

CABINET

MINUTES of the meeting held on Tuesday, 24 January 2023 commencing at 2.00 pm and finishing at 4.35pm

Present:

Voting Members: Councillor Liz Leffman – in the Chair
Councillor Liz Brighthouse OBE (Deputy Chair)
Councillor Glynis Phillips
Councillor Tim Bearder
Councillor Duncan Enright
Councillor Calum Miller
Councillor Jenny Hannaby
Councillor Mark Lygo
Councillor Andrew Gant

Other Members in Attendance:

Councillors David Bartholomew, John Howson, Eddie Reeves and Liam Walker

Officers:

Whole of meeting Stephen Chandler, Interim Chief Executive; Lorna Baxter, Director of Finance; Anita Bradley, Director of Law & Governance; Chris Reynolds, Committee Officer

The Committee considered the matters, reports and recommendations contained or referred to in the agenda for the meeting, together with a schedule of addenda tabled at the meeting, and decided as set out below. Except insofar as otherwise specified, the reasons for the decisions are contained in the agenda, reports and schedule, copies of which are attached to the signed Minutes.

1/23 APOLOGIES FOR ABSENCE

(Agenda Item. 1)

Apologies for absence were received from Cllr Pete Sudbury.

2/23 DECLARATIONS OF INTEREST

(Agenda Item. 2)

Cllr Calum Miller declared a non-pecuniary interest related to Item 6 as a volunteer coach with Gosford All Blacks Rugby Club.

3/23 MINUTES

(Agenda Item. 3)

The minutes of the meeting on 20 December 2022 were approved and signed as a correct record.

4/23 QUESTIONS FROM COUNTY COUNCILLORS

(Agenda Item. 4)

See Annex

5/23 PETITIONS AND PUBLIC ADDRESS

(Agenda Item. 5)

The following requests to speak were agreed by the Chair:

6 Proposal from Oxford United FC to OCC as Landowner

Paul Peros
Cllr David Robey, Chair Kidlington PC
Niall McWilliams
Janine Bailey
Garry Allen
Richard Hague
Susanne McIvor
Ken Wroe
Christopher Lowes
Darren Male
Katrina Jenkins
Victoria Campbell
Riva Casley
Collette Thompson
Martin Halstead
Harry Hall
Ollie Dare
James Dunn
Danielle Walker
Cllr Nigel Simpson
Cllr Ian Middleton
Cllr Liam Walker

6/23 PROPOSAL FROM OXFORD UNITED FOOTBALL CLUB TO OXFORDSHIRE COUNTY COUNCIL AS LANDOWNER

(Agenda Item. 6)

Cabinet had before it a report regarding a proposal from Oxford United Football Club for a lease to develop a new football stadium on land to the east of Frieze way / south of Kidlington roundabout.

Councillor Calum Miller, Cabinet Member for Finance, introduced the report. He thanked all of the speakers who had addressed the meeting and other members of the public who had made representations on these proposals. He referred to the background to the proposals, including the expiry of the

Football Club's lease at the Kassam Stadium, the previous consideration of an alternative site at Stratfield Break, and the wide ranging consultations that had taken place with residents and elected members on the future options for a suitable site. Councillor Miller emphasised that, at this stage, the report was recommending that formal negotiations should begin with Oxford United, that it was important that the Council's various interests were protected in consideration of any formal arrangements with the football club, and that there was a need for more detailed discussion between all parties and consultation with the community before firm proposals were progressed. He urged the Football Club to begin working on their proposals without delay and gave assurance that officers would be prioritising the scheme immediately to ensure that the future of the Football Club was given due priority.

Cabinet members made the following comments:-

- The Council recognised the community value provided by the Football Club and its importance in the lives of many people in Oxfordshire, and beyond, which had been demonstrated by the 1400 representations received on these proposals
- It was important to protect the financial and other interests of the Council in the forthcoming negotiations
- It was important to note that these proposals were being developed with the County Council as landowner, and that Cherwell District Council, as planning authority, would determine any application for the site of the new stadium
- The Council noted that it had become apparent that the Kassam Stadium was not a suitable long term venue for the club in view of the representations made and the need to meet the requirements of all the activities that needed to use the facilities including women's football and youth groups.

