

County Council 28 March 2023

Schedule of Business

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Agenda Annex

OXFORDSHIRE COUNTY COUNCIL – 28 MARCH 2023

SCHEDULE OF BUSINESS

*Members of the Council are requested to wear their identity badges at all times when attending meetings at County Hall

ITEM/TIME	ITEM	PROPOSALS (M = Motion; SEC = Seconder; Am = Amendment S = Statement; Q = Question; REC = Recommendation to be determined)
1	Minutes (page 1)	
10.30	To agree the accuracy of the minutes of the meeting held on 14 February 2023	
2	Apologies for Absence	
	Clirs Bulmer and Murphy	
3	Declarations of Interest	
4	Official Communications	
	 Welcome to new Councillor Trish Elphinstone (Rose Hill & Littlemore) and Chief Executive, Martin Reeves The Council has won a gold award for its commitment to LGBTQ+ inclusion at work, and has also secured a spot on Stonewall's Top 100 list which recognises exceptional employers who are committed to supporting their LGBTQ+ staff and customers. 	
	 Jamie Kavanagh of ICT Services secured 2nd place in the CS "Future Data Leader of the Year Awards. He 	

r		I
	was highly commended in a field of over 100 data professionals from across the UK.	
5	Appointments	
	Cllr Elphinstone to be appointed to the vacancy on Audit and Governance Committee	
	Cllr Elphinstone to replace Councillor Edosomwan on People Overview and Scrutiny Committee	
	Shadow Cabinet changes	
	Cllr Fenton has replaced Cllr Bulmer, shadowing Cllr Hannaby, Cabinet Member for Cabinet Member for Community Services and Safety	
	Cllr Constance has replaced Cllr Fenton, shadowing Cllr Sudbury, Cabinet Member for Climate Change Delivery and Environment	
6	Petitions and Public Address	Petitions
10.45 20 mins	Any person may address the Council on an item on the agenda subject to the provisions in CPR 10.2 of the Constitution	None received
20		
	Public Address – 3 minutes to speak	Public Address
	(reduced from 5 minutes at the discretion of the Chair – CPR 10.3).	Richard Parnham (Item 9 – Citizens Jury) (Teams)
		Mark Boulle (Teams), Clinton Pugh Anne Gwinnett, Ken Pelton (Teams) (Item 18)

		Sarah Singleton, Asha Gill Charlotte Cusworth
		1 other
		(Item 19)
7 11.05	Questions with Notice from Members of the Public	
15 mins	(Answers were published in the addenda on 27 March 2023. 1 supplementary question allowed for each)	
	1. Ms Jamila Azad to Cllr Andrew Gant	Gant
	2. Mr Matthew Webb to Cllr Andrew Gant	Gant
	3. Mr Saj Malik to Cllr Andrew Gant	Gant
	4. Ms Jenny Wells to Cllr Andrew Gant	Gant
	5. Ms Yasmin Qureshi to Cllr Andrew Gant	Gant
	6. Mr lan Yeatman to Cllr Andrew Gant	Gant
	7. Dr Erdem Pulcu to Cllr Andrew Gant	Gant
	8. Mr Richard Parnham to Cllr Andrew Gant	Gant
	9. Mr Peter West to Cllr Andrew Gant	Gant
	10.Ms Bernadette Evans to Cllr Andrew Gant	Gant
	11. Mr Edward Glover to Cllr Andrew Gant	Gant
8 11.20	Questions with Notice from Members of the Council (Addenda)	
30 mins	 Constance to Gant Ford to Miller Fenton to Gant Howson to Brighouse 	

	 5. Howson to Brighouse 6. Howson to Miller 7. Bartholomew to Phillips 8. Ford to Phillips 9. Reeves to Brighouse 10.Bartholomew to Sudbury 11.Reeves to Brighouse 12.Reeves to Gant 13.Povolotsky to Gant 14.Povolotsky to Sudbury 15.Povolotsky to Hannaby 16.Ley to Enright 17.Middleton to Miller 18.Hicks to Miller 19.Simpson to Gant 20.Snowdon to Enright 21.Snowdon to Brighouse 	
9.	Report of the Cabinet (page 7)	M Leffman
11.50	Leader (Liz Leffman)	SEC Brighouse
30 mins	Deputy Leader and Children, Education & Young People's Services (Liz Brighouse)	Q. Howson (2) Q. Baines (3) Q. Smith (3)
	Climate Change Delivery & Environment (Pete Sudbury)	Q. O'Connor (4) Q. Hicks (4) Q. Middleton (4) Q. Johnston(5) Q. Povolotsky (7) Q. Webber (7) Q.Middleton (7) Q. Johnston (8) Q. Smith (9) Q. Fawcett (9) Q. Bennett (9)
	Corporate Services (Glynis Phillips)	Q. Hicks (11)
	Finance (Calum Miller)	Q. Hicks (13) Q. Middleton (14) Q. Bartholomew (16) Q. Edosomwan (14)
	Highway Management (Andrew Gant)	Q. van Mierlo (18)

	Travel & Development Strategy (Duncan Enright)	Q. Smith (20)
	Scrutiny Reports	0 (10)
	Lunch break	Q. Hanna (22)
10 1.15	Annual Report of Director of Public Health (Page 15)	M Lygo SEC Leffman S Baines
45 mins	Movers and seconders 5 mins and speaking in debate 3 minutes, CPR 15.4.2 Council is RECOMMENDED to Note the	S Cherry S O'Connor S Saul S Hicks
	Director of Public Health Annual Report and to take every opportunity to support actions and initiatives that will progress related work.	S Hanna S Ley S Howson S Middleton S Povolotsky
11 2.00	Amendments to the Council's Constitution (Page 69)	M Smith SEC Baines
10 mins	Movers and seconders 5 mins and speaking in debate 3 minutes, CPR 15.4.2	S
	Council is RECOMMENDED to approve: The proposals for amendment to the Employment Procedure Rules Part 8.4 in the Councils Constitution – Annex 2.	

