Cherwell Street, Banbury: Bus Service Improvement Scheme

Report of February-March 2025 consultation

Issue date: August 2025

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OXFORDSHIRE COUNTY COUNCIL

1. Executive Summary

As part of the Oxfordshire Bus Service Improvement Plan (BSIP), the county council received £2.3 million of funding from the Department for Transport to deliver a bus priority scheme along Cherwell Street in Banbury. The scheme aims to reduce bus journey times and improve the reliability of buses travelling to Banbury town centre, while also enhancing the experience of those who walk, cycle or wheel.

The project development involved evaluating various scheme options, leading to a preferred option that included a combined bus/left turn lane on Cherwell Street (northbound). Two consultations were conducted to gather feedback and help to develop this option. The first consultation in March 2024 received 120 replies and revealed strong support for the objectives of the scheme.

The second consultation in February 2025 was an opportunity to present the progress made on the design and updated transport modelling data that demonstrated the impact of the scheme on journey times for buses and other vehicles. This consultation received 198 responses and showed a decline in support for the objectives. Feedback also highlighted concerns such as potential increases in congestion, delays, and air pollution, and perceived minimal benefits for bus users relative to the negative impacts on general traffic. This report focuses on the second consultation.

All feedback will be reviewed and used alongside transport modelling data and council policies to refine the design, aiming to balance the needs of all road users and enhance the effectiveness of this scheme.

2.Introduction

Banbury has a population of 52,052 people, according to the census (2021). The proposed scheme aims to reduce bus journey times, deliver more reliable and consistent journeys for buses accessing Banbury town centre from Cherwell Street, and provide improvements for pedestrians and other corridor users. Figure 1 shows the location of the Cherwell Street scheme study area in the context of Banbury town centre.

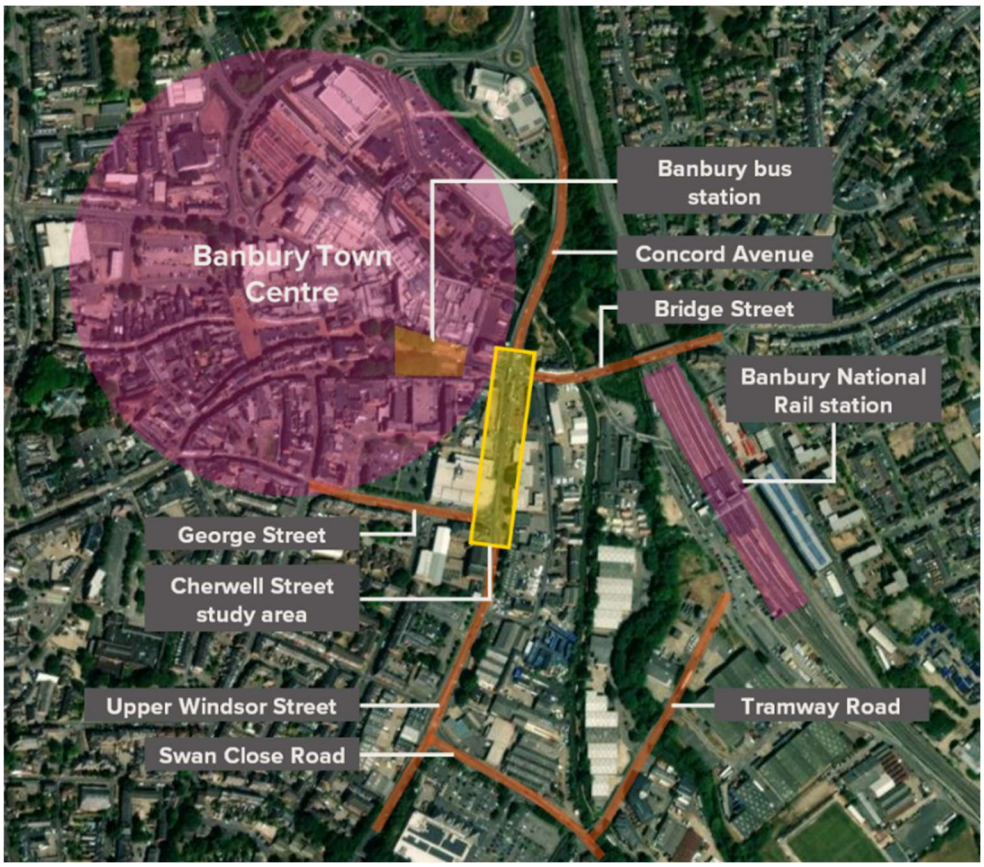

Figure 1: Study area

2.1 Scheme development

The project began with identifying and assessing a long list of potential scheme options using evaluation criteria aligned to relevant transport plans, policies and strategies. From this, a short list of options was identified. This list was used to create five potential packages of interventions that were developed into scheme design concepts including provision of a northbound bus lane between George Street and Bridge Street.

The shortlisted options were then assessed against their cost, feasibility for delivery, impact on journey times for buses and general traffic, and ability to meet the scheme objectives. Transport modelling also supported this stage of the work.

The modelling indicated that the options that included a dedicated bus lane on Cherwell Street, banning certain turning movements at junctions, and providing substantially more space for pedestrians at junctions had an unacceptable negative impact on general traffic or did not provide enough benefit given their cost to implement.

A single preferred option emerged which achieved the best balance of improving journey times for buses, other road user benefits and minimising cost. This option included provision of a combined bus/left turn lane on Cherwell Street (northbound).

A plan showing the proposed scheme is provided in Figure 2.

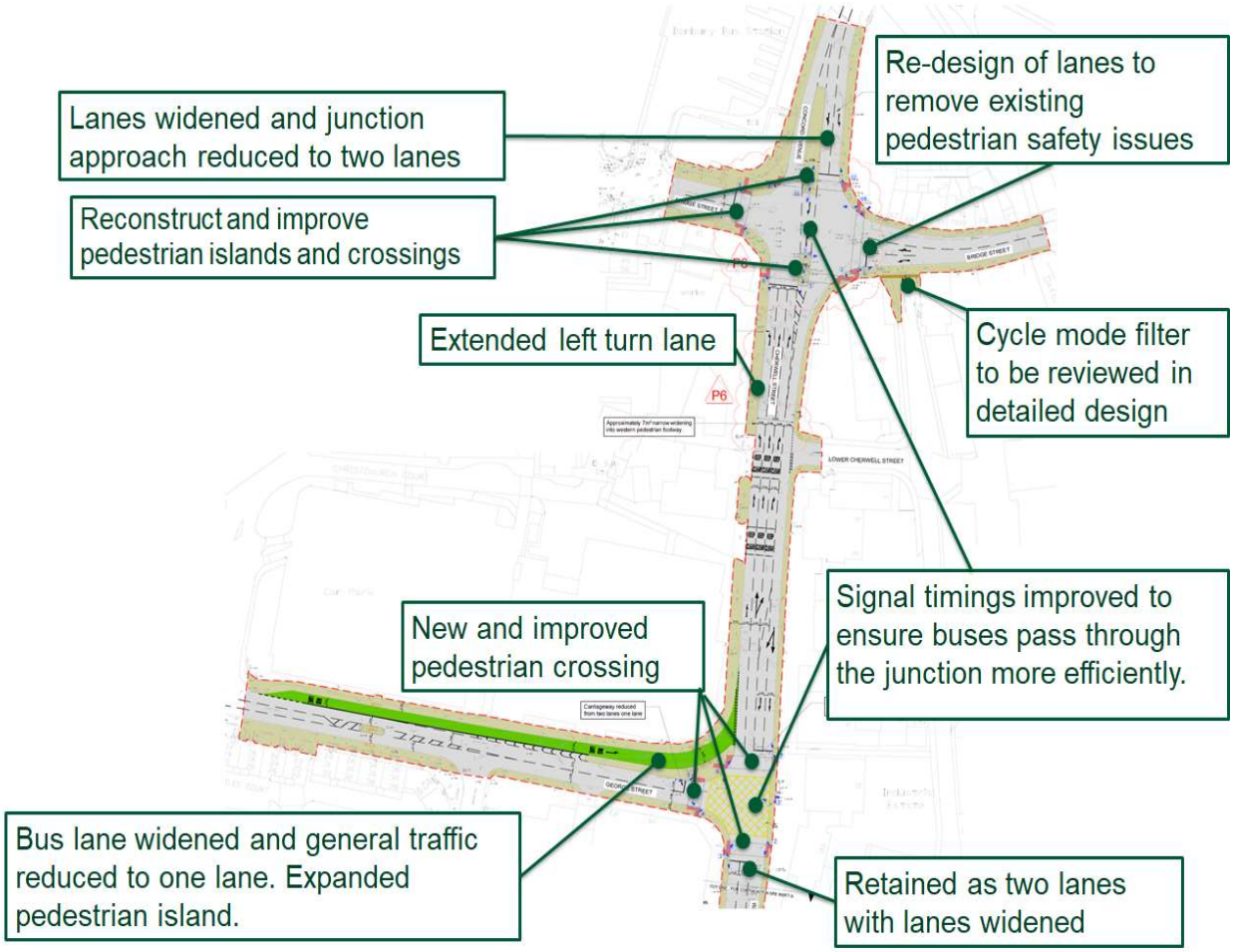

Figure 2**: Features of the proposed scheme**

2.1.1 First consultation

The first consultation was undertaken in March 2024. The results revealed that 88% of the 120 respondents were supportive of the objective of improving the journey times and reliability of buses accessing Banbury town centre via Cherwell Street and Bridge Street. Bus travel was the most frequently mentioned mode of travel during this consultation. Respondents could select multiple options. There were seventy-six mentions of bus travel; 56 mentions of walking in the study area and 48 mentions of car travel as a car driver. Of the 120 respondents, the percentage of respondents who were supportive or very supportive of the different scheme elements are shown in Table 1 below.

Table 1

Proposed scheme element	**Very supportive/ Supportive**
Improve the design of the junction to remove existing pedestrian safety issues, and formalise traffic lane arrangements.	86%

Improve pedestrian crossing facilities to support easier and safer access to bus stops, the rail station and the town centre.	81%
Improve signal timings to manage congestion for all traffic, and ensure buses pass through the junction more efficiently.	87%
Extend the left turn (all traffic) lane from Cherwell Street to Bridge Street (west) to improve bus access to the town centre from the south.	85%
Improving journey time and reliability of buses accessing Banbury town centre via Cherwell Street and Bridge Street	87.5%
Widen and provide better marking of the eastbound bus lane on George Street and extend the existing traffic island to improve pedestrian crossing facilities at the junction.	81%
Refresh lane markings including keep clear at junctions to improve movement of all traffic (including buses) through the study area.	95.8%

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A summary of the results from the first consultation is available on the You Said We Did page. Visit https://letstalk.oxfordshire.gov.uk/ and search for "First consultation - Cherwell Street, Banbury - Bus Service Improvement Scheme (including Bridge Street & George Street Junctions)". A full report is also available to download.

The original material from the first consultation can be found by searching for "Cherwell Street, Banbury - Bus Service Improvement Scheme".

2.1.2 Second consultation

A second consultation was undertaken in February 2025. Stakeholders and members of the public had the opportunity to share their views on the work done so far and to provide comments that would help the team finalise a design ready for construction. This consultation included modelling results which demonstrated the impact of the scheme on journey times for buses and other vehicles, which were not available in the initial consultation. Modelling was carried out for the below three conditions:

- without implementing the scheme
- with implementing the scheme and no travel behaviour change (known as modal shift)
- with implementing the scheme and modal shift.

The information document supporting the consultation can be found in Appendix A.

Of the 198 respondents, the percentage who were supportive or unsupportive of the different scheme elements are shown in Table 2.

Table 2

Proposed scheme element	Very supportive/ Supportive	Unsupportive/ Very Unsupportive

Improve the design of the junction to remove existing pedestrian safety issues and formalise traffic lane arrangements.	30.8%	52.3%
Improve pedestrian crossing facilities to support easier and safer access to bus stops, the rail station and the town centre.	26%	65.3%
Improve signal timings to manage congestion for all traffic, and ensure buses pass through the junction more efficiently.	38.9%	39.4%
Extend the left turn (all traffic) lane from Cherwell Street to Bridge Street (west) to improve bus access to the town centre from the south.	32.8%	47.4%
Improving journey time and reliability of buses accessing Banbury town centre via Cherwell Street and Bridge Street	23.7%	64.6%
Widen and provide better marking of the eastbound bus lane on George Street, and extend the existing traffic island to improve pedestrian crossing facilities at the junction.	27.7%	55%
Refresh lane markings including keep clear at junctions to improve movement of all traffic (including buses) through the study area.	67%	14.2%

The rest of this report outlines the findings from the second consultation.

