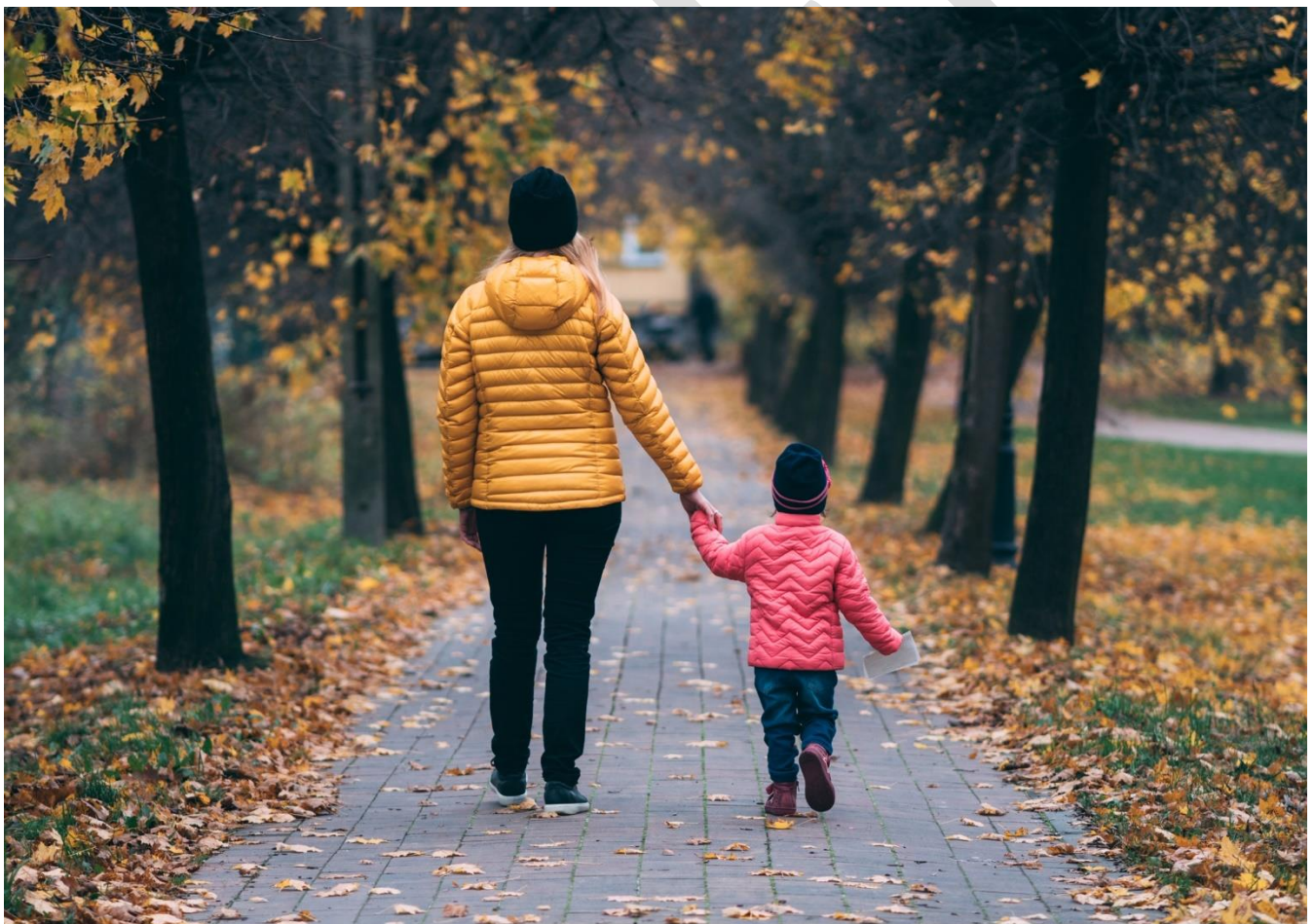


The High Wycombe 2050 Transport Strategy



The High Wycombe 2050 Transport Strategy

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Executive Summary

Overview

In developing the High Wycombe 2050 Transport Strategy we have reviewed national, sub-national and local policies, plans and strategies, and collated and analysed various datasets to provide as detailed a picture as possible as to how High Wycombe's transport network performs, and where the key challenges and opportunities lie. We have also engaged extensively with Council officers and Members, technical stakeholders such as transport operators and local business leaders, and people who live, work and visit High Wycombe.

COVID-19

The Transport Vision and Strategy was due to be published in spring 2020, however the COVID-19 pandemic took hold in the UK during the concluding phases of the commission and consequentially, final meetings and decisions were delayed.

COVID-19 has had and continues to have a profound impact worldwide. It is affecting the way in which towns and cities work and the way in which people live and travel. There is considerable uncertainty about whether COVID-19 transport demand responses (e.g., home working, online shopping etc.) are temporary, have accelerated existing trends, or will fundamentally change the nature and location of economic activity in the future.

While there is uncertainty about the nature of future demand for travel, High Wycombe's transport challenges and opportunities remain the same as they were pre-COVID. There is still a need for transformational change in both the approach to planning for transport and the travel behaviour of users of the transport network if traffic congestion in the town is to be managed effectively, air quality challenges are to be tackled, and carbon emissions are to be reduced in line with local and national targets (to net zero by 2050).

The long-term ambition of the 2050 Transport Vision still holds, therefore, and the Transport Strategy to deliver the Transport Vision still constitutes the 'right' solution for High Wycombe, because it has a long-term focus that is unchanged by the short to-medium term impacts of COVID-19. The Transport Vision articulates the level of ambition for how High Wycombe should look and feel by 2050 and the 'direction of travel' from now to then. The Transport Strategy is the implementation plan for the Transport Vision; it describes the key transport schemes required in the next five, ten, fifteen years and beyond in order to deliver the Vision.

The Transport Strategy considers all forms of travel and all areas of High Wycombe, as well as connections to and from the town, such as Aylesbury and Milton Keynes to the north, and Amersham, Chesham, and Hertfordshire to the east. It also considers the opportunities of new technologies in transport such as 'on-demand' services (flexible buses that adapt in real time to passenger needs).

The High Wycombe Transport Vision

The High Wycombe 2050 Transport Vision sets the overall direction of travel and the scale of ambition for the town's transport system. It has three layers, the sum of which constitutes the Transport Vision. It is a Vision Statement, three 'Connecting' themes, and a set of key outcomes for each of those themes. The Vision Statement and three 'Connecting' themes are:

By 2050, High Wycombe will be among the best connected and most innovative towns in the Thames Valley, where all journeys, from start to finish, are low emission, seamless, and safe for all residents, businesses and visitors.

| Connecting locally | Connecting regionally | Connecting green spaces |
|--|---|--|
| Allowing everyone to access key destinations, services and travel hubs by providing and promoting attractive alternatives to the car, making best use of technology; as well as reducing the need to travel and reducing the distance travelled every day. | Strengthening connectivity – digital, energy and transport – to support the movement of people and goods within the Thames Valley and to London, Heathrow Airport, Oxford and beyond. | Enhancing health and wellbeing by providing safe, accessible routes to and throughout the town and its unique natural surroundings, including The Chilterns and Rivers Wye and Thames. |

The High Wycombe Transport Strategy

A growing population, more employment and housing, and economic regeneration and prosperity will lead to more journeys being made in High Wycombe in the future than today. 'Business as usual' for transport will not work. Many more trips made by private car on High Wycombe's constrained highway network, with its limited opportunities for increasing space on existing roads for more traffic, will result in more congestion and longer journey times. Heavy traffic flows and congestion would further impede bus journey times and make walking and cycling environments less safe and attractive due to worsening road safety and air quality.

Even if opportunities for widening roads were to exist, such enhancements would not address issues regarding the negative impacts of vehicular traffic on pollution, nor the quality of life of residents, including air quality, road safety, and wider public health. As such, a balanced approach to transport planning and provision is required to support growth and prosperity in High Wycombe.

The Transport Strategy comprises a package of 26 initiatives across six different intervention categories. The process of identifying the package was informed by Steer's Urban Dynamic Model (UDM) – the High Wycombe decision-informing tool – which tested different combinations of interventions under different future scenarios. Whilst the exact content of the Transport Strategy will necessarily flex over time in response to new information, challenges and opportunities, by using this method and testing different scenarios with our partners we can have confidence that the schemes we have put forward represent the 'right' combination of options.

The scope of the individual initiatives included in the Transport Strategy are outlined in this report. The key aspects of these initiatives are grouped into categories:

- **Walking and cycling:** support people to walk or cycle for their shorter everyday trips in and around High Wycombe. Key initiatives include:
 - Lower traffic ‘Healthy Neighbourhood’ schemes: reducing the volume of traffic on residential streets, preventing rat running, and making it easier and safer to travel on foot or by bicycle.
 - Segregated (separate from traffic) cycling lanes and ‘quiet way’ style network on arterial corridors and key routes.
 - Development of a Local Cycling and Walking Infrastructure Plan (LCWIP) to identify a future town-wide walking and cycling network for High Wycombe.
- **Public transport:** higher quality, frequency and coverage of public transport services, particularly local bus services, to make travelling by public transport easier, and a viable, attractive alternative to going by car. Key initiatives include:
 - Improved bus services to Cressex Business Park and Globe Business Park from High Wycombe neighbourhoods.
 - Expansion of London’s travel zone 9 to include High Wycombe.
 - Development of north-south and east-west bus priority corridors on the A404 and A40. Trains that travel into the new Old Oak Common railway station to provide an alternative terminus to London Marylebone for Chiltern services and make it easier for passengers to access Crossrail, High Speed 2 and other services.
- **Shared and new mobility:** shared and new mobility modes should be embraced where there is evidence that they will support people in leading a car-free or ‘car-light’ lifestyle. Key initiatives include:
 - Demand responsive flexible bus services that adapt to passenger needs
 - Integrated multi-operator ticketing within a High Wycombe travel zone.
 - Providing car club spaces as standard in new developments and in the town centre.
 - An e-bike and/or e-scooter hire scheme in High Wycombe.
- **Highways and congestion management:** optimise the existing highway network through new technologies and manage the level of traffic congestion experienced. The key schemes include:
 - Optimisation of town centre traffic signals to reduce queuing.
 - Smart, networked traffic-lights to manage queues along main road corridors (e.g. A404) by synchronising signals
 - Repurposing or redesigning the A40 Abbey Way flyover in the town centre.
- **Land-use, planning and parking:** land-use, planning and parking policies which make better use of the available land in High Wycombe and which serve to support future trends in travel habits and transport technologies. The key initiatives are:
 - Delivery of town-wide electric vehicle charging point network.
 - Parking standards that support car-free and car-light development in the town centre.
 - Additional demand management / pricing mechanisms.
- **Behaviour change:** support a transformational shift in everyday travel habits, a High Wycombe-wide behaviour change package will be delivered to promote uptake of more sustainable forms of travel (cycling, walking and public transport) as alternatives to single-person car trips.

