

ANNEX B

Assembly recommendations – county council initial response table. Note all recommendations will be subject to further consideration to review fit with policy, deliverability and ability to fund.

Category key:

- 1 = Work is planned or ongoing – Oxfordshire County Council is already conducting the work proposed by the recommendation or has plans to conduct the work recommended.
- 2 = Will be considered – Oxfordshire County Council will consider the work proposed by the recommendation.
- 3 = Not proposed to progress – The work proposed by the recommendation is not feasible for the county council to conduct at this time.

Recommendation	Category	Responsible	OCC role	Initial Response
1 To reduce congestion and emissions in Central Oxfordshire by maximising the use of park and ride: (a) Use of shuttle services to businesses, schools and hospitals from park and ride (b) Improved cycle connectivity to park and ride and safe cycle storage (c) Increased frequency of buses from park and ride and incentivised use by making them free. (d) Improved connectivity between park and ride. This should commence within 12 months. 97% support	1	Oxfordshire County Council (OCC)	OCC to lead and coordinate	(a) Active discussions are happening with schools and the hospital trusts looking at the practicality of this recommendation. Fits well with concept of mobility hubs and would support a Workplace Parking Levy (WPL) and congestion reduction initiatives. (b) Again fits well with the Mobility Hub initiative. There is ongoing work on a cycling network which will pick up connectivity with some P&R sites. Funding is needed for design work to look at segregated cycle lanes and safe locations of lockers and potentially e-bikes and e-scooters. (c) To be successful congestion on those routes needs to be reduced, any solution would need to be financially sustainable and hence be part of WPL and potentially temporary congestion charge (if approved) projects.

				(d) Connectivity is already reasonably good, through direct services between most Park and Rides (P&Rs) (300, 400, 600, 700), but it is agreed that work to evolve these, and consider capacity at the P&Rs, will be required to support travel behaviour changes.
2 Implement standardised ticketing across all of the bus companies in the county. This will make buses easier especially for younger and older people, visitors and people whose first language is not English. Increase overall bus use. 94% support	1	Bus operators	OCC to lead through the enhanced bus partnership	My Bus ticket is available on most buses countywide and the SmartZone ticket is available within Oxford. The recommendation is supported though as it is recognised further improvements might be possible subject to bus operators' support and available technology. This can be raised through an Enhanced Partnership working group looking at ticketing.
3 Sell the vision to the public: inform them about transport and active travel options, and their benefits. Examples: information stands with live feeds, social media campaigns, posters and billboards, regional news and radio, advertising on taxis and public transport 94% support	1	OCC	OCC to lead and coordinate	It is considered that recommendations 3 and 5 are linked as both relate to 'selling' the vision of sustainable, active travel to the public. This can be split into the following areas for consideration. Some work has recently been progressed in this area; further work will be required to fully realise the recommendation. Awareness-raising Location specific webpages are being developed to help residents navigate the wide range of travel and active travel initiatives and infrastructure work happening in their area. This will provide a clear structure which can be easily navigated as well as