Councillor Miller then summarised the points made during the discussion. He recognised the importance of publishing the aspirations for the project and timetable as soon as possible, that members should be updated on progress on a regular basis and that further negotiations with stakeholders were required to achieve the objectives of ensuring the ongoing success of Oxford United and its role in the community.

The recommendations were proposed by Councillor Enright, seconded by Councillor Lygo and agreed.

RESOLVED to:-

- a) authorise Officers to enter into negotiations regarding Heads of Terms with Oxford United Football Club (OUFC) to agree the

commercial terms on which Oxfordshire County Council (OCC) would lease land to the east of Frieze Way / south of Kidlington roundabout (known as the 'triangle') to OUFC for the development of a new football stadium, subject to further Cabinet approval of detailed plans and undertakings and to planning permission.

- b) emphasise that Heads of Terms are non-binding and that any final agreement to lease or dispose of land to OUFC for the purposes of a stadium will be a Cabinet decision, published on the Forward Plan of Business.
- c) instruct officers to ensure that, prior to any recommendation to Cabinet regarding entering into a contractual or legal agreement with OUFC, sufficient information and undertakings have been received from OUFC to ensure that the objectives set out in (2a) below will be met.
- d) instruct officers to identify and mitigate medium and long-term financial risks and liabilities associated with any final agreement with OUFC to lease or dispose of the land.
- e) instruct officers to provide regular updates on progress to the Cabinet Member for Property and, as appropriate, Cabinet as a whole, and to add these Cabinet updates to the Cabinet's Forward Plan of Business to enable transparency and public scrutiny / engagement.
- f) instruct officers to identify further opportunities for engagement with a broad range of stakeholders as proposals for a scheme are developed. This should include an engagement strategy from OUFC to demonstrate how they will take into account stakeholder and community views as the scheme promoter.
- g) instruct Officers to ensure that any agreements with OUFC are consistent with the County Council's strategic priorities, by achieving the following objectives for the use of the OCC's land:
 - maintain a green barrier between Oxford and Kidlington
 - improve access to nature and green spaces
 - enhance facilities for local sports groups and on-going financial support
 - significantly improve the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use
 - develop local employment opportunities in Oxfordshire

- increase education and innovation through the provision of a sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing
- support the County Council's net zero carbon emissions pledge through highly sustainable development

h) instruct Officers to pursue discussions with a view to agreeing terms that achieve community benefit, meet Oxfordshire County Council's strategic priorities, retain OCC's reasonable long-term control over the size and scale of OUFC's proposed scheme, comply with S.123 of the Local Government Act 1972 (and any other applicable legal requirements) and mitigate long term financial risk to the Council.

7/23 REPORT FROM SCRUTINY COMMITTEE ON THE BUDGET & BUSINESS PLANNING REPORT

(Agenda Item. 7)

Report of the Performance and Corporate Services Overview & Scrutiny Committee: Scrutiny Of Post-Consultation Budget Proposals 2023/24 – 2025/26

Councillor Eddie Reeves, Chair of the Committee, introduced the reports. He summarised the recommendations regarding the need for regular scrutiny of the Council's revenue and capital budgets and made the following points:-

- The Committee was keen to work with the Cabinet members for Finance and Corporate Services together with members of the Audit & Governance Committee on monitoring in-year changes to the budget, particularly in view of inflationary pressures
- Reporting needed to be specific on the changes to individual budget lines
- In view of the current economic climate, the Committee was keen to be provided with regular monitoring information on Directorate inflation outturn compared to budget targets

Councillor Calum Miller, Cabinet Member for Finance, welcomed the recommendations of the Committee. He explained that improved monitoring information would be made available to Scrutiny committee members in the next financial year and he would attend meetings of the Committee to answer questions as and when required. With regard to the Capital Programme, he explained two changes to the revenue pipeline and the proposals to strengthen the monitoring of the Capital Programme going forward.

