

West Oxfordshire
District Council

Hanborough Station
Transport Infrastructure
Study

Preferred Measures Report

September 2019



# Hanborough Station Transport Infrastructure Study

# **Preferred Measures Report**

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## 1. Introduction

- 1.1 This report has been produced as part of Stage Three of the Hanborough station transport infrastructure study. It builds upon the initial Baseline Review and Constraints and Opportunities reports completed under Stage One and Stage Two respectively.
- 1.2 The focus of this report is to provide the narrative and rationale underpinning the inclusion and prioritisation of measures distilled over the course of the study.
- 1.3 The core objectives of this report are to:
  - Describe how measures have been identified.
  - Set out the purpose and process for prioritisation.
  - Identify the preferred measures from the long list previously identified.
- 1.4 The aim of this report, and Stage Three of the study, is to have a clear understanding of what measures are aspirational and desirable, yet realistic and attainable across the station catchment area to best meet the objectives of the study.
- 1.5 The process of prioritising and evaluating individual measures will be matched with a holistic account of where they could be deployed over the Local Plan period. This analysis will therefore feed into the outputs for Stage Four of the study, which will seek to provide a roadmap for helping deliver measures with assigned funding.



# 2. Identification of measures

- 2.1 A long list of measures has been compiled over the course of the study based on the primary and secondary research undertaken to date, including policy documents and stakeholder engagement. This culminated in the development of an initial 'menu' of measures across the six 'streams' as identified in Stage One, which was augmented during stakeholder workshops in Stage Two.
- We recognise that the scale and type of future investment at the station hinges on the development of an enhanced rail offer; something that can only be clarified after the submission and approval of a Strategic Outline Business Case (SOBC) by the North Cotswold Line Taskforce to the Department for Transport (expected in summer 2019 but not published at the time of writing). This SOBC will propose re-doubling the line between Wolvercot Junction and Hanborough station. If funded, this would help improve rail journey times along the Cotswold line (relative to the services along neighbouring rail corridors) and facilitate more regular off-peak services.
- The long list of measures, as developed through stakeholder engagement in Stage Two, is set out in the prioritisation matrix (Appendix A).
- 2.4 The menu of measures developed was based on research and stakeholder engagement over the first two stages of the study. A vision for Hanborough station was developed during Stage Two and was also subject to review with stakeholders. This vision, and the objectives identified in Stage Two to help implement it, provide the framework and direction of travel for future investment and, initially, for prioritising investments.
- 2.5 The proposed vision, amended following the stakeholder workshop is:



By the end of the Local Plan period in 2031, Hanborough station will be a modern and efficient transport and mobility hub for West Oxfordshire that is safe and accessible for all. New residents and workers, particularly those travelling to and from developments in Eynsham, Witney, Woodstock, North Leigh and Long Hanborough, will benefit from the early delivery of dedicated walking and cycling connections and frequent, integrated and reliable bus services, all of which will make walking, cycling and local bus services the natural choice for existing residents and tourists accessing the station.

Once there, improvements to waiting facilities, an enhanced station forecourt and well managed car parking and drop-off designed to accommodate future modes (including Connected and Autonomous vehicles), will result in a first-class rail experience. Allied with a second platform and increased train frequencies, the station will become more heavily used for journeys into Oxford and the south east, helping to reduce congestion on the A40 corridor, A4095 and other key routes.

- 2.6 Since this is a strategic study, driven to a large extent by the distribution of housing growth across West Oxfordshire, the geography of investment is a key consideration. Figure 2-1 shows the proposed spatial focus of investment across the station catchment area. It depicts key corridors and target areas where investment may help to meet the objectives of the study and deliver the overarching vision, based on feedback received through stakeholder engagement and existing local transport policies.
- 2.7 Figure 2-1 is not intended to suggest that measures outside the areas shown will not be considered but instead it helps acknowledge the importance of certain spatial corridors and helps inform the prioritisation process.



A4260 Woodstock Blenheim Long Hanborough A4095 North Leigh 畾 NCN 57 Eynsham Garden Village Witney A40 A415 **Bus Priority Corridor** Eynsham Active Travel (Fixing the Link) Housing/Commercial Growth Bus Park & Ride Sites (Proposed) Public Transport Access (Turn up & Go) Oxford Public Transport Access (DRT Specific) easonal / Bespoke User Service Highway Access (Road Network) Station Site Developments B4044 Seacourt Indicative Strategic Corridor Improvements (Station Catchment)

Figure 2-1: Indicative Strategic Corridor Improvement (Station Catchment Area)



# 3. Assessing the Measures

#### Prioritisation of measures

- In order to allow for a consistent and transparent prioritisation process, a prioritisation matrix (Appendix A) has been developed based on the assessment methodology for European Sustainable Urban Mobility Plans (SUMP). This approach has been applied to similar previous UK projects.
- The matrix provides a mechanism for sifting and filtering measures at a 'high level', drawing on the objectives and assessment criteria developed in Stage Two. It should be viewed as a 'live dashboard' that can be amended over time to reflect different priorities that can be determined and shaped by the owners of the matrix, including stakeholders and the local community. It can be used by the owners of the study, and to inform local decision making.
- 3.3 The measures identified through this study have been inserted into the prioritisation matrix and scored against a combination of assessment criteria and objectives, as well as an 'effectiveness gauge', which considers how widespread the measure is likely to be at a population level.

#### Assessment criteria

The assessment criteria are generic metrics that are designed to test whether an individual measure is deliverable. Each measure is scored between one and five for each criterion. The assessment criteria and the scoring rationale are set out in Table 3-1.