12 2.10 10 mins	Appointment of Interim Executive Director, People, Transformation and Performance (Page 113) <i>Movers and seconders 5 mins and</i> <i>speaking in debate 3 minutes, CPR 15.4.2</i> The Council is RECOMMENDED to Approve a spot salary designation of £167,000 for the post of Interim Executive Director, People, Transformation & Performance	M Leffman SEC Brighouse S
13 2.20 10 mins	Councillor Allowances 2022-23 (Addenda) <i>Movers and seconders 5 mins and</i> <i>speaking in debate 3 minutes, CPR 15.4.2</i> The Council is RECOMMENDED To increase the Basic Allowance and Special Responsibility Allowances by 5.3% with effect from 1 April 2022 in line with the percentage rise in employee costs for Oxfordshire County Council arising from the 2022-23 Local Government pay award	M Leffman SEC Brighouse S
14 2.30 20 mins	Electoral Review : Division Patterns (Addenda) Movers and seconders 5 mins and speaking in debate 3 minutes, CPR 15.4.2 The Council is RECOMMENDED to submit the attached report on Division patterns to the Local Government Boundary Commission for England. This sets out proposed boundaries and names for the County Divisions in each of the five District areas: Cherwell, Oxford City, South Oxfordshire, Vale of White Horse and West Oxfordshire	M Gawrysiak SEC Fawcett S Mallon

15 2.50 5 mins	Treasury Management Quarter 3 (Addenda) <i>Movers and seconders 5 mins and speaking in debate 3 minutes, CPR 15.4.2</i> Council is RECOMMENDED to note the council's treasury management activity in the third quarter of 2022/23.	M Miller SEC Leffman S
16 2.55 30 mins	Motion by Councillor Charlie Hicks Movers and seconders 5 mins and speaking in debate 3 minutes, CPR 15.4.2	M Hicks SEC Bennett S Baines S Brighouse S Lygo
	Council believes that it is vital to consider the wellbeing of Future Generations in all decision-making in the Council, as set out in the Alliance's guiding principles.	S O'Connor S Ley S Sudbury S Webber
	 Therefore, Council requests the Cabinet to undertake the following as soon as reasonably practicable: Review how all decision-making and commissioning of services will consider the wellbeing of future generations and put in place appropriate internal controls to ensure this happens, Consider the need for any additional internal roles to support this work (e.g. a future generations commissioner for Oxfordshire) Implement a 'Future Generations impact assessment' section in all officer reports for elected decision-makers, and 	
	 Set up an Oxfordshire Youth and Future Generations Advisory Council Requests that the Future Council Governance Group, as part of its remit, 	
	develop recommendations on how to structure political decision-making in the council in a way which best considers the impact of decisions on future generations, including exploring the role of deliberative and	

	 participatory processes (including citizens' assemblies) as part of routine council governance and decision-making. Asks that all of the above be done in consultation with people and organisations who have experience of delivering future generations work in UK political institutions, including the application future generations principles, defined as "acting in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs", and the development of wellbeing goals, with a view to creating equivalent goals for Oxfordshire. 	
17	Motion by Councillor Calum Miller	M Miller
3.25	Movers and seconders 5 mins and	SEC Johnston S Hicks
	speaking in debate 3 minutes, CPR 15.4.2	S Gant
20 mins	The government recommitted in the 2022 Autumn Statement to the delivery of East West Rail (EWR). In 2021, EWR consulted on a series of proposals to address the fact that increased train frequency would, in due course, require the level crossing at London Road, Bicester, to be closed. The Chief Executive of EWR told a meeting of local elected representatives on 13 January that EWR would publish its proposals for the whole line by June.	S Howson S Ford S Waine S Sibley
	This Council:	
	 Strongly supports East West Rail as it will increase opportunities for lower carbon travel and support sustainable growth and jobs; Notes that the closure of the London Road would sever the road connection between the south-east of Bicester and the town centre; 	
	 Believes that it must be a priority, working with Cherwell District Council and East West 	

18 20 mins	 adequately funded by EWR and national government, given that the new line is of national importance while the negative impact of closing London Road would fall on the local community in Bicester; Resolves to ask the Leader to write to the Chief Executive of East West Rail, stating this Council's support for new railway crossings at or near London Road, suitable for cars, cycles and pedestrians. Motion by Councillor Liam Walker Movers and seconders 5 mins and speaking in debate 3 minutes, CPR 15.4.2 This Council recognises the deep concerns around the recent information that it did not release specific traffic impact data in relation to the Oxford bus filters consultation. Given this revelation this Council now calls on the Cabinet to authorise officers to conduct a new six-week consultation for the Oxford bus filters trial with all information 	M Walker SEC Snowdon S Reeves S Bartholomew S Constance S Gant S Enright
19	Motion by Councillor Eddie Reeves Movers and seconders 5 mins and speaking in debate 3 minutes, CPR 15.4.2 Oxfordshire's Spare Seats programme has offered children a safe and affordable bus to school for c. 35 years.	M Reeves SEC Snowdon Am Graham SEC Gregory S Levy (Am) S Graham (Am) S Bennett (Am) S Howson (Am)

	parents under its Spare Seats scheme without parental or wider public consultation. The wording of its withdrawal letters caused significant anxiety and distress to parents in predominantly rural areas, with up to 235 children affected in the short term and as many as 1,384 students in the medium term. To date, the Council has defended its decision on the basis that it has no legal obligation to operate the scheme, adding that its continuation: "reinforces children travelling to schools further away than their nearest school". This Council restates its commitment to the Spare Seats scheme and to the underlying principles of safeguarding parental choice, tackling climate change, encouraging social mixing and ensuring children's safety. This Council requests the Cabinet to write to all parents/guardians whose children benefit from the scheme to reassure them that this Council is giving active consideration to improving Spare Seats and/or encouraging replacement community transport services to ensure that there is no loss of services to parents and pupils.	
	This Council requests the Cabinet to provide a written explanation to members of this Council surrounding the withdrawal letters and to work with the Chair(s) of relevant committee(s) to ensure that members can discharge their democratic duties as scrutineers of Council policy.	
20	Motion by Councillor Donna Ford <i>Movers and seconders 5 mins and</i> <i>speaking in debate 3 minutes, CPR 15.4.2</i> This Council supports reasonable steps to mitigate the harmful effects of anthropogenic climate change, on which there exists	M Ford SEC Mallon Am Sudbury SEC Gant S Hicks S Povolotsky

