

## CABINET – 24 JANUARY 2023

### ITEM 4 – QUESTIONS FROM COUNTY COUNCILLORS

Questions	Cabinet Member
<p><b>1. COUNCILLOR JOHN HOWSON</b></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><b>COUNCILLOR ANDREW GANT, CABINET MEMBER FOR HIGHWAY MANAGEMENT</b></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 &amp; 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><b>2. COUNCILLOR LIAM WALKER</b></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</p>	<p><b>COUNCILLOR LIZ BRIGHOUSE, DEPUTY LEADER AND CABINET MEMBER FOR CHILDREN, EDUCATION &amp; YOUNG PEOPLE'S SERVICES</b></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>

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<p>been made and how this helps reduce car journeys as part of the administrations priorities to do so.</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> <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><b>3. COUNCILLOR LIAM WALKER</b></p> <p>Residents have reported seeing adverts for the councils 20MPH policy</p>	<p><b>COUNCILLOR GLYNIS PHILLIPS, CABINET MEMBER FOR CORPORATE SERVICES</b></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</p>

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<p>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 administrations 20MPH programme?</p>	<p>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 channels and partners' channels, which are at no cost, and paid advertising, which is detailed below.</p> <p><b>Phase 1</b> 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><b>Phase 2</b> 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><b>Phase 3</b> This phase built on phase 2 but targeted a much wider geographic area and broader demographics, including communities across Oxfordshire, communities</p>

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	<p>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>