OXFORDSHIRE COUNTY COUNCIL

Oxfordshire Bus Service Improvement Plan

Updated June 2024

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Front cover photo credit: © James Lambeth

1 OUR BUS VISION

1.1 Background

The Oxfordshire Bus Service Improvement Plan (BSIP) has been produced by Oxfordshire County Council (the Council), in partnership with local bus operators and other stakeholders. It sets out Oxfordshire's ambition for buses and how it meets the requirements of National Bus Strategy.

The BSIP covers the county of Oxfordshire and all bus services operating within it, including cross-boundary services.

The first version of this BSIP was approved by Cabinet on 19 October 2021. It was updated in 2022. This 2024 version sets out plans to 31 March 2030, subject to annual review.

The BSIP is covered by an Enhanced Partnership Plan and Scheme which commenced in January 2023.

OBEP Oxfordshire Bus Enhanced Partnership

More information on the partnership will be made available (from the Summer of 2024) at the following website: www.mybusoxfordshire.org.uk

1.2 Our bus vision:

A transformed, modern, and environmentally friendly bus network, which supports high quality economic growth across Oxfordshire, reduces congestion and emissions, and makes our county a better place to live for a growing population.

1.3 BSIP goals

Our key BSIP goals for bus are to:

1. **keep buses at the heart of decision-making;**
2. **make buses faster and more reliable;**
3. **upgrade and improve bus infrastructure;**
4. **transform the image of buses; and**
5. **make buses easier to access and understand.**

1.4 Relationship with the Council's Local Transport and Connectivity Plan

The BSIP is a daughter document to the Council's Local Transport and Connectivity Plan (LTCP) which was adopted in July 2022. The summary of the LTCP articulates how the BSIP, and buses more generally, have priority in the delivery of transport improvements in Oxfordshire:

"The LTCP outlines a clear vision to deliver a net-zero Oxfordshire transport and travel system that enables the county to thrive whilst protecting the environment and making Oxfordshire a better place to live for all residents. We plan to achieve this by reducing the need to travel, discouraging individual private vehicle journeys and making walking, cycling, public and shared transport the natural first choice. The policies included in the LTCP are the tools that we believe are necessary to achieve this."

The BSIP sits under the LTCP alongside a number of other Council policies and strategies as shown in the below diagram. The documents marked '*' are still in the development stage, to be published later in 2024/25. Consideration will be given as to whether the 'Bus and Park & Ride Strategy' is incorporated within future versions of the BSIP.

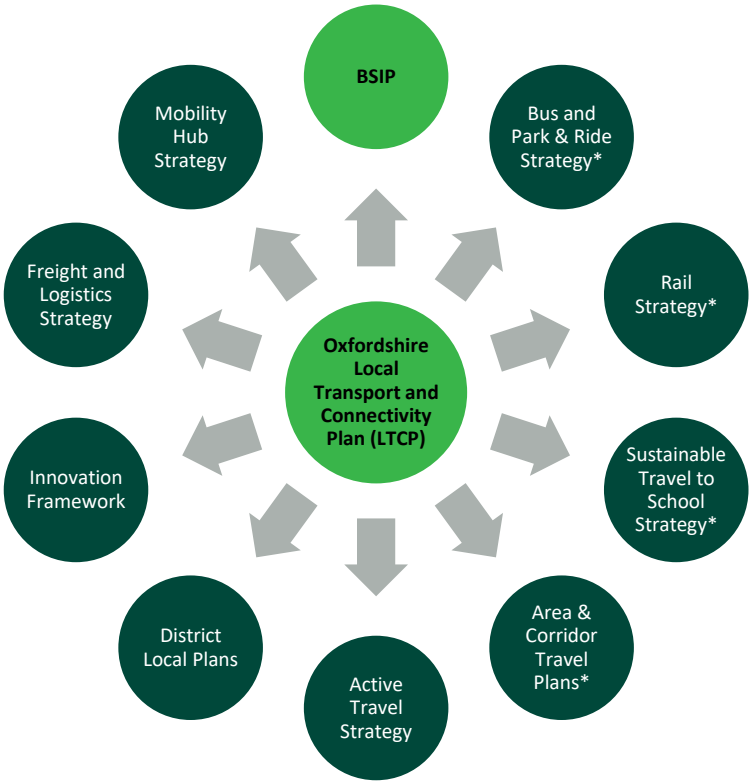

Figure 1 – Diagram showing where the BSIP sits in relation to other Council transport strategies

1.5 Why is it important to invest in buses?

1.5.1 To feed a virtuous cycle of growth

Figure 2 below demonstrates how investing in bus services and infrastructure can feed a virtuous cycle of growth for the bus network.

This has been evidenced in the case of the S6 service which runs between Swindon and Oxford where S106 developer funding was used to pump prime service enhancements. The resulting increased patronage meant that these enhancements were then able to be continued on a commercial basis and further pump primed enhancements made.

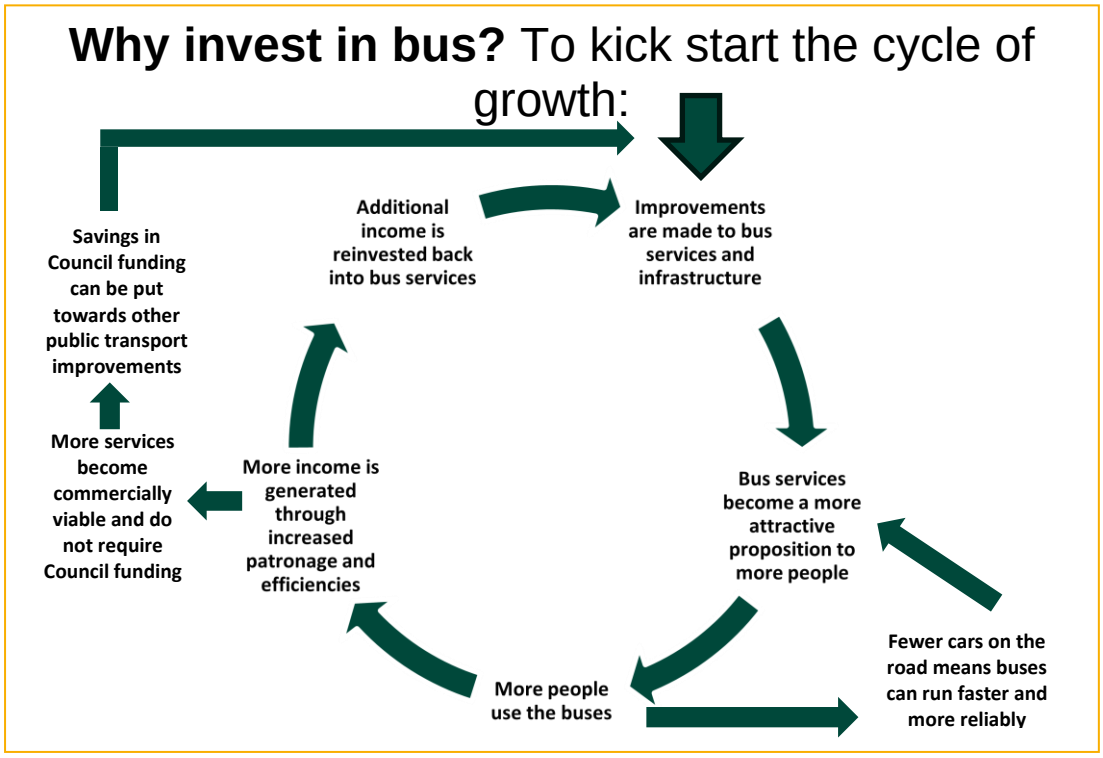

Figure 2 – The cycle of growth from investing in bus

1.5.2 People rely on buses

> *More than 1.6 billion passenger journeys were made by bus across England (outside of London) last year. People depend on buses to get them to places of work and education, to important appointments and to give them access to shops and leisure.*
>
> Your Bus Journey – 2023 Results by Transport Focus

As summed up by the above, buses are important to people particularly for those who have no other options. Lack of an accessible bus service can have detrimental effects on people and communities. This is further evidenced in the comments below from Oxfordshire residents - collected through BSIP surveys in 2021 and 2024.

> *"It is my lifeline as it is for many others in these villages."*

"I don't drive or cycle so if my spouse is unavailable, I'm reliant on the bus system for going anywhere beyond walking distance."

"Without a car, I am now reliant on public transport, and it makes such a difference when there is a good bus service. I use buses a lot now, and I spend time planning journeys - in fact, where I choose to go (whether it's to see friends, visit an attraction etc) is now determined by whether or not that place is served by a bus."

"The lack of a bus has contributed to my feeling of social isolation and poorer mental health."

"There is no bus service here and it's too far to walk to the next village. There are other residents who are in this situation and have to rely on family to get them to places, doctors, shopping etc."

1.5.3 Buses are crucial to addressing the climate emergency

Buses can help reduce congestion, improve air quality, and enhance road safety, which are all factors that affect the quality of life and well-being of residents and visitors.

As evidenced across the Council's plans and strategies, reducing car journeys is fundamental in enabling us to achieve global climate targets of limiting the global temperature increase to 1.5 degrees. A fully loaded double decker bus can take 75 cars off the road, and even an electric car still takes up road space. In this sense all buses can be viewed as 'green' regardless of how they are fuelled or emissions levels.

1.5.4 Buses are a key enabler of economic growth

Buses are not only essential for reducing greenhouse gas emissions, but also for supporting the economic development and social inclusion of Oxfordshire. The county is forecast to grow significantly in the future and buses offer an affordable transport option for all (particularly pertinent with rising costs of living), for low income families, enabling people to access jobs, education, health care, and other services, as well as contributing to the vitality and attractiveness of urban and rural areas.

According to a report by Greener Journeys, every £1 invested in bus infrastructure can generate up to £8 of wider economic benefits, including increased productivity, employment, and consumer spending.

Therefore, investing in a high-quality, efficient, and affordable bus network is crucial for achieving a prosperous, sustainable, and inclusive Oxfordshire.

2 CURRENT OFFER TO BUS PASSENGERS

This section provides information about the current bus offer within Oxfordshire and an analysis of how it compares to the objectives of the national bus strategy.

The Council and local bus operators have a long history of working together to successfully deliver bus improvements in Oxfordshire. Since January 2023, the Council and bus operators have worked under an Enhanced Partnership arrangement, formalising the commitments on both parties.

2.1 Oxfordshire in context

Oxfordshire covers just over 1,000 square miles and has a population of 725,000 (Census 2021). It consists of five districts (Oxford City, Cherwell District, West Oxfordshire, Vale of White Horse and South Oxfordshire) and 318 town and parish councils covering much of the rural area.

Oxford is the main hub for economic and social activity in the county and is very much the main focus of the bus network, which includes many frequent local services within the city. The other key 'county towns' include Banbury, Bicester, Didcot, Witney, Carterton, Wallingford, Abingdon, Wantage, Thame and Henley-on-Thames. Most of these towns have some form of local bus service in addition to inter-urban links between these centres and with Oxford itself.

The current Oxfordshire bus map (correct as at April 2024) is shown below. All services indicated on this map are included in the scope of this BSIP and underpin the Enhanced Partnership.

In Oxfordshire, transport is the most emitting sector, accounting for over one-third (37%) of all carbon emissions – equivalent to 1,594.6 kilo-tonnes (2021). Nationally, road transport is estimated to contribute to approximately 12% of particulate emissions and approximately 28% of NOx emissions. One study estimated that a single zero-emission bus can eliminate 1,690 tonnes of carbon dioxide over its 12-year lifespan, the equivalent of taking 27 cars off the road. Further work is planned to determine the public health impacts of the new electric buses in Oxford as outlined in Section 3.

A list of existing bus priority and facilities within Oxfordshire can be found in Annex A of the Oxfordshire Enhanced Partnership Plan and Scheme.

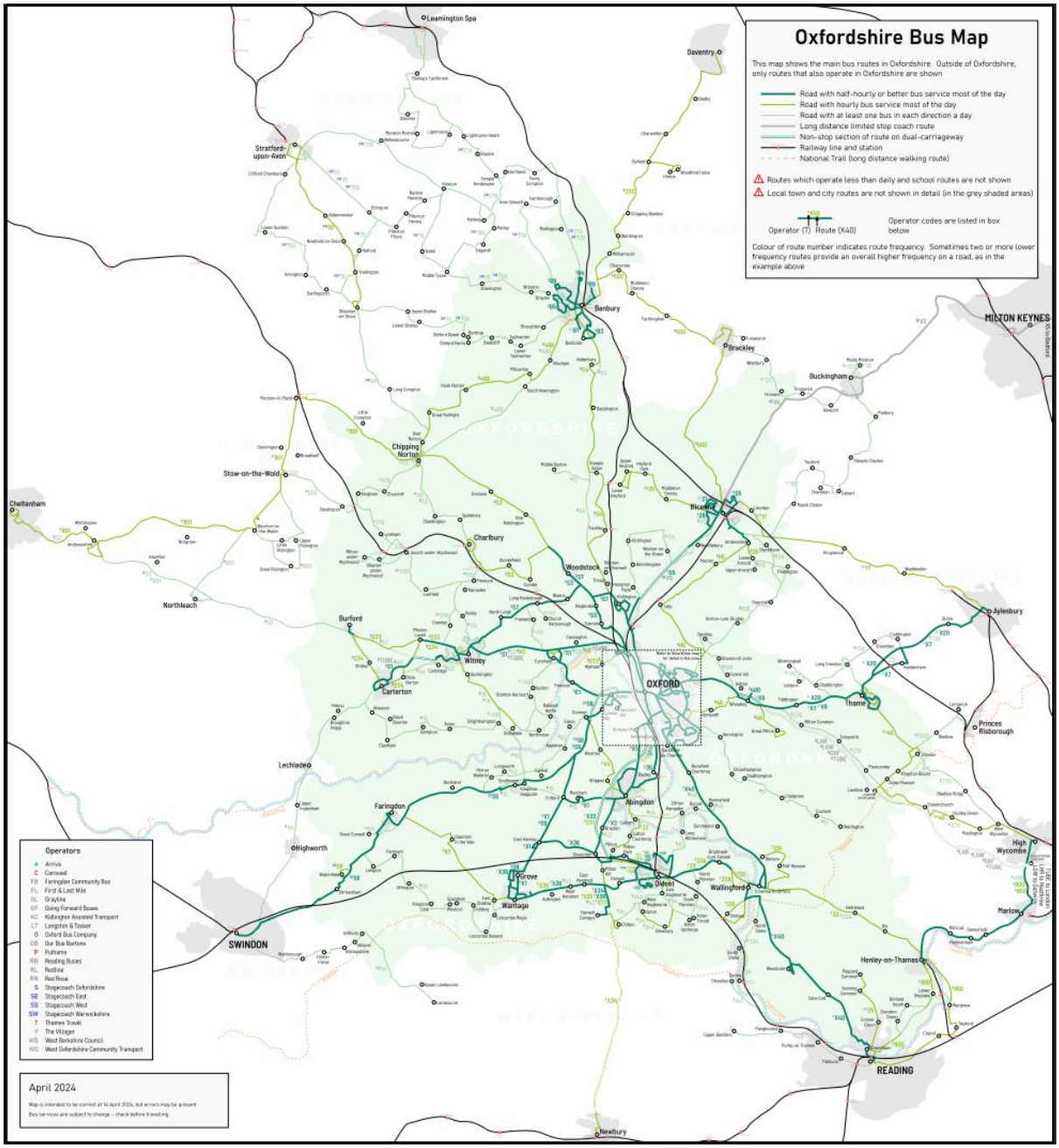

Figure 3 – Oxfordshire bus map

2.2 Current network characteristics

Historically, Oxfordshire has had a successful commercial bus network with the highest per-capita usage of local services of any shire county in England. This is largely due to very significant use of the bus for journeys to, from and within Oxford, the county's main centre.

Oxfordshire's bus use (per capita) is higher than in some metropolitan areas, but not as high as in denser urban areas without a constituent rural territory (for example, Reading). This is a significant achievement given that Oxfordshire is the most rural county in the South East, and is due to successful historical partnership working between the Council as the Local Transport Authority (LTA) and local bus operators.

Oxfordshire's core bus network is comprised of inter-urban routes connecting the county's towns to Oxford and frequent urban routes within Oxford itself. These routes are complemented by second-tier inter-urban routes (often connecting county towns to one another) and more locally focussed and rural routes.

Most bus routes in Oxfordshire are provided by two national groups: Go-Ahead and Stagecoach through their subsidiary companies. A smaller number of routes are provided by independent operators and by the community transport sector.

2.2.1 Frequent urban routes in Oxford City

These routes operate on a "turn up and go" level of frequency as a consequence of high demand, driven by the city's high-density urban form and demographics, with a high proportion of young people using the bus to access employment, education and entertainment. There are current frequencies of more than 20 buses per hour on some radial routes in Oxford – these bus services have historically operated on a fully commercial basis from 0500 to 2400 daily with night bus services until 0300 on many of the main corridors.

Progress against National Bus Strategy objectives

*"More **frequent**, with **turn-up-and-go services** on major routes and feeder or demand-responsive services to lower-density places"*

Good Progress

Oxfordshire already has good provision of high frequency services; these have been maintained and some cases improved.

In 2011, on-road competition ended on these routes, with key corridors co-ordinated using Qualifying Agreements, resulting in jointly run services with inter-available ticketing. Outside of the co-ordinated corridors, the two operators have well-established operating areas, with Stagecoach operating most routes in the north of the city and Go-Ahead operating most routes in the south of the city.

2.2.2 Frequent inter-urban routes

These are frequent bus services linking Oxfordshire's main towns to Oxford, generally along fast main 'A' roads. Council policies have enabled substantial improvements to these routes over the past two decades, resulting in higher frequencies and better quality – primarily the council's "Premium routes" policy. This has led to substantial passenger growth on some routes, driven by both improved more attractive services and more potential passengers from significant developments along the routes.

These routes provide frequent services seven days a week (usually up to at least every 20 minutes, with many routes or sections of routes higher than that), from early until late (around midnight), with most routes also having later journeys on Friday and Saturday nights to 3am.

These routes are commercially operated, sometimes with pump-priming S106 (developer) funding to support increased frequencies.

