
- Need to improve public transport and several suggestions made about achieving this
- Suggestions for an increased focus on freight in the vision
- Various suggestions for consideration including a sooner date for net-zero, referencing road safety and more focus on encouraging EV's
- Improved bus services, rural mobility hubs and more off-road active travel routes were seen as key to delivering the vision in rural areas

### **Key themes headlines**

- Strong support for both the key themes and policy focus areas
- Wide range of comments on the key themes and policy focus areas with a lack of clear suggestions
- Conflicting comments on the private car. Suggestions for policies to both discourage and further support car use
- Suggestions for additional themes including freight, road safety and decarbonization
- Suggestions for additional policies including school safety, 20mph zones, and 20-minute neighborhoods
- Overall strong support for further development of park and rides
- Number of suggestions about park and ride improvements and the need to reduce its cost

### **Achieving the vision headlines**

- Strong support for the proposed measurables
- Wide range of additional measurables suggested for consideration
- Suggested active travel measurables included the mode share of children travelling to school and the length of footpath/cycle lane delivered
- Measurables also suggested on number of car journeys, bus availability/frequency in rural areas and HGV/LGV movement
- Highlighted the need for a clear implementation plan and targets to deliver the vision

### **Summary of considerations required**

- Identifying further relevant policies and strategies, particularly national policies and district council local plans
- Recognition of the climate emergency and targets for decarbonisation

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- Challenges associated with active travel, poor public transport connectivity, freight and HGV's
- The role of the private car and the extent to which this is supported or discouraged
- Integration of motorcycles
- The need for a different approach in rural areas focused on active travel and public transport improvements
- The need for additional data, measurables and a clear implementation plan

## 2. Introduction

Local Transport Plans are statutory documents, required under the Transport Act 2008. We are calling ours the Local Transport and Connectivity Plan (LTCP), to better reflect our strategy both for digital infrastructure and for connecting the whole county.

We are updating our Local Transport Plan to reflect new priorities, account for new funding opportunities and incorporate new ideas and strategies. We are developing and consulting upon the LTCP in 3 stages. This process allows for ongoing public engagement and feedback at each stage of the project. We are therefore able to refine our proposals before final inclusion in this document.

The stages of development that we are conducting are:

- Stage 1 – Topic Paper Engagement
- Stage 2 – Development of Vision Document
- Stage 3 – Development of LTCP and supporting documents

As the first stage of developing the new LTCP, we conducted an engagement activity from the 4 March 2020 to the 17 May 2020. Respondents were invited to comment on 28 topic papers through the online consultation portal, or by email. We used feedback received in the engagement exercise and an analysis of data to help shape our draft transport vision and key themes.

The purpose of developing a transport vision is to set out the overarching direction for transport in Oxfordshire. The vision will ensure that we have outlined a clear long-term ambition for transport in the county and will underpin all the policies and schemes included in the LTCP document.

The purpose of this report is to document the LTCP vision document consultation process, provide information on the number of responses received and provide a summary of the themes identified in the responses.

The responses received as part of this consultation will be used to refine our vision and inform development of the full LTCP.

### 3. How we engaged

Consultation on the LTCP vision document ran commenced on 16 February 2021 and closed on the 29 March 2021. Respondents were invited to comment on the LTCP vision document as well as the supporting baseline report and engagement activity summary report. Comments could be submitted through the online consultation portal, by email or over the phone.

The LTCP vision document was split into 7 sections, with respondents asked to answer questions on each. The sections were defined as; vision in context, the challenge, engagement activity, evidence base analysis, draft vision, key themes and achieving the vision. There were also specific questions regarding rural areas and the development of park and ride.

Each section included a 'closed' question regarding level of agreement and an open text box. Some sections included prompt questions for the open text box to help gather opinions on the topic in question. However, the question boxes were mostly open ended, so that respondents could comment on what they would like.

All consultation documents were available online on Oxfordshire County Council's consultation webpage. This webpage can be accessed by computers, mobile phones and tablets to maximise accessibility. We were also able to arrange for hard copies to be posted where residents had difficulty accessing the documents online.

Respondents could make representations to the consultation by email, or online through the web-form. There was also the option for respondents to contact the council via phone and provide responses over the phone if required.

We promoted the consultation through a press release, emails to known stakeholders and social media. The press release issued on the 14 February 2021 is shown below.

14 February 2021

#### **Consultation launched on Oxfordshire's draft transport blueprint**



Residents and organisations across Oxfordshire are being offered the chance to help shape the transformation of transport and digital connectivity across the county in a new consultation from 15 February to 29 March on a draft blueprint for the future.

With the need for climate action, helping create healthy communities and addressing air quality at the heart of council thinking, the new local transport and connectivity plan (LTCP) sets out a vision for Oxfordshire that will contribute to developing a zero-carbon economy for the county and transform the health and wellbeing of residents.

## 4. Who responded to the consultation

When responses were submitted via the online form, some demographic information was also recorded. However, it was not a requirement for participants to answer these questions, therefore this section may not be fully representative. This section provides an overview of the demographic information collected to understand who responded to the consultation.

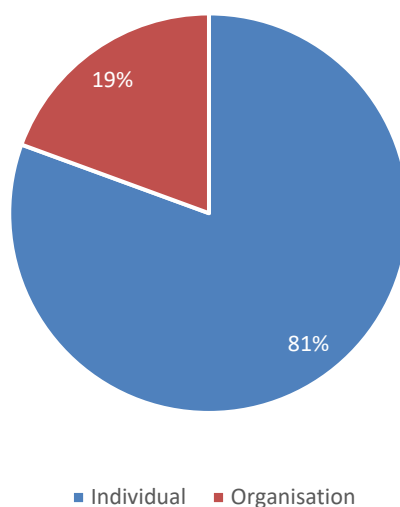
This information helps us to understand how we should use the information, particularly where groups may be under or over-represented. It also helps us to understand how effective our engagement was so that we can improve the approach during the LTCP consultation in Autumn 2021.

### Type of respondent

In total 309 responses to the consultation were received

267 responded using the online web-form and 42 written submissions were received. Of those that responded, 249 were on behalf of individuals and 60 were on behalf of organisations. The full list of organisations that responded can be found in appendix 1 of this report.