3. Second consultation overview

A non-statutory public consultation was undertaken using Oxfordshire County Council's Let's Talk Oxfordshire[1] platform. Respondents could download and read information documents and complete an online survey. The survey ran from Monday 24 February 2025 until Sunday 23 March 2025.

Hard copies of the survey were also available from Banbury Town Hall, and these could be returned via Freepost to the county council. A copy of the survey is provided in Appendix B.

3.1 Publicity

A variety of communications were used to inform the public of the consultation and to signpost them towards the materials.

A press release was issued to local and trade publications, and the story was covered by the Oxford Mail, This is Oxfordshire, Banbury Guardian, Banbury FM and Highway News. Further coverage in the Banbury Guardian and on BBC Radio Oxford followed a meeting of the Banbury Traffic Advisory Committee.

Social media posts were published on X and on Next Door when the consultation opened and shortly before it closed.

When the consultation opened, an update was added to the county council digital travel bulletin targeted to subscribers from the Cherwell area.

Posters promoting the consultation and related information event were displayed on buses operating in the Banbury area. They included a QR code link to the Let's Talk Oxfordshire consultation page. A copy of the poster can be found in Appendix C.

Stakeholders and local councillors were also updated by email when the consultation opened and shortly before it closed.

[1] Cherwell Street, Banbury - Bus Service Improvement Scheme (including Bridge Street & George Street Junctions) | Let's Talk Oxfordshire

3.2 Letter drop

Local businesses and residents in the immediate vicinity of the scheme were notified of the consultation via a letter drop carried out by a courier service between 17 February 2025 to 20 February 2025. A copy of the letter is provided in Appendix D whilst the letter drop area is shown in Figure 3. Letters were delivered to around 3,200 addresses.

Figure 3 Letter drop area

3.3 Survey responses and respondent profile

We received 198 completed surveys (192 online responses and six hard copies)[2]. Of these:

- 163 were members of the public living in Banbury (82.3%)
- 24 were members of the public living outside Banbury (12.1%)
- 4 people responded as business owners (2%)
- 3 respondents cited that they were completing the survey in their capacity as a councillor (1.5%)
- 4 respondents cited that they were a representative of an organisation (2%).

There were 269 visits to at least one page of the scheme's Let's Talk online portal.

[2] 52,052 residents live in and around the Banbury area. 3,200 were sent letters informing them about the consultation and wider publicity was carried out via social media, posters and a press release. 198 completed surveys were received, with most respondents being members of the public living in Banbury. This represents 0.38 % of the population of Banbury.

3.3.1 Travel in the study area

Respondents were asked how often they accessed Banbury town centre via the Bridge Street/Cherwell Street junction. Most respondents were frequent users of the junction, with 142 (71.7%) stating that they travel through a few times a week (see Figure 4).

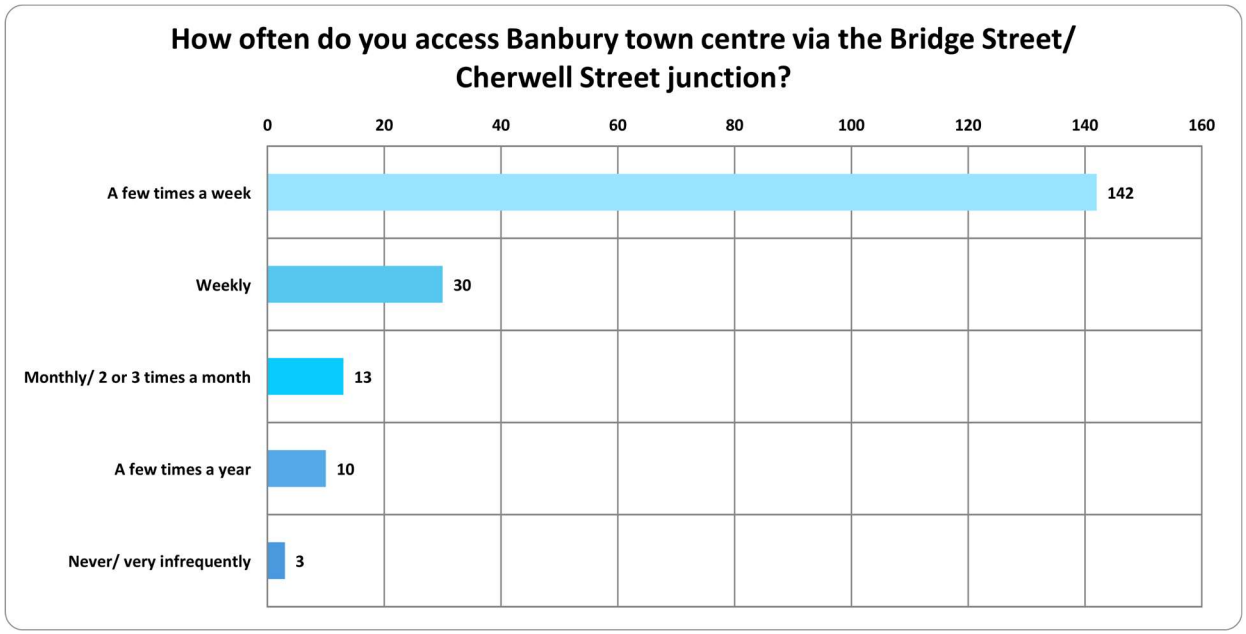


Figure 4 Frequency of use of Bridge Street/ Cherwell Street junction to access Banbury town centre

Respondents were also asked how they usually travelled around / through the Bridge Street / Cherwell Street area. They could select multiple options, and Figure 5 shows how many times a travel method was selected. The top four were:

- Car as a driver – 156
- Walk – 83
- Car as a passenger – 49
- Bus/coach - 38.

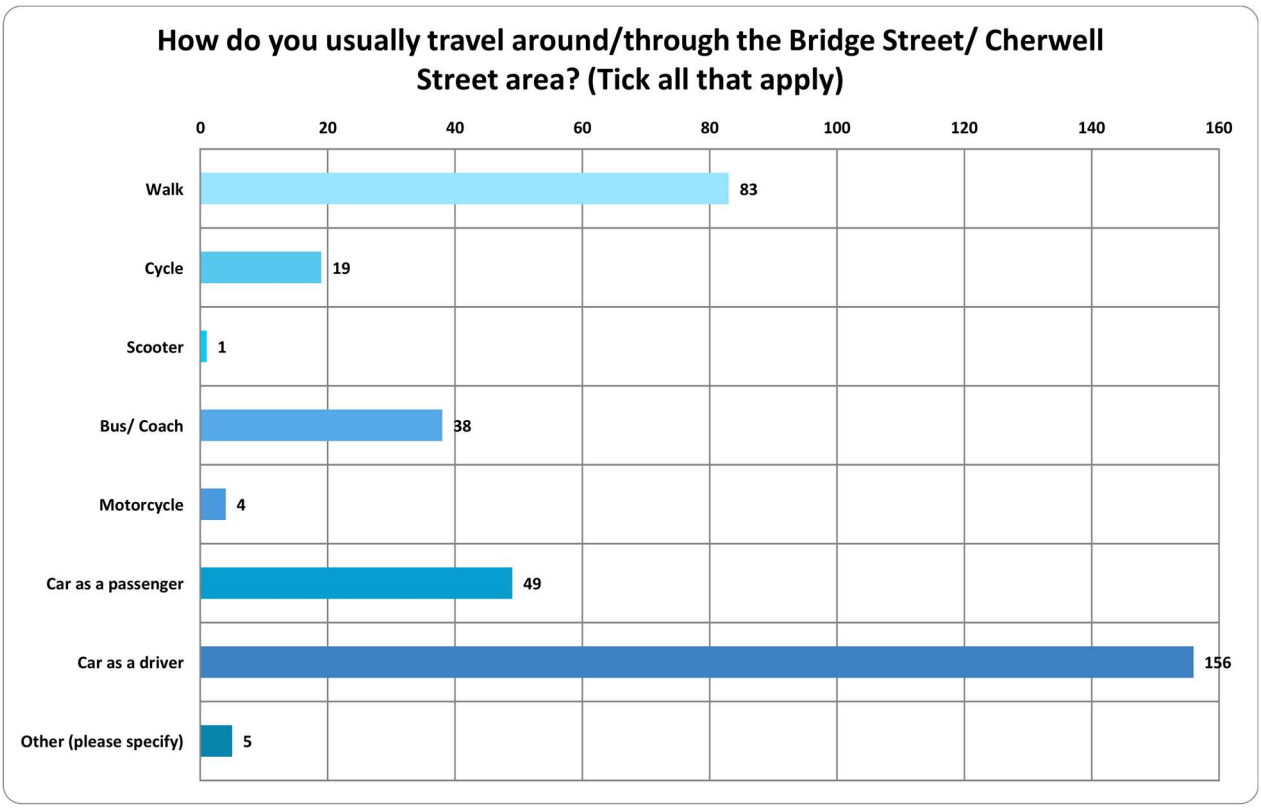


Figure 5 Usual mode of travel around/ through the Bridge Street/ Cherwell Street junction

Respondents who travelled by bus were asked which bus services they used. Of the 36 respondents who answered this question, the most used services were the B9 and B5 (see Table 3)

Table 3 Bus services used when accessing Banbury town centre

Bus service	Number of respondents
B9 – Banbury Gateway – Ruscote – Hanwell Chase - Hardwick	18
B5 – Banbury Bridge St – Neithrop – Bretch Hill loop	7
B3 – Banbury Bridge St – Cherwell Heights – Bodicote loop	4
500 – Banbury – Brackley – Bicester	4
S4 – Banbury – Deddington – Kidlington - Oxford	6
488 – Banbury to Chipping Norton	5
B4 – Banbury – Banbury Cross – Hanwell View loop	2
200 – Banbury to Daventry	3
B7b – Banbury – Poets Corner loop	1
75 – Banbury – Stratford upon Avon	1
Kidlington Assisted Transport	1
B10 – Banbury – Grimsbury – Chalker Way	1
B8 – Banbury Bridge St – Sinclair Avenue	1
X4 – Banbury Bus Station - Oxford Rail Station	1

4. Consultation results

4.1 Scheme objectives

Participants were asked how much they supported the overall objectives of the Cherwell Street bus improvement scheme to improve the journey time and reliability of buses accessing Banbury town centre via Cherwell Street and Bridge Street. Figure 6 shows the level of support from respondents who answered this question.

Forty-seven respondents were very supportive or supportive of the objective (23.7%).

One hundred and twenty-eight respondents were unsupportive or very unsupportive (64.6%). The most common reasons given were:

- The scheme will cause congestion and delays for general traffic
- The existing bus service is inaccessible and used as a minority form of transport.