2.2.3 Second-tier inter-urban routes

These routes provide links between Oxfordshire's towns or connect smaller settlements with Oxford. Generally, these services operate at least hourly during weekday daytimes, although there is some variation. Some of these routes are partially or fully financially supported.

Most routes have evening and Sunday services, although last journeys of the day are generally earlier than for the 'Premium' inter-urban routes. In recent years the Council has provided increased funding for Sunday services where there is an hourly or better commercial service on other days.

2.2.4 Local routes

Many towns support a network of local routes connecting nearby rural settlements to the town. Larger settlements also support local town routes, the most significant of which is Banbury where there is a well-developed urban route network.

There is substantial variation is service provision at this level. The highest frequencies can be found in Banbury and Didcot (up to four buses per hour on some routes) but elsewhere routes operate less frequently – often hourly or less.

Local routes offer connections to more frequent services to increase the commercial viability of both routes in addition to serving their own defined area. Most local routes are at least partially financially supported or are provided by the community transport sector.

A recent focus for the council has been to improve rural transport provision. This has led to the introduction of several new routes which has ensured that all parishes in the county with a population over 500 now have access to some level of scheduled public transport. Please see the Council's recent press release on this from March 2024.

2.2.5 Cross-boundary routes

Whilst the Oxfordshire bus network is largely self-contained, there are several important bus routes linking Oxfordshire with neighbouring areas.

The Council works proactively with its neighbours and a number of routes have been improved in recent years, both commercially and as a result of our BSIP focus on these routes. New routes have been introduced to Swindon from Witney and Carterton, Newbury (West Berkshire) from Didcot and a substantially improved route to Brackley (West Northamptonshire) from Bicester. Prior to that, the Council had also supported new or improved connections between Bicester and Aylesbury, and between Brackley and Banbury.

2.2.6 Express routes

A complementary network of fast/express bus routes enables faster inter-urban journeys for passengers. These routes primarily connect county towns to Oxford, utilising A-roads and bypassing intermediate settlements to better compete with car journey times.

Opportunity exists to expand this offer and grow the market at both peak and off-peak times. However, care is needed to not undermine other routes in the process.

Progress against National Bus Strategy objectives

*"**Faster and more reliable**, with **bus priority** wherever necessary and where there is room."*

Work in Progress

Several schemes are in progress to prioritise and speed up buses, and our flagship Traffic Filters scheme for Oxford is due to be introduced towards the end of 2024.

Some routes are long established, such as between Abingdon and Oxford, or Didcot and Oxford. New routes have been introduced at peak times to Oxford from both Banbury and Carterton using BSIP funding.

2.2.7 Regional Bus Connectivity

As with local bus services, better regional bus connectivity can provide essential benefits not only to the residents of Oxfordshire but play a crucial role in connecting our communities with the wider region.

Improving bus journeys and increasing patronage is a key strategic ambition of the region, and England's Economic Heartland (the sub-regional transport body for the region) has been working in partnership with its local transport authorities and public transport partners, to support better regional bus connectivity, this work is ongoing and further information is available on www.englandseconomicheartland.com.

2.2.8 Demand Responsive Transport (DRT)

Oxfordshire has significant experience of demand responsive transport, notably Go Ahead's trial (without any subsidy) of on-demand minibuses to complement scheduled services in Oxford.

DRT does not at present form a significant part of Oxfordshire's bus offer, being used only by a small number of community transport operators for specific needs.

Recent experience is that DRT services do not offer a viable alternative to conventional local bus services in Oxfordshire, being unpopular with communities faced with having a conventional local bus changed to DRT provision, more time-consuming and difficult to implement and not offering any significant cost savings. As a result, some new routes for which DRT had been originally proposed have instead been delivered as conventional bus routes.

However, the Council are open-minded about where some form of DRT could have a future role, particularly where it could meet an unserved need that would be difficult to achieve with conventional services. As a result, the Council have allocated funding for a future DRT study followed by a pilot scheme if the study outcome shows a

viable proposition (see Section 3). The Council will also consider the possibility of introducing hybrid part fixed, part DRT services where appropriate.

2.2.9 Park & Ride

Oxford has a well-established Park & Ride offer, being the first city in the country to introduce Park & Ride in 1973. There are five sites around the edge of the city providing a total of 5,300 parking spaces.

There is a high level of bus service to the city centre from all sites, all on a commercial basis. Three sites also provide direct services to the main Oxford hospitals. Some sites also have a hub function for other public transport: rail services at Oxford Parkway, long-distance coach services at Thornhill and interurban bus routes to the south at Redbridge. Some Park & Ride sites can potentially also be utilised by local services as well as main inter urban routes.

Since October 2022, the Council and Oxford City Council have offered combined bus and parking ticketing in partnership with the bus operators to help rebuild demand lost following the pandemic. This is currently priced at £4 for a car and 1 adult or £5 for a car and 2 adults. Both allow up to three accompanied children under 16 to travel for free.

A further Park & Ride site is located on the edge of Bicester, providing a dual role as a facility for Bicester and a remote option for Oxford. It is also used for a private Park & Ride service for the Bicester Village shopping outlet.

An additional Park & Ride site with 850 spaces is under construction on the A40 north of Eynsham, whilst there is also an ambition to provide further facilities on the A4074 and near to Bladon roundabout on the A44. It is understood there is also an aspiration by another local authority for a Park & Ride at the southern end of the A4074 and/or A4155 to serve Reading.

2.2.10 Interchange between routes

All of Oxfordshire's main towns have a single central bus stopping area where interchange can be made easily between routes with adjacent or very close bus stops. (Bus routes are not necessarily timetabled with this in mind but there is scope to do so.) The same is not true in Oxford city centre, where the historical road layout, lack of available land and increasing demands for pedestrianisation prevent this.

A multi-operator ticket covers Oxford and its urban surrounding area (Oxford SmartZone) which ensures most journeys involving a change of bus within the area can be made without paying substantially more than an equivalent journey that doesn't involve changing. Outside of this area, journeys involving a change of bus can be more expensive, particularly if a different operator is involved. To address this, the Council are introducing a countywide multi operator bus ticket (see Section 3).

2.3 Recent trends in Oxfordshire's bus network

Following the pandemic, there was a period of adjustment where operators responded to changing demand by revising routes and frequencies, and removing duplication and overprovision where necessary to return to a broadly commercial network. As demand has stabilised, the network has stabilised as well, with most recent changes being focussed on supporting new and improved services.

Progress against National Bus Strategy objectives

*"**Innovative**, harnessing entrepreneurship to **constantly strive for a better product**"*

Good Progress

The Traffic Filters scheme constitutes a radical proposal to make a significant reduction in general traffic levels in the Oxford City area. Oxfordshire has seen one of the first public autonomous bus routes to use public roads and will soon have the largest electric fleet per capita in the country.

While some parts of the commercial network are starting to show signs of growth, some challenges do remain. Bus operation continues to be subject to increasing journey times, higher journey time variability and declining reliability.

There are several reasons for this, including general growth in post-pandemic traffic levels, schemes to improve road safety and promote active travel, changed travel patterns following the pandemic and a long-term road closure of one of Oxford's major arterial routes. These conditions have increased operating costs and suppressed patronage, in turn limiting commercial viability for bus operators. As a result, commercial rates of return remain below the level required to replace the fleet on a systematic basis which has seen an increasing average age of the fleet outside Oxford.

However, the Council has worked proactively with local operators, neighbouring authorities and stakeholders to drive significant growth in the bus network through addition of new routes, extensions of existing services or increases in frequency or hours of operation. At the centre of this is our long-standing approach to securing and spending S106 developer contributions, which formed the majority of bus spending between 2017 and 2020.

Combined with the delivery of BSIP funding and the Council's introduction of new bus budgets from 2023/24 onwards, this has led to a considerable expansion of the bus network and the ability to maintain services which were previously commercial. From July 2024, all parishes with a population of 500 or more will have access to a scheduled bus service of some form – the intention will be to maintain this as a first stage and make further enhancements as and when possible.

The Council's approach to bus priority measures, including the traffic filters trial due to commence in autumn 2024 and other schemes around the city and wider county, complement these service enhancements to promote a virtuous circle of increasing patronage and better service provision for the future.

2.4 Local authority support

2.4.1 Financial support

Progress against National Bus Strategy objectives

*"More **comprehensive**; with overprovision on corridors reduced to boost provision elsewhere and **better services in the evenings and weekends**"*

Good Progress

There are no corridors with significant overprovision. Corridors with higher provision reflect the higher demand on the corridor. Network coverage has substantially improved in that all settlements with a population of more than 500 are now served by public transport. This was achieved with a mixture of conventional services, community transport and Council in-house fleet.

In the 2023/24 financial year, the council provided over £8 million of financial support to Oxfordshire's bus network. Since 2021/22, the overall amount of financial support has more than doubled and follows a trend of increasing support. This increase is primarily driven by growth in S106 funded new and improved services resulting from continued growth in the county, by new and improved services funded by BSIP government grants and additional Council funding.

The below table shows baseline spend on buses by the Council (in some cases using external funding) for financial years 2022/23 and 2023/24.

OXFORDSHIRE COUNTY COUNCIL BASELINE BUS SPEND

	2022/23 Revenue	2022/23 Capital	2023/24 Revenue	2023/24 Capital
BSIP	-	£122,344	£1,119,760	£1,700,313
Zero emission buses (ZEBRA + Council contribution)	-	-	-	£11,086,886
Concessionary fares (ENCTS)	£7,876,792	-	£9,997,100	-
BSOG	£794,733	-	£794,733	-
Section 106	£5,175,231	-	£5,117,614	-
Rural and community transport	-	-	£688,000	-
Park & Ride fares reduction/integration	£232,500	-	£465,000	-
Travel information	-	-	£44,000	-
Bus stop maintenance	£102,000	-	£102,000	-
Journey Time Reliability Fund	-	£1,000,000	-	£1,000,000
Real Time Bus Information	£30,000	-	£30,000	-
Total	**£14,211,256**	**£1,122,344**	**£18,358,207**	**£13,787,199**

Please see Appendix 1 for a list of the Council's supported bus services.

2.4.2 Staff

Following a period where the LTA's public transport resource was relatively small and located in several different service areas, a dedicated public transport team is now established and relevant staff have been moved into it whereas previously they were in other service areas. The public transport team is fully staffed and consists of 6 FTE officers, although this level of resource remains below that needed to take forward several potential workstreams effectively.

2.5 Fares and tickets

Oxford and its surrounding urban areas have benefitted from multi-operator ticketing since 2011. This is branded the Oxford "SmartZone" and covers almost all bus routes operating within it, including sections of routes that come into the area from outside of it. A variety of ticket options are available including day, multi-trip and periods up to one year. Tickets are available through a variety of sales channels including individual operator's apps. Group tickets and add-ons to single operator tickets from outside the area are also available. There are also equivalent single operator tickets in the Oxford SmartZone area.

Progress against National Bus Strategy objectives

*"**Cheaper**, with more low, flat fares in towns and cities, lower point-to-point fares elsewhere, and more **daily price capping** everywhere"*

Work in Progress

The single fare price cap has brought lower, flat fares to most journeys. £1 journeys are offered on Sundays in December 2023 and 2024 within Oxfordshire. The new countywide multi operator ticket will provide simpler fare options and better value specifically for young people. However, longer term funding for these measures is not known.

Each operator retails their own range of single operator tickets covering their routes, with the main operators providing options including multi-day and period passes, available through a number of sales channels.

The Go-Ahead group have rolled out tap-on tap-off to all their Oxford Bus Company, Thames Travel and Carousel bus routes which includes daily capping. There is potential for tap-on tap-off to offer increased passenger and operator benefits, but in areas of the county with multiple bus operators, it potentially adds a further layer of complexity. The present offer from Go-Ahead is being developed but currently is not suitable for many passengers (e.g. those making return trips, children, groups, regular travellers etc) where in most cases other ticketing methods provide best value. A challenge for Oxfordshire is that the true potential for tap-on tap-off will only come from multi operator capping, and this requires the roll out of similar on board technology across the other operators in the county, as well as an effective back office system for redistribution of revenue.

Building on the success of the Oxford SmartZone tickets, the council are working with operators to introduce a multi-operator ticket covering all of Oxfordshire, including cross-border routes (see Section 3).

Almost all Oxfordshire operators participate in the national single fare cap which has greatly simplified the fares offer for passengers.

Most operators, including some community transport providers, offer contactless payment on board buses. The main operators also have app-based ticketing. Cash remains accepted payment on board buses.

PlusBus, the convenient addition of bus travel to a train ticket, operates in Oxford, Banbury and Didcot however with rather modest promotion.

Progress against National Bus Strategy objectives

*"**Easier to use**, with common tickets, passes and daily capping across all operators, simpler fares, contactless payment and protection of bus stations"*

Work in Progress

There are still a wide range of ticketing options from each operator in addition to existing and new multi-operator tickets. Fares remain complex, although the £2 single fare cap has helped to simplify the offer.

While there are a good range of tickets available, including multi-operator tickets, the combination of both multi-operator and single-operator ranges, zones, passenger types and sales channels creates a vast number of potential ticket options which can appear overly complex. This is further compounded by various tickets only being available via some sales channels (e.g. only available on app, or differing pricing on app) or only available to some passengers (e.g. adult only, no child/young person versions) and differing zone names between operators, even though the boundaries align.

More work is needed to simplify the fares offer and care is needed to ensure new multi-operator tickets or innovations like tap-on tap-off don't add even more layers of complexity. Any fares simplification should also not adversely affect existing passengers.

2.6 Information, publicity and branding

Progress against National Bus Strategy objectives

*"**Easier to understand**, with simpler routes, common numbering, coordinated timetable change dates, good publicity, and comprehensive, accurate information online."*

Work in Progress

Internal Council funding has been allocated for improving information and publicity including new all-operator maps covering the county and its towns. New buses for Oxford's city bus network now have a common livery for both operators. More work is needed to co-ordinate information standards, establish and more widely apply common branding and to ensure the network offer is easier to

Oxfordshire has a long-established successful system of information being provided by the bus operators themselves, supported by the necessary street infrastructure being provided by the Council.

For on-street information at bus stops, this usually comprises a council installed bus stop pole/flag/timetable case unit with the information itself provided by the relevant operators. This allows operators the flexibility to present the information as they wish while maintaining an element of consistency at bus stops.

The main bus operators continue to produce printed timetable information and make this available at key points and on-board, although there can be some variation in terms of availability of printed information.

Oxfordshire was one of the first authorities to introduce Real Time Passenger Information. Branded as "Oxontime", the system has grown to encompass most routes and has a very high level of tracking and data accuracy. Data is presented to passengers through individual operator channels, but also as a single "Oxontime" source on-street and online. Go-Ahead also provides 'all operator' data in its app and website, in all the areas where it operates.

Oxfordshire does not have an overarching brand for public transport or buses. The competitive market and number of operators, together with a current lack of comprehensive multi-operator tickets makes a common brand a challenge, but it is an aspiration. A step on the way towards common branding has been taken in the Oxford Smartzone area, with both Go-Ahead's and Stagecoach's ZEBRA funded electric buses using common "Smartzone" livery with only minor differences between each company. The electric Oxford Brookes and City Sightseeing vehicles have retained their individual branding.

All roadside publicity is provided and installed by operators; an agreement is also in place for the updating of bus stop flags with route numbers. Further discussion is taking place about rolling out the Electric SmartZone branding to roadside publicity in this area.

Progress against National Bus Strategy objectives

*"**Better integrated** with other modes and each other, including more bus-rail interchange and integration and inter-bus transfers"*

Work in Progress

Successful bus-rail interchanges are demonstrated at Didcot Parkway, Oxford and Oxford Parkway stations. Plans are also being developed to improve the passenger experience at interchange locations more generally, with better information and better waiting facilities.

Oxfordshire has around 4,500 bus stops, of which around 2,000 are located on routes with at least an hourly daytime bus. There are up to 1,000 shelters, and there are currently 280 Real-time information signs.

2.7 Bus fleet

Progress against National Bus Strategy objectives

*"**Better to ride in**, with comfortable, high-specification, modern buses" AND*

*"**Greener**, zero emission buses"*

Good Progress

Oxford's new zero emission buses are high specification modern vehicles which are transforming the passenger experience in Oxford. Outside of Oxford, vehicle quality is variable and there is significant improvement potential.

Oxfordshire has traditionally had a young fleet of buses, with the strong commercial market and competition driving investment, together with policies to restrict and ban more polluting buses in Oxford. More recently, average fleet ages have been rising outside of Oxford as pandemic recovery has dampened investment.

A successful ZEBRA bid has led to the largest investment in new buses in Oxford ever.

When deliveries are complete in the summer of 2024, 159 new electric buses will be in service in Oxford, covering all bus routes running wholly within the Smartzone area, which represents approximately 2/3 of bus mileage in Oxford. The new buses are high specification and feature a brand-new livery, for the first time common between both of Oxford's operators. In addition all Go Ahead buses are being charged using renewable energy (primarily wind/solar).

2.8 Transport to school

It is estimated that thousands of young people use public bus services every day in Oxfordshire to get to school which helps to support the viability of these services and thus maintain the bus network. Schools manage their own admission times but there is substantial scope to increase capacity in the system where flexibility can be introduced.

Alongside this, the Council has a statutory responsibility to transport young people to school where they meet certain eligibility criteria. The Council currently supports 6,000 young people to travel to mainstream, primary and secondary schools, under contracts with transport providers, at a cost of around £18m per annum. Working with the Council, some schools and parent groups have also made their own private arrangements with bus and transport providers to transport their young people.

In addition to this, the Council offers an Independent Travel Training scheme, supporting young people with disabilities or anxiety to use public transport safely. A related scheme that expands on this is proposed in Section 4, to offer education and/or support to certain groups of people who may find it hard to use the bus.

2.9 Minimising disruption caused by road closures

The Council has an advocate for bus within the Highways Network Coordination team whose proactive approach has seen disruptions to bus services, outside the major works at Oxford Rail station noted above, significantly reduce over the last few years. All temporary traffic regulation order (TTRO) applications, that would mean a road closure on a bus route, are routinely sent to the team. They take a strong stance to ensure that only essential works are approved and are often able to reduce the duration of road closures as a result. They coordinate the closures with the applicant, the bus operators and the Highway Authority, ensuring appropriate mitigation measures are put in place for bus. This can range from providing additional bus stops on a diversion route, all the way through to helping to arrange shuttle bus, or taxi services to move passengers from the affected bus route to the next available bus stop that the bus will be serving.