				allowing them to understand the detail but also the vision for their town or city and the county as a whole. In addition, we have recently launched a web-based search tool called Better Travel. This will make it much easier for residents, visitors and others to see the active travel initiatives (such as led-walks) going on in their area. This will also help providers raise the profile of their initiative. We will review what else is required to take this forward, optimising the behavioural insights research the council has recently undertaken and some of which has already been applied to the projects above. Some other examples include: improving our understanding of people's barriers to choosing more sustainable travel and their motivations to shape our places and the propensity for change (e.g. are economy, time, climate, health, air quality, etc key factors?). Improving our data and analysis capabilities will also underpin and enable this. An active travel promotion budget could also be considered. Navigating Wayfinding projects are being developed in a number of locations across the county. Turning this into a countywide standard to provide consistency in core messaging can be considered. Bus maps are in development. These will cover Oxfordshire, the city, and market town 'where to catch
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				your bus' maps, plus a transport to hospitals map and to tourist attractions.
4 Oxfordshire County Council (OCC) to create and administer a 'kite mark' / standard called 'The Oxford Travel Positive Employer' for large companies (e.g over 100 employees). This will generate revenue for OCC to contribute to a ring-fenced fund for active travel, traffic reduction, and low emission travel. Criteria could include introduction of shuttle services for staff, use of EV vehicles, encouraging staff to use buses, shower and change facilities, and encouraging car sharing, with Gold, Silver and Bronze levels for the employers 94% support	3	OCC / Enterprise Oxfordshire	OCC to lead, develop, monitor	Fits well with travel behaviour change initiatives and proposals for such a standard can be worked up. This would be a visible standard/accreditation for employers to demonstrate their commitments to responsible and sustainable travel, including to existing and prospective employees, local communities and investors. In a Central Oxfordshire locality context, this recommendation could be considered through the development of the Workplace Parking Levy (WPL) and workplace travel planning. Consideration would need to be given to how to offer this countywide. However central Oxfordshire could pilot and establish value. Initial thinking is that this is more likely to be successful as an accreditation rather than a charge to businesses. Consideration would need to be given to the ongoing monitoring.

5 Invest in educating and informing the public about transport and active travel options and their benefits. To sell the vision of a healthier and more connected travel network and increase public buy in for effective implementation. People need to be inspired by the benefits and opportunities of active travel and public transport. Offer carrots in order to make effective change. Education: school programmes, information roadshows, social media campaigns, posters, billboards, advertising (on buses and taxis). Information: Information points in town and city centres with live data, maps, links to support, accessibility features (vision impaired etc.), information about where to find trains, buses, taxi ranks, bicycle rentals etc. Make public knowledge of information points through social media campaigns, regional radio and news (etc.) 94% support	1	OCC	OCC to lead and coordinate	This is supported and is being actioned in part and will need to be part of a wider package of engagement. Giving people opportunities to try active/sustainable modes in their everyday lives is part of this, to boost skills and confidence. This very much forms a package and linking in with other themes and motivations beyond purely transport, such as improving personal/public health, to achieve shared outcomes. See response to recommendation 3 and notes here for additional strands: We know from research into travel behaviour change that a package of interventions is the best enabler to changing behaviour - in this case, switching modes. The travel behaviour change team could consider new incentives for behavioural change, including ensuring where physical schemes are delivered, that behaviour change activities to upskill/motivate/inform of the alternatives travel options available. School engagement takes place, and work through the updated Sustainable School Travel Strategy will consider and develop these recommendations further.
6 To improve connectivity in rural areas by ensuring that local communities are listened to by	1	OCC	OCC to lead	This is recognised and the recommendation supported. Work which will help deliver this recommendation is underway in part through the development of

involving them in decision making. Considerations should be given to active travel options and repurposing bridle paths for greenways, rural hubs, car sharing, community travel (mini buses and cars), any other needs identifies by the community, first and last mile options. In terms of accountability evidence MUST be shown that community voices have been listened to in the decision making 91% support				“Movement and Place Strategy” as part of the Local Transport and Connectivity plan. Engagement and the coproduction of measures that need to be developed needs considering and scoping. There are some successful pilots around the county on rural transport and car share, co-wheels and these will be looked to be rolled out once funding is secured.
7 Improve community infrastructure in the medical sector. Why? less congestion and reducing car journeys, and reduce number of people coming into Oxford. This is line with liveable neighbourhoods thinking. 91% support	2	BOB ICB	OCC to liaise with BOB ICB	We will coordinate with the Buckinghamshire, Oxfordshire, Berkshire West Integrated Care Board (BOB ICB) on travel and transport options. The BOB ICB has provided information to Oxford locality councillors on health provision in the city. Officers are seeking their input to a future locality meeting to discuss this further.
8 Reduce road fatalities and serious injuries by encouraging behaviour change through, for example, enforcements of 20mph limits, using ANPR, more use of speed warnings 'face' signs. Support for residents who want to get involved in	1	OCC	OCC to lead	Great to see this within the recommendations and can be considered through our Vision Zero Programme. More signs and traffic management measures are within our direct control. Enforcement of speed limits and Community Speed Watch limits are not though. There is a strong