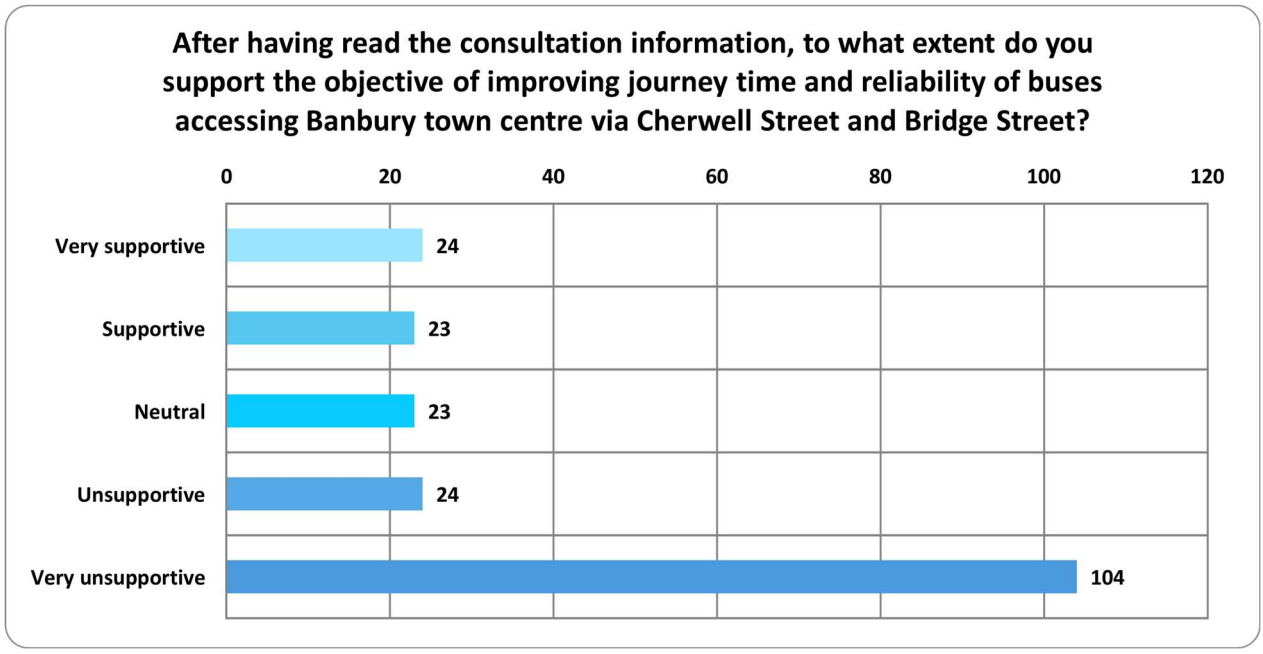


Figure 6 Scheme objective of improving journey time and reliability of buses accessing Banbury town centre via Cherwell Street and Bridge Street

4.2 Views towards specific scheme elements

Views were also sought on each element of the scheme proposals. An overview of the findings is provided below split by junction and more general areas.

A list of all topics raised during the consultation and the county council response at the time of writing this report can be found in Appendix E: Comments and County Council response.

4.2.1 Bridge Street/ Cherwell Street junction design

Remove pedestrian safety issues/ formalise lane arrangements

Sixty respondents (30.8%) stated that they were very supportive or supportive of the proposals to improve the design of the Bridge Street/ Cherwell Street junction to remove existing pedestrian safety issues and formalise lane arrangements.

One hundred and two respondents (52.3%) indicated that they were unsupportive or very unsupportive. The most common reasons given were:

- The scheme will cause new congestion and increase existing congestion.
- The proposed improvements are not needed.

Error! Reference source not found. shows the level of support from respondents who answered this question.

Figure 7 Proposal: Improve the design of the Bridge Street/ Cherwell Street junction to remove existing pedestrian safety issues and formalise lane arrangements.

Improve pedestrian crossing facilities

Fifty-one respondents (26%) were very supportive or supportive of the proposals to improve pedestrian crossing facilities to support easier and safer access to bus stops, the rail station and the town centre**.**

One hundred and twenty-eight respondents (65.3%) were unsupportive or very unsupportive of improving crossing facilities. The most common reasons given were:

- The scheme will increase congestion and cause delays.

- The proposed improvements are not needed.

The survey question referenced that delivery of these pedestrian improvements would require the loss of one short length of traffic lane on Concord Avenue (southbound).

Figure 8 shows the level of support from respondents who answered this question.

Figure 8 Proposal: Improve pedestrian crossing facilities at the Bridge Street/ Cherwell Street junction to support easier and safer access to bus stops, the rail station and the town centre.

Improve signal timings

Seventy-seven respondents (38.9%) were very supportive or supportive of the proposals to improve the signal timings to manage congestion for all traffic and ensure buses pass through the Bridge Street/ Cherwell Street junction more efficiently.

Seventy-eight respondents (39.4%) were unsupportive or very unsupportive of improving signal timings to manage congestion and ensure buses pass through more efficiently. The most common reasons were:

- Buses are the minority form of transport and are inaccessible and inconvenient. Therefore, the improvements not needed.
- The scheme will cause congestion.

Figure 9 shows the level of support from respondents who answered this question.

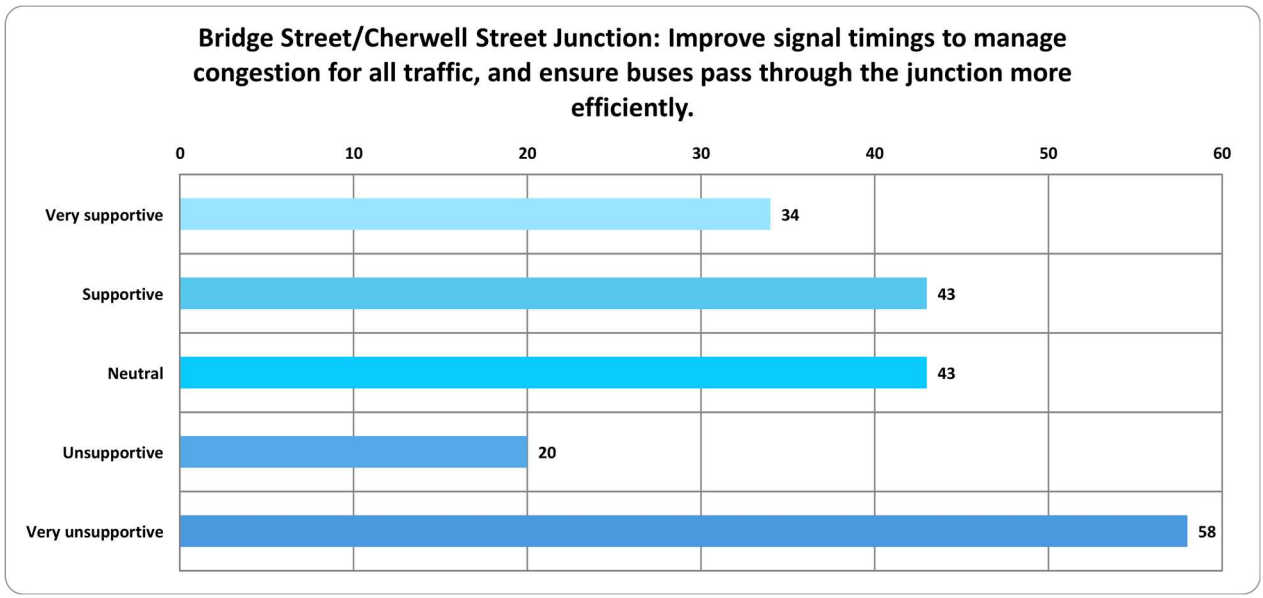


Figure 9 Proposal: Improve signal timings to manage congestion for all traffic, and ensure buses pass through the junction more efficiently.

Extend left turn lane from Cherwell Street to Bridge Street (west)

Sixty-five respondents (32.8%) were very supportive or supportive of the proposals to extend the left turn lane from Cherwell Street to Bridge Street (west) to improve bus access to the town centre from the south.

Ninety-four respondents (47.4%) were unsupportive or very unsupportive of the left turn lane proposals with the most commons reasons relating to bus service reliability and congestion.

Figure 10 shows the level of support from respondents who answered this question.

Figure 10 Proposal: Extend the left turn lane from Cherwell Street (northbound) to Bridge Street (west).

4.2.2 George Street/ Cherwell Street junction design

Widen and provide better marking to improve pedestrian crossing facilities at the junction.

Respondents were asked about their views on widening and providing improved markings to the eastbound bus lane on George Street as well as extending the existing traffic island to improve pedestrian crossing facilities at this junction.

Fifty-five respondents (27.7%) were very supportive or supportive whilst 109 respondents (55%) were very unsupportive or unsupportive. The main reason for respondents being unsupportive were:

- The scheme will make existing congestion worse and cause delays.

The survey question referenced that delivery of these pedestrian improvements would require loss of a short stretch of eastbound traffic lane on George Street.

Figure 11 shows the level of support from respondents who answered this question.

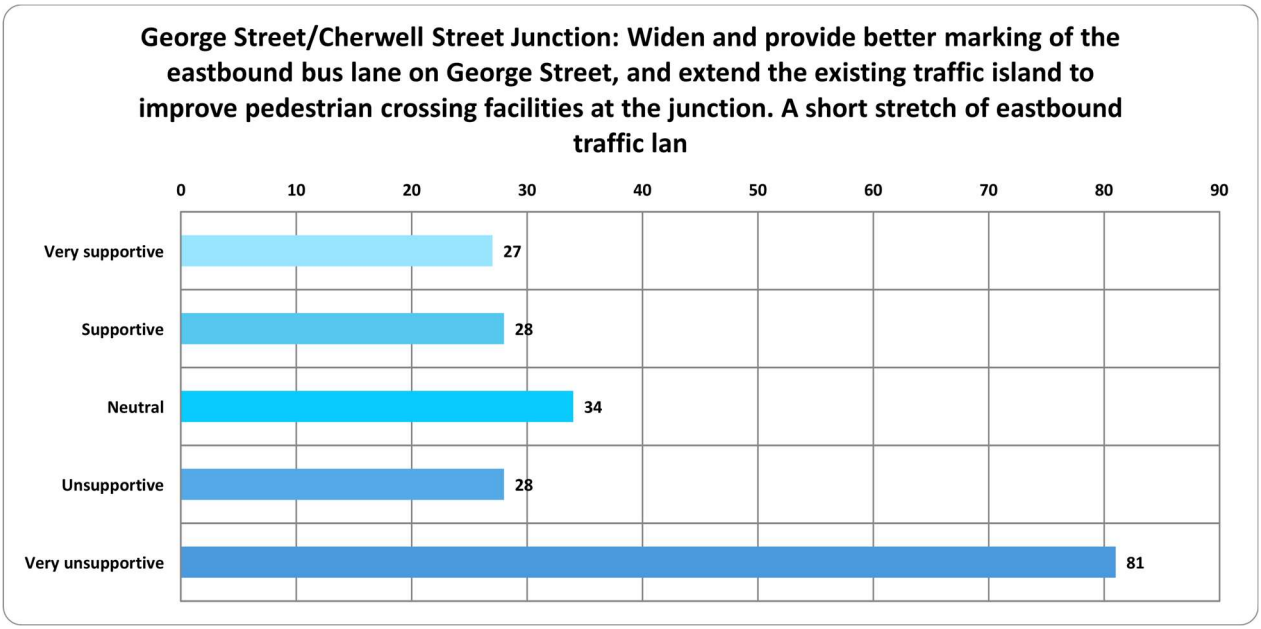


Figure 11 **Proposal: Widen and provide better marking of the eastbound bus lane on George Street, and extend the existing traffic island to improve pedestrian crossing facilities at the junction.**

4.2.3 Refresh lane markings including 'keep clear' at junctions

One hundred and thirty-two respondents (67%) were very supportive or supportive of the proposal to refresh lane markings, including keep clear markings at junctions.

Twenty-eight respondents (14.2%) were unsupportive or very unsupportive. The most commons reasons given were:

- Scheme will cause delays and congestion leading to air pollution.
- Changes will cause or further embed bad driving behaviour.

Error! Reference source not found. 12 shows the level of support from respondents who answered this question.

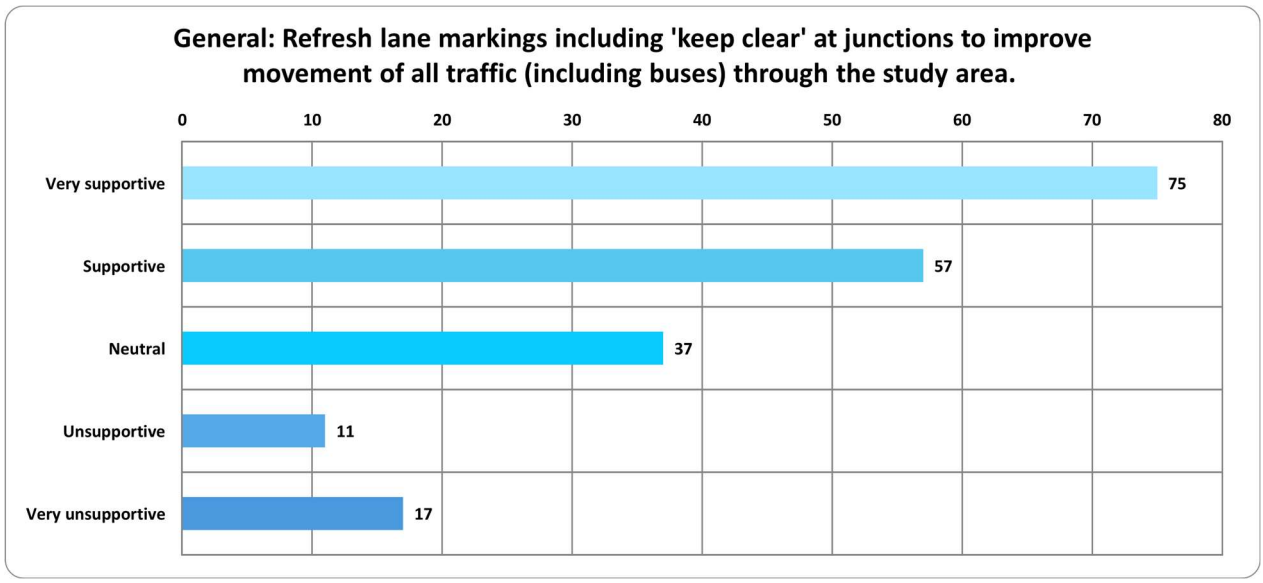


Figure 12 Proposal: Refresh lane markings including 'keep clear' at junctions to improve movement of all traffic (including buses) through the study area.'