Table 3-1: Assessment Criteria and scoring rationale

No.	Assessment Criteria	Scoring
1	Has it worked? (i.e. Best Practice and examples of delivery)  This criterion assesses the extent to which each individual measure presents an element of 'risk' based on scores of 1-5	<ol> <li>No known test case (nationally/elsewhere)</li> <li>Known test case (nationally/elsewhere) but poor success/not proven fully</li> <li>Known test case (nationally/elsewhere) with evidence suggesting the approach works in principle</li> <li>As 3 but with local evidence that the approach has been tested but lacks full monitoring base</li> <li>As 4 but with firm local evidence/robust monitoring that the measure has worked</li> </ol>
2	Can it work here? (Local applicability)  This criterion assess the extent to which the measure is deliverable or relevant in the local area based on scores of 1 - 5:	<ol> <li>Not suitable for consideration/relevant (reasons given in Evidence/Commentary column of Matrix Tool)</li> <li>Consideration possible in longer term (i.e. dependent on government policy/ wider intervention)</li> <li>Worthy of consideration for the station or across the catchment area (no reason to exclude)</li> <li>On basis of evidence (regional/best practice) there is a strong fit to the station/catchment area</li> <li>On basis of evidence (as above plus local) there is a strong fit to the station/catchment area</li> </ol>



No.	Assessment Criteria	Scoring
3	Can it be delivered here? (Technical application)	<ol> <li>No/very limited ability to physically deliver this intervention (Cost is not a determinant)</li> </ol>
	This criterion looks forward	<ol> <li>Consideration possible in longer term but requires other strategic interventions to be in place</li> </ol>
	to assessing whether the intervention can physically	3) Ability to deliver the intervention technically but further work/feasibility is required
	be provided and to the	4) On basis of national evidence, strong fit in terms of technical deliverability
	required/aspired specification based on scores 1 – 5:	5) On basis of national and local evidence strong fit in terms of technical deliverability
4	Can it be delivered here? (Organisationally)	1) No/very limited ability to deliver this intervention based on the local authority and its partners
	This criterion looks forward	<ol> <li>Consideration possible in longer term but requires other strategic interventions to be put in place (organisation change, revised partnership arrangements)</li> </ol>
	to assessing whether the intervention can organisationally be provided	3) Ability to deliver the intervention taking account of key stakeholder/organisational/third party barriers
	based on the quality of partnerships and proactive	4) On basis of national evidence, strong fit in terms of organisational deliverable
	collaboration and agency based on scores 1 – 5:	5) On basis of national and local evidence strong fit in terms of organisational deliverability



No.	Assessment Criteria	Scoring
5	Can it be delivered here? (Public acceptability)  The criteria assesses public perceptions and attitudes towards any intervention based on local stated preferences and the level of contention expressed already across the community /stakeholders, based on	<ol> <li>Strong public resistance and negativity likely</li> <li>May be some initial hesitance and resistance especially if approached insensitively</li> <li>Public view likely to be neutral with limited confrontation/knowledge on the subject</li> <li>Healthy level of public support based on sound awareness of issue nationally and locally</li> <li>Healthy level of support based on local awareness/behaviour and past/current trends in attitude</li> </ol>
6	Can it be delivered here? (Affordability/Fundability)  The criteria assesses the scope for accessing resources and funding for delivery (up to 2031) based on the scale of the proposed intervention and the likelihood of securing investment based on scores 1-5:	<ol> <li>Cost prohibits consideration of measure/would be poor value for money</li> <li>Significant cost likely to prohibit measure unless heavy external funding and/or cost reduction</li> <li>Realistic to fund depending on funding applications/resource pool &amp; other determinants</li> <li>Relatively cost effective and within financial scope on a limited/agreed number of partners</li> <li>Cost effective measure that can be identifiable resourced with maximum impact</li> </ol>
7	Effectiveness Gauge	1) Intervention will be of benefit to a very specific target group/location and/or less that



No.	Assessment Criteria	Scoring
	Based on the baseline	5% of the population. Example - Blue Badge parking, specific Dial A Ride service improvement, very localised publicity programme etc.
	evidence, this factor helps to identify which measures are likely to have most impact in terms of scale given the	2) Intervention will be of benefit to a defined sector/location representing less than 10% of the population. Example - Home Zone area for a specific residential quarter, measures to benefit 'expert' cyclists etc.
	different user segmentation and the value for money interventions that have a broader benefit across a	3) Intervention will be of benefit to a wider target group (e.g. commuters, schoolchildren). Example - Workplace and School Travel Plans, walking buses Real Time Passenger Information on key routes.
	wider cross section of the population than appealing to a limited group of the population.	4) Intervention will be of benefit to multiple sectors representing at least 50% of the population. Example - Health Promotion/Active travel programme targeted at key population segments, promotional campaigns.
		5) Intervention will be universal in application and capable of application on a corridor/catchment basis. Example - Town Wide Personalised Travel Planning, area reclassification of streets/speed reduction etc).



## Objectives

3.5 The objectives have been developed specifically for this project and refined through stakeholder engagement. They reflect the vision for Hanborough station and wider aims of the project. Each measure is scored between one and five in relation to each objective, as explained in Table 3-2.

