





From the 1950s

As the population of Oxford and the surrounding area grew, the city became increasingly popular with workers, scholars and tourists.

This created real problems for the city's special historic environment and its economic prosperity.

Cornmarket Street (early 1970s)



1973 Balanced Transport Policy

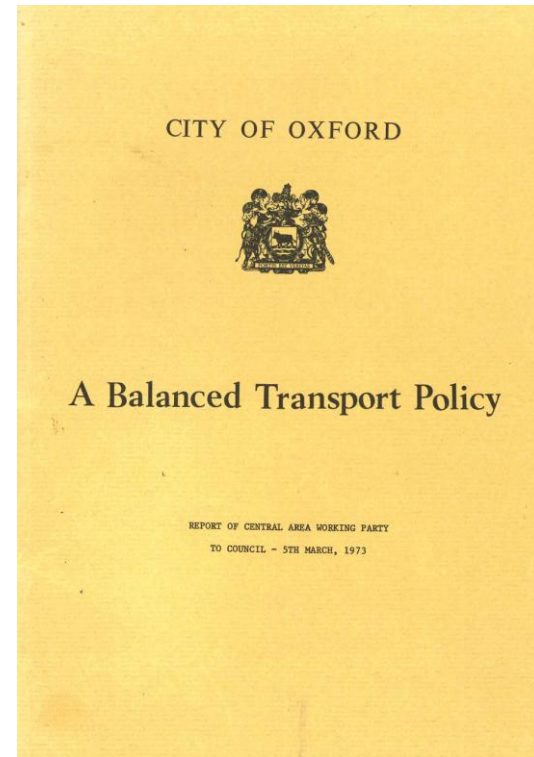
City of Oxford recognised the problems demand for travel was causing

It saw a clear choice between:

- a. accommodating the private car through road building or*
- b. Limiting the use of cars and persuading people to use the bus, cycle or walk*

1973 Balanced Transport Policy

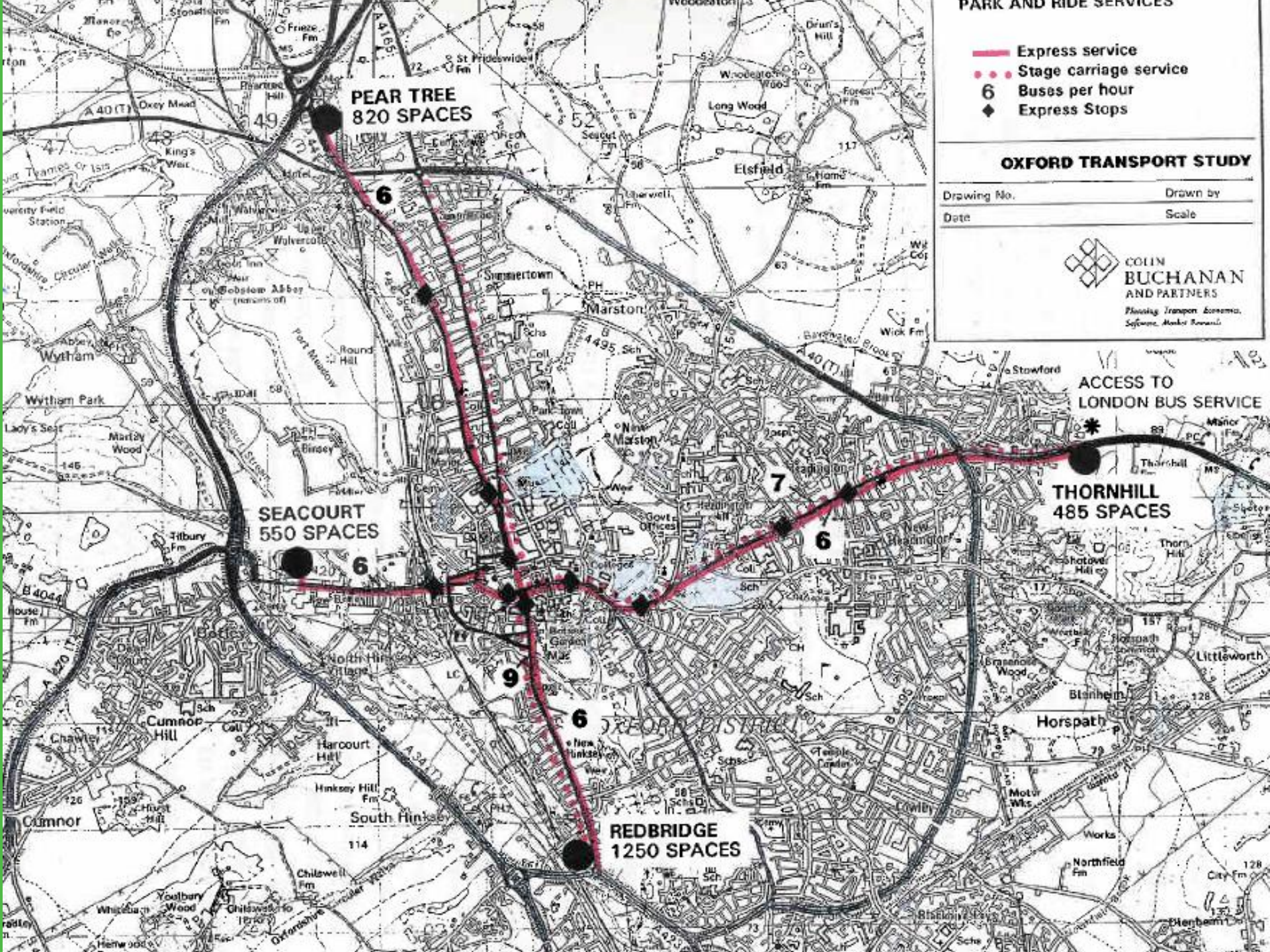
The council chose **option b** and adopted the Balanced Transport Policy which included a range of measures