community traffic watch initiatives and speed humps. Implement in residential areas, outside schools, and other road fatality hotspots. 88% support				Community Speed Watch programme already and we will continue to work with Thames Valley Police to assess the opportunities on enforcement.
9 Implementing a franchise model between county council and bus companies so that the council takes back control of bus routes, timetables and pricing so that it ensures that it is driven by needs and services, not just profit. Similar to London and Manchester models. 88% support	2	OCC	OCC to influence	There are lots of conversations and considerations nationally around this at the moment. Great to see and very supportive of the outcome that is recommended. There may be other ways to achieve this rather than franchising though, and work is under way with the council having commissioned a "Future Bus Regulation Options Assessment Report". It is hoped this will be considered at Cabinet in autumn 2025.
10 Build new housing developments so that major facilities are within walking distance. This will reduce traffic, encourage health habit, build community and create jobs. We acknowledge sometimes it is supportive for well being for people to get out of their immediate neighbourhood - this proposal does not remove the possibility of people doing that. 88% support	1	OCC/ District councils	OCC to influence	The county council work with the district councils who are the Local Planning Authorities to ensure that developments are sustainable and are located near to transport interchanges and services. This ambition is set out in the Local Transport and Connectivity Plan policies. However, there are speculative developments coming forward that are not in the Local Plan and for these it can be challenging to ensure they are located near existing facilities. Walkable neighbourhoods are recommended to be designed in from the start of a development giving pleasant, safe routes for people to move around developments.

11 A designated road just for a bus system (exceptions for cyclists, emergency vehicles, blue badge holders and taxis during certain hours). - Frequent service and stops - Subsidies for 60+ - Under 16s- incentivise families. City centre location - moving towards a car free city centre. Reserved/exclusive to buses - not new build, existing roads Long term behaviour change. Depends on a 1st class service, has to be accessible, frequent and affordable (an alternative to having a tram). 88% support	2	OCC	OCC to lead	This is considered to build on work already being undertaken, in particular transport schemes in the city that will reduce through traffic in the city centre. Related to this is the council's Street Design Code that is under development and will include bus stop design standards. This is an update to our existing Street Design Guide and will also include considerations around the Kerbside Strategy. "MyBus" and "Get Around" cards are already in place for youth travel, and we will work with the bus operators to optimise the public transport offer, including allocating some budget from the Bus Service Improvement Plan – delivery plan 25/26 for bus education and support.
12 Make the city centre car free while being fair and not disadvantaging key groups. The aim would be to reduce congestion, cut emissions, improve environmental and human health and make the city more visitor friendly. Those mainly impacted by this would be car drivers. The intention is to create alternatives for drivers, implementing policies in a phased way so that they have alternatives to use. Alternatives include: strengthening bus networks,	1	OCC	OCC to lead	This is an ambition that reflects projects under development, e.g. the temporary congestion charge, traffic filters, expanded zero emission zone and WPL, and the work undertaken on the Central Oxfordshire Movement and Place Framework which looked at the reallocation of road space to public realm. Car free principles and closures are already in place (e.g. the High Street bus gate and School Streets). Trial car free days could be considered.

making cycling safer, and making the Park and Rides into mobility hubs). It is likely disincentives (sticks) would be needed to encourage people out of cars. 88% support				
13 Promote generational change over the next 15 years to shift the next generation to think active travel first, bus second, car third by making bus and bike travel affordable, extending bike programmes for schools, education programmes from primary school all the way through, and children travel free on public transport. This also helps change behaviour of parents. 87% support	1	OCC	OCC to lead	This will come with the wider development of the countywide school travel behaviour change programme. There is a government drive to have a Sustainable School Travel Strategy . For Oxfordshire this was adopted in September 2024. This recommendation will be included as part of the strategy and the action plan when it is revised/updated.
14 Introduce mobility hubs types 1 and 2 to make cycling safer, reduce congestion, improve rural connectivity Specifically, type 1 in Banbury and Didcot Type 2 in Chipping Norton, Abingdon, Witney, Wantage. 85% support	2	OCC	OCC to lead	Great to see this is recommended and we will look to take on board the recommendations on type as any mobility hub plans are developed.