Type of respondent



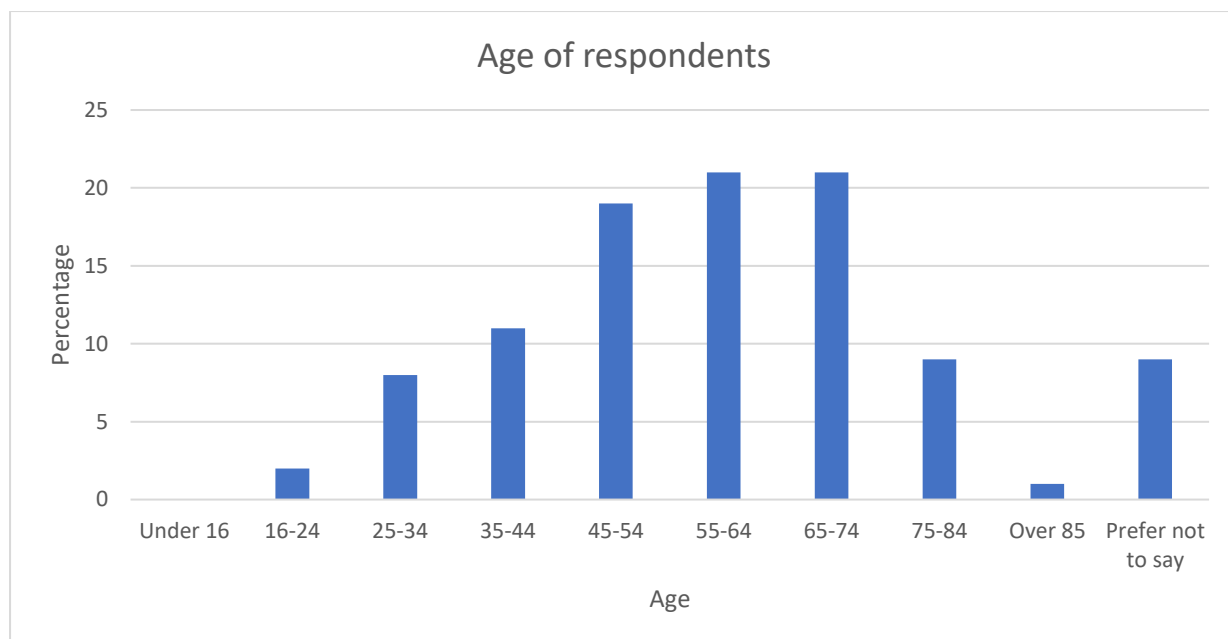
### Age of respondents

There were a higher proportion of respondents in the middle age categories, with 40% of respondents aged 45 to 64. The 65 to 74 age group was also well represented with 21% of responses.

There was a low response from the under 35 age groups with only 10% of respondents being in this age bracket. The under 25 age groups were particularly poorly represented with only a 2% share of the total responses.



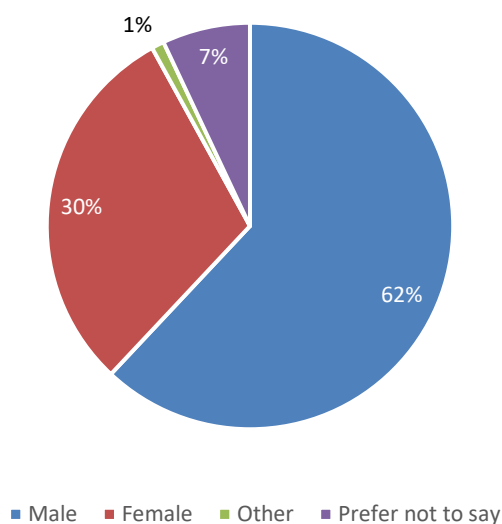
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### Gender of respondents

There were a higher number of males responding (62%), than females (30%). The remainder of respondents identified as other (1%) or preferred not to say (7%).

Gender of respondents

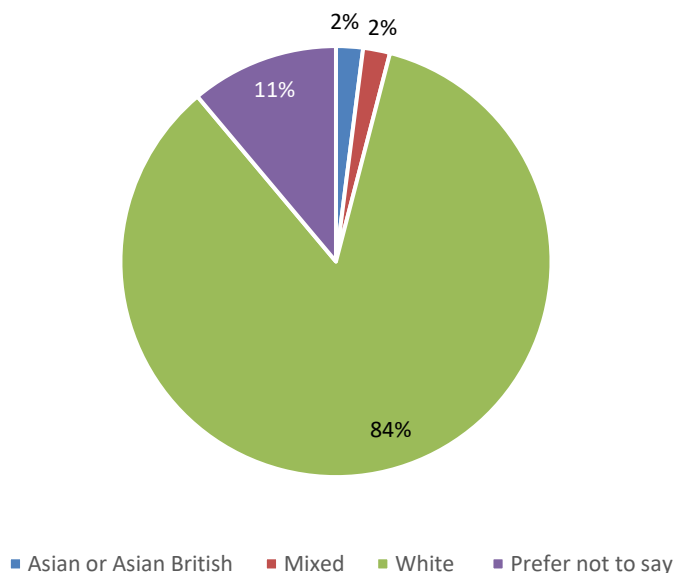


### Ethnicity of respondents

The vast majority of respondents were white (84%), with only 4% of respondents belonging to non-white ethnic groups (2% Asian or Asian British and 2% mixed). There were no responses received from residents that are Black/Black British or Chinese. The remainder of respondents preferred not to say (11%).

It will be important that we seek to improve the diversity of responses in future LTCP consultations. This is because we know that transport affects all residents and it affects them in different ways. It is therefore important that we investigate and recognise these impacts to create a transport system that is inclusive and benefits all Oxfordshire residents.

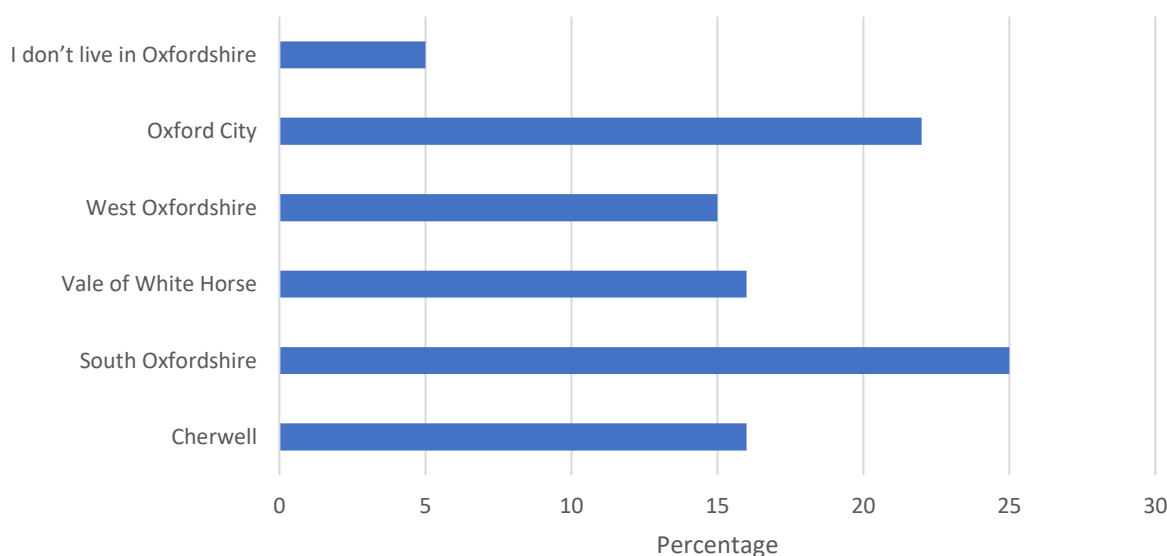
Ethnicity of respondents



### Spatial distribution of respondents

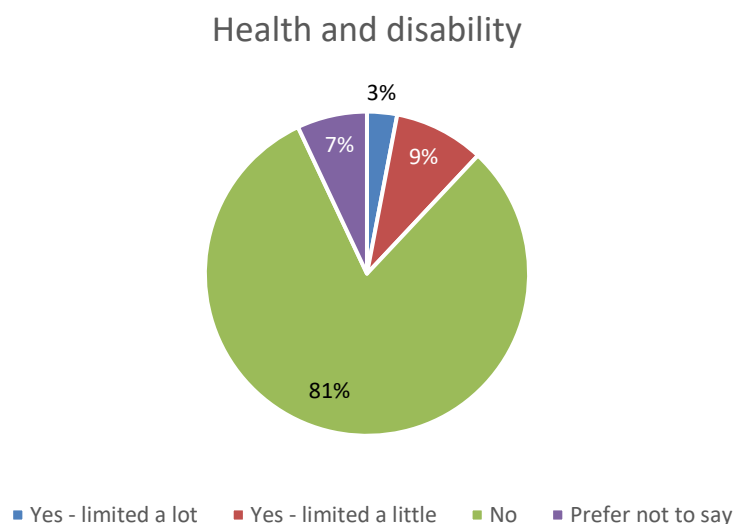
There were respondents from all Oxfordshire districts, with a fairly even distribution of respondents from across all 5 districts. The highest proportion of respondents were from South Oxfordshire (25%) and the lowest from West Oxfordshire (15%).

