

Divisions Affected – All

PLACE SCRUTINY & OVERVIEW COMMITTEE

22 APRIL 2026

Bus Services and Rural Transport (including Mobility Hubs)

Report by Director of Environment and Highways

RECOMMENDATION

1. **The Committee is RECOMMENDED to consider the report, raise any questions, and to AGREE any recommendations it wishes to make to Cabinet arising there from.**

Executive Summary

2. This report sets out the actions being taken to implement the Local Transport & Connectivity Plan's policies, plans and schemes relating to rural transport. This includes bus services, mobility hubs and transport interchanges, as well as active travel. An update on car clubs is also provided.
3. The report focuses on countywide policies and plans for improving connectivity to make sustainable and active travel (walking, wheeling and cycling) the 'natural first choice', and how they are being developed and brought forward in towns and more rural communities across Oxfordshire.
4. The Place Overview & Scrutiny Committee is recommended to consider the report, raise any questions, and to AGREE any recommendations it wishes to make to Cabinet arising there from.

Section 1 Rural bus services

Background

5. In 2016, the Council withdrew the budget for the financial support of local bus services. This led to the immediate removal of 49 routes and a significant reduction in rural connectivity.
6. Between 2016 and 2020, the only financial support provided by the County Council was through Section 106 agreements with developers to maintain and improve bus services on corridors linked to new residential and commercial schemes.

7. Since 2020, Government financial support through firstly Supported Bus Services Fund (SBSF) and later the Bus Service Improvement Plan (BSIP) has enabled the County Council to restore bus services in both urban and rural areas.

Current position – local bus and community transport

8. Many of the cuts to services that took place in 2016 have now been reversed, with in some cases a better service provided than was available previously - despite significant increases in cost over that period.
9. Overall, the Council now spends c.£10m per annum on 95 contracts which support local bus services, from a variety of sources. This is from five sources:
 - (1) Section 106 funding;
 - (2) Local Authority Bus Grant (LABG) funding from the Government, formerly known as Bus Service Improvement Fund;
 - (3) Local Authority Bus Service Operators Grant (LABSOG), which was an annual Government grant for the maintenance of supported bus services and infrastructure – absorbed by LABG from 2025/26;
 - (4) Surplus from the national concessionary fares scheme for older and disabled people; and
 - (5) the OCC budget for rural and community transport - £1.27m in 2025/26.
10. The dedicated OCC budget of £1.27m for rural and community transport is currently being used to support over 30 rural bus routes plus an annual community transport grant scheme.
11. The rural bus routes funded by this budget range from regular daily services, with both peak and off-peak elements, to once-a-week shopper services. Some of these services are operated by the Council's internal fleet service, increasing utilisation of those assets at times they would not otherwise be used.
12. Since July 2024 every parish in Oxfordshire with a population of 500 or more has been served by a scheduled bus service. Of the 126 parishes with a population of between 100 and 500, 81% have a scheduled bus service – with the vast majority of the remaining 19% having a population of less than 200.
13. A map of the current bus service provision in Oxfordshire can be found [here](#).
14. The network comprises links not only to/from Oxford, but also to/from and between the market towns. For example, hourly services run between Witney and Chipping Norton, Chipping Norton and Banbury, Banbury and Bicester, Abingdon and Witney, and between Abingdon, Didcot, Wallingford and

Henley-on-Thames – all of which are financially supported by the Council. Rural services also feed into the market towns – Witney, Chipping Norton and Banbury being examples of where a number of less frequent routes provide access to shopping, healthcare and leisure facilities.

15. In addition to bus services, community transport services also provide vital connectivity in rural areas. These can include:
 - car clubs;
 - community minibuses;
 - dial-a-ride;
 - lift share;
 - taxi share; and
 - voluntary car schemes.
16. The Council works proactively with the community transport sector to provide services where conventional bus services are not available. In the past three financial years, the grant scheme has offered nearly £650,000 to community transport operators in Oxfordshire to maintain and/or improve their service provision – including:
 - establishing new schemes;
 - expanding existing schemes; and
 - enabling existing schemes to invest in new vehicles.
17. The Council publishes an annual [Community Transport Directory](#) and has recently launched a new [map](#) whereby local residents can locate the schemes relevant to them (by selecting the ‘Layer List’ from the menu bar then “Community Travel Schemes”).
18. The Council operates its own community transport service, the [Comet](#). This service is available to registered users between 1000 and 1400 on Mondays to Fridays, and provides connections for those who do not have access to public transport.
19. Apart from this, the Council has not pursued demand responsive transport in the way that some other local authorities have done with specific Government grants. Officers consider that such services represent poor value for money, with long set-up times, higher costs and low utilisation; the Rural Mobility Fund Phase 1 Evaluation [report](#) published in December 2025 indicated that of the 18 schemes set up with the funding, only one managed to carry more than 4 passengers per vehicle hour on average. Should additional funds become available, officers are of the opinion that fixed routes with reliable, stable timetables are a more appropriate means of connecting rural communities by bus.

