

Annex 5 - Assembly recommendations, county council's initial response (July 2025) and updated response (June 2026)

(Note – Annex 2 includes the Citizens' Assembly's response to the council's initial response)

	Recommendation	OCC Role	OCC response to Citizens' Assembly Recommendations (July 2025)	OCC update on progress (June 2026)
1	<p>To reduce congestion and emissions in Central Oxfordshire by maximising the use of P&R</p> <p>(a) Use of shuttle services to businesses, schools and hospitals from P&R</p> <p>(b) Improved cycle connectivity to P&R and safe cycle storage</p> <p>(c) Increased frequency of buses from P&R and incentivised use by making them free.</p> <p>(d) Improved connectivity between P&R.</p> <p>This should commence within 12 months.</p>	<p>To lead and coordinate</p>	<p>(a) Active discussions are happening with schools and the hospital trusts looking at the practicality of this recommendation. Fits well with concept of mobility hubs and would support a WPL and congestion reduction initiatives.</p> <p>(b) Again fits well with the Mobility Hub initiative. There is ongoing work on a cycling network which will pick up connectivity with some P&R sites. Funding is needed for design work to look at segregated cycle lanes and safe locations of lockers and potentially e-bikes and e-scooters.</p> <p>(c) To be successful congestion on those routes needs to be reduced, any solution would need to be financially sustainable and hence be part of WPL and potentially temporary congestion charge (if approved) projects.</p> <p>(d) Connectivity is already reasonably good, through direct services between most Park and Rides (P&Rs) (300, 400, 600, 700), but it is agreed that work to evolve these, and consider capacity at the P&Rs, will be required to support travel behaviour changes.</p>	<p>(a) In May 2026 the county council's cabinet approved the investment plan for the temporary congestion charge income. This included free 16 hour weekday Park & Ride (P&R) parking for NHS and school employees, free or discounted bus travel for NHS and school employees and hospital express P&R services.</p> <p>(b) Opportunities will be taken to improve cycle routes and provide more bike parking at Park and Ride sites when funding is available. In July 2025, the Performance and Corporate Services Overview & Scrutiny Committee reviewed information on hire e-scooters and e-bikes. One of its recommendations was to introduce these services at Park and Ride sites. In September 2025, Cabinet agreed to support this approach for sites in Oxford. It committed to working with site owners and leaseholders to provide dedicated parking areas (with some already in place at Thornhill Park and Ride). A new contract for e-scooters and e-bikes across Oxfordshire will start in autumn 2026. This will extend the service area so that all Oxford Park and Ride sites are included. Council officers will also work with the chosen provider and site owners to make sure e-scooters and e-bikes - and the parking they require - are available at all Park and Ride sites, as well as at major workplaces, health centres and education sites, between 2026 and 2028.</p>

(c) In conjunction with the temporary congestion charge, the council is currently offering free P&R bus journeys in Oxford. Up to two adults and three children can claim free travel to and from Oxford's P&R sites with a valid parking ticket. There has been a significant increase in the level of P&R usage since the introduction of the temporary congestion charge and free P&R travel. Figures comparing May 2026 with May 2025 (latest figures available at time of writing), shows P&R usage has increased (Peartree +23.9%, Oxford Parkway (P&R & rail) +9.9%, Thornhill +11.1%, Redbridge +37.3%).

Note – limited data availability for Seacourt P&R in May 2026.

(d) Park & Ride services were all enhanced in early November 2025 as a result of the temporary congestion charge, either through frequency enhancements or reduced running times. Services 800 and 900 provide enhanced frequency to Oxford Parkway and Redbridge, as well as better links to the Science Park and Yarnton. Further enhancements are planned using congestion charge income for non-stop services to the hospitals.

2	<p>Implement standardised ticketing across all of the bus companies in the county. This will make buses easier especially for younger and older people, visitors and people whose first language is not English. Increase overall bus use.</p>	<p>For bus operators. OCC to lead through the enhanced bus partnership</p>	<p>MyBus Oxfordshire tickets are available on most buses countywide and the SmartZone ticket is available within Oxford.</p> <p>The recommendation is supported though as it is recognised further improvements might be possible subject to bus operators' support and available technology. This can be raised through an Enhanced Partnership working group looking at ticketing.</p>	<p>The Council agrees that a simple ticket system which is clearly communicated would be best for the user. The Council is committed to working with bus operators on both simplifying and improving ticketing options through the Enhanced Bus Partnership (EP), (the partnership between the County Council and local bus operators which sets out legally binding commitments on both the Council and bus operators to support the delivery of better bus services and passenger outcomes across Oxfordshire) and recent DfT guidance makes it clear that this is an area to be prioritised in order to receive funding from 2027/28 onwards.</p> <p>National Guidance on ticketing: The Governments Vision for Buses*, states that the DfT are working with partners to deliver Project Coral, a national technology solution to facilitate multi-operator ticketing on buses and trams, focusing on 'tap and go' with contactless bank card payments and daily fares capping. New national Enhanced Partnership guidance states: <i>As a minimum, EP schemes will have to include commitments to offer a full range of multi-operator tickets at little or no additional premium compared to equivalent single-operator tickets... These arrangements are expected to incorporate fare capping over time, using the national contactless ticketing solution that is currently being developed known as 'Project Coral'.</i></p> <p>Ticketing is within scope of EP powers. Local Transport Authorities (LTAs) and operators will jointly agree legally binding standards on aspects such as:</p> <ul style="list-style-type: none"> - Ticketing arrangements - Multi-operator ticketing - How tickets are marketed and made available <p>These standards sit within an EP Scheme and apply to all</p>
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operators in scope once made.