Spatial distribution of respondents



## Health and disability

Respondents were asked whether their day to day activities limited because of a long-term illness, health problem or disability which has lasted, or is expected to last, at least 12 months.



The majority of respondents stated that their day to day activities are not limited (81%). 12% of respondents said that their day to day activities are limited, with 9% stating they are limited a little and 3% limited a lot. The remaining 7% selected prefer not to say.

## 5. Questionnaire responses

As previously highlighted, the LTCP vision document was split into 7 sections, with respondents asked to answer questions on each. This section provides an overview of how many responses were received on each topic.

The following sections then provide a summary of the key headlines from closed questions and themes arising from written feedback. This includes responses from both the online consultation portal and email responses. An overview of the most cited categories is provided for each question in order to reflect public consensus and ensure this report remains focused.

The online questionnaire did not require respondents to answer every question. Respondents were free to respond to as many, or as few questions as they wanted. This means that the number of responses to each section varies.

Despite this, there is a fairly equal number of responses to all sections. The highest number of responses was to the key themes section with 287 responses. The fewest number of responses was received to the engagement activity section with 260 responses.

Section	Number of responses
Vision in context	261
The challenge	272
Engagement activity	260
Evidence base analysis	272
Draft vision	268
Key themes	287
Achieving the vision	273

## 6. Vision in context responses

The vision in context section provided more detail about changes to the local and regional policy context since 2016 when the last Local Transport Plan (LTP4) was published. This section of the vision document provided more detail about those strategies to outline the local context and how they have informed the development of the LTCP.

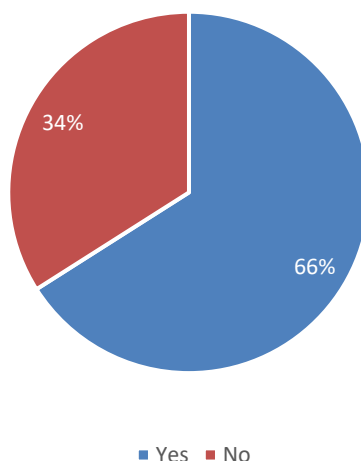
The key related strategies and policy developments we identified were:

- Oxfordshire Strategic Vision
- Oxfordshire Plan 2050 and Oxfordshire Infrastructure Strategy
- Oxfordshire County Council Climate Action Framework
- Local Industrial Strategy
- Joint Health and Wellbeing Strategy
- England's Economic Heartland Transport Strategy
- Transport for the South East and cross boundary proposals

### Have we identified the right strategies and policy developments in Oxfordshire? (Yes/No)

Overall, the majority of respondents agreed that we had identified the right strategy and policy developments with 66% selecting 'yes' compared to 34% 'no'.

Have we identified the right strategies and policy developments in Oxfordshire?



### If not, what other strategies and policy developments in Oxfordshire should we take into account as we develop the LTCP in more detail?

Respondents identified a very wide range of additional considerations in response to this question. In total 28 different topics were identified, with a range of specific suggestions within each of these. The topics identified are shown on the table below, along with the percentage of responses that included reference to it.

Category	Percentage
National Policy	10
Other	8
Rural areas	7
Climate Change	5
Public transport	5
Local Plan	5
Housing development	4
Freight	3
Air quality	3
Conservation	3
Rail	3
Connectivity	2
Private car	2
Nature recovery network	2
Economy	2
EEH	2
Health	2
Parking	2
Local	2
OxCam Expressway	2
Covid	2
OxCam Arc	2
Accessibility	1
EV	1
Implementation	1
Leisure	1
Motorcycles	1
Connecting Oxford	1
Road safety	1

### National policy

The most common area suggested for consideration was UK government policy. UK government policies for consideration were stated by 10% of respondents. The main policies suggested for consideration were:

- Government's decarbonisation plan
- Government's 25 year environment plan
- National bus strategy

12 further strategies/policies were suggested for consideration including the Manual for Streets, National Planning Policy Framework, LTN 1/20 and Cycling and Walking Investment Strategy.

The LTCP baseline report, which was available alongside the LTCP vision document, included an overview of national policies. This included the Government's decarbonisation plan. The national bus strategy was published after the LTCP vision document and will be considered as part of the LTCP.

### Other

The second most suggested category is defined as 'other'. These were suggestions that appeared 2 times or less in the responses. There were 17 suggestions in this category covering a broad range of topics. Suggestions included Brexit, Oxfordshire Infrastructure Strategy, Oxfordshire Street Design Guide and the Oxfordshire Digital Infrastructure Strategy.

#### Rural areas

Suggestions about rural areas were made by 7% of respondents. Whilst not directly related to the question, these responses generally identified the need to improve rural public transport connectivity and the need for a different approach in rural areas.

#### Climate change

Climate change was the fourth most commonly cited topic by respondents (5% of responses). Suggestions in this category largely revolved around the need for further recognition of the climate emergency.

#### Public transport

Comments about public transport were also made by 5% of respondents. Similar to the rural areas category, these comments were largely general suggestions rather than specific policies or strategies for consideration. Comments highlighted the need to improve public transport connectivity.

#### Local plans

The need to consider the district council's Local Plans was raised by 5% of respondents. Similarly, the next most cited category was housing development where respondents suggested the need to consider the implications of housing growth in the county.

#### Other comments

As seen on the table, other responses to this question covered a large range of categories. This included specific strategies for consideration such as the Oxfordshire Nature Recovery Network as well as more general comments on topics such as Freight.

#### **Vision in context headlines**

- Overall agreement that the right strategies and policy developments have been identified
- Wide range of additional considerations identified
- Suggested that there is further consideration of national policies
- Need for further recognition of the climate emergency
- Suggested consideration of local plans and impacts of housing growth
- General comments around the need to improve public transport connectivity and rural public transport

## 7. The challenge responses

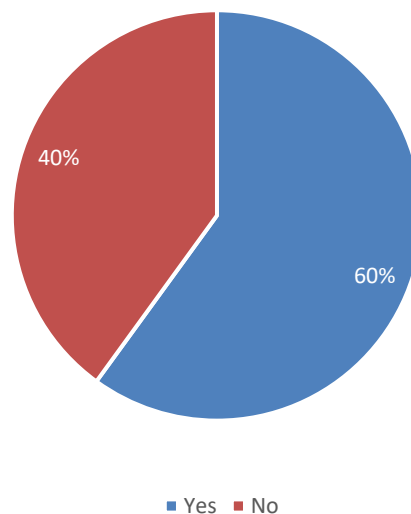
This section of the vision document identified the key transport and connectivity challenges for Oxfordshire. This was to provide context for why the vision is required and the issues it needs to address. The key challenges identified in the vision document were:

- High levels of private car use
- Pressures of future housing growth on Oxfordshire's transport network
- Areas with poor transport connectivity. Particularly, rural and village areas with limited or no public transport connections
- Wider challenges such as public health, inequalities, air quality and needing to take action on climate change

### Have we identified the right key transport and connectivity challenges for Oxfordshire? (Yes/no)

Overall, the majority of respondents agreed that we had identified the right key transport and connectivity challenges with 60% selecting 'yes' compared to 40% 'no'.