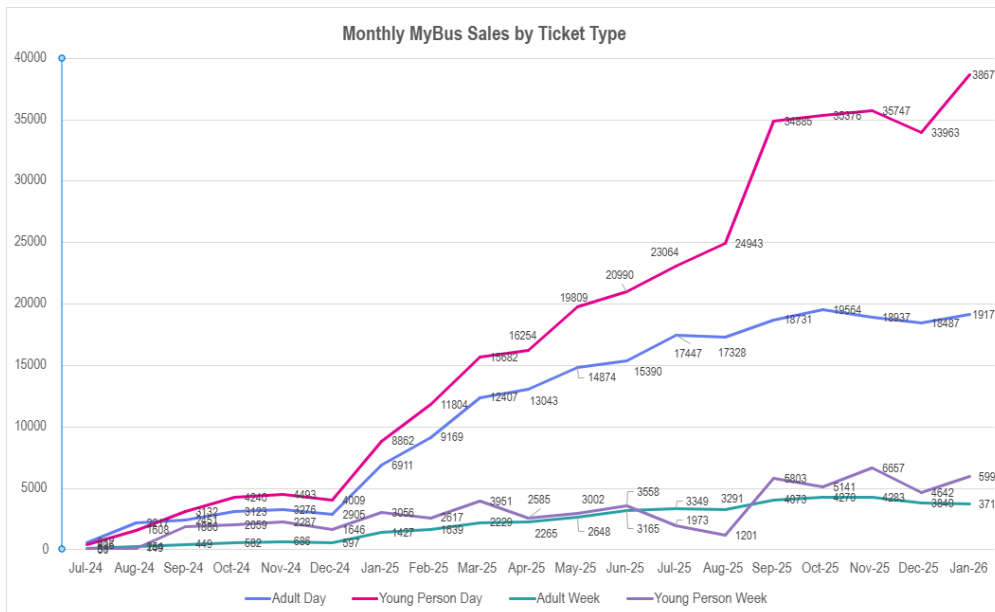
Shared vehicle schemes and Electric Vehicles

20. There is significant potential for shared public car club vehicles to provide sustainable transport solutions in rural areas and [market](#) towns in a similar way to how they do in cities across the UK. The introduction of 1,500 new public EV chargers across Oxfordshire under the LEVI programme presents a fantastic opportunity to introduce fully electric shared vehicles at scale. OCC's EV car club pilot, launched in October 2023, has proven that car clubs can reach a sustainable level of utilisation in places such as Eynsham and Wallingford, but pump priming funding would be required to deliver a rural car club network at scale. Hook Norton's community car club '[Hooky Car Club](#)' has achieved success in reducing private car dependency and increasing access to electric vehicles in very rural Oxfordshire. Local start up Zimbl have also achieved success in providing pay-per-hour EVs to rural parts of Banbury and other villages on a deliver to door model.
21. Where funding is not available, or there is not sufficient appetite from commercial car club operators, peer-to-peer car sharing could be encouraged between residents and enabled via sharing platforms such as [Hiyacar](#).

Fares support and affordability

22. The National Bus Fare Cap scheme, which is a direct arrangement between Government and bus operators, capped single fares at £2 from January 2023 and £3 from January 2025. This has particularly improved the value of longer-distance travel in rural areas, which otherwise would have been significantly more expensive over time.
23. In Oxfordshire, the Council introduced the MyBus Oxfordshire multi-operator ticket in July 2024, with day ticket prices of £6.50 for adults and £3.50 for young people aged 5-18 (weekly tickets priced at £25 and £14.50 respectively, although these were increased to £30 and £17 in February 2026).
24. The ticket is valid on over 150 bus routes provided by 12 operators, including some community transport providers. Most services are included, enabling connecting journeys from rural areas into the market towns and Oxford.
25. This is the first countywide, multi-operator ticket covering Oxfordshire and has been a huge success, with over 67,000 tickets sold in January 2026. However, the success has led to a significant additional spend by the Council and a review is currently being undertaken into how best to secure its longer-term financial sustainability.

Figure 1: MyBus sales July 2024-January 2026



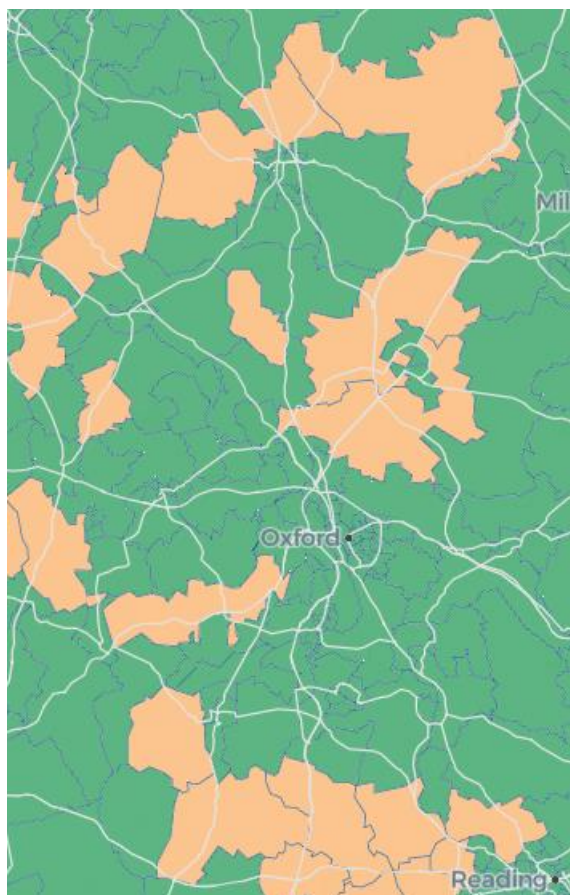
26. In a survey undertaken in 2025, 50% of respondents agreed or strongly agreed that the MyBus ticket had increased their bus use. Cost savings (56%), flexibility to use multiple operators (49%), and convenience (39%) were the main benefits cited.
27. The high level of bus use in Oxfordshire does make it more difficult to apply blanket fare caps or reductions, as a cost saving on each individual ticket – multiplied by 39 million annual users – quickly makes this unaffordable. Various scenarios modelled for the usage of congestion charge income have indicated that countywide fare reductions, blanket free travel for younger people and other similarly large-scale initiatives were not possible within the scope of the funds available.

