

# THINK EQUESTRIANS ! NOT just Cyclists and Pedestrians ■

**Although Equestrians have the same rights as cyclists on  
bridleways, horse riders are often overlooked and no provisions are  
being made for this user group on the modern cycle networks.  
Horse riders are more vulnerable than cyclists.**

- Ensure HORSE RIDERS are included in all plans, developments and highway decisions from the start
- Better connectivity between rural roads, villages and existing bridleways
- Cycle paths to be changed to 'multi-user' paths to include horse riders
- 'Green Corridors/buffer zones' to be used as natural 'multi-user' paths
- Make West Oxfordshire a clean, green and healthy area to live

**ENHANCED DEVELOPMENT OPPORTUNITY** – Access to the countryside and outdoor pursuits make any development considerably more desirable and appeal directly to the target market. People are consciously choosing rural locations to fit the work life balance.

**LOCAL ECONOMY** – Horse ownership contributes some £40 million annually to Oxfordshire's economy. Additional connected routes would help boost this economy and make West Oxfordshire more desirable to businesses, encouraging population and amenity growth and tourism.

**SERVING THE EXISTING LOCAL POPULATION** – Local residents are less likely to be objecting to developments if their lifestyle is enhanced by the creation of natural green corridors, developers need have a sympathetic and proactive approach to a new development.

**WIN-WIN** – By including the needs of multi-user groups (equestrians, cyclists and walkers) **AT THE START**, building this in to the consultations, plans, schedules and finance, projects can benefit **everyone**. Any enhancement of these amenities can only be a enormous incentive to both purchasers and developers.