Have we identified the right key transport and connectivity challenges for Oxfordshire?



### What other key challenges should we consider as we develop the LTCP in more detail?

Respondents identified key challenges for consideration in 19 headline categories to this question. The full list of categories can be seen below, along with the percentage of responses that included reference to it.

Category	Percentage
Active travel	13
Private Car	13
Connectivity	11
Public transport	10
Other	10



Freight	8
Rural areas	7
Road safety	7
Growth	7
Climate Change	4
EV	4
Covid	4
Biodiversity	4
Maintenance	3
Accessibility	3
Decarbonisation	2
Behaviour change	2
Parking	1
Cross boundary	1

### Active travel

Challenges for consideration related to active travel and the private car were most identified by respondents (both 13%). Within the active travel category there were two key challenges identified. These were the lack of active travel infrastructure/connectivity and the need to increase safe active travel routes. Other comments identified challenges such as improving pedestrian infrastructure and delivering micromobility.

### Private car

Comments related to the private car were more mixed. The most common response was not identifying a key challenge but instead highlighting the continued importance of private cars. There were also several responses highlighting the challenge of encouraging behavior change. Other comments included the challenge of addressing car dominance in rural areas and the use of GPS and rat running.

### Connectivity

Comments about connectivity challenges were made by 11% of respondents. These comments covered contrasting areas. The most referenced challenge was again active travel connectivity. However, several respondents highlighted challenges associated with poor road connectivity and the need to improve this. Other comments identified the challenges of rural connectivity, public transport connectivity and cross boundary connectivity.

### Public transport

The challenge of poor public transport connectivity was identified by respondents. There were also several responses about the need to improve rail connectivity. Challenges associated with rural public transport were specifically identified by some respondents.

### Other

Comments classified as 'other' were made by 10% of respondents. This category includes all responses cited 3 times or less and covers 19 different topics. Challenges identified include noise pollution from transport, monitoring the LTCP and implementing the Oxford Zero Emission Zone.

### Freight

Challenges associated with freight were identified by 8% of respondents. Respondents highlighted the challenges of Heavy Goods Vehicle's (HGV's) using inappropriate routes, the impacts of HGV's on infrastructure and the increasing levels of HGV's and Light Goods Vehicle's (LGV's).

It should be noted that comments around freight are a recurring theme throughout the consultation. These comments generally highlight the challenges posed by HGV's and the need for restrictions. Henley and Chipping Norton were named as specific locations in need of restrictions.

### Other comments

Other challenges suggested for consideration include the effects of the Covid-19 pandemic, impacts on biodiversity, the need for electric vehicle (EV) charging infrastructure and improving road safety.

#### **The challenge headlines**

- Overall agreement that the right key transport and connectivity challenges were identified
- Need to consider challenges associated with active travel, notably the lack of active travel connectivity and the need to increase safe active travel routes
- Highlighted the continued importance of private cars
- Need to consider challenges associated with poor public transport connectivity, freight and HGV's
- Broader challenges for consideration include the impacts of Covid-19, impacts on biodiversity, providing EV charging and improving road safety

## 8. Engagement activity responses

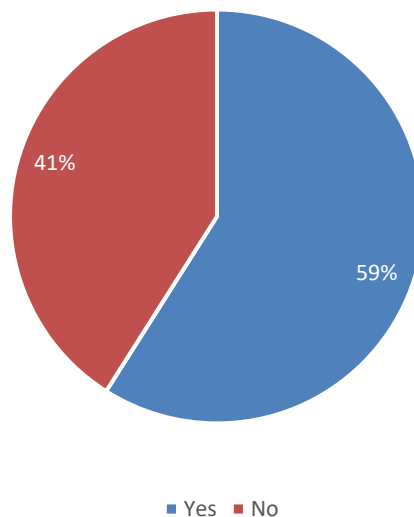
The vision document was developed following analysis of the feedback from our public and stakeholder engagement activity in March 2020. The engagement activity gave us a good overview of views on a wide range of transport topics relevant to Oxfordshire.

The responses to the engagement activity were analysed in the engagement report which was available alongside the vision document. Within the vision document an overall summary of key points from the engagement activity was included.

### Based on our analysis of the engagement activity do you think that we have identified the key points? (Yes/no)

Overall, the majority of respondents agreed that we had identified the key points from the engagement activity with 59% selecting 'yes' compared to 41% 'no'.

Based on our analysis of the engagement activity do you think that we have identified the key points?



### If not, what is missing or needs changing?

Following analysis of written responses, it is noted that this question was generally misunderstood. This misunderstanding may have also contributed to the percentages of respondents agreeing/disagreeing with the previous question.

The question sought feedback on the key points as identified by the public in the topic paper engagement. However, most responses identified perceived omissions from the key point list. Many of these suggestions were areas not covered by the topic papers and so would not have been included in this section.

Despite the confusion around this question the most referenced area was around the engagement (8% of responses). The other categories identified are included on the table below, along with the percentage of responses that included reference to it.

Category	Percentage
Engagement	8
Freight	7
Active travel	6
Other	6
Public transport	5
Rural areas	5
Road safety	3
Private car	3
Motorcycles	3
Implementation	3
EV	2
Growth	2
Conservation	2
Climate change	2
Maintenance	1
Parking	1

### Engagement

Comments about the topic paper engagement process were raised by a number of respondents. Respondents generally highlighted that the engagement was under representative and suggested groups to engage with.

As highlighted previously, comments on the other topics were generally areas not covered by the topic papers and so would not have been included in this section. We have provided a brief overview of what these comments were below.

### Freight

Comments on freight were made by 7% of respondents. As discussed, the challenges associated with freight and need for measures is a continuous theme. Respondents in this section also highlighted the need to encourage rail freight and e-cargo bikes.

### Active travel

Several respondents made comments related to active travel. These included the need to expand the walking and cycling network, adopt LTN1/20 and improve cyclist safety.

### Other

Comments classified as 'other' were made by 6% of respondents. This category includes all responses cited 2 times or less and covers 15 different topics. Comments included the need to consider waterways, aviation and tourism.

### Public transport

As with the previous section, comments around public transport generally related to the need to improve public transport connectivity and rail connectivity. Respondents also identified the need to improve bus stops and information. Some respondents noted opposition to park and rides in this section.

### Motorcycles

Whilst not one of the top categories, it is worth noting the comments made about motorcycles by respondents. Motorcycles was another recurring topic throughout the

questionnaire. These comments generally highlighted the need to take motorcycles into account and integrate them with other modes of transport. Several respondents also highlighted the need for more data about motorcycles and the benefits of them.