Accessibility

28. The Council has commissioned a report from Innovate Oxfordshire which will particularly focus on rural accessibility and options for improvement of transport services in these areas. The aim of the work is to identify areas in Oxfordshire with significant transport needs due to lower levels of accessibility, limited routing options, and social demographic needs.
29. This approach is to identify areas of opportunity as part of Oxfordshire’s countywide transport strategy, as well as specific areas for that require deeper exploration and analysis. We expect this report to be complete in the next few months.
30. The Campaign for Better Transport is working on a data visualisation tool mapping bus service provision against population density and, later, walking distances to stops. Areas are categorised into ‘red’, ‘amber’ or ‘green’ depending on their level of connectivity, based on some metrics associated with % of population within a 10 minute walk of a bus stop and varying frequency levels depending on whether the area has a high, medium or low population density.

31. Whilst this has not yet been made publicly available, the emerging analysis for Oxfordshire indicates that there are no 'red' areas, although there are some 'amber' areas to the north and west of Banbury, and around Bicester.

Figure 2: Emerging CBT analysis of connectivity in Oxfordshire (please note some areas in the periphery of the map are outside the county)



32. Population growth in some of these areas will assist with provision of higher levels of bus service.
33. The Council has recently completed an audit of all 4,200 bus stops in the county, enabling a full view of the facilities available at each one and the prospects for improvement.

Future plans

34. The Council has received its future Bus Services Fund settlement from the Government which is assisting with maintenance of already-introduced services to rural areas across the county.
35. Maintaining the existing budget for rural and community transport will secure the future of bus routes and community transport, and there is a steady pipeline of Section 106 funding which can be used for specific purposes aligned to the developments providing the support.

36. The Council and bus operators are working on strengthening the existing Enhanced Partnership arrangements to promote deeper working relationships. Whilst the Council already has very good relationships with bus operators, there are still some areas where closer working would be beneficial for Oxfordshire – for example, simpler ticketing, more unified branding and information, and more transparency of route performance.
37. It is also important to note that it anticipated that forthcoming devolution proposals will transfer the responsibility for public transport provision, Enhanced Partnerships and Government funding for bus services to a future Combined Authority.

Section 2 Mobility Hubs (including Railway Stations, Park & Ride and Rural)

Background

38. Mobility hubs form part of Oxfordshire's wider approach to integrated, low carbon transport, as set out in the Local Transport and Connectivity Plan (LTCP) and related strategies.
39. Mobility hubs aim to support modal shift, accessibility, and decarbonisation by connecting walking, wheeling, cycling, public transport, and shared mobility. Instead of a single programme, they are integrated across various transport initiatives, such as rail, bus, Park & Ride, and place-based planning.
40. After adopting the [Mobility Hubs Strategy \(July 2023\)](#), Innovate Oxfordshire compiled and scored a list of over 300 potential mobility hub sites. The strategy identifies four typologies. They are: Major Interchange Hubs, Linking Hubs, Suburban and Rural Hubs and Mini Hubs. It therefore looks to address urban, suburban and rural access to public transport/sustainable travel via the Mobility Hub concept.
41. To date, schemes at Benson and Carterton are the only two Mobility Hub demonstrator projects which have been explored via public consultation. Both are relatively small mobility hubs, but any new interchange or interchange identified for improvement will be applying Mobility Hub principles.
42. Mobility Hubs are an important element of active travel infrastructure for rural areas. A high-quality active travel network linking rural communities to nearby Mobility Hubs can significantly improve access for rural people, thereby reducing car use and promoting healthy lifestyles. Many current car users may not be willing to switch from a car to a bicycle or to walking if their journey to a town or employment centre is too far. But if a nearby Mobility Hub can be accessed via a safe and convenient active travel route, the shared public transport services on that route can be made more accessible to many rural residents without the need for a car. The benefits of Mobility Hubs along

strategic public transport corridors, such as Park and Rides, can provide a more diverse offer, but also come with challenges around available land to utilise.