1 Introduction

What is the High Wycombe 2050 Transport Strategy?

- 1.1 The High Wycombe 2050 Transport Strategy sets out the pathway for High Wycombe's future transport system. The Vision is clear statement of intent for how High Wycombe's transport system should unlock, support and enhance the wellbeing and prosperity of its residents, visitors and businesses in the longer term.

By 2050, High Wycombe will be among the best connected and most innovative towns in the Thames Valley, where all journeys, from start to finish, are low emission, seamless, and safe for all residents, businesses and visitors.

- 1.2 Looking ahead over a thirty-year time horizon – beyond traditional planning and forecasting timescales – affords the opportunity to look objectively at current challenges, to consider carefully what must and should change, and to be on the front foot of future trends and opportunities. How people travel within, through and out of High Wycombe in 2050 will inevitably be very different to what we experience today. Therefore, a longer-term holistic approach is necessary to ensure that positive trends are prepared for and harnessed, and that trends with potentially undesired effects are rejected or mitigated. The Strategy creates a framework for assessing the value of new forms of travel and technologies to a future High Wycombe.
- 1.3 Investment in High Wycombe's transport is a key to delivering sustainable growth by increasing competitiveness, supporting employment and creating opportunity across the town. The Transport Strategy reflects the ambition that residents, businesses and other stakeholders hold for High Wycombe as a place in which to live, work or play, and identifies the role that an enhanced transport system has in achieving that ambition.
- 1.4 The Transport Vision articulates the level of ambition for how High Wycombe should look and feel by 2050 and the 'direction of travel' from now to then. The Transport Strategy is the implementation plan for the Transport Vision; it describes the key transport schemes required in the next five, ten, fifteen years and beyond to deliver the Vision.
- 1.5 The Transport Strategy considers all forms of travel and all areas of High Wycombe, as well as connections to and from the town. It also considers the opportunities of new and 'disruptive' technologies in transport such as on-demand and shared mobility.

Development of the High Wycombe 2050 Transport Strategy

- 1.6 Buckinghamshire Council appointed transport, infrastructure and cities consultancy Steer to support the preparation of the Transport Strategy, covering the period to 2050.
- 1.7 National, sub-national and local planning and transport policy, combined with an evidence-led review of High Wycombe's transport network's current and future strengths, weaknesses, opportunities and threats, set the overarching context for the Transport Strategy.
- 1.8 The development of the Transport Strategy involved the consideration of several potential future scenarios that could exist by 2050. Different transport initiatives were tested in the High Wycombe 'decision-informing tool' – Steer's online Urban Dynamic Model (UDM) – to give an indication of how the different interventions would perform in combination, and how resilient the different combinations were to the future scenarios identified. Further information about the future scenarios and the decision-informing tool is provided in the accompanying High Wycombe Transport Strategy Supporting Report.
- 1.9 Throughout the process of developing both the Transport Vision Statement and the Strategy itself the team engaged with Council officers and local political members, as well as technical stakeholders such as transport operators and local business leaders, and people who live, work and visit High Wycombe. This programme of stakeholder engagement identified local stakeholders' specific ambitions and priorities for High Wycombe's future transport network, and these form the foundations of the Transport Strategy in terms of the overall ambition, the themes and the detail of the Transport Strategy.



The Wycombe Regeneration Strategy and the High Wycombe Transport Strategy

- 1.10 In 2019 the Council published a draft Regeneration Strategy for the former Wycombe district, focusing on the urban areas of High Wycombe, Marlow and Princes Risborough. The Regeneration Strategy proposes an ambitious target for economic growth in Wycombe by 2040, and identifies transformational plans to enhance economic vitality, sense of place and people's enjoyment of High Wycombe.
- 1.11 The Wycombe Regeneration Strategy and High Wycombe Transport Strategy were developed in tandem between 2019 and 2021, with the respective teams sharing information and ideas about the overall direction of their strategies. Transport is largely a 'derived demand' (a consequence of demand generated by travel for economic activity, education, leisure and so on), and so it was important for the Transport Strategy to reflect and build on the economic ambition set out in the Regeneration Strategy.
- 1.12 To do this, an additional economic and land-use scenario was considered in the High Wycombe decision-informing tool (see the Supporting Report for full details) and the performance of different combinations of transport interventions were tested under this additional scenario. This additional scenario was called the 'high growth' scenario (with the other being the 'standard growth' scenario), and it reflected the higher levels of growth aimed for in the Regeneration Strategy.

Structure of this document

- 1.13 Following this introduction, this document is structured as follows:
- Section 2 outlines the challenges and opportunities for High Wycombe's transport network, now and in the future.
 - Section 3 presents the High Wycombe Transport Vision.
 - Section 4 contains the High Wycombe Transport Strategy – the details of the schemes which will be implemented to realise the Transport Vision between now and 2050.
 - Section 5 outlines the delivery plan – the plan for phasing and funding the schemes in the Transport Strategy.

2 Travel and transport in High Wycombe: challenges and opportunities

Existing travel and transport challenges in High Wycombe

About the network

- 2.1 The M40 lies to the south of High Wycombe and marks the southern boundary of the urban area. It provides connections to Oxford and Birmingham to the west, Milton Keynes to the north, Heathrow airport and the London conurbation to the east, and Reading to the south. The A404 north and A40 are the main roads north-south and east-west through the urban area of High Wycombe.
- 2.2 The Chiltern Railways line passes through High Wycombe. This provides direct, frequent and fast rail connectivity to London (London Marylebone), Oxford, Aylesbury, Warwick, Solihull, Birmingham and Kidderminster, particularly in the peak periods. High Wycombe is Buckinghamshire's busiest station, and as of 2017-18 usership had grown by 37% since 2008-09; a higher rate of growth than any other Buckinghamshire station on the same line.
- 2.3 Bus services in High Wycombe are principally operated by Arriva, with Carousel, First Group and Red Eagle also providing some services. The bus station is located on the western side of the town centre, on Bridge Street.
- 2.4 There is a Park and Ride hub, located to the south of the town at the Handy Cross Coachway from which express coach connections also operate to various destinations including Heathrow Airport, London and Birmingham. The Park and Ride service currently calls at the rail and bus stations, Eden shopping centre and Wycombe hospital.
- 2.5 The town's cycling network is limited. There are no National Cycle Network routes through the town, although the Chilterns Cycleway passes through West Wycombe. There is an 'East-West' cycle route running along the river valley, from Desborough to Loudwater, which has some signage, but is not fully signed as a cycle route and does not meet current cycling design standards along most of its length.
- 2.6 The A40 Abbey Way flyover in the town centre, forming the roof of part of the Eden shopping centre, has a segregated on-carriageway cycle lane eastbound; however, it connects two large roundabouts with no dedicated cycling infrastructure at either end.
- 2.7 The town centre is partially pedestrianised along High Street, Church Street and up to Frogmoor, and the Eden shopping centre allows people to move around the town centre away from vehicles, providing a welcoming environment for pedestrians.

Use of the network

- 2.8 Journey to work data (Census 2011) provides useful insights into the main ways people travel. Most High Wycombe residents travel to work either within the town (43%), or within the former Wycombe district (56%). A notable proportion commute to central London, Heathrow, Reading and Aylesbury, however these represent much smaller portions at between 4-6%. People travelling to High Wycombe for work also come mostly from the former Wycombe district or neighbouring districts.
- 2.9 When considering what type of transport is used, across the top 20 work destinations of High Wycombe residents, 68% drive, 12% walk, 7% take the bus, 6% get a lift in a car, 5% take the train and 1% cycle. Though proportions vary by destination, driving journeys continue to be high amongst those residents who work within the wider former district (61%); though walking is also high at 19%.
- 2.10 For those journeys to work that both start and end in High Wycombe town, driving is lower at 57% and walking journeys are higher again at 24%. For comparison, 55% of journeys to work are made by car in England on average. The data demonstrates that High Wycombe's residents are more likely to drive than the England average, but other methods of travel are largely in line with the England average.
- 2.11 There are a high number of schools in High Wycombe and some of the schools draw pupils from a wide catchment due to their good reputation. There is a particular cluster in the Daws Hill area and stakeholders and residents have reported a significant problem with school traffic congestion in this area associated with these schools, which have a total roll of around 3,000 pupils.
- 2.12 Promisingly, data from a sample of 12 primary schools in the town suggests that over half of all pupils walk to school (school travel plan data sample 2017-18). However, car travel accounts for almost a quarter of trips to school and a further 13% are dropped off nearby and walk the final leg. Data for the secondary schools is not available.



Impacts of current levels of use

Congestion

- 2.13 The road network is very congested during rush hour ‘peak times’ on key routes. This is perhaps unsurprising given the high levels of car ownership and use. Key roads with notable delays (which is those that record speeds in the morning peak which are less than 50% of ‘free flow’ speed) include the A404 south of Handy Cross, the A40 corridor (London Road) and the A404 through the town (Marlow Hill, Amersham Hill). The A4010 (New Road, Chapel Lane, Bradenham Road), the A40 (West Wycombe Road) and the A4128 (Hughenden Road) also recorded speeds in the morning peak between 50% and 70% of free flow speed.
- 2.14 There is a high volume of ‘through-traffic’ which is journeys that do not start or end in the town. Traffic modelling¹ identified the relative contribution of through traffic to overall traffic volumes. The modelling showed that morning and evening peak time traffic had similar patterns, comprising:
- 31% internal trips within High Wycombe;
 - 46% either originate or end in High Wycombe; and
 - 23% through trips.
- 2.15 The greatest through traffic flows are along the Hughenden Valley, Marlow Hill and through Handy Cross, with a secondary flow along New Road / Chapel Lane.
- 2.16 Significant investment in the local road network has been made over recent years to add space, or ‘capacity’, to the road network. However, current conditions indicate that this has had only a marginal effect on congestion levels. This is in line with national and international evidence which shows that increasing highway capacity in towns and cities does not result in less congestion in the long term.