2.10 Bus User Groups and Representatives in Oxfordshire

- **Oxon4Buses**

  Oxon4Buses (O4B) is an informal association of users of bus services in Oxfordshire formed in 2022. Their members represent a wide variety of groups in the County and City, including parish representatives, who all have an interest in improving and promoting bus services. The group have representatives on two of the Oxfordshire Enhanced Partnership working groups to help shape and support delivery of bus improvement schemes. The group also act as a critical friend to the Council and local bus operators, providing feedback and lobbying for change where necessary.

  An O4B manifesto was produced in March 2024 outlining the main principles to frame decision-making on bus services within Oxfordshire which can be viewed online here. New members are always welcome and should contact info@oxon4buses.org.uk for more information.

- **Bus Users Oxford**

  Bus Users Oxford is run by a small team of volunteers who also represent bus users in Oxfordshire. They post travel updates and relevant news on social media and respond to public consultations affecting bus services. More information and contact can be found on the Bus Users Oxford Facebook page.

- **Parish Transport Representatives (PTR)**

  The Council hosts 3 to 4 online PTR meetings every year. Every parish or town council are encouraged to have a nominated transport representative to attend these meetings, on behalf of bus users in their area.

  It is an opportunity for the Council and stakeholders to provide updates on public transport matters and for PTRs to ask questions and provide feedback. PTRs can also be contacted at any time to provide local input on relevant questions.

Progress against National Bus Strategy objectives

*"**Accessible and inclusive** network, by design, not only bus vehicles but bus stations, bus stops, and access routes to bus stops" AND "A **safe mode of transport** which is seen as safe, addressing issues of personal safety and security on board and at stops as well as driver and vehicle safety standards"*

Work in Progress

An audit of the county's bus stop estate is being conducted with plans to bring them all up to a minimum standard as funding allows. A number of other schemes are proposed in Section 4 relating to these objectives.

2.11 Public and Stakeholder Engagement

Extensive engagement activity was carried out in 2021, in preparing the original BSIP, and repeated in Spring 2024 to support the 2024 BSIP update. This involved a combination of direct emails, attending and presenting at meetings with different stakeholder groups and an online public survey. Results from the most recent annual bus passenger surveys by Transport Focus, and the National Highways & Transport network survey (for Oxfordshire) were also considered in developing the BSIP.

Engagement was largely focused on determining priorities for improvement out of the key National Bus Strategy objectives. Similar priorities for bus-related improvements were received from stakeholders and the public, which supported the data from existing surveys. The top 5 priorities for improvements were identified as follows:

1) Faster or more direct buses
2) more reliable buses
3) more buses/ services in general
4) better value fares; and
5) better information before you travel.

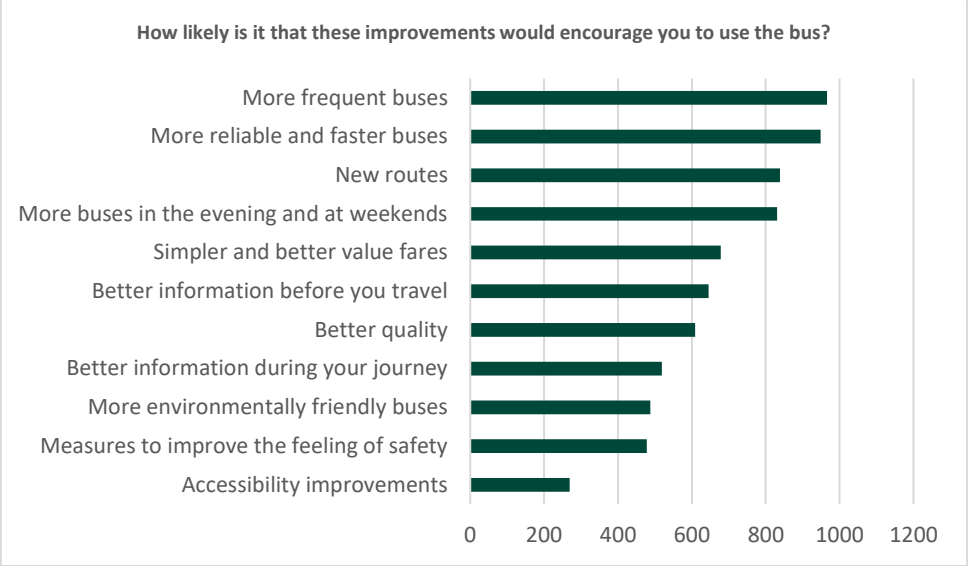

Figure 4 – Priorities for improvement from the 2024 online BSIP Survey

These results underpin the proposals set out in Section 4 of the BSIP.

In 2024, additional questions were asked to determine awareness and uptake of various initiatives that have been implemented over the last year. The results of these, as shown in Figure 5, show great awareness and take up of the £2 national fare cap, and the new electric buses, however other schemes could be better marketed in future.

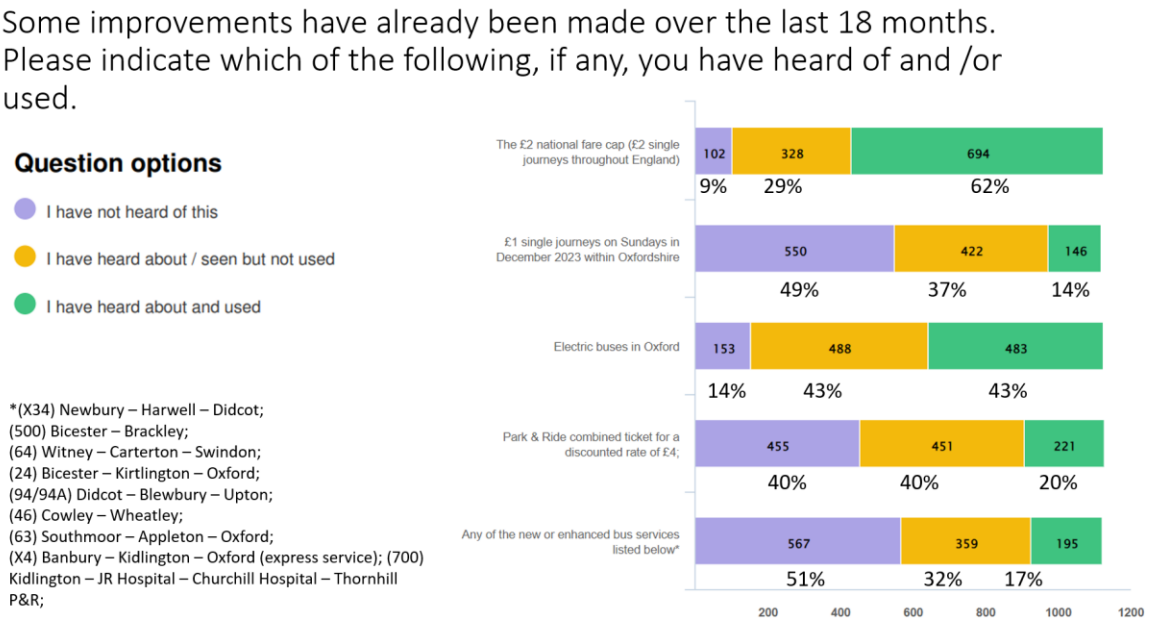

Figure 5 – Graph showing to what extent people had heard of recent bus service improvements

3 IMPROVEMENTS PROGRAMME TO 2024/25

This section summarises the progress made since October 2021 on each of the funded Oxfordshire BSIP schemes, as well as other bus related improvement schemes using alternative funding. It also sets out the delivery programme until the end of financial year 2024/25.

Icons have been added next to each scheme to indicate which of the 12 goals of the National Bus Strategy primarily apply, as set out below.

More frequent	Better integrated
Faster and more reliable	Better to ride in
Cheaper	Greener
More comprehensive	Accessible and inclusive
Easier to understand	Innovative
Easier to use	Safe

3.1 Bus priority infrastructure

3.1.1 Central Oxfordshire Travel Plan (COTP) Traffic Filters and complementary bus measures (BSIP Scheme Ref: OXF01COT)

Figure 6 – Example of the communications and branding for the traffic filters scheme and map of locations

As part of COTP, a series of 'Traffic Filters' are to be piloted at 6 strategic points across Oxford to reduce journeys by private vehicles and make walking, cycling, public and shared transport the natural first choice. These 'Traffic Filters' will be similar to the current successful Oxford City Centre bus gates in that they will use ANPR technology backed by the appropriate back-office systems, enforcement

legislation, signage and penalties for infringement. However, they differ in that there are additional exemptions as well as permit allowances for local residents.

With funding of £4.61m from Government (£3.4m BSIP, £760k Housing and Growth Deal), and a further £1.55m of Council funding, this project represents the largest Oxfordshire BSIP capital scheme and constitutes a radical proposal to make a significant reduction in general traffic levels in the Oxford City area, within the Outer Ring Road. In peak hours it is predicted that traffic will drop by up to 50% on some of the city's main bus corridors. The traffic reductions from these filters will significantly speed up bus journeys across Oxford and will be critical to achieving targets to improve reliability, which were a key contributor to securing the significant investment in electric vehicles (requiring a 10% journey time reduction).

The filters scheme is planned to start in November 2024 after the expected re-opening of Botley Road. Modelling is underway, jointly funded by operators, to deliver improved bus timetables along with several new bus services from day one of the traffic filters being in place.

Full information on the scheme including how it will be monitored can be found at: Oxford traffic filters | Oxfordshire County Council

3.1.2 Cherwell Street, Banbury (BSIP Scheme Ref: OXF01BCB) 🚀 🛡️

This scheme constitutes measures to improve bus journey times from the current George Street / Cherwell Street Junction, into the town centre, to the Cherwell Street / Bridge Street junction, a distance of 155 metres. In addition to the £2.3m from BSIP, £500k from Section 106 (developer) funding is being used to deliver related improvements for walking and cycling at the same time.

Following an option assessment, feasibility study, stakeholder engagement and public consultation, the Council has identified a preferred scheme at Cherwell Street which is different to the original Cherwell Street bus lane scheme concept set out in the original BSIP. The original scheme for a bus lane when modelled showed disincentives for bus passengers whereas the preferred scheme has significant benefits for bus passengers as explained below.

The preferred scheme option is forecast to provide better bus journey times for passengers than the original bus lane scheme. The preferred scheme will also provide bus users walking to the bus stops and Bus Station in Bridge St (and to the train station) with safer and quicker access across the Cherwell St/Bridge St junction. This will improve public transport access and interchange for passengers.

At the time of writing this scheme is moving forward through the detailed design stage pending approval from DfT on the changes to the scope. Assuming approval is given, then the scheme is expected to be completed on or before September 2025.

3.1.3 Woodstock Road Sustainable Travel Improvements Scheme 🚀 🛡️

The Woodstock Road Sustainable Travel Improvements Scheme is a transport and connectivity project that aims to improve bus journey reliability and make Woodstock

Road (A4144) safer for pedestrian, cycling and mobility-aided access. The proposals extend between St Giles in Oxford city centre and the Wolvercote Roundabout (A40).

As part of this it is proposed to replace part of the 24-hour southbound bus lane between Wolvercote (A40) and Squitchey Lane with a like-for-like northbound bus lane on the other side. This follows consultation with key stakeholders including bus operators, and modelling for potential displacement effects once the traffic filters trial is implemented. The proposals would be implemented as a trial through an Experimental Traffic Regulation Order (ETRO). This would allow potential amendments to be made during the trial period.

Work is planned to be completed in summer/autumn 2024 before works for the traffic filters begin.

The scheme also includes a new full time bus stop clearway on the east side of the Woodstock Road just north of the junction with St Giles. This and other active travel measures could be provided between summer 2024 and March 2025, subject to formal decision.

3.1.4 Experimental Bus Lane: A420 St Clements Street/Headington Road, Oxford 🚀

An Experimental Traffic Regulation Order (ETRO) came into force in July 2023 to introduce a westbound (towards city centre) 24 hour bus lane on the A420 St Clements Street, London Place & Headington Hill. It was subsequently modified in October 2023 to avoid bus stop conflicts, such that the extent of the 24-hour bus lane has been expanded on a trial basis as follows:

- Headington Road - from a point 190 metres northeast of its junction with the B4150 Marston Road, westwards for a distance of 130 metres; and
- London Place/St Clements Street - from the junction with Morrell Avenue, westwards to a point approximately 10 metres northeast of its junction with Rectory Road.

A public consultation was carried out for people to provide their views on the scheme. This ended in April 2024 and the results are being prepared to take for formal decision later in the year on the future of this scheme.

3.1.5 A4260 Kidlington Roundabout signalisation and bus priority approach 🚀 🛡

This scheme is part of the £28m North Oxford Corridor (NOC) project to allow easy access to Oxford City Centre to support the ongoing housing and employment developments and expected economic growth. This scheme is being funded through the Government's Growth Deal and S106 (developer) contributions.

The Kidlington Roundabout scheme primarily aims to provide priority and increased capacity for bus, reducing bus journey times along the A4260 and A4165 corridors.

The scheme includes:

- a new dedicated bus lanes on the Bicester Road (southbound) linking with the bus lane on the eastern section of Kidlington Roundabout and a revised arrangement on the Oxford Road;
- a new signalised crossing facilities on Bicester Road, Oxford Road south and Frieze Way;
- reduced speed limits to 30mph on the roundabout and its approaches (including A4260 north of the roundabout);
- a new 3m wide cycleway and 2m wide pedestrian footway, segregated from the carriageway (with buffer) and one another connect to existing infrastructure; and
- improved street and footpath lighting.

The scheme is currently being delivered and expected to be completed in Summer 2024.

3.1.6 A34/A44 Peartree Interchange 🚀

This scheme is part of the £28m North Oxford Corridor (NOC) project to allow easy access to Oxford City Centre to support the ongoing housing and employment developments and expected economic growth. This scheme is being funded through the Government's Growth Deal and S106 (developer) contributions.

The Peartree Interchange scheme involves construction of improvements to the A44 between the A34 Peartree interchange and the Loop Farm roundabout which were substantially completed in September 2023. This included new dedicated southbound bus lanes between Loop Farm Roundabout and Peartree Interchange.

The improvements at the A44 Pear Tree Park & Ride junction – which includes bus priority access to the P&R site - are currently being delivered and expected to be completed in the Summer of 2024.

3.1.7 A4130 Steventon Lights Integrated Transport Scheme 🚀

The A4130 Steventon Lights scheme aims to provide improved bus journey time savings and reliability and enhanced walking and cycling facilities, as well as support growth in both housing and employment in the Science Vale area. The scheme is planned to be built and open by March 2025.

Improvements include widening of the A4130 Abingdon Road between the Steventon lights junction and the Milton Interchange with the provision of an eastbound bus lane, and upgrading the Trenchard Avenue junction to provide increased capacity to facilitate future growth and feature quality active travel infrastructure to support journeys on foot and by cycle.

3.1.8 Countywide Traffic Signals (BSIP Scheme Ref: OXF01CSU) 🚀

With £1.24m of BSIP funding, this capital scheme will deliver smart traffic signals which detect the approach of buses to key junctions and change the signalling sequence to provide approaching buses with priority, enabling buses to run faster and more reliably.

The intelligent bus priority in Oxfordshire is being delivered by utilising Automatic Vehicle Tracking (AVL) feeds from bus operators using tracking units that send GPS locational information providing a pinpoint location of the bus vehicles within 5 metres. Bus operators have invested in installing the latest generation 5G enabled equipment on several vehicles and these have demonstrated noticeable improvements in the speed at which such updates are sent to, and processed by, the traffic signal control systems.

This is a rolling programme of installation and upgrades to the existing capability of traffic signals across various road junction sites within Oxfordshire - as identified as having the highest pinch point factors through Alchera Bus Pinch Point Analysis – subject to feasibility and cost.

The project will deliver a combination of refurbishments, hardware upgrades, configuration and revalidation exercised at 33 locations by September 2025 – 23 of which have not previously had any traffic light priority for buses.

The proposed junctions for improvements see an average of nearly 18 buses per hour during the day and suffer from high congestion levels during peak times. Therefore, the benefits to bus operation and the impact and improvements felt by bus passengers are expected to be significant.

3.1.9 Tramway Road improvements – access to Banbury train station 🚀 🗺️ 🛞

This £10.5m project aims to improve access to Banbury railway station for pedestrians, cyclists, buses, and taxis by linking the existing Tramway Road with Station Approach Road and the Banbury railway station forecourt to create an alternative route. This link will also improve bus journey time reliability from the south of Banbury into the town centre.

The proposed benefits for buses are:

- an integrated bus service that stops outside the station;
- improved bus access from other parts of south Banbury; and
- improved bus journey time reliability into Banbury town centre.

The Tramway Road project design phase has been completed with construction planned to start Summer 2024. Trial holes were dug in Spring 2023 to confirm the location of utilities and to investigate ground conditions. This work found asbestos and other contaminants on part of the route which added to costs and timescales. The construction is due to be completed by Summer 2025.

This project is funded from the Housing and Growth Deal and S106 (developer) contributions.

3.2 Other bus infrastructure

3.2.1 Countywide RTPI displays (BSIP Scheme Ref: OXF02RTI)

'Nextbus' information is available on the County's 'Oxontime' website, through electronic displays at over 280 bus stops and web/text messaging facilities. System hardware has been in operation for around 20 years and is now increasingly outdated, with increasing failures of equipment. Previous research and feedback concluded that the public values on-street real time displays as much as any on-line alternatives.

Consequently, a targeted programme of new and upgraded RTPI displays at bus stops and key public transport hubs and interchanges (including rail stations) is underway using £1.8m of Government funding.

The new thin-film-transistor liquid-crystal (TFT) screens are capable of accommodating disruption information and media (e.g. promoting new services and ticketing offers) whereas the previous LED displays can only do so in a very basic and rudimentary fashion. Bus operators have access to this advanced media and messaging capability through the fully integrated Genesis software platform.

Figure 7 – Image of one of the new RTPI displays

The new displays will also all be configured to provide at stop announcements for users of the React Access Trigger mobile phone application and are provided with the highest available brightness and contrast standards following input from local RNIB representatives and associated trials.

