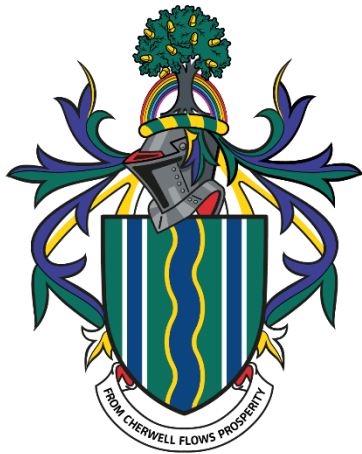




Cherwell District Council

Air Quality Action Plan 2024-28

In fulfilment of Part IV of the Environment Act 1995

Local Air Quality Management

2026

Cherwell District Council

Information	Cherwell District Council Details
Local Authority Officer	Jim Guest
Department	Environmental Protection
Address	Bodicote House Bodicote Banbury OX15 4AA
Telephone	01295 221799
E-mail	Jim.guest@cherwell-dc.gov.uk
Report Reference Number	AQAP2026
Date	June 2026

Executive Summary

This Air Quality Action Plan (AQAP) has been produced as part of our statutory duties required by the Local Air Quality Management framework as set out in Part IV of the Environment Act (1995), as amended by the Environment Act (2021), and the relevant Policy and Technical Guidance documents. It outlines the action we will take to improve air quality in Cherwell District between 2025 and 2030.

This action plan replaces the previous action plan approved in 2017. Projects delivered through the past action plan include:

- Reduced speed limits throughout the district.
- Air Quality actions are included in the Local Transport Plan.
- Electric vehicle charging infrastructure.
- Taxi licensing incentives.
- Review of council and contractor's fleets.
- Several public awareness campaigns.
- The introduction of a new county-wide air quality website.
- Signposting of walking and cycling routes.
- Improvements in traffic signalling near M40 junction 11.
- Live monitors have been mounted outside of two schools in the district, the data from which has been used to inform communications to the district raising awareness of the effects of car idling and air pollution, and the benefits of active travel.

Air pollution is associated with several adverse health impacts. It is recognised as a contributing factor in the onset of heart disease and cancer. Additionally, air pollution particularly affects the most vulnerable in society: children and older people, and those with heart and lung conditions. There is also often a strong correlation with

equalities issues because areas with poor air quality are also often the less affluent areas^{1,2}.

The annual health cost to society of the impacts of particulate matter alone in the UK is estimated to be around £16 billion³. Cherwell District Council is committed to reducing the exposure of people in Cherwell to poor air quality in order to improve health.

We have developed actions that can be considered under five broad topics:

- Policy guidance and development control
- Promoting low emission transport
- Promoting travel alternatives to private vehicle use
- Transport planning and infrastructure
- Public information

Our priorities are:

- Priority 1 – Strengthening local policy to improve air quality and its role in protecting health.
- Priority 2 – Reducing NO_x emissions from cars in all AQMAs.
- Priority 3 – Ensuring new developments encourage and facilitate low emission and alternative transport.
- Priority 4 – Ensuring transport infrastructure delivery takes account of air quality improvement potential within AQMAs.
- Priority 5 – Raising awareness of poor air quality and encouraging improvement actions by vehicle users and fleet managers.

In this AQAP we outline how we plan to effectively tackle air quality issues within our control. However, we recognise that there are many air quality policy areas that are outside of our influence, but for which we may have useful evidence, and so we will

¹ Environmental equity, air quality, socioeconomic status and respiratory health, 2010

² Air quality and social deprivation in the UK: an environmental inequalities analysis, 2006

³ Defra. Abatement cost guidance for valuing changes in air quality, May 2013

continue to work with regional and central government on policies and issues beyond Cherwell District Council's direct influence.

Responsibilities and Commitment

This AQAP was prepared by the Environmental Protection and Enforcement Team of Cherwell District Council with the support and agreement of the following officers and departments:

Public Health, Oxfordshire County Council • Infrastructure Strategy Team,
Oxfordshire County Council • Air Quality Team, National Highways • Communications
and Consultation and Engagement Teams, West Oxfordshire, Oxford City, South
Oxfordshire and Vale of White Horse District Councils

This AQAP has been approved by: Executive Committee

This AQAP will be subject to an annual review, appraisal of progress and progress
each year will be reported in the Annual Status Reports (ASRs) produced by
Cherwell District Council as part of our statutory Local Air Quality Management
duties.

If you have any comments on this AQAP, please send them to Environmental
Protection at:

Cherwell District Council

Bodicote House

White Post Road

Bodicote

Banbury

OX15 4AA

01295 221799

environmentalprotectionCDC@cherwell-dc.gov.uk

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Introduction

This Air Quality Action Plan (AQAP) outlines the actions that Cherwell District Council will deliver between 2025 and 2030 in order to reduce concentrations of air pollutants and exposure to air pollution; thereby positively impacting on the health and quality of life of residents and visitors to Cherwell.

It fulfils the requirements of Local Air Quality Management (LAQM) as set out in Part IV of the Environment Act (1995), as amended by the Environment Act (2021), and the relevant Policy and Technical Guidance documents, to work towards Air Quality Strategy (AQS) objectives.

This Plan will be reviewed every five years at the latest and progress on measures set out within this Plan will be reported on annually within Cherwell District Council's air quality ASR.

Summary of Current Air Quality in Cherwell

Cherwell District Council identified four areas where air quality did not meet national air quality objectives for nitrogen dioxide (NO₂). All but one of these areas have now been revoked. The remaining AQMA, which covers an area of Hennef Way in Banbury, has concentrations of NO₂ which are related to road traffic emission. More information can be viewed on the CDC website at