#### **Engagement activity headlines**

- Overall agreement that the key points from the engagement activity have been identified
- Question was generally misunderstood. Most comments were about areas not covered by the topic papers
- Highlighted that the engagement was under representative
- Included comments about the need to take motorcycles into account and integrate with other modes of transport

## 9. Evidence base analysis responses

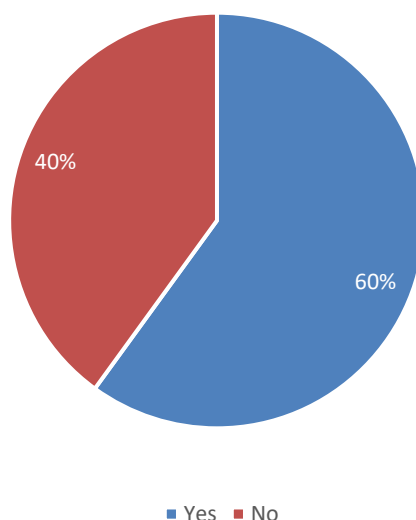
During development of the LTCP vision document we collected a range of evidence to identify the current situation, challenges and opportunities. This data informs the LTCP vision and will be used as we develop the LTCP document.

A summary of the key findings from our evidence base analysis was included in the vision document. The more detailed evidence base was available as the supporting baseline report.

### Have we identified the key right evidence to inform the LTCP? (Yes/no)

Overall, the majority of respondents agreed that we had identified the right key evidence to inform the LTCP with 60% selecting 'yes' compared to 40% 'no'.

Have we identified the key right evidence to inform the LTCP?



### What other evidence should we review as we develop the LTCP in more detail?

Respondents identified further evidence for review in 14 headline categories to this question. The full list of categories can be seen below, along with the percentage of responses that included reference to it.

Category	Percentage
Other	10
Private car	7
Public transport	7
Active travel	7
Freight	7
Covid	4
Growth	3
Engagement	3
Motorcycles	3

Road safety	3
Benchmarking	3
Rural areas	2
Noise	1
Accessibility	1

### Other

There was generally a lack of clear trends in answer to this question. This is reflected by the fact that comments classified as 'other', were most commonly cited by respondents. Comments classified as 'other' were referenced 2 times or less and there were 28 different topics that fit into this category. This highlights the wide range of data suggested but the general lack of consensus. Data suggested as part of the other category included:

- More evidence on health
- Wider consideration of biodiversity
- Deaths from air quality
- Employer parking
- Social inequality

The next top categories were all mentioned by 7% of respondents. These categories covered data in relation to the private car, public transport, active travel and freight.

### Private car

Private car data suggestions included the need for more car journey data, congestion hotspot data and car ownership data. Respondents also suggested the use of community Speedwatch data and the need for data about the A40.

### Public transport

Comments about public transport generally highlighted the need for more analysis of bus data, particularly in relation to declining passenger use and reduced subsidies. Respondents also suggested the inclusion of rail usage data, bus journey time data and access to rural public transport.

### Active travel

Active travel data suggestions highlighted the need for more walking and cycling data and more analysis of this data. Some respondents also suggested an analysis of rural walking and cycling data. Other suggestions included the inclusion of equestrian data, bikeability provision and reviewing the impacts of previous interventions.

### Freight

Suggestions made about freight largely highlighted the need for freight and HGV data. Freight data was included in the baseline report but we recognize this was largely an analysis of national data. Respondents also suggested data about the physical impacts of HGV's, freight consolidation and e-cargo bikes.

### Other comments

Other data suggested by respondents included the impacts of Covid-19 on travel, noise pollution, housing growth, more rural data and a review of LTP4's implementation and impacts.

### **Evidence base analysis headlines**

- Overall agreement that we had identified the right key evidence to inform the LTCP
- Lack of clear trends/consensus in written suggestions. Comments classified as 'other', were most cited
- Suggestions to include car journey data, freight data, more walking and cycling data and rail usage data
- Highlighted the need for more analysis of bus data and walking and cycling data



## 10. Draft vision responses

The central focus of the vision document was the draft vision. Following analysis of the engagement activity and evidence we developed the following draft vision which was included in the document for feedback.

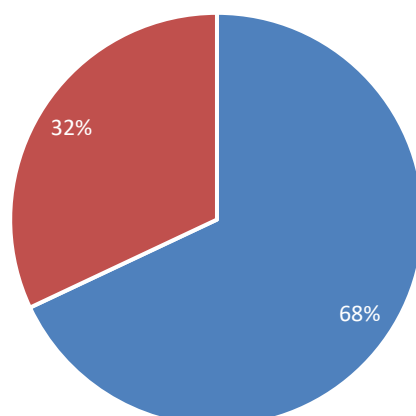
“Our Local Transport Plan Vision is for a net-zero Oxfordshire Transport system that enables the county to thrive as one of the world’s leading innovation economies, whilst supporting clean growth, protecting our rich and varied natural and historic environment and being better for health and wellbeing, social inclusivity and education.

Our Plan sets out to achieve this by reducing the need to travel, securing high quality gigabit connectivity, and by discouraging unnecessary individual private vehicle use through making active travel, public and shared transport the natural first choice.”

### Do you agree with our draft vision?

Overall, a high proportion of respondents agreed with the draft vision with 68% selecting ‘yes’ compared to 32% ‘no’.

Do you agree with our draft vision?



■ Yes ■ No

### Do you have any further comments on the vision, particularly if you disagree and have views on how it can be improved?

Respondents made comments on the draft vision which have been grouped into 18 headline categories. The full list of categories can be seen below, along with the percentage of responses that included reference to it.

Category	Percentage
Private car	17
Public transport	8
Other	7
Freight	6

Rural areas	6
Air quality	5
Implementation	5
Growth	5
Active travel	4
EV	3
Digital connectivity	2
Road safety	2
Biodiversity	2
Innovation	2
Cross boundary	2
Health	1
Accessibility	1
Motorcycles	1

### Private car

As can be seen on the table above, the majority of comments were about the private car. 17% of respondents commented on the private car which is over double the amount of the next highest category (public transport - 8%).

Comments on the private car generally centered on two opposing suggestions. A number of respondents highlighted the ongoing need for the private car and opposed aims to reduce private car use. However, there were also respondents that felt there should be stronger discouragement of private car use in the vision.

Other comments on the private car questioned what 'unnecessary' private car use is, suggested support for car clubs and highlighted the difficulties of reducing private car use.

### Public transport

Comments on public transport were wide ranging and many did not directly relate to how the vision could be improved. Instead they were general suggestions about improving public transport. Several respondents suggested the development of new rail lines.

There were also some respondents that highlighted the difficulties of encouraging public transport use. Other comments on public transport included the need to reference affordability, support for developing mobility hubs and the need to improve the cleaning of buses.

### Other

Comments classified as 'other' made up 7% of responses. These comments were topic were referenced 3 times or less and there were 17 different topics that fit into this category. Responses in this category include:

- Suggestion that the first sentence of the vision is too broad
- Lack of focus on people in the vision
- Need to encourage choice rather than dictate
- Need to recognize the scale of the challenge

### Freight

Comments regarding freight suggested an increased focus on freight in the vision and reiterated comments about the needs for HGV weight limits and restrictions.

### Rural areas

Several respondents made comments about rural areas. These comments highlighted that the vision is not achievable in rural areas and that there should be a different approach for rural areas. Some respondents also noted the ongoing need for a private car in rural areas. Other comments suggested the need for improved active and public transport connectivity in rural areas.

### Other comments

Other notable comments on the vision included:

- Suggestion to include a sooner date for net-zero
- The need for an implementation plan to deliver the vision
- Suggest more focus on encouraging EV's
- The need to include road safety in the vision
- Highlight issues with and challenge the concept of 'clean growth'

### **In the context of the proposed vision, how do you think our approach to improving connectivity in rural areas should differ to more urban areas?**

When conducting evidence base work, we identified that 61% of Oxfordshire is rural in nature. This question sought feedback on how the vision and approach should apply in these areas.