In the last year, approximately 75 RTPI displays have been installed or upgraded at various sites across the county excluding those within Oxford city. Sites within Oxford City are expected to be upgraded by the end of the 2024/25 financial year. This investment will ensure the availability of on-street RTPI in Oxfordshire for the next 10 years and help to restore Oxfordshire's previous reputation as a nationally recognised leading public transport authority in this field.

3.2.2 Zero emission buses

In March 2022, the Council was awarded £32.8 million from the government's Zero Emission Bus Regional Areas (ZEBRA) scheme. Along with £6m from the Council itself and £43.7m from bus companies Stagecoach and the Go-Ahead Group, the scheme will deliver 159 electric buses in total, with the first buses delivered in November 2023, 79 of these are already in service (at time of writing). It has also

funded the associated charging infrastructure at both Oxford based depots. All vehicles are expected to be in service by Summer 2024.

The new buses operate on routes within the Oxford City SmartZone area and will form the largest electric fleet per capita in the country. In addition, all Go Ahead electric buses are charged using renewable energy.

There are clear decarbonisation, air quality and noise pollution impacts flowing from this. The Council has recently secured support from the National Institute of Health and Care Research to evaluate the public health impacts of the zero emission buses. The Public Health Intervention Responsive Studies Teams (PHIRST) scheme funded research aims to find out what impact this initiative has on the health and health inequalities experienced by local populations and will take place over the next 12 to 18 months.

Whilst there are no immediate plans for introducing further alternative fuel vehicles, this remains an aspiration for the future subject to available funding.

3.2.3 Autonomous bus service - Milton Park to Didcot Parkway 🚌 💡

Figure 8 – Marketing material for the autonomous bus service

The Council were partners in a MultiCAV consortium that were awarded a £3m grant from The Department for Transport's Centre for Connected and Autonomous Vehicles (CCAV) through Innovate UK in 2019. The grant enabled a trial of a multi-modal Mobility-as-a-Service (MaaS) solution in the Milton Park and Didcot area, using a range of autonomous electric vehicles. The trial aimed to understand how

Connected Autonomous Mobility (CAM) solutions, particularly in public transport, could benefit travellers in Oxfordshire in the future.

There were three phases of the project:

- **Phase one** to provide bookable e-bikes for use in Milton Park and in the surrounding area;
- **Phase two** to trial a Level 4 autonomous minibus service at slow speeds that was accessible to all users, including the disabled, around Milton Park so reducing to need to drive within the business park; and
- **Phase three** to trial a Level 4 autonomous minibus* service operating in mixed traffic at speeds of up to 40mph between Milton Park and Didcot Parkway railway station.

**Phase 3 was originally to use a standard single decker bus, but problems with the electric motor (not the autonomous system) meant that it was only used for 4 days and the minibus had to be used instead.*

Following Covid-related delays, the trials took place during 2023 with First Bus leading on the project from the bus operator side. Fares were not charged but human safety operators were on board at all times to assist with passenger boarding and to take control of the driving where required, for example to avoid over-cautious braking or to negotiate a particularly busy junction.

The feedback from passengers and safety operators on the autonomous vehicle was positive, with confidence in the technology growing throughout the trial. The findings support the case for buses to be equipped with greater driver-assistance technologies, with a range of passenger benefits to be gained from autonomous driving technology in partnership with human drivers.

There would be clear cost savings if the need for intervention by safety operators was removed, however that would require greater road standardisation, ideally bus only roads, and there would also have to be a reliable solution for travellers with additional needs and greater public confidence when travelling on unstaffed buses.

More information can be found at www.mi-link.uk/ including research papers.

3.2.4 Improvements to bus stops and shelters

The quality of each bus stop across Oxfordshire is of fundamental importance to the attractiveness of the public transport network to residents and visitors.

There was substantial investment in stops along the County's Premium Bus Routes between 10 and 20 years ago, but since then there has been some deterioration of quality. Since that time, stops have been provided on an ad-hoc basis for new development sites, but bus stops elsewhere on the same routes can be much older.

Due to restricted budgets and staffing levels, maintenance standards have declined in recent years with a drift away from the high standards achieved during the Premium Bus Routes programme. Staffing levels have now been addressed and

visible progress is being made with both Council and S106 (developer) funds driving improvements – over the last year around 50 improvements have been carried out and new shelters delivered.

An audit of existing bus stop infrastructure, including accessibility elements, is being planned with the assistance of Parish Councils. This information will form a master database that will subsequently help to identify locations for upgrade and improvement.

In addition to this, the Council aims to establish minimum standards for its estate of bus stops, as the quality of these bus stops varies enormously. It is proposed that bus stops could be divided into three categories, as follows:

Standard	Service specification
Premium	Stops on routes with a turn-up-and-go bus service of at least four buses per hour, currently, or expected to be as a consequence of housing/commercial development in the near future, plus an evening and/or Sunday bus service
Standard	Stops on routes with at least an hourly bus service on weekday daytimes
Minor	Stops on routes with less-than-hourly service on weekday daytime

The Premium Route stops will attract the largest numbers of passengers so these are intended to have higher standards of accessibility (kerb heights, ramp access etc), higher standards of information (wayside displays and in many cases electronic information) and higher standards of comfort (shelter, seat etc).

The Council will also strive to improve second tier and minor bus stops to minimum standards of provision, including hard-standing areas and a distinctive pole/flag/information case unit, which will advertise the stop location for bus users and provide basic timetable information.

An annual capital budget of £500,000 for three years is required for a programme to catch up with arrears of maintenance, and to upgrade infrastructure to the proposed standards. This amount will also cover the procurement of some new shelters, where these cannot be included in the proposed new advertising shelter contract. Further information on this workstream is included as part of Section 4.

3.2.5 Making use of existing Section 106 funding 🕑 🚀 🗺 🗞

Now that appropriate staffing is in place as funded through the BSIP (see Section 3.5.13), the backlog of accrued S106 cases totalling around £4.1 million is being worked through.

Figure 9 – Image of one of the new sedum roof shelters

Circa 350 individual cases have been identified and 21 have already been approved/delivered at a total value of £328,825.

Cases range from new poles, flags and timetable cases up to large new 'Sedum' living roof shelters with accompanying RTI (Real Time Information) screens.

Some delays of up to 3-4 months have been experienced mainly due to supply limitations, and it is anticipated that the backlog will be cleared within 3 years.

3.3 Bus service support

The Council have substantially increased financial support for bus services over the past three years, it has more than doubled to over £8million. The increased funding includes BSIP and BSIP+ but also S106 developer funding and the allocation of new funds from the Council's own budget. The increased funding has allowed mitigation for the impact of commercial withdrawals, make significant service improvements and grow network coverage.

The Council have maintained (or improved) all supported services over the past three years, with only one exception, which was a very lightly used service and poor value for money. Most supported services have had their frequencies and operating hours maintained, with only a small number reduced to better match with demand to maintain good value for money. No communities have been left without bus services as a result of commercial withdrawals.

The predominant theme of the Council's financial support has been one of new and enhanced routes. New routes have brought about new network linkages, in particular new and improved cross-border links into neighbouring counties. Coverage is significantly improved, with many settlements now served by bus routes that had previously been without for several years – all parishes with a population of more than 500 are now served by bus, this includes around 25 parishes that benefit from new peak and off-peak Monday to Saturday services.

The Council now support around 75 bus routes (fully or partially), an increase from around 50 in October 2021. Ten routes are completely new, improving network coverage and links, a further 12 are enhancements to commercial routes (frequency and/or operating hours), 22 cover previously commercial sections of route and the remainder are long-term supported routes.

The Council are continuing to maintain and improve the network in this manner with several new and improved routes currently being tendered alongside renewal of contracts covering existing supported routes. However, longer term certainty of

Government funding is required to ensure that the current bus network can be maintained and expanded.

3.4 Fares support and ticketing reform

3.4.1 Park & Ride combined ticket

In October 2022, Oxfordshire County Council, Oxford City Council, Oxford Bus Company and Stagecoach launched a new combined ticket for Oxford's Park & Rides which covers both parking and return bus travel to the city centre at all five sites. To coincide with the launch of the new combined ticket, the Councils have been offering the ticket at a reduced price of £4 for a car with only one adult, or £5 for a car and two adults. Both Councils have agreed budgets to extend this trial price to the end of the financial year 2024/25.

3.4.2 Countywide ticket / youth fare scheme (BSIP Scheme Ref: OXF03CMO)

This scheme uses £1.6m of Government BSIP funding and is made up of two separate schemes which have now been combined.

Originally the BSIP proposed the provision of a discounted travel product for 16 to 18 year olds, this was postponed due to complications caused by the introduction of the national fare cap. In the meantime, a proposal for a new countywide multi operator day ticket for adults was approved.

These schemes have since been combined resulting in the following new ticket products and prices being developed:

- MyBus Oxfordshire Day ticket – Adult: £6.50 / Young Person (5-18): £3.50; and
- MyBus Oxfordshire Week ticket – Adult: £25 / Young Person (5-18): £14.50.

These tickets will enable people to travel anywhere in the county, across multiple bus operators on one ticket, providing a more attractive joined up fare offer and in the case of young people better value. The new website for the enhanced partnership will be used as a central point to house information on the tickets.

Funding is only in place for these reduced prices to be available until 31 March 2025, however it is hoped that further Government funding can be secured and/or that a commercial agreement can be reached for the tickets to continue to exist beyond this time.

3.4.3 £1 Sundays in December 2023 and 2024 (BSIP Scheme Ref: OXF061SD)

£200k of Government BSIP funding is being used to offer £1 flat fares on any participating bus in Oxfordshire on Sundays in December leading up to Christmas, both in 2023 and 2024.

In December 2023 the £1 fares were valid on the four Sundays immediately preceding Christmas. Over 83,000 journeys were made using this ticket offer which is estimated to be a 7.4%* increase on what they would have been without the offer.

In 2023 the scheme cost £72,330, an underspend against the £100,000 predicted. This underspend will be carried over to 2024 and used to extend the scheme in 2024 so that it applies to all five Sundays in December 2024.

**This figure is the difference in the average number of journeys on a Sunday in November versus December 2023, compared with the same for 2022.*

3.4.4 Free staff travel - for bus and Park & Ride - with large employers in Oxford 💰

Certain large employers within Oxford have self funded free bus travel and/or free use of the Park & Ride sites for their staff for a trial period of 6 months starting April 2024. Staff travel surveys undertaken by these employers indicated that the largest barrier to using public transport for their staff is cost.

These trials will remove that barrier with the aim of encouraging more people to switch to more sustainable travel modes for their commute. Not only does this support carbon emission reductions but also serves to reduce congestion within the city and ease pressures on car parking.

3.5 Other schemes & measures

3.5.1 New bus maps 🧭

The provision of clear, unbiased, and user friendly information about public transport is extremely important in attracting new users. The information provided by bus operators, particularly for the Oxford Smartzone area, is high quality but there is a need for something more comprehensive to better demonstrate to residents and visitors the full extent of journey opportunities by public transport – particularly outside Oxford.

In order to address this, the Council is procuring a suite of new bus maps showing the overall public transport network across Oxfordshire and in the county towns. These maps will be in PDF (or similar), full colour and easily printable to be used in interchanges, bus shelters and in other places for people to pick up. These are expected to be produced during 2024/25 and maintained (through regular updates) for at least 3 years.

3.5.2 Travel to work/journey planning with employers (BSIP Scheme Ref: OXF07JOP) 💰🧭🎟️

This project focuses on researching how people could be encouraged to commute (more) by bus (or another sustainable transport mode) rather than using their personal vehicle, and then undertake targeted actions considered to have the greatest chances of success as budgets allow.

£100k of Government BSIP funding is being used to conduct research with some of Oxfordshire's employers at key towns as a means of understanding the home-to-work travel patterns at these companies, and the barriers and motivations for mode of travel. Bespoke interventions can then be identified, designed and implemented by local bus companies and other relevant parties. Such interventions would aim to increase the proportion of people travelling to work by bus.

Organisations in Banbury, Bicester and Didcot have been invited to take part, with research anticipated to take place in Summer 2024. The results will be analysed in Autumn 2024, as time and budgets allow, by the roll out of any interventions. The impact of any interventions would be monitored to gauge success and together with the key learnings from the project could be applied to other areas.

3.5.3 A new Enhanced Partnership (EP) website 🧭

A new website is being developed by EP working groups. The purpose of the website is:

1. to be a central point of information and signposting on bus travel in Oxfordshire for members of the public, and
2. to provide a shopfront for EP work, a repository for information about the partnership and its projects, for stakeholders, partners and interested members of the public.

The website is expected to go live in Summer 2024 and will be available at www.mybusoxfordshire.org.uk

3.5.4 Supporting recruitment and retention of bus drivers and other key staff

During 2024/25, the new partnership website (see above) will be further developed to include a section specifically promoting careers and work in the bus industry. This will include links to local bus operator jobs pages.

A new communications campaign is also proposed in Section 4 for this purpose.

3.5.5 Oxford ZEZ extension 🕐 🚀 🌿

In February 2022, the Council and Oxford City Council introduced a Zero Emission Zone (ZEZ) pilot in Oxford to improve air quality, cut carbon emissions, and move towards zero emission travel in the city. All petrol and diesel vehicles, including hybrids, incur a daily charge if they are driven in the zone between 7am and 7pm unless they have a 100 per cent discount or exemption. Local bus services are exempt from the charge.

The Council proposes to expand the ZEZ to a wider area as shown in the map below. The wider ZEZ will be subject to further assessments, stakeholder engagement, consultation and funding. If approved it is expected to be implemented from 2026.

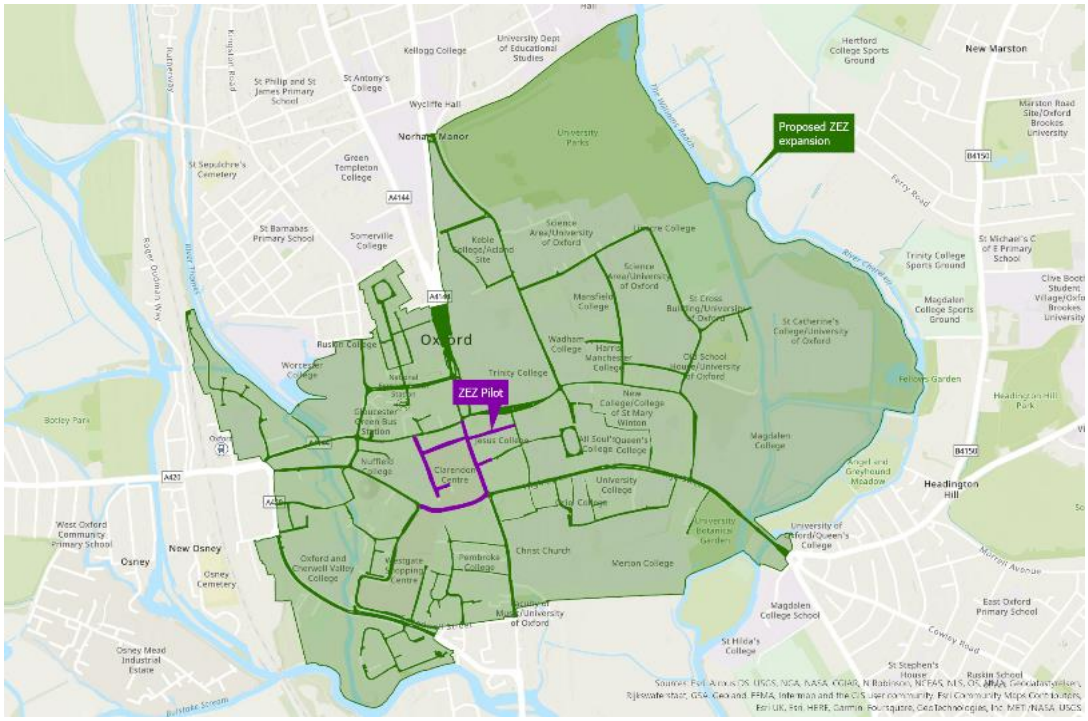

Figure 10 - Map of existing and proposed Zero Emission Zone

It is expected that the introduction of the ZEZ will reduce private car traffic in the city centre and its immediate environs, and it forms an important part of the plans to improve bus speeds as required within the Enhanced Partnership.

3.5.6 A4074 corridor study 🚀

The Council is working on a A4074 Corridor Strategy looking at the whole of the A4074 from Oxford to Reading – including the needs of Reading at the southern end. It considers the future use of the corridor by all modes of transport, potential interventions such as bus priority and proposed / potential mobility hubs (see below) and takes into account the Reading Local Transport Plan aspirations for a northern Park & Ride.

The study is expected to result in recommendations for improvements which would then be added to the capital project pipeline for future delivery, subject to consultation, feasibility and funding.

3.5.7 Bus emissions standards for Oxfordshire 🚌 🌿

The Council is currently considering a new Traffic Regulation Condition (TRC) to formalise updated emission requirements for registered local bus services in Oxfordshire.

An initial consultation has been held with stakeholders on bringing all buses in Oxfordshire, including any cross-boundary services from neighbouring Local Authorities, up to minimum standards as follows:

- Any bus operating solely within the Oxford SmartZone will be zero emission;
- Buses partly operating in the SmartZone will be Euro VI for NOx with a view to zero emissions by 2030 depending on technology and funding; and
- Any other bus operating within Oxfordshire including cross-boundary services will be Euro V for NOx.

Exemptions will exist for:

- very low frequency services (passing no point in the streets affected more than 25 times a week in any one direction; not a service operated primarily for the purposes of tourism);
- non-profit community transport services operated under Section 19 or 22 of the Transport Act 1985; and
- services operated under a current contract to any local authority (new or renewed contracts will not be exempt).

Requirements will be reviewed when the Euro VII specification and implementation date is known. Compliance with these standards will be required in 2025, the exact date is to be confirmed.

3.5.8 Better disruption communications to passengers

The Council and larger bus operators are working together to trial a new technology SIRI SX, which enables all parties to input bus service disruption communications for passengers into one place, where it is then automatically disseminated across multiple channels including on RTPI screens and bus operator apps. This will enable a more streamlined back office approach and ensure that passengers receive timely and consistent messaging regardless of where it is sourced. The project is still in the early stages and will continue to be developed during 24/25.