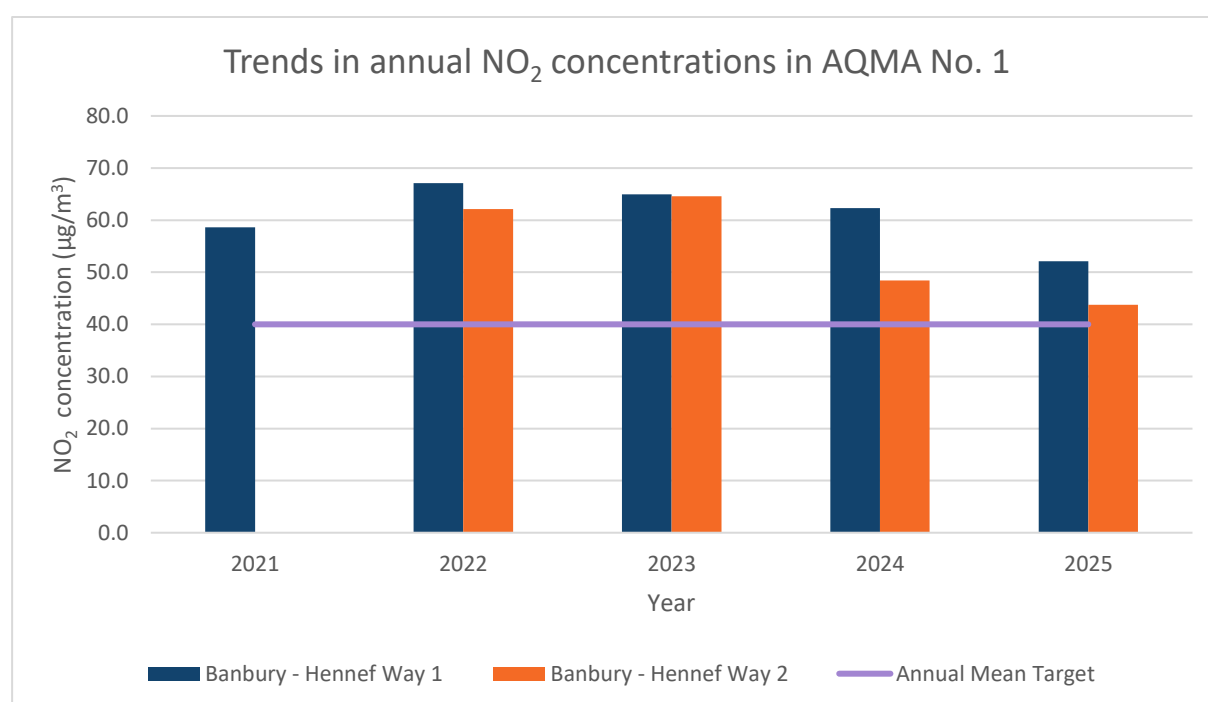
www.cherwell.gov.uk/airqualitymanagement. A full list of AQMAs across the country can be found at <http://uk-air.defra.gov.uk/aqma/list>. These concentrations are largely related to road traffic emissions. The AQMAs are shown in Appendix C.

Table 0.1 – Declared Air Quality Management Areas

AQMA Name	Date of Declaration	Pollutants and Air Quality Objectives	One Line Description	Is air quality in the AQMA influenced by roads controlled by Highways England?	Level of Exceedance: Declaration	Level of Exceedance: Current Year	Number of Years Compliant with Air Quality Objective	Name and Date of AQAP Publication	Web Link to AQAP
AQMA No. 1	17th January 2011	NO ₂ Annual Mean and 1 Hour Mean	Three residential property facades backing onto Hennef Way between roundabouts with Ermont Way and Concorde Avenue.	YES	86.4 µg/m ³	47.9 µg/m ³	Not compliant	Cherwell District Council Air Quality Action Plan 2026	Cherwell District Council: Air Quality

For Hennef Way, trends in annual mean NO₂ concentrations are shown in Figure 2.1. The site has shown considerable reductions in concentrations of NO₂ since 2017, however the concentrations are still significantly higher than the annual mean objective. After a significant reduction in concentrations during the years affected by Covid-19, there was a slight increase in concentrations in 2022. The concentrations are also high enough to indicate that, on occasion, NO₂ levels may be above the short-term objective. As such, it is appropriate to consider further measures to reduce concentrations within the Hennef Way AQMA.

Figure 1 - Trends in Annual Mean NO₂ Concentrations at AQMA No.1 Hennef Way



Cherwell District Council's Air Quality Priorities

1.1 Public Health Context

One AQMA has been identified with people exposed to sufficiently poor air quality to require legal intervention under Environment Act 1995, which this action plan contributes to. Table 3.1.1 shows the number of residential properties within the AQMAs.

Table 3.1.1 – Residential properties within AQMAs

AQMA	Description	Nitrogen Dioxide Concentration ($\mu\text{g}/\text{m}^3$) ^a	Approximate No. residential properties within AQMA
AQMA No.1	Hennef Way, Banbury	54.0	3

AQMAs are localised areas representing the worst affected places. The main source of pollutants in these AQMAs is traffic emissions. Traffic emissions are not localised i.e., journeys originating and terminating within the AQMA so measures to address emissions district-wide are collated as general measures.

It is anticipated that most general measures to reduce emissions will also contribute to reducing PM_{2.5} emissions from vehicles.

Where local measures to reduce pollutant concentrations are identified, these measures have been related to that specific AQMA.

Oxfordshire County Councils Joint Strategic Needs Assessment (JSNA) provides information about Oxfordshire's population and the factors affecting health, wellbeing, and social care needs and can be found at <http://insight.oxfordshire.gov.uk/cms/joint-strategic-needs-assessment>

- Air quality is included in “Building Blocks of Health” section of the 2023 JSNA and recognises:

- Oxfordshire has 11 designated Air Quality Management Areas where air quality objectives are not being met.
- The latest (2020) modelled air pollution data from DEFRA highlights urban centres and roads in Oxfordshire with the highest annual average levels of nitrogen oxides.
- The sites with the highest readings for Nitrogen Dioxide (NO₂) in Oxford and West Oxfordshire have each seen a slight increase since 2020. The sites with the highest readings of NO₂ in Cherwell and South Oxfordshire and Vale of White Horse have seen a decrease in readings.

World Health Organisations (WHO) guidelines state that PM_{2.5}, fine particulate matter of 2.5 micrometres or less in diameter, is the most dangerous pollutant because it can penetrate the lung barrier and enter the blood system, causing cardiovascular and respiratory disease and cancers. It affects more people than other pollutants and has health impacts even at very low concentrations. The updated WHO target is for annual average concentrations of PM_{2.5} not exceeding 5 µg/m³. The current UK target is to achieve annual average concentrations of PM_{2.5} of 10 µg/m³ by 2040. Around half of UK concentrations of PM comes from anthropogenic sources in the UK such as domestic wood burning and tyre and brake wear from vehicles.