Road safety

- 2.17 Over the period 2014 to 2021, the town’s roads have seen a number of fatal (15), serious (158) and slight (859) collisions. Clusters exist around the Abbey Way ring junction and up towards the station, New Road, the A40 London Road (including one fatal incident) and in the Totteridge area, where a few fatal incidents have been recorded.

Air quality

- 2.18 The former Wycombe District Council declared an Air Quality Management Area (AQMA) covering High Wycombe’s town centre and key access roads at the end of 2017.
- 2.19 To combat the challenge of poor air quality, the Council published an Air Quality Action Plan in 2018 detailing a series of measures to improve air quality. Continued intervention is required to ensure that the levels can be reduced below EU limits and to minimise the need to declare an extension of the AQMA. Emissions from transport, particularly cars and vans, is a primary contributor to poor air quality across the town.
- 2.20 In March 2020, the Council also adopted an Air Quality Supplementary Planning Document to the Local Plan which sets out guidance on development requirements for mitigating air quality impacts.
- 2.21 In 2021 Buckinghamshire Council adopted the Climate Change and Air Quality Strategy which aims to

¹ High Wycombe Area Transport Study, 2014

- achieve net zero carbon emissions for Buckinghamshire as a whole by 2050
- achieve net zero carbon emissions for the council no later than 2050, potentially as early as 2030
- to improve air quality across Buckinghamshire

Future travel and transport challenges in High Wycombe

- 2.22 How we travel, how many journeys, and how people travel within, through and out of High Wycombe in 2050 is likely to be significantly different to what we experience today. An increasing and ageing population, different patterns of economic activity and new technologies and forms of mobility will influence the demand for travel, where trips are made from and to, and why and how those trips are made.

Planned and forecast future growth

Population growth and change

- 2.23 The Office of National Statistics' (ONS) detailed population projections go as far ahead as 2041 and forecast that the population of the former Wycombe district will grow from a total of 175,400 in 2016, to 182,300 in 2030, and 185,900 in 2041. This population growth is equivalent to 6% increase between 2016 and 2040.
- 2.24 The structure of the population is also forecast to change between now and 2041, with more elderly people compared to today, both in absolute and relative terms. The number of people aged 65 and over is predicted to increase by 46%, while the number of young people (0-14) is expected to reduce by 4%. The number of very elderly people (aged 90+) is expected to increase by 180%, which equates to an additional 2,700 people aged 90 and over in Wycombe in 2041.

Housing

- 2.25 The Wycombe District Local Plan (adopted August 2019) identifies that the housing target – the number of new dwellings required to be built by the Government – for the district for the plan period 2013-2033 is 10,925 homes, of which 6,350 homes are to be built within the High Wycombe urban area. The sites where these new houses are to be built have been allocated within the Wycombe District Local Plan.
- 2.26 The sites that will accommodate any new homes required beyond 2033 are not yet known. Given High Wycombe's topography and environmental constraints, it is likely that there will be a limited number of sites (if any) suitable for new housing. This may mean that in the future the High Wycombe urban area is 'densified', and this has the potential to change how people live in and move around High Wycombe – if people live closer to the town centre and the services and transport options provided there, trip distances will be shorter and walking and cycling will be a more viable mode of travel for many everyday trips.

Employment and the economy

- 2.27 The Wycombe District Local Plan (2019) forecasts employment growth of just over 7,650 full time equivalent jobs across the district in the period 2013-2033, most of which (c.5,000) will be in the 'B use' class sectors of office, industrial and warehousing. Policy CP5 of the Local Plan safeguards strategic and local employment areas and aims to support High Wycombe as a location for high quality offices. It allocates some employment land on the edge of the town.
- 2.28 If employment land is provided to 2033 as planned, predominantly focusing on the protection or intensification of existing space rather than the creation of major new employment sites, then the distribution of employment/jobs in High Wycombe in 2033 will likely be similar to

what they are today, with businesses and jobs concentrated in the town centre and at Cressex Business Park. The implication for the High Wycombe Transport Strategy is to ensure that transport supports the continuing and future prosperity of these sites.

Future transport provision

- 2.29 Future planned growth in population and employment will be supported and mitigated to an extent by various local (and some national and sub-national) transport projects which are due to be, or could be, implemented within the lifetime of the High Wycombe Transport Strategy.
- 2.30 The notable national and sub-national schemes include High Speed 2, East-West Rail, High Wycombe to Old Oak Common single rail line upgrade and improvements to the A404 Westhorpe interchange at Marlow. Local transport projects, some of which have funding committed, include:
- road network capacity enhancements including junction reconfigurations (e.g., Gomm Road / London Road, Kingsmead Road / Abbey Barn Road / Abbey Barn Lane and Heath End Road / Abbey Barn Lane) and road widening (bridge on Abbey Barn Lane);
 - bus service improvements including smart ticketing, capacity enhancements to High Wycombe Bus Station and additional bus services for major development sites;
 - highway and environmental improvements on roads in the town centre: the High Wycombe Town Centre Masterplan; and
 - highway and cycling improvements linked to the Southern Quadrant Transport Strategy.

Implications of growth and future trends

- 2.31 Changing social trends, in conjunction with rapid change in the technology and digital spheres, mean that it is increasingly difficult to make robust predictions about how we will travel in 10, 20 or 30 years. There are many factors which could combine in different ways that will affect total demand for travel in and to High Wycombe.
- 2.32 Despite these inherent challenges, it is possible to make informed predictions, drawing upon evidence from experts in the field and an appreciation of the key drivers of travel demand, and identify the more, or most, likely manifestations of certain trends and technologies to 2050. The following statements are such predictions for High Wycombe:
- It is likely that **total demand for travel in High Wycombe will increase** during the Local Plan period and continue increasing – albeit at a moderate rate compared to other areas – to 2050, mostly driven by population and employment growth.
 - It is likely that **traffic congestion in and around High Wycombe will continue to be an issue** – a product of demand increasing through population and employment growth, and supply decreasing through measures to reallocate road space to other forms of transport. No course of action will ever entirely ‘solve’ the problem of congestion – new road capacity in urban areas is quickly filled as people choose to make new and different trips (a phenomenon known as ‘induced demand’) – but it should be possible to manage congestion and mitigate its impact on High Wycombe’s residents and economy.
 - It is likely that an ageing population, and increasing absolute numbers of older people, will mean that **the transport system needs to be more accessible, and more inclusive, than it is today**.
 - It is likely that many of **High Wycombe’s residents will have replaced their petrol or diesel fuelled car with an electric car**. Predictions for uptake of electric vehicles vary, but it is likely that electric vehicles will account for the majority of new car sales from the late 2020s.

- It is likely that **an increased number of High Wycombe's residents will be able to satisfy their everyday travel needs without owning or using a private car**. New development in High Wycombe, in and around the town centre and public transport hubs, will locate residents near to their jobs, services and leisure opportunities.

2.33 The likely impacts of Connected and Autonomous Vehicles (CAVs) on travel in High Wycombe are still too uncertain to call. There is a very broad range of potential impacts based on when CAVs start to become mainstream; whether people are comfortable to share the vehicles or want to own them themselves; and the distances that they are used for. Given the range of potential impacts, it is important for future iterations of the Transport Strategy to consider what will be acceptable and what will be unacceptable, and to ensure the strategy allows benefits to be captured, while avoiding unacceptable outcomes.

Summary

2.34 This summary of the evidence that has been collated on existing transport and travel patterns and challenges in High Wycombe, as well as those predicted for the future demonstrates that the future situation is not likely to be any better than the situation today without intervention. A summary of High Wycombe's strengths, weaknesses, opportunities and challenges (a SWOC analysis) has been undertaken and can be found in the Supporting Report.

The challenges faced today are likely to be exacerbated in the future as the demand for transport increases. New challenges are likely to evolve as travel trends and technologies change over time. Though some of these changes remain uncertain, intervention is needed in order to ensure that High Wycombe is prepared for such changes and can provide a transport system that will cater for the needs of the population in the years to come.



3 The High Wycombe Transport Vision

The High Wycombe 2050 Transport Vision

- 3.1 The High Wycombe 2050 Transport Vision sets the overall direction of travel and the scale of ambition for the town's transport system. It has three layers, the sum of which constitutes the Transport Vision. It is a Vision Statement, three 'Connecting' themes, and a set of key outcomes for each of those themes.

The High Wycombe 2050 Transport Vision Statement

By 2050, High Wycombe will be among the best connected and most innovative towns in the Thames Valley, where all journeys, from start to finish, are low emission, seamless, and safe for all residents, businesses and visitors.

What does the Vision Statement mean?

By 2050...

- 3.2 The Transport Vision sets the direction of travel for the long-term. The Transport Strategy identifies the key initiatives required to support High Wycombe, recognising that major transport projects and changing behaviours can take a generation to achieve and deliver.

High Wycombe will be among the best connected and most innovative towns in the Thames Valley

- 3.3 The Transport Strategy will support High Wycombe by galvanising its position within the Thames Valley – supporting high-growth, high-value, knowledge-intensive jobs in digital technology and science sectors through supporting strategic connectivity and embracing digital, energy and transport innovation. High Wycombe will be a testbed for new ideas and their roll-out.

All journeys, from start to finish, are low emission, seamless, sustainable and safe for all residents, businesses and visitors.

- 3.4 As explained in Section 2 a 'business as usual' approach to travel in the future will not work. As the population and number of jobs grow, more trips made by private car which will result in more congestion, with consequent economic, health and environmental impacts. There are limited opportunities to increase highway capacity in High Wycombe, as well as a robust body of evidence which shows that increasing highway capacity only has a short-term impact on congestion levels.