Implementing into policy

43. The emerging [Movement and Place Plans](#) (MAP Plans) work to identify suitable locations for where Mobility Hubs should be focused within specific geographic areas across the county. This is based on the long list of identified sites and working collaboratively with local members, partners and key stakeholders. The phase of the work will be to actively consult and deliver coproduction at these identified locations.
44. By undertaking localised Movement and Place Plans this will also allow for localised reflection to take place, which will cover rural, suburban and urban needs of different communities. It will also address last mile delivery.
45. Further to this, the recently adopted [OxRail 2040: Plan for Rail](#) (November 2025) notes the aspirations for all of Oxfordshire's railway stations to become Mobility Hubs, complimenting the Mobility Hubs Strategy. The plan also notes the importance of an integrated transport approach – bring together Bus, Rail and Active Travel, and the Government is due to publish further details on the emerging Better Connected Transport Plan (formerly known as the Integrated National Transport Strategy), which officers are actively monitoring.

Rail

46. The Council are working with partners towards the development and delivery of four new railway stations.
 - Oxford Littlemore (Rail Plan P1.02) and Oxford Cowley (Rail Plan P1.02) – both on the reopened Cowley Branch Line (Rail Plan P1.01).
 - Begbroke (Rail Plan P2.01).
 - Wantage and Grove (Rail Plan P2.02).
47. Early development of a fifth station at Ardley (Rail Plan P3.02) is also being explored, recognising the need to consider the potential impacts of the proposed Strategic Rail Freight Interchange (SRFI), which is subject to the Nationally Significant Infrastructure Project (NSIP) process.
48. The Oxfordshire Station Action Plan (Rail Plan P1.13) is a new framework to be developed by the Council for improving all of Oxfordshire's existing railway stations as Mobility Hubs, with the focus being on accessibility, integration and sustainability.

Case Study: Supporting rural connectivity through the MAP Plans

49. Science Vale and The Bicester and the Surrounding Villages highlights the challenges delivering the same public transport services to rural areas when compared to suburban/urban areas – something also reinforced in the OxRAIL 2040: Plan for Rail.

Science Vale – Culham Railway Station

50. The MAP Plan outlines the aspiration to deliver a mobility hub at Culham Railway Station, a rural railway station co-located next to Culham Campus - home to over 45 commercial businesses from start-ups to major international businesses – making this an ideal location.



51. The Plan outlines the aspiration to deliver this by delivering a cycle hub facility, collaborating with partners to improve the accessibility and infrastructure facilities and to create new active travel links over the River Thames and Science Line (Cherwell Valley Line). This will support an increase in public transport and enhance local travel connections within the area and for onward travel, for example, connecting to Didcot Parkway or Oxford which provides regional and national travel connections and enhanced employment opportunities.

Park and Ride

52. A study has been undertaken to help identify requirements for new and improved Park & Rides (P&Rs), including locations of new sites, their likely car parking capacities, and improvements required at existing P&R sites.
53. The work focused on the [Central Oxfordshire Travel Plan](#) area and has considered the impact of housing and economic growth and likely behaviour change (as a result of planned schemes including traffic filters trial, zero emission zone and workplace parking levy) on future demand for P&R. The study recommendations are as follows:
- All of Oxford's existing (city-edge) P&R sites to remain in place, with better facilities provided at all sites including electric vehicle charging, more parking for cycles, e-scooters and e-bikes and improved customer waiting facilities. These improvements are particularly needed at Parkway, Thornhill, Redbridge and Pear Tree.
 - The P&R site at Eynsham begins operating in the short term.
 - Capacity at **Oxford Parkway** is maintained at the current level, so around 700 spaces (excluding car parking at Oxford Parkway railway station) with the option to increase car parking for P&R by regaining some of the leased capacity or promoting use of **Bicester Park & Ride**.
 - **A new P&R site on along the A4074 corridor at Land South of Grenoble Road (of around 600 spaces)** - potential for additional or alternative P&R capacity in the longer term at Berinsfield or Golden Balls. Additional discussion about this site will come forward in the Thame, Watlington &

Surrounding Villages MAP Plan. Furthermore, additional or alternative P&R capacity may also be considered at Lodge Hill on the A34 corridor, with discussion about this in the Abingdon-on-Thames and Eastern Vale MAP Plan.

- **Seacourt P&R** – retain and deliver an additional site at Cumnor Hill, with capacity for around 600 spaces. This is to accommodate additional demand for P&R and to mitigate the impact of any flooding at Seacourt.
- **Pear Tree P&R** - Reduce the footprint of the existing park & ride by decking some of the existing site, enabling it to be better integrated to the Oxford North development. Provide additional capacity via a new site (around 1100 spaces) at Oxford Airport.
- **Bicester P&R** - opened in November 2015 with 580 spaces, funded through an expansion of Bicester Village. It is served by the S5 service to Oxford, is used by Bicester Village staff and as overflow parking at weekends and on event days. The Bicester and Surrounding Villages MAP Plan notes its potential to transform the site into a Mobility Hub, improving connectivity locally and regionally.
- **Eynsham P&R** - The construction of the Eynsham P&R site was completed in 2024, as the first phase of the A40 Eynsham to Wolvercote scheme. The next phase will see the construction of the access junction to enable the site to become operational. The scheme is awaiting the outcome of the planning application. Upon planning approval, the scheme is ready to mobilise during 2026 with view to completion in 2028. Eynsham P&R is being planned to become operational before the end of the full works of the A40 Eynsham to Wolvercote scheme, as the P&R access junction works are part of the first construction phase. The Council is working with bus operators to operate the park and ride as soon as practicable and safe to do so.