3.5.9 Mobility Hubs strategy and programme

The Mobility Hub Strategy was approved at delegated decisions by Cabinet Member for Travel and Development Strategy in July 2023. The strategy sets out principles behind mobility hubs, essential criteria which all mobility hubs in Oxfordshire must meet and the 4 different types of mobility hubs that will be developed. Bus stops and bus interchange will be an integral part.

The Council's 2023/24 budget includes funding of £0.5m for this year and a further £0.5m per annum for years 2024/25 and 2025/26 to develop mobility hub pilots in locations across Oxfordshire. Following a sifting process and engagement with stakeholders two pilot sites have been identified:

- Benson Marina on the A4074 corridor; and
- Carterton Town Centre.

Both sites have been selected for their alliance with the wider strategic policies of the Council, and their suitability in terms of interface with inter-urban and local bus networks.

Detailed design work is planned as part of the next stage of work but it is anticipated that for both sites the work will focus on improving bus waiting infrastructure and active travel facilities such as secure bicycle parking. It is proposed that the schemes will be moved to design and procurement in 2024/25 and delivery in 2025/26.

Alongside the pilot site work, the Council will continue to refine and develop the longer-term pipeline of mobility hub sites to inform future funding opportunities and have emerging related workstreams, such as the Area Travel Plans.

3.5.10 Rail Strategy and programme

The Council's new OxRail 2040: Plan for Rail strategy – to be considered for adoption by Cabinet in December 2024 – will propose creating an 'Oxfordshire Metro' with enhanced timetables to/from Oxford, joint branding and shared ticketing.

Bus stops and bus interchange will be a key part of this including setting out longer term plans for joint ticketing aspirations and better integration between bus/rail.

The strategy will support the creation or enhancement of Mobility Hubs at priority railway stations, with the focus initially on Didcot, Oxford, Oxford Parkway, Culham, Banbury and Hanborough.

3.5.11 The Central Oxfordshire Movement and Place Framework (COMPF)

This is a joint County-City project aiming to develop a blueprint for public realm transformations across Oxford and its surrounding area. The framework will bring together existing strategies on transport, land use, climate change, air quality, innovation and public health, integrating all planned interventions that impact streets and public spaces in the area.

This will be complemented by new proposals developed in co-production with councillors, user and advocacy groups, businesses, residents and other stakeholders. The result will be a programme of transport and place-making interventions, supported by a set of strategic approaches to improve and manage public realm across Central Oxfordshire.

Phase 1 of COMPF (June 2023 to March 2025) focuses on proposals for the City Centre and North Oxford, while starting the analysis and preparation work for other areas across Central Oxfordshire. An initial list of proposals and strategic decisions will start to appear from Summer 2024.

3.5.12 Workplace Parking Levy and corresponding investment plan

The Workplace Parking Levy (WPL) has been a concept within the Council's transport planning and vision since 2015. The WPL will be an annual charge to employers in Oxford for staff parking places at their premises. Details of the scheme such as the level of charge, where and who would be charged are subject to engagement, consultation and further assessment.

A WPL would encourage commuters to use an alternative, less polluting means to get to work, rather than travelling in private cars. This could include walking, cycling or the use of public transport. A WPL would also help reduce traffic (thus freeing up bus services) and generate funds to improve alternatives to car travel.

Alongside the scheme itself will be a corresponding investment plan for how the income generated will be spent on improvements to transport. It is also acknowledged that a package of public transport and active travel improvements will need to be in place from commencement of the WPL in order to encourage and enable modal shift away from single occupancy car use.

During 2024/25 the County Council is undertaking stakeholder engagement with a view to going out to public consultation in Summer 2025. If approved, the scheme would be implemented from 2027.

3.5.13 Additional staffing at the Council for bus (BSIP Scheme Ref: OXF05LID, OXF05LNM and OXF05LSI)

£423k of Government BSIP funding was allocated to the creation of three new staff posts to assist in delivery of the BSIP outcomes over the three year period to April 2025. These positions were for a Lead Officer – Bus Infrastructure, Lead Officer – Bus Service Improvements and Lead Officer - Network Management. All three posts were in post from September 2023.

The Council demonstrated a further commitment by recruiting to these posts on a permanent basis, thus securing increased capacity to support and deliver bus improvements for the long term.

3.5.14 Journey Time Reliability Fund 🚀 🧭 🚾

In 2020 the Council set up a ‘Journey Time Reliability Fund’ for small-scale works, to the value of £5m capital funding over the 5 years to March 2025.

Over previous years this funding has supported a number of different measures including:

- parking enforcement activities and technology;
- funding of a new Bus Liaison (Network) staff position;
- bus lane measures – e.g. the approach to St Clements;
- data study to support the prioritisation of BSIP Traffic Signals investment;
- increased bus stop accessibility/priority, kerbing, buildouts and lay-by repairs;
- infrastructure changes to minimise the impact of the Botley Road closure by Network Rail;
- RTPI core system development – disruption messaging, occupancy data, incorporating new operators and cross-boundary links;
- new RTPI displays e.g. in Banbury (separate from BSIP funded display hardware upgrades);

- RTPI central system maintenance;
- new Variable Message Signs (VMS) to promote use of Thornhill Park & Ride; and
- new bus shelters in various locations including Standlake, Bicester, Witney and Oxford.

In 2024/2025 the funding is planned for the following bus measures:

- Traffic Light Priority (TLP) on-bus tracking unit investment on 200+ vehicles;
- Civil engineering schemes in Cowley Road and Hollow Way to support achievement of bus journey time targets;
- VMS measures to promote the effective operation of Traffic Filter restrictions and which promote use of Park & Ride and the wider bus network;
- Maintenance finance for year 1 of the new RTPI contract; and
- Measures to support the provision of new bus stop infrastructure and accessibility measures across the county – e.g. in Grove and Bicester.

There is a projected allocation of £77k for 2025/26 – effectively carried forward due to small underspends in previous years.

3.5.15 Bus Franchising study

The County Council unanimously passed a motion in September 2023 requesting that Cabinet consider funding for a study into bus franchising in Oxfordshire and the potential creation of a new municipal bus company (which is currently prohibited by the Bus Services Act 2017).

As part of the Council's 2024/25 budget, funding has been set aside for this study which will act as a 'Stage 0' precursor to the Government's set approach for development of franchising schemes. It is intended to explore the potential costs, benefits and implications of establishing a franchising scheme and municipal bus company, taking learnings from other local authorities who are pursuing these approaches.

It is currently expected that the study will be commissioned in October 2024 and will report in March 2025.

3.5.16 Demand Responsive Transport (DRT) study

Alongside the funding set aside in the 2024/25 Council budget for a franchising study, a similar project will take place to identify the potential uses for a Demand Responsive Transport (DRT) pilot.

The study will report by March 2025 and funding of £250k has been set aside for a pilot scheme in the 2025/26 financial year, depending on the outcomes of the study. There will be a particular focus on areas of transport poverty and the potential for

integration with home to school transport requirements, which is a significant area of cost for the County Council.

3.5.17 Increasing bus depot capacity

By 2025 it is predicted that all Oxford based bus depots will be at full capacity in terms of vehicle space and storage, in part due to the additional space required for charging facilities as part of electrification; some of Go Ahead's vehicles are already being stored at alternative locations.

It is anticipated that improved bus speeds resulting from the Traffic Filters scheme will free up resources and ease this situation, but depot capacity remains a challenge that may restrict or hinder network growth going forward.

During 2024/25, operators and the Council will work together to develop a strategy to increase capacity at bus depots, either at existing or new locations, with both short and long-term solutions in anticipation of further network growth and in line with population growth - for example use of Park & Ride sites for overnight storage of vehicles is already being discussed.

4 AMBITIONS AND PROPOSALS FOR 2025-2030

This section of the BSIP sets out our ambitions and proposals for improvement for the period beyond March 2025. The majority of these schemes, at the time of writing, are not funded and so at this stage remain aspirations (see 'Confirmed or Proposed' columns below). However, the Oxfordshire EP Board and working groups will work to progress and deliver schemes as much as possible within existing resources and will seek opportunities to secure alternative funding and/or to deliver these as part of other wider workstreams.

More information on all schemes listed in this section can be found in Appendix 2.

4.1 Bus network planning and improvements to bus services: service level and network coverage

Scheme Name:	Confirmed (C) or proposed (P)	Page Number
BSIP supported bus services (scheme extensions)	P	51
Enhancements to service frequencies – various	P	51
Development of express networks and corridors – various	P	52
New bus services – various	P	52

Service enhancements will be linked with infrastructure provision as far as possible. In the longer term there will likely be proposals for network changes to support Cowley rail branch line implementation.

4.2 Bus priority: delivering faster and more reliable services on priority routes/corridors

Scheme Name:	Confirmed (C) or proposed (P)	Page Number
Benson Lane Crowmarsh bus only right turn to A4074	P	53
Between Towns Road / Oxford Road / Hollow Way junction improvements	C (design only)	53
Botley Road Corridor scheme (phases 4, 5 & 6)	P	54
Cowley Road Pinch Point scheme	C	54
HIF1 Didcot Garden Town Housing Infrastructure Fund	C	55
HIF2 A40 bus priority transformation programme (including Eynsham P&R)	C*	55
Horspath Driftway queue relocation	P	56
Connecting Oxfordshire – Traffic Filters with bus priority (OXF01COT)	C	56
Oxford Parkway Access (Junction Road)	P	57
Traffic signal priority for buses (scheme extension)	P	57

**The final scope of this scheme is still being discussed as explained in Appendix 2.*

In the longer term the partnership would like to consider adding bus priority around Hinksey Hill – which could take the form of traffic management measures - as well as explore the possibility for a northbound A34 bus lane between Lodge Hill and Hinksey Hill.

It is hoped that the Traffic Filters scheme will be made permanent subject to a successful trial period and consultation.

4.3 Improvements to fares and ticketing

Scheme Name:	Confirmed (C) or proposed (P)	Page Number
£1 Sundays in December (scheme extension)	P	58
Community Transport ticketing and real time app	P	58
Countywide tickets (scheme extension)	P	59
Incentivising businesses to encourage commuting by bus	P	59
Tap on Tap off (TOTO) ticketing roll out	P	60
Travelling with children - joined up ticketing	P	60

In the longer term the possibility for integrated rail and bus ticketing will be explored.

4.4 Improvements to the bus passenger experience

4.4.1 improved bus stops, bus stations and interchanges

Scheme Name:	Confirmed (C) or proposed (P)	Page Number:
Banbury Bus Station - move / redevelopment study	P	61
Countywide bus stop improvements to an agreed standard	P	61
Didcot station forecourt redesign study	P	62
Gloucester Green bus station improvements	P	62
New transport hubs – Carterton and Benson Marina	C	63

In the longer term, further transport hub locations will be explored including Lodge Hill, A4074 and the A44, as well as making improvements to existing transport hubs Thornhill P&R and Redbridge P&R.

Any recommendations arising from the Banbury and Didcot station studies would be taken forward as considered appropriate.

With regards to Gloucester Green bus station, the partnership would seek options for complete redevelopment to realise the full potential of the bus station. Some initial work has already been undertaken to identify potential short-term measures to improve the passenger experience.

4.4.2 Improved bus information and network identity

Scheme Name:	Confirmed (C) or proposed (P)	Page Number:
Mobility as a Service app trial	P	63
RTPI roll out on premium route corridors	P	64

In the longer term, the above trial could be extended or the app supported on an on-going basis if it proves successful at achieving modal shift.

4.4.3 Accessibility, inclusiveness, personal safety and security

Scheme Name:	Confirmed (C) or proposed (P)	Page Number:
Access to hospitals review and improvements (Headington sites)	P	64
AV upgrades for all buses in Oxfordshire	C	65
Demand Responsive Transport (DRT) Pilot*	P	65
Personal Safety Study	P	66
Using the bus – an education and support scheme	P	66

**the study is confirmed but the pilot itself is just proposed at this stage, as set out in Section 3.5.16.*

4.4.4 Implementing the Bus Passenger Charter

The Oxfordshire Passenger Charter was first published in January 2023 as part of the Enhanced Partnership Plan and Scheme.

The Passenger Charter will be reviewed during 2024/25 in collaboration with bus user groups. This review will:

- take account of the updated DfT guidance on Bus Passenger Charters;
- check adherence with the terms, identify and action improvements needed; and
- consider how the charter could be better promoted to bus users and action where appropriate

4.5 Improvements to the bus fleet

Following successful implementation of 159 electric buses in Oxford using ZEBRA 1 funding, a number of steps will be taken over the next few years, funding dependent,

to work on further decarbonisation of the local bus network which constitutes the below scheme.

Scheme Name:	Confirmed (C) or proposed (P)	Page Number:
Decarbonisation of the bus fleet - stage 2	P	67

Our longer term aspirations are to deploy depot charging / refuelling infrastructure to all bus operating sites in the County and the rolling out of ZEBS to rural and interurban routes.

4.6 Longer term transformation of the network

Scheme Name:	Confirmed (C) or proposed (P)	Page Number:
Franchising feasibility study (phase 2)	P	67
Securing the future for network growth by increasing bus depot capacity in Oxford	P	68

Details of the franchising study to be undertaken in 2024/25 are contained in Section 3.5.15. Longer term, any recommendations arising from this study would be taken forward as considered appropriate.

Similarly, longer term plans for increasing depot capacity would need to be developed and progressed where possible, alongside operator partners.

4.7 Other

Scheme Name:	Confirmed (C) or proposed (P)	Page Number:
Be kind to your bus driver campaign	P	68
Behaviour change initiatives in line with planned large scale schemes	P	69
Concessionary pass holders marketing	P	69
Oxford Workplace Parking Levy investment plan	P	70
Oxford Zero Emission Zone expansion	P	70

5 TARGETS, PERFORMANCE MONITORING AND REPORTING

Alongside targets for the delivery of specific schemes there are a number of headline targets against which progress is monitored at least annually. These are set out in the table below.

The targets set out in the 2021 BSIP have been reviewed and in some cases been amended and/or further defined. This is to ensure that they remain appropriate in light of the current and proposed BSIP schemes and other external influencing factors.

BSIP Headline Targets	BASE 2019/ 2020	2021	2022	2023	Targets
Patronage **Total annual passenger journeys** *Source – DfT table BUS01e*	40.7m (100%)	11.7m (28.7%)	25.5m (62.6%)	33.6m (82.5%)	2025 stretch target = 43.2m 2030 stretch target = 52.8m
Journey time **Average journey speeds for the month of November on selected routes into and out of Oxford** *Source - custom third party reporting tool*	14.2 mph	13.8 mph	14.5 mph	13.2 mph	10% improvement in journey speeds by December 2025, 15% improvement by December 2030 (compared with 2019 baseline)
Punctuality and reliability **Non-frequent bus services running on time (no more than one minute early or five minutes late)** *Source - DfT table BUS09a*	78%	88%	85%	80%	85% for 2025, 95% for 2030
Satisfaction **Percentage satisfied with local bus services** *A. Source: Passenger Focus surveys (bus users)* *B. Source: National Highways & Transportation Network (NHT) surveys*	A) 93% B) 61%	A) Not measured B) 60%	A) Not measured B) 60%	A) 81% B) 57%	A) 93% for 2025, 96% by 2030 B) 61% for 2025, 70% by 2030

Bus journey times and reliability in Oxford has worsened in the short term due to a number of factors, most notably:

- significant city centre roadworks and the closure of Botley Road by Network Rail;
- the implementation of active travel infrastructure and supporting measures, including 20mph speed limits as part of the Vision Zero programme, in advance of traffic reduction and bus priority measures;

This has had consequent impacts in the wider area as many bus routes go into or through the city, as well as a negative impact on passenger satisfaction levels. However, to address these issues we have plans for significant interventions during 2024-25, notably through the Traffic Filters and Traffic Signals schemes (see Section 3).

Updates against these targets are published online here.