3.5 Even if opportunities for effective highway capacity enhancements were to exist in High Wycombe, such enhancements would not address issues regarding the negative impacts of road traffic, including air pollution, carbon emissions, road safety, and wider public health. Heavy traffic flows and congestion would further impede bus journey times and make walking and cycling environments less attractive.

3.6 A successful transport network is one which:

- operates as a coherent system – integrated and seamless – achieved through integrated travel information, ticketing, embracing new travel options (e.g., cycle hire), and improved facilities at points of interchange between travel options;
- provides access for all residents to jobs and employment opportunities, key services, and local amenities by sustainable transport options – where everyone has their accessibility and mobility needs met through excellence in design and delivery;
- provides reliable, resilient options for supply chains and the movement of goods;
- connects to labour markets, major economic hubs, and international gateways;
- supports future development sustainably; and
- protects and enhances the environment, tackles climate change and harmful emissions, and is resilient to climate change, extreme weather events, and disruptions on the network.



Key transport themes and priorities for High Wycombe to 2050

- 3.7 Three transport and mobility themes cascade from the Vision Statement. These ‘Connecting’ themes and associated outcomes provide a framework for the Transport Strategy in terms of the opportunities to be realised and the outcomes that the Transport Strategy will help to achieve.

| Connecting locally | Connecting regionally | Connecting green spaces |
|---|---|--|
| Allowing everyone to access key destinations, services and travel hubs by providing and promoting attractive alternatives to the car, making best use of technology; as well as reducing the need to travel and the distance travelled every day. | Strengthening connectivity – digital, energy and transport – to support the movement of people and goods within the Thames Valley and to London, Heathrow Airport, Oxford and beyond. | Enhancing health and wellbeing by providing safe, accessible routes to and throughout the town and its unique natural surroundings, including The Chilterns and Rivers Wye and Thames. |

Connecting locally: key outcomes

- The town centre, neighbourhood centres, travel hubs, business parks and other key destinations will be well integrated with each other and the rest of High Wycombe.
- The town centre will be a destination of choice, bolstered by streets that are inclusive, accessible and safe by design – it will be a vibrant place to live, shop, visit and conduct business.
- Information on travel options in High Wycombe will be accessible and make best use of technology, allowing people to make informed choices.
- Congestion in High Wycombe will be managed by providing and promoting attractive and sustainable alternatives to the car, and by making best use of technology. The structure of the local transport network will support people to walk or cycle for most of their everyday trips in and around High Wycombe.
- High Wycombe’s transport network will be safer for all users.

Connecting regionally: key outcomes

- High Wycombe’s rail and coach infrastructure and connections will continue to be a significant asset for people living, working, and doing business in or visiting the town.
- The ease and comfort of journeys by rail and coach will be improved.
- High Wycombe’s business parks and industrial estates will be well connected to the public transport travel hubs and the Strategic Road Network.
- Full use of appropriate technological solutions will be made to improve journey times, reliability, safety and the resilience of the road and rail network, for the movement of people and goods.

Connecting green spaces: key outcomes

- It will be the norm to engage in safe and easy active travel in and around High Wycombe.
- Sustainable connectivity to and from the valley to the plateaux and surrounding higher areas will be made easier. Sustainable connections to nearby surrounding settlements will also be improved.
- Everyone living, visiting, working and doing business in High Wycombe will be able to visit and enjoy the green spaces in and around the town by foot, by bicycle, or other non-motorised mode (such as e-scooters).
- The access and quality of the existing network of green corridors and infrastructure will be expanded, giving everyone living, visiting, working and doing business in High Wycombe everyday access to a pleasant, attractive, natural environment.

4 The High Wycombe Transport Strategy

The strategy

- 4.1 The High Wycombe 2050 Transport Strategy flows from the Transport Vision. It represents the plan for delivering the ambition and outcomes described in the Transport Vision.
- 4.2 A growing population, more employment and housing, and economic regeneration and prosperity will lead to more journeys being made in High Wycombe in the future than today and we have explained why 'business as usual' for transport will not work.
- 4.3 As such, a balanced approach to transport planning and provision is required to support growth and prosperity in High Wycombe. Measures to promote and improve sustainable modes of transport must be prioritised above initiatives which will seal-in the business-as-usual approach of increasing traffic levels and congestion.
- 4.4 The initiatives and policies which form the Transport Strategy are set out in the sections that follow according to the 'Connecting' theme that they support most.
- 4.5 It is important to note that the initiatives detailed here are not an exhaustive list of all schemes that will be provided in High Wycombe from now until 2050. The exact schemes and strategies deployed to deliver the Transport Vision across its thirty-year lifespan will necessarily evolve over time as new information, challenges and opportunities emerge and come to bear.
- 4.6 Nevertheless, the initiatives and policies outlined constitute the best package at this time in terms of the package's alignment with the Transport Vision, the outcomes it is expected to deliver, and the scale of ambition that stakeholders have for High Wycombe
- 4.7 The map overleaf in Figure 4.1 shows all the initiatives that form the Transport Strategy and where they will be delivered.



Table 4.1: High Wycombe 2050 Transport Strategy initiatives

| Ref. | Scheme description |
|------|---|
| BC1 | High Wycombe behaviour change package |
| WC1 | Town centre wayfinding signage scheme |
| WC2 | 'Healthy Neighbourhood' schemes |
| WC3 | Segregated cycling lanes and 'quiet way' style network on all arterial corridors and key routes |
| PT1 | Improved bus services to Cressex Business Park and Globe Business Park from High Wycombe neighbourhoods |
| PT2 | Additional layover space for buses and dynamic bus stand allocation |
| PT3 | Fast, affordable, reliable bus services |
| PT4 | Expansion of the London's travel zone system to High Wycombe |
| PT5 | Development of a High Wycombe and surrounding towns travel zone |
| PT6 | North-south bus priority corridor on the A404 Marlow Hill |
| PT7 | East-west bus priority corridor on the A40 London Road and West Wycombe Road |
| PT8 | Old Oak Common connectivity interventions |
| PT9 | Increase capacity on the rail line between Princes Risborough and Aylesbury |
| PT10 | Conversion of existing bus fleet to Ultra Low Emission Vehicles |
| SHM1 | 'Mobility hubs' |
| SHM2 | Autonomous shuttle between the bus and rail stations |
| SHM3 | Demand responsive flexible bus services and integrated ticketing |
| SHM4 | Car club spaces as standard in new developments and the town centre |
| SHM5 | Docked e-bike and/or e-scooter hire scheme |
| SHM6 | E-bike hire scheme for longer-term trial rental periods |
| HCM1 | Optimisation of town centre traffic signals |
| HCM2 | Repurposing the A40 Abbey Way flyover |
| HCM3 | Smart, networked traffic-lights to manage queues on A404 |
| LPP1 | Town-wide electric vehicle charging infrastructure |
| LPP2 | Parking standards to support car-free or car-light development |
| LPP3 | Additional demand management / pricing mechanisms |

Connecting locally

- 4.8 The schemes which support the ‘Connecting locally’ theme are schemes which, in combination with each other, are designed to allow everyone to access key destinations, services and travel hubs by providing attractive, affordable and sustainable alternatives to the car. The emphasis of this combination of schemes is to encourage and support people in making more of their local journeys within High Wycombe by active and sustainable means; to make best use of technology; and to reduce the need to travel overall. The schemes are shown in Figure 4.2.
- 4.9 With those objectives in mind, the ‘Connecting locally’ initiatives are focused on improvements to local public transport services, neighbourhood-scale and town-wide improvements that make walking and cycling journeys easier, safer and more attractive, and measures that help to reduce people’s reliance on their car for their regular, local journeys.

Figure 4.2: High Wycombe 2050 Transport Strategy ‘Connecting locally’ initiatives

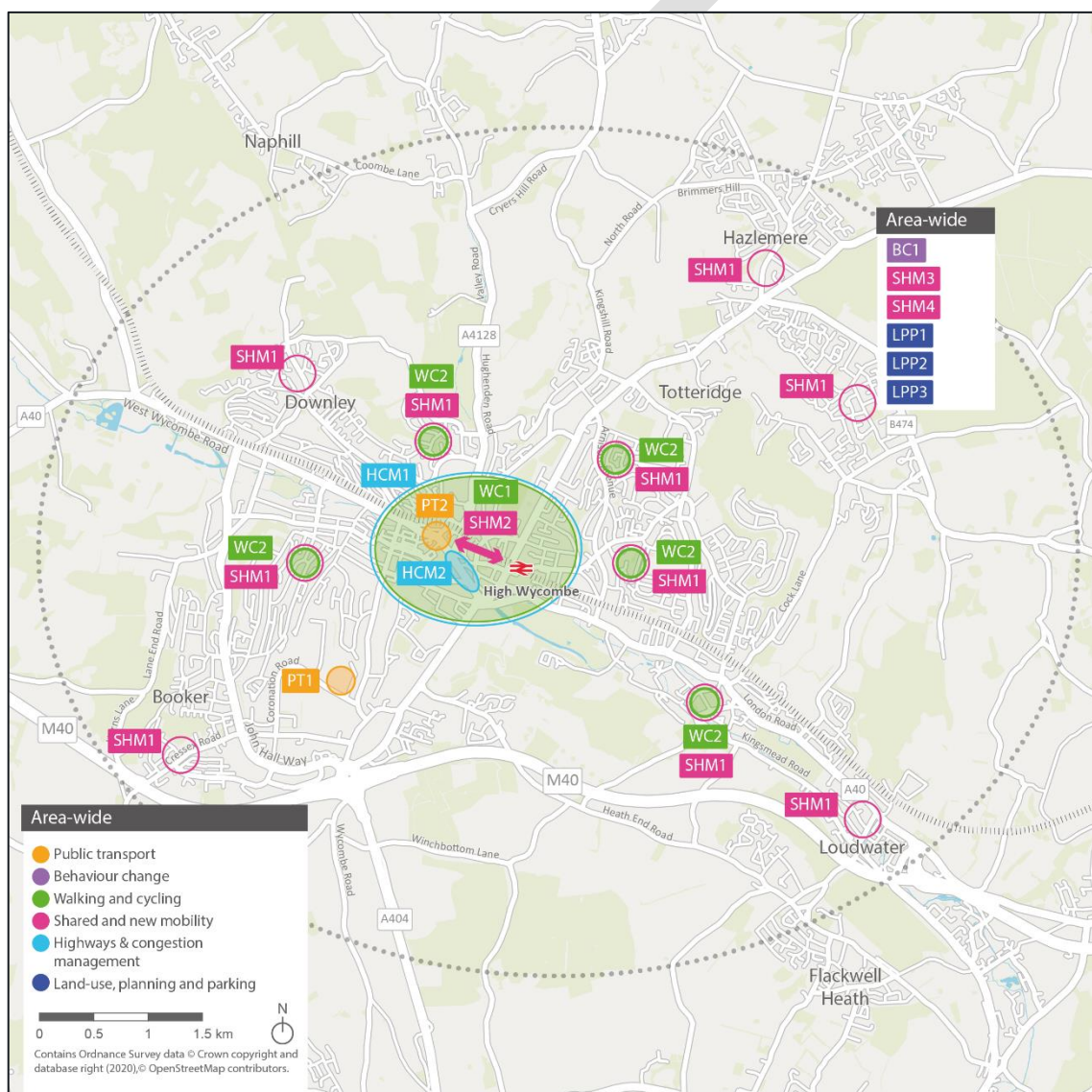


Table 4.2: High Wycombe 2050 Transport Strategy 'Connecting locally' schemes - index