Report of the Performance and Corporate Services Overview & Scrutiny Committee: Scrutiny Of The Council's Proposed Strategic Plan 2023-25

Councillor Glynis Phillips, Cabinet Member for Corporate Services, responded to the Scrutiny Committee's recommendations. She explained the objectives and priorities set out in the Council's strategic plan and referred, in particular, to changes to the objectives that had been introduced for the forthcoming municipal year.

Councillor Phillips moved, Councillor Brighthouse seconded and Cabinet agreed to accept the recommendations in the reports.

8/23 BUDGET & BUSINESS PLANNING REPORT 2023-24 - JANUARY 2023

(Agenda Item. 8)

Cabinet had before it proposals for the Strategic Plan and related revenue budget for 2023/24, medium term financial strategy to 2025/26 capital programme to 2032/33 plus supporting policies, strategies and information.

The amendments to documents identified in the Addenda were agreed.

In paragraph 8 of the main report, it was agreed to replace "will be considered by the Committee on 24 January 2022" with "will be considered by Cabinet on 24 January 2023".

Councillor Calum Miller, Cabinet Member for Finance, introduced the report. He explained the background to the preparation of the budget including the difficult economic climate and the volatile political environment which had created significant challenges for the Council. He summarised the budget proposals including the budget reductions to some services, additional funding for essential services, the funding available from central government and the reasoning for increases to Council Tax in line with government recommendations. He thanked all those who had contributed to the budget consultation exercise.

Councillor Miller moved, and Councillor Enright seconded the recommendations and they were agreed.

RESOLVED to RECOMMEND Council to:-

- a) adopt the updated strategic plan.

In relation to the Revenue Budget and Medium Term Financial Strategy (Section 4);

RESOLVED to:

- b) approve the Review of Charges for 2023/24 and in relation to the Registration Service, charges also for 2024/25 (Annex A);
- c) approve the changes to the High Needs budget (Annex B Table 1);
- d) agree that in the event that the Council's disapplication request referred to in Paragraph 5 Annex B is approved by the Secretary of State then to proceed with Option 1 to use £2.3m transferred from the DSG Schools Block to the DSG High Needs Block to fund investment in Early Intervention, and, in the event that the disapplication request is not approved by the Secretary of State then to proceed with Option 2 and use additional grant funding provided by central government;
- e) Receive the observations from Performance and Corporate Services Overview and Scrutiny Committee;
- f) approve the Financial Strategy for 2023/24 (Section 4.5);
- g) approve the Earmarked Reserves and General Balances Policy Statement 2023/24 (Section 4.6);
- h) delegate to the Leader of the Council, the Cabinet Member for Finance and the Director of Finance, acting jointly, to make any appropriate changes to the proposed budget following the recommendations of the Performance and Corporate Services Overview and Scrutiny Committee.

RESOLVED to RECOMMEND Council to:-

- i) approve a Medium Term Financial Strategy for 2023/24 to 2025/26 as set out in Section 4.1 (which incorporates changes to the existing Medium Term Financial Strategy as set out in Section 4.2);
- j) agree the council tax and precept calculations for 2023/24 set out in Section 4.3 and in particular:
 - (i) a precept of £466,654,610.58;
 - (ii) a council tax for band D equivalent properties of £1,734.03.

In relation to the Capital and Investment Strategy and Capital Programme (Section 5);

RESOLVED to recommend Council to:

- k) approve the Capital and Investment Strategy for 2023/24 - 2033/34 (Section 5.1) including;
 - (i) the Minimum Revenue Provision Methodology Statement (Section 5.1 Annex 1);
 - (ii) the Prudential Indicators (Section 5.1 Annex 2) and
- l) approve the Treasury Management Strategy Statement and Annual Investment Strategy for 2023/24 (Section 5.2); and

- (i) continue to delegate the authority to withdraw or advance additional funds to/from external fund managers to the Director of Finance;
 - (ii) approve that any further changes required to the 2023/24 Treasury Management Strategy be delegated to the Director of Finance in consultation with the Leader of the Council and the Cabinet Member for Finance;
 - (iii) approve the Treasury Management Prudential Indicators; and
 - (iv) approve the Specified Investment and Non Specified Investment instruments as set out in Section 5.2.
- m) approve the new capital proposals for inclusion in the Capital Programme and proposed pipeline schemes (Section 5.3)
- n) approve the capital programme (Section 5.4).