4.2.4 Other Comments

The final survey question invited respondents to comment on various aspects of the proposed scheme, highlighting elements they particularly liked or disliked.

Among those who supported the scheme, comments frequently emphasized the enhancement of pedestrian crossing facilities within the study area. Conversely, respondents who opposed the scheme tended to express concerns regarding the anticipated increase in traffic congestion, particularly due to the reduction of traffic lanes, which they believed would negatively impact traffic flow. A summary of the themes of comments respondents made on the final question can be found in Table 4.

The main remarks included:

- Only a few bus routes are expected to see minor improvements in journey times under the proposal, making the overall increase in journey times for other vehicles not justified.
- Improvements are only observed if a 25% modal shift takes place which is not realistic.
- There is no access to the M40 from the villages south of Banbury, compelling drivers to pass through Banbury.
- Bus reliability and service coverage are poor in Banbury and surrounding villages.
- The main bus station in the town centre might be relocated, rendering the scheme irrelevant.
- A ring road around Banbury is needed to divert traffic from the town towards the motorway.
- There is a need for enforcement of restrictions to promote better driver behaviour.

Table 4 Summary of comments from the final question

Theme / sub theme	Sum of total number of occurrences
Congestion	**53**
Scheme will cause congestion and make existing congestion worse	38
Scheme will cause delays	12

Scheme will cause air pollution	3
Cost	**36**
Waste of money	15
Money should be used elsewhere on the roads	13
Value for money is questionable (often benchmarked against time savings presented in the consultation)	8
Buses	**29**
Buses are not used / are the minority form of transport	12
Buses are inconvenient, inaccessible and costly	9
Bus services have been reduced	4
Buses will be delayed by the scheme	3
Proposed improvements are not needed	1
Pedestrians	**20**
Change is needed	12
Proposed improvements are not needed	4
Pedestrians are being put at risk	2
Suggestions for improvements or amendments to design	2
Suggestions for wider changes	**16**
Request for a ring road from Banbury to divert traffic from going through the town	8
Request for a new motorway junction for villages south of Banbury. Currently all villages south of Banbury require to drive through Banbury to enter the motorway.	5
Suggested to change the Bridge Street junction to a roundabout	3
Traffic signals	**12**
Timing or set-up is currently wrong	9
Proposed improvements not needed	2
Suggestion for improvement	1
Behaviour change	**12**
25% modal shift considered in the modelling is not realistic	6
Changes will cause or further embed bad driving behaviour	6
Cycling	**9**
No improvements for cyclists	7
Suggestion for improvement	1
Current situation for cycling is dangerous	1
Concerns about housing	**8**
Too many new developments	6
Lack of planning for new infrastructure	2
Delay the scheme	**6**
Suggestion to delay the scheme until a decision is made regarding the final location of the bus station is determined	6
Consultation	**6**
Modelling is wrong, incomplete, unhelpful	3
Consultation comments will not be listened to	3
Banbury	**2**
Less attractive, will lose shops	2

4.2.5 Correspondence received

We received seven emails during the consultation that contained feedback from three residents and three interest groups (one group submitted feedback twice).

The most common themes raised across all correspondence were:

- Suggestions for improving traffic signals, pedestrian signals, road markings and signage.
- Suggestions for improving cycling in the area.
- Concerns that the scheme will make existing congestion worse.

Stakeholder feedback

Feedback from the Banbury Active Travel Supporters (BATS) included the following points:

- Very supportive of bus improvements.
- Recommended using this project to improve pedestrian safety at the Bridge Street junction.
- Recommended
    - Making the rail station a common stopping point for buses.
    - Making Lower Cherwell Street into a bus/cycle only route.
    - the designers of this scheme adopt the suggestions made in the Banbury Local Cycling and Walking Infrastructure Plan (LCWIP).
    - Segregated cycle lanes and advance stop-line areas in front of traffic lanes.
    - Enabling pedestrians to cross the roads in one go.
- Does not support the bus lane being widened.

The second submission from BATS included the following points:

- Recommended
    - Pedestrian access and cycle parking at the bus station.
    - Countdown timers and audio alerts on the signal-controlled crossings.
    - Better road markings at the Bridge Street junction for turning cars.
    - Clearer markings for all pedestrian crossings on the four sides of the intersection.
- Consider moving the new crossing further north along Cherwell Street.

Feedback from the Banbury Civic Society included:

- Questioning why no bus movement or traffic flow figures, pedestrian counts or accident figures were made available.
- Asserting that bus delays are due to county council highways works and local development works.
- Asking for more information about late bus journeys and cost to the operator.
- Recommending relevelling drainage gullies at Cherwell Street south of George Street.

Oxfordshire Liveable Streets feedback included:

- Stating there is no consideration of how the scheme will affect cycling and no support for cycle route 10 in Banbury.
- Recommending
    - Toucan crossings.
    - Cycle symbols be added to the carriageway.

- Stating that the layout of Cherwell Street is not compliant with national guidance on cycling (LTN1/20).
- Asking for every highway scheme to include an evaluation of its impact on walking and cycling.

5. Conclusion

The second consultation for the Cherwell Street bus service improvement scheme was conducted from 24 February 2025 to 23 March 2025.

There are 52,052 residents who live in and around the Banbury area according to the 2021 census. Three-thousand two hundred people were sent letters informing them about the consultation and wider publicity was carried out via social media, posters and a press release.

A total of 198 completed surveys were received, with most respondents being members of the public living in Banbury. This represents 0.38 % of the population of Banbury. Being a car driver was the most selected mode of transport when traveling through the junction.

The following are the key findings from the survey based on the highest percentages and a summary of how concerns may be addressed at the time of writing this report:

- **Support for scheme objectives**: 64.4% of respondents were unsupportive or very unsupportive of the overall objectives of the Cherwell Street bus improvement scheme to improve journey time and reliability of buses accessing Banbury town centre via Cherwell Street and Bridge Street.
- **Views on specific scheme elements**:
    - **Improve the design of the junction**: 52.3% of respondents were unsupportive or very unsupportive of proposals to improve the design of the Bridge Street/Cherwell Street junction to remove existing pedestrian safety issues and formalise lane arrangements. To address the main concern regarding congestion, the team is exploring the opportunity to maintain the number of running lanes on Concord Avenue.
    - **Improve pedestrian crossing facilities**: 65.3% of respondents were unsupportive or very unsupportive of the proposals to improve pedestrian crossing facilities to support easier and safer access to bus stops, the rail station, and the town centre. To address the main concern regarding congestion, the team is exploring the opportunity to maintain the number of running lanes on Concord Avenue.
    - **Improve signal timings**: 39.4% of respondents were unsupportive or very unsupportive of proposals to improve signal timings to manage congestion for all traffic and ensure buses pass through the junction more efficiently. To address the main concern regarding bus service reliability, the feedback has been shared with council officers within the bus team and bus operators in Banbury.
    - **Extend left turn lane**: 47.4% of respondents were unsupportive or very unsupportive of the proposals to extend the left turn lane from Cherwell Street to Bridge Street (west) to improve bus access to the town centre from the south. To address the main concern regarding congestion, the team is exploring the opportunity to maintain the number of running lanes on Concord Avenue and George Street.
    - **Widen and provide better marking of the eastbound bus lane**: 55% of respondents were unsupportive or very unsupportive of the proposals to widen and provide better marking of the eastbound bus lane on George Street and extend the existing traffic island to improve pedestrian crossing facilities at the junction. To address the main concern regarding congestion, the team is exploring the opportunity to maintain the number of running lanes on George Street.

- **Refresh lane markings**: 67% of respondents were supportive of the proposal to refresh lane markings, including keep clear markings at junctions to improve movement of all traffic (including buses) through the study area.

The consultation revealed several concerns from respondents, including the potential for increased congestion, delays, and air pollution, as well as the perceived minimal benefits for bus users compared to the negative impacts on general traffic. A list of all topics raised during the consultation and the county council response at the time of writing this report can be found in Appendix E: Comments and County Council response**.**

Following the consultation, all comments received were carefully reviewed and shared with the designer and planners to ensure that the feedback will be considered prior to finalising the detail design. The team will assess whether changes can be made to reduce the impact on drivers while maintaining the benefits for bus users and pedestrians, and whether the scheme could introduce additional improvements for cyclists. This process aims to refine the design and address the concerns raised by the public, ensuring that the final design enhances the overall effectiveness of the project.

Appendix A: Consultation document

Cherwell Street, Banbury Bus Service Improvement Project

(including Bridge Street and George Street junctions)

The Cherwell Street project

in Banbury is part of the Oxfordshire Bus Service Improvement Plan (BSIP).

It is funded by central government. We are focusing on Cherwell Street, particularly between George Street and Bridge Street, because of its importance to the local bus network and congestion issues during peak times.

The scheme aims to:

- Improve access for buses at the George Street junction with Cherwell Street, and the Cherwell Street junction with Bridge Street through adjustments to traffic lane allocation.
- Improve pedestrian crossing facilities.
- Optimise traffic signals at both junctions and adjust road markings and lane widths.

Cherwell Street, Banbury

Bus Service Improvement Project

(including Bridge Street and George Street junctions)

Building connections, expanding opportunity

OXFORDSHIRE COUNTY COUNCIL

Cherwell Street, Banbury

Bus Service Improvement Project

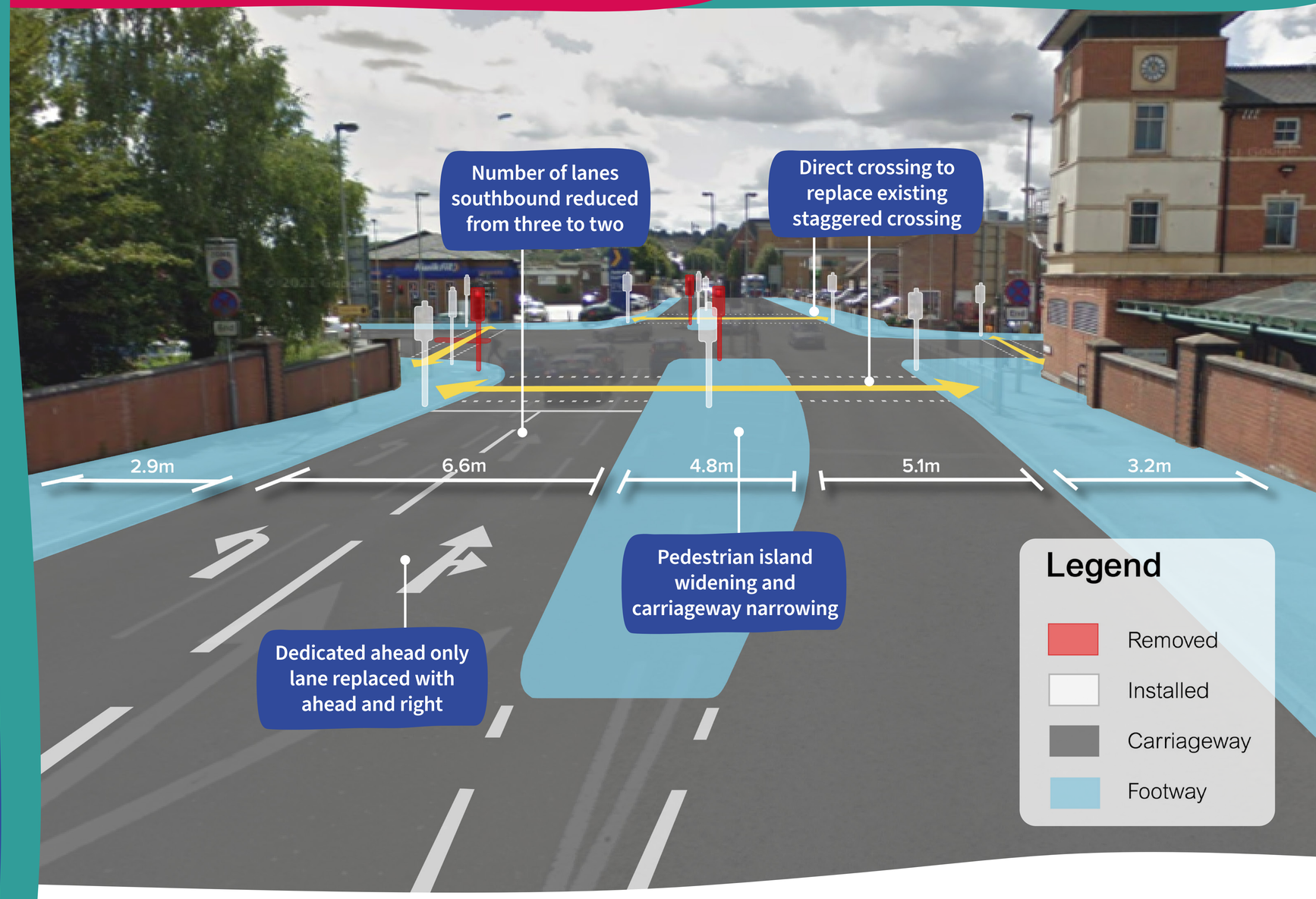
(including Bridge Street and George Street junctions)