| Ref. | Scheme description |
|------|--|
| BC1 | High Wycombe behaviour change package |
| WC1 | Town centre wayfinding signage scheme |
| WC2 | 'Healthy Neighbourhood' schemes |
| PT1 | Improved bus services to Cressex Business Park and Globe Business Park |
| PT2 | Additional layover space for buses and dynamic bus stand allocation |
| PT3 | Fast, affordable, reliable bus services |
| SHM1 | Mobility hubs |
| SHM2 | Autonomous shuttle between the bus and rail stations |
| SHM3 | Demand responsive flexible bus services and integrated ticketing |
| SHM4 | Car club spaces as standard in new developments and the town centre |
| HCM1 | Optimisation of town centre traffic signals |
| HCM2 | Repurposing the A40 Abbey Way flyover |
| LPP1 | Town-wide electric vehicle charging infrastructure |
| LPP2 | Parking standards to support car-free or car-light development |
| LPP3 | Additional demand management / pricing mechanisms |



Behaviour change

4.10 Many of the everyday trips that High Wycombe residents, employees or visitors make within and around the town are of a distance and nature that they could be made without a car, using public transport, on foot or by cycle instead. A town-wide behaviour change package (**BC1 – High Wycombe behaviour change package**) would be a holistic programme of campaigns focused on encouraging and supporting people to use sustainable modes of travel for journeys to the shops, for leisure, to work and/or to school, college or university. The package would include the development and implementation of workplace and school travel plans, delivery and servicing plans (to better manage first and last mile freight activity), active travel challenges and car-free days.

4.11 With reference to the management of first and last mile freight activity specifically, the future use of collection points, consolidation centres and possibly autonomous delivery systems will help to mitigate the anticipated rise in deliveries caused by a growing population and the increase in online shopping.

Walking and cycling

4.12 At less than 1km wide, High Wycombe's town centre is reasonably compact and most journeys between the town centre destinations could be walked. Delivering **WC1 – Town centre wayfinding signage scheme** would provide people with on-street directions (through maps, signposts and indications of journey times) to and between destinations such as the train station, the bus station, Eden shopping centre and Buckinghamshire New University, giving them the confidence to make these journeys on foot.

4.13 **WC2 – 'Healthy Neighbourhood' schemes** is a package of neighbourhood-based initiatives to reduce traffic volumes and 'rat-running' on local streets, making them more suitable for journeys on foot and by bike. Measures could include banned turns and 'modal filters' (to stop vehicles passing through but allowing pedestrians, cyclists and emergency vehicles to pass); road closures outside schools during pick-up and drop-off times, contra-flow cycling (allowing cycling in both directions on one-way streets); improved pedestrian crossing points; and the provision of benches and other street furniture. Further detail on potential Healthy Neighbourhood schemes will be set out in a Local Cycling and Walking Infrastructure Plan (LCWIP) for High Wycombe.

Public transport

4.14 The Transport Strategy includes three public transport schemes in the 'Connecting locally' theme.

- Cressex Business Park in High Wycombe and the Globe Business Park in Marlow are important local and sub-regional employment destinations, but there are local access issues, particularly at Cressex, where drivers can become stuck in queues of traffic at the end of the working day. We need to support people to use public transport to commute to these destinations by delivering **PT1 – Improved bus services to Cressex Business Park and Globe Business Park from High Wycombe neighbourhoods**. Though local bus services serve both Cressex Business Park and Globe Business Park, we could enhance the existing services by extending service hours and by introducing more direct services.
- High Wycombe's bus and coach station is a modern facility on the western side of the town centre, next to the Eden shopping centre. It currently has 18 stands, but more space is required to accommodate more vehicles while they are not in service, and to make the process of arriving at the bus station quicker and reduce bus delays. **PT2** will provide **additional layover space for buses and dynamic bus stand allocation at the bus station**.

- **PT3 – Fast, affordable, reliable bus services**, including a review of existing route services and frequencies to identify where improvements could be made to improve connectivity across High Wycombe and support economic growth. Improvements could also include exploring the potential for through-services for longer distance journeys, avoiding the need to interchange in High Wycombe town centre.

Shared and new mobility

- 4.15 The delivery of **SHM1 – ‘Mobility hub’ schemes** would run in parallel to **WC2 – ‘Healthy Neighbourhood’ schemes**. The ‘Mobility hub’ concept is one where a small amount of on-street space is given over to public and shared mobility modes (in the same place, at a central, convenient focus point in the neighbourhood), i.e., the bus stop would be co-located with space for a car club, space to park bikes, and e-bikes for hire, to enable easy changing between the different options. Mobility hubs can offer residents a viable alternative to car usage and car ownership, increasing their mobility options and providing them with a low-cost, low-barrier opportunity to carbon-light transport. Mobility hubs can also act as the gateway towards permanent ownership of e-bikes or e-scooters, and ultimately mode shift, allowing residents to conveniently try before they buy. Mobility hubs could operate in locations such as Downley, Booker, Totteridge, Loudwater and Hazlemere. Within High Wycombe town centre, larger mobility hubs could be located alongside the train and bus stations.
- 4.16 High Wycombe’s bus and rail stations are approximately 700 metres apart as the crow flies, and it takes between 12-15 minutes to walk between the two. Options to provide an autonomous (self-driving) shuttle bus service between the bus and rail stations are being explored (**SHM2 – Autonomous shuttle between the bus and rail stations**), with the objective of making the journey between bus and rail quicker and easier.
- 4.17 **SHM3 – Demand responsive flexible bus services and integrated ticketing** is an initiative designed to make using public transport services in and around High Wycombe far easier (and therefore an attractive alternative to using the car). The scheme would involve the use of high quality smaller-capacity vehicles (e.g., mini-buses and people carriers), and people wanting to make a journey would book and pay via a smartphone app. There would be real time information to the user’s smartphone app, no fixed timetable and pick-up and drop-off points are also flexible and are typically closer than stops for traditional ‘fixed route’ bus services. Fares would vary according to how many people were sharing a single journey together.
- 4.18 **SHM4 – Car club spaces provided as standard in new developments and in the town centre** aims to support residents, particularly younger residents living in or near to the town centre, to live without owning their own car. The Council will require space for car club vehicles as standard in new developments to support car-free, or ‘car-light’ living.

Highways and congestion management

- 4.19 **HCM1 – Optimisation** (i.e., linking and optimisation) **of town centre traffic signals** is an initiative that aims to deliver more reliable journey times for traffic, particularly buses, through the town centre through the use of modern signals technology such as SCOOT (Split Cycle and Offset Optimisation Technique), a network of linked traffic lights.

The A40 Abbey Way flyover

- 4.20 The Council has held an aspiration to limit the number / type of vehicles using the A40 Abbey Way flyover for several years in order to reduce the volume of through-traffic within the town centre.

In developing the Transport Strategy it has been determined that **HCM2 – Repurposing the A40 Abbey Way flyover** is consistent with the Transport Vision, but it is recognised that a

specific, focused study is required to assess the different options that are available. The first step is to undertake a structural review of the flyover to thoroughly assess its condition and lifespan. Further to this, any proposed changes to the town centre highway network will be subject to detailed traffic modelling to understand the impacts on traffic flows through the town centre and on any alternative routes.

- 4.21 The two options that have been considered include a reduction in the number of lanes used and one that would remove vehicles completely. Both of these would enable the structure itself to be repurposed as a potential green corridor and give the opportunity for redevelopment of the areas underneath and immediately adjacent. The nature and timing of any closure (in full or part) will be determined by the responses to this consultation, more detailed technical studies and further discussions between the Council's planners, regeneration team and leaders.

Land-use, planning and parking

- 4.22 The government has a commitment to end the sale of new conventional petrol and diesel cars and vans by 2035 at the latest. Predictions for the uptake of electric vehicles vary, but it is likely that electric vehicles will account for the majority of new car sales from the late 2020s. Many of High Wycombe's residents will want to replace their petrol or diesel fuelled car or van with an electric car in the short to medium term, and so it is imperative that the charging network keeps pace with demand. **LPP1 – Town-wide electric vehicle charging infrastructure** is an initiative that will support the rapid expansion of High Wycombe's charging points in on- and off-street locations. It will involve public sector subsidy of charging infrastructure (including bidding for central government funding), as well as working with the private sector (including developers) to require private sector provision of charging infrastructure. Buckinghamshire Council adopted an Electric Vehicle Charging Plan in 2022 which sets out a 5-year Action Plan to support the transition to Electric Vehicles (EVs). This includes plans to increase charging infrastructure in High Wycombe at Railway Place, Swan Multi-Storey and Easton Street car parks.

- 4.23 **LPP2 – Parking standards to support car-free or car-light development** seeks to build on both the national trend for lower rates of car ownership and use amongst younger people (see **SHM4 – Car clubs**) and realise the opportunity for car-free/car-light living, particularly in areas well served by public transport. A parking study undertaken for the Council in 2020 concluded that:

- lower rates of car ownership and observed under-occupation of residential car parks in the town centre would justify a lower maximum residential parking standard for future town centre developments;
- as areas of the town centre are redeveloped, reduction in town centre parking may be possible *if* an assessment of the supply and demand for public car parking shows that there is adequate provision across the town; and
- loss of publicly available parking to the Eastern Quarter development may not need to be replaced in full in order to meet demand for parking in the town centre.