9/23 BUSINESS MANAGEMENT & MONITORING REPORT - OCTOBER/NOVEMBER 2022

(Agenda Item. 9)

Cabinet considered a report presenting the November 2022 performance, risk and finance position for the Council.

Councillor Calum Miller, Cabinet Member for Finance, summarised the report. He referred, in particular, to the considerable challenges in delivery of services for children and the likelihood of the budget for this service being overspent at the end of the financial year.

Councillor Liz Brighthouse, Cabinet Member for Children, Education & Young People's Services said that the forthcoming year's budget sought to address the challenges facing services for children and commented on the proposals to develop children's residential care within the County. She reminded the Cabinet that, in addition to the Council, a number of agency partners had responsibility for providing services for children in the County.

Councillor Miller moved and Councillor Enright seconded the recommendations and they were agreed.

RESOLVED to:-

- a) note the report and annexes which include action plans
- b) note the virements in Annex B-2b
- c) approve a £0.7m increase in the contribution from the County Council to the Children's Integrated Therapy Service.
- d) note the use of the COVID-19 reserve as set out in Annex B-3a

- e) agree to transfer £1.8m from the Budget Equalisation Reserve to the Transformation Reserve.

10/23 OTHER REPORTS FROM SCRUTINY COMMITTEES

(Agenda Item. 10)

Report of Oxfordshire Joint Health Overview and Scrutiny Committee on Primary Care

Councillor Jane Hanna, Chair of the Committee, summarised the report. She referred to the importance of primary care in the community and the current levels of public dissatisfaction with the services provided. The Committee had held two workshop sessions with stakeholders which had considered the high workload for GPs, the need to address gaps in funding from housing developers for infrastructure , and the recommendation that the Council engage with the ICB, to explore ways in which the Council can provide support on communications to better inform the public narrative around primary care.

Councillor Mark Lygo, Cabinet Member for Public Health and Equalities, said that he was in discussions with the Director of Health and would respond to the recommendations as required.

Report of the People Overview & Scrutiny Committee: Scrutiny of Send Finances

Councillor Nigel Simpson, Chair of the Committee, summarised the report. He referred, in particular, to the increase in Education and Health Care Plans in Oxfordshire and the shortfall in SEND funding of £17.5 million in the current year which could increase to £20 million in the future. There were national funding issues being faced by all authorities. He also commented on the increase in special school places in the County and referred to the recommendation that the Council work with neighbouring authorities on the provision of SEND placements and services.

Councillor Liz Brighouse, Cabinet Member for Children, Education and Young Peoples' Services welcomed the report and said that discussions were being held with neighbouring authorities on these issues.

Cabinet agreed to receive the reports and would give formal responses in due course.

11/23 CAPITAL PROGRAMME APPROVALS - JANUARY 2023

(Agenda Item. 11)

Cabinet had before it a report seeking Cabinet support to a variation to the budget requirement and timetabling for the St Edburg's Primary school expansion project.

Councillor Calum Miller, Cabinet Member for Finance, introduced the report.

Councillor Miller moved and Councillor Hannaby seconded the recommendations which were agreed.

RESOLVED to approve the budget increase of £2.911m towards the capital project for St Edburg's CE Primary School, Bicester as set out in the report.

12/23 HOME UPGRADE GRANT - DELEGATED AUTHORITY TO AGREE

(Agenda Item. 12)

Cabinet had before it a report regarding a funding application to the Home Upgrade Grant fund to retrofit homes in fuel poverty. This supported the council's climate action and healthy place shaping agendas.