Building connections, expanding opportunity

Preliminary design - sections

Concorde Avenue

towards Cherwell Street



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Cherwell Street, Banbury

Bus Service Improvement Project

(including Bridge Street and George Street junctions)

Building connections, expanding opportunity

Preliminary design - sections

George Street

towards Cherwell Street junction

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Cherwell Street, Banbury
Bus Service Improvement Project

(including Bridge Street and George Street junctions)

Benefits of the scheme

- Improve bus journey times and service reliability on Cherwell Street during peak times by optimising traffic signals.
- Improve access for buses at the George Street junction with Cherwell Street, and the Cherwell Street junction with Bridge Street, by implementing a longer running lane along Cherwell Street for left-turning into Bridge Street (west).
- Improve pedestrian crossings at the Cherwell Street / Bridge Street junction.
- Improve pedestrian safety along Bridge Street (east), where cars currently mount the footway to access the left-turning lane for westbound traffic, via lane width adjustments and removal of traffic islands.
- Improve safety at the Cherwell Street / George Street junction, with an additional crossing on the northern arm of this junction and a larger pedestrian island.
- Implement new line markings, and wider traffic lanes.
- Compliment other improvements planned for Banbury including the extension of Tramway Road that will provide better access to Banbury Rail Station.

Cherwell Street, Banbury
Bus Service Improvement Project

(including Bridge Street and George Street junctions)

What we have done so far

- Produced the initial Cherwell Street carriageway and junction designs.
- Reviewed the design options working with local stakeholders (Councillors, transport groups, Stagecoach Bus) and using Oxfordshire transport strategies as guidance.
- Transport modelling and concept design work were undertaken by independent consultants.
- Assessed the design options based on cost, feasibility, bus journey times, and improvements for pedestrians.
- Refined and combined the design options, to find a preferred option.
- Held an early-stage consultation to inform the next stage of design and costings. For more details visit https://letstalk.oxfordshire.gov.uk/cherwell-street-banbury-bus-service-improvement-scheme
- Conducted further transport modelling to inform design and in preparation for second consultation.
- Obtained approval to progress to preliminary and detailed design.

Cherwell Street, Banbury
Bus Service Improvement Project

(including Bridge Street and George Street junctions)

Understanding the project's impact

We looked at the data in three different ways to understand the project's impact on buses and general traffic.

We considered George Street to Bridge Street and Swan Close to Bridge Street.

This was modelled for 2024 but also for 2031 and 2040. We also looked at different times of day.

We compared:

- The current situation – with no change
- The impact the physical change to the roads would have
- The impact the physical change and a shift in travel habits would have

Analysis told us that for the project to have lasting impact by 2040, we also need a change in behaviours. This is especially important because Banbury is a growing town. However, there was a different level of impact across the two modes of travel.

Cherwell Street, Banbury
Bus Service Improvement Project

(including Bridge Street and George Street junctions)

The impact on bus journey times by 2040

No change

Journey time from George Street to Bridge Street west.

AM: 2 min, 01 seconds
PM: 1 min, 39 seconds

Physical change

The scheme with just a physical change to the roads worsens journey times overall. This is because pedestrian safety is prioritised. However, a key bus route sees improved journey times.

Journey time from George Street to Bridge Street west.

AM: 1 min, 13 seconds
PM: 1 min, 23 seconds

Physical change plus travel habits

With 25 per cent of people changing their travel habits, there is significant improvement across all routes. This is most significant in journeys from Swan Close to Bridge Street.

Journey time from George Street to Bridge Street west.

AM: 1 min, 00 seconds
PM: 1 min, 15 seconds

Please email the team or speak to us at the event for more detail on this analysis

Cherwell Street, Banbury
Bus Service Improvement Project

(including Bridge Street and George Street junctions)

The impact on general traffic by 2040

No change

Vehicle delay average:

3 min, 30 seconds

Physical change

The scheme with just a physical change to the roads sees significant improvements in northbound journey times – because of improved signals and changes to the road layout.

Southbound there are increases in journey times. This is because of reduced capacity on the network to improve pedestrian access.

Vehicle delay average:

3 min, 45 seconds

Physical change plus travel habits

With 25 per cent of people changing their travel habits, there is significant improvement across most northbound routes.

Even with travel habit changes, southbound routes see increases in journey times. This is because of reduced capacity on the network to improve pedestrian access.

Vehicle delay average:

2 min, 15 seconds

Please email the team or speak to us at the event for more detail on this analysis

Cherwell Street, Banbury
Bus Service Improvement Project

(including Bridge Street and George Street junctions)

Planned project timeline

March 2024

- First consultation **March 2024** ✓
- Feasibility design **Autumn 2024** ✓
- Preliminary/ detailed design **November 2024 – March 2025**
- Second consultation **February 2025**

March 2025

- Construction start date **Summer 2025**

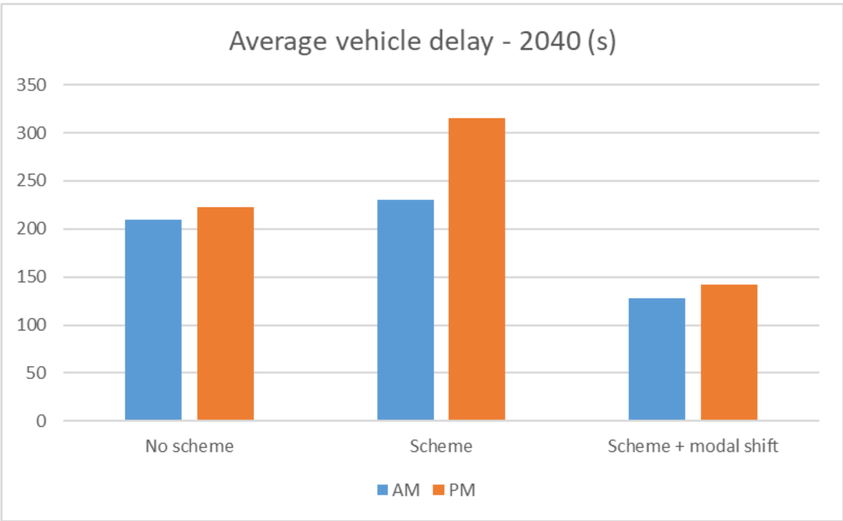
March 2026

More information at
oxfordshire.gov.uk/cherwellstreetbus

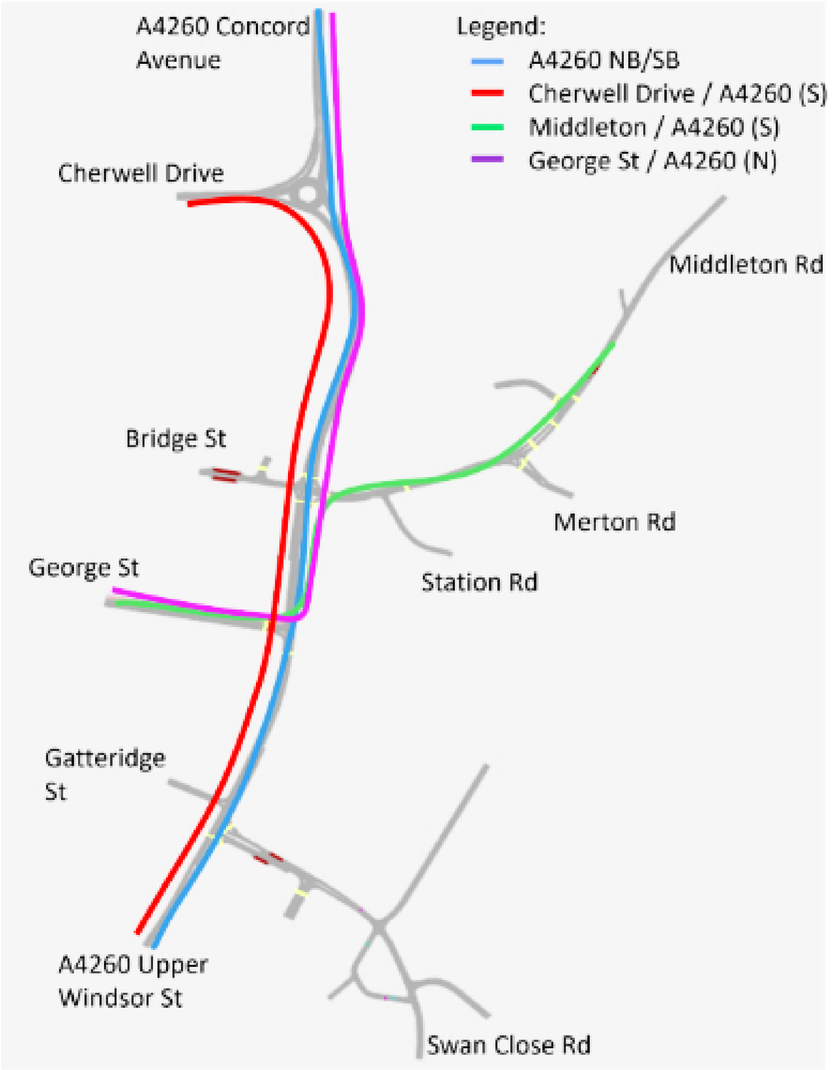
Updated modelling results

The project's impact was modelled across three years (2024, 2031, 2040). These scenario years were compared against the existing road layout and compared against the existing road layout with the minimum changes needed to keep the junctions safe as Banbury expands. We also anticipated that over time some people would change their travel habits – walking, cycling and using public transport more ("modal shift").

Improvements at Tramway Road and Cherwell Street in Banbury will provide sustainable transport options to help people change the way they travel in growing towns like Banbury. This is part of our Local Transport and Connectivity Plan.



Bus



General Traffic

Updated modelling results - bus

Impact on bus journey times – AM peak

Bus journey times improve along the following routes with the scheme in place across all years when compared to without the scheme.

George Street to Bridge Street west (8, 81 and 49 seconds decrease in 2024, 2031 and 2040 respectively)

Swan Close to Bridge Street west (42, 100 and 94 seconds decrease in 2024, 2031 and 2040 respectively)

Bus journey times worsen along routes from Bridge Street east with the scheme in place across all three years. This is due to improving pedestrian safety. The largest increase is 95 seconds from Bridge Street east to Cherwell Street South in 2031.

In 2040 with a 25% modal shift we see a significant improvement across almost all routes, with the largest improvement from Swan Close Road to Bridge Street West (250s decrease).