Drawing No.	Drawn by
Date	Scale



COLIN
BUCHANAN
AND PARTNERS
*Planning, Transport, Economics,
Software, Market Research*







PARK & RIDE
PEAR TREE · CITY CENTRE · RED BRIDGE
VIA SUMMERTOWN & RADCLIFFE INFIRMARY

910



5284 HA

High city centre parking charges



**NO VEHICLES ARE EXEMPT FROM PAYMENT
NO RESPONSIBILITY IS ACCEPTED BY THE COUNCIL
FOR LOSS OR DAMAGE UNLESS CAUSED BY THE
NEGLECTANCE OF OXFORD CITY COUNCIL.**

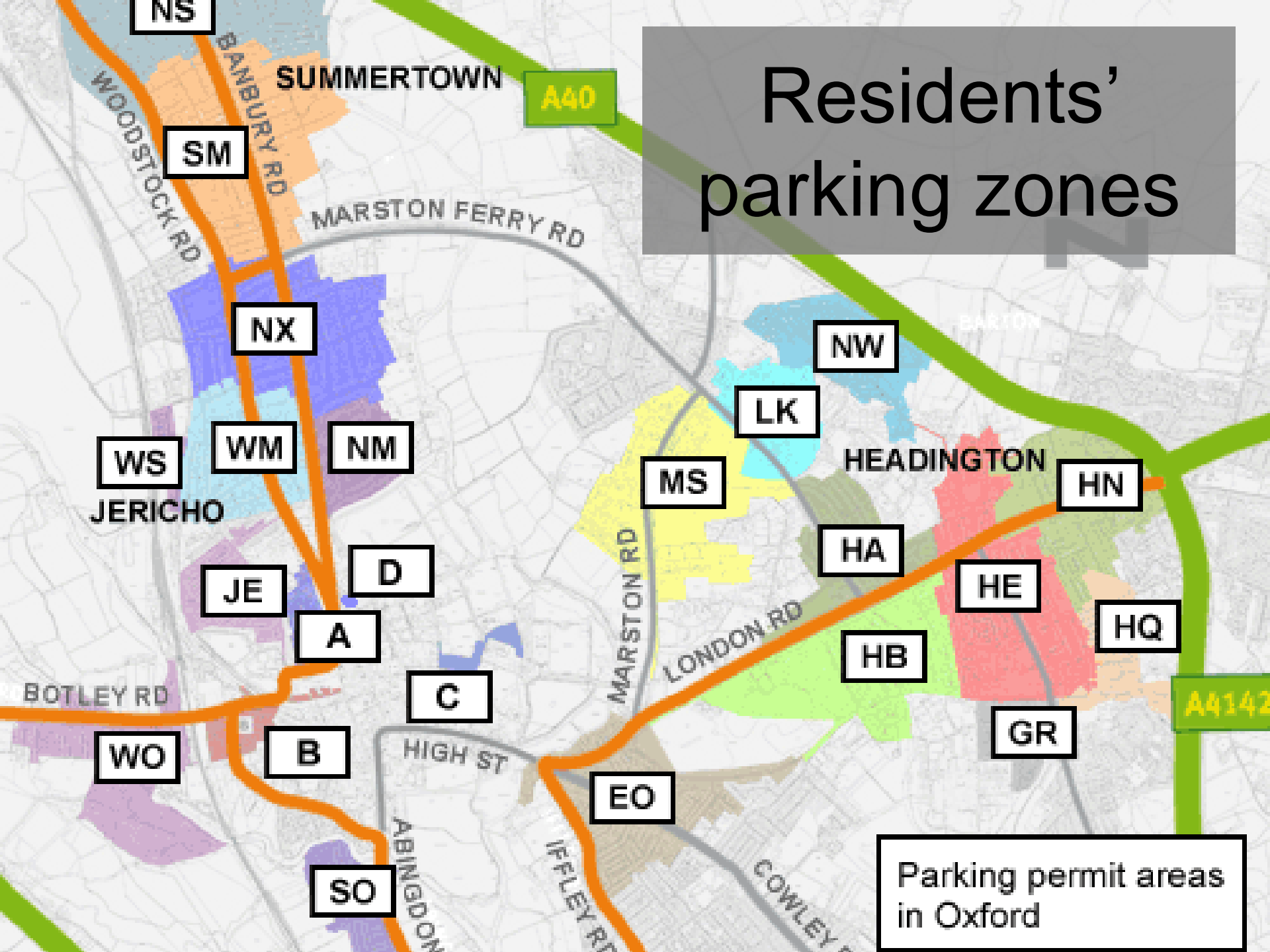