In Oxfordshire, the Council are ahead of many other areas in developing a new EP Plus, following the [Future Bus Models report](#) which was considered at Cabinet on 21st October 2025. Proposals will be put forward for formal adoption by the Cabinet Member for Transport Management through the Cabinet Member Delegated Decisions process - by the end of the calendar year.

*[The government's vision for buses and approach to delivery - GOV.UK](#)

3	<p>Sell the vision to the public: inform them about transport and active travel options, and their benefits. Examples: information stands with live feeds, social media campaigns, posters and billboards, regional news and radio, advertising on taxis and public transport</p>	<p>To lead and coordinate</p>	<p>It is considered that recommendations 3 and 5 are linked as both relate to ‘selling’ the vision of sustainable, active travel to the public.</p> <p>This can be split into the following areas for consideration. Some work has recently been progressed in this area; further work will be required to fully realise the recommendation.</p> <p>Awareness-raising Location specific webpages are being developed to help residents navigate the wide range of travel and active travel initiatives and infrastructure work happening in their area. This will provide a clear structure which can be easily navigated as well as allowing them to understand the detail but also the vision for their town or city and the county as a whole.</p> <p>In addition, we have recently launched a web-based search tool called Better Travel. This will make it much easier for residents, visitors and others to see the active travel initiatives (such as led-walks) going on in their area. This will also help providers raise the profile of their initiative.</p> <p>We will review what else is required to take this forward, optimising the behavioural insights research the council has recently undertaken and some of which has already been applied to the projects above. Some other examples include: improving our understanding of people’s barriers to choosing more sustainable travel and their motivations to shape our</p>	<p>The council has developed two travel campaigns, one to communicate the vision for transport in the county and the other to encourage behaviour change, promoting travel options available to people.</p> <p>The vision campaign focuses on core personal outcomes including – start the morning well, a breath of fresh air and spend time where you want to be.</p> <p>The campaigns have been run digitally and with outside advertising including poster sites and buses, and radio ads. Digital ads link to our recently developed location-specific webpages to help residents navigate the wide range of travel and active travel (walking, wheeling and cycling) initiatives and infrastructure work happening in their area, and make the link between our vision and the activity taking place in their area.</p> <p>The travel choices campaign is supplemented by content developed to showcase opportunities to use active and sustainable travel.</p> <p>In addition, we are maintaining a web-based search tool called Better Travel. This makes it easier for residents, visitors and everyone to see the active travel initiatives (such as led-walks) going on in their area. This also helps providers raise the profile of their initiatives.</p> <p>We have developed a countywide active travel Wayfinding Strategy which is a framework for how the council plans, delivers and manages wayfinding across the county. It is designed to make it easier for people to find their way and use active travel (walking, wheeling and cycling), through a consistent and well-planned system of information, signage and mapping. It addresses the fact that previously there was no consistent approach by creating a uniform strategy and methodology so all</p>
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places and the propensity for change (e.g. are economy, time, climate, health, air quality, etc key factors?). Improving our data and analysis capabilities will also underpin and enable this. An active travel promotion budget could also be considered.

Navigating

Wayfinding projects are being developed in a number of locations across the county. Turning this into a countywide standard to provide consistency in core messaging can be considered.

Bus maps are in development. These will cover Oxfordshire, the city, and market town 'where to catch your bus' maps, plus a transport to hospitals map and to tourist attractions.

wayfinding schemes follow the same approach across Oxfordshire. This will be published soon.

We have published a series of comprehensive [bus maps](#) on www.mybusoxfordshire.org.uk to help navigate Oxfordshire. PDF maps with all the bus routes in the county are available via a countywide map, individual town and Oxford city maps. In addition, at the same link, a hospital bus map (Headington sites) is available, plus an interactive Community Transport map showing all operators. In addition to the PDFs, the [Interactive Bus Maps](#) tool enables you click on any bus route number to instantly highlight the full route, making it simple to visualise where each service goes. It is possible to search for place names to find nearby routes, view detailed timetables, and plan travel more efficiently.

