

# High Wycombe 2050 Transport Strategy

## Overview

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. 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. ‘Business as usual’ for transport will not work.

Due to the nature of High Wycombe, we cannot build new highway infrastructure to fix the traffic issues. Even if there was space to do so, building new roads would not address the negative impacts of traffic on pollution, 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 High Wycombe Transport Vision

The High Wycombe 2050 Transport Vision sets the ambition for the town’s transport system. It consists of 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:

### Vision

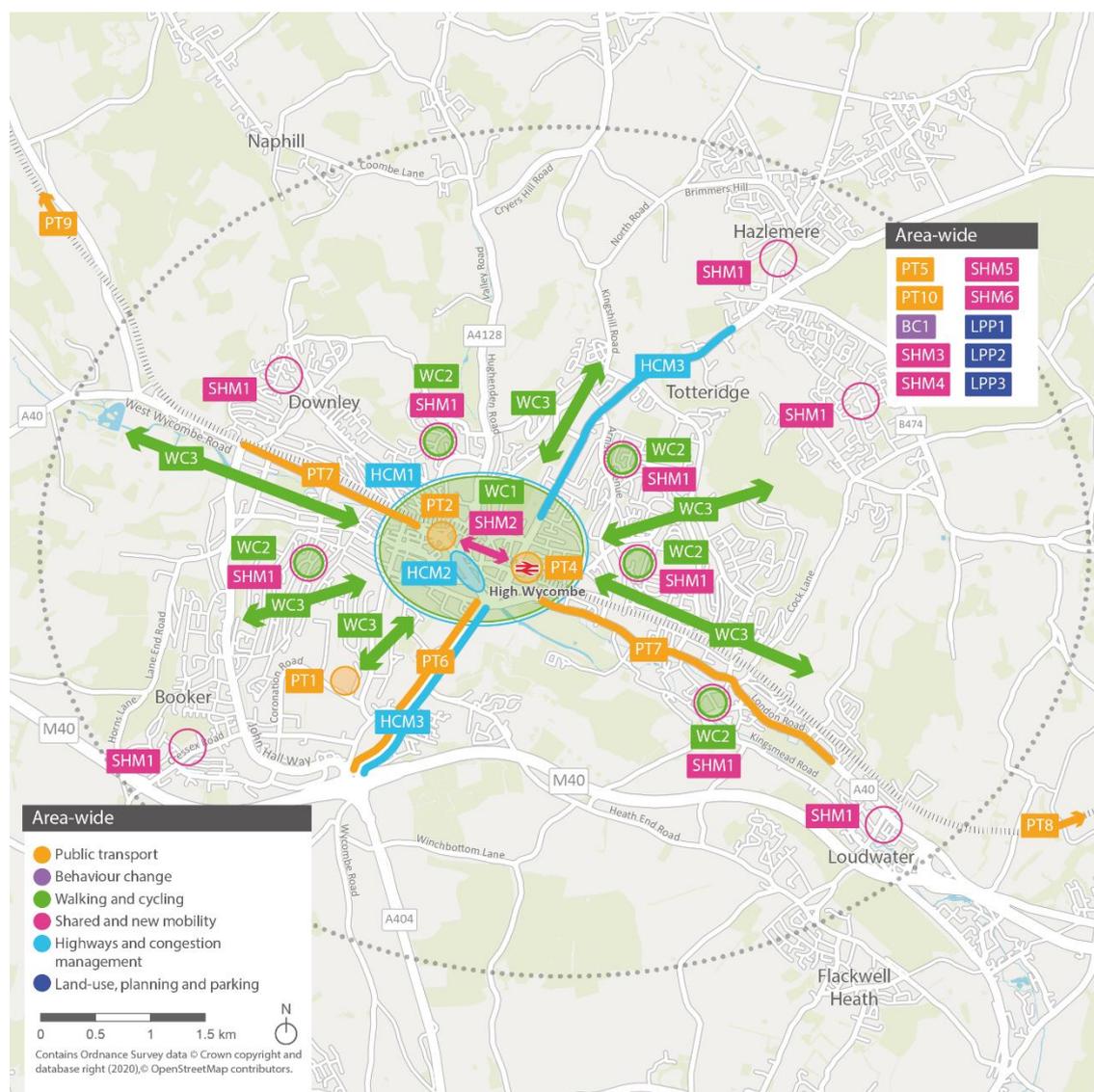
*By 2050, High Wycombe will be among the best connected and most innovative towns in the Thames Valley, where all journeys, from start to finish, are emission-free, seamless, and safe for all residents, businesses and visitors.*

### Themes

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.

## Proposed schemes and Interventions

The Transport Strategy proposes a package of 26 schemes across six different intervention categories. Using an analytical tool, these schemes were tested against possible future scenarios to try and make sure they will work for High Wycombe in the future, whatever that future may end up looking like. These schemes have been split into Short (0-5 years) Medium (5-15 years) and Long (15-30 years) for delivery in the main Strategy document.



Ref.	Scheme description
BC1	High Wycombe behaviour change package - promote uptake of sustainable modes of travel (cycling, walking and public transport) as alternatives to single-occupancy car trips
WC1	Town centre wayfinding scheme
WC2	'Healthy Neighbourhood' schemes - reducing the volume of traffic on residential streets and making it easier and safer to travel within neighbourhoods on foot or by bicycle.

Ref.	Scheme description
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 Pay As You Go (PAYG) travel area to High Wycombe
PT5	Development of a High Wycombe and surrounding towns travel zone with integrated ticketing
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 Station connectivity interventions
PT9	Twin track rail line between Princes Risborough and Aylesbury
PT10	Conversion of existing bus fleet to Ultra Low Emission Vehicles
SHM1	'Mobility hub' schemes
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 in High Wycombe
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	Demand responsive signals 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