FOR ASSISTANCE TELEPHONE 01865 240924

SCALE OF CHARGES

TIME BAND	Monday to Friday and Sundays	Saturdays
0-1 HOUR	£2.40	£3.00
1-2 HOURS	£4.00	£5.00
2-3 HOURS	£6.00	£7.50
3-4 HOURS	£7.60	£9.50
4-6 HOURS	£11.50	£14.40
6-8 HOURS	£17.30	£21.70
8-24 HOURS	£21.90	£27.40
Between 8.00am-8.00pm See Scale of Charges Opposite 8pm UNTIL 8am FIXED FEE →	£2.40	£2.50

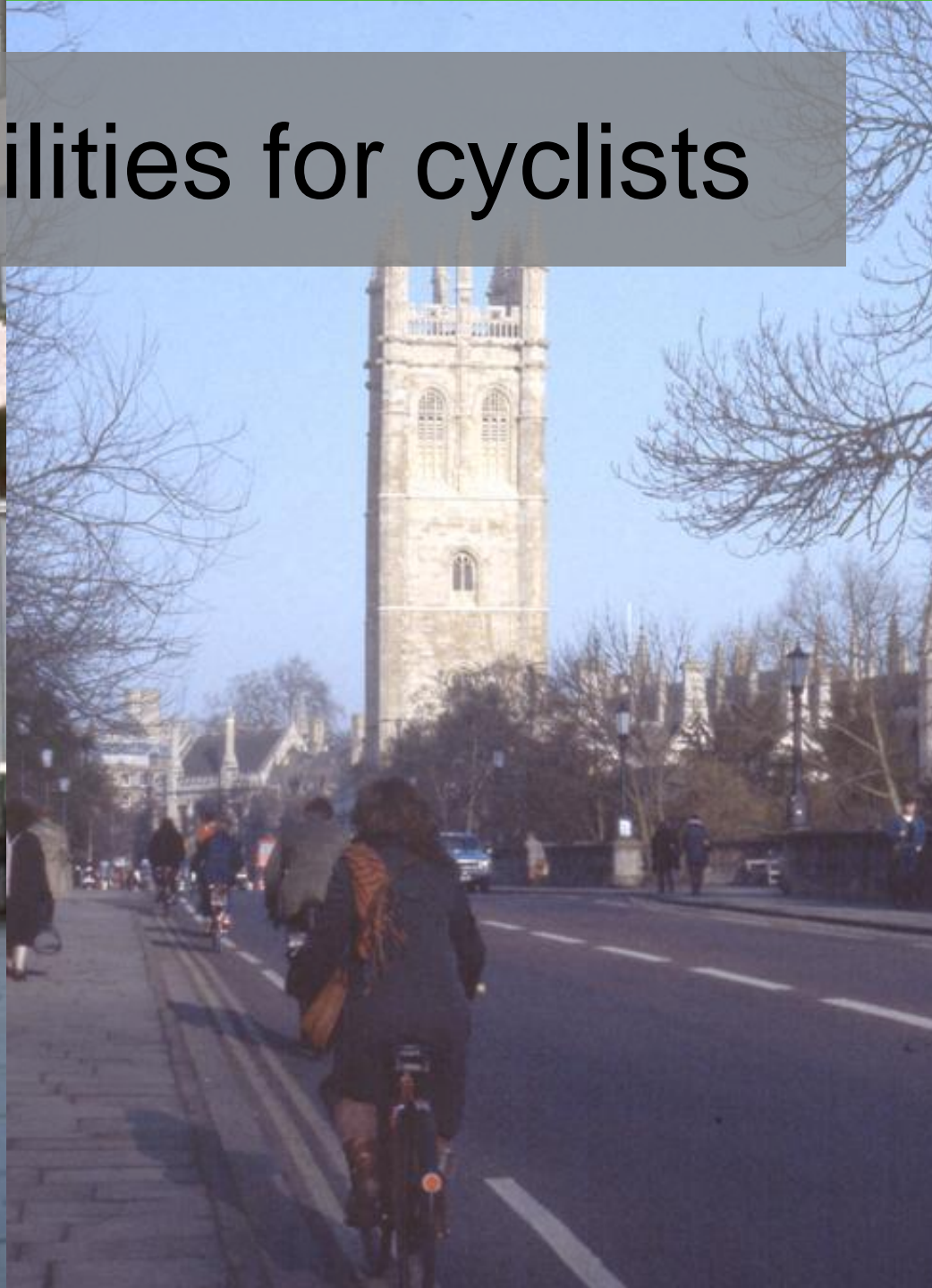
EVENING & DAYTIME TARIFFS CAN BE COMBINED