	considerable cross-party consensus in Oxfordshire.	
	This Council welcomes certain of the Council's investments passed at its budget- setting meeting on 14 February 2023, including the £600,000 investment in mitigating flood risks. However, mindful of the administration's approval of £3 million of expenditure on tree-planting in its most recent budget, this Council accepts in principle that it would be wrong to pass financial liabilities, over which there is no agreement at present, down to our county's Parish and Town Councils without due consultation.	
	Accordingly, this Council resolves to refer the matter to Cabinet with a view to clarifying where responsibility towards, and liability for, planting and maintenance of such trees lies pursuant to such expenditure.	
	This Council further resolves to ask Cabinet to write to the Council's Parish and Town Council partners to ensure that agreements surrounding ongoing liabilities are put in place in a timely manner.	
21	Motion by Councillor Freddie van Mierlo	M van Mierlo
	Movers and seconders 5 mins and speaking in debate 3 minutes, CPR 15.4.2	SEC Povolotsky S
	Publishing the voting and attendance records of elected representatives is critical for democratic accountability. It allows residents to make informed decisions during elections and hold elected representatives to account. This council therefore requests the Director of Law and Governance to publish the attendance records and individual votes of members made at full council on the Oxfordshire County Council website at the earliest possible date. Votes taken by show of hands at the Chair's discretion will be not require individual votes to be published. The Director of Law and Governance is not required to retrospectively publish voting or	

attendance records, but to do so going forwards	

Amendments to Motions on Notice

Agenda item 19 – Motion by Councillor Eddie Reeves Amendment to be moved by Councillor Andy Graham

Oxfordshire's Spare Seats programme has offered children a safe and affordable bus to school for c. 35 years. This Council apologises unreservedly for its decision to send 'withdrawal' letters to parents under its Spare Seats scheme without parental or wider public consultation. The wording of its withdrawal letters caused significant anxiety and distress to parents in predominantly rural areas, with up to 235 children affected in the short term and as many as 1,384 students in the medium term.

To date, the Council has defended its decision on the basis that it has no legal obligation to operate the scheme, adding that its continuation: "reinforces children travelling to schools further away than their nearest school".

Council recognises that a recent letter sent to the parents/guardians of 235 children regarding possible withdrawal of spare seats has caused anxiety. It notes that officers are working to identify commercial or community alternatives for those who are not offered a spare seat from September.

Council recognises that national policy on home to school transport has been followed by all administrations over the past c35 years, and that we continue to provide transport in line with national policy. Council notes that no authority has a legal obligation to operate the spare seats scheme, but recognises the successful efforts of officers over many years in working with schools and parents to identify alternatives where spare seats become unavailable

This-Council restates its commitment to the Spare Seats scheme and to the principles of safeguarding parental preference, tackling climate change, encouraging social mixing and ensuring children's safety. The School Transport Working Group has published a review of the scheme and Council asks that its recommendations be assessed by the People Scrutiny Committee as rapidly as possible and its recommendations communicated to the Cabinet

This Council requests the Cabinet Director of Children's Services to write to all parents/guardians whose children benefit from the scheme to reassure them that this Council is giving active consideration to improving Spare Seats committed to providing spare seats wherever possible and/or encouraging replacement community transport services to ensure that there is no loss of services to parents and pupils. This Council requests the Cabinet to provide a written explanation to members of this Council surrounding the withdrawal letters and to work with the Chair(s) of relevant committee(s) to ensure that members can discharge their democratic duties as scrutineers of Council policy.

Agenda item 20 – Motion by Councillor Donna Ford Amendment to be moved by Councillor Pete Sudbury

This Council supports reasonable **all possible** steps to mitigate the harmful effects of anthropogenic climate change, on which there exists considerable cross-party consensus in Oxfordshire.

This Council welcomes certain of the Council's investments passed at its budgetsetting meeting on 14 February 2023, including the £600,000 investment in mitigating flood risks. However, mindful of and the administration's approval, opposed by the Conservatives, of £3 million of expenditure on tree-planting in its most recent budget, to restore trees cut down and not replaced under the previous administration.

This Council accepts in principle without reservation that it would be is wrong to pass financial liabilities, over which there is no agreement at present, down to our county's Parish and Town Councils without due consultation **and confirms it has no intention of doing so.**

Accordingly, this Council resolves to refer the matter to Cabinet with a view to clarifying where responsibility towards, and liability for, planting and maintenance of such trees lies pursuant to such expenditure.

This Council further resolves to ask Cabinet to write to the Council's Parish and Town Council partners to ensure that agreements surrounding ongoing liabilities are put in place in a timely manner.

The Council requests that the Corporate Director: Environment and Place write to Parish and Town Councils in Oxfordshire clarifying the County's standard after-care procedures for trees planted on County Council owned-land.

QUESTIONS ON NOTICE FROM MEMBERS OF THE PUBLIC - 28 MARCH 2023

1. Ms Jamila Azad to Councillor Andrew Gant

Question

Can the Council explain how the proposed ANPR cameras in Cowley will mitigate against the increase in NO2 pollution in Cowley (relative to the rest of Oxford) since the Crowley LTN ANPR were installed?

Response

The ANPR cameras are not proposed to mitigate air quality but to allow enforcement and exemptions for buses and/or emergency service vehicles.

2. Mr Matthew Webb to Councillor Andrew Gant

Question

Can the council please provide any revenue estimates for the proposed Cowley LTN ANPR cameras for their first and second year of operation?

Response

Answer to be given at meeting

3. Mr Saj Malik to Councillor Andrew Gant

Question

How many of the emergency services in Oxfordshire have made representations to you (Andrew Gant) that they want ANPR cameras to replace planters in Cowley?

Response

Answer to be given at the meeting

4. Ms Jenny Wells to Councillor Andrew Gant

Question

I would like to ask Andrew Gant why the council has targeted East Oxford and Cowley for the implementation of the LTNs in Oxford?

Response

There are many key factors that recommend an area for a low-traffic neighbourhood. These include poor air quality, high traffic volumes, urban density, a high number of vulnerable road users, and a lack of green space.

Areas where there are a high number of schools, lower than average access to public transport, and a higher number of road traffic accidents may be suitable for LTN trials.

The eastern area of Oxford has a high population of young families and a mix of primary and secondary schools, as well as a large number of children travelling through to schools in other parts of the city, and outside the city.

Around 36% of households in the eastern area of Oxford do not own a car; the area needs better cycling and walking connections and safer roads for all users.

All of the above were factors taken into consideration before trialling Low Traffic Neighbourhoods firstly in Cowley, followed by east Oxford.

5. Ms Yasmin Qureshi to Councillor Andrew Gant

Question

Can the council explain how the proposed ANPR cameras in Cowley will mitigate against the significant increases in traffic on Rose Hill and Henley Avenue which has occurred since the LTNs were installed?

Response

A formal decision on whether or not to install ANPR cameras within the Cowley LTN areas is due to be made by the Cabinet Member for Highways Management at a meeting later in 2023. Officers will make recommendations based on a range of factors, including feedback received and monitoring data.