- 4.24 This initiative will therefore deliver a revised parking standard for new developments in High Wycombe, i.e., Buckinghamshire Council will set a new, reduced maximum number of parking spaces that should be provided as part of a new development.

Additional demand management / pricing mechanisms

- 4.25 In order to achieve net zero carbon by 2050 or sooner, additional demand management measures will be required within High Wycombe. Demand management can be achieved through three main interventions; charging people for the use of roads; reallocating road space for alternative, greener modes of transport; or undertaking behavioural change programmes. Each of these interventions seeks to reduce the number of trips people make by private cars or single occupancy vehicles, and to incentivise sustainable modes of transport as well as increased digital connectivity.
- 4.26 Demand management measures could include parking restraints such as increased parking charges or reduced car parking provision, or wider overarching measures such as a Clean Air Zones, Ultra Low Emission Zones, congestion charging, or low car/Liveable Neighbourhood schemes. Each of these schemes aims to deter non-essential private motor vehicle usage, and ultimately improve High Wycombe's air quality and congestion, creating safer streets which enable and encourage more people to walk, cycle or take public transport.
- 4.27 A further demand management option could be a Workplace Parking Levy, which is a charge made by a local authority on employers who provide workplace parking for their employees. Employers are liable for the charge but can choose to pass the charge through to employees. The revenue collected is used to fund transport improvements in the local area, providing economic and social benefits for employees and residents. Nottingham City Council introduced a Workplace Parking Levy in 2011 and the revenue collected funds transport improvements contained within the Council's Local Transport Plan, including investment in the City's tram network and redevelopment of the rail station.
- 4.28 **LPP3 – Additional demand management / pricing mechanisms** is recommended as part of the Transport Strategy as a means of managing the number of people commuting to High Wycombe by car. Measures such as a town-wide Workplace Parking Levy, congestion charging or reductions in car parking provisions would encourage people to commute by public transport or active modes instead of by car, and this would help to manage congestion in High Wycombe as well as deliver air quality benefits. Benefits can also include more land being made available for redevelopment as employers seek to reduce the number of parking spaces they provide. Any revenue collected from a Workplace Parking Levy or congestion charge could be used to fund transport improvements in the local area, and so this scheme would support delivery of the Transport Strategy as a whole.



Connecting regionally

- 4.29 The initiatives which support the ‘Connecting regionally’ theme are designed to strengthen High Wycombe’s connectivity to surrounding areas. The emphasis of the combination of initiatives proposed is to facilitate seamless, safe and sustainable movement of people and goods throughout the region. As the journey distances are longer than those for local journeys within and around High Wycombe, the focus of these proposals is on enabling those journeys to be made by public transport rather than the private car. The initiatives in this theme are shown in Figure 4.3.

Figure 4.3: High Wycombe 2050 Transport Strategy ‘Connecting regionally’ initiatives

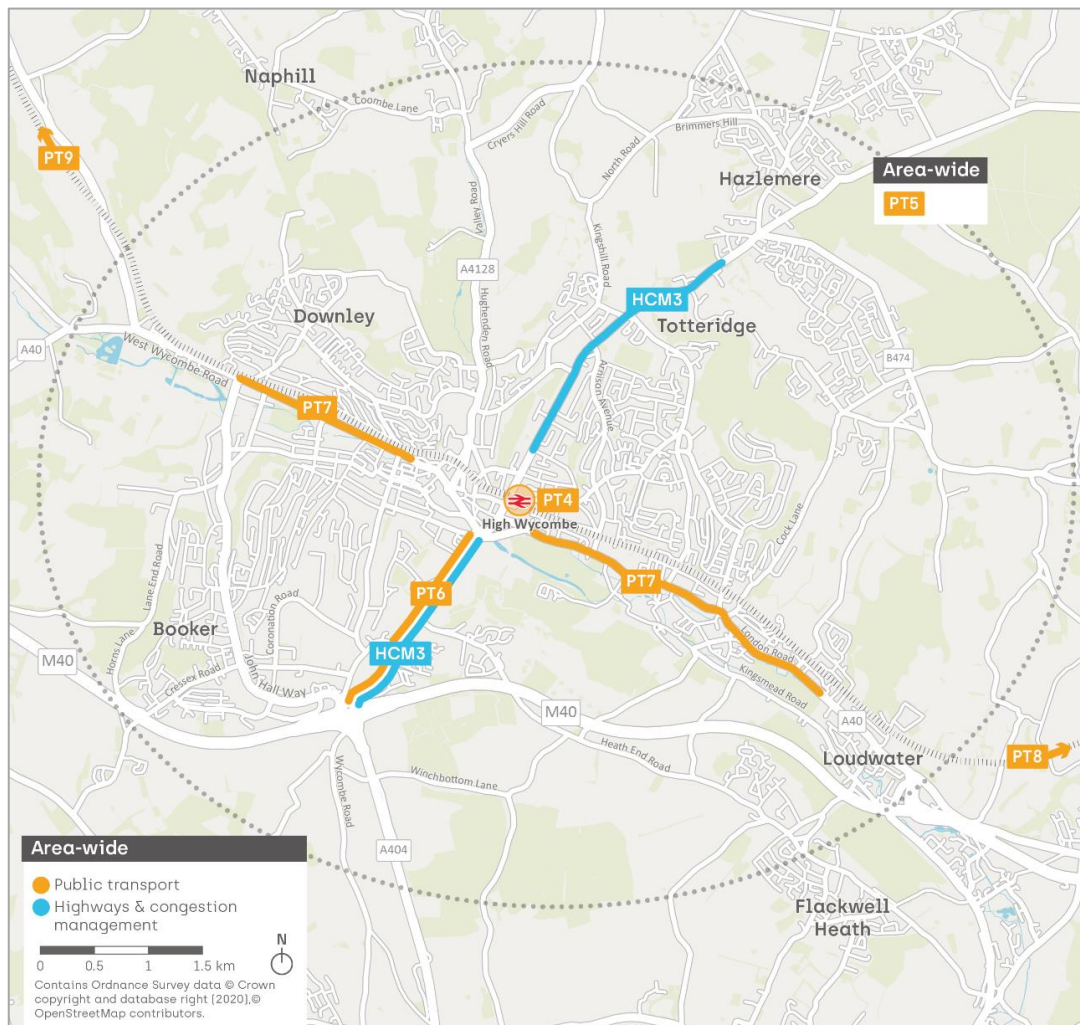


Table 4.3: High Wycombe 2050 Transport Strategy ‘Connecting regionally’ schemes - index

| Ref. | Scheme description |
|------|--|
| PT4 | Expansion of the London travel zone area to High Wycombe |
| PT5 | Development of a High Wycombe and surrounding towns travel zone |
| PT6 | North-south bus priority corridor on the A404 Marlow Hill |
| PT7 | East-west bus priority corridor on the A40 London Road and West Wycombe Road |
| PT8 | Old Oak Common connectivity interventions |
| PT9 | Increased capacity on the rail line between Princes Risborough and Aylesbury |
| HCM3 | Smart, networked traffic-lights to manage queues on A404 |

Public transport

- 4.30 High Wycombe has excellent rail connections and services. There are frequent and fast services from High Wycombe to various destinations in the morning peak, allowing residents to travel by rail to access jobs and business opportunities in London, Aylesbury, Bicester, Oxford and beyond. High Wycombe currently falls outside of London's travel zone system and the PAYG (Pay As You Go) area, meaning that people travelling between High Wycombe and London cannot take advantage of the more flexible fare structures that PAYG affords. If High Wycombe were to be included in the travel zone system, some rail journeys could be cheaper for High Wycombe residents.
- 4.31 **PT4 – Expansion of the London Travel Zone area to include High Wycombe rail station** would extend the London PAYG fare zone to High Wycombe, allowing people travelling by rail to make their journeys seamlessly (through the use of contactless ticketing) and more cheaply.
- 4.32 **PT5 – Development of a High Wycombe and surrounding towns travel zone and fare structure** would seek to build on the delivery of PT4 and existing multi-operator ticketing products by introducing a High Wycombe travel and fare zone for bus and rail services. A multi-operator 'smartcard' ticketing system and fare structure for all bus and rail services in High Wycombe/Buckinghamshire would help to make journeys by public transport easier.
- 4.33 There are two recommendations for bus priority corridors:
- **PT6 – North-south bus priority corridor on the A404** (Marlow Hill between High Wycombe town centre and the Handy Cross Coachway)
 - **PT7 – East-west bus priority corridor on the A40 London Road and West Wycombe Road**
- 4.34 At present there is limited infrastructure that gives any priority to buses on the A404 and the A40. These routes are key bus corridors (particularly the A404, which is the route for the Park and Ride buses) and buses are subject to the same congestion and queues (and delay) as other traffic. Bus priority could be provided through timed bus lanes, bus gates (where a bus takes an alternative lane to 'jump' to the start of a queue) and/or priority at traffic lights. The exact nature of both schemes would be subject to further options testing and feasibility assessment.
- 4.35 Scheme **PT8 – Old Oak Common connectivity interventions** is a package of major rail schemes which would ultimately provide an alternative terminus to Marylebone (Paddington) for Chiltern services as part of HS2 works. The existing Wycombe line would be double-tracked and upgraded to 80mph. Delivery of this scheme would provide up to four trains per hour into Old Oak and Park Royal, as well as connectivity to HS2 services, the Great Western Main Line and Elizabeth line (Crossrail) services. This project would need to be delivered in partnership with the rail operator and Network Rail.
- 4.36 Initiative **PT9 – Increase capacity on the rail line between Princes Risborough and Aylesbury** is a major rail project involving adding another track to the line ('twin-tracking') which would allow direct services between High Wycombe and Milton Keynes (and beyond), thereby enhancing High Wycombe's regional connectivity. Again, this project would need to be delivered in partnership with the rail operator and Network Rail.