Park and Ride Pricing Strategy

54. Historically the P&R Pricing Strategy has worked on the principles of:
- Highest parking charge at destination in Oxford i.e. using public/workplace car parking
 - Comparative cost for using P&R
 - Lowest cost if choose to make full journey by bus
55. It is expected therefore that any parking charges at planned and proposed outer P&R sites (Eynsham, A44, Cumnor and South of Grenoble Road), need to be set at a level (if charged at all) that makes them attractive compared to parking at inner P&R sites, whilst also ensuring bus from source is still competitive. At Oxford Parkway P&R there is also a need to consider the railway station, with currently very similar cost across the two sites.

Master Planning

56. The A44 Mobility Hub is identified in Cherwell Local Plan 2011-2031 Partial Review as direct mitigation for local development and included within Infrastructure Delivery Plan (IDP). Land is also safeguarded in Cherwell Local

Plan 2042 for a mobility hub under Policy KID 3. The evidence paper, 'A44 Mobility Hub: Justification for the Safeguarding of Land in the Cherwell Local Plan Review 2042' sets out the context and background for the proposal including the consideration of alternatives and justifies land safeguarding to secure its delivery.

57. The proposed A44 Mobility Hub site is located along the A44 adjacent to the Bladon roundabout on the edge of the London Oxford Airport site. It is within the Cherwell District Council administrative area, Oxford Green Belt and setting of the Blenheim Palace World Heritage Site.
58. The initial proposal includes 1,100 car parking bays including disabled, EV and car club bays in addition to cycle parking and hire. Bus access would be via lay-by on A44 with vehicular access for users from A4095 Upper Campsfield Road, options are being considered for buses/shuttles serving Woodstock/Blenheim.
59. [East West Rail](#) ^(O&D) is a significant project that will benefit the national economy by establishing a strategic railway connecting the Thames Valley with the South East Midlands and East Anglia. Initial details are set out below. Initial details are set out below.
 - **Oxford Parkway Master Planning** – £6bn East West Rail investment and future housing and employment growth in the location, including the Cherwell Local Plan sites, Oxford United Football Club, the Cowley Branch Line, the work of the Oxford Growth Commission and the opened Oxford North development.
60. Oxford Parkway needs to meet these future growth, movement and place shaping challenges to provide an exemplar modern Mobility Hub, fully integrated across modes and seamless in operation across multiple transport providers. To this end the council is commissioning a concept masterplan study, engaging all key stakeholders, to develop an investible future proposition and phased delivery plan, considering land requirements that would enable an efficient Mobility Hub. The study is expected to start in April with the appointment of consultants and run for 6 months, after which the outcomes will be shared.

Future Plans

61. Once site opportunities have been assessed and optioneered through further technical work and co-production, they will be prioritised for scheme development to secure funding. Further consultation will take place during the development stage.