6. Mr Ian Yeatman to Councillor Andrew Gant

Question

My father is 88 and registered disabled. Can the council explain how Oxfordshire County Council's proposal to exclude blue badge and / or carers from the proposed Cowley LTN ANPR scheme is compliant with its public sector equality duty?

Response

The consultation period for the ANPR is still open (closes April 18) and we encourage everybody to respond online at the link provided: <u>Oxford: Cowley LTNs - ANPR Camera Enforcement & Littlemore Road Exemption Amendment | Let's Talk</u> <u>Oxfordshire</u>. Or through a paper copy, which you can order by calling 01865 816000. The exemptions form part of the consultation and all responses will be considered as part of the reporting process.

A statutory Equalities Impact Assessment (EIA) is conducted to assess the projected impacts of the LTNs on all groups with protected characteristics (such as disability, age and gender).

7. Dr Erdem Pulco to Councillor Andrew Gant

Question

East Oxford residents were promised meaningful improvements to the LTN scheme by Spring 2023. Currently, the bollards and planters continue to block Crowell Rd, segregating Littlemore from Cowley center grocery shopping access. This specific location was opposed by more than 60% of responders to the original consultation. Now, the word on the street says there is another consultation going on, for installation of ANPR cameras in this location. Why is this consultation not being distributed in Littlemore, which remains the most negatively affected area, in paper format?

Response

Our online survey for this exercise is open for everyone to respond and we understand that our proposals do have a far wider stakeholding audience than the streets the proposals concern. Alongside formal notifications and online media from the county council, we will write to those addresses located on those streets and adjoining or boundary roads to promote the survey and provide links to it.

We do not distribute paper copies to all addresses as this would be unfeasible in terms of cost and carbon footprint. However we are happy to, and do, provide limited numbers of hard copy surveys to groups and individuals who cannot easily access the survey online.

For anyone who needs a printed copy of a survey or require information in an alternative format, they are invited to email us (activetraveloxfordcity@oxfordshire.gov.uk) or call our customer services team or call the council's customer services team on (01865 816000).

8. Mr Richard Parnham to Councillor Andrew Gant

Question

Is the council aware of provisional city council data, that appears to show that fullyear average NO2 pollution levels rose above legal limits during 2022 - on both Hollow Way and Oxford Road / Between Towns Road i.e. after the Cowley LTNs were installed

Response

We continue to monitor air quality and traffic dispersal on arterial roads and roads connecting to the low-traffic neighbourhoods. Low-traffic neighbourhoods are just one aspect of the wider programme that is supporting healthier, more sustainable travel, as outlined in the Local Transport and Connectivity Plan.

There is more detail about how we capture and analyse the date on our website: <u>https://www.oxfordshire.gov.uk/residents/roads-and-transport/connecting-</u>oxfordshire/low-traffic-neighbourhoods/east-oxford-ltn-air-quality"

9. Mr Peter West to Councillor Andrew Gant

Question

Is OCC now in possession of the traffic filters modelling analysis for the A40/B4150 Marsh lane junction Cherwell drive/Marsh Lane/Marston Road/Headley Way Junction and can he provide data for the following periods?

i) AM peak data

- (ii) PM peak data
- (iii) the weekend off-peak data

Response

The county council has published a Forecasting Report which provides details of transport modelling of various traffic filter scenarios. This was published ahead of and to support the Cabinet decision in November 2022.

The transport model used to forecast the effects of the traffic filters covers Oxfordshire in some detail and also extends in less detail to the rest of the United Kingdom. A model of this kind is good at estimating overall changes in people's travel patterns and mode choices, but there is more uncertainty in forecasts of changes on individual roads and junctions, and these more detailed outputs are inherently less reliable. This is one reason why the county council has decided to introduce the scheme as a trial in the first instance.

Please note, the transport model represents AM peak and PM peak hours and an average inter-peak hour during an average weekday. There are no model forecasts for a weekend (AM, PM or off-peak).

The following tables show the estimated 2024 total traffic levels approaching the two junctions for the AM and PM peak hours. As above, there is more uncertainty in forecasts of changes in traffic at this level. The Do Minimum (DM) scenario is without the traffic filters; the Do Something (DS) scenario is with the traffic filters (and is the scheme that was consulted on and referred to as TF1 in the Forecasting Report).

Marsh Lane/Cherwell Drive Junction (total traffic approaching junction)

AM peak		PM	peak
DM (no TF)	DS (with TF)	DM (no TF)	DS (with TF)
1730	1497	2030	1819

Marston Road/Cherwell Drive/Headley Way Junction (total traffic approaching junction)

AM peak		PM	peak
DM (no TF)	DS (with TF)	DM (no TF)	DS (with TF)
1678	1500	1969	1763

10.Ms Bernadette Evans to Councillor Andrew Gant

Question

Why was the Traffic Filters Business Impact Assessment, produced by Steer, released ahead of the Steer Atkins Oxford Trial Traffic report when the BIA forecast the impact on businesses of the traffic filters but without using any traffic reduction data

Response

The Business Impact Assessment report, and separately, Transport and Traffic Forecasting report, were published on the same day, 21st October 2022.

The assessment of business impacts is a qualitative assessment that considers the scale and nature of potential effects of the trial traffic filters on different types of business across Oxford. This included consideration of changes in travel times e.g. from reduced/increased congestion and/or rerouting as result of traffic filters, as well as impacts on deliveries and servicing, and the catchment of and demand for a business' services, for example.

11. Mr Edward Glover to Councillor Andrew Gant

Question

Given the increased speed and volume of traffic, why has the newly restored (2022) traffic awareness monitor on Henley Avenue been removed?