- As of 2021, the fraction of mortality attributable to particulate air pollution value for Oxfordshire was 5.5%, slightly above the South East average (5.4%) but matching the England average (5.5%). Further analysis indicates however that in Cherwell, higher concentrations of PM_{2.5} are not necessarily in areas with an increased risk of exposure. The district has also a higher-than-average proportion of adults who travel by bicycle, which may be aiding the mortality rate relative to pollutant concentrations.

Public Health England reports air quality and active travel indicators by district (Office for Health Improvement & Disparities, 2023). Table 3.1.2 provides the most recently published data for air quality and travel indicators for the two local authority areas, compared with the regional and national averages.

Table 3.2.2 – UKHSA air quality and active travel indicators

Indicator	Cherwell	South East	England
Air pollution: fine particulate matter (concentrations of total PM _{2.5} , µg/m ³) (2020)	8.74	8.1	7.5
Mortality of adults over 30 years, attributable to particulate air pollution (%) (2021)	5.5	5.4	5.5
Adults cycling for travel at least three days per week (%) (2019-20)	3.8	2.4	2.3
Adults walking for travel at least three days per week (%) (2019-20)	8.7	14.9	15.1

Concentrations of PM_{2.5} in Cherwell are higher than the average for the region, which itself is higher than the average for England, however the mortality rates for the district are in line with the regional and national average, indicating that the high levels of PM are not necessarily in areas with an increased risk of exposure.

The district has a higher-than-average proportion of adults who travel by bicycle, although this is not the case for travel on foot, which is lower than the regional and national averages.

All the AQMAs in Cherwell were declared for exceedances in NO₂, and the measures in this AQAP focus on reducing nitrogen dioxide, however these measures should also lead to a reduction in particulate matter.

1.2 Planning and Policy Context

Cherwell District Council declared a climate change emergency in 2019 and committed to ensure our operations are net zero by 2030 and to do our part to achieve a net zero carbon district and lead through example.

Cherwell developed a new Climate Action Framework which outlines how we intend to achieve this, details of which can be found at

<https://www.cherwell.gov.uk/info/7/environment/752/climate-action>

Moving forwards, air quality is to be considered and included in the Council's local plan.

The Oxfordshire Local Transport and Connectivity Plan (LTCP) 2022-2050 (OCC, 2022e) makes provision for Area Travel Plans, focussed on specific geographic areas in Oxfordshire, including the centre of Banbury. The Local Cycling and Walking Infrastructure Plan (LCWIP) for Banbury was adopted in 2023 (OCC, 2022a), which includes measures to improve walking and cycling connectivity across the town, thus reducing the need to use private cars. This has included the recent resurfacing of every pavement in Banbury and will also involve adding additional benches and dropped kerbs.

Oxfordshire-wide actions include the following:

- An updated website providing information on air quality in Oxfordshire (Oxfordshire District Councils, 2023).
- The Oxfordshire County Council Strategy, which includes ambitions to strengthen the relationship with Districts and a tool and modelling - part funded by Cherwell - to improve decision making to work towards a County wide strategy in the future.
- Installation of EV charging points through Oxfordshire Park and Charge (Office for Zero Emission Vehicles, 2021).
- Oxfordshire's Bus Service Improvement Plan (OCC, 2022b) includes targets to improve journey times, reliability, passenger numbers and passenger satisfaction. It also aims to provide more frequent services, as well as integration with other modes, improvements in fares and ticketing (targeting fare reductions for 16 and 17 year olds and low paid NHS employees), investments in bus priority measures.
- Oxfordshire LTCP includes:
 - Headline targets to:
 - reduce car journeys (by 2030 replace / remove 1 out of every 4 current car trips, and by 2040 replace / remove an additional 1 out of 3 car trips in Oxfordshire)

- increase active travel (by 2030 increase cycle trips in Oxfordshire from 600,000 to 1 million trips per week)
- deliver a net zero transport network by 2040, and a transport network contributing to a climate positive future by 2050
- Promotion of Healthy (Policy 9) and Safe (Policy 10) Streets
- Working with schools, employers and businesses to promote travel choices (Policy 11)
- Developing the 20-minute neighbourhoods (Policy 13) and on integrated transport and land use planning (Policy 14)
- Improving public transport, including acceleration of zero emission buses across the region (Policy 18), and supporting multimodal travel (Policy 22), mobility hubs (Policy 23), micro mobility (e-scooters) (Policy 38), car clubs (Policy 39);
- (a) continued implementation of the Zero Emission Zone (ZEZ) in Oxford and (b) investigation of Clean Air Zones and ZEZ schemes for other parts of Oxfordshire where traffic emissions are contributing significantly to air pollution problems (Policy 28)
- Delivering infrastructure requirements for zero emission vehicles (Policy 29)
- Parking management, including reference to workplace parking levy (Policy 33)
- Promotion of rail freight for the long distance movement of goods (Policy 48), appropriate routes for HGVs (Policy 49); promotion of freight consolidation and last mile goods movement (Policy 50); and
- Collaborative regional working (Policy 51), transport corridor strategies, including for M40/A34 (Policy 53); tailored solutions for smaller market towns (Policy 54).
- Oxfordshire County Council adopted has adopted new requirements for Transport Assessments, based on 'Decide and Provide' (OCC, 2022d). This moves away from the traditional approach of 'Predict and Provide', which uses current or historical traffic patterns to determine the future

need for infrastructure, but which tends to simply maintain the status quo and focus on provision of capacity for private car journeys. The 'decide and provide' approach enables Oxfordshire County Council to prioritise active travel and public transport and reduce reliance on private cars.

- Oxfordshire County Council's updated Parking Standards for New Developments (OCC, 2022f) significantly reduce residential and commercial parking provision, and set maximum, rather than minimum standards.
- Oxfordshire Freight and Logistics Strategy 2022-2050 includes 47 separate actions to reduce the impacts of freight (OCC, 2022c).
- Oxfordshire Rail Corridor Study and strategy to identify potential requirements for Oxfordshire's future trains services in the medium (2028) and long-term (2033), (Network Rail, 2021).
- Oxfordshire LiftShare provides alternatives to single occupancy driving (Mobilityways Limited, 2023).
- Oxfordshire's Cycling & Walking Activation Programme seeks to support behaviour change and encourage active travel, particularly for those residents who experience the greatest barriers to walking and cycling.