Impact on bus journey times - PM peak

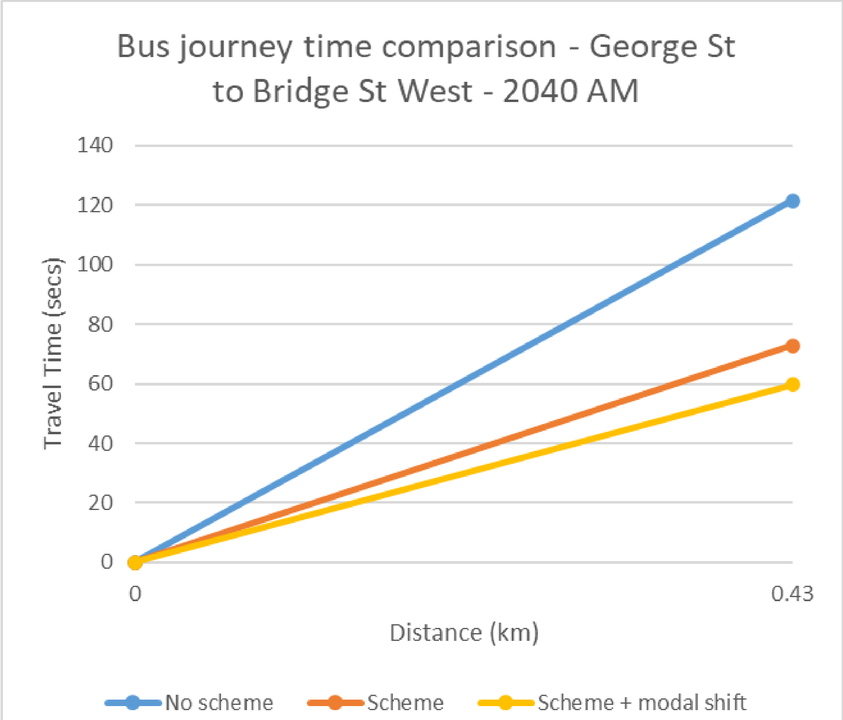
We see minimal changes to journey times from George Street to Bridge Street west with the scheme in place in all years.

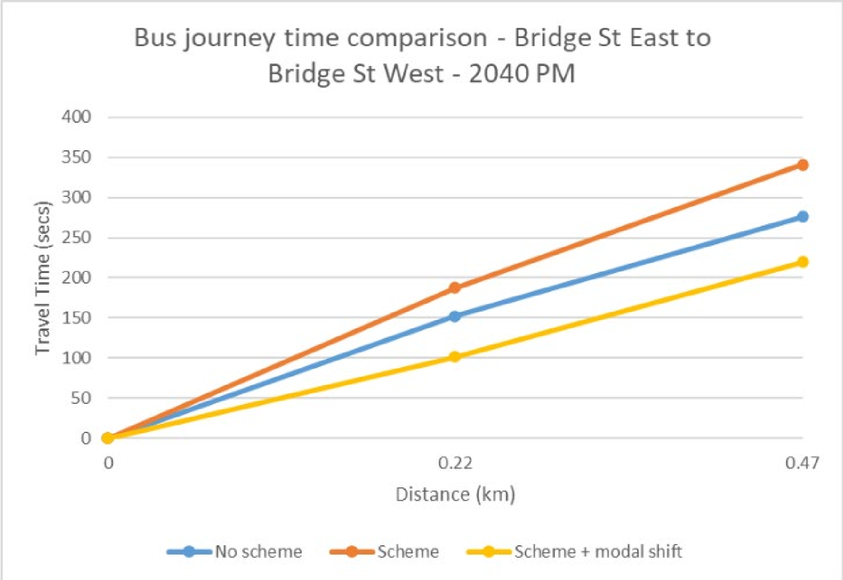
Bus journey times from George Street to Bridge Street west slightly worsen with the scheme in place for 2024 (6s) and 2031 (2s) but improves in 2040 (-15s).

Bus journey times worsen along routes from Bridge Street east with the scheme in place, due to the need to provide improved pedestrian infrastructure.

The impact of the scheme improves over time from Bridge St east (2031 and 2040) despite an increase to general traffic journey time on routes.

Assuming a 25% modal shift we see an improvement in almost all sections with the largest on Swan Close to Bridge Street west (180s decrease in 2040).





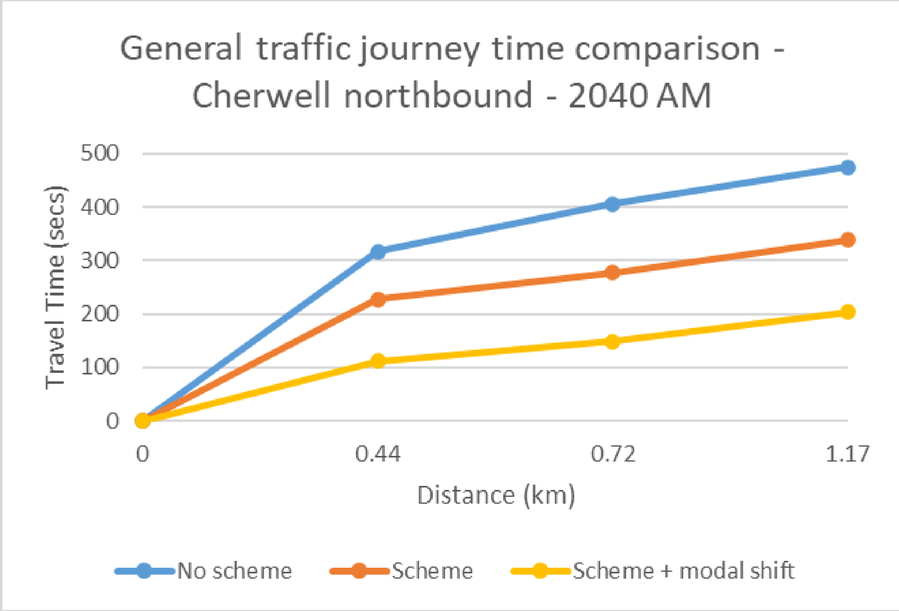
Updated modelling results – general traffic

Impact on general traffic journey times - AM peak

We see improvements on northbound routes with the scheme in place and a 25% modal shift (e.g. 272s decrease for A4620 northbound in 2040).

Without modal shift we see significant improvements in the northbound direction because of improved signal co-ordination and timings and the permissive northbound right turn (e.g. 136s decrease for A4620 northbound in 2040).

With or without modal shift there are increases in journey times along southbound routes with the scheme in place. This is due to the reduced capacity of the junction because of the southbound lane reduction and longer signal phases (increased intergreen and pedestrian times e.g. 237s increase in 2040).



Impact on general traffic journey times - PM peak

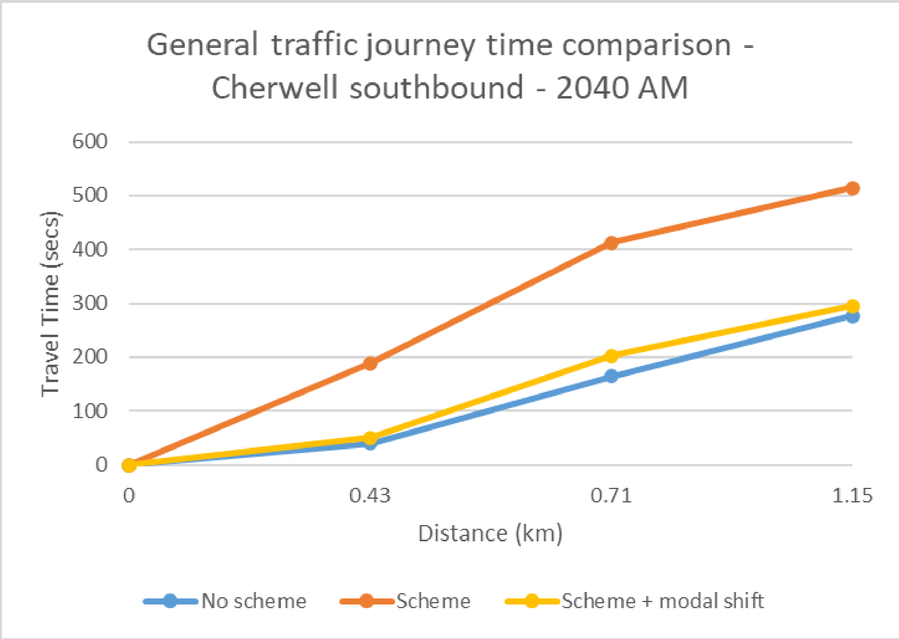
Assuming a 25% modal shift we see an improvement on most northbound routes and Bridge Street east to George Street (e.g. 111s decrease in 2040). However, other southbound routes sees a worsening in 2031 and 2040 (151s increase in 2040).

We see minimal changes to journey times from George Street to Bridge Street west with the scheme in place in all years.

Journey times worsen along routes from Bridge Street east with the scheme in place, due to the need to provide improved pedestrian infrastructure.

We see significant increases in southbound journey times with the scheme in place, similar to AM peak (418s increase in 2040).

Northbound journey times also increase for 2024 and 2031 but show almost no change by 2040.



Appendix B: Survey

OXFORDSHIRE COUNTY COUNCIL

Cherwell Street Bus Service Improvement Project (including Bridge Street and George Street junctions)

We are asking for your views on the Cherwell Street bus service improvement project in Banbury. We encourage you to read the supporting information before having your say. The supporting information is available:

- from Banbury Town Hall, High Street, Banbury, OX16 5JS
- on our digital engagement and consultation platform: letstalk.oxfordshire.gov.uk/cherwell-street-banbury
- by calling 01865 792 422
- by emailing CherwellStBus@Oxfordshire.gov.uk.

You can leave completed surveys at Banbury Town Hall or post them to us for free (no stamp required) by writing this address in the middle of the envelope: **Freepost OXFORDSHIRE COUNTY COUNCIL.** Please also write 'Cherwell Street Bus Service Improvement Project' on the top left corner of the envelope so we easily identify what is inside.

All responses must be received by Sunday 23 March 2025.

Data protection and privacy

Under the Data Protection Act 2018, we have a legal duty to protect any personal information we collect from you. Oxfordshire County Council is committed to open government and this may include quoting extracts from your consultation response in our report. We will not however, disclose the names of people who have responded unless they have provided consent. For this purpose, we ask that you are careful not to disclose personal information in your comments. If you do not want all or part of your response to be made public, or shared with councillors, please make it clear on this form which parts you wish us to keep confidential.

View Oxfordshire County Council's privacy notice online at www.oxfordshire.gov.uk/privacy-notice

Q1 In what capacity are you responding to this consultation? *Tick one option*

As a resident of Banbury	☐	**Go to Q2**
As a member of the public living outside Banbury	☐	**Go to Q2**
As a business	☐	**Go to Q1a**
As a Councillor	☐	**Go to Q1b**
As a representative of a group or organisation	☐	**Go to Q1c**

Other – *please specify:*
……...

Q1a Please give the name and location of the business you represent:
…….

Q1b Please give your name and the parish or town/ward/division you represent:

……
….

Q1c Please give the name of the group/ organisation you represent:

……
….

<u>Your travel around the area of the proposed project</u>

Q2 How often do you access Banbury town centre via the Bridge Street/ Cherwell Street junction? *Tick one option*

A few times a week ☐

Weekly ☐

Monthly/ 2 or 3 times a month ☐

A few times a year ☐

Never/ very infrequently ☐

Q3 How do you usually travel around/ through the Bridge Street/ Cherwell Street area? *Tick all that apply*

Walk ☐

Cycle ☐

Scooter ☐

Bus/ Coach ☐ Please specify service number*: ……*

Motorcycle ☐

Car as a passenger ☐

Car as a driver ☐

Other – please specify:……..

Q4 If you take the bus, how often do you take the bus?

A few times a week ☐

Weekly ☐

Monthly/ 2 or 3 times a month ☐

A few times a year ☐

Never/ very infrequently ☐

Q5 After having read the downloadable information to what extent do you support the project objective of improving journey time and reliability of buses accessing Banbury town centre via Cherwell Street and Bridge Street?

Very supportive ☐

Supportive ☐

Neutral ☐

Unsupportive ☐

Very unsupportive ☐

No opinion ☐

If you said you were unsupportive/ very unsupportive, please tell us why:

Please tell us how supportive you are of the following proposed elements

Q6 Bridge Street/Cherwell Street Junction: Improve the design of the junction to remove existing pedestrian safety issues and formalise lane arrangements.

Note: This is improvement 1 on page two in the information document.