Highways and congestion management

- 4.37 High Wycombe's road network can be congested during peak times. However, as discussed in previous sections there are limited opportunities to introduce more capacity by widening roads, adding lanes or similar – indeed, there is a body of evidence that shows that adding capacity to a congested network only delivers a short-term benefit, with the network returning to pre-intervention levels of congestion in a short space of time. This is one of the reasons that the Transport Strategy is focused on supporting people to make journeys by a means other than the private car – this is the only real option there is for managing congestion in the longer-term.
- 4.38 With that said, the use of demand responsive traffic signals offers the opportunity to optimise traffic movements within the physical constraints of the existing road network. 'Smart' or demand responsive signals are already in place on the A40 and have helped to improve journey time reliability along this corridor. Scheme **HCM3 – Smart, networked traffic-lights to manage queues on the A404 corridor** would see the installation of the same type of signals technology to deliver similar – although modest – improvements on the A404.



Connecting green spaces

- 4.39 The initiatives which support the 'Connecting green spaces' theme are proposals which are designed to enhance health and wellbeing by providing clean, safe and accessible routes to and throughout High Wycombe and enable people to reach the surrounding green spaces that make High Wycombe so unique. They are shown in the map overleaf.

Figure 4.4: High Wycombe 2050 Transport Strategy 'Connecting green spaces' initiatives

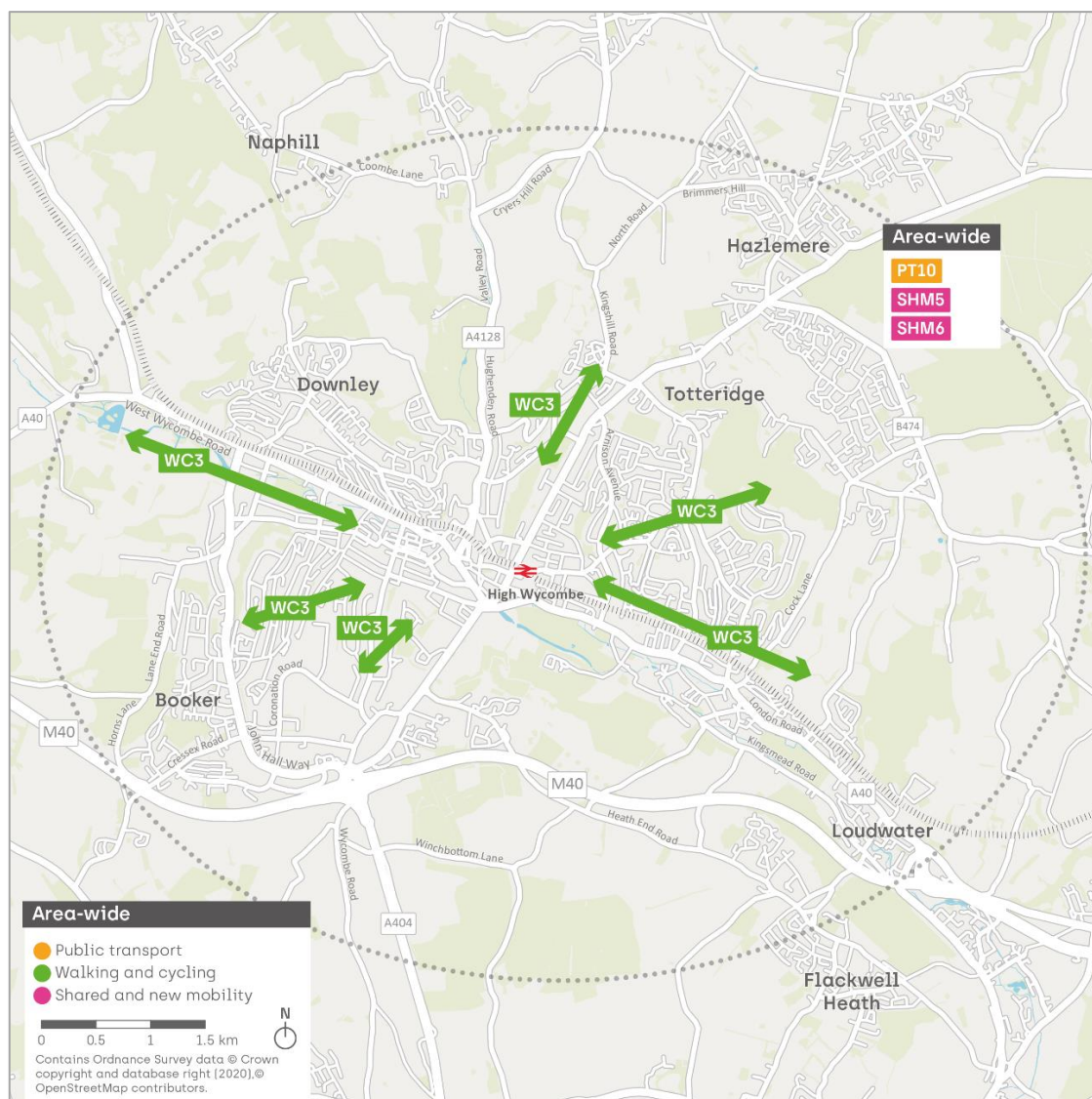


Table 4.4: High Wycombe 2050 Transport Strategy 'Connecting green spaces' schemes - index

| Ref. | Scheme description |
|------|---|
| WC3 | Segregated cycling lanes and 'quiet way' style network on all arterial corridors and key routes |
| PT10 | Conversion of existing bus fleet to Ultra Low Emission Vehicles |
| SHM5 | Docked e-bike and/or e-scooter hire scheme |
| SHM6 | E-bike hire scheme for longer-term trial rental periods |

Walking and cycling

- 4.40 Walking accounts for almost a quarter (24% (Census 2011)) of trips to work made by High Wycombe residents. While this is a significant proportion, given the nature and length of typical trips undertaken in High Wycombe there is potential for it to be much higher.
- 4.41 High Wycombe's hilly topography is considered by some to be a constraint to cycling, but there are many examples of places in the UK and abroad where hills have not been an insurmountable barrier for high levels of walking and cycling. The centre of High Wycombe sits at the bottom of the River Wye valley, with steep inclines rising from the town centre that plateau to the north and south. While this topography does provide challenges, not all cycle trips in High Wycombe need to route via the hills. For example, east-west movement along the valley floor is relatively flat. This is where population densities are highest and where key destinations are located, such as the town centre, hospital, university bus station and rail station.
- 4.42 **WC3 – Segregated cycling lanes and 'quiet way' style network on all arterial corridors and key routes** is an initiative designed to realise more of the potential for journeys to be made on foot or by bicycle in High Wycombe by providing high-quality, safe and direct routes to key destinations for pedestrians and cyclists. The High Wycombe Local Cycling and Walking Infrastructure Plan (LCWIP) is currently being developed and will set out a future walking and cycling network for the town in further detail.

Public transport

- 4.43 **PT10 – Conversion of existing bus fleet to Ultra Low Emission Vehicles** is an initiative which will involve working with local bus operators to support and accelerate the conversion of their current fleets to Ultra Low Emission Vehicles, through the allocation of subsidy and through bidding for central government funding.

Shared and new mobility

- 4.44 **SHM5 – Docked e-bike and/or e-scooter hire scheme** is designed to support residents, employees and visitors in making more journeys by bicycle, rather than by car or public transport. As mentioned above, some journeys in High Wycombe will involve more challenging topography and it is likely that the gradient of Amersham and Marlow Hills deters some potential cyclists. Electric bikes give assistance to the rider and so represent a good active transport solution in hilly areas. The future roll-out of an e-scooter hire scheme is subject to the outcomes of the current trial that is underway in High Wycombe and Aylesbury.
- 4.45 In addition, and to encourage people to purchase their own electric bike for more regular use, the initiative **SHM6 – E-bike hire scheme for longer-term trial periods** would be a Council-operated (or tendered) hire scheme. Residents of High Wycombe would be invited to hire an electric bike for up to six months to 'try before you buy'.

5 Delivery plan

Phasing

- 5.1 The High Wycombe Transport Strategy looks into the long term, spanning the period to 2050, beyond the current Local Plan period to 2033. To understand how the initiatives could be delivered over this timeframe, the proposals have been phased into the short, medium and long term:
- Short term: next five years to 2028.
 - Medium term: five to 15 years, including the lifetime of the current Local Plan covering High Wycombe.
 - Long term: 15 to 30 years, out to 2050
- 5.2 The tables on the following pages show how the initiatives will be phased. The tables include a high-level cost assessment for each scheme and identify potential funding sources and delivery partners. Each initiative is linked to the goals and priorities supporting the Transport Vision.
- 5.3 Because this strategy looks so far ahead to the future it largely consists of projects that are at a very initial, “pre-feasibility” stage of development. As such, all initiatives proposed here will be subject to further design and option development. Projects should then come forward for delivery through Buckinghamshire Council’s standard processes, or where they are to be delivered by a lead partner and not the Council, advocacy remains important to promote the schemes within the partners’ decision-making processes.
- 5.4 It is unlikely that funding will be available to develop all initiatives in parallel. The delivery plan indicates phasing for the initiatives which can support their prioritisation. However further work will be required to align the proposals with the Council’s strategic priorities and understand each initiative’s potential impacts and value for money, but also its deliverability, including funding availability. For example, should central government funding be made available for conversion of bus fleets to zero emission vehicles, such a scheme might be prioritised for development earlier in order to make a compelling case for funding.