Response

Answer to be given at the meeting

QUESTIONS WITH NOTICE FROM MEMBERS OF THE COUNCIL

ANNEX 2

1. COUNCILLOR YVONNE CONSTANCE	COUNCILLOR ANDREW GANT, CABINET MEMBER FOR HIGHWAYS MANAGEMENT
Many clirs are deeply concerned by OCC's proposals to terminate the current school transport schemes. In Children in my Division, tetters/emails arrived without any warning declaring that free school transport to Kings Alfred's in Wantage will terminate in March. After years and years of stable free transport OCC officers have re-assessed a footway of 3 miles cross an exposed hillside with no street lighting and declared it SAFE, refusing to respond to clear evidence that in winter this footpath is not usable without a wet suit! Please will the Cabinet Member tell me how many footpaths have been re-assessed and declared SAFE in this way? What costs are to be saved by these proposals? What the process and timetable are to appeal these proposals? In absence of responses from officers, to whom do parents appeal to get a decision-maker to visit this site?	There has been no change of policy and free home to school transport is primarily provided to meet legal requirements. If we have spare capacity on routes provided for children entitled to free travel, parents are able to purchase seats under the Spare Seat Scheme. Currently Oxfordshire County Council provides Local Authority funded home to school travel for those of statutory school age travelling between their home address in Childrey and King Alfred's Academy. Normally home to school travel is awarded when a child attends their nearest available school if they live over the 'statutory walking distance', or, if under this distance, there is no available walking route that can be walked with reasonable safety when accompanied by a responsible adult. The 'statutory walking distance' for a child at secondary school is 3 miles and the reference to safety, is to road safety only. All the families contacted live less than 3 miles from King Alfred's Academy. The Local Authority funded travel was awarded due to a historical arrangement based on there being no available safe walking route but when the route between Childrey and Wantage was checked by the Principal Officer for Road Safety, he judged it to be suitable for a child to walk, accompanied where necessary by a responsible adult. This meant that because there is a safe walking route between Childrey and Wantage and the distance is under the 'statutory walking distance' of 3 miles, the council is no longer responsible for funding home to school travel for the children currently travelling from Childrey to King Alfred's Academy. There are and the distance is under the 'statutory walking distance' of 3 miles, the current free travel will end at the close of the Spring Term (March 2023).

COUNCILLOR ANDREW GANT, CABINET MEMBER FOR HIGHWAYS

The Principal Officer, Road Safety followed the guidance contained in Road Safety GB's manual 'Assessment of Walked Routes to School' and statutory guidance published by the Department for Education. The statutory guidance is available online but the manual 'Assessment of Walked Routes to School' is only available from Road Safety GB. I have attached a copy of the Principal Officers assessment of the route.
The letters to parents were sent in the week beginning 12 December 2022.
Oxfordshire County Council has a two-stage transport appeals process and parents were advised that they could lodge an appeal. The appeals process follows the statutory guidance issued by the Department for Education.
The first stage of the process is to request a review (Stage 1 Appeal). Parents had 20 working days from the date of the letter notifying the parents of the route assessment to request a review. If unsuccessful at the first stage of the appeals process parents can submit a request for a Stage 2 appeal. 5 families have submitted a request for a Stage 2 appeal.
Parents were also informed that there is a Spare Seat Scheme through which parents may purchase any seats that are not being used. Parents were also informed that for those children entitled to benefits-related free school meals, the council has made arrangements for any fees payable under the Spare Seat Scheme to be waived.
A link was provided to the Spare Seat Scheme and each affected family received a copy of a map showing the shortest available walking routes, along with a copy of the route assessment.
The route is not being retendered for September 2023 and therefore all the children should be able to continue travelling on the same route so long as their parents pay the distance related charge. The route serving Childrey serves a number of other villages and is due to be retendered in a year's time. No decisions have been taken at this point as to the capacity required in a year's time.

From September 2023 the cost of travel from Childrey to King Alfred's under the Spare Seat Scheme will be £144.47 per term. This represents a daily charge of approximately £2.28 for one return journey per school day.
Since 2015 free travel has been withdrawn on a number of routes when an assessment has found that there is a safe walking route. These routes are listed below:
Wootton – Woodstock West Hagbourne – East Hagbourne Upton – Blewbury Towersey – Thame Ramsden – Finstock Radley – Abingdon Rotherfield Greys – Peppard Moreton – Thame Lower Heyford – Upper Heyford
Hailey – Witney Fulbrook – Burford Drayton – Abingdon Bourton – Shrivenham Arncott – Ambrosden Chesterton – Bicester, still to be withdrawn Upton – Didcot, still to be withdrawn
Savings were not the primary intention for these reviews. The intention is to ensure fair and consistent application of OCC's Home to School Transport Policy
 The following were all assessed as safe but due to successful appeals, the LA continues to provide travel: South Hinksey – North Hinskey Letcombe Regis – Wantage Cholsey – Wallingford Cassington – Eynsham Benson – Wallingford

2. COUNCILLOR DONNA FORD	COUNCILLOR CALUM MILLER, CABINET MEMBER FOR FINANCE
How much is the Council projected to spend on dispute resolution costs and associated payments in the current financial year (defined as the aggregate of: (i) professional fees and disbursements; (ii) HM Courts and Tribunals fees; (iii) payments made pursuant to judgment[s] and settlement and/or non-disclosure agreement[s] entered into by this Council)?	We are approaching year end for the current financial year 2022/2023. As of 20 March the current spend against general ledger codes for Court Fees and legal costs, covering dispute resolution costs and associated payments, stands at £2,895,000. This figure does not include all settlements and non-disclosure agreements as some of these, such as costs relating directly to contractual disputes, may be accounted for directly within departmental and project budgets. It compares with totals on the same general ledger codes for previous financial years amounting to £2,125,853 for 2021/22, £2,197,929 for 2020/2021 and £2,780,157 for 2019/20."
3. COUNCILLOR TED FENTON	COUNCILLOR ANDREW GANT, CABINET MEMBER FOR HIGHWAYS MANAGEMENT
Since the roll-out of the county's 20mph zones began, how many road signs have not been successfully changed at the first attempt by the Council and/or its contractors?	The 20mph project is in the process of being rolled out countywide. When installing signs there are multiple reasons why a site may need to be revisited to complete the installation, including issues with vegetation or materials. We do not hold records of all such instances however, from feedback received, this is understood to only have occurred for a handful of the 20mph project signing installations so far.
4. COUNCILLOR JOHN HOWSON	COUNCILLOR LIZ BRIGHOUSE, DEPUTY LEADER AND CABINET MEMBER FOR CHILDREN, EDUCATION AND YOUNG PEOPLE'S
What arrangements are being made for children in care and living in our homes to celebrate the	SERVICES
King's coronation this May?	The children's home managers have started to have conversations with the children themselves how they would like to engage in the King's coronation celebrations, should they choose to. In addition we will be supporting children in care to access local community events where possible.