1.3 Source Apportionment

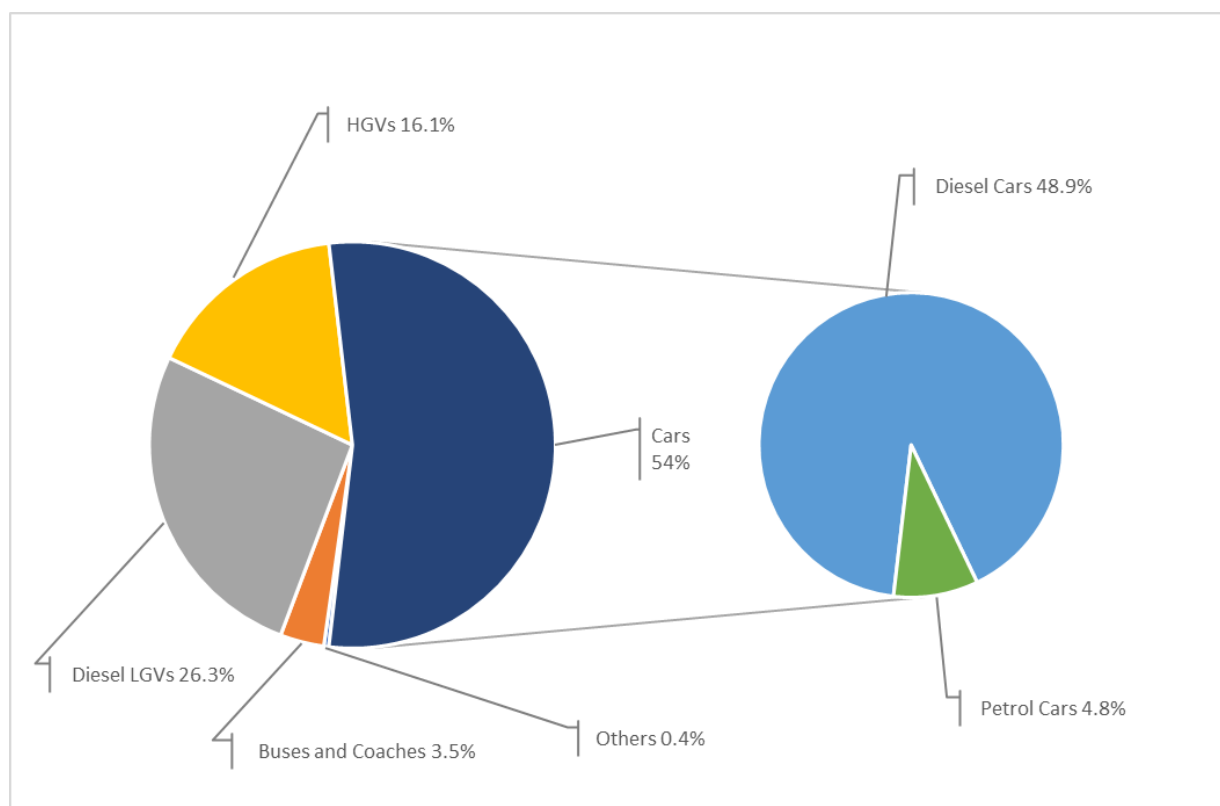
The AQAP measures presented in this report are intended to be targeted towards the predominant sources of emissions within Cherwell District Council's area.

A source apportionment exercise was carried out by Cherwell District Council in 2024 using traffic data taken from Department for Transport traffic counts, and the default breakdown for vehicle categories and engine types was used.

The source apportionment identified that within the AQMAs, the largest contribution to vehicle emissions of NO_x was from diesel cars and diesel vans. The breakdown is described below.

1.3.1 AQMA No.1 Hennef Way, Banbury - Source Apportionment

Figure 2 - Source apportionment of vehicle emissions, Hennef Way



Cars are the main contributor (54%) to road traffic pollution within the AQMA. Diesel car emissions are attributed to most of these car-related emissions with 48.9% of the total. Diesel light goods vehicles make up the next highest proportion (26.3%) of emissions, with HGVs accounting for 16.1% and buses a smaller fraction (3.5%).

1.4 Required Reduction in Emissions

Except for Hennef Way, concentrations at AQMAs within Cherwell District have not exceeded $40 \mu\text{g}/\text{m}^3$ since 2020. For Hennef Way, the required reduction in emissions has been calculated for the site using the distance corrected figure, in accordance with Defra Technical Guidance (LAQM.TG22), as shown in the table below. However, it should be noted that this is likely to be an overestimate, as concentrations measured at the façade of the nearest property to the AQMA were below $40 \mu\text{g}/\text{m}^3$.

Total oxides of nitrogen (NO_x) are used for the required reduction in vehicle emissions. This is routinely used for vehicle emissions standards instead of NO_2 .

Vehicles emit nitrogen dioxide (NO₂) and nitrogen oxide (NO) which make up the total NO_x. The NO reacts with ozone in sunlight to create NO₂. The relationship between NO_x emitted and ambient NO₂ is not linear so emission reductions are presented in NO_x.

1.4.1 AQMA No.1 Hennef Way, Banbury – Required Reduction

The NO₂ concentrations at worst-case relevant exposure location were 55.0 µg/m³. The required reduction was then calculated in accordance with Defra Technical Guidance (LAQM.TG22), calculating NO_x values using the DEFRA NO₂/NO_x Calculator version 8.1.

- Step one: Local background concentrations of NO₂ for 2022 were 10.7 µg/m³.
- Step Two: Road NO_x concentrations equating to 55 µg/m³ of NO₂ were calculated as 97.94 µg/m³.
- Step Three: Road NO_x concentration required to give total NO₂ concentration of 40 µg/m³ is 60.5 µg/m³.
- Step Four: Road NO_x reduction required = 37.44 µg/m³, which equates to 38.2 %.