Section 3 Rural Active Travel and Behaviour Change Activation

Active Travel Strategy & policy

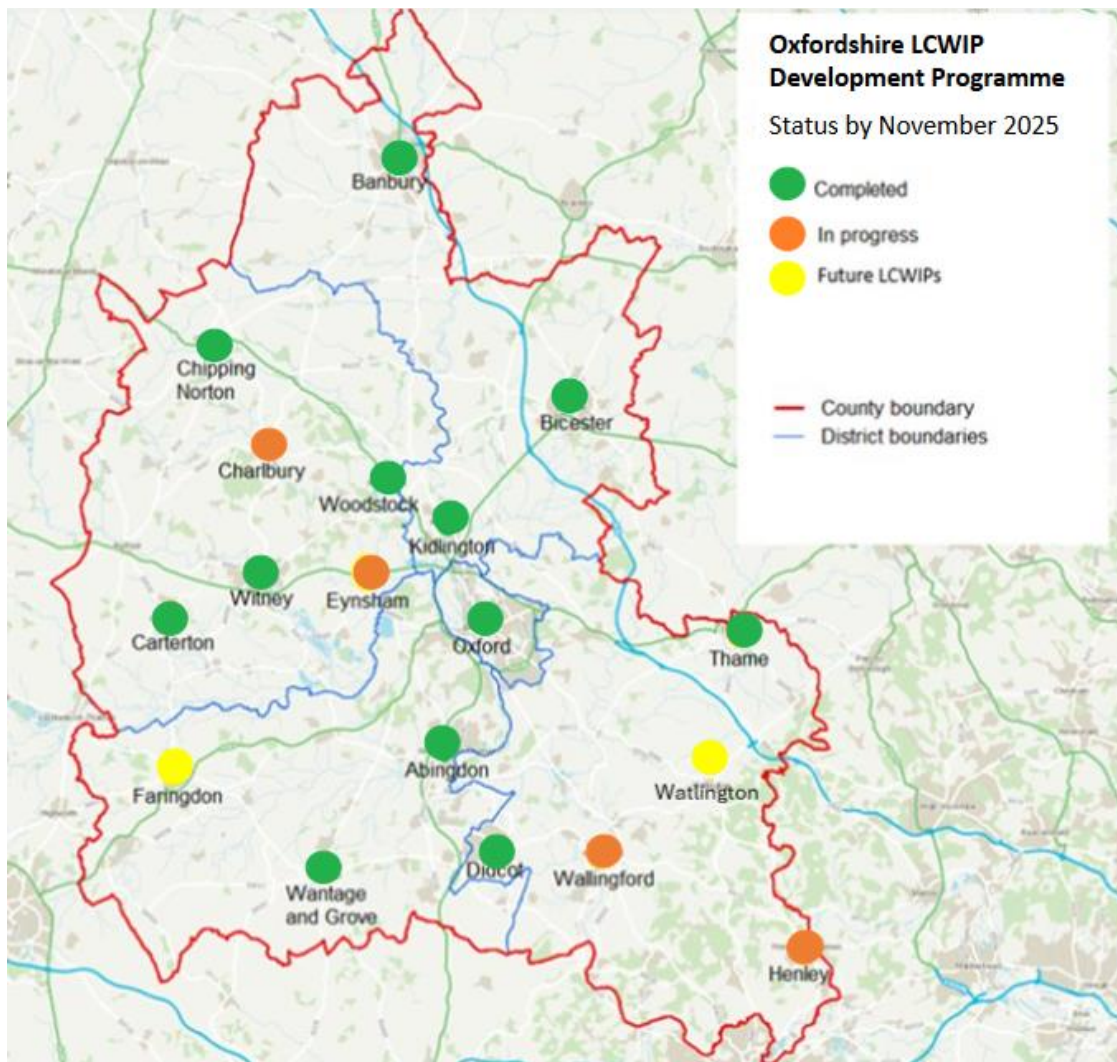
62. Oxfordshire County Council's 'Active Travel Strategy' (ATS) was published alongside the 'Local Transport and Connectivity Plan' (LTCP) as a supporting

strategy. Both were adopted by full council in July 2022. Together, these documents present a comprehensive plan for making walking, wheeling and cycling safer, and for increasing active travel uptake.

Local Cycling & Walking Infrastructure Plans (LCWIPs)

63. The County Council's activity on active travel largely centres around 'Local Cycling and Walking Infrastructure Plans' (LCWIPs). Because shorter trips are more likely to be replaced by walking and cycling than longer trips, towns offer a significant opportunity to increase active travel uptake by investing in infrastructure improvements. For this reason, a programme of 18 LCWIPs was commenced setting out the intended active travel infrastructure improvements for all places (so the Oxford city and towns) with more than 10,000 residents.

64. Progress on the LCWIP programme to date is as follows:
- 12 LCWIPs completed (green dots in the map below)
 - 4 LCWIPs in progress (amber dots in the map below)
 - 2 LCWIPs yet to be developed (yellow dots in the map below)