Residents' parking zones



Parking permit areas
in Oxford

Improved facilities for cyclists



Improved conditions for pedestrians



The image consists of two side-by-side photographs of a narrow street in a historic city, likely Oxford, showing a 'before and after' comparison of pedestrian conditions. The left photograph shows a narrow, cluttered street with a white bus stopped, a person on a bicycle in the foreground, and a pedestrian on the left. The right photograph shows the same street after improvements, with a wide, clear sidewalk, bollards, and people walking comfortably.



Improved conditions for pedestrians



Improved conditions for pedestrians



Further action needed







DAILY
AYS
5; 1615
0; 1730

City of
KIDU

For the
PARK & RIDE

1993 Oxford Transport Strategy

Landmark commission for Colin Buchanan and Partners -1991

Recommendations approved by city and county councils – 1993

Strategy built on the foundation laid by the Balanced transport policy

Included around 100 measures/schemes

1993 Oxford Transport Strategy

Around 100 measures designed to encourage significant shift towards bus use alongside sustaining high levels of walking and cycling

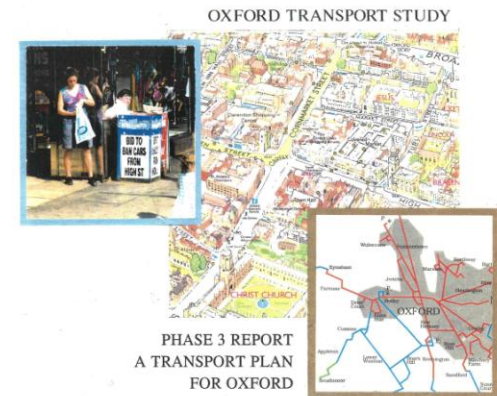
More.....