Respondents comments on this question have been grouped into 11 headline categories. The full list of categories can be seen below, along with the percentage of responses that included reference to it.

Category	Percentage
Public transport	51
Active travel	33
Private car	14
Digital connectivity	13
Other	12
Freight	5
EV	4
Growth	4
Parking	1
Accessibility	1
Motorcycles	1

As seen on the table above, a large proportion of respondents commented on public transport or active travel. The comments generally focused on general ways in which rural connectivity can be improved.

### Public transport

The main suggestions made by respondents regarding public transport, were the need for improved bus services and suggestions to develop rural mobility hubs. Several

respondents also highlighted the need for affordable/subsidized buses and demand responsive transport services.

Other comments made in relation to public transport included support for new rail lines, need for zero emission buses and improved bus stop access.

#### Active travel

Comments about active travel were mainly in relation to the need for more off-road active travel routes in rural areas. Several respondents also highlighted the need to improve cyclist safety in rural areas and suggested supporting e-bikes for rural residents.

Other comments about active travel included support for developing 20-minute neighborhoods, the need to improve active travel route maintenance and the need to improve equestrian safety and access.

#### Other comments

Comments regarding the other categories were mentioned by far fewer respondents, as demonstrated on the table above. The main points made by respondents in relation to the other categories were:

- Need to improve/ensure good digital connectivity
- Highlighted that the private car will still be required in rural areas
- Need to expand EV charging to rural areas
- Need for HGV restrictions

Some respondents suggested that a different approach is needed in rural areas. However, a very similar number of respondents said that urban and rural areas should be treated equally.

#### **Draft vision headlines**

- A high proportion of respondents agreed with the draft vision
- Majority of comments on the vision were about the private car. Comments were conflicting, with support and opposition to reducing its usage
- Need to improve public transport and several suggestions made about achieving this
- Suggestions for an increased focus on freight in the vision
- Various suggestions for consideration including a sooner date for net-zero, referencing road safety and more focus on encouraging EV's
- Improved bus services, rural mobility hubs and more off-road active travel routes were seen as key to delivering the vision in rural areas

## 11. Key themes responses

In support of the draft vision we identified five proposed key themes. These are the areas we are seeking to transform as the plan is implemented and the vision comes to life. We also identified the outcomes we hope to deliver for each key theme. Our key themes were:

- Environment
- Health
- Place Shaping
- Productivity
- Connectivity

To support the key themes, we proposed a set of policy focus areas which we believe are required to achieve the outcomes. The proposed policy focus areas were:

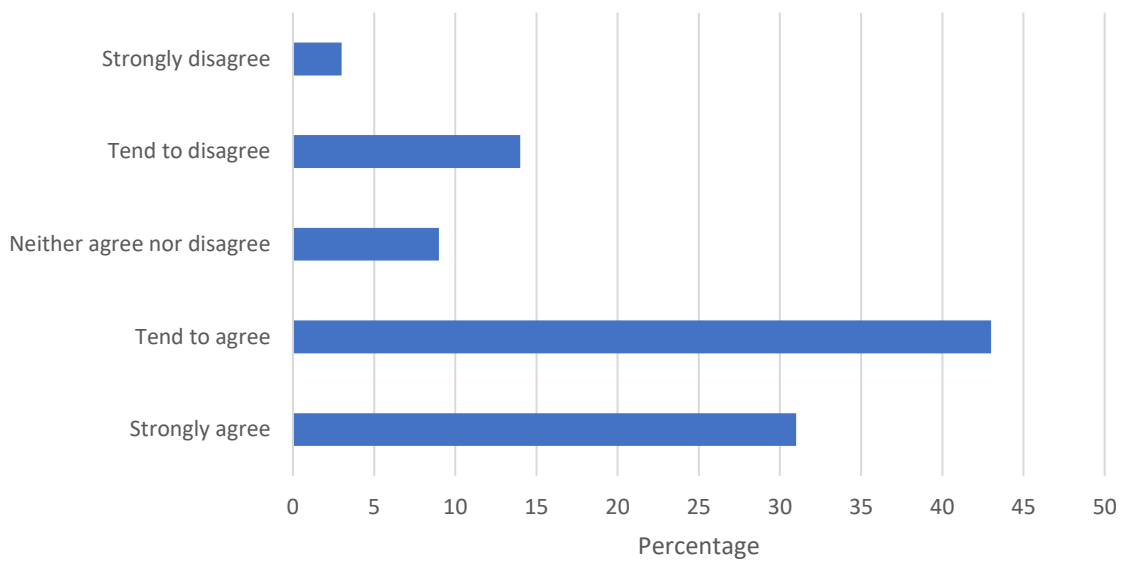
- Active and healthy travel
- Public transport
- Air quality
- Road safety
- Healthy place shaping
- Innovation
- Freight
- Digital connectivity
- Regional connectivity
- Local connectivity
- Network and congestion management

The list of policy focus areas was outlined in the vision document; including examples of what might be included under each area in the detailed LTCP.

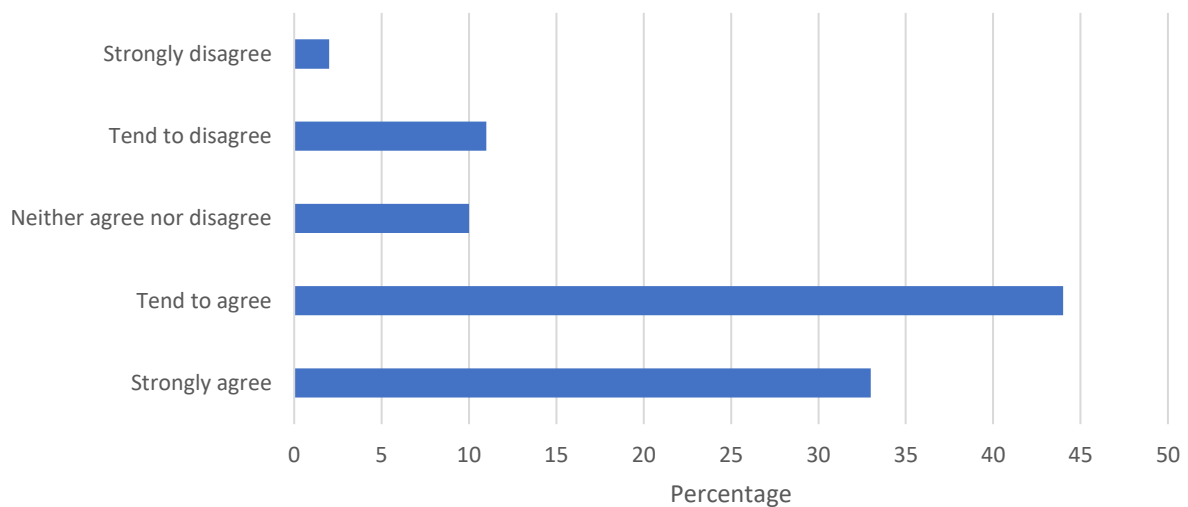
### **Do you think we have identified the right key themes and policy focus areas for the LTCP?**

There was strong support for both the key themes and policy focus areas. Overall, 77% of respondents agreed with the key themes (33% strongly agree, 44% tend to agree). Similarly, 74% of respondents agreed with the policy focus areas (31% strongly agree, 43% tend to agree).

Do you think we have identified the right policy focus areas for the LTCP?