5. COUNCILLOR JOHN HOWSON	COUNCILLOR LIZ BRIGHOUSE, DEPUTY LEADER AND CABINET MEMBER FOR CHILDREN, EDUCATION AND YOUNG PEOPLE'S SERVICES
Could the Cabinet Member please explain the implications for Oxfordshire of the Secretary of State's recent announcement with regard to children with special educational needs?	See answer at the foot of this document

6. COUNCILLOR JOHN HOWSON	COUNCILLOR CALUM MILLER, CABINET MEMBER FOR FINANCE
During my year as Chair of the County Council Common Hall underwent a makeover. This included removing a number of portraits from the walls. The present portraits in the Council Chamber are as unrepresentative of the County today as were those removed from Common Hall, and as none feature in	Thank you for your question. I agree that the portraits in the Council Chamber belong exclusively to a previous era and that the artwork therefore fails to represent today's modern, diverse county.
the listing details for county hall will the cabinet member please arrange to bring the Council Chamber into the 21 st century by arranging their removal rather than allowing them to remain as an art gallery for an outdated age?	However, for the next few months, we are limiting property work in county hall to essential maintenance activities until we have completed an options appraisal for our future city centre accommodation requirements, and currently we have no planned maintenance in the council chamber. Immediate removal of the pictures will incur limited additional and unplanned costs including listed building compliance, scaffold, repainting, and storage/disposal of the pictures.
	The city centre options appraisal work is underway and a Cabinet Advisory Group established to contribute to its development. Once this is complete, we will consider how our communities, heritage and geography are represented and reflected in the decoration of our buildings and I would seek views to inform this. I agree that updating the artwork in our chamber should be a priority at that point.

7. COUNCILLOR DAVID BARTHOLOMEW	COUNCILLOR GLYNIS	PHILLIPS, CAE	BINET MEMBER FOR FINANCE
Please confirm the year-to-date (April 22 to Feb 23) figure for redundancy payments made by the council, including details of the number of people affected and the highest individual payment		•	ncil including costs relating to the nools for the 2022/23 financial year to
		Total	
	Total redundancy cost 2022/23 to 28 February	£571.8k	
	Total number of employees made redundant	16	
	Highest redundancy value	£127.4k	
	Average redundancy cost	£35.7k	
8. COUNCILLOR DONNA FORD	COUNCILLOR GLYNIS SERVICES	PHILLIPS, CAE	BINET MEMBER FOR CORPORATE
How much public money has been spent on publicising the Council's 20mph policy across all media (broken down, where possible, by category [i.e. TV, radio, online, billboard, public realm etc.])?	See answer at foot of this	s document	

9. COUNCILLOR EDDIE REEVES Councillors across the chamber welcomed the extra £500,000 investment in SEND services at	COUNCILLOR LIZ BRIGHOUSE, DEPUTY LEADER AND CABINET MEMBER FOR CHILDREN, EDUCATION AND YOUNG PEOPLE'S SERVICES
last month's budget-setting meeting. What will this be spent on?	We are grateful for the additional revenue funding that has been allocated to SEND Services. The funds are predominantly going into the SEND Casework team to make permanent some temporary posts that had been in place. The additional funding will also strengthen the part of the team where the focus is on statutory assessments so that children's needs are assessed in a timely manner across the county.
	These changes are in process, with support from HR. We will have the new posts in place for September 2023.

10. COUNCILLOR DAVID BARTHOLOMEW	COUNCILLOR PETE SUDBURY, CABINET MEMBER FOR CLIMATE CHANGE DELIVERY AND ENVIRONMENT
In your press release of 13 March announcing price rises at HWRCs you state:	The current system of electronic payments was put in place 3 years ago at the start of Covid and has worked extremely successfully with very few issues or
"Cash is not accepted, so visitors are asked to ensure they can pay electronically before	concerns.
travelling. If you are unable to pay for items, you will not be permitted to deposit them."	Not accepting cash streamlines our service but also has wider benefits. Not having cash on the sites has reduced the incidents of theft from the sites and has also reduced allegations made against site teams that they were stealing
So, what do people who cannot pay electronically do with their waste, and isn't this a blatant case of 'digital exclusion' directly in conflict with your	the cash paid by residents. This has been greatly appreciated by the site teams.
administration's stated priority to 'Tackle inequalities in Oxfordshire'?	Not accepting cash is common practice in many retail and other settings around the UK. We accept a variety of electronic payments mechanisms on site including Apple Pay and similar schemes available on mobile phones, we also accept prepaid debit cards which are available to all, even those without a bank account.
	We have always been prepared in any case of genuine hardship or difficulty in making payment to look at this on a case by case basis. However, to date that has not been necessary.

11.COUNCILLOR EDDIE REEVES	COUNCILLOR LIZ BRIGHOUSE, DEPUTY LEADER AND CABINET MEMBER FOR CHILDREN, EDUCATION AND YOUNG PEOPLE'S
Frank Wise, which sits at the heart of my division, is an outstanding special school for children and	SERVICES
young adults aged 2 to 19. It is a school that prides itself on delivering excellence in a caring, sensitive and dynamic environment centred around the needs of each child. Regrettably, rumours have spread about the Council reducing	The provision of transport for children with special needs attending after school clubs is a discretionary service. Requests for transport were handled in the Transport Eligibility Team to be processed following the Council's published criteria for providing the service.
vital travel bursaries, which are used to help children attend out-of-school clubs. Given that the Council received a generous settlement from Government this year - £37.1 million greater than last year - can the Deputy Leader confirm that	Most families using the service also engage with our Disabled Children's Service. As the Transport Eligibility Team knows most about the families they are better placed to make eligibility decisions in response to requests for After School Club transport.
there will be no such reduction?	The Transport Eligibility Team has been helping with those decisions this school year and it is planned for them to fully take over that decision making from September to ensure the Council's limited budget is focussed on supporting all eligible children.

12.COUNCILLOR EDDIE REEVES On 15 March, the Chancellor of the Exchequer announced an extra £3,706,000 in his budget to repair potholes in Oxfordshire. How many more potholes does the Council expect to be able to fix in consequence of this investment?	COUNCILLOR ANDREW GANT, CABINET MEMBER FOR HIGHWAYS MANAGEMENT The funding allocated is Capital, and repairing potholes is a revenue funded activity. The pothole fund is not actually to repair potholes but is to prevent potholes from occurring through better general upkeep and maintenance of the network – such capital work which this funding would be used for is for works such as patching, surface dressing, drainage enhancements, etc. The council continues to invest above the allocated grant received by the DfT for road maintenance, and indeed as you know committed a further £1m from reserves into next year's budget. We have uncertainty from April 2025, which is when the current government grant settlement ends, and we need to consider the merits of increasing the maintenance budget further in the short term versus trying to establish the continued increased investment in the
13. COUNCILLOR SALLY POVOLOTSKY The Steventon Bridge has now been under investigation since December 2021, leaving	county council's highway network beyond 2025 COUNCILLOR ANDREW GANT, CABINET MEMBER FOR HIGHWAYS MANAGEMENT The detailed design for the bridge repair is not yet complete. There is still a risk that it will not be possible to repair the bridge let alone strengthen it, such
the parish with a single channel over the bridge, which caused traffic build up especially with the constant issues around the A34. Could the cabinet member please give a formal update to the progress being made with Network Rail on line access to repair the pinning / arch?	that the bridge will need to be replaced. If it were replaced then the road could be made two-way again. Making the bridge two-way by repair and strengthening appears more unlikely to be achievable without reconstructing the bridge. What can be achieved will largely be dependent on the length and number of railway possessions that Network Rail will be willing to make available and at what cost.