Car parking price rises

Park & Ride

Bus priority

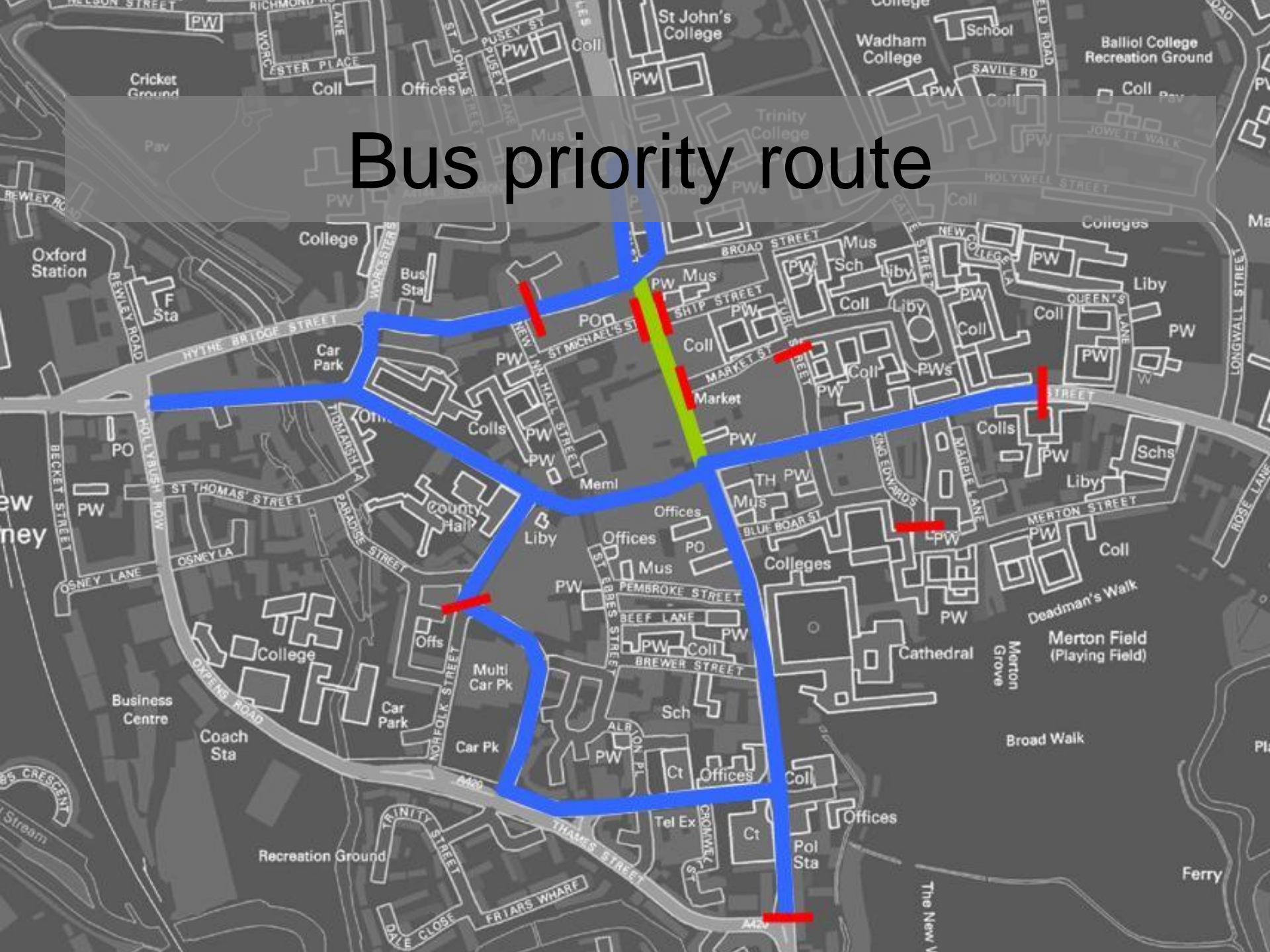
Cycle tracks and pedestrian improvements