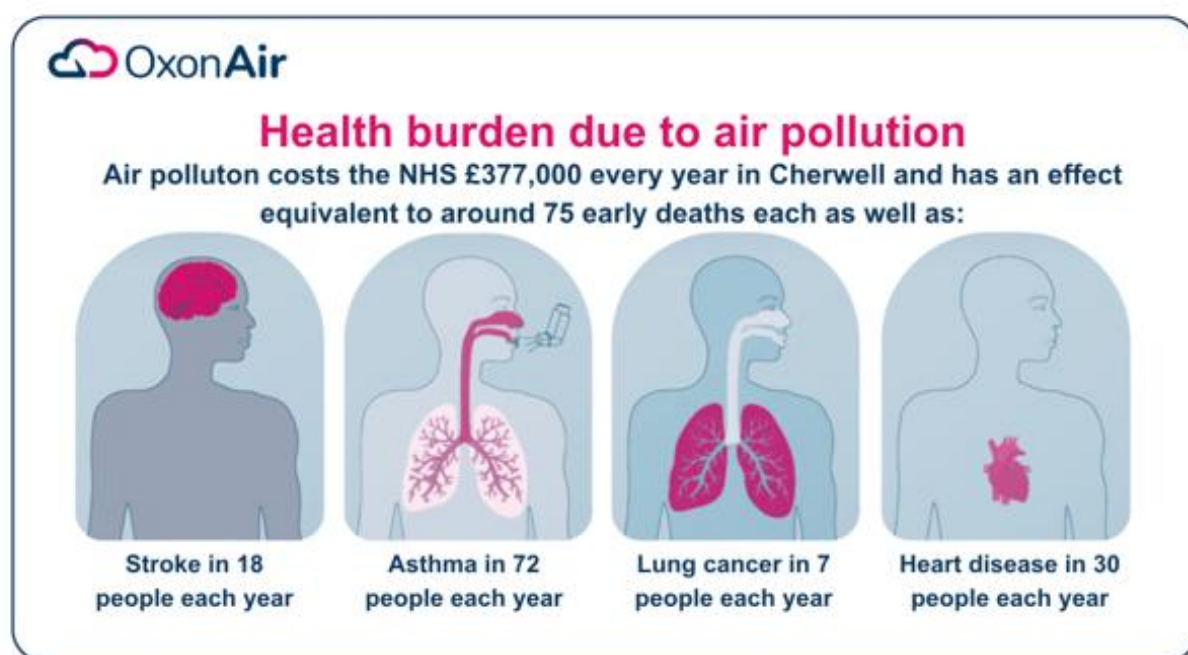
1.5 Key Priorities

The key priorities for action are:

- Priority 1 – Strengthening local policy to improve air quality and its role in protecting health;
- Priority 2 – Reducing NO_x emissions from cars in all AQMAs;
- Priority 3 – Ensuring new developments encourage and facilitate low emission and alternative transport;
- Priority 4 – Ensuring transport infrastructure delivery takes account of air quality improvement potential within AQMAs;
- Priority 5 – Raising awareness of poor air quality and encouraging improvement actions by vehicle users and fleet managers.

Partnership working between Cherwell District Council and Oxfordshire County Council to include local air quality in the Joint Strategic Needs Assessment and the Local Transport Plan is already in place. The strengthening of these Public Health and Local Transport Authority partnerships is anticipated through the measures within the AQAP. In partnership with the other districts and Oxfordshire County Council, Cherwell has acquired the Air Quality Lifecourse Assessment Tool (AQLAT) from the University of Birmingham. The image below shows the health cases caused by air pollution in Cherwell. The tool is being further developed, with high resolution modelling being completed to obtain more accurate health case numbers. This will help to steer further actions based on their modelled public health outcomes.

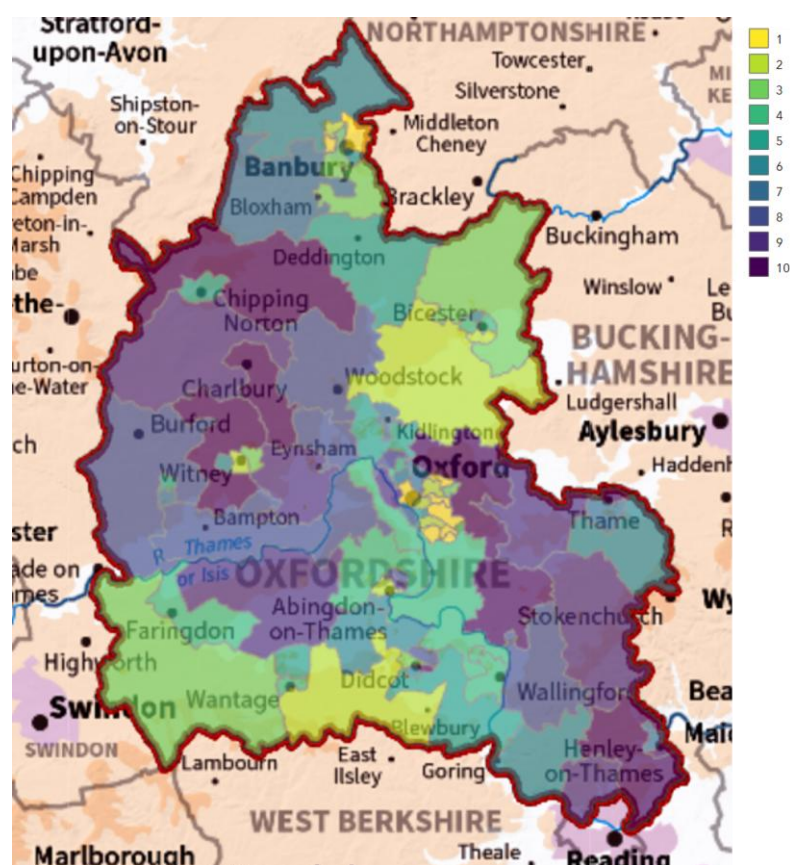
Figure 2 - Health burden of air pollution in Cherwell, data from the AQLAT



The modelling from the AQLAT estimates that air pollution costs the NHS £377,000 each year and has an effect equivalent to around 75 early deaths each year, as well as asthma in 72 people, stroke in 18 people, heart disease in 30 people, lung cancer in 7 people each year. It is also estimated that air pollution costs social care £181,000 each year and there is a productivity cost of £102,000 each year in the district.

Air quality and its health impacts are not experienced equally, with poorer communities facing disproportionate exposure and outcomes. As a Marmot Place, Local Authorities in Oxfordshire are committed to reducing these inequalities. The image below presents a map developed by Oxfordshire County Council to identify populations most vulnerable to air pollution and support targeted interventions aimed at addressing health disparities. The areas deemed most vulnerable, shown in yellow/light green, were identified using a combination of modelled air pollutant data, AQLAT data, deprivation indicators (covering the general population, children, and older people), hospital admissions for asthma, and counts of vulnerable settings, including schools, childcare facilities, care homes, community centres, hospitals, and GP practices.