15 Introduce a graduated Workplace Parking Levy which must be paid by the employer rather than the employee, and which facilitates reductions and award 'Kite Marks' to those employers that contribute to the COTP and LTCP - exemptions to be decided in a consultation process. 82% support	1	OCC	OCC to lead	Great to see support for a Workplace Parking Levy (WPL) which the council is progressing as quickly as practically possible. Unfortunately, Oxfordshire County Council is not able to legally require an employer to pass the charge on to the employee. See previous recommendation about Kite Mark – we will look to roll this out as a part of the WPL and workplace travel planning.
16 What: reduce driving by commuters, short trips, and school runs. Why: in order to improve health and the environment, and reduce traffic fatalities by: How: 1. Introducing a workplace parking levy to generate income for other travel schemes 2. Encourage car sharing by business, schools and other organisations by introducing apps etc and advertising car share schemes. Reflect in the employer kite mark. 3. Introduction of mobility hubs at train stations. 82% support	1	OCC	OCC to lead	A great ambition and good to see suggestions as to how to make happen, particularly as many are underway in some form. We are progressing with (1) as quick as is practically possible; in terms of point (2) we will consider what more we can do in terms of scope and marketing; and on point (3) this fits well into our Mobility hub ambition and we will work with train operators to ensure we understand the full potential of opportunity.
17 Subsidised travel for 60+ ensuring it is accessible in peak times. Children under 10 free, children 10-16 (or 18)	2	OCC	OCC to lead	Discounts and free travel would be great; any initiative does need to be financially sustainable and affordable though, so it would need to be linked to income from other initiatives such as WPL and traffic filters, or the

free during school times, funded by WPL and ZEZs 79% support				proposed temporary congestion charge. It is considered unlikely that this could be done at scale, but some targeted subsidy, recognising the need to be equitable, might be possible.
18 Implement a congestion charge to cut car usage coming into the town centre and raise money for the county council. This should be in addition to the ZEZ. This would encourage us to use the park and ride. It is important to have alternatives to car use before this is implemented. For instance using the money that is raised to incentivise other transport options. There will need to be exceptions. 74% support	1	OCC	OCC to lead	We believe that the proposed traffic filters will deliver a more sustained and robust impact on congestion and traffic. However, we have proposed (and hope to be able to implement) a congestion charge as a temporary measure ahead of the traffic filter trial.
19 Trams: develop a north - south and east- west in Oxford that links the park and rides. Trams are sleek, modern, spacious and carry more people than buses. Their energy consumption is also much lower than that of a bus. They provide more capacity than buses and additional room for wheelchair and bicycle users. A tram would help maximise usage of park and rides. 74% support	3	OCC	OCC to lead	Whilst a great and ambitious idea, the likelihood of being able to deliver due to cost and physical challenges is considered very low. The concept of a “new” mass transit transport offer is recognised. It is recommended that work to achieve this is focussed on “metro” style system and branding for buses to hopefully achieve the same outcome. In the long term we could look at further developments to speed up and smooth journeys.

20 Generate income to enable the recommendations approved yesterday (Saturday), recommendation 12 and 14. We will do this by evolving the ZEZ into a wider congestion zone within the ring road, with fair exemptions/concessions by late 2020s. 70% support	1	OCC	OCC to lead	Income generation certainly provides the opportunity to invest in incentives and facilities to make improvements to walking, cycling and public transport, but it is not considered appropriate to implement schemes like these for the purpose of generating income. Some projects that will generate income are under development (for example temporary congestion charge and WPL) and the intention is that any surplus income will be spent on transport improvements.
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