In the absence of Councillor Pete Sudbury, Councillor Mark Lygo, Cabinet member for Public Health and Equalities, introduced the report.

Cabinet members made the following comments:-

- There should be an equitable distribution of the funds, as far as possible, across the County
- 310 homes was a small number to benefit from the scheme and the Council should continue to bid for further funding to help meet climate and emissions targets across the County

Councillor Lygo moved and Councillor Enright seconded the recommendations and they were agreed.

RESOLVED to:-

- a) note the submission of a £6.4m funding bid to support retrofit of homes in fuel poverty.
- b) delegate authority to the Corporate Director Environment and Place in consultation with the Director of Law and Governance to review terms and conditions and conclude legal agreements on the Home Upgrade Grant (HUG) 2 funding should the bid be successful.

13/23 CONSULTATION PLANS FOR WATER SUPPLY - OXFORDSHIRE COUNTY COUNCIL RESPONSE

(Agenda Item. 13)

Cabinet had before it a report proposing responses to regional water resources plans. The government set out the requirement for such regional plans in a recent [government guideline](#), following the [National Framework 2020](#) for water resources called 'Meeting our Future Needs'.

In the absence of Councillor Pete Sudbury, Councillor Duncan Enright, Cabinet Member for Travel and Development Strategy, introduced the report.

The Chair thanked officers for their work on these consultations and, in particular, on the organisation of the recent "Water Day" event which had been well attended. She expressed concern about the impact of the proposed additional reservoir described in the plans and said that alternatives should be considered.

Councillor Enright moved and Councillor Hannaby seconded the recommendations and they were agreed.

RESOLVED to:-

- a) approve responding to the consultation on the draft Water Resources South East (WRSE) regional plan, comments for which close on 20th February 2023 (a draft response is included in Annex 1).
- b) approve responding to the Water Resources West (WRW), Water Resources East (WRE) and Affinity Water draft plans which have a 20th February 2023 closing date (drafts of the responses are included in Annex 2 to Annex 4).
- c) approve responding to the Thames Water draft plan, which was only released on 13th December 2022 and therefore a draft response has not been prepared for this agenda. Comments on that draft plan close on 21st March 2023.
- d) delegate the final written responses to the Corporate Director for Environment and Place in consultation with the Cabinet Member for Climate Change Delivery and Environment.

14/23 LOCAL AGGREGATE ASSESSMENT

(Agenda Item. 14)

Cabinet had before it a report on the annual Local Aggregate Assessment (LAA). which was required by Mineral Planning Authorities under the National Planning Policy Framework, July 2021 (NPPF).

Councillor Duncan Enright, Cabinet member for Travel and Development Strategy, introduced the report.

Councillor Enright moved and Councillor Lygo seconded the recommendations and they were agreed.

RESOLVED to:-

- a) approve the Local Aggregate Assessment presented in Annex 2.
- b) authorise the Corporate Director of Environment and Place in consultation with the Cabinet Member for Climate Change Delivery and Environment to make any revisions and publish the Oxfordshire Local Aggregate Assessment for the calendar year 2021 on the Council website.

15/23 PARKING STANDARDS FOR NEW DEVELOPMENTS: REVIEW OF ISSUES RAISED BY THE SCRUTINY COMMITTEE AND ADDENDUM OF EVIDENCE REVIEW

(Agenda Item. 15)

Cabinet had before it a report on the review of issues raised by the Place Overview and Scrutiny Committee on 'Parking Standards for New Developments' document agreed by the Cabinet meeting held on 18th October 2022.

Councillor Duncan Enright, Cabinet member for Travel and Development Strategy, introduced the report and explained the proposed revisions to the standards.

A Cabinet member said that the revisions to the Council's forward-thinking parking standards would encourage District Councils to consider more "car-free" planning developments and help to achieve the Council's environmental objectives

Councillor Enright moved and Councillor Bearder seconded the recommendations which were agreed.