Table 3-2: Objectives and scoring rationale

No.	Objective	Scoring (consistent for each objective)
1	<b>Station Environs:</b> To enhance the dwell time experience and the quality of on-site station facilities to improve passenger satisfaction/meet users' expectations	<ol> <li>Intervention will have a highly negative impact on the</li> </ol>
2	<b>Modal shift:</b> To stimulate modal shift and unlock suppressed demand for sustainable travel whilst thinking smartly around car-based access/ technology	<ul><li>objective in question</li><li>Intervention will have a negative impact on the objective in question</li></ul>
3	<b>Facilitating development:</b> To facilitate the delivery of new development by providing new or enhanced transport links between the station and development sites	3) Intervention will have a neutral or limited impact towards meeting the objective in question
4	<b>Local connectivity:</b> To enhance the journey experience, ease of access and safety across the station catchment for different trip types, users and travel flows	<ul><li>4) Intervention will have a positive impact towards meeting the objective in question</li><li>5) Intervention will have a highly positive impact on</li></ul>
5	<b>Demand management:</b> To ensure a balanced approach to growth that does not exacerbate current road conditions, is inclusive and supports mode shift	meeting the objective in question



### Effectiveness gauge

3.6 Finally, an 'effectiveness gauge' has also been applied. This helps to prioritise those measures that are likely to have most impact and benefit across a wider cross section of the population. This is scored between one and five in line with Table 3-3.

Table 3-3: Effectiveness gauge

Score	Rationale
1	Intervention will be of benefit to a very specific target group/location and/or less that 5% of the population (Example - Blue Badge parking, specific Dial A Ride service improvements, very localised publicity programme etc.)
2	Intervention will be of benefit to a defined sector/location representing less than 10% of the population (Example - Home Zone area for a specific residential quarter, measures to benefit 'expert' cyclists, etc.)
3	Intervention will be of benefit to a wider target group (e.g. commuters, schoolchildren) (Example - Workplace and School Travel Plans, walking buses Real Time Passenger Information on key routes)
4	Intervention will be of benefit to multiple sectors representing at least 50% of the population (Example - Health Promotion/Active travel programme targeted at key population segments, promotional campaigns)
5	Intervention will be universal in application and capable of application on a corridor/catchment basis (Example - Town Wide Personalised Travel Planning, area reclassification of streets/speed reduction etc)



3.7 A number of rail network and service measures were identified in the early stages of the project but have already been implemented and therefore have not been assessed. These measures are set out in Table 3-4.

Table 3-4: Completed Rail Network & Services measures

Measure	Completed	Description
Introduction of Class 800 IET Stopping Services	Winter 2018	The rolling out of new Intercity Express Trains (IET) along the Cotswold Line offering enhanced comfort, acceleration and train capacity for passengers (particularly during peak periods)
Platform Extension for Class 800 IET Services (Additional Carriages)	Winter 2018	Extending the length of the single platform to accommodate Intercity Express Trains (IET) along the Cotswold Line (platforms were also too short for Intercity 125 services).
Modular Station Waiting Room & Kiosk Facility	Spring 2019	Completed in May/June 2019 offering staffed presence (kiosk) from 07:00-13:00 weekdays. Accessible toilet and seating also available in a heated unit located on Platform One.



# 4. Identified priority measures

- An overall score has been generated for each measure by combining the individual scores for the assessment criteria, outline objectives and effectiveness gauge. A Red, Amber, or Green (RAG) colour has then been applied to the final scoring to indicate the scope for each measure to deliver significant impact over time (Table 4-1).
- It should be stressed that this assessment of each measure provides a snapshot in time and that the prioritisation matrix (Appendix A) allows for scoring to be revisited and altered as local circumstances change. Further details and guidance in relation to the matrix is provided in its 'definition' tab.
- It is also pertinent to note that the RAG scoring applies specifically to how the measure in question can meet the vision and objectives of the study and the future role of the station.

Table 4-1: Final scoring (RAG)

Description of final scoring	RAG Applied
Scores between <b>12-40</b> (not recommended as priority measures)	RED
Scores between <b>41-50</b> (can be considered for implementation but may need additional support / development to have a full impact)	AMBER
Scores between <b>51-60</b> (priority measures)	GREEN

- 4.4 A detailed description of every measure identified, including its rationale and the evidence base supporting it, is included in the matrix tool (Appendix A).
- 4.5 A justification is provided for all priority measures in the following section. A summary of the assessments for every measure, under each workstream, is set out in Appendix B.



## Railway network & services justification

- 4.6 Three priority measures have been identified:
  - 1) Track redoubling
  - 2) Skip stop timetable
  - 3) Enhanced off peak rail frequency

#### Track redoubling and skip stop timetabling

- 4.7 These priority measures are inextricably linked and will provide the significant additional rail capacity needed to support the development of Hanborough station as a transport and mobility hub. Track redoubling is expected to add additional capacity to the line (particularly off peak) whilst the skip stop timetable proposes express trains stopping at Hanborough station (at the expense of Charlbury) for peak period connections along the line to reduce journey times towards London (in particular).
- The measures should be prioritised on two accounts; firstly, they will cater for suppressed rail user demand (potentially including attracting local rail users from Oxford Parkway) by offering a more competitive rail offer than currently exists (journey times, reliability etc) and secondly they will accommodate new travel demand from emerging developments across the station catchment area.
- 4.9 As well as being an attractive proposition for new residents looking to move to the area and commute into Oxford, an enhanced rail service will also benefit those travelling by train into Reading and London, as well as flows in the opposite direction and northbound towards Worcester.
- Equally, there is a real emphasis on creating world class connectivity and catering for the emergence of the knowledge economy and science led developments across Oxfordshire, including as part of the Cotswolds Garden Village site. This sits alongside a significant scale of land designated for commercial use across the station catchment area; all of which will necessitate high quality multi modal connections.
- 4.11 The provision of competitive rail journey times from Hanborough station (compared to other modes of transport and access to other rail corridors) can help 'capture' users earlier on in their journey (particularly from rural hinterlands) and provide a complimentary offer to the new P&R interchanges around Oxfordshire, whereby rail is likely to be the most attractive offer to central Oxford, London and Reading, with other destinations to the north of Oxford city centre most likely to be catered for by busbased P&R services.