4	<p>Oxfordshire County Council (OCC) to create and administer a 'kite mark' / standard called 'The Oxford Travel Positive Employer' for large companies (e.g. over 100 employees). This will generate revenue for OCC to contribute to a ring-fenced fund for active travel, traffic reduction, and low emission travel. Criteria could include introduction of shuttle services for staff, use of EV vehicles, encouraging staff to use buses, shower and change facilities, and encouraging car sharing, with Gold, Silver and Bronze levels for the employers</p>	<p>To lead, develop and monitor</p>	<p>Fits well with travel behaviour change initiatives and proposals for such a standard can be worked up. This would be a visible standard/accreditation for employers to demonstrate their commitments to responsible and sustainable travel, including to existing and prospective employees, local communities and investors.</p> <p>In a Central Oxfordshire locality context, this recommendation could be considered through the development of the Workplace Parking Levy (WPL) and workplace travel planning.</p> <p>Consideration would need to be given to how to offer this countywide. However central Oxfordshire could pilot and establish value.</p> <p>Initial thinking is that this is more likely to be successful as an accreditation rather than a charge to businesses.</p> <p>Consideration would need to be given to the ongoing monitoring.</p>	<p>We are researching options, including what is already developed for such a 'kite mark' standard. One option that we are exploring is Modeshift STARS for businesses. We would want the solution to provide a ranking based on quality/effectiveness of travel plans and initiatives. There's also the Public Health Thrive at Work initiative that is more about workplace wellbeing but will include a section on active travel/commuting/BetterPoints module. That has accreditation levels, so could be a suitable framework. It may be that a 'kite mark' could be introduced for others too, not just large companies.</p> <p>We continue to develop a Workplace Parking Levy (WPL) to reduce traffic, improve air quality and raise income to improve access to places of work. Engagement with major employers in the city has taken place since 2025. This has helped to develop proposals for how funding raised could be spent - the "WPL Investment Plan" - with priorities including funding for better bus services and P&R, to improve and expand the cycle and walking networks, and to provide employers with grants to support a range of on-site improvements and employer-led initiatives to encourage employees to switch to public transport, walk or cycle.</p>
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5	<p>Invest in educating and informing the public about transport and active travel options and their benefits. To sell the vision of a healthier and more connected travel network and increase public buy in for effective implementation. People need to be inspired by the benefits and opportunities of active travel and public transport. Offer carrots in order to make effective change. Education: school programmes, information roadshows, social media campaigns, posters, billboards, advertising (on buses and taxis). Information: Information points in town and city centres with live data, maps, links to support, accessibility features (vision impaired etc.), information about where to find trains, buses, taxi ranks, bicycle rentals</p>	To lead and coordinate	<p>This is supported and is being actioned in part and will need to be part of a wider package of engagement.</p> <p>Giving people opportunities to try active/sustainable modes in their everyday lives is part of this, to boost skills and confidence. This very much forms a package and linking in with other themes and motivations beyond purely transport, such as improving personal/public health, to achieve shared outcomes.</p> <p>See response to recommendation 3 and notes here for additional strands:</p> <p>We know from research into travel behaviour change that a package of interventions is the best enabler to changing behaviour - in this case, switching modes. The travel behaviour change team could consider new incentives for behavioural change, including ensuring where physical schemes are delivered, that behaviour change activities to upskill/motivate/inform of the alternatives travel options available.</p> <p>School engagement takes place, and work through the updated Sustainable School Travel Strategy will consider and develop these recommendations further.</p>	<p>This is linked to recommendation 3.</p> <p>Travel behaviour change is an intrinsic part of the package of active travel improvements. This is illustrated through a number of workstreams and projects - for example our Sustainable School Travel Strategy sets out our work with schools to enable healthy and sustainable travel choices to be made, backed up by investments to improve the physical environments e.g. by funding scooter or cycle parking at schools, or through our school zones and school streets programmes. Our new video explaining the impact of a school street will be available to watch imminently. We work in partnership with schools and their communities on these schemes, supporting with other measures alongside this such as cycle training, hi viz clothing and other incentives or rewards to encourage sustainable and active travel. We are also in our 3rd year of funding the Community Outreach Active Travel (COATs) Programme which awards grants to local community groups, charities and organisations, targeting priority neighbourhoods in areas of deprivation. The programme is designed to build long-lasting active travel habits by supporting residents to choose to walk, wheel and cycle by removing barriers such as lack of confidence or concerns about safety and financial barriers. This has funded projects ranging from walking groups to learn to ride, bike mechanic courses to early-years road safety. We plan to continue administering and financially supporting this.</p> <p>In the lead up to and during the implementation of the temporary congestion charge the council has run extensive comms campaigns to highlight the active and sustainable travel options.</p>
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etc. Make public knowledge of information points through social media campaigns, regional radio and news (etc.)