RESOLVED to accept the minor amendments to the adopted 'Parking Standards for New Developments' highlighted in Annex 1 and note the findings of the update to the research overview report, contained in Annex 2, which concludes that the available literature provides support to the general approach to parking provision as set out in the adopted (at Cabinet, held 18th October 2022) standards.

16/23 DELEGATED POWERS - JANUARY 2023

(Agenda Item. 16)

Cabinet noted the executive decisions taken under delegated powers, set out in paragraph 4 of the report

17/23 FOR INFORMATION ONLY: CABINET RESPONSES TO SCRUTINY REPORTS

(Agenda Item. 17)

The Cabinet responses to reports from Scrutiny Committees were provided for information purposes and were noted.

18/23 FORWARD PLAN AND FUTURE BUSINESS

(Agenda Item. 18)

The Cabinet considered a list of items for the immediately forthcoming meetings of the Cabinet together with changes and additions set out in the schedule of addenda.

RESOLVED to

- a) note the items currently identified for forthcoming meetings.
- b) include a report providing an update on progress with the Oxford United stadium site proposals on the agenda for the meeting on 21 February 2023.

.....in the Chair

Date of signing

ITEM 4 – QUESTIONS FROM COUNTY COUNCILLORS

Questions	Cabinet Member
<p>1. COUNCILLOR JOHN HOWSON</p> <p>I welcome the resurfacing/patching of the Woodstock Road in North Oxford scheduled for March 2023. Does this mean a date has been set for plans to be consulted upon for the improvements for cyclists and pedestrians that were last consulted upon in 2021?</p> <p>Supplementary</p> <p>I am concerned that the funding for the Woodstock Road scheme has been reduced and the timetable has been delayed. I would ask the Cabinet Members whether the</p>	<p>COUNCILLOR ANDREW GANT, CABINET MEMBER FOR HIGHWAY MANAGEMENT</p> <p>A revised date for progressing the Woodstock Road proposals, which were consulted upon in 2021, has not yet been finalised.</p> <p>Following the Future Oxfordshire Partnership decision in Sep '22 regarding the Infrastructure programme being delivered via the Housing & Growth Deal, a revised allocation of around £3m funding remains available for delivering a scheme on the Woodstock Road.</p> <p>As officers continue to develop a scheme that fits within this revised budget, this will be informed by the responses received through the 2021 consultation.</p> <p>The revised scheme will also take into consideration the planned traffic filter trial which is anticipated to impact on traffic levels on the cities radial routes.</p> <p>Response</p> <p>I can assure Cllr Howson that there is no cross-dependency between the 20 mph schemes and the Woodstock Road resurfacing scheme. I share your disappointment that the budget for the Woodstock Road scheme was reduced from £12 million to £3 million. This was because of pressures on the HIF stream of the Growth Deal due to inflation and other factors. The process of finalising the</p>

Questions	Cabinet Member
<p>reduction in budget has been because of the need to fund 20mph speed limit schemes in other areas of the County?</p>	<p>timetable for these schemes is still being progressed. I agree with Cllr Howson that the Woodstock Road scheme is a priority and hope to give information on the timetable for implementation in the near future.</p>
<p>2. COUNCILLOR LIAM WALKER</p> <p>Some parents in Hailey, West Oxfordshire have been informed the spare seats scheme will be ending despite the service being cost neutral and there being no consultation with parents. Can the cabinet member respond as to why this decision has been made and how this helps reduce car journeys as part of the administrations priorities to do so.</p>	<p>COUNCILLOR LIZ BRIGHOUSE, DEPUTY LEADER AND CABINET MEMBER FOR CHILDREN, EDUCATION & YOUNG PEOPLE'S SERVICES</p> <p>The bulk of home to school transport in Oxfordshire is provided because there is a statutory entitlement to free travel, for example because a child attends the nearest school and lives over the statutory walking distance (over 3 miles for those aged 8 to 16). There are also a few discretionary elements agreed in the Home to School Transport Policy. The costs of providing this statutory service have been increasing significantly with growing fuel and staffing costs.</p> <p>The Spare Seat Scheme applies across all home to school transport operated on behalf of the council. In common with most local authorities responsible for home to school transport, Oxfordshire allows parents of children who are not entitled to local authority funded travel to purchase spare seats. There is a distance related charge and when seats are sold it is made clear to parents that the service cannot be guaranteed in future years. We would not normally commission additional capacity to accommodate fare paying passengers. Where there is spare capacity, based on the number of eligible children and the vehicle that operates on the route, we make it available to parents to purchase.</p>