- The upgrade to the rail infrastructure (track re-doubling) will also help future proof proposals for developing a shuttle rail service between Hanborough, Didcot and Cowley stations subject to a positive economic case being presented. This would enable additional services to be leveraged along the line to coincide with a rise in demand experienced as emerging developments come 'online'.
- 4.13 It will be important to 'profile' emerging populations moving to new residential developments in Eynsham (Cotswold Garden Village and West Eynsham Strategic Development area), Witney and Woodstock across the station catchment area, to understand the mobility culture residents would be pre-disposed to (especially if they previously lived in Oxford) and their predicted movement patterns. This would be captured in the recommendation for a Station Travel Plan and as part of the travel planning conditions for emerging development sites across the station catchment area.

#### Enhanced off peak rail service frequency

- It is important to embrace the virtues of an enhanced off-peak rail frequency which is being proposed under the Cotswold Line timetable changes earmarked for December 2019. This is expected to affect positive change in respect of:
  - Facilitating additional visitor traffic by rail, relative to other modes of travel (car based) and interchanging at Hanborough station for making onward trips towards major tourism attractions. This would aim to reduce traffic on the road network (particularly during busy/high tourism seasons).
  - Unlocking opportunities for sustainable, multi modal travel to emerging and proposed employment centres, namely the Science Park affiliated with the Cotswolds Garden Village development site. A quality, all day, rail offer, would enhance the attractiveness of the location to companies and employees.
  - To support trends towards homeworking and flexible travel outside of the 'shoulders of the day'. This will in turn help to reduce pressure on peak period services (which itself may unlock additional capacity onboard services for additional passengers and cycles).

#### Other measures

There are longer term aspirations, developed by the North Cotswold Line Taskforce, for a shuttle service from Hanborough to materialise around 2030 with connections to Oxford, Cowley and Didcot. However, proposals would need to coincide with scaleable levels of demand from across the station catchment area, which are difficult to judge at this stage.



- 4.16 A proposal to change the name of Hanborough to incorporate a 'parkway' type designation is not currently recommended. Given current levels of traffic congestion and pressures placed on car parking provision at the station in the future, any reference that could invite 'rail-heading' would not be recommended. The costs and logistical challenges in changing a station name are also a barrier to implementation, hence a more realistic option would be to develop a sub title to Hanborough station.
- 4.17 The RAG summary table and mapping of the measures is set out in Appendix B.



## Station facilities & site improvements justification

- 4.18 There is an inevitable synergy between the priority, high impact measures identified under the 'Rail network and services' workstream and those that have scored highly under this workstream. Six priority measures have been identified:
  - 1) Delivery of a second platform and bridge
  - 2) Reconfiguration of station forecourt area and access road
  - 3) Station masterplan
  - 4) Cycle hire (Bainton Bikes)
  - 5) Development of a community led station travel plan
  - 6) Additional tiered cycle parking facilities

#### Delivery of a second platform and bridge

- Constructing a second platform is a crucial enabling project for track redoubling.

  Transferring between platforms is a key requirement and therefore a new accessible overbridge would be key to reshaping the station infrastructure on site. An access point to enable pedestrians to access Platform Two from the west side of the station would also need to form part of the proposal. This would tie in with the designation of land for additional car parking and provide direct platform access for residents of the adjacent Bloor Homes housing site.
- There are many factors to consider in the feasibility and design stages of a bridge, including the type of bridge access (ramped or lifts), leased and land arrangements (including 'landing' points) and visual amenity; the latter being a particularly sensitive issue due to the station's rural setting.
- 4.21 Cost and delivery timescales will be the biggest barrier to delivery; the scale of funding required will enter the millions whilst a solution must look to be in place around the time the second platform comes 'online' (approximately 2025, pending DfT decision). Ideally station site developments would coincide to save 'retrofitting' the site and the costs of undertaking separate projects over time.

#### Reconfiguration of Station Forecourt Area and Access Road

4.22 The reconfiguration of the station forecourt, making use of the land set-aside to the west of the station and transferring pick up / drop off and interchange, would allow for significant improvement to the forecourt of the station and priority to be given to



sustainable modes. This should ideally be developed alongside a new access road (see Highway Access justification) and a site-specific masterplan (see below).

#### Site specific masterplan

4.23 The development of a site-specific masterplan would be a welcome move to help bind together the different proposals across the station and to inform the delivery of a cohesive station environment that can withstand the test of time and give confidence for future funding bids. This would be a pre-requisite before the delivery of large infrastructure measures.

#### Cycle hire (Bainton Bikes)

4.24 Cycle hire should be considered as part of the rail offer but more research is required into the validity of investing in such a scheme for commuting or recreational style trips.
 As Bainton Bikes, a local enterprise based in Oxford, already has traction as a tourist offer at several stations along the line this could be pursued initially (low start-up cost) with the potential to expand the scheme into a commuting/residential package as demand grows.