6 APPENDIX 1 – LIST OF COUNCIL CONTRACTED SERVICES

Route #	Operator	Route	Days of operation	Hours / journeys	Notes	Procurement method
5	RACB	Chinnor – Princes Risborough	Wed, Fri	Off-peak	Whole service	De-minimis
6	Oxford Bus	Wolvercote - Oxford	Daily	Peak/off-peak	Frequency enhancement of commercial service	Tendered
11	Oxford Bus	Watlington - Oxford	Daily	Peak/off-peak	Whole service	Tendered
14	Stagecoach Oxford	Risinghurst - Northway - Oxford	Daily	Peak/off-peak	Whole service	Tendered
17	Red Rose	Bicester - Launton - Aylesbury	Mon-Sat	Peak/off-peak	Diversion of commercial route to serve Launton	Tendered
21	Grayline	Bicester town service	Mon-Sat	First journey MF, Sat service all day	Extension to commercial operating hours	De-minimis
23	Thames Travel	Didcot - Wallingford - Henley	Daily	Peak/off-peak	Frequency enhancement of commercial service and extension to add Wallingford to Henley	Tendered
24	Grayline	Bicester - Kirtlington - Oxford	Mon-Sat	Peak/off-peak	Whole service	Tendered
25	Red Rose	Heyford Park - Bicester	Mon-Sat	Peak/off-peak	Whole service	De-minimis
33	Thames Travel	Abingdon - Didcot - Wallingford	Sun		Extension to commercial operating days for Abingdon - Didcot	Tendered
33	Thames Travel	Abingdon - Wootton - Oxford	Mon-Fri	Evenings	Extension to commercial operating hours	De-minimis
33	Thames Travel	Abingdon - Wootton - Oxford	Sun		Extension to commercial operating days	De-minimis
35	Oxford Bus	Abingdon - Radley - Oxford	Daily	Peak/off-peak	Frequency enhancement of commercial service	Tendered
40	Red Rose	Thame - Chinnor - High Wycombe	Daily	Mon-Sat evenings + Sundays all day	Extension to commercial operating hours	Tendered

41	Thames Travel	Abingdon town service	Mon-Fri	Off-peak	Whole service	De-minimis
42	OCC	Abingdon – Oxford	Mon, Wed, Fri	Off-peak	Whole service	De-minimis
45	Thames Travel	Abingdon - Berinsfield - Cowley	Mon-Sat	Peak/off-peak	Whole service	Tendered
46	Oxford Bus	Great Milton - Wheatley - Cowley - Oxford	Mon-Sat	Peak/off-peak	Wheatley - Cowley section of route Mon-Sat 11 journeys	Tendered
47	West Berkshire	Lambourne - Swindon	Mon-Fri		Contribution towards West Berkshire contracted route for Oxon section of route	n/a
49	OCC	Cuddesdon – Oxford	Tue, Thu	Off-peak	Whole service	De-minimis
63	Thames Travel	Southmoor - Oxford	Mon-Fri	Peak/off-peak	Whole service	Tendered
64	Pulhams	Carterton - Swindon	Mon-Sat	Peak/off-peak	Whole service	Tendered
67	Thames Travel	Wantage - Faringdon	Mon-Sat	Peak/off-peak	Whole service	Tendered
68	Pulhams	Wantage - Uffington - Faringdon	Mon-Sat	Peak/off-peak	Whole service	Tendered
79	OCC	Hornton – Banbury	Thu	Off-peak	Whole service	De-minimis
85	OCC	Charney Bassett – Wantage	Wed	Off-peak	Whole service	De-minimis
95	Thames Travel	Didcot - Culham Science Centre	Mon-Fri	Peak only	Whole service	Tendered
97	Thames Travel	South Great Western Park - Didcot	Mon-Sat	Peak/off-peak	Whole service	Tendered
107	OCC	Oddington – Bicester	Fri	Off-peak	Whole service	De-minimis
108	Oxford Bus	Bicester - Forest Hill – Oxford	Mon-Sat	Peak/off-peak	Whole service	Tendered
121	Red Rose	Haddenham – Thame	Mon-Sat	Peak/off-peak	Whole service	Tendered
134	Going Forward	Wallingford - Goring	Mon-Fri	Peak/off-peak	Whole service	De-minimis
136	Thames Travel	Cholsey - Wallingford - Benson	Mon-Sat	Peak/off-peak	Whole service	Tendered
200	Stagecoach Oxford	Banbury - Daventry	Mon-Sat	Peak/off-peak	Whole service	Tendered
210	West Oxfordshire CT	Wychwoods - Witney	Mon-Fri	Peak/off-peak	Whole service	De-minimis
234	Stagecoach Oxford	Witney - Burford	Daily	Peak/off-peak	Whole service	Tendered
275	Carousel	High Wycombe - Oxford	Mon-Fri	Peak/off-peak	Whole service	Tendered
320	Red Rose	Chinnor - Princes Risborough	Mon-Fri	Peak only	Whole service	Tendered

411, 418	First & Last Mile	Hanborough – Eynsham – Standlake	Mon-Fri	Peak/off-peak	Contribution towards commercial service	n/a
488	Stagecoach Oxford	Banbury - Chipping Norton	Mon-Sat	Peak only	Additional journeys (rest of journeys Mon-Sat commercial)	Tendered
488	Stagecoach Oxford	Banbury - Chipping Norton	Sun		Whole service	Tendered
500	Stagecoach Oxford	Bicester - Brackley - Banbury	Mon-Sat	Peak/off-peak	Bicester - Brackley section of route (rest of route commercial)	Tendered
500	Stagecoach Oxford	Brackley - Banbury	Sun		Extension to commercial operating days	De-minimis
700	Oxford Bus	Kidlington - Headington - Thornhill P&R	Mon-Fri	Peak/off-peak	Whole service	Tendered
700	Oxford Bus	Kidlington - Headington - Thornhill P&R	Sat/Sun		Whole service	De-minimis
800	Arriva	High Wycombe - Henley - Reading	Mon-Sat	4 journeys each way	Diversion of some commercial journeys via Binfield Heath	De-minimis
800	Arriva	High Wycombe - Henley - Reading	Mon-Sat	Evenings	Extension to commercial operating hours	De-minimis
122/3/6/7	Red Rose	Watlington - Reading / Thame	Various Mon-Fri	Off-peak	Whole service	Tendered
15/19	Pulhams	Abingdon / Carterton - Standlake - Witney	Mon-Sat	Peak/off-peak	Whole service	Tendered
29/H5	Stagecoach Oxford	Bicester - Ambrosden - Headington/Bullingdon Prison	Daily	Peak/off-peak	Whole service	Tendered
4A	Oxford Bus	Elms Rise - Oxford	Daily	Evenings	Extension to commercial operating hours	De-minimis
5A	Oxford Bus	Minchery Farm - Oxford	Daily	Mon-Sat evenings + Sundays all day	Extension to commercial operating hours	De-minimis
91/92	Thames Travel	Didcot town services	Mon-Fri	Off-peak	Whole service	Tendered
94/94A	Thames Travel	Blewbury - Didcot	Mon-Sat	Peak/off-peak	Whole service	Tendered

B3	Stagecoach Oxford	Longford Park - Banbury	Mon-Sat	Peak/off-peak	Whole service	Tendered
B4	Stagecoach Oxford	Hardwick Hill - Banbury	Mon-Sat	Peak/off-peak	Whole service	Tendered
B5	Stagecoach Oxford	Bretch Hill - Banbury	Daily	Peak/off-peak	Whole service	Tendered
B7/8	KATS	Banbury town services	Mon-Fri	Afternoon journeys	Extension to commercial operating hours	De-minimis
B9	Stagecoach Oxford	Warwick Road - Banbury - Banbury Gateway	Daily	Peak/off-peak	Whole service	Tendered
H2	Stagecoach Oxford	Witney - Headington	Daily	Peak/off-peak	Whole service	Tendered
S2X	Stagecoach Oxford	Carterton – Oxford	Mon-Fri	Peak	Whole service	Tendered
S3	Stagecoach Oxford	Oxford - Woodstock - Charlbury	Mon-Sat	Peak/off-peak	Extension to commercial route to add Woodstock to Charlbury	Tendered
S3	Stagecoach Oxford	Oxford - Woodstock - Chipping Norton	Daily	Peak/off-peak	Extension to commercial route to add Woodstock to Chipping Norton	Tendered
S4	Stagecoach Oxford	Oxford - Tackley - Banbury	Daily	Peak/off-peak	Extension to commercial hours and frequency enhancement	Tendered
S6	Stagecoach West	Oxford - Swindon	Daily	Peak/off-peak	Frequency enhancement of commercial service	Tendered
S7	Stagecoach Oxford	Oxford - Woodstock - Witney	Daily	Peak/off-peak	Woodstock - Witney section of route (rest of route commercial)	Tendered
S9	Stagecoach Oxford	Oxford - Wantage	Daily	Peak/off-peak	Frequency enhancement of commercial service	Tendered
V19	Villager	Icomb - Wychwoods - Chipping Norton	Mon-Fri	Off-peak	Provision of improved service for Kingham	De-minimis
V26	Villager	Oddington - Leafield - Witney	Mon,Tue,Thu,Fri	Off-peak	Enhancement of commercial service	De-minimis

X1/43	Oxford Bus	Wantage / Harwell Campus - Abingdon - Oxford	Daily	Peak/off-peak	Commercial enhancement of X1 between Abingdon and Oxford and whole of route 43	Tendered
X2	Thames Travel	Didcot - Abingdon - Oxford	Daily	Peak/off-peak	Frequency enhancement of commercial service	Tendered
X3	Oxford Bus	Barton Park - Oxford - Abingdon	Daily	Peak/off-peak	Extension to commercial route to serve Barton Park	Tendered
X32	Thames Travel	Didcot – Great Western Park South	Daily	Peak/off-peak	Extension to commercial route to serve Great Western Park South	Tendered/de-minimis
X34/X35	Thames Travel	Great Western Park - Didcot / Harwell Campus / Newbury / Milton Park	Daily	Peak/off-peak	Whole service	Tendered
X35	Thames Travel	Didcot - Wantage	Daily	Mon-Sat evenings + Sundays all day	Extension to commercial operating hours	Tendered
X36	Thames Travel	Didcot - Wantage	Daily	Peak/off-peak	Whole service	Tendered
X4	Stagecoach Oxford	Banbury - Oxford	Mon-Fri	Peak only	Whole service	De-minimis
X40	Thames Travel	Oxford - Wallingford - Reading	Daily	Evenings	Extension to commercial operating hours	De-minimis
X40	Thames Travel	Oxford - Wallingford - Reading	Sun		Diversion of commercial route to serve Woodcote	De-minimis
X9	Pulhams	Witney - Chipping Norton	Mon-Sat	Peak/off-peak	Whole service	Tendered

7 APPENDIX 2 - POST 2025 STRATEGIC OUTLINE CASES

BSIP supported bus services (scheme extensions):

BSIP supported bus services (scheme extensions)

Scheme Name	BSIP supported bus services (scheme extensions)	**Priority Ranking (High/Med/Low)**	High
Location / area	Countywide	**DfT Category**	Service level and network coverage
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

Extend funding for existing BSIP supported services for another 3 years, where this is still required (i.e. excluding those expected to be commercially viable).

This therefore is likely to include:
- Newbury – Harwell – Didcot (X34);
- Bicester – Brackley (500);
- Witney – Carterton – Swindon (64);
- Bicester – Kirtlington – Oxford (24);
- Didcot – Blewbury – Upton (94/94A);
- Cowley – Wheatley (46);
- Southmoor – Appleton – Oxford (63);
- Oxford – Benson – Wallingford – Reading (X40);
- Sonning Common – Reading (25);
- Carterton – Oxford (express service) (SX1);
- Banbury – Kidlington – Oxford (express service) (X4);
- Kidlington – JR Hospital – Churchill Hospital – Thornhill P&R (700);

High Level Outcomes

- Continuation of existing BSIP supported services, where required.
- To increase the chances for:
  - longer term modal shift/behaviour change by passengers
  - services becoming commercially viable.

Expected Benefits:

For bus passengers	• Easier to use, More services
Other	• Improved stakeholder relationships • Improved customer experience, improved reputation • Increased commercial viability, secure long-term future of bus service/network

Enhancements to service frequencies – various:

Enhancements to service frequencies - various

Scheme Name	Enhancements to service frequencies - various	**Priority Ranking (High/Med/Low)**	Medium
Location / area	Countywide	**DfT Category**	Service level and network coverage
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

Increasing the service frequencies across several bus corridors will provide passengers with a more reliable and attractive bus service between key settlements.

Possible route options could include but are not limited to:

- Oxford to Banbury
- Oxford to Woodstock
- Oxford to Chipping Norton
- Witney to Abingdon
- Oxford to Wootton and Abingdon
- Oxford to Cheltenham

High Level Outcomes

- Increasing the service frequencies across several bus corridors to provide a more attractive bus service.

Expected Benefits:

For bus passengers	• More frequent services, more reliable • Better to ride in • Accessible and inclusive network, Innovative, A safe mode of transport
Other	• Better use of resources, improved stakeholder relationships, improved performance, reduction in delays • Upskilling of workforce, improved customer experience, improved reputation • Equality and inclusion, knowledge gain, increase commercial viability, secure long-term future of bus service/network

Development of express networks and corridors:

Development of express networks and corridors

Scheme Name	Development of express networks and corridors	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Service level and network coverage
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

Improvement of the existing genuinely fast / express bus routes (e.g. X4) with revenue support, together with work to identify new route opportunities and work to look at barriers to introducing new routes. Where proper express routes exist (e.g. X4, X5, X20, X32, ST1) they seem popular and work well.

Additional express routes could be considered on major corridors for example:
Oxford-Wallingford-Reading
Oxford to Swindon
Oxford to Northampton
Oxford to Carterton

High Level Outcomes

- Improved bus routes
- Identification of new route opportunities
- Identification of barriers to introduction new routes
- Added express routes on major corridors

Expected Benefits:

For bus passengers	• More frequent services • Faster and more reliable • More services
Other	• Secure long-term future of bus service/network

New bus services:

New bus services

Scheme Name	New bus services	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Various	**DfT Category**	Service level and network coverage
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

Residents are keen to see new services introduced to increase access for those currently unserved, and/or not adequately served by bus.
Such services could include but are not limited to:
- Orbital services to Eastern Arc from Redbridge / Pear Tree, including links to new transport hubs
- Commuter service Heyford Park to Oxford,
- Development of Banbury and Didcot networks as an integrated part of Area Travel Plans
- Summer Sunday Cotswold cross border services (joint initiative with neighbouring LTAs) - new summer Sunday Cotswold bus network (Options to be scoped during 24/25).

High Level Outcomes

- The introduction of new bus services
- Increased bus patronage
- Increased levels of access by public transport

Expected Benefits:

For bus passengers	• More services • Easier to use • Better integrated with other modes and each other • Accessible and inclusive network
Other	• Improved stakeholder relationships • Improved customer experience • Improved reputation • Modal shift • Reduced congestion • Equality and inclusion,

Benson Lane, Crowmarsh bus only right turn to A4074:

Benson Lane, Crowmarsh bus only right turn to A4074

Scheme Name	Benson Lane, Crowmarsh bus only right turn to A4074	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Benson Lane, Crowmarsh	**DfT Category**	Bus priority
Confirmed or ProposedScheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

This scheme proposes a signalised right-turn for buses off the southbound A4074, into Benson Lane which is the 'historic' direct route from Oxford towards Crowmarsh Gifford and Wallingford.

Currently Benson Lane is one-way only between the A4074 junction and Howbery Park, which is a major employment site with many bus users travelling from Oxford. Currently these employees need to cross the fast A4074 road and walk some distance to their workplace.

The three current inter-urban buses per hour on route x40 are required to travel much further than is necessary in the Reading-bound direction, to the junction of the A4074 with the Henley Road, before turning west along The Street towards Wallingford. The North section of the Street is not ideal to serve on this route as it is not possible to return here on the same service, with Oxford-bound services using Benson Lane.

High Level Outcomes

- Creation of signalised right-turn for buses off the southbound A4074, into Benson Lane
- Potentially allow establishment of a Park & Ride facility for Wallingford at the site of former SODC offices located on Benson Lane, to reduce pressure on car parking and traffic congestion in the historic centre of the town.

Expected Benefits:

For bus passengers	• Faster and more reliable services, with reduction in unnecessary mileage Reading-bound, and reduced delay attempting to join traffic on the A4074 Oxford-bound. • Better bus access to employment site at Howbery Park • Easier to understand services, with consistent routing in both directions.
Other	• Better use of resources, improved performance, reduction in delays, • Improved customer experience, improved reputation • Reduced congestion, increase commercial viability • Secure long-term future of bus service/network

Between Towns Road / Oxford Road / Hollow Way junction improvements:

Between Towns Road / Oxford Road / Hollow Way junction improvements

Scheme Name	Between Towns Road / Oxford Road / Hollow Way junction improvements	**Priority Ranking (High/Med/Low)**	High
Location / Area	Cowley, Oxford	**DfT Category**	Bus priority
Confirmed or Proposed Scheme	Confirmed (design only)	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

Cowley Centre in Oxford is situated within the area in which traffic filters and LTNs will or have been implemented. It is a major attractor, and interchange point on the busiest bus corridor within the city between Blackbird Leys and the city, as well as being served by frequent services to Headington hospitals, Brookes University, Oxford Science Park and nearby villages such as Horspath, Wheatley, Great Milton and Garsington. Many of the improvements to services planned to be implemented following the introduction of the Traffic Filters (for example 600, enhanced 5A) are planned to serve Cowley Centre, increasing the importance of this location as a transport hub. Presently there is very limited bus priority around this area meaning that serving the centre can involve a significant time penalty, particularly for orbital services.
As part of the Oxford LCWIP, a scheme has been set up to review this junction in order to improve facilities for walking, cycling and other sustainable travel means. The scheme is at feasibility and prelim design stage. Funding has been secured up to end of this stage after which further decisions will be made as to how to proceed.

High Level Outcomes

- Improving facilities and travel for pedestrians and cyclists and other sustainable travel means.

Expected Benefits:

For bus passengers	• Faster and more reliable services through what is one of the busiest junctions in Oxford for bus movements. In turn this will enable more frequent services on several key corridors.
Other	• Reduced delays / volatility of journeys, improved potential for modal shift

Botley Road Corridor (phases 4, 5 & 6):

Botley Road Corridor (phases 4, 5 & 6)

Scheme Name	Botley Road Corridor (phases 4, 5 & 6)	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Cowley, Oxford	**DfT Category**	Bus priority
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

Oxfordshire County Council has completed the first three phases of major improvements to Botley Road. The improvements are aimed at enhancing bus, cycle, and pedestrian facilities along Botley Road.

Design work for the remaining sections of the road, which includes Seacourt Park and Ride to Binsey Lane and Elms parade shops to Eynsham Road, as well as delivery of the final three phases, has currently been deferred whilst funding is sought and confirmed.

The new designs will support the wider transport plans announced by the county council aimed at increasing the speed of public transport, improving safety for cyclists and pedestrians and limiting carbon emissions caused by transport.

High Level Outcomes

The proposed improvements to the Botley Road corridor aims to:

- ease congestion on the route
- reduce bus journey times by avoiding the key bottlenecks so that they have an advantage over general traffic
- provide a safer and more attractive route for cyclists and pedestrians
- reduce vehicle emissions and improve air quality.
- encourage greater use of more sustainable modes of transport such as buses, cycling and walking

It will also:

- unlock economic growth and job creation opportunities by benefiting development sites with improved access and additional capacity, including supporting further housing and growth in Oxford city centre, Botley and along the A420.

Expected Benefits:

For bus passengers	• More frequent services, Faster and more reliable • Better to ride in, Greener, • Accessible and inclusive network, Innovative
Other	• Improved performance, reduction in delays, • Improved customer experience, improved reputation • Environmental, modal shift, reduced congestion, • Increase commercial viability, • Secure long-term future of bus service/network

The Cowley Road pinch point scheme:

The Cowley Road pinch point scheme

Scheme Name	The Cowley Road pinch point scheme	**Priority Ranking (High/Med/Low)**	High
Location / Area	Cowley Road, Oxford	**DfT Category**	Bus Priority
Confirmed or Proposed Scheme	Confirmed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

Cowley Road is a key bus route to and from Oxford City Centre. However, often buses are held back by overhanging / protruding delivery vehicles and indiscriminate parking, causing delays to journey times. The traffic filters are forecast to reduce flows in this section by 25-30% but this may not be sufficient to resolve the blockages.