We work in partnership with British Cycling. We currently fund two Community Developer Officers (albeit one post vacant at present) with funding allocated to also recruit a Community Coach. These roles build partnerships with local communities to support delivery of cycling programmes, including with schools, young people, families, women and girls and workplaces. They build capacity by upskilling local volunteers who then go on to run the courses and sessions themselves, ensuring ongoing sustainability of these programmes.

We have employed a Workplace Officer since October 2025 to work with Oxfordshire employers such as the hospital trust to promote walking, wheeling and cycling and sustainable travel for employees.

We are partnering with Oxfordshire Community Rail Partnership to show young people the benefits of travelling by bus and train, and independent travel. Oxfordshire Community Rail Partnership have also produced station access maps, leisure trail maps for various Oxfordshire towns, and travel guidance leaflets <https://www.oxfordshirecommunityrail.org/resources>

6	<p>To improve connectivity in rural areas by ensuring that local communities are listened to by involving them in decision making. Considerations should be given to active travel options and repurposing bridle paths for greenways, rural hubs, car sharing, community travel (mini buses and cars), any other needs identifies by the community, first and last mile options. In terms of accountability evidence MUST be shown that community voices have been listened to in the decision making</p>	To lead	<p>This is recognised and the recommendation supported. Work which will help deliver this recommendation is underway in part through the development of “Movement and Place Strategies” as part of the Local Transport and Connectivity Plan.</p> <p>Engagement and the coproduction of measures that need to be developed needs considering and scoping. There are some successful pilots around the county on rural transport and car share, co-wheels and these will be looked to be rolled out once funding is secured.</p>	<p>The council continues to focus on developing an even more inclusive approach to engagement with our communities. This includes developing a new consultation, engagement and co-production strategy by autumn 2026, informed by the feedback from the recent internally focused co-production stocktake.</p> <p>The council continues to develop its Strategic Active Travel Network (SATN), with the aim of providing safe rural active travel connections between the built-up towns and settlements where Local Cycling and Walking Infrastructure Plans (LCWIPs) have been developed.</p> <p>In addition, we are progressing the Oxford Greenways Project, with a revised masterplan and associated report expected to be published in late Summer setting out plans for six new greenways to connect Oxford to nearby settlements, employment centres and tourist attractions. Funding is also in place to progress the next phase of the Oxford Greenways Project during 2026/27, which will prioritise the development of those specific routes with highest chances of being upgraded or constructed in subsequent years.</p> <p>The council is also continuing to develop and formalise its approach to Quiet Lanes, where clear demand exists from Parish and Town Councils, local councillors and residents to improve the safety of walking, cycling, and horse-riding in rural areas. Quiet Lanes are minor roads where motor traffic is reduced to make it safer to walk, wheel, cycle or ride a horse. Most through traffic is removed by use of signs, speed limits and physical measures such as bollards or gates, but access is still allowed for residents, farmers and landowners, local businesses and</p>
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emergency services. They are only implemented where there is local support and a suitable alternative route for motor traffic. At its [meeting](#) on 19th May 2026, the Cabinet approved the draft countywide policy and endorsed a programme of pilot schemes to further test and refine the policy. Following this decision, engagement is underway with Parish Councils to identify suitable pilot schemes for delivery through 2026/27.

In April 2026, the council's Place Scrutiny & Overview Committee was presented a report which sets out actions being taken to implement the Local Transport & Connectivity Plan's policies, plans and schemes relating bus services, mobility hubs and transport interchanges, as well as active travel. An update on car clubs is also provided. The report is available here <https://mycouncil.oxfordshire.gov.uk/documents/s81597/Place%20OSC%2022%20April%202026%20Bus%20Services%20and%20Rural%20Transport.pdf>

The council's LCWIP programme consists of 18 LCWIPs identifying the improvements needed to create a safe walking, cycling and wheeling network in each of the county's settlements of over 10,000 residents. Development, implementation and review of these LCWIPs is ongoing, though much greater funding will be needed to fully implement all 18 LCWIP networks.