Figure 2.3 – Populations most vulnerable to air pollution in Oxfordshire



AQAP Measures

Table 0.1 shows the Cherwell District Council AQAP measures. It contains:

- a list of the actions that form part of the plan
- the responsible individual and departments/organisations who will deliver this action
- estimated cost of implementing each action (overall cost and cost to the local authority)
- expected benefit in terms of pollutant emission and/or concentration reduction
- the timescale for implementation
- how progress will be monitored

NB: Please see future ASRs for regular annual updates on implementation of these measures

Table 0.1 – Air Quality Action Plan Measures

Measure No.	Measure Title	Category	Classification	Year Measure Introduced in AQAP	Estimated / Actual Completion Date	Organisations Involved	Funding Source	Funding Status	Estimated Cost of Measure	Measure Status	Reduction in Pollutant / Emission from Measure	Key Performance Indicator	Progress to Date	Comments / Barriers to Implementation
Priority Air Quality Actions														
1.3	North facing slips on M40	Promoting Travel Alternatives	UTC, congestion management, traffic reduction	2026	2030	OCC	Met within existing budgets	Not yet funded	>£10 million	Planning	10 µg/m ³ NO ₂	Number of vehicles passing through Hennef Way AQMA	Measures have not yet been explored to consider the impacts and mitigations of North facing slips. This will be considered with the Banbury & Surrounding Area MAP Plan during Q3/4 2026, which will focus on objectives and actions to provide sustainable transport movements within the MAP Plan Area which may include identifying future studies / works linked to the existing feasibility work.	
1.1	Banbury Park and Ride Bus service around M40 junction	Alternatives to private vehicle use	Bus based Park & Ride	2025-26	TBC	OCC	Met within existing budgets	Partially funded	£1 million - £10 million	Planning	<5 µg/m ³ NO ₂	Passenger journeys on local bus services, traffic levels in the centre of Banbury and AQMA.	A Technical Lead has been appointed to focus on a regeneration project for Banbury. This project will take holistic view of Banbury and look at what is needed to aid the regeneration of the town. This is likely to include a review of park and ride options as part of OCC's strategy work for Hennef Way. Notwithstanding this, the Banbury & Surrounding Area MAP Plan is still in development, this project will also cover park and rides (and mobility hubs) as part of the objectives and actions.	
1.4	Improved public transport and active travel links to reduce north-south traffic using Hennef Way	Promoting Travel Alternatives	UTC, congestion management, traffic reduction	2024	2025	OCC	To be confirmed by OCC	Not yet funded	Not yet determined	Planning	<5 µg/m ³ NO ₂	Number of vehicles travelling through Hennef Way AQMA	Final delivery of the Cherwell bus scheme is expected summer 2026. Bus services now stop at Banbury Rail Station following (near) completion of the Tramway scheme: Brand new Banbury Railway Station forecourt bus stop in use.	
1.2	Lift share scheme	Alternatives to private vehicle use	Car & lift sharing schemes	2024	2026	OCC	Met within existing budgets	Not yet funded	Not yet determined	Planning	<1 µg/m ³ NO ₂	Reduction in single occupancy driving in within the district.	2025 was the last year of the liftshare programme and OCC are in the processs of retendering liftshare platform contract in summer and reviewing the scope.	
1.5	Improved cycle routes on Overthorpe Way	Promoting Travel Alternatives	UTC, congestion management, traffic reduction	2024	2024	OCC	Met within existing budgets	Not yet funded	£1 million - £10 million	Planning	2 µg/m ³ NO ₂	Annual average concentration of NO ₂ in Hennef Way AQMA	Feasibility stage of scheme development for the Eastern Active Travel corridor is now complete between Lower Bridge Street (and Bridge Street Park) to the county boundary on Overthorpe Road. This includes feasibility designs and a cost programme. The scheme awaits further funding before a public consultation and further scheme development.	
1.6	Speed limit reduction on Hennef Way	Traffic Management	Reduction of speed limits, 20mph zones	2025	2025	OCC	Met within existing budgets	Funded	<£50k	Completed	10 µg/m ³ NO ₂	Reduction in concentration of NO ₂ and improved flow of traffic in AQMA	Completed	

Measure No.	Measure Title	Category	Classification	Year Measure Introduced in AQAP	Estimated / Actual Completion Date	Organisations Involved	Funding Source	Funding Status	Estimated Cost of Measure	Measure Status	Reduction in Pollutant / Emission from Measure	Key Performance Indicator	Progress to Date	Comments / Barriers to Implementation
1.7	Work with developers to deliver the spine road through new residential development from the A361 to A4260 alongside the implementation of the development of Banbury 17.	Traffic Management	Strategic highway improvements, Re-prioritising road space away from cars, including Access management, Selective vehicle priority, bus priority, high vehicle occupancy lane	2026	2030	OCC	OCC + Private developers	Not yet funded	£1 million - £10 million	Planning	2 µg/m³ NO ₂	Improved routes to take traffic away from the AQMA	Currently in the very early stages of planning.	Funding will be dependent of private developers.
1.8	Improve the north-south route through the town centre from the junction of Hennef Way and Concord Avenue along Cherwell Street, Windsor Street and Bankside to the junction with the A4260 on Oxford Road.	Traffic Management	Strategic highway improvements, Re-prioritising road space away from cars, including Access management, Selective vehicle priority, bus priority, high vehicle occupancy lane	2026	2030	OCC	DFT Bus Service Improvement Plan + OCC	Funded	£1 million - £10 million	Planning	<1 µg/m³ NO ₂	Reduction in private car traffic in AQMA. Improved flow of traffic through the AQMA.	Cherwell Street improvement scheme aims to improve bus journey time and pedestrian safety through George Street and Cherwell Street, which is currently in construction.	
1.9	Junction improvements at Cherwell Street and Bridge Street, which will improve capacity, bus access to the town centre and pedestrian links to the railway station.	Traffic Management	Strategic highway improvements, Re-prioritising road space away from cars, including Access management, Selective vehicle priority, bus priority, high vehicle occupancy lane	2026	2030	OCC	DFT Bus Service Improvement Plan + OCC	Funded	£1 million - £10 million	Planning	<1 µg/m³ NO ₂	Improved traffic flow on Concorde Avenue and Ermont Way, reducing queueing within the AQMA	Cherwell Street improvement scheme aims to improve bus journey time and pedestrian safety through George Street and Cherwell Street, which is currently in construction.	
1.10	Traffic management and environmental improvements along South Bar Street/ Horsefair corridor.	Traffic Management	Reduction of speed limits, 20mph zones	2026	2026	OCC	Met within existing budgets	Funded	<£50k	Implementation	<1 µg/m³ NO ₂	Reduced emissions in the town centre.	Will be implemented in 2026.	
4.1	Bicester Park and Ride Bus service	Alternatives to private vehicle use	Bus based Park & Ride	2024	2026	OCC	Not yet funded	Not yet funded	£100k - £500k	Planning	NO ₂	Traffic counts in Bicester. Number of bus passengers in Bicester.	The Bicester & Surrounding Villages MAP Plan was adopted in March 2026 (https://news.oxfordshire.gov.uk/plan-to-improve-sustainable-transport-in-the-bicester-area-is-approved/). The MAP Plan contains a number of objective and Actions as part of its delivery plan that focus on the Bicester Park and Ride site. This includes:	Annual survey shows that bus passenger numbers continue to increase. OCC is also considering an alternative fuel station when the park & ride expands. Expansion of the park and ride to include making it a