Questions	Cabinet Member
	<p>This arrangement helps defray the cost to the council of providing home to school transport and also helps a number of families in getting their children to school. The letter to parents referenced the scheme being 'cost neutral'. This is a reference to the contract that applies in the area being longstanding but for September 2023 the service in the area must be retendered. To ensure cost efficiency routes will be optimised (based on eligible children) and as a result there will be fewer spare seats than were achieved on the previous contract.</p> <p>Regarding Hailey, there is no requirement for the local authority to provide home to school transport to Wood Green School because there is a safe walking route between Hailey and Witney. This assessment was carried out by a professional road safety expert.</p> <p>The terms and conditions of the Spare Seat Scheme are clear that there is no requirement to consult with the parents of fare paying passengers prior to making a decision on whether a route should be discontinued or capacity reduced. This is because this is not a statutory requirement.</p>
<p>3. COUNCILLOR LIAM WALKER</p> <p>Residents have reported seeing adverts for the councils 20MPH policy on Sky, YouTube, the Daily Mail website and on a digital noticeboard in Buckinghamshire. Can the cabinet member outline how much money has been spent advertising the</p>	<p>COUNCILLOR GLYNIS PHILLIPS, CABINET MEMBER FOR CORPORATE SERVICES</p> <p>The communications campaign around the 20mph speed limit has been running since February 2022 in three phases. Its aim is to raise awareness about the 20mph speed limit among Oxfordshire residents and commuters into the county and to encourage and sustain long-term behaviour change.</p> <p>The campaign includes a mixture of PR and communications using the council's</p>

Questions	Cabinet Member
administrations 20MPH programme?	<p>channels and partners' channels, which are at no cost, and paid advertising, which is detailed below.</p> <p>Phase 1 This was an initial awareness-raising campaign, primarily focused on building up understanding within communities that they could apply to become a 20mph zone.</p> <p>The campaign ran for a two-month period (February-March 2022) and a total of £13,032 was spent on external advertising and the production of materials. This included: digital and social media advertising, bus backs, radio advertising, and the production of an animation.</p> <p>Phase 2 This phase focused on raising awareness of the changes and encouraging behaviour change among Oxfordshire residents. The focus was targeted on areas where 20mph speed limits have or are being implemented or routes into those areas. A key aim of this phase was for the message to be seen in different places and in different situations (eg online, on the radio, outdoors) so that people began to recognise and remember it.</p> <p>The campaign ran for a three-month period (October – December 2022) and a total of £40,433 was spent on external advertising and the production of materials. This included digital signage in supermarkets and shopping centres across Oxfordshire, radio advertising, digital and social media advertising, and advertising on petrol pumps in service station forecourts.</p> <p>Phase 3</p>

Questions	Cabinet Member
	<p>This phase built on phase 2 but targeted a much wider geographic area and broader demographics, including communities across Oxfordshire, communities across the border from Oxfordshire who regularly commute or travel into the county, and heavy road users such as delivery drivers. A greater volume of paid advertising was used in order to span a much wider geographic area and to reach people who were less likely to follow Oxfordshire County Council's communications channels.</p> <p>The campaign is running during January and February 2023 and a total of £98,211 has been planned on external advertising and the production of materials. This includes digital signage in supermarkets and shopping centres across Oxfordshire and along commuter routes into the county; advertising on Sky TV; radio advertising; online audio advertising; digital and social media advertising, petrol pump advertising; and advertising on bus backs.</p>