7	<p>Improve community infrastructure in the medical sector. Why? less congestion and reducing car journeys, and reduce number of people coming into Oxford. This is line with liveable neighbourhoods thinking.</p>	<p>To liaise with BOB ICB</p>	<p>We will coordinate with the Buckinghamshire, Oxfordshire, Berkshire West Integrated Care Board (BOB ICB) on travel and transport options.</p> <p>The BOB ICB has provided information to Oxford locality councillors on health provision in the city. Officers are seeking their input to a future locality meeting to discuss this further.</p>	<p>The council is an enabler in regard to this recommendation and can help facilitate but ultimately it would be for BOB ICB (or, since April 2026, the Thames Valley Integrated Care Board (ICB). to take forward this type of approach to community facilities.</p> <p>The council does work closely with the NHS Trusts to encourage sustainable and active travel, for example the council is working closely with the NHS on how the congestion charge income can support their staff. In May 2026 the county council's cabinet approved the investment plan for the temporary congestion charge income. This included free 16 hour weekday Park & Ride (P&R) parking for NHS and school employees, free or discounted bus travel for NHS and school employees and hospital express P&R services. We have also provided funding for cycle parking at hospital sites.</p>
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8	<p>Reduce road fatalities and serious injuries by encouraging behaviour change through, for example, enforcements of 20mph limits, using ANPR, more use of speed warnings 'face' signs. Support for residents who want to get involved in community traffic watch initiatives and speed humps. Implement in residential areas, outside schools, and other road fatality hotspots.</p>	To lead	<p>Great to see this within the recommendations and can be considered through our Vision Zero Programme.</p> <p>More signs and traffic management measures are within our direct control. Enforcement of speed limits and Community Speed Watch limits are not though. There is a strong Community Speed Watch programme already and we will continue to work with Thames Valley Police to assess the opportunities on enforcement.</p>	<p>The council continues to deliver its Vision Zero Road Safety Programme which focuses on a partnership led safe system approach for road safety, working closely with Oxfordshire Fire and Rescue Service who deliver Oxfordshire's Road Safety Education Programme which focuses on encouraging positive road safety behaviour changes. The Vision Zero Strategy and its supporting Action plan are available online via the Council's public website: https://www.oxfordshire.gov.uk/transport-and-travel/road-safety/vision-zero</p> <p>OCC's Highways, Road and Traffic Safety schemes are also delivered through the council's ongoing Highway Maintenance programme, with all highway schemes, including Place, Planning and Active Travel schemes having a focus on road safety as a core area of their implementation.</p> <p>The Vision Zero Speed Management Programme and the 20mph Programme continues to be implemented, and although Oxfordshire County Council is not directly responsible for speed enforcement, Thames Valley Police published their Road Safety Strategy in October 2024 and stood up their dedicated Road Safety Taskforce on 16 February 2026. The taskforce has a clear operational safety role, focused on delivering data-led road safety enforcement across Berkshire, Buckinghamshire and Oxfordshire.</p> <p>Oxfordshire Fire and Rescue Service and the council are also members of the Thames Valley Police Road Safety Working Group, which has an operational focus on road safety improvements, with Oxfordshire Fire and Rescue carrying out regular shared enforcement operations across Oxfordshire jointly with Thames Valley Police.</p>
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In 2025/26: 50 Vision Zero Road Safety Schemes were implemented.

In 2026/27: 8 Vision Zero Road Safety Schemes are due to be implemented. The main focus of the Vision Zero Programme in 2026/27 is to carry out a Speed Management Review of Oxfordshire's A & B road network. Speed reduction is one of the main ways to reduce fatalities and serious injuries on our roads. In 2026/7 the Speed Management review has implemented 5 speed reduction schemes already, with another 30 planned.

9	<p>Implementing a franchise model between county council and bus companies so that the council takes back control of bus routes, timetables and pricing so that it ensures that it is driven by needs and services, not just profit. Similar to London and Manchester models.</p>	To influence	<p>There are lots of conversations and considerations nationally around this at the moment. Great to see and very supportive of the outcome that is recommended.</p> <p>There may be other ways to achieve this rather than franchising though, and work is under way with the council having commissioned a “Future Bus Regulation Options Assessment Report”. It is hoped this will be considered at Cabinet in autumn 2025.</p>	<p>In October 2025 the county council's Cabinet considered a report on future bus regulation models and ownership possibilities.</p> <p>The Cabinet resolved not to undertake any further work on bus franchising or municipal operation at the current time and instead approved the development of an Enhanced Partnership Plus (EP+) approach (an enhanced version of the existing statutory partnership between the County Council and local bus operators. EP+ will include strengthened legally binding commitments on both the Council and bus operators to support the delivery of better bus services and passenger outcomes across Oxfordshire). It was considered that the EP+ option would capture most of the advantages of franchising without taking on the significant financial, legal, and operational risks that franchising would place on the Council. With LGR and devolution (which will transfer public transport powers away from the Council) imminent, it is considered that pursuing franchising at this point is not the most appropriate approach. We expect to present an EP+ for adoption later in 2026.</p>
10	<p>Build new housing developments so that major facilities are within walking distance. This will reduce traffic, encourage health habit, build community and create jobs. We acknowledge sometimes it is supportive for well being for people to get out of their immediate neighbourhood - this</p>	To influence	<p>The county council work with the district councils who are the Local Planning Authorities to ensure that developments are sustainable and are located near to transport interchanges and services.</p> <p>This ambition is set out in the Local Transport and Connectivity Plan policies. However, there are speculative developments coming forward that are not in the Local Plan and for these it can be challenging to ensure they are located near existing facilities.</p> <p>Walkable neighbourhoods are recommended to be</p>	<p>The county council continues to work with the district councils who are the Local Planning Authorities for housing developments to ensure that developments are sustainable and are located near to transport interchanges and services.</p> <p>Travel Plans are monitored for a period of 5 years, with reports submitted to the County Council at Baseline, Year 1, Year 3, and Year 5 after occupation. We offer a Monitoring Guidance Document to support the process, and the reports are built around surveys of residents, staff, or visitors. After reviewing these reports, officers provide feedback to help developments meet their travel objectives. If targets aren't achieved or survey</p>