Funding

- 5.5 The High Wycombe Transport Vision and Strategy is long-term in its outlook and has identified a programme of schemes that will require funding and/or financing. **It is important to recognise that the schemes identified within this Transport Vision and Strategy document would be subject to securing funding.** For many of the options being proposed, current funding sources may not be appropriate and the ability of Buckinghamshire Council and local partners to respond effectively to new funding opportunities will be hugely important.
- 5.6 For local authorities the most suitable sources of funding are likely to be grant funding from central government; developer contributions resulting from planned growth and new developments, and in the short-term, increased parking charges or implementing additional demand management / pricing mechanisms, which is one of the initiatives proposed in this strategy (**LPP3**). Local funding alone will likely be insufficient to fund the full programme. Further prioritisation of options will be required as well as aligning options to other funding sources.
- 5.7 This funding pot could be further increased through use of “new” central government funding allocated directly to Buckinghamshire Council and the Buckinghamshire Local Enterprise Partnership, or from competitive bidding processes for grants. There could, in the near future, also be funding and powers devolved to England’s Economic Heartland Sub-National Transport Body which could benefit transport locally.
- 5.8 At the time of developing the strategy, due to uncertainty relating to Covid-19 and its impacts, there is great uncertainty over the funding opportunities that might arise from central government over the next few years. We await the outcome of central government budgetary and spending decisions to identify replacements to previous grant systems and any new opportunities to secure funding for transport improvements.
- 5.9 Investment in larger transport projects is increasingly requiring the ability to draw down and generate funding from multiple sources. Partnerships with the private sector and innovation bodies could align well with shared and future mobility schemes.
- 5.10 The following table identifies sources of funding and financing. The likely usefulness of each funding source or financing option is indicated with a tick-based system of least useful or applicable to most useful or applicable (i.e., **x**, **✓**, **✓✓**, **✓✓✓**).

Table 5.1: Potential and typical funding sources and financing options

| Category | Funding | Applicability |
|--|--|---------------|
| Central government grants – capital to Local Authorities | Integrated Transport Block | ✓ |
| | Highway Maintenance | ✓ |
| | Active travel funds (e.g., School Streets) | ✓ |
| | Public transport funds (e.g., Electric Bus Town Scheme) | ✓ |
| | Charging Infrastructure Investment Fund (for electric vehicles) | ✓ |
| | Housing Infrastructure Fund | ✓✓ |
| | New Homes Bonus | ✓ |
| Central government grants – capital to Local Enterprise Partnerships | Local Growth Fund | ✓ |
| | Local Industrial Strategy | ✗ |
| | UK Shared Prosperity Fund | ✓✓ |
| Central government grants – capital to Sub-national Transport Bodies | Funding negotiated under bespoke arrangements | ✓✓ |
| Central government grants – capital to Arm's Length Bodies | National Highways/Department for Transport: National Roads Fund (including Strategic Road Network, Major Road Network, and Large Local Majors) | ✗/✓ |
| | Network Rail/Department for Transport: Control Period process | ✓✓ |
| | Innovate UK funding for research and innovation | ✓ |
| Central government grants - revenue | Sub-National Transport Bodies: Funding negotiated under bespoke arrangements | ✓✓ |
| | Active travel funds (e.g., Access Fund / Cycling and Walking to Work Fund, "Bikeability", Walking Cities) | ✓ |
| Local government | Council Tax | ✗/✓ |
| | Parking charges and other local charges/fees | ✓ |
| | Other (e.g., Ultra Low Emission Zone) | ✗/✓ |
| Private sector | Developer contributions | ✓✓ |
| | Community Infrastructure Levy | ✓✓ |
| | Workplace Parking Levy | ✓✓ |
| | Business Rates | ✗/✓ |
| | Other (e.g., private sector investment in bus services, car clubs, bike hire, electric vehicle charging points) | ✓✓ |
| Financing | Government loans (e.g., Public Works Loan Board) | ✗ |
| | Capital markets | ✗ |
| | New models requiring legislation (e.g., Land Value Capture, Bonds) | ✗ |

Table 5.2: Delivery plan for 'Connecting locally' initiatives

| Ref | Scheme description | Capital cost estimate | Revenue/ operating cost estimate (per annum) | Potential funding sources/delivery partners | Phasing | | |
|------|--|-----------------------|---|--|----------------|------------------|-----------------|
| | | | | | Short (0-5yrs) | Medium (5-15yrs) | Long (15-30yrs) |
| BC1 | High Wycombe behaviour change package | £££££ N/A | £££££ >£500,000 | Buckinghamshire Council including a additional demand management / pricing mechanisms; Central government; Developer contributions | | | |
| WC1 | Town centre wayfinding system | £££££ <£1 million | £££££ <£10,000 | Buckinghamshire Council (incl. WPL); Central government; Developer contributions/CIL | | | |
| WC2 | 'Healthy Neighbourhood' schemes | £££££ £1-5 million | £££££ £10,000-£49,999 | Buckinghamshire Council (incl. WPL); Central government; Developer contributions/ delivery in kind/CIL | | | |
| PT1 | Improved bus services to Cressex Business Park and Globe Business Park | £££££ N/A | £££££ £50,000-£99,999 | Buckinghamshire Council (incl. WPL); Central government; Developer contributions/CIL; Operators | | | |
| PT2 | Additional layover space for buses and dynamic bus stand allocation | £££££ <£1 million | £££££ £10,000-£49,999 | Buckinghamshire Council (incl. WPL); Developer contributions/CIL | | | |
| PT3 | Fast, affordable, reliable bus services | £££££ >£10 million | £££££ <£10,000 | Buckinghamshire Council (incl. WPL); Central government; Developer contributions/CIL | | | |
| SHM1 | 'Mobility hub' schemes | £££££ £1-5 million | £££££ £10,000-£49,999 | Buckinghamshire Council (incl. WPL); Central government; Developer contributions/CIL | | | |
| SHM2 | Autonomous shuttle between the bus and rail stations | £££££ £1-5 million | £££££ £50,000-£99,999 | Buckinghamshire Council (incl. WPL); Central government; | | | |

| Ref | Scheme description | Capital cost estimate | Revenue/ operating cost estimate (per annum) | Potential funding sources/delivery partners | Phasing | | |
|------|--|------------------------|---|--|----------------|------------------|-----------------|
| | | | | | Short (0-5yrs) | Medium (5-15yrs) | Long (15-30yrs) |
| | | | | Developer contributions/CIL; Operators | | | |
| SHM3 | Demand responsive flexible bus services and integrated ticketing | ££££££ <£1 million | ££££££ >£500,000 | Buckinghamshire Council (incl. WPL); Central government; Developer contributions/CIL; Operators | | | |
| SHM4 | Car club spaces as standard in new developments and the town centre | ££££££ N/A | ££££££ £10,000-£49,999 | Buckinghamshire Council (incl. WPL); Developer contributions / delivery-in-kind / CIL; Operators | | | |
| HCM1 | Optimisation of town centre traffic signals | ££££££ <£1 million | ££££££ <£10,000 | Buckinghamshire Council (incl. WPL); Developer contributions/CIL | | | |
| HCM2 | Repurposing the A40 Abbey Way flyover | ££££££ £1-5 million | ££££££ £10,000-£49,999 | Buckinghamshire Council (incl. WPL); Central government | | | |
| LPP1 | Town-wide electric vehicle charging infrastructure | ££££££ <£1 million | ££££££ £50,000-£99,999 | Buckinghamshire Council (incl. WPL); Central government; Developer contributions / delivery-in-kind / CIL; Operators; private sector | | | |
| LPP2 | Parking standards to support car-free or car-light developments | ££££££ N/A | ££££££ £10,000-£49,999 | Buckinghamshire Council | | | |
| LPP3 | Additional demand management / pricing mechanisms *Cost estimates subject to option type | ££££££ <£1 million* | ££££££ £50,000-£99,999* | Buckinghamshire Council; Central government | | | |

Table 5.3: Delivery plan for 'Connecting regionally' initiatives

| Ref | Scheme description | Capital cost estimate | Revenue/ operating cost estimate (per annum) | Potential funding sources/delivery partners | Phasing | | |
|------|--|-----------------------|---|---|----------------|------------------|------------------|
| | | | | | Short (0-5yrs) | Medium (5-15yrs) | Long (15-30 yrs) |
| PT4 | Expansion of the Pay As You Go (PAYG) travel area to High Wycombe | £££££ <£1 million | £££££ <£10,000 | Buckinghamshire Council (incl. WPL); Transport for London; Central government, Operator(s) | | | |
| PT5 | Development of a High Wycombe and surrounding towns travel zone | £££££ <£1 million | £££££ £100,000-£249,999 | Buckinghamshire Council (incl. WPL); Central government; Operators | | | |
| PT6 | North-south bus priority corridor on the A404 Marlow Hill | £££££ £1-5 million | £££££ £10,000-£49,999 | Buckinghamshire Council (incl. WPL); Central government; Developer contributions/CIL; Operators | | | |
| PT7 | East-west bus priority corridor on the A40 London Road and West Wycombe Road | £££££ £1-5 million | £££££ £10,000-£49,999 | Buckinghamshire Council (incl. WPL); Central government; Developer contributions/CIL | | | |
| PT8 | Old Oak Common connectivity interventions | £££££ >£20 million | £££££ £100,000-£249,999 | Central government/Network Rail/HS2 | | | |
| PT9 | Twin track rail line between Princes Risborough and Aylesbury | £££££ >£20 million | £££££ £100,000-£249,999 | Central government/Network Rail | | | |
| HCM3 | Demand responsive signals on A404 | £££££ £1-5 million | £££££ £10,000-£49,999 | Buckinghamshire Council (incl. WPL); Central government; Developer contributions/CIL | | | |

Table 5.4: Delivery plan for 'Connecting green spaces' initiatives

| Ref | Scheme description | Capital cost estimate | Revenue/ operating cost estimate (per annum) | Potential funding sources/delivery partners | Phasing | | |
|------|---|------------------------|---|--|----------------|------------------|------------------|
| | | | | | Short (0-5yrs) | Medium (5-15yrs) | Long (15-30 yrs) |
| WC3 | Segregated cycling lanes and 'quiet way' style network on all arterial corridors and key routes | £££££ £5-10 million | £££££ £10,000-£49,999 | Buckinghamshire Council (incl. WPL); Central government; Developer contributions/CIL | | | |
| PT10 | Conversion of existing bus fleet to Ultra Low Emission Vehicles | £££££ N/A | £££££ £10,000-£49,999 | Operators; Central government; | | | |
| SHM5 | Docked e-bike and/or e-scooter hire scheme in High Wycombe | £££££ £1-5 million | £££££ £10,000-£49,999 | Buckinghamshire Council (incl. WPL); Central government; Operators | | | |
| SHM6 | E-bike hire scheme for longer-term trial rental periods | £££££ <£1 million | £££££ £50,000-£99,999 | Buckinghamshire Council (incl. WPL); Central government | | | |

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