**OXFORDSHIRE
COUNTY COUNCIL**
www.oxfordshire.gov.uk

Working for you

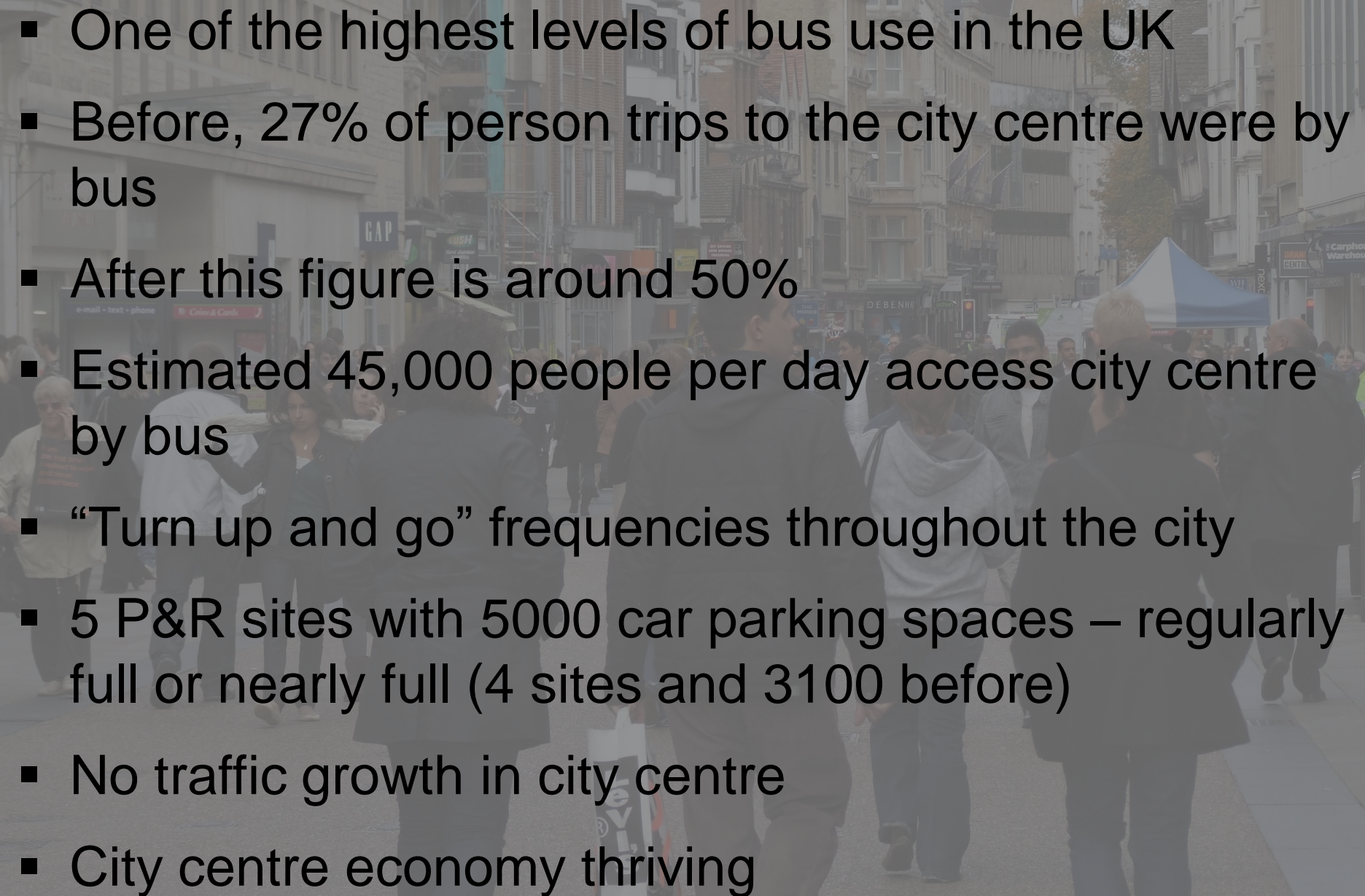
Bus priority route





electric hybrid City Centre 1 Via Cowley Centr

OU10 GHA

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- One of the highest levels of bus use in the UK
 - Before, 27% of person trips to the city centre were by bus
 - After this figure is around 50%
 - Estimated 45,000 people per day access city centre by bus
 - “Turn up and go” frequencies throughout the city
 - 5 P&R sites with 5000 car parking spaces – regularly full or nearly full (4 sites and 3100 before)
 - No traffic growth in city centre
 - City centre economy thriving

An aerial photograph of a dense urban street, likely in a city like London. The street is filled with numerous buses, many of which are red, indicating they are part of a public transport system. The surrounding area is packed with buildings, mostly multi-story residential or commercial structures. The image is used to illustrate high bus numbers in shopping and leisure streets.

(Photo from 2008)

Still more to do!

Very high bus numbers in some of the
main shopping and leisure streets

Queen Street 2009



Noise, intrusion, pollution

Queen Street 2010



Change bus routes and stops to reduce impact on busiest streets



OxfordSmartZone



- Reduced city centre bus numbers
- Co-ordinated timetables
- Ultra-low emission double-deck buses (including around 40 hybrids)
- Cross-operator ticketing

Ground-breaking qualifying agreement



Low emission zone


- Target: Euro V for all buses by 2014
- Significant progress already made
- Enforcement options being explored



The future

- More changes to bus routing to reclaim city centre streets for pedestrians
- Off-street, modern bus interchanges?
- Zero emission buses?



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- Buses will always be central to Oxford's transport strategy
 - To ensure buses remain truly sustainable, we must recognise the negative impacts of buses and work with the bus industry to find effective solutions

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