	proposal does not remove the possibility of people doing that.		designed in from the start of a development giving pleasant, safe routes for people to move around developments.	response rates are too low, the monitoring period can be extended further to Year 7 and Year 9. As noted by a participant of the assembly, local government reform will change the way planning and transport responsibilities are managed.
11	A designated road just for a bus system (exceptions for cyclists, emergency vehicles, blue badge holders and taxis during certain hours). - Frequent service and stops - Subsidies for 60+ - Under 16s- incentivise families. City centre location - moving towards a car free city centre. Reserved/exclusive to buses - not new build, existing roads Long term behaviour change. Depends on a 1st class service, has to be accessible, frequent and affordable (an	To lead	This is considered to build on work already being undertaken, in particular transport schemes in the city that will reduce through traffic in the city centre. Related to this is the council's Street Design Code that is under development and will include bus stop design standards. This is an update to our existing Street Design Guide and will also include considerations around the Kerbside Strategy. "My Bus" and "Get Around" cards are already in place for youth travel, and we will work with the bus operators to optimise the public transport offer, including allocating some budget from the Bus Service Improvement Plan – delivery plan 25/26 for bus education and support.	The council's current policy already supports a significant reduction in traffic in the city centre, with the trial traffic filters expected to reduce traffic in the city centre by 35%. The council is encouraged by the assembly's call for even bolder change but an incremental approach is considered to be most appropriate. The emerging investment plan which will be required to accompany the Workplace Parking Levy proposal will also consider enhancements to bus services to support the use of bus travel for commuting to places of employment. 'My Bus' and 'Get Around' cards continue to be in place. As mentioned for recommendation 2, the Council is committed to working with bus operators on both simplifying and improving ticketing options through the Enhanced Bus Partnership (EP), and recent DfT guidance makes it clear that this is an area to be prioritised in order to receive funding from 2027/28 onwards.