#### Community-led Station Travel Plan

The development of a Station Travel Plan (STP), driven by the local community, can help build the necessary evidence base and inform choices on the desired facilities and access arrangements needed to meet people's needs and the objectives and vision of the study. Further details on what this entails is provided in the Stage 4 report.

#### Additional tiered cycle parking facilities

- 4.26 In order to accommodate the additional demand expected as a result of new development in the local area, and mode-shift resulting from complementary investments, additional cycle parking should be provided before existing facilities reach capacity.
- 4.27 The RAG summary table and mapping of the measures is set out in Appendix B.



# Active travel justification

- 4.28 Four priority measures have been identified including:
  - 1) Upgrade to Hanborough multi-user path (west towards Witney)
  - 2) Upgrade to Hanborough multi-user path (east towards Woodstock)
  - 3) New walking and cycling route along Lower Road
  - 4) Upgrading pedestrian crossing on A4095 to station to Toucan
- The location of these measures fit within the strategic investment corridor illustrated in Figure 2-1This stretches in a 'T' shape between growth locations including Witney and Woodstock, from west to east, and southbound towards Eynsham via the proposed site of the Oxfordshire Cotswolds Garden Village.

#### Upgraded multi-user paths

- 4.30 There should be a real emphasis on investing in active travel infrastructure where there is a propensity to bring about mode shift for shorter journeys (less than 3 miles / 5km), and where journey times are conducive to cycling and walking over the first and last mile to the station. Currently, only a sub-optimal shared use pathway, which is not continuous, exists between Witney and Hanborough Station, with no provision along Lower Road.
- The quality of connections is crucial; creating seamless, legible and direct infrastructure along major corridors and string settlements, namely the A4095 and Lower Road, where new housing and commercial development has been allocated.
- There is a real opportunity to create a network of pathways across the station catchment area by connecting the new multi user pathways proposed with upgraded routes, such as along the A40 (as part of the Science Transit 2 Scheme) and National Cycle Network (NCN) Route 5; the latter also supporting recreational journeys.
- 4.33 Multiple benefits would be derived; including enabling quick last mile journeys to surrounding key trip attractors. Improving the quality of the public realm will also be popular for existing, local residents and for undertaking local journeys. There is great enthusiasm for enhancing active travel links and an appetite by landowners to develop connections; providing partners are willing to engage and funding can be sourced.

#### Upgrading pedestrian crossing on A4095

4.34 The current puffin crossing located on the A4095 outside the access road to the station, will require updating to a toucan crossing to cater for cyclists going between



- the station and the shared use pathway. This will help cater for existing and new journeys being made between the station and local trip attractors.
- Other elements of the crossing design, such as crossing durations and audible tones, will need to be accounted for including the time lapse between light changes after the button has been selected. This is due to observations of speeding and incidences of drivers skipping red lights.

#### Other measures

- 4.36 A range of measures may come 'online' and are worthy of investment over time. However, at least initially, those selected are likely to have a greater impact on bringing about the vision and meeting the objectives set out across the station catchment area. Other measures, such as improvements to the multi user path along the A40, would also be complementary to priority measures across the station catchment area.
- 4.37 Lastly, it will be crucial that physical measures (infrastructure e.g. multi use pathway) are complemented by measures that influence travel behaviour and the propensity for people to travel sustainably relative to single occupancy vehicle trips. Failure to do so may exacerbate current traffic congestion along core routes and parking problems at the station. This is discussed further under the Complementary Measures workstream.
- 4.38 The RAG summary table and mapping of the measures is set out in Appendix B.



## Highway access justification

- 4.39 Three priority measures have been identified:
  - 1) Development of the A4095 bridge proposal over the railway
  - 2) New access to the west of the station
  - 3) Improvement to Three Horses roundabout

#### Development of the A4095 bridge proposal over the railway

The delivery a new multi-user bridge over the railway on the A4095 near the station will also be essential to improving the walking and cycling link to the station from the west. Currently this is a significant pinch point on the highway and active travel network which influences perceptions of safety and ease of access for all users. The feasibility and design criteria of a new structure will need to flow from the outcomes of a recently commissioned study by Hanborough Parish Council and funded by GWR through the Customer and Communities Investment Fund (CCIF) in the summer of 2019.

#### New access to the west of the station

4.41 A new access point between Regents Drive and Lower Road will be essential to improving access to the proposed new car park and interchange area to the west of the station in a way that does not exacerbate congestion on the A4095. This will help to create better permeability through the area surrounding the station and the landowner, the Blenheim Estate has expressed a willingness to engage in discussions.

#### Improvement to Three Horses roundabout

- The Three Horses roundabout is a key nodal point on the road network and its improvement to better accommodate those walking and cycling will be an important element in encouraging walking and cycling to the station from the west. This would aim to improve perceptions and actual levels of safety within the immediate area.
- 4.43 The RAG summary table and mapping of the measures is set out in Appendix B.



## Local public transport justification

- 4.44 Seven priority measures have been identified:
  - 1) Upgrade bus stop on A4095 outside station
  - 2) Improvements to A4095 / A44 junction for walking and cycling
  - 3) Improved public transport interchange to the west of the station
  - 4) Funding for 233 bus service
  - 5) Quality Bus Rail Partnership between GWR and Stagecoach
  - 6) Introduction of Hanborough Liftshare sub group
  - 7) Testing of Demand Responsive Transport (DRT) options
- The prioritised measures reflect a strong focus on improving the quality, availability and type of public transport (including demand responsive options) across West Oxfordshire to cater for current and future populations, commuting and recreational trips. Figure 2-1 shows how this network overlays the geography of investment in active travel measures, and could deliver greatest impact on meeting the station catchment vision and objectives.