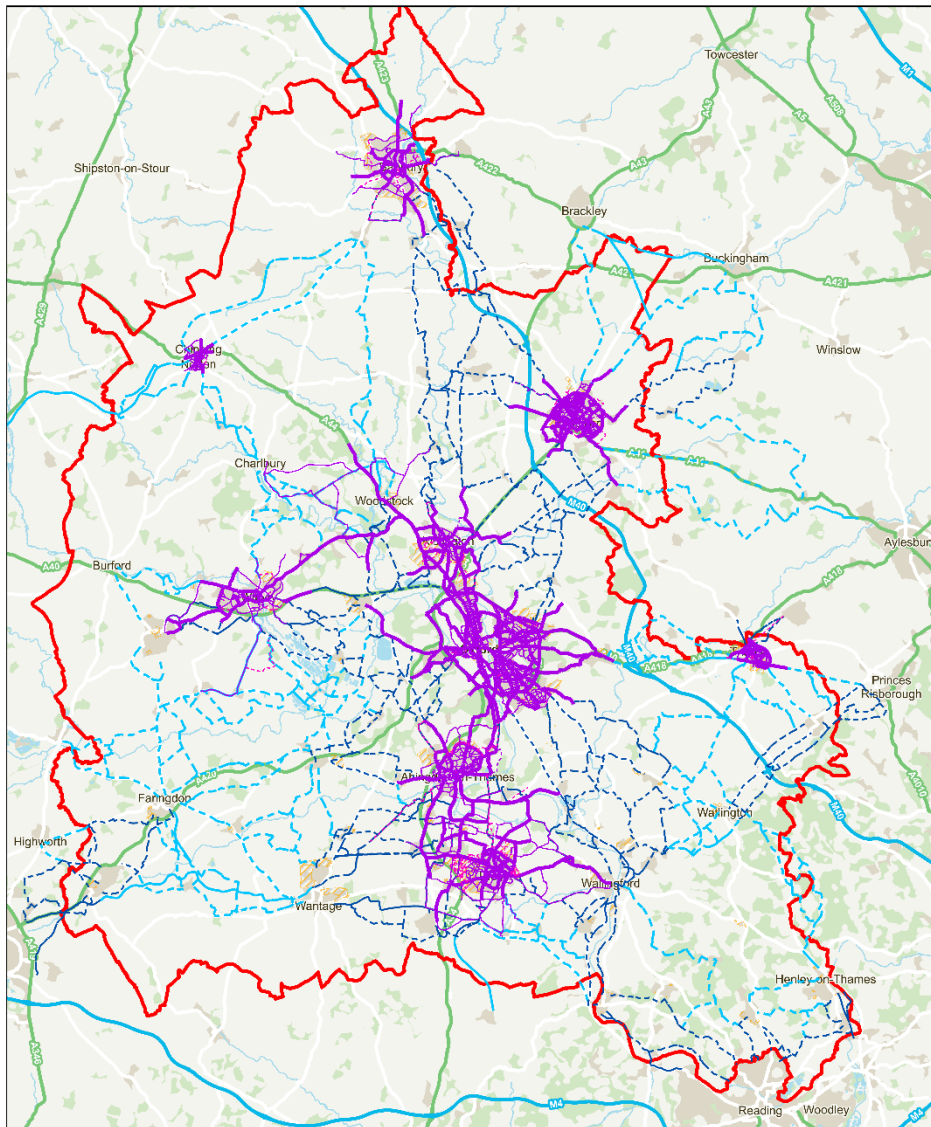


65. Implementation of each of these LCWIPs will require significant investment over the coming decades. Over 1500 improvements are identified. Key funding sources include the Department for Transport via Active Travel England annual grant funding, and council capital funding when available. In 2025/26, the following council funding allocations were made for rural active travel schemes:
- Aston Zebra Crossing (£78k)
 - Science Vale Active Travel Network Route 4 (£150k)
 - Harwell Toucan Crossing (£250k)
 - Ambrosen to Bicester Active Travel Scheme (£1.3m)
 - Shepherd's Pit Lane (£65k)
66. A further £1.7m of council capital funding has been made available in the 2026/27 budget for 'LCWIP schemes', but it has not yet been confirmed which schemes will be delivered with these funds or whether they will be in areas that could be considered 'rural'.

Strategic Active Travel Network (SATN)

67. It was recognised that even full implementation of all 18 LCWIPs would leave huge gaps in the county's active travel network – the areas between built-up towns. In order to help identify and develop potential schemes to complete these gaps, the County Council agreed a 'Strategic Active Travel Network' (SATN) which was co-produced with stakeholders and Member Active Travel and District Cycling Champions, to help prioritise the infrastructure improvements needed in rural parts of the county. The map below shows the 'strategic' (dark blue) and 'complementary' (light blue) links and corridors that have been identified for the SATN, linking the LCWIP routes (purple). The solid lines are confirmed routes, while the dashed lines represent 'desire lines' – corridors where active travel improvements are sought but the exact proposed route alignment is yet to be determined.

OCC Strategic Active Travel Routes



26/01/2026, 13:02:33

LCWIP Network

- Primary
- Secondary
- Restricted
- Future

Alignments - Complementary, Proposed

Alignments - Complementary, Confirmed

Alignments - Strategic, Proposed

Alignments - Strategic, Confirmed

Housing

1:240,000

0 2.75 5.5 11 mi
0 4.5 9 18 km

Oxfordshire County Council
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68. The ATS states (page 20) that the following links will be prioritised:

- *to rural train stations, particularly from towns not served by a train station, such as Witney and Abingdon*
- *between urban areas and employment and nearby villages identified in LCWIPs*
- *to larger settlements where there are more potential cyclists*
- *to and from the National Cycle Network routes*

The ATS also lists the following types of SATN routes that are being identified:

- *routes alongside rural main roads by off-road cycle tracks*
- *routes (mostly on road) along rural minor roads made attractive by low traffic volumes and low traffic speeds*
- *routes along upgraded public rights of way and other permissive paths*

Greenways

69. The Oxford Greenways Project aims to deliver a network of high-quality walking, cycling and wheeling routes connecting Oxford to nearby settlements, employment centres and tourist attractions. It builds on the Strategic Active Travel Network (SATN), approved by the council in 2024, and is a key element of our Local Transport and Connectivity Plan (LTCP).
70. Phase 1 of the project started in 2024 as part of a joint funding commitment between Oxfordshire County Council, Oxford City Council and the University of Oxford. The emerging concept masterplan proposed 6 new "greenways" to be designed alongside a longer list of routes already committed or in planning. A [public consultation](#) in February/March 2025 showed strong support across residents and stakeholders, but also a clear request to further integrate all proposed rural active travel routes around Oxford into a single masterplan.
71. Oxfordshire County Council then allocated priority funds for progression into Phase 2 of the Oxford Greenways Project, which will be shortly completed. This has focused on reviewing proposed routes alongside public feedback and on-the-ground audits and assessments. The revised masterplan and associated report are expected to be published in late Spring / early Summer. The council's funding will further allow us to progress into Phase 3 over 2026/27, which will prioritise the development of those specific routes with highest chances of being upgraded or constructed in subsequent years.