14. COUNCILLOR SALLY POVOLOTSKY	COUNCILLOR PETE SUDBURY, CABINET MEMBER FOR CLIMATE CHANGE DELIVERY AND ENVIRONMENT
Following on from my division's success in community action projects around climate change from the Vale of White Horse climate action fund, and given the approved extra budgets around climate mitigation, would the cabinet member for climate change consider creating a climate action fund to help grass roots projects which make an impact in helping this council achieve its climate ambitions?	The County Council directly supports community action on climate change by providing core funding for Community Action Groups (CAG) Oxfordshire, including recently increasing its contribution to commit over £500k over three years to enable support for a growing network of over 100 community groups across the county (the largest network of its kind in the UK). The CAG project supports community groups across a range of areas, including energy, transport, biodiversity, food and waste, helping the groups to develop and thrive. Councillors are also able to use their Councillor Priority Fund allocations to directly support community projects within the rules set for that fund.

15. COUNCILLOR SALLY POVOLOTSKY	COUNCILLOR JENNY HANNABY, CABINET MEMBER FOR COMMUNITY SERVICES AND SAFETY
Could the cabinet member for Libraries update on the library strategy in relation to areas which aren't within walking or cycling distance to our counties libraries? Would the cabinet member agree to meet with me around ideas to conceptualise a rural / mobile library concept for this council to improve access to materials and reduce travel needs?	Thank you Cllr Povolotsky for your question. Tackling inequalities and providing local access to services is at the heart of what Libraries do. The network of 44 sites located across the county enables people from practically every community to have a world of reading, information, digital resources and social connection 'on their doorstep'; or at least a walk, cycle, or short drive/bus journey away. 22 of these sites are community supported which is a fantastic representation of the support provided by the very people who live in or very close to the library.
	We also have the Home Library Service offer. The service is supported by >200 volunteers, that brings the library directly to people's home when physical access to a branch library is an issue. Customer numbers grew by more than 40% in 2022 and the service now has a customer base of over 840.
	Mobile libraries are an expensive and not particularly cost-effective/carbon efficient means of reaching people in rurally-isolated areas. OCC's service was discontinued in 2016/17 and there are no current plans to re-establish this operation.
	I am always happy to meet with fellow Councillors to discuss library provision, and thank you for your valued support in this area

16.COUNCILLOR NATHAN LEY	COUNCILLOR DUNCAN ENRIGHT, CABINET MEMBER FOR TRAVEL & DEVELOPMENT STRATEGY
Section 278-funded works on a new cycle path between Northcourt Road and Stratton Way in Abingdon are due to be delivered the housing developer of a nearby site. Now that sufficient numbers of houses on the King's Gate site are occupied to trigger these works, can the cabinet member say any more about the legal status of such works, and when construction will begin?	The scheme referenced S278 cycle path, Abingdon has been approved by the Road Agreements Team for the Developer to implement. These works have been delayed due to requirement to secure additional land to enable delivery of the cycleway. Oxfordshire County Councils Legal Team have now started the proceedings in drafting/ amending the S278 agreement for these works to be implemented. Unfortunately I cannot not provide a definitive timeframe currently, as it depends on the legal processes in varying (due to land transfer matters) the existing agreement and drafting the new version. Once the agreement has been completed and the appropriate permissions have been secured, the Developer will be able to carry out the works

17.COUNCILLOR IAN MIDDLETON	COUNCILLOR CALUM MILLER, CABINET MEMBER FOR FINANCE
Glebe House care home in Kidlington has now been closed for almost the entire length of this administration. I know that Cllr Miller has agreed with me in the past that this is a huge waste of resources, not only to the council but also to the community.	Thank you for your question. I am sorry that you had to ask it as I agree with you that this property has stood vacant for longer than any of us would wish. More generally, the process for determining the future use of a vacant property has been far too slow.
It's continued closure is now an embarrassment to me as a Kidlington Councillor made all the more evident as I am frequently reminded by residents that it is essentially rotting away, not only costing the council money in the short term, but presumably storing up increased costs for when we finally decide what we are going to do with it.	I have agreed with the corporate director for Customers and Organisational Development and Resources, the director for Property and senior officers in the property team that a much better and more timely approach will be taken to determining whether a property is surplus to the council's needs and, if so, establishing options for its use. In particular, there needs to be better internal coordination with frontline services to establish whether a site is required as part of the council's operational portfolio. In the case of Glebe House, that process has taken far too long.
I have been asking for action on this since becoming a county councillor and have been told variously that we have other parties interested in taking it on and that it will be dealt with once we have a property strategy in place. However it is still closed with no apparent solution in sight.	The Property team are urgently working through an options appraisal for the Glebe House site with support from external advisers and I have asked them to seek your knowledge of any potentially interested local parties. This exercise is due to complete within the next six weeks.
Does Cllr Miller agree with me that this has now gone on long enough and that a higher degree of urgency needs to be injected into the property team's deliberations over what to do with it?"	