	alternative to having a tram).			
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12	<p>Make the city centre car free while being fair and not disadvantaging key groups. The aim would be to reduce congestion, cut emissions, improve environmental and human health and make the city more visitor friendly. Those mainly impacted by this would be car drivers. The intention is to create alternatives for drivers, implementing policies in a phased way so that they have alternatives to use. Alternatives include: strengthening bus networks, making cycling safer, and making the Park and Rides into mobility hubs). It is likely disincentives (sticks) would be needed to encourage people out of cars.</p>	To lead	<p>This is an ambition that reflects projects under development, e.g. the temporary congestion charge, traffic filters, expanded zero emission zone and WPL, and the work undertaken on the Central Oxfordshire Movement and Place Framework which looked at the reallocation of road space to public realm.</p> <p>Car free principles and closures are already in place (e.g. the High Street bus gate and School Streets).</p> <p>Trial car free days could be considered.</p>	<p>This work has started through the introduction of the temporary congestion charge in October 2025, and will continue with the trial traffic filters later in 2026. Exemptions and permits are available for users, including disabled people, carers and those who need to use their car as a goods vehicle.</p>
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13	<p>Promote generational change over the next 15 years to shift the next generation to think active travel first, bus second, car third by making bus and bike travel affordable, extending bike programmes for schools, education programmes from primary school all the way through, and children travel free on public transport. This also helps change behaviour of parents.</p>	To lead	<p>This will come with the wider development of the countywide school travel behaviour change programme. There is a government drive to have a Sustainable School Travel Strategy.</p> <p>For Oxfordshire this was adopted in September 2024. This recommendation will be included as part of the strategy and the action plan when it is revised/updated.</p>	<p>Our Sustainable School Travel Strategy (SSTS strategy) is published on the county council's website. This contains a range of actions that we are taking to enable more active and sustainable travel on the journey to school.</p> <p>In terms of some of the impact through some of our cycling initiatives for schools: Our figures for Cycle Training for Key Stage 2 pupils (OCC Cycle Training Scheme and Bikeability) for 24/25 were:</p> <p>Cyclists trained: 6135 Courses run: 358</p> <p>We are on forecast to deliver the same numbers this financial year and we have further supported schools/providers with additional SEND and Inclusion Funding.</p> <p>We have four external providers who deliver Bikeability on our behalf and an internal team who deliver Bikeability and OCC Cycle Training across the county.</p> <p>In partnership with the Bikeability Trust, we have also run three balance bike teacher training sessions for EYFS lead teachers – for further details on the programme please see the Get Cycling in Schools website. Participating schools are awarded 6 free balance bikes for use after the member of staff has attended the training.</p> <p>To co-ordinate our active and sustainable travel to school initiatives, we employ two School Engagement Officers covering all schools in Oxfordshire (including private and SEND schools).</p>
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14	<p>Introduce mobility hubs types 1 and 2 to make cycling safer, reduce congestion, improve rural connectivity</p> <p>Specifically, type 1 in Banbury and Didcot Type 2 in Chipping Norton, Abingdon, Witney, Wantage.</p>	To lead	<p>Great to see this is recommended and we will look to take on board the recommendations on type as any mobility hub plans are developed.</p>	<p>Suggestions for further mobility hubs will be picked up through the development of location-specific Movement and Place Plans, which are programmed for development over the next 18-24 months. The two Movement and Place Plans that have been adopted so far are the Science Vale and Bicester and surrounding villages</p> <p>For 2026/27 we are working towards adopting the following plans (subject to Member Decisions and staff resource):</p> <ul style="list-style-type: none"> • West Oxfordshire and Lowlands • Kidlington & Surrounding Villages • Abingdon & Eastern Vale • Banbury & Surrounding Villages • Thame, Watlington & Surrounding Villages <p>Learning will be taken from the council's experience of operating existing P&Rs, implementing new P&R sites and delivering pilot mobility hubs.</p>
15	<p>Introduce a graduated Workplace Parking Levy which must be paid by the employer rather than the employee, and which facilitates reductions and award 'Kite Marks' to those employers that contribute to the COTP and LTCP - exemptions to be decided in a consultation process.</p>	To lead	<p>Great to see support for a Workplace Parking Levy (WPL) which the council is progressing as quickly as practically possible.</p> <p>Unfortunately, Oxfordshire County Council is not able to legally require an employer to pass the charge on to the employee.</p> <p>See previous recommendation about Kite Mark – we will consider rolling this out as a part of the WPL and workplace travel planning.</p>	<p>The county council continues to develop proposals for a Workplace Parking Levy.</p> <p>To clarify on the passing of the WPL levy to employees, should a WPL be introduced the council's arrangement will be with the employer, i.e. it will be the employer who has to pay the levy to the council. However the council does not have the power to prevent an employer from passing on the charge to its employees. Many organisations already do charge their staff for parking and that is matter for individual organisations policy and HR approaches. In designing a scheme, the county council has the power to make exemptions and discounts available, albeit these need to be considered carefully as they could undermine scheme objectives and benefits. When developing WPL proposals, a key objective has been to ensure those paying the</p>

				levy, whether that be an employer or their employees, also directly benefit from it. Proposals for spending WPL income therefore focus on improving access to places of work and will continue to be developed with employers from across the city.
16	<p>What: reduce driving by commuters, short trips, and schoolruns. Why: in order to improve health and the environment, and reduce traffic fatalities by: How: 1. Introducing a workplace parking levy to generate income for other travel schemes 2. Encourage car sharing by business, schools and other organisations by introducing apps etc and advertising car share schemes. Reflect in the employer kite mark. 3. Introduction of mobility hubs at train stations.</p>	To lead	<p>A great ambition and good to see suggestions as to how to make happen, particularly as many are underway in some form. We are progressing with (1) as quick as is practically possible; in terms of point (2) we will consider what more we can do in terms of scope and marketing; and on point (3) this fits well into our Mobility hub ambition and we will work with train operators to ensure we understand the full potential of opportunity.</p>	<p>1. We continue to develop proposals for a Workplace Parking Levy.</p> <p>2. We continue to work with businesses, schools and other organisations to encourage more sustainable travel and have appointed a dedicated Workplace Travel Officer to support that work. The council funds the BetterPoints app which is a GPS enabled sustainable and active travel incentive scheme open to anyone who lives works or studies in Oxon. Users earn Better Points – a financially backed digital currency - for walking, wheeling, cycling, public transport, car sharing and micromobility. At the time of writing approximately 6,650 individual users have signed up. https://oxon.betterpoints.uk/</p> <p>We're in the process of procuring a new liftshare platform for use by both residents and employees in the county. We are asking for an OCC specific group to match employees. We're also asking for a comms plan to promote to workplaces and residents. A spec has been drafted and officers are in the process of reviewing it.</p> <p>There is significant potential for shared public car club vehicles</p>