#### Upgrade bus stop on A4095 outside station

- Regardless of the scale of future station developments, the current bus stops and locations on the A4095 outside of Hanborough station should be upgraded to a 'Premium Standard' to increase the attractiveness of making multi modal journeys. A similar type of investment has been proposed for selected stops across West Oxfordshire (Stagecoach Gold bus network).
- 4.47 Upgrading waiting provision will enhance the dwell time experience and reduce the perceived 'interchange penalty' between modes whilst tying in with bus services (and opportunities to leverage patronage) along the A4095 corridor. Waiting facilities must be to a good standard across the breadth of the corridor, including at the journey origin and considered as part of a package of upgrades.

#### Improvements to A4095 / A44 junction for walking and cycling

The proposed development of a Park and Ride facility on the confluence of the A4095 and A44 Bladon Roundabout as set out in the Oxford Park & Ride: Future Strategy Development (2016) document, would help capture drivers earlier on in their journeys towards Oxford and reduce localised traffic congestion.



- 4.49 However, the benefits derived from the developments would include upgrades to junction infrastructure and the opportunity to upgrade the active travel network and links between NCN5 and proposed multi user pathway between Hanborough and Woodstock/Bladon (identified as a priority measure under Active Travel).
- 4.50 Creating an attractive active travel network alongside the Park & Ride development will positively contribute towards modal shift and may help offset the additional trips generated by new developments across the station catchment area.
  - Improved public transport interchange to the west of the station
- 4.51 Improved interchange facilities are required to meet users' expectations and aspirations for Hanborough as an emerging transport and mobility hub, and to ensure travelling by sustainable modes is both convenient and attractive in comparison to travelling by private car. A designated area for drop off/collection activity and an official taxi rank at the station are highly recommended within the proposed western access point to the station site.

#### Funding for 233 bus service

- Stagecoach Bus service 233 was enhanced from an hourly to a 30-minute service in 2017 through developer contributions from nearby development, but is not viewed as being commercially viable at this stage. Further contributions may need to be made around the time of the replacement contract being tendered in 2023.
- 4.53 The priority should be on retaining the current two-hour frequency along the existing A4095 corridor and potentially extending regular services into the evenings to cater for commuter demand (this can be picked up in the STP research). It may also be fruitful to add services on Sundays to coincide to satisfy demand for accessing tourism attractions across the station catchment area.
- Longer term, population growth and patronage uplift resulting from planned housing development in the local area will ideally help develop a commercially viable service or enable a 'turn up and go' timetable to operate during peak periods to further increase the attractiveness of multi-modal travel.

#### Quality Bus Rail Partnership between GWR and Stagecoach

4.55 The strategic corridor investment for local public transport access must also be coordinated to provide the best service provision for new residents and to normalise sustainable travel as the common-sense option. 'Collaborative advantage' is required instead of rail and bus 'competing' for patronage across West Oxfordshire and



therefore a Quality Bus Rail Partnership is prioritised. This should include better communication of timetable changes, ticketing offers, and the coordination of bus and rail services. This will make public transport a more attractive offer to commuters, visitors and tourists.

#### Car sharing and Demand Responsive Transport (DRT)

- 4.56 It is recommended that relatively low impact measures are explored (at least provisionally) to test the boundaries for deliverability and interest, namely the DRT and car sharing initiatives. As Hanborough station's role as a transport and mobility hub grows, this will inevitably generate new demand and influence existing demand for accessing rail from across the rural hinterlands that DRT may be well placed to capture. Such services can also act as 'feeders' for the existing 233 bus service.
- DRT, in some form, also offers a good opportunity to provide a bespoke last mile service to the Oxfordshire Cotswolds Garden Village as well as unlocking access to major visitor attractions that are currently underserved by public transport provision. The area and provision of the service can flex to reflect unusual and high demand periods, for example events at Blenheim Palace. A designated car sharing scheme (such as that provided by Liftshare) for rail users of Hanborough Station would also represent a 'quick win' measure, given an existing licence is held by Oxfordshire County Council and other sub groups have been created for large trip attractors in the area. This could appeal to new residents of planned housing developments, and any costs could be recouped through planning conditions (and included as Travel Plan measures) on a site-by-site basis.
- 4.58 The RAG summary table and mapping of the measures is set out in Appendix B.



# Complementary measures justification

- 4.59 Three priority measures have been identified:
  - 1) Development of robust travel plans within the station catchment area (WODC)
  - 2) Information and updated Travel Plans for major trip attractors
  - 3) Locality / visitor maps

Development of robust travel plans within the station catchment area (WODC)

- 4.60 The development of robust travel planning conditions and travel plans for new and emerging residential and commercial sites (of a significant scale) across the station catchment area should be a priority. This will be important for ensuring sustainable movement is embedded within the design of new developments and therefore that residents and businesses think of walking, cycling and the use of bus and rail as the main modes of transport across the catchment area.
- 4.61 This must be reflected in the small-scale measures that make up the residential offer as well as the physical design solutions on individual sites that should prioritise walking and cycling whilst disincentivising the use of private cars. There needs to be a wider discussion around embedding the principles of sustainability within the designs of new developments and avoiding a highways-led 'predict and provide' approach to 'accommodate' the forecast travel demand associated with new population growth.