Very supportive ☐

Supportive ☐

Neutral ☐

Unsupportive ☐

Very unsupportive ☐

No opinion ☐

If you said you were unsupportive/ very unsupportive, please tell us why:

Q7 Bridge Street/Cherwell Street Junction: Improve pedestrian crossing facilities to support easier and safer access to bus stops, the rail station and the town centre. There would be loss of one short length of traffic lane on Concord Avenue (southbound) to deliver these improvements.

Note: This is improvement 2 on page two in the information document.

Very supportive ☐

Supportive ☐

Neutral ☐

Unsupportive ☐

Very unsupportive ☐

No opinion ☐

If you said you were unsupportive/ very unsupportive, please tell us why:

Q8 <u>Bridge Street/Cherwell Street Junction:</u> Improve the signal timings to manage congestion for all traffic and ensure buses pass through the junction more efficiently.

Note: This is improvement 3 on page two in the information document.

- Very supportive ☐
- Supportive ☐
- Neutral ☐
- Unsupportive ☐
- Very unsupportive ☐
- No opinion ☐

If you said you were unsupportive/ very unsupportive, please tell us why:

Q9 <u>Bridge Street/Cherwell Street Junction:</u> Extend the left turn (all traffic) lane from Cherwell Street to Bridge Street (west) to improve bus access to the town centre from the south.

Note: This is improvement 4 on page two in the information document.

- Very supportive ☐
- Supportive ☐
- Neutral ☐
- Unsupportive ☐
- Very unsupportive ☐
- No opinion ☐

If you said you were unsupportive/ very unsupportive, please tell us why:

Q10 <u>George Street/Cherwell Street Junction:</u> Widen and provide better marking of the eastbound bus lane on George Street and extend the existing traffic island to improve pedestrian crossing facilities at the junction. A short stretch of eastbound traffic lane would be removed on George Street.

Note: This is improvement 5 on page two in the information document.

- Very supportive ☐
- Supportive ☐
- Neutral ☐

Unsupportive ☐

Very unsupportive ☐

No opinion ☐

If you said you were unsupportive/ very unsupportive, please tell us why:

Q11 General: Refresh lane markings including 'keep clear' at junctions, to improve movement of all traffic (including buses) through the study area

Very supportive ☐

Supportive ☐

Neutral ☐

Unsupportive ☐

Very unsupportive ☐

No opinion ☐

If you said you were unsupportive/ very unsupportive, please tell us why:

Q12 Please tell us if you have any comments about any aspects of the proposed project and/or anything you particularly like or dislike about the proposals:

ABOUT YOU

We would like to ask a few questions about you so that we can understand more about individuals and residents who have taken part in the survey. This will help us to establish whether we are hearing the views of a range of people and communities.

If you do not wish to provide any of this information, please select prefer not to say or skip the question as appropriate. All information given is anonymous and is governed by the UK GDPR and General Data Protection Regulations 2018

Q13 Please provide the first four or five digits of your home postcode (but not the letters at the end). e.g. OX1 1 or OX14 5.

……..

Q14 What is your age?

- Under 18 years ☐
- 18 – 24 ☐
- 25 – 34 ☐
- 35 - 44 ☐
- 45 - 54 ☐
- 55 - 64 ☐
- 65 – 74 ☐
- 75 years or older ☐
- Prefer not to say ☐

Q15 What is your sex?

- Female ☐
- Male ☐
- I use another term ☐
- Prefer not to say ☐

Q16 What is your ethnic background?

- Asian or Asian British (Indian, Pakistani, Bangladeshi, or any other Asian background) ☐
- Black or Black British (Caribbean, African, or any other Black background) ☐
- Chinese ☐
- Mixed (White and Black Caribbean, White and Black African, White and Asian, and any other mixed background) ☐
- White (British, English, Welsh, Scottish, Northern Irish, or any other white background) ☐
- Prefer not to say ☐

Q17 Are your day-to-day activities limited because of long-term illness, health problem or disability that has lasted, or is expected to last, at least 12 months?

- Yes – a lot ☐
- Yes – a little ☐
- No ☐
- Prefer not to say ☐

Stay in touch

We invite you to sign up to receive regular email updates on news, events, and developments from across the county. Any contact details you provide will be separated from the feedback you have shared in this survey.

Q18 Would you like to sign up? *Tick all options that apply*

- Yes, I'd like to receive updates about activities on Let's Talk Oxfordshire ☐
- Yes, I'd like to sign-up to get regular updates on the county's news, events, and developments from the council. ☐
- Yes, but I would only like to be kept informed about this consultation ☐
- No ☐

Q18a If you responded 'Yes' to any of the sign up options above, please provide your email address *Any contact details you provide will be separated from the feedback you have shared in this survey*

.....

Thank you for taking the time to complete this survey

Appendix C: Poster

Cherwell Street, Banbury

Bus Service Improvement Project
(including Bridge Street and George Street junctions)

We are **seeking your views** to help shape the designs for improvements to the Cherwell Street area of Banbury.

Online community engagement will run from

12 noon Monday 24 February to
11:59pm Sunday 23 March 2025

Public event:

- **Monday 10 March, 3pm–7pm**
  Banbury Town Hall,
  Bridge Street,
  Banbury, OX16 5QB

Find out more and take part by visiting
letstalk.oxfordshire.gov.uk/cherwell-street-banbury
(link will be activated at 12 noon on 24 February)

For paper copies of information, please contact the team:

cherwellstbus@oxfordshire.gov.uk **Customer services: 01865 792 422**

Please note our customer service team is unable to answer detailed questions.

OXFORDSHIRE COUNTY COUNCIL

Appendix D: Letter to local residents/ businesses

OXFORDSHIRE COUNTY COUNCIL

Reference: Cherwell Street Banbury: second bus service improvement consultation

Oxfordshire County Council
County Hall
New Road
Oxford
OX1 1ND

Paul Fermer
Director of Environment and Highways

February 2025

Dear Resident, business owner or local organisation

Cherwell Street (Banbury) bus service improvement consultation – have your say

We are investigating how to improve bus journey times and reliability into and out of Banbury town centre and have been given government funding to make improvements to the area between the George Street and Bridge Street junctions.

We are writing to give you the opportunity to share your views on the work we have done so far and help us finalise a design ready for construction.

The proposed improvements are:

- bus priority measures including
  - implementing a longer running lane along Cherwell Street for left-turning vehicles travelling north-bound into Bridge Street (west)
  - and adjustments to traffic lane allocation at the Cherwell Street/Concorde Avenue/Bridge Street junction, and the Cherwell Street/George Street junction
- improving pedestrian crossing facilities
- optimising traffic signals
- and lining and signing improvements.

Full details including plans and designs will be available to view **from 12pm on Monday 24 February 2025** on our digital engagement and consultation platform Let's Talk Oxfordshire: **letstalk.oxfordshire.gov.uk/cherwell-street-banbury**

A survey will be available to complete on the same page from 12pm on Monday 24 February to 23:59 on Sunday 23 March 2025.

Alternatively, printed copies of consultation materials and the survey will be available:

- from Banbury Town Hall
- by calling 01865 792 422
- by emailing cherwellstbus@oxfordshire.gov.uk
- by writing to the postal address above before 23 March. Please mark the envelope: Cherwell Street (Banbury) bus service improvement consultation survey.

Plans and designs can also be viewed at an information event being held on **Monday 10 March 2025**, 3pm to 7pm, at Banbury Town Hall, Bridge Street, Banbury, OX16 5QB. Members of the team will be available to answer any questions you may have.

The feedback from this consultation will be considered alongside traffic modelling data and council policies and priorities to help us decide on a final design ready for construction.

Yours sincerely,

Cherwell Street (Banbury) bus service improvement team

Email: cherwellstbus@oxfordshire.gov.uk
Website: www.oxfordshire.gov.uk/cherwellstreetbus

Appendix E: Comments and County Council response

Concerns listed by main concern and specific detail	OCC response
Congestion	
Scheme will make existing congestion worse/cause new congestion	After reviewing comments from the consultation, modelling results, and input of teams across the county council, we are exploring the opportunity to maintain the number of running lanes on Concord Avenue and George Street to ease congestion impacts while maintaining the benefits of the scheme.
Scheme will cause delays	We are assessing opportunities in the detailed design to reduce congestion where it could have knock on effects including on bus movements elsewhere in the network, by maintaining the existing running lanes on Concord Avenue and George Street.
Scheme will cause air pollution	Initiatives included in the Oxfordshire Bus Service Improvement Plan (BSIP) - including the Cherwell Street bus service improvement scheme - are targeted at areas with high levels of congestion. The aim is to improve bus journey times and encourage residents to use the bus service. This aligns with Oxfordshire Local Transport and Connectivity Plan targets and the scheme funding commitments.
Buses	
Buses are not used / are the minority form of transport/ bus services have been reduced/ buses are costly/ buses are inconvenient and inaccessible	Unreliable bus services are a result of traffic congestion, which the scheme aims to address by prioritising bus movement where possible and thereby increasing journey time reliability. The scheme itself does not include the addition of extra bus services to the Banbury bus network.

	This feedback has been shared with council officers within the bus team and bus operators in Banbury. All bus services are registered with the Traffic Commissioner and are regularly monitored for operational consistency.
Buses will be delayed by the scheme	The modelling indicates that there will be an overall journey time improvement for buses. However, the knock-on effects at George Street and Concord Avenue are being reconsidered in the final design.
Pedestrians	
Proposed improvements are not needed	The feasibility studies indicate poor crossing facilities for people who walk or wheel, including a lack of pedestrian facilities at the George Street junction. As shown in the consultation material the scheme will introduce two pedestrian crossings at the George Street junction and improve safety and mobility at the Bridge Street junction, including removing two pedestrian islands.
Change is needed	Consultation feedback has been captured and reviewed. Possible changes are being investigated and will be considered in the detailed design stage.
Pedestrians are being put at risk	The scheme aims to address pedestrian safety concerns, such as vehicles driving on the footway. The scheme design will go through an independent Road Safety Audit.
Suggestions for improvements or amendments to design	Consultation feedback has been captured and reviewed. Possible changes are being investigated and will be considered in the detailed design stage.
Pedestrian features being removed incorrectly	The pedestrian islands proposed to be removed on Bridge Street east and west will benefit road users by providing more carriageway space, and benefit pedestrians by creating a more direct crossing, preventing those who walk or wheel from having to wait in pedestrian islands.
Not enough time for pedestrians to cross safely at lights	The proposal will introduce changes to the traffic signals, including the green time for pedestrians to cross at the Bridge Street/Cherwell Street junction. Crossings will also be improved by removing the stagger on Cherwell

	Street and Concord Avenue; however, the islands will remain in those locations to provide refuge if necessary.
Cost	
Waste of money	A cost benefit analysis is carried out. The opportunity to improve bus journey time reliability is crucial to improving patronage and encouraging more people to travel sustainably.
Money should be used elsewhere on the roads	The proposed scheme will largely be funded by the Department for Transport (DfT) (as part of Oxfordshire County Council's Bus Service Improvement Plan - BSIP). Some additional funding is provided by contributions secured from new developments in the Banbury area. The allocated funding is designated exclusively for the Cherwell Street bus service improvement scheme and cannot be redirected to other proposals. This ensures that the resources are utilised to achieve the intended improvements and objectives of this project.
Value for money is questionable (often benchmarked against time savings presented in the consultation)	A cost benefit analysis is carried out.
Suggestions for wider changes	
Ring road	This is being considered as part of a long-term package for Banbury. However, this requires changes to travel habits (modal shift) ahead of any delivery to reduce the pressure on key junctions. It would also require a large amount of funding.
New motorway junction	This has been assessed previously and is still long-term option for Banbury. A new motorway junction requires modal shift ahead of delivery to reduce the pressure on key junctions. It would also require a large amount of funding.
Suggested to change the junctions to a roundabout	A roundabout was considered in the concept stages of this scheme. However, due to limited space and safety for pedestrians and cyclists, this option was not taken forward.
Behaviour change	