Do you think we have identified the right key themes for the LTCP?



**If you disagree, what is missing or needs changing?**

There were a wide range of topics covered in response to this question. Respondents comments on this question have been grouped into 18 headline categories. The full list of categories can be seen below, along with the percentage of responses that included reference to it.

Category	Percentage
Other	13
Private car	7
Road safety	5
Freight	5
Climate change	5

Healthy place shaping	5
Active travel	5
Implementation	5
Public transport	3
Biodiversity	3
Rural areas	3
Maintenance	2
Health	2
EV	2
Digital connectivity	2
Accessibility	1
Motorcycles	1
Noise	1

As seen on the table above, there were a wide range of responses to this question and a lack of clear emerging themes. This is demonstrated by most responses belonging to the 'other' category. This category contains nearly double the amount of responses than the next highest category, emphasizing the lack of consensus among responses received.

#### Other

The 'other' category contains responses that were references 3 times or less. The category contains 30 different topics/comments. Comments in this category include:

- The policy focus areas are too thematic and need more place focus
- Suggested there are too many themes and policy focus areas
- Concerns about the fragmentation of policy focus areas
- Suggested a policy is added around transport and housing/planning
- There is no mention of 'soft' measures

#### Private car

Comments about the private car were the next most frequently referenced category. Comments in this category were generally conflicting. A number of respondents highlighted the need for a policy or target on discouraging car use. However, there were also several responses that suggested the need for more policies to support car use and address congestion.

The next 6 categories were all mentioned by 5% of respondents. These categories were road safety, freight, climate change, healthy place shaping and active travel. A brief summary of these responses is provided below.

#### Road safety

Comments about road safety highlighted the need to mention all road users under the road safety policy. Respondents also suggested a road safety theme, a school safety policy and a 20mph zone policy.

#### Freight

As discussed previously, comments about freight highlighted the need for HGV restrictions. Other comments on freight in response to this question included suggestions for a freight theme and the need to address local deliveries.

### Climate change

Comments about climate change suggested that the overarching theme should be achieving net zero. Several respondents also suggested a decarbonization theme. Respondents also highlighted the need to identify an approach to zero carbon transport system.

### Healthy place shaping

The healthy place shaping policy focus area was generally questioned by respondents. A number of respondents suggested that healthy place shaping is an unclear term and there were also suggestions that it should be removed. However, several respondents supported the policy focus area and suggested that it needs to reference accessibility and green connectivity.

### Active travel

Comments regarding active travel were wide ranging and lacked clear consensus. In total 20 different topics were raised by respondents regarding active travel. The only topic mentioned by several respondents was the suggestion that a 20-minute neighborhood policy is added. Other comments included:

- Need to consider accessibility
- Need to support e-bikes and e-scooters
- Suggested a countywide plan for school streets
- Suggested LCWIPs for all market towns

## **How do you think we should develop Park and Rides in order to support the vision and key themes?**

One the key areas identified as needing careful consideration based on the engagement feedback is the future of Park and Ride. We therefore included this question to seek further feedback on the topic.

As seen on the table below, the responses to this question were mainly focused on two key topics, improvements and cost. In total respondents' comments on this question have been grouped into 8 headline categories. The full list of categories can be seen below, along with the percentage of responses that included reference to it.

Tag	Percentage
Improvements	46
Cost	27
Support	14
Opposition	12
Expansion	10
Other	6
Rural areas	5
Accessibility	1

### Improvements

Overall, there was strong support for further development of park and rides. The majority of comments were suggested improvements to park and rides in order for them to better support the vision. Nearly half of respondents (46%) included suggested



improvements in their responses, considerably more than the next most cited category (27%).

The improvements most suggested by respondents were;

- The need to improve active travel connectivity and facilities
- Development of park and rides as mobility hubs
- Improved bus priority/journey times
- More frequent services

Other improvements suggested by respondents included suggestions to create rural park and rides, the need for EV charging points at park and ride sites and the need to improve the user experience.

### Cost

Comments about cost were made by 27% of respondents. This was nearly double the next most cited category. Nearly all comments about cost highlighted the need to reduce park and ride costs. This included suggestions to make parking free or to make the entire journey free.

### Support

Support for park and ride was expressed by 14% of respondents. These comments generally expressed support for continuing to develop park and rides. Some respondents also supported developing smaller, 'pocket', park and rides.

### Opposition

However, there was a similar number of respondents that expressed opposition to park and ride. Several respondents highlighted that their opposition was due to the fact park and rides encourage private vehicle use. Some respondents also expressed opposition to rural/further out park and rides.

### Expansion

Comments about expansion were similar to those expressing support. These respondents generally supported the development of more park and rides and the enlargement of existing ones.

### **Key themes headlines**

- Strong support for both the key themes and policy focus areas
- Wide range of comments on the key themes and policy focus areas with a lack of clear suggestions
- Conflicting comments on the private car. Suggestions for policies to both discourage and further support car use
- Suggestions for additional themes including freight, road safety and decarbonization
- Suggestions for additional policies including school safety, 20mph zones, and 20-minute neighborhoods
- Overall strong support for further development of park and rides
- Number of suggestions about park and ride improvements and the need to reduce its cost



## 12. Achieving the vision responses

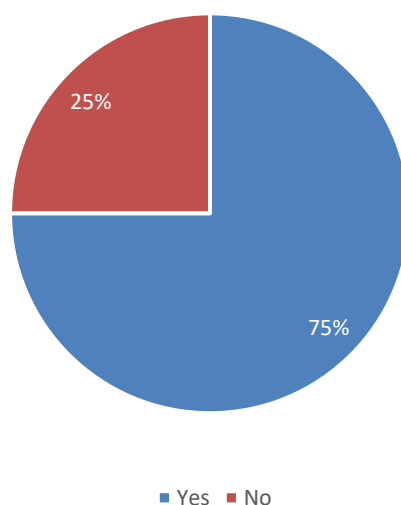
We are also working to establish how delivery of the LTCP will be monitored, with monitoring details to be included in the detailed LTCP document. As part of this work we identified a proposed set of measurables that could be used to monitor the LTCP. These were included in the vision document for initial feedback. The measurables included were:

- Biodiversity
- Walking and cycling trips
- Public transport trips
- Healthy Streets Check
- Impacts of air pollution
- Obesity
- Physical activity
- Jobs and employment
- Economic growth
- Digital network coverage
- Road maintenance condition
- Number of killed and seriously injured in road traffic accidents
- Transport emissions
- Journey times by car
- Journey time reliability
- Congestion

### **Do you think the proposed measurables are suitable for monitoring the LTCP?**

There was strong support for the proposed measurables. Overall, 75% of respondents thought that the proposed measurables are suitable for monitoring the LTCP.

Do you think the proposed measurables are suitable for monitoring the LTCP?



### Are there any other measurables you would like considered in the plan?

There were a wide range of additional measurables suggested for consideration. In total respondents' comments on this question have been grouped into 16 headline categories. The full list of categories can be seen below, along with the percentage of responses that included reference to it.

Category	Percentage
Active travel	11
Other	10
Private car	9
Road safety	7
Public transport	7
Freight	7
Biodiversity	6
Air quality	5
Obesity	4
Public opinion	3
Noise	3
Economy	3
EV	3
Health	2
Motorcycles	1
Demographics	1

#### Active travel

The largest amount of comments were about active travel measurables. A number of respondents suggested a measurable around the mode share of children travelling to school. Several respondents also suggested measurables about the length of footpath/cycle lane delivered and the maintenance of active travel routes.

