

## Recommended investment plan details and rationale

### PART ONE – CORE PARK AND RIDE OFFERS

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#### Free P&R return bus/discounted park and ride (P&R) return bus offer

**Scheme description:** Continuation of free return bus travel for users of Oxford's park and ride sites who present a valid parking ticket, followed by a discounted £3 combined ticket (parking for one car plus return bus travel for up to five people). Transition to £3 combined ticket as soon as possible

**Rationale:** Park and ride is available to nearly all drivers entering Oxford from outside the city, meaning there is strong potential for mode shift. Monitoring data shows strong growth in park and ride usage and non-park and ride bus usage since the congestion charge was introduced, helping to reduce traffic entering the city while supporting the city centre economy. The scheme can be implemented quickly, uses existing (under-used) assets and aligns with consultation feedback and Citizens' Assembly recommendations.

### PART TWO – OTHER MEASURES

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#### NHS & schools P&R parking

*Subject to further discussion with NHS trusts, schools and Oxford City Council*

**Scheme description:** Free 16hrs weekday P&R parking at relevant P&R sites for:

- NHS employees (all year)
- state and private school employees (term-time only)

whose main work base is in Oxford

**Rationale:** NHS and school staff represent a substantial proportion of peak-time commuting traffic and often have limited flexibility in working hours and location. On-site parking at hospitals and schools is typically free or low-cost, reducing incentives to change behaviour. This measure ensures park and ride is no more expensive than existing parking options, directly targeting peak-time congestion while supporting essential public services.

NHS and education workplaces account for approximately 42% of workplace parking spaces inside the Oxford ring road, indicating the scale of peak-time travel to these sectors.

### **NHS & schools bus travel**

*Subject to further discussion with NHS trusts, schools and bus operators*

**Scheme description:** Free or discounted bus travel on relevant bus routes for:

- NHS employees (all year)
- state and private school employees (term-time only)

whose main work base is in Oxford

**Rationale:** This scheme provides an offer for staff for whom park and ride is not relevant or suitable. It complements the free park and ride parking offer and targets the same peak-time commuting trips that contribute most to congestion.

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### **Hospital express park and ride services**

**Scheme description:** Enhanced and potentially limited-stop bus services linking park and ride sites directly with major hospital destinations in Headington.

**Rationale:** Hospital commuting is a significant contributor to congestion on Oxford's radial routes. Faster, more direct services improve the attractiveness of park and ride for hospital staff and visitors, providing a realistic alternative to driving all the way to hospital sites.

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### Active travel & additional public transport schemes

#### Scheme description:

Feasibility assessments and (where appropriate) costed proposals including:

- (i) Funding or part-funding designs to improve pedestrian safety at the Abingdon Road/Weirs Lane junction, the Banbury Road/Marston Ferry Road junction and the junctions of London Place with Morrell Avenue/St Clements and Marston Road/Headington Hill
- (ii) Funding or part-funding the provision of secure cycle storage at some Park & Ride sites, employment sites, railway stations, on street and/or schools
- (iii) Funding or part-funding side road entry treatments on London Road, Cowley Road and/or other radial routes
- (iv) Funding a limited trial of subsidised bus season tickets for residents in Kidlington, Wheatley and/or other communities
- (v) Funding or part-funding improved active travel infrastructure to deal with 'missing links' in the active travel network as already identified in LCWIPs or the Strategic Active Travel Network
- (vi) Funding or part-funding additional on-street parking for hire bikes and e scooters and/or bike hangars
- (vii) Funding or part-funding design work for a direct bus link from North Way to the Headington hospital sites.

**Rationale:** While large schemes are costly and slower to deliver, smaller interventions can provide targeted safety and accessibility benefits and reinforce the benefits of reduced traffic levels resulting from the congestion charge.

## **Free bus travel for Connect to Work programme participants**

**Scheme description:** Up to six months of free bus travel for participants in the Connect to Work programme.

**Rationale:** The cost of travel can be a barrier to entering employment or training. This targeted measure supports inclusion and access to work and indirectly facilitates the achievement of local transport policies.