Information and updated Travel Plans for major trip attractors

- 4.62 Providing advice and assistance to help trip generators offset traffic implications locally and on-site problems. This would be in the form of bespoke engagement across a range of identified locations, such as tourist attractions including Blenheim Palace, to aid with the travel element of Event Management Plans (EMP) and employee travel arrangements.
- 4.63 Other key trip attractors may include Oxford Airport and employment centres, such as industrial estates in South Witney which may be generating local car-based traffic movements through West Oxfordshire and beyond. Travel plan support could be applied on an individual organisation basis or under an area wide approach (determined by available funding and interest levels).



#### Locality / visitor maps

- 4.64 Linking rail and the community through the production of promotional/local information that can be distributed to new residents in emerging developments. This would seek to take advantage of an engaged local community to audit the local area, and map data. This will be proceeded by the work of local designers who can produce printed materials for distribution or upload on a virtual platform.
- A locality guide can be a useful resource for helping provide new movers with information on their travel choices and accessing local amenities and services, including the railway station. A visitor map would provide a more tailored guide to the local area in partnership with local attractions. Both are relatively small scale and deliverable measures which will raise awareness of the local rail offer. The RAG summary table and mapping of the measures is set out in Appendix B.



# 5. Conclusion

- 5.1 This report has set out how the prioritisation of measures identified through the course of Stage One and Stage Two of the study has been undertaken and has set out the recommended priority measures.
- The Strategic Investment Corridors, illustrated in Figure 2-1 provide a geographical outline of where investment, per workstream, could be best applied across the station catchment area to meet the vision and objectives. This necessarily links back to the location and scale of housing and commercial growth being proposed.
- As well as the priority measures there are a large number of 'amber' measures that may also be worthy of further investigation, particularly as circumstances change locally. For this reason, the prioritisation matrix (Appendix A) used to assess the measures, has been designed to be a 'live' tool, enabling the owners of the study to be able to filter and adapt the weightings and scorings applied to each measure over time. This is important for adding 'legacy' to the study.
- 5.4 The final stage of the project will outline the recommended delivery and phasing of the priority measures as well as identifying potential funding sources and delivery bodies.



# Appendix A

# **Prioritisation Matrix Tool**

Hanborough Station Infrastructure Study – Preferred Measures Report



#### Intervention Prioritisation Matrix: Hanborough Station Infrastructure Study

#### The Matrix

This priortisation matrix is an adapted version on the assessment model used to evaluate the effectiveness and delivery of measures during the development of European Sustainable Urban Mobility Plans (SUMP's). The rationale for using this model, which has been used elsewhere across the UK, is that it can provide a simple way of sifting and filtering measures at a 'high level' in a cordinated fashion.

This is a live dashboard, designed to be amended over time and used to help with making targeted decisions through a process of continious assessment; with measures being inserted into the matrix and evaluated against changing objectives and standardised criteria. This is with the aim of being able to put forward a robust argument for the investment and deployment of measures over time. The dashboard is particularly useful for sifting and aligning measures by different priorties of factors which can be determined and shaped by the owners of the matrix; ranging from key stakeholders to the local community.

This matrix forms the key part of the study legacy by being responsive and adaptable into perpituity and contains useful information that can help to inform decision making, secure funding and align the delivery of measures to maximise the effectiveness of short and longer term investment. The scoring applied to each measure to test its validity and the timescales prescribed during the study, are liable to change as circumstances and priorities change.

#### **Using the Tool**

The core principle of the matrix is to assess measures by set criteria and objectives identified by the local community and to place these along a delivery timeline; otherwise known as 'assembly tranches'. Whilst this provides a defined period in which the measure would be best placed to be introduced, each measure is also part of a 'deployment package'. This ultimitaly relates to both the type of measure being proposed and who may be responsible for its delivery.

Measures can be introduced or removed at any time. It is reccomended that assessments are made periodically and with all measures included to help with alignment in decision making. For example, there may missed opportunities to introduce (or leverage the value of) a measure if only a select few have been assessed in isolation. This could be represented by filling in potholes on a local road but failing to undertake pathway maintainence to coinicide with the presence of the highway team.

The matrix provides a straightforward assessment of each measure without applying 'weightings'. However, it is advised that these are agreed by a core group of stakeholders and used to more accurately attach priorty to certain objectives and criteria. This will ultimately benefit the robustness of the measures and the reasoning for investment. However, as a high level analysis and assessment, further research would be required per measure on a case by case basis; the extent to which will be determined by the scale and type of measure proposed.

It should also be acknowledged that the priortisation process does contain a certain degree of subjectivity on behalf of ITP in the field of transport planning, which will be fused with local expertise and knowledge to determine the validity of introducing a measure across the station catchment area. This reinforces the point around further research being required to ensure that any measure, if deployed, can withstand scrutiny and the test of time.

#### The Workstreams

For the purposes of simplicity, analysis and presentation, as well as for consistancy with previous workstages, measures have been into six workstreams as set out below. The measures that have been inserted into the matrix, are based on the menu of measures developed in previous stages one and two of the study, including those suggested by attendees at the stakeholder workshop in June 2019. The workshop helped to provide some high level judgement as to the suitability of each individual measure, proposed tranches and deployment packages.

	The Six Workstreams
1	Rail Network and Services
2	Station Facilities and Site Developments
3	Active Travel (Cycling & Walking)
4	Local Public Transport (Including DRT)
5	Highway Access (Road Network)
6	Complementary Measures

#### Intervention

This is a specific measure which is capable of being implemented in its own right, but which in reality would be put in place as part of a wider strategy which draws on complementary measures elsewhere in the listing/s.