Quiet Lanes

72. In response to increases in requests from Parish Councils for further measures aimed at improving the safety of walking, cycling, and horse-riding in rural areas, the council is now seeking to formalise its approach for delivering Quiet Lanes.
73. Following an initial County Council revenue allocation, the council will now develop a consistent framework for assessing, prioritising and delivering such proposals, helping to move away from the historic piecemeal approach. Schemes will typically be brought forward where there are road safety concerns, primarily arising from rat running and speeding, and there is clear local support and demand, for example from Parish Councils, local Members and key affected residents.
74. A paper is currently being drafted for Cabinet in May to approve the draft countywide policy and endorse a programme of pilot schemes (up to 10) to further test and refine the policy. Following this decision, engagement with Parish Councils will be undertaken to identify suitable pilot schemes for

delivery through 2026/27 using £250k of council capital funding allocated for Quiet Lane schemes.

Behaviour Change Activation for Rural Areas

75. In addition to infrastructure improvements to support sustainable and active travel in rural areas, the County Council has a strong programme of travel behaviour change activation supporting people in rural areas to take up or increase their use of sustainable and active travel. This includes the following initiatives:

- working with rural schools to deliver the objectives of the Sustainable School Travel Strategy, through initiatives such as Walk Once a Week (WoW), Park-and-Stride, Bikeability cycle training and Footsteps training
- offering the '[BetterPoints](#)' reward scheme to allow all Oxfordshire residents (including those in rural areas) to obtain rewards for walking, cycling, running or wheeling
- requiring travel plans for all developments that meet the thresholds set out in the "Oxfordshire Guidance Document – Transport for New Developments, Transport Assessments and Travel Plans" (March 2014), and monitoring delivery of these
- occasional support for Community Action Groups in villages (e.g. Eynsham and Woodstock) to deliver activation projects promoting active travel
- partnership with British Cycling employing 2x Community Developers to help build access to, and confidence in, cycling

Future Plans

76. The Council has received its Active Travel settlement from the Government as part of the Local Transport Consolidated Funding Settlement, as approved at Cabinet on 17th March 2026. This is enabling the funding of active travel revenue and capital resource and schemes over the next four years.

Corporate Policies and Priorities

77. [In addition to any relevant plans and policies specific to the service area concerned, the report should explain how any proposals in the report support the Vision, Values, Objectives and Strategic Priorities in the County Council's Corporate Plan (see [Corporate Plan](#)), identifying the outcomes that are intended for the benefit of service users and the wider community.]

Financial Implications

78. There are no new financial implications as part of this update report.

79. The budgets that are available for improving sustainable and active travel in Oxfordshire's towns and rural areas, is set out in the report. This has been

agreed and published – through Council budget setting processes and the 17th of March 2026 [Local Transport Consolidated Funding Settlement – Transport Delivery Plan](#).

Comments checked by:

Filipp Skiffins, Finance Business Partner
Filipp.skiffins@oxfordshire.gov.uk (Finance)

Legal Implications

80. There are no new legal implications as part of this update report.
81. The actions proposed in the report are within the powers and responsibilities of the Council as Highway Authority, Local Transport Authority and the Traffic Authority under the Highways Act 1980, the Road Traffic Regulation Act 1984, the Transport Act 2000 and the Traffic Management Act 2004 and related legislation. The Council also has power to do anything that individuals may do under the general power of competence under the Localism Act 2011 and so may take such lawful action that it considers appropriate to deliver the actions set out in the report. Delivery of some actions may require statutory consultation, which will take place as and when any proposals are promoted, in compliance with any relevant statutory duty applicable at the time.
82. The promotion and delivery of any new development such as the A44 Mobility Hub and/or at Oxford Parkway must be carried out in accordance with planning law including the Town and Country Planning Act 1990, Town and Country Planning General Regulations 1992 (where applicable) taking into account all relevant policy and procedures, and following appropriate consultation. Where actions impact on the making or the review of a Local Plan, the requirements of the Planning and Compulsory Purchase Act 2004 and all relevant legislation, regulation and guidance must also met.

Comments checked by:

Jennifer Crouch, Principal Solicitor (Regulatory)
Jennifer.crouch@oxfordshire.gov.uk (Legal)

Staff Implications

83. There are no known staff implications for this update. Staffing has been accounted for in project and programme planning processes.

Equality & Inclusion Implications

84. There are no known equalities or inclusion implications linked to this update.
85. As part of the Cabinet and Cabinet Members Decision reports prepared for individual schemes and policies, an Equalities Impact Assessment (EQIA) is undertaken to ensure that equalities implications of the scheme have been assessed in a fair and thorough manner.

Sustainability Implications

86. There are no known sustainability implications linked to this update.
87. As part of the Cabinet and Cabinet Members Decision reports prepared for individual schemes and policies, a Carbon Impact Assessment (CIA) is undertaken to ensure that carbon implications of the policy or scheme have been assessed in a fair and thorough manner.

Risk Management

88. There are no known implications linked to this update.

Paul Fermer
Director of Environment and Highways

Annex: Nil

Background papers: Nil

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