Therefore, this scheme consists of localised carriageway widening and adjustments to parking and loading bays in the area around Tesco, to reduce the edge friction that can delay buses in this section.

This scheme is to be paid from the Council's internal Journey Time Reliability budget.

High Level Outcomes

- Improve bus journey times and reliability for buses along Cowley Road

Expected Benefits:

For bus passengers	• Faster and more reliable
Other	• Improved stakeholder relationships, • Improved performance • Reduction in delays, reduced congestion

HIF1 Programme:

HIF1 Programme

Scheme Name	HIF1 Programme	**Priority Ranking (High/Med/Low)**	High
Location / Area	Didcot to Clifton Hampden	**DfT Category**	Bus priority
Confirmed or Proposed Scheme	Confirmed	**Realisation Period**	Short term 2025-2028

Overview & Purpose

Oxfordshire County Council has been awarded the full amount, £330m, from Homes England to design and construct the HIF1 scheme. The scheme is a major infrastructure project that spans between Didcot and Clifton Hampden is programmed to be complete in Spring 2028.

The scheme will provide more sustainable travel options in and around Didcot, as well as reducing a legacy of congestion in the surrounding villages and improving air quality and noise levels. The scheme will provide 19.2 km of high-quality walking and cycling infrastructure and connect employment sites with Didcot, surrounding villages and existing walking and cycling routes. Opportunities for more direct, faster and more reliable bus routes will also be provided by the scheme. Eighteen new bus stops will increase the accessibility and catchment of the existing bus services in the area, whilst also helping to cater for new or improved services in the future.

High Level Outcomes

- Improved transport infrastructure
- More sustainable travel options in and around Didcot
- Reduction in congestion

Expected Benefits:

For bus passengers	• More frequent services • More services • Better integrated with other modes and each other
Other	• Improved stakeholder relationships • Reduction in delays • Improved customer experience • Modal shift • Reduced congestion • Secure long-term future of bus service/network

HIF2 A40 Corridor programme:

HIF2 A40 Corridor programme

Scheme Name	HIF2 A40 Corridor programme	**Priority Ranking (High/Med/Low)**	High
Location / Area	A40 Corridor	**DfT Category**	Bus priority
Confirmed or Proposed Scheme	Confirmed (Full scope yet to be confirmed)	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

This programme consists of 6 schemes which aim to improve the A40 between Witney and Oxford, resulting in better transport links, the creation of new jobs and housing, reduced emissions, and more sustainable travel options. It includes delivery of a new park and ride at Eynsham, an extension of the dual carriageway around Witney, new bus lanes and junction improvements.

This scheme is vital to accommodating increased demand due to new housing developments in West Oxfordshire and is key to unlocking more express bus routes going between Carterton and Witney and Oxford and Headington.

Due to economic pressures the scope of the scheme is currently being reviewed and negotiated with the funding partners Homes England and DfT. Therefore, the estimated completion dates and final costs are to be confirmed.

Eynsham Park and Ride site has been constructed and will enter a status of hiatus until such as time that it can become operational. This is dependent on the above negotiations.

High Level Outcomes

- Improved transport infrastructure
- Better access to and more sustainable transport options
- Reduction in congestion

Expected Benefits:

For bus passengers	• More frequent services, Faster and more reliable • Easier to use • Better integrated with other modes and each other
Other	• Better use of resources • Improved stakeholder relationships • Improved performance, reduction in delays • Improved customer experience, improved reputation • Environmental, modal shift, reduced congestion • Increase commercial viability, secure long-term future of bus service/network

Horspath Driftway queue relocation:

Horspath Driftway queue relocation

Scheme Name	Horspath Driftway queue relocation	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Oxford City	**DfT Category**	Bus priority
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Medium term - 2027-2029

Overview & Purpose

The Horspath Driftway project aims to relocate queues of cars which build up in peak hours from traffic turning from the Southern Bypass into Horspath Driftway, before turning into The Slade. The project will involve new signals and queuing lane at the junction of the Eastern Bypass and Horspath Driftway.

High Level Outcomes

- Priority for northbound buses on The Slade

Expected Benefits:

For bus passengers	• Faster and more reliable bus service
Other	• Improved performance • Reduction in delays • Improved customer experience • Reduced congestion • Secure long-term future of bus service/network

Connecting Oxfordshire – Traffic Filters with bus priority (OXF01COT):

Connecting Oxfordshire – Traffic Filters with bus priority (OXF01COT)

Scheme Name	Connecting Oxfordshire – Traffic Filters with bus priority (OXF01COT)	**Priority Ranking (High/Med/Low)**	High
Location / Area	Oxford	**DfT Category**	Bus priority
Confirmed or Proposed Scheme	Confirmed	**Realisation Period**	Short term 2025-2027

Overview & Purpose

Oxfordshire County Council is trialling six traffic filters in Oxford and some areas just outside the city. The traffic filters are part of the central Oxfordshire travel plan and Oxfordshire's local transport and connectivity plan.

Traffic filters are intended to:
- make walking and cycling safer and easier
- make bus journeys quicker and more reliable
- enable new and improved bus routes
- support investment in modern buses
- help reduce local air pollution and improve the health and wellbeing of our communities.

This is an existing BSIP scheme which Oxfordshire County Council will be continuing during this time period. This includes the scheme monitoring and evaluation particularly with regards to improvements in bus journey times and increased bus productivity.

High Level Outcomes

- Continuation of traffic filters trial
- Monitoring and evaluation of scheme impacts on bus journey times and bus productivity.

Expected Benefits:

For bus passengers	• Faster and more reliable • More services, • Easier to use, • Greener
Other	• Reduction in delays • Improved customer experience • Environmental • Modal shift • Reduced congestion • Increase commercial viability • Secure long-term future of bus service/network

Oxford Parkway Access (Junction Road):

Oxford Parkway Access (Junction Road)

Scheme Name	Oxford Parkway Access (Junction Road)	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	North Oxford/Kidlington	**DfT Category**	Bus priority
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

To investigate and propose a long-term solution to ensure that buses are able to efficiently enter and leave the park and ride site whilst also making the Banbury Road area safe for cyclist.

Up to 20 buses an hour can enter or leave the park and rider area, with another 8 buses an hour serving the main road, it's essential that a solution is found to cater for the current and future volumes of bus movements for the area as well as addressing the safety concerns for cyclists using the main road.

A permanent solution is sought to replace the temporary bollards in place on the slip road

High Level Outcomes

- Balancing bus priority and cyclist movements at the same time through innovative junction design.

Expected Benefits:

For bus passengers	• Reliable services accessing the Oxford Parkway park and ride site
Other	• Better integration of cyclist and bus movements without negative impact on bus reliability, by removing existing priority

Traffic Signal Priority for Buses (scheme extension):

Traffic Signal Priority for Buses (scheme extension)

Scheme Name	Traffic Signal Priority for Buses – (scheme extension)	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Bus priority
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

The current BSIP capital scheme involves configuring traffic signals for bus prioritisation, upgrades, validations ending in 2025. These are being delivered at the top 25 sites identified by the Alchera Bus Pinch Point Analysis.

Pending additional funding, this scheme could be extended to more locations as identified by the Pinch Point Analysis, of which there were 110 in total. This would enable more signals and crossings to prioritise buses, where there are clear benefits to buses and wider transport users.

High Level Outcomes

- More traffic light signal bus priority at junctions, enabling faster and more reliable bus services.

Expected Benefits:

For bus passengers	• More frequent, faster and more reliable services
Other	• Better use of resources, improved stakeholder relationships, improved performance • Reduction in delays, improved customer experience, improved reputation • Increase commercial viability, secure long-term future of bus service/network

£1 Sundays in December (scheme extension):

£1 Sundays in December (scheme extension)

Scheme Name	£1 Sundays in December (scheme extension)	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Lower and simpler fares
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

A 2-year extension of the existing BSIP funded scheme to offer single bus journeys for £1 on Sundays in December.

Extension would cover December 2025 and December 2026.

High Level Outcomes

- Continuation of discounted bus travel for Sundays in December

Expected Benefits:

For bus passengers	• Cheaper/ better value
Other	• Environmental, modal shift • Reduced congestion • Equality and inclusion

Community transport ticketing and real time app:

Community transport ticketing and real time app

Scheme Name	Community transport ticketing and real time app	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Ticketing
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term 2025-2027

Overview & Purpose

Many community transport providers also run public bus services and are a much-valued part of the bus network by their users. Run on a not-for-profit basis often using volunteers, these organisations don't have the resources to offer the same level of passenger experience as commercial bus operators.

Therefore, this scheme aims to provide the county's community transport operators with a new branded app that supplies off bus ticketing and live times tracking for a period of 3 years.

High Level Outcomes

- Improved passenger experience of community transport services
- Better integration of the community transport services within the wider bus network

Expected Benefits:

For bus passengers	• Easier to understand • Easier to use • Better integrated with other modes and each other • Accessible and inclusive network • Innovative
Other	• Better use of resources • Upskilling of workforce • Improved customer experience • Equality and inclusion • Knowledge gain • Secure long-term future of services/network

Countywide tickets (scheme extension):

Countywide tickets (scheme extension)

Scheme Name	Countywide tickets (scheme extension)	**Priority Ranking (High/Med/Low)**	High
Location / Area	Countywide	**DfT Category**	Ticketing
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

A 2-year extension of the existing BSIP funded scheme - countywide multi operator day and week tickets, for adults and young people (MyBus Oxfordshire).

The additional funding would ensure that the MyBus tickets continue to be offered, but also that they continue at affordable and discounted rates.

Extension would cover the period April 2025 to March 2027.

High Level Outcomes

- Continuation of the countywide multi operator day and week tickets scheme
- Continuation of affordable/discounted bus travel using the MyBus Oxfordshire tickets

Expected Benefits:

For bus passengers	• Cheaper/ better value, • Easier to understand, • Easier to use, • Better integrated • Accessible and inclusive network
Other	• Improved stakeholder relationships • Environmental, modal shift, reduced congestion, • Equality and inclusion • Secure long-term future of bus service/network

Incentivising business to encourage commuting by bus:

Incentivising businesses to encourage commuting by bus

Scheme Name	Incentivising businesses to encourage commuting by bus	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Lower and simpler fares
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term 2025-2027

Overview & Purpose

Proposed scheme involves working with major employers to offer incentives to them for encouraging bus travel and/or P&R usage. In 25/26 this would be focused on supporting those affected by the traffic filters, and in 26/27 would be focused on those affected by the Workplace Parking Levy.

High Level Outcomes

- Secure commitment from employers to encourage commuting by bus
- Greater proportions of employees travelling to work by bus

Expected Benefits:

For bus passengers	• Cheaper/ better value • Easier to use
Other	• Improved stakeholder relationships • Improved customer experience • Modal shift • Reduced congestion • Secure long-term future of bus service/network

Tap on Tap off ticketing roll out:

Tap on Tap Off ticketing roll out

Scheme Name	Tap on Tap Off ticketing roll out	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Ticketing
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Medium term - 2027-2029

Overview & Purpose

This scheme builds on the successful Oxford SmartZone scheme and the new MyBus countywide multi operator tickets, in proposing the roll out of Tap On Tap Off (TOTO) contactless ticketing to all local bus services (currently only available on most Go Ahead services) with multi operator capped fares. This would enable people to travel on any bus service in the County, tapping on and off as they go, and be charged the best value fare for their journeys.

It will likely involve 2 phases:

Phase 1: Roll out Tap On Tap Off (TOTO) contactless ticketing to all local bus operators/services within the County, providing capped fares on existing single operator ticket products

Phase 2: Implement/use an effective back-office system for redistribution of revenue in order to facilitate capped fares (via TOTO) across multiple operators.

High Level Outcomes

- A more joined up integrated fare offer across the County
- Greater fares transparency and ease of payment by passengers
- Reassurance for passengers of being charged the best value fare for their journeys

Expected Benefits:

For bus passengers	• Cheaper/ better value • Easier to understand, Easier to use • Better integrated with other modes and each other
Other	• Better use of resources • Improved customer experience • Equality and inclusion • Knowledge gain, increase commercial viability • Secure long-term future of bus service/network

Travelling with children – joined up ticketing:

Travelling with children - joined up ticketing

Scheme Name	Travelling with children - joined up ticketing	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Ticketing
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Medium term - 2027-2029

Overview & Purpose

Often there is no child equivalent of the best value adult ticket - which is also usually available on app only.

This scheme proposes to review the current bus ticket offering for adults travelling with children and then work with operators to ensure a more joined up and consistent offer.

The scheme seeks to make things simpler for parents and carers travelling with children as well as ensure they have equal access to the best value fares.

High Level Outcomes

- Simpler access best value joint-family/parent/carers children's tickets

Expected Benefits:

For bus passengers	• Cheaper/ better value, • Easier to understand, • Easier to use, • Accessible and inclusive network
Other	• Modal shift, reduced congestion, equality and inclusion

Banbury Bus Station – move/redevelopment study:

Banbury Bus Station - move / redevelopment study

Scheme Name	Banbury Bus Station - move / redevelopment study	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Banbury	**DfT Category**	Waiting and interchange facilities
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

Banbury's bus station operates substantially below its capacity and provides nothing for passengers that on-street stops don't provide. Moving and redeveloping the site has been discussed on and off for several years. It is proposed to conduct a study to determine how/where buses could be accommodated elsewhere if the bus station was relocated or no longer available.

The study will need to take into consideration other bus improvement schemes taking place in this area such as the Cherwell Street scheme and Tramway Road improvements . The potential role of the train station (as a mobility hub) should also be included.

The scope could be widened to include reviewing bus routeing in the town centre and whether this could be improved (e.g. by utilising currently pedestrianised roads and/or looking at whether bus stops could be located in areas currently used for car parking).

High Level Outcomes

- Identification of alternative locations for Banbury Bus Station
- Researched options for mobility hub linked to Banbury Train Station
- Review of bus routes and bus stops

Expected Benefits:	
For bus passengers	• Improved bus station access and facilities for passengers • Potentially faster and more reliable bus services • Better integrated with other modes and each other
Other	• Reduction in delays • Improved customer experience • Improved reputation • Reduced congestion • Secure long-term future of bus service/network • Equality and inclusion • Knowledge gain

Countywide bus stop improvements to an agreed standard:

Countywide bus stop improvements to an agreed standard

Scheme Name	Countywide bus stop improvements to a standard	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Waiting and interchange facilities
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

Follow on from the work undertaken in 24/25 (a bus stop audit and development of new county council bus stop standards), the next steps will be to identify the improvements needed, produce a plan for delivery and to then action the plan rolling out improvement as funding allows. This will then bring them up to the county standards including for accessibility.

High Level Outcomes

- Improved and consistent standard for bus stop infrastructure and accessibility across the County

Expected Benefits:	
For bus passengers	• Easier to use • Accessible and inclusive network • A safe mode of transport
Other	• Improved customer experience • improved reputation • equality and inclusion

Didcot Station Forecourt Redesign Study:

Didcot Station Forecourt Redesign Study

Scheme Name	Didcot Station Forecourt Redesign Study	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Didcot	**DfT Category**	Waiting and interchange facilities
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Medium term 2027-2029

Overview & Purpose

The Didcot Station forecourt redesign study is a critical initiative to address the capacity concerns and frequent traffic blockages caused by buses on Station Road. The Council has worked to increase bus capacity to the forecourt by securing one or two extra stops on the other side of Station Road. However, these will not be sufficient to accommodate future new routes that will serve developments at Valley Park, Culham and elsewhere. The study's findings will be crucial in determining the extent of capacity needed and the solutions to provide it, building on the success of the bus/rail interchange at Didcot, which is noted to be more significant than at any other station in the county.

It is thought that the cost to undertake the study will be minimal. Depending on the results of the study, new BSIP schemes may emerge.

High Level Outcomes

- Identification of current & future capacity needs

Expected Benefits:	
For bus passengers	• Faster and more reliable bus services to and from Didcot Station • More services due to increase capacity for buses on the forecourt • Better integrated with other modes and each other
Other	• Reduction in delays • Improved customer experience • Improved reputation • Reduced congestion • Secure long-term future of bus service/network

Gloucester Green bus station improvements:

Gloucester Green bus station improvements

Scheme Name	Gloucester Green bus station improvements	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Oxford	**DfT Category**	Waiting and interchange facilities
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

Oxford's Gloucester Green bus and coach station is dated from 1989 and over time has developed an appearance of being tired, dirty and slowly declining. This does not make for an attractive transport gateway into Oxford for local, national and internation visitors. To realise the full potential would require a substantial investment and complete redevelopment. However, this is a longer-term ambition, in the shorter to medium time there are several interventions that could help realise this transport gateway worth of Oxford.

A review of was completed in the summer of 2023. From this several quick win interventions were identified of varying scale, that combined would go some way to improving the bus station. These include but are not limited to:
Decluttering, new signage, paving repairs, an additional pedestrian crossing, refresh street furniture, improve cycle parking, redecorate the public waiting area, reprofile the bay 1 corner and install new RTPI departure screens.

High Level Outcomes

- Improve the attractiveness and passenger useability of Gloucester Green bus station

Expected Benefits:	
For bus passengers	• Easier to understand, Easier to use • Better integrated with other modes and each other • Better to ride in • Accessible and inclusive network • A safe mode of transport
Other	• Better use of resources • improved stakeholder relationships • Improved customer experience • improved reputation • Equality and inclusion • Increase commercial viability • Secure long-term future of bus service/network

New transport hubs – Carterton and Benson Marina:

New transport hubs - Carterton and Benson Marina

Scheme Name	New transport hubs - Carterton and Benson Marina	**Priority Ranking (High/Med/Low)**	High
Location / Area	Carterton and Benson	**DfT Category**	Waiting and interchange facilities
Confirmed or Proposed Scheme	Confirmed	**Realisation Period**	Medium term - 2027-2029

Overview & Purpose

- Following the publication of the Mobility Hub Strategy in June 2023, £1.5m of revenue funds were allocated to the Environment and Place directorate to deliver pilot Mobility Hub infrastructure at locations across the County.
- County wide studies by officers involved stakeholder engagement and strategic/spatial assessments to ascertain levels of community support for shared mobility features and to identify suitable sites for the implementation of infrastructure.
- A short list of sites were selected which could demonstrate each of the Mobility Hub typologies proposed by the 2023 Strategy. The sites were appraised against estimated project costs. The short list was reduced to two sites at Benson and Carterton, prioritised for their strategic significance and deliverable within current financial limitations of the budget

High Level Outcomes

- Support the prioritisation of sustainable transport modes
- Improve health and well-being of residents
- Support the development of an integrated public transport network
- Support the development of an inclusive transport system and help to tackle the rising cost of living
- Improved public realm

Expected Benefits:

For bus passengers	• Sites are selected where the project can maximise opportunities for switching to public transport e.g. where new and strategically significant bus services are being introduced.
Other	• The project aims to convert existing highway/land to areas where improved bus stops, cycle parking, public realm and pedestrian upgrades can be developed • By encouraging active travel, the project will deliver a range of public health benefits. • Mobility Hubs will promote a transport network that is safe, accessible, direct and affordable for all Oxfordshire residents. • The project will complement any new infrastructure with enhanced public spaces to increase the attractiveness of the sustainable transport offer.