Changes will cause or further embed bad driving behaviour	We will look to deliver infrastructure that will improve the situation. However, enforcement is handled by the police.
Not realistic	The project is part of a wider programme of schemes that aim to change behaviour across Banbury including Tramway Road access improvements and walking, wheeling, cycling measures along key corridors.
Cars are convenient or essential and should not be restricted	The scheme contributes to Oxfordshire's Local Transport and Connectivity Plan targets to reduce private car use and promote sustainable and active travel options where they are possible and practical. Reducing private car use also contributes to our Vision Zero objectives to reduce road casualties to zero.
Unsafe pedestrian environment impacts on behaviour change	The changes to the pedestrian facilities look to increase safety and improve the journey experience for those who walk or wheel, include two new crossings on George Street, and the removal of pedestrian islands on Bridge Street east and west
Traffic signals	
Timing or set-up is wrong	The proposed scheme will make improvements to the existing signals and lane configuration to improve traffic flow and movement through the junction for buses, pedestrians, cyclists and general traffic.
Suggestion for improvement	
Proposed improvements not needed	
Delay the scheme	
Until the bus station is moved	Most of the local buses start and end their route outside of the bus station, within the town centre, including the buses that travel along Cherwell Street. Therefore, the removal of the bus station will not change the bus routes that are impacted by this scheme.
Until Tramway is finished	The pedestrian diversion caused by the Tramway scheme will be complete before construction starts on Cherwell Street. It is not foreseen that the two schemes running in parallel would create any issues.
Until other redevelopments are completed	There is no timeline on when nearby developments will be delivered in Banbury and improvements to bus

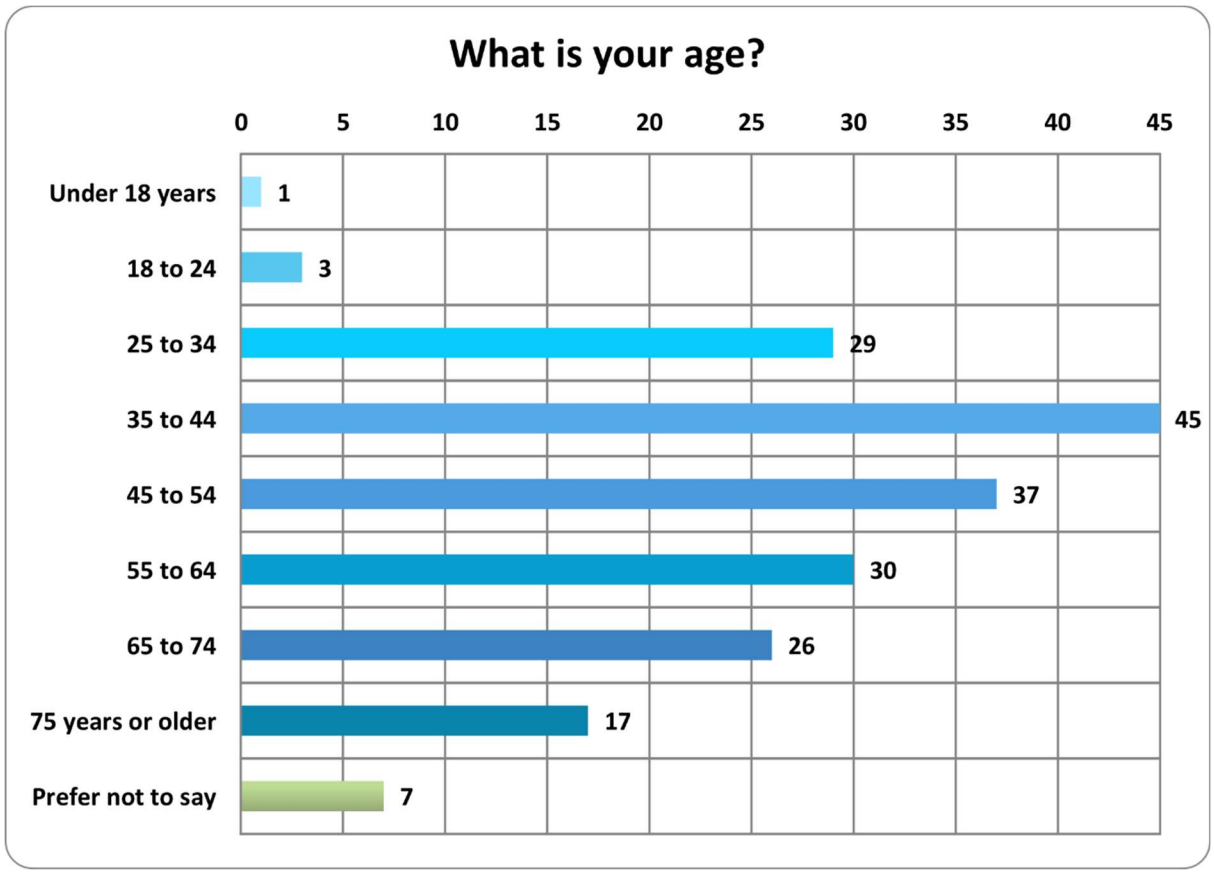
	journey time reliability are required now.
Concerns about housing	
Too many new developments	Housing targets are set out at a national level and managed through Cherwell District Council. The county council work with the district council to support the Cherwell Local Plan through transport mitigations.
Lack of planning for new infrastructure	The Cherwell Street BSIP scheme is one part of a package of measures across Banbury. Tramway Road improvements are already under construction, and a number of active travel and town centre measures are being developed but will rely on funding to progress. New proposals are examined in line with local and central government development plans and transport policies.
Consultation	
Will not be listened to	After reviewing comments from the consultation together with the modelling results and input of teams across the county council, we are exploring the opportunity to maintain the number of running lanes on Concord Avenue and George Street to ease congestion while maintaining the benefits of the scheme.
Modelling is wrong, incomplete, unhelpful	Two types of modelling have been carried out; traffic signal optimisation modelling (LinSig), and traffic flow simulation modelling (VISSIM). Initially modelling was undertaken as part of the feasibility stage, but further modelling has been completed as part of the preliminary design stage, to refine the initial modelling, for a greater understanding of the journey time impact.
Survey is biased	The survey presented the different elements of the scheme, their objectives and any key considerations e.g. the loss of a lane. Respondents could read two information documents before sharing feedback including via free-text boxes if they were unsupportive or very unsupportive. We also included an ‘any other comments’ question where anyone could write in their thoughts.

Banbury	
Less attractive, will lose shops	This scheme is part of a wider plan for improving access to the town centre, making it easier and safer to visit key Banbury destinations, including shops.
Cycling	
No improvements for cyclists	As a Bus Service Improvement Programme scheme the focus has been on bus service improvements. Cycle improvements are being assessed but it is unlikely that any cycle improvements will be delivered as part of the scheme. However, to address these concerns we aim to produce concept designs and a cost programme, as well as future-proof the detail design so that additional cycle improvement can be added later. As part of the wider package of measures for the town officers are progressing a walking, wheeling and cycling improvement scheme from the Local Cycling and Walking Infrastructure Plan (LCWIP) that would link into this area.
Cycling is dangerous	We aim to make cycle safety improvements across the whole of Banbury, through the delivery of the LCWIP.
Suggestion for improvement	Cycle improvements are being assessed but it is unlikely that any cycle improvements will be delivered as part of the scheme. However, to address these concerns we aim to produce concept designs and a cost programme, as well as future-proof the detail design so that additional cycle improvement can be added later. As part of the wider package of measures for the town officers are progressing a walking, wheeling and cycling improvement scheme from the LCWIP that would link into this area.

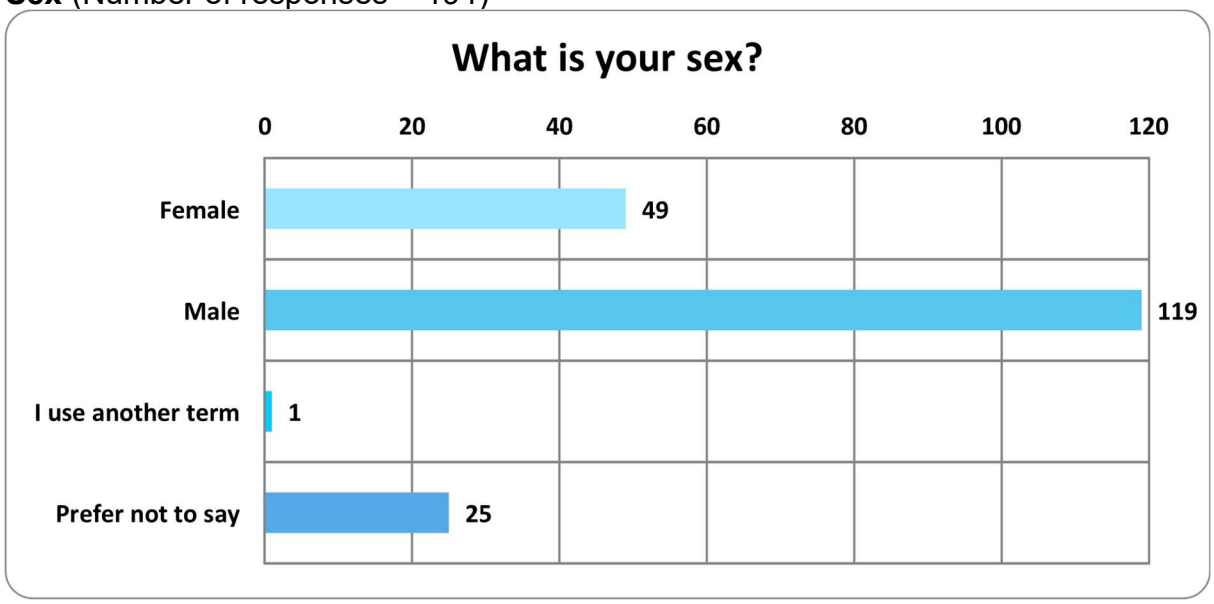
Appendix F: Respondent profile

An overview of the age, sex, ethnicity and health/disability profile of respondents is provided below. Please note that questions were not mandatory, and the total answering may not always add up to the total number of respondents.

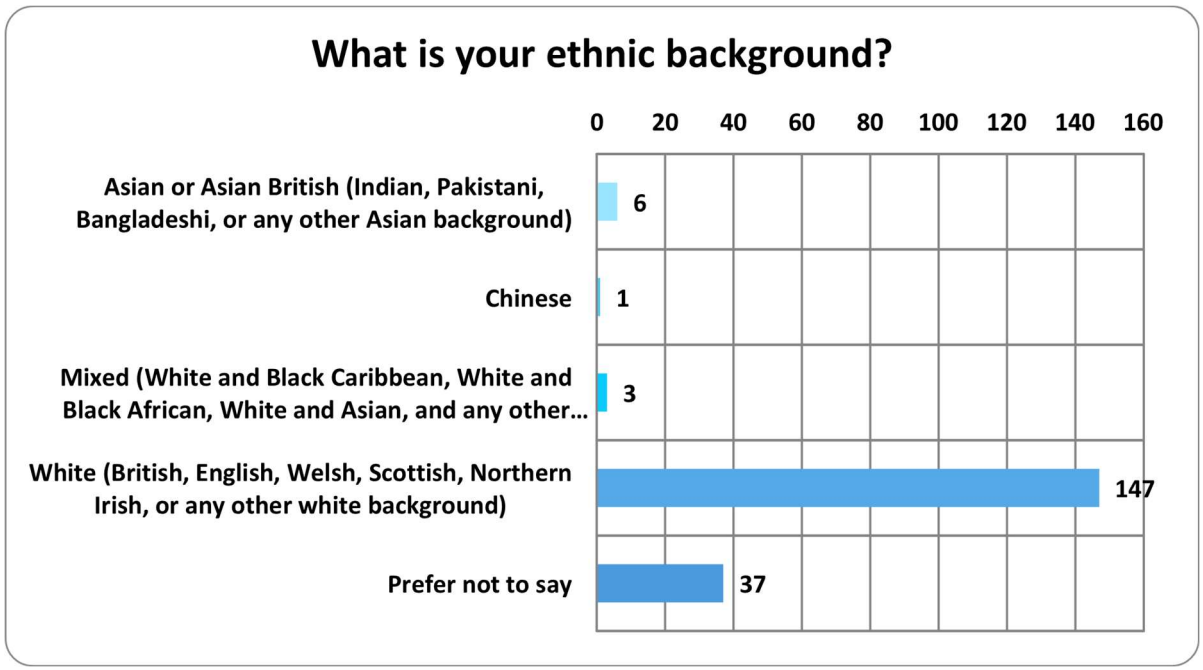
Age (Number of responses = 195)



Sex (Number of responses = 194)



Ethnic background (Number of responses = 194)



Health and disability (Number of responses = 196)