Measure No.	Measure Title	Category	Classification	Year Measure Introduced in AQAP	Estimated / Actual Completion Date	Organisations Involved	Funding Source	Funding Status	Estimated Cost of Measure	Measure Status	Reduction in Pollutant / Emission from Measure	Key Performance Indicator	Progress to Date	Comments / Barriers to Implementation
													- Redesigning Bicester Park and Ride into a Mobility Hub (Action 3.1 A) - Working alongside public transport operators to develop a strategy and action plan for a bus route hierarchy and to implement bus prioritisation/SMART infrastructure along key movement corridors including as per Infrastructure Delivery Plan including at the Vendee Drive Roundabout. (Action 4.1 A) - Develop junction capacity and safety improvements on priority highway routes with high quality walking, wheeling and cycling access and bus priority measures where space permits (but not limited to) the A41 / Vendee Drive. (Action 10.1 D) - Support the rollout of parcel / grocery lockers at key transport locations Bicester Park and Ride to support integrated travel. (Action 11.6) - Deliver EV charging infrastructure at Bicester Park and Ride to enable the transition to EV vehicles (Action 13.1 F)	mobility hub is in the planning stage.
G.1	Explore the Local Plan including Low Emission Vehicle uptake measures being incorporated into new developments	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	2022	Ongoing	CDC	Met within existing budgets	Funded	Met withing staffing resource	Planning	NO ₂	Incorporation of EV charging network within new development. Number of Charging Points. Number of electric vehicles on the road.	Local Plan Part 2, which was being developed in line with the OCC local plan 2050 is now defunct. A new plan will consider measures to encourage low emission vehicle take-up through development management policy.	
G.2	All major developments to include Emission statements and mitigation strategies within an appropriate air quality assessment submitted at the application stage.	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	2023	Ongoing	CDC	Met within existing budgets	Funded	Met withing staffing resource	Planning	NO ₂	Improved mitigation strategies for new development.	Emission statements and mitigation strategies will be required in air quality assessments. To be included in development management policies as part of development of a new local planning policy.	
G.3	Damage cost calculations to be included in air quality assessments to show the financial impact	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	2022	Ongoing	CDC	Met within existing budgets	Funded	Met withing staffing resource	Planning	NO ₂	Improved mitigation strategies for new development.	Damage Cost calculations will be required in air quality assessments. To be included in development management policies as part of planning policy	

Measure No.	Measure Title	Category	Classification	Year Measure Introduced in AQAP	Estimated / Actual Completion Date	Organisations Involved	Funding Source	Funding Status	Estimated Cost of Measure	Measure Status	Reduction in Pollutant / Emission from Measure	Key Performance Indicator	Progress to Date	Comments / Barriers to Implementation
	of developments.													
G.4	Air Quality actions to be included in the LTCP Movement and Place Strategies	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	2025	2027	OCC	Met within existing budgets	Not yet funded	£1m-£10m	Planning	NO ₂	Number of passengers using public transport, active travel, and electric vehicles.	The Movement and Place (MAP) Plans (previously strategies) include Objectives and Actions designed to lead to air quality benefits. The three Movement and Place (MAP) Plans in Cherwell (1. Bicester & Surrounding Villages 2. Kidlington & Surrounding Villages 3. Banbury & Surrounding Area) are in varying stages of development: •The Bicester & Surrounding Villages MAP Plan was adopted in March 2026. •The Kidlington & Surrounding Villages MAP Plan has been commenced, with engagement with local members and partners due to being in Q2 2026. The adoption of the plan anticipated in Q4 2026. •The Banbury & Surrounding Area MAP Plan is still in development following a pause on the project. Engagement on the plan is anticipated for Q3/4 2026 and adoption in Q4 2026 or Q1 2027.	
G.5	Low emission plant, vehicle, delivery and fleet requirements to be included in sustainable procurement section of OCC procurement policy.	Policy Guidance and Development Control	Sustainable procurement guidance	2017	Ongoing	OCC	Met within existing budgets	Funded	£100k-500k	Implementation	NO ₂	Composition of the council's fleet. Progress to be reviewed each year.	OCC to update as this develops.	
G.6	Low emission plant, vehicle, delivery and fleet requirements to be included in CDC procurement policy.	Policy Guidance and Development Control	Sustainable procurement guidance	2017	Ongoing	CDC	Met within existing budgets	Funded	£100k-500k	Implementation	NO ₂	Composition of the council's fleet. Progress to be reviewed each year.	Five transit electric vehicles are now in operation. In total there are 19 electric vehicles in the fleet. There are 90vehicles in total in the fleet. Hence 21% of the fleet are electric. Progress may be slower in the next 12 months due to charging infrastructure issues at both depots. Once new infrastructure is in place the take up of electric vehicles will accelerate. The Large Goods Vehicle (LGV) fleet is due to move over to HVO fuel during 2026/07. This will produce less CO2 emissions as well as lower NOx, particulate and CO emissions.	

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G.8	A modelling tool to estimate public health outcomes of possible interventions in the district	Policy Guidance and Development Control	Low Emissions Strategy	2024-25	Complete	OCC/CDC	Existing budget and grant money	Funded	<£50k	Completed	NO ₂ / PM	Reduction in PM	Oxfordshire County Council completed the air quality modelling project to understand population exposure. The findings were shared 2 conferences which showed key sources that led to health impacts were domestic wood burning and industrial emissions. The data will help OCC to create a local population exposure reduction target. The data was also fed into the air quality lifecourse assessment tool (AQLAT), a tool that provides health and economic baseline figures and savings from applied air pollution interventions demonstrating local health impacts caused by air pollution. These impacts have been embedded into ASRs and the county's movement and place plans. Target reduction in PM given is representative of the estimated reduction in PM that will come from SCAs in Cherwell.	