I was pleased to see that the Pathways to Zero Carbon Oxfordshire Joint Action Plan presented to FOP recently includes the recommendation for a Green Finance priority workstream. Please could ClIr Miller outline his and the council's position on the role that Green Finance can play to help deliver on our climate ambitions? In particular, is he interested in Oxfordshire County Council doing work to explore following in the footsteps of councils such as Camden and Westminster, in developing a Local Climate Bond scheme, and/or following in the footsteps of Bristol City Council, who have reportedly secured £1 billion in investment for decarbonisation projects with the help of private finance as part of their "Bristol City Leap" programme?	18. COUNCILLOR CHARLIE HICKS	COUNCILLOR CALUM MILLER, CABINET MEMBER FOR FINANCE
Oxfordshire.	Carbon Oxfordshire Joint Action Plan presented to FOP recently includes the recommendation for a Green Finance priority workstream. Please could Cllr Miller outline his and the council's position on the role that Green Finance can play to help deliver on our climate ambitions? In particular, is he interested in Oxfordshire County Council doing work to explore following in the footsteps of councils such as Camden and Westminster, in developing a Local Climate Bond scheme, and/or following in the footsteps of Bristol City Council, who have reportedly secured £1 billion in investment for decarbonisation projects with the help of private finance as part of	for more green finance in Oxfordshire. As the IPCC set out in their AR6 synthesis report last week, the need for action to reduce greenhouse gas emissions is immediate and urgent. We can only seek to bring forward plans by 10 years, as the UN Secretary General proposed, if we can mobilise funding faster. However, in common with all local authorities, we face significant capital constraints and have limited capacity for the additional investments needed. The examples you cite, together with those by Cotswold and West Berkshire district councils, will provide insight into how the county council could seek to raise funds through a community investment vehicle. We need to make sure that any approach is financially - as well as environmentally - sustainable but it is clear that a number of other authorities believe they have found a way of achieving this. A key advantage of this approach is that it enables members of the community in Oxfordshire to engage directly in actions that will address the climate emergency. The scale of the challenge is not one that can be met by government alone (at any level); it requires the engagement and participation

19. COUNCILLOR NIGEL SIMPSON Do we have an accurate figure as to the number of car miles that are saved each year due to the County Councils spare seats scheme in it's current format?	COUNCILLOR ANDREW GANT, CABINET MEMBER FOR HIGHWAY MANAGEMENT No, we do not have an accurate figure for any car miles saved due to the school seats scheme. This is not something which is recorded and it is not known exactly what options parents would use if they didn't use the spare seat scheme.
20.COUNCILLOR IAN SNOWDON In December at the full council meeting I raised my fears that the planned Oxford bus filters will increase HGV movements in the city. My fear is that HGV's will use it as a rat-run to avoid congestion caused by the filters on the A34 and Eastern bypass. Could I please ask if you are willing to conduct modelling to confirm if this will or won't be the	COUNCILLOR DUNCAN ENRIGHT, CABINET MEMBER FOR TRAVEL & DEVELOPMENT STRATEGY The development and assessment of the trial traffic filters have been supported by a range of modelling and analysis. This includes transport modelling to understand potential effects of the scheme and which takes account of exemptions, including for goods vehicles, and estimates changes between travel alternatives, including traffic routing. Details of the transport modelling undertaken and outcomes were published to support a Cabinet decision in November 2022.
case?	Further interrogation of the transport modelling data confirms some re-routing of goods vehicles from sections of the ring road to reach destinations in the city, with these vehicles choosing alternative routes because of less congestion in the city. There is however no evidence of significant re-routing through the city by goods vehicles which have both an origin and destination outside the city.

21.COUNCILLOR IAN SNOWDON Could the cabinet member confirm how much was collected from the council's spare seat scheme on school buses in 2021/22 and in	COUNCILLOR LIZ BRIGHOUSE, DEPUTY LEADER AND CABINET MEMBER FOR CHILDREN, EDUCATION AND YOUNG PEOPLE'S SERVICES
2022/23 so far please	2021/2022 - £540,697
	2022/2023 - £560,444 to date

Answer to question 5 from Cllr John Howson

On Thursday 2nd March, the Government launched its long awaited SEND and AP (SENDAP) Improvement Plan following the consultation on the Green Paper. The first point to note is that there are no legislative changes in the plan and much of the work is planned to start in 2024/5. We welcome more focused initial teacher training on SEND to support new mainstream classroom teachers and a refreshed National Award for SENDCOs. The plan also details national standards and a national Education Health Care Plan Template. Strategic working groups are going to be established by the government in order to work on these plans, officers will follow this work closely to ensure that there are synergies.

Oxfordshire's Education and SEND Teams forged ahead with its plans for reforming SEND across the county following the public consultation on 2022. Much of what we are committed to is reflected in the SENDAP Improvement Plan. This includes our Ordinarily Available Toolkit (<u>SEND Ordinarily available toolkit (oxfordshire.gov.uk</u>)) which is our own 'standards' that have been co-created with SENDCOs in order that every school in Oxfordshire has the same offer available to the children and young people. We held the 'SEND Live' conference on March 9th for SENDCOs and teachers to explore the art of the possible in classroom practice for children and young people with SEND (feedback to follow).

The second key reform in the SENDAP Improvement Plan is to Address the issues of supply of specialist placements and alternative provision, reducing the need for costly independent provision. The DfE provided an opportunity to bid for local authorities to bid for capital funding from a £2.6bn fund to deliver new specialist places.

OCC submitted proposals for a new Community Special School in Didcot and a Free School in SE Oxfordshire for children with Social and Emotional Mental Health needs. Unfortunately these bids were unsuccessful, in part due to high requests from authorities countrywide and that Oxfordshire already have two free schools in progress. The School Organisation and Place Planning Team are working with partners to source funding to develop the SEN Places Sufficiency Strategy so that it progresses projects to deliver Oxfordshire's required additional specialist provision as quickly as possible.

The SENDAP Improvement Plan can, by introducing new specialist places, impact positively on home to school transport provision. With more school places better placed throughout the County, children's home to school transport journeys will reduce in length and time, in turn reducing unit costs. In some cases children may be close enough to their school to not require local authority assistance travelling to and from school."

Answer to question 8 from Councillor Donna Ford

The communications campaign around the 20mph speed limit ran from February 2022 to February 2023 in three phases. Its aim was 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.

The campaign included a mixture of PR and communications using the council's channels and partners' channels, which were at no cost, and paid advertising. Paid advertising totalled £147,034 over a 13-month period and is detailed below.

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.

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.

Digital and social media advertising	£6,867
Bus backs	£2,925
Radio advertising	£2,315
Animation production	£925
Total	£13,032

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.

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.

Out of home digital signage in supermarkets and shopping centres + geolocate mobile advertising	£25,000
Radio advertising	£4,531
Digital and social media advertising	£7,959
Petrol pump advertising on service station forecourts	£2,943
Total	£40,433

Phase 3

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 to span a wider geographic area and to reach people who were less likely to follow Oxfordshire County Council's communications channels.

The campaign ran for a two-month period (January - February 2023)

Out of home digital signage in supermarkets and shopping centres	£35,000
Sky Adsmart (30-second advertisement)	£37,231
Radio advertising	£13,784
Digital and social media advertising	£2,747
Petrol pump advertising on service station forecourts	£4,807
Total	£93,569

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