There were a range of other measurables mentioned less frequently by respondents. These included active travel demographics, equestrian safety, bikeability training and fly parked cycles.

#### Other

Comments classified as 'other' were the next most common. The 'other' category contains responses that were references 2 times or less. The category contains 19 different suggested measurables. Suggestions in this category include:

- Accessibility
- Number of tourists
- Parking
- Rates of home working

#### Private car

Comments about the private car largely suggested the need for a measurable on the number of car journeys. Respondents also suggested measurables regarding traffic levels, congestion and car journey times. Both congestion and car journey times were included in the proposed list of measurables.

### Road safety

Measurables related to road safety, public transport and freight were all mentioned by 7% of respondents. Road safety comments highlighted the need for broader measures than just the number of Killed and Seriously Injured (KSI). Some respondents also suggested measurables around well-being and the perception of safety.

### Public transport

Public transport comments identified a wide range of suggested measurables. Several respondents suggested a measurable around bus availability/frequency in rural areas. Other suggestions included measurables on bus delays, rail usage and bus journey time in the peak vs off peak.

### Freight

Comments about freight largely suggested a measurable around HGV/LGV movement, particularly in rural areas. HGV impacts, rail freight and e-cargo bikes were also suggested as measurables.

## **Do you have any further comments on the vision document?**

Further comments on the vision were generally in relation to three main categories – other, implementation and active travel. In total respondents' comments on this question have been grouped into 13 headline categories. The full list of categories can be seen below, along with the percentage of responses that included reference to it.

Category	Percentage
Other	19
Implementation	19
Active travel	14
Public transport	7
Motorcycles	6
Accessibility	5
Private car	5
Freight	5
Growth	5
Rural areas	5
Climate change	4
EV	2
Parking	1

### Other

Comments classified as 'other' were the joint most common. The 'other' category contains responses that were references 3 times or less. The category contains 31 different comment topics. This broad range is to be expected for such a question and highlights the large variety of suggestions received. Suggestions in this category include:

- The need to improve engagement with residents
- The need to consider the impacts of Covid-19
- Lack of focus on community/citizen
- Suggested that measures to address speed are needed

### Implementation

Implementation was also mentioned by 19% of respondents. Respondents generally highlighted the need for a clear implementation plan / targets to deliver the vision. Some respondents also highlighted the urgent need for implementation.

### Active travel

Comments about active travel were wide ranging and generally highlighted additional considerations. Several respondents stated the need to improve cycle routes and facilities. Respondents also highlighted support for more off-road/segregated cycle paths. Other comments on active travel included support for Low Traffic Neighborhoods, the need for an e-scooter strategy and specific scheme suggestions.

### Public transport

Public transport comments were also wide ranging. Several respondents highlighted the need to increase bus availability/frequency. Other comments included suggestions to reduce the number of buses in Oxford and to coordinate traffic lights for bus priority.

### Motorcycles

As discussed previously, comments about motorcycles were an ongoing theme. The responses here again highlighted the need to consider and integrate motorcycles.

### **Achieving the vision headlines**

- Strong support for the proposed measurables
- Wide range of additional measurables suggested for consideration
- Suggested active travel measurables included the mode share of children travelling to school and the length of footpath/cycle lane delivered
- Measurables also suggested on number of car journeys, bus availability/frequency in rural areas and HGV/LGV movement
- Highlighted the need for a clear implementation plan and targets to deliver the vision

## 13. Conclusions and Next Steps

### Conclusions

The vision document consultation received a good number of comprehensive replies and comments, from both individuals and a number of organisations.

Following analysis of these responses and the key headlines, we believe that overall there is support for the content presented in the vision document. Based on the feedback received, some key areas for further consideration are:

- Identifying further relevant policies and strategies, particularly national policies and district council local plans
- Recognition of the climate emergency and targets for decarbonisation
- Challenges associated with active travel, poor public transport connectivity, freight and HGV's
- The role of the private car and the extent to which this is supported or discouraged
- Integration of motorcycles
- The need for a different approach in rural areas focused on active travel and public transport improvements
- The need for additional data, measurables and a clear implementation plan

### Next Steps

It is planned that the full LTCP document is now developed including the updated vision and objectives following consultation, policies, and supporting strategies. It is planned that this will be complete for statutory consultation in Autumn 2021.

## Appendix 1 – Summary table of organizational responses

Transport operators	Universities	Environment / climate groups	Transport groups	Other
<ul style="list-style-type: none"> <li>• Oxford Bus Company</li> <li>• Stagecoach</li> </ul>	<ul style="list-style-type: none"> <li>• Oxford Brookes University</li> <li>• University of Oxford</li> <li>• Christ Church</li> </ul>	<ul style="list-style-type: none"> <li>• Extinction Rebellion</li> <li>• Berks, Bucks &amp; Oxon Wildlife Trust</li> <li>• Bioabundance Community Interest Company</li> <li>• Climate outreach</li> <li>• CPRE Oxfordshire</li> <li>• Green TEA</li> <li>• Oxford Friends of the Earth</li> <li>• Oxfordshire Environment Board</li> <li>• Thame Green Living</li> </ul>	<ul style="list-style-type: none"> <li>• British Motorcyclists Federation</li> <li>• Bus Users Oxford</li> <li>• Coalition for Healthy Streets and Active Travel (CoHSAT)</li> <li>• Cowley Area Transport Group</li> <li>• CycloX</li> <li>• Harwell Campus Bicycle Users Group (HarBUG)</li> <li>• MCIA</li> <li>• Milton Park's Sustainable Travel Forum and Bike Users' Group</li> <li>• Oxford Pedestrians Association</li> <li>• Oxfordshire Cycling Network</li> <li>• POETS</li> <li>• Railfuture Thames Valley</li> <li>• Road Haulage Association</li> <li>• Stratford Rail Transport Group</li> <li>• The British Horse Society</li> <li>• The Canal &amp; River Trust</li> <li>• The Motorcycle Action Group</li> <li>• The Village Travel Network</li> <li>• Windrush Bike Project</li> </ul>	<ul style="list-style-type: none"> <li>• Oxford Civic Society</li> <li>• The Chiltern Society</li> <li>• Wantage and Grove Campaign Group</li> <li>• Need not Greed Oxon</li> </ul>
Parish / Town Councils	District / City Councils	Local Authorities	Businesses / large employers	
<ul style="list-style-type: none"> <li>• Adderbury PC</li> <li>• Banbury TC</li> <li>• Chipping Norton TC</li> <li>• Didcot TC</li> <li>• East Hagbourne PC</li> <li>• Eynsham PC</li> <li>• Harwell PC</li> <li>• Henley TC</li> <li>• North Hinksey PC</li> </ul>	<ul style="list-style-type: none"> <li>• Cherwell District Council</li> <li>• Oxford City Council</li> <li>• South Oxfordshire and the Vale of White Horse District Councils</li> <li>• West Oxfordshire District Council</li> </ul>	<ul style="list-style-type: none"> <li>• Reading Borough Council</li> <li>• Buckinghamshire Council</li> <li>• England's Economic Heartland</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Holdings</li> <li>• ROX</li> <li>• Science and Technology Facilities Council</li> <li>• UKAEA</li> </ul>	

<ul style="list-style-type: none"><li>• Sandford on Thames PC</li><li>• Wallingford TC</li><li>• Forest Hill and Shotover PC</li></ul>			
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