Appendix A: Response to Consultation

Table A.1 – Summary of Responses to Consultation and Stakeholder Engagement on the AQAP

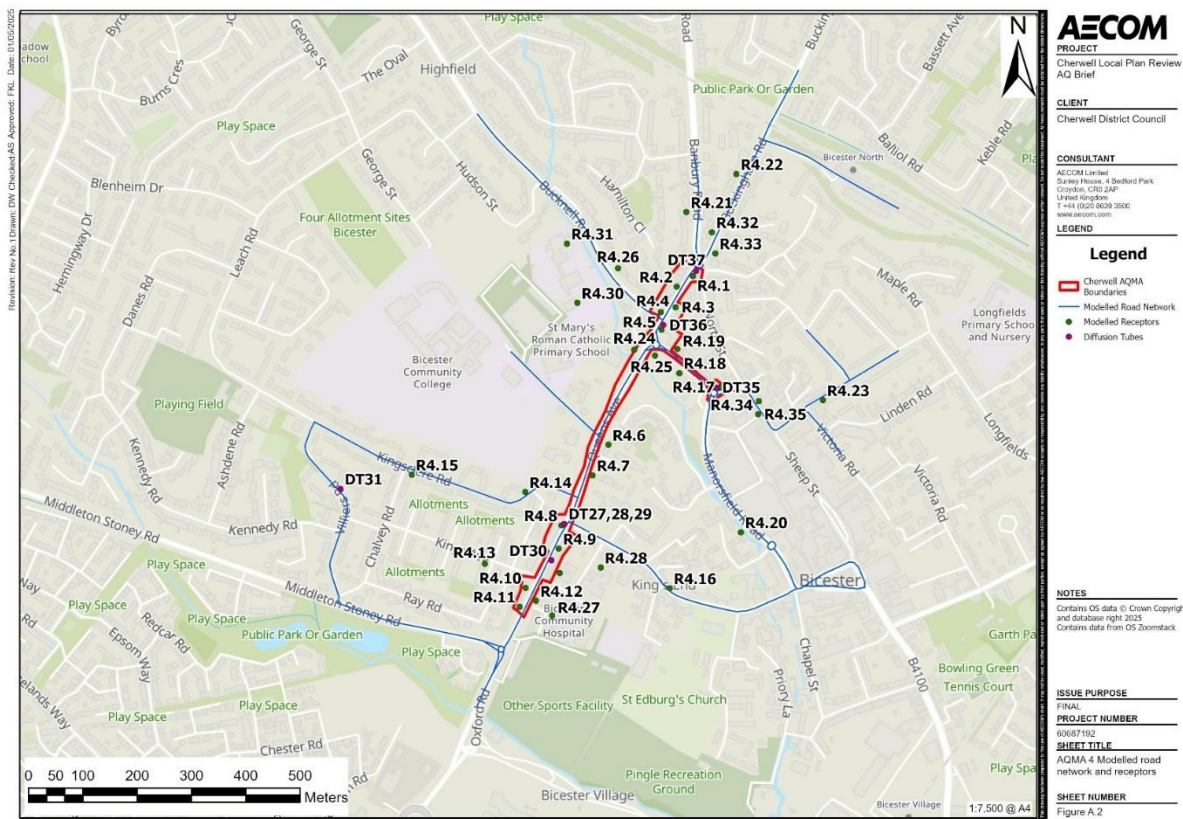
Consultee	Category	Response
Oxfordshire County Council Highways	Local Authority	Relevant measures agreed
CDC Planning Policy	Local Authority	Relevant measures agreed
CDC Environmental Services	Local Authority	Relevant measures agreed

Appendix B: Reasons for Not Pursuing Action Plan Measures

Table B.1 – Action Plan Measures Not Pursued and the Reasons for that Decision

Action category	Action description	Reason action is not being pursued (including Stakeholder views)
Not Applicable	Not Applicable	Not Applicable

Former AQMA No.4 (Bicester) - revoked



Glossary of Terms

Abbreviation	Description
AQAP	Air Quality Action Plan - A detailed description of measures, outcomes, achievement dates and implementation methods, showing how the local authority intends to achieve air quality limit values'
AQMA	Air Quality Management Area – An area where air pollutant concentrations exceed / are likely to exceed the relevant air quality objectives. AQMAs are declared for specific pollutants and objectives
AQS	Air Quality Strategy
ASR	Air quality Annual Status Report
CDC	Cherwell District Council
Defra	Department for Environment, Food and Rural Affairs
EV	Electric Vehicle
JSNA	Joint Strategic Needs Assessment
LAQM	Local Air Quality Management
LAQM TG22	Local Air Quality Management Technical Guidance 22
NO ₂	Nitrogen Dioxide
NO _x	Nitrogen Oxides
OCC	Oxfordshire County Council
PM ₁₀	Airborne particulate matter with an aerodynamic diameter of 10µm (micrometres or microns) or less

PM _{2.5}	Airborne particulate matter with an aerodynamic diameter of 2.5µm or less
µg/m ³ .	Micrograms per metre cubed
WHO	World Health Organisation

References

Environmental equity, air quality, socioeconomic status and respiratory health, 2010

Air quality and social deprivation in the UK: an environmental inequalities analysis, 2006

Defra. Abatement cost guidance for valuing changes in air quality, May 2013

OCC JSNA (2023) available at: <http://insight.oxfordshire.gov.uk/cms/joint-strategic-needs-assessment>

CDC Climate Action (2025) available at:

<https://www.cherwell.gov.uk/info/7/environment/752/climate-action>

Local Air Quality Management Technical Guidance LAQM.TG22. August 2022.

Published by Defra in partnership with the Scottish Government, Welsh Assembly Government and Department of the Environment Northern Ireland.

Local Air Quality Management Policy Guidance LAQM.PG22. August 2022.

Published by Defra in partnership with the Scottish Government, Welsh Assembly Government and Department of the Environment Northern Ireland.

Chemical hazards and poisons report: Issue 28. June 2022. Published by UK Health Security Agency

Air Quality Strategy – Framework for Local Authority Delivery. August 2023.

Published by Defra.