				<p>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. 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.</p> <p>3. The recently approved OxRAIL Plan 2040 commits to providing "best-in-class facilities" at stations, which explicitly includes the construction of mobility hubs to support onward travel with a strong focus on public transport connections, cycling and walking links and the provision of other forms of sustainable travel.</p>
17	Subsidised travel for 60+ ensuring it is accessible in peak times. Children under 10 free, children 10-16 (or 18) free during school times, funded by WPL and ZEZs	To lead	Discounts and free travel would be great; any initiative does need to be financially sustainable and affordable though, so it would need to be linked to income from other initiatives. It is considered unlikely that this could be done at scale, but some targeted subsidy, recognising the need to be equitable, might be possible.	Subsidised travel for over 60's and young people is unlikely to be possible in the near term due to funding constraints. WPL income and wider ZEZ income is not being received at this time.

18	<p>Implement a congestion charge to cut car usage coming into the town centre and raise money for the county council. This should be in addition to the ZEZ. This would encourage us to use the park and ride. It is important to have alternatives to car use before this is implemented. For instance using the money that is raised to incentivise other transport options. There will need to be exceptions.</p>	To lead	<p>We believe that the proposed traffic filters will deliver a more sustained and robust impact on congestion and traffic. However, we have proposed (and hope to be able to implement) a congestion charge as a temporary measure ahead of the traffic filter trial.</p>	<p>The county council has now implemented a temporary congestion charge, in advance of Botley Road reopening and the start of the traffic filter trial. Members of the citizens' assembly were invited to a workshop to provide feedback on the temporary congestion charge through the consultation process for the scheme. The report from the assembly's consideration of the congestion charge is included as Annex 3 to this report. It was noted as part of the Cabinet's decision to implement the temporary congestion charge and the views of the assembly are referenced in the Cabinet decision report for the congestion charge. The council explicitly noted that weight-based charging would add complexity to what is a temporary scheme.</p>
19	<p>Trams: develop a north - south and east- west in Oxford that links the park and rides. Trams are sleek, modern, spacious and carry more people than buses. Their energy consumption is also much lower than that of a bus. They provide more capacity than buses and additional room for wheelchair and bicycle users. A tram would help</p>	To lead	<p>Whilst a great and ambitious idea, the likelihood of being able to deliver due to cost and physical challenges is considered very low. The concept of a "new" mass transit transport offer is recognised. It is recommended that work to achieve this is focussed on "metro" style system and branding for buses to hopefully achieve the same outcome. In the long term we could look at further developments to speed up and smooth journeys.</p>	<p>As picked up in the assembly's response, Oxford poses particular challenges when considering its suitability for a tram network. In addition to the high cost and disruption associated with its implementation, the city has medieval and narrow streets, protected heritage areas and conservation concerns. As previously stated, a tram may be revisited in the long term but in the meantime more deliverable and cost effective options are considered more appropriate for Oxford and the council won't be developing proposals for a tram at the current time.</p>

	maximise usage of park and rides.			
20	<p>Generate income to enable the recommendations approved yesterday (Saturday), recommendation 12 and 14. We will do this by evolving the ZEZ into a wider congestion zone within the ring road, with fair exemptions/concessions by late 2020s.</p>	To lead	<p>Income generation certainly provides the opportunity to invest in incentives and facilities to make improvements to walking, cycling and public transport, but it is not considered appropriate to implement schemes like these for the purpose of generating income.</p> <p>Some projects that will generate income are under development (for example temporary congestion charge and WPL) and any surplus income will be spent on transport improvements.</p>	<p>A temporary congestion charge was introduced in October 2025, which is expected to generate over £5m during its operation until August 2026. To date the income generated from the temporary congestion charge has been invested into free P&R bus travel and the council's cabinet has recently approved a plan for other uses of the funding, including free buses for NHS and school staff and active travel investment.</p> <p>Income generated from a Workplace Parking Levy (WPL) scheme must be used for local transport improvements which are in line with the county council (or whoever is the promoting authority) Local Transport and Connectivity Plan. In developing WPL proposals for Oxford, the county council will also develop a WPL Investment Plan i.e. how income raised will be spent (see previous comment at Recommendation 4). Proposals for a WPL, including the Investment Plan, would be subject to future consultation (as well as on going engagement with those directly affected). A WPL can only be implemented once it has been approved by the Secretary of State for Transport and with the application made to the Department for Transport and which must include details of how income raised by the WPL will be spent.</p>