Mobility as a Service app trial:

Mobility as a Service app trial

Scheme Name	Mobility as a Service app trial	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Bus information and network identity
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

In Oxfordshire there is no overarching Mobility as a Service (MaaS) app that would enable people to plan their journeys, get real time updates and purchase tickets in one place - including bringing in other travel modes. With the introduction of the MyBus countywide ticket in 2024/25, and potential introduction of a WPL in 2027, 2026/27 seems like the ideal time to trail such a software platform.

It is proposed to run a 12-month trial of a MaaS product, covering the whole of Oxfordshire.

High Level Outcomes

- Run a 12-month trial of a MaaS APP
- An evidence case for continuing support for the app longer term if proves successful at achieving modal shift.

Expected Benefits:

For bus passengers	• Easier to understand, Easier to use, • Better integrated with other modes and each other • Accessible and inclusive network • Innovative
Other	• Better use of resources, • Improved stakeholder relationships • Improved customer experience, improved reputation • Modal shift, reduced congestion, equality and inclusion

RTPI roll out on premium route corridors:

RTPI roll out on premium route corridors

Scheme Name	RTPI roll out on premium route corridors	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Various tbc	**DfT Category**	Bus information and network identity
Confirmed or ProposedScheme	Proposed	**Realisation Period**	Medium term 2027-2029

Overview & Purpose

By March 25 it is estimated that around **10%** of Oxfordshire's bus stops will have an RTPI display. Passenger feedback has indicated that they value these displays over using an app. By rolling out more screens particularly on premium route corridors it will enhance the customer experience and encourage greater use.

High Level Outcomes

Upgrade and extension of RTPI estate to cover all areas of Oxfordshire, improving access to live travel information.

Expected Benefits:	
For bus passengers	• Easier to understand • Easier to use • Accessible and inclusive network • Innovative
Other	• Improved customer experience • Encourage modal shift

Access to hospitals review and improvements (Headington sites):

Access to hospitals review and improvements (Headington sites)

Scheme Name	Access to hospitals review and improvements (Headington sites)	**Priority Ranking (High/Med/Low)**	High
Location / Area	Oxford	**DfT Category**	Accessibility and inclusion
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

Transport to hospitals is the number one trip generator within Oxfordshire, including for people travelling into the County from outside. There is also expected to be a significant growth in demand for bus services to the hospital sites over the next few years particularly by staff. This is due to a number of external factors.

During 2025/26, it is proposed to work with the hospitals to conduct a review of the current situation and identify possible improvements. Such improvements may vary in scope and would be implemented over the following year(s) as appropriate and as funding allows.

It is expected that the review costs will be minimal but one-off revenue funding of £100k would enable a package of smaller scale improvements to be developed and implemented. Larger scale improvements could form their own BSIP schemes in the future.

High Level Outcomes

- Better information about bus services to hospitals
- Better bus access and/or bus links to the hospitals

Expected Benefits	
For bus passengers	• Easier to understand • Easier to use • Accessible and inclusive network • Possible: More frequent services, Faster and more reliable, Better integrated with other modes and each other
Other	• Improved stakeholder relationships • Modal shift • reduced congestion • equality and inclusion • knowledge gain

AV upgrade for all buses in Oxfordshire:

AV upgrade for all buses in Oxfordshire

Scheme Name	AV upgrades for all buses in Oxfordshire	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Accessibility and inclusion
Confirmed or Proposed Scheme	Confirmed (although required by law)	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

In March 2023, the Department for Transport introduced rules that will require almost every local bus or coach to provide audible announcements and visual displays identifying the route and direction, each upcoming stop, and the beginning of any diversions.

Bus operators in Oxfordshire plan to roll out audible and visual announcements to the remainder of their fleet by October 2026 in line with Government targets. This will support disabled passengers to navigate buses with greater ease. This will also benefit non-disabled people, helping those who are travelling on an unfamiliar bus route, and giving passengers confidence that they will not be left stranded at the wrong stop late at night.

High Level Outcomes

Upgrade of bus fleet operating in Oxfordshire to meet provides audible information & visual information:

- Information about the route i.e. name, number, final destination
- Information about upcoming stops
- Information about diversions to scheduled routes

Expected Benefits:	
For bus passengers	• Easier to use • Accessible and inclusive network
Other	• Improved customer experience • Equality and inclusion

Demand Responsive Transport (DRT) Pilot:

Demand Responsive Transport (DRT) Pilot

Scheme Name	**Demand Responsive Transport (DRT) Pilot**	**Priority ranking (High/Med/Low)**	Medium
Location / area	Subject to study outcomes	**DfT Category**	Accessibility and inclusion
Confirmed or Proposed scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

During 2024/25 a feasibility study is being conducted to look into the introduction of new DRT bus services in urban/suburban and rural settings. Depending on the outcome of the business case, a pilot DRT service may be set up during 2025/26, the location of which is to be confirmed but is likely to be in an area of high transport poverty and/or where there are particular challenges regarding home to school transport.

High Level Outcomes

Delivery of a 12-month Demand Responsive Transport pilot scheme in an area of high transport poverty and/or where there are particular pressures related to home to school transport which could be satisfied by such a service.

Benefits	
	Expected benefits:
For bus passengers	• More frequent and direct services to key travel destinations/hubs • Closer to origin and destination points • Accessible and inclusive network • Integrated with other modes
Other	• Better use of resources (in relation to home to school transport) • Innovative transport solution • Improved customer experience • Equality and inclusion, better access to services • Knowledge gain

Personal safety study:

Personal safety study

Scheme Name	Personal safety study	**Priority Ranking (High/Med/Low)**	Medium	**Estimated Total Costs £**	£100k
Location / Area	Various tbc	**DfT Category**	Bus passenger experience	**Funding Ask £**	£100k
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term 2025-2027	**Revenue/Capital Split (of funding ask)**	Revenue
Scheme Code (if existing)	N/A	**Estimated Scheme Term**	2 years		

Overview & Purpose

During 2026/27, it is proposed to work with bus users, residents and stakeholders to conduct a study at various locations within Oxfordshire to better understand current views around safety at bus stops and on buses, particularly by women. The study will help to identify measures for improvements. Such improvements may vary in scope and would be implemented over the following year(s) as appropriate and as funding allows.

It is expected that the study costs will be minimal but one-off revenue funding of £100k would enable a package of smaller scale improvements to be developed and implemented. Larger scale improvements could form their own BSIP schemes in the future.

High Level Outcomes

- Improved safety of perceived safety of bus travel, particularly by women

Expected Benefits:

For bus passengers	• Accessible and inclusive network • A safe mode of transport
Other	• Improved stakeholder relationships • Improved reputation • Modal shift • Equality and inclusion • Knowledge gain

Using the bus – an education and support scheme:

Using the bus - an education and support scheme

Scheme Name	Using the bus - an education and support scheme	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Accessibility and inclusion
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

This scheme will involve offering education and/or support to certain groups of people who may find it hard to use the bus. This could include children, older people and those with disabilities.

The scheme will be developed in collaboration with representatives from these groups to determine the best solutions. It is likely to involve supporting the groups or individuals to plan and undertake a bus journey, including developing strategies for scenarios when things don't go to plan.

The scheme could mean an extension to the Council's existing Independent Travel Training Programme, that focuses on young people with SEND, in offering it out to more groups and/or adapting it to develop the bus specific elements.

High Level Outcomes

- Remove some of the barriers to bus travel for certain user groups.
- Encourage a greater take up of bus by certain user groups.

Expected Benefits:

For bus passengers	• Easier to use • Accessible and inclusive network • Easier to understand
Other	• Equality and inclusion

Decarbonisation of the bus fleet – stage 2:

Decarbonisation of the bus fleet - stage 2

Scheme Name	Decarbonisation of the bus fleet - stage 2	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Various tbc	**DfT Category**	Bus fleet
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short to Medium term 2025-2030

Overview & Purpose

Following successful implementation of 159 electric buses in Oxford using ZEBRA 1 funding, a number of steps will be taken over the next few years to work on further decarbonisation of the local bus network. This will include a TRO to formalise bus emissions standards for Oxford city and development of the business cases for further decarbonisation of the fleet which may include:

- Deploying depot charging / refuelling infrastructure to the first sites outside of Oxford city,
- Developing a strategy for hydrogen infrastructure in Oxfordshire.

Longer term our aspirations are to deploy depot charging / refuelling infrastructure to all bus operating sites in the County and the rolling out of ZEBS to rural and interurban routes.

High Level Outcomes

- Further decarbonisation of the local bus network.

Expected Benefits:	
For bus passengers	• Better to ride in • Greener • Accessible and inclusive network • Innovative
Other	• Improved stakeholder relationships • Upskilling of workforce • Improved reputation • Environmental • Modal shift • Knowledge gain

Franchising feasibility study (phase 2):

Franchising feasibility study (phase 2)

Scheme Name	**Franchising feasibility study (phase 2)**	**Priority ranking (High/Med/Low)**	Medium
Location / area	Countywide	**DfT Category**	Longer term network transformation
Confirmed or Proposed scheme	Proposed	**Realisation Period**	Short term 2025-2027

Overview & Purpose

An initial feasibility study into the costs, benefits and implications of bus franchising will take place in 2024/25.

Depending on the recommendations of the study, and any potential changes to national legislation which may take place, the Council may wish to progress to Stages 1 and 2 of the franchising process as set out in national guidance. This is a large and complex piece of work and would require financial support to be undertaken.

High Level Outcomes

A franchising assessment which meets the requirements of Stage 2 of current national guidance (https://www.gov.uk/government/publications/bus-services-act-2017-bus-franchising-creation/setting-up-a-bus-franchising-scheme).

Expected benefits:	
For bus passengers	The study and assessment would provide a detailed examination of the costs, benefits and implications of bus franchising, including the outcomes for bus passengers. At this stage, it is therefore not possible to quantify what these might be.
Other	The study and assessment would consider the benefits in more detail, including any wider benefits to society.

Securing the future for network growth by increasing bus depot capacity in Oxford:

Securing the future for network growth by increasing bus depot capacity in Oxford

Scheme Name	Securing the future for network growth by increasing bus depot capacity in Oxford	**Priority Ranking (High/Med/Low)**	High
Location / Area	Oxford	**DfT Category**	Longer term network transformation
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

This scheme will follow on from work done by operators in partnership with the Council in 2024/25 (developing a strategy to address depot capacity constraints in Oxford). This is an important scheme to secure the future for network growth.

High Level Outcomes

- Development of solutions to increase depot capacity at sites in Oxford to enable future network growth

Expected Benefits:

For bus passengers	• Enables the potential for: More bus services
Other	• Better use of resources, improved stakeholder relationships, • Secure long-term future of bus service/network

Be kind to your bus driver campaign:

Be kind to your bus driver campaign

Scheme Name	Be kind to your bus driver campaign	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Other
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

To support operators with driver recruitment and retention, a new communications campaign is proposed. It will disseminate a 'be kind to your bus driver and fellow passengers' or 'pay it forward' type message to bus passengers.

The campaign will aim to change people's attitudes and behaviour towards drivers, this will in turn improve the wellbeing of drivers and thus help with recruitment and retention rates.

High Level Outcomes

- To improve bus driver recruitment and retention

Expected Benefits:

For bus passengers	• Improved perceptions of bus travel, accessible and inclusive network,
Other	• Improved bus driver recruitment and retention

Behaviour change initiatives in line with planned large-scale schemes:

Behaviour change initiatives in line with planned large-scale schemes

Scheme Name	Behaviour change initiatives in line with planned large-scale schemes	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Various	**DfT Category**	Other
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term 2025-2027

Overview & Purpose

Develop and implement behaviours change schemes which complement various large-scale schemes for example: traffic filters in 25/26, ZEZ extension and WPL in 26/27 and 27/28 and new transport hubs (various dates). These may be made up of several solutions from discounted bus travel and offers, to targeted marketing campaigns and personalised travel planning and would encourage people to use sustainable transport solutions over the private car.

High Level Outcomes

- Long term behaviour change/ modal shift to bus

Expected Benefits:	
For bus passengers	Dependant on solutions but could include: • More frequent services, Faster and more reliable • Cheaper/ better value • Easier to understand, Easier to use, • Better integrated with other modes and each other • Better to ride in • Accessible and inclusive network, Innovative, A safe mode of transport
Other	• Better use of resources • Improved stakeholder relationships • Improved performance, improved customer experience, improved reputation, • Environmental, modal shift, reduced congestion, equality and inclusion, • Increase commercial viability, secure long-term future of bus service/network

Concessionary pass holders campaign:

Concessionary pass holders campaign

Scheme Name	Concessionary pass holders campaign	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Countywide	**DfT Category**	Other
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Short term - 2025-2027

Overview & Purpose

In Oxfordshire and elsewhere, bus use by concessionary pass holders is still not back to pre-covid levels. A targeted marketing campaign is proposed to encourage bus use by these groups, reminding and educating them on application and use of the free bus pass, and the great places they can get to by bus - for free! It may also include reminders on how to use buses and how to find out when/where to catch the bus as well as offer reassurance on safety and friendly drivers.

High Level Outcomes

- Delivery of a targetted marketing campaign encouraging bus travel by concessionary pass holders.
- Increased patronage by concessionary pass holders.

Expected Benefits:	
For bus passengers	• Greater awareness • Easier to understand • Accessible and inclusive network
Other	• Environmental • Modal shift • Reduced congestion • Equality and inclusion • Increase commercial viability • Secure long-term future of bus service/network

Oxford Workplace Parking Levy Investment Plan:

Oxford Workplace Parking Levy Investment Plan

Scheme Name	Oxford Workplace Parking Levy Investment Plan	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Oxford urban area	**DfT Category**	Other
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Medium term - 2027-2029

Overview & Purpose

A workplace parking levy (WPL) is an annual charge paid to the local transport authority by employers for workplace parking places they provide. A WPL helps reduce traffic and generate funds to improve alternatives to car travel including more bus services and better cycle lanes.

As part of the development of a WPL an investment plan will need to be established to ensure bus improvements and funding streams can benefit from the WPL income in-time for 2027 onwards.

As part of the initial engagement, key employers had suggested that an enhanced bus network and reduced bus fares will help their staff shift towards public transport. Staff would like to see bus services which are more frequent, cheaper, faster, reliable and operate longer hours and in weekends.

High Level Outcomes

- Continued investment into improving alternatives to car travel using income generated by the levy.
- Achieve high mode shift by encouraging a switch from driving private vehicles to public transport and active travel.
- Reduce congestion in peak periods.

Expected Benefits:

For bus passengers	• **Fares & ticketing**: Cheaper and more flexible bus fares and ticketing for travel to and within Oxford, with targeted discounts for employees, jobseekers and groups facing health and economic barriers. • **Bus services**: More frequent and comprehensive bus services, serving all major employment sites and connecting with Park & Rides and the county towns. • **Bus priority:** Reliable and quicker buses, with an extensive network of bus priority including on the ring road and approaches. • **Bus infrastructure and integration:** Transforming interchange between bus services, Park & Ride and rail and active travel modes, delivering high quality transport interchanges, stations and stops and connections.
Other	• Provides a local source of funding for transport improvements in Oxford and to improve alternatives to car travel. • This results in the following wider benefits: environmental, modal shift, reduced congestion, equality and inclusion, secure long-term future of bus service/ network

Oxford Zero Emission Zone expansion:

Oxford Zero Emission Zone expansion

Scheme Name	Oxford Zero Emission Zone expansion	**Priority Ranking (High/Med/Low)**	Medium
Location / Area	Oxford	**DfT Category**	Other
Confirmed or Proposed Scheme	Proposed	**Realisation Period**	Medium term - 2027-2029

Overview & Purpose

Oxfordshire County Council and Oxford City Council introduced a pilot zero emission zone (ZEZ) in Oxford in 2022 to improve air quality, cut carbon emissions, and move towards zero emission travel in the city.

The Council is now working on proposals to expand the ZEZ to a wider area in the city centre. The expansion is a key action of the Central Oxfordshire Travel Plan.

This will support the reduction in traffic which will have knock on benefits for buses in terms of increasing bus speeds and reducing journey times. Oxfordshire County Council are engaging with stakeholders while developing the proposals which will come to public consultation in autumn 2024 and implementation of the ZEZ expansion is currently planned for 2027.

High Level Outcomes

- Cleaner, healthier air and lower carbon emissions
- Less congestion and more use of active travel and public transport
- Support Vision Zero: zero deaths and fewer serious injuries from road traffic collisions
- More attractive streets and spaces for the local economy and communities to thrive
- Tackle health and social inequalities

Expected Benefits:

For bus passengers	• Faster and more reliable • Greener
Other	• Reduction in delays, • Environmental, • Modal shift, • Reduced congestion, • Investment into potential future supporting measures such as EV charging infrastructure, high polluting vehicle scrappage scheme, freight consolidation/ e-cargo bike schemes, public realm improvements and walking and cycling schemes.

8 APPENDIX 3 – OXFORDSHIRE BUS PASSENGER CHARTER

The Oxfordshire Bus Passenger Charter can be found in annex E of the Oxfordshire Enhanced Partnership Plan & Scheme.

9 APPENDIX 4 – LETTERS OF SUPPORT

[To be inserted before wider publication]