#### Description/Rationale

This is a brief, 'high level' description of the proposed intervention and a concise rationale of its relevance and applicability in the context of meeting the vision and outline objectives across the station catchment area.

#### **Type of Measure**

Category	Description	
	Covering behaviour-based, promotion, information, publicity and other similar interventions. These	
Behavioural	are normally associated with smarter choices-style approaches, but practically every intervention	
	theme will have a 'softer' dimension needed to support it.	
	Covering spatial planning, transport policy, guidance and other governance tools, including	
Operational	technological interventions and management of site / area based provision and services. These are	
	not usually tangible but are a mechanism for change.	
	Covering all forms of infrastructure approached ranging from inclusive mobility provision	
Physical	improvements (e.g. dropped kerbs) to major infrastructure investment (e.g. new public transport	
	interchange). These are tangible measures being installed.	

#### **Scoring Section**

#### Has it worked? (i.e. Best Practice and examples of delivery)

This criteria assesses the extent to which each individual measure presents an element of 'risk' based on scores of 1-5

1	No known test case (nationally/elsewhere)
2	Known test case (nationally/elsewhere) but poor success/not proven fully
3	Known test case (nationally/elsewhere) with evidence suggesting the approach works in principle
4	As 3 but with local evidence that the approach has been tested but lacks full monitoring base
5	As 4 but with firm local evidence/robust monitoring that the measure has worked

Some justification is given in the Evidence/Commentary column (but can be updated as a work in progress)

#### Can it work here? (Local applicability)

This criterion assess the extent to which the measure is deliverable or relevent in the local area based on scores of 1 - 5:

1	Not suitable for consideration/relevent (reasons given in Evidence/Commentary column)
2	Consideration possible in longer term (i.e. dependent on government policy/ wider intervention)
3	Worthy of consideration for the station or across the catchment area (no reason to exclude)
4	On basis of evidence (regional/best practice) there is a strong fit to the station/catchment area
5	On basis of evidence (as above plus local) there is a strong fit to the station/catchment area

#### Can it be delivered here? (Technical application)

This criterion looks forward to assess whether the intervention can physically be provided and to the required/aspired specification based on scores 1-5:

1	No/very limited ability to physically deliver this intervention (Cost is NOT a determinant)
2	Consideration possible in longer term but requires other strategic interventions to be in place
3	Ability to deliver the intervention technically but further work/feasibility is required
4	On basis of national evidence, strong fit in terms of technical deliverability
5	On basis of national and local evidence strong fit in terms of technical deliverability

#### Can it be delivered here? (Organisationally)

This criterion looks forward to assessing whether the intervention can organisationally be provided based on the quality of partnerships and proactive collaboration and agency based on scores 1 - 5:

Note political will can be accounted for in this score but note it is likely to be a shorter term variable. Cost is not a determinant at this point.

1	No/very limited ability to deliver this intervention based on the local authority and its partners
2	Consideration possible in longer term but requires other strategic interventions to be put in place
3	Ability to deliver the intervention taking account of key stakeholder/organisational/third party
4	On basis of national evidence, strong fit in terms of organisational deliverability
5	On basis of national and local evidence strong fit in terms of organisational deliverability

#### Can it be delivered here (Public acceptability)

The criteria assesses public perceptions and attitudes towards any intervention based on local stated preferences and the level of contention expressed already across the community/stakeholders, based on scores 1-5:

1	Strong public resistance and negativity likely
2	May be some initial hesitance and resistance especially if approached insensitively
3	Public view likely to be neutral with limited confrontation/knowledge on the subject
4	Healthy level of public support based on sound awareness of issue nationally and locally
5	Healthy level of support based on local awareness/behaviour and past/current trends in attitude

#### Can it be delivered here? (Affordability / fundability)

The criteria assesses the scope for accessing resources and funding for delivery (up to 2031) based on the scale of the proposed intervention and the likelihood of securing investment based on scores 1-5:

1	Cost prohibits consideration of measure/not value for money
2	Significant cost likely to prohibit measure unless heavy external funding and/or cost reduction
3	Realistic to fund depending on funding applications/resource pool & other determinants
4	Relatively cost effective and within financial scope on a limited/agreed number of partners
5	Cost effective measure that can be identifiable resourced with maximum impact

#### **Outline Objectives: Interventions Sensecheck**

Stage One & Two of the study helped to identify a total of five outline objectives to support the overarching vision for the area; based on undertaking a combination of primary and secondary research. Each intervention should be assessed against each of the objectives described below based on a score of 1 - 5:

Outline Objectives		
Objective 1: Station Environs	To enhance the dwell time experience and the quality of on-site station facilities to improve passenger satisfaction/meet users' expectations	
Objective 2: Modal Shift	To stimulate modal shift and unlock suppressed demand for sustainable travel whilst thinking 'smartly' around car based access/ technology	
Objective 3: Facilitating Development	To facilitate the delivery of new development by providing new or enhanced transport links between the station and development sites	
Objective 4: Local Connectivity	To enhance the journey experience, ease of access and safety across the station catchment for different trip types, users and travel flows	
Objective 5: Demand Management	To ensure a balanced approach to growth that does not exacerbate current road conditions, is inclusive and supports modal shift	

1	Intervention will have a highly negative impact on the objective in question
2	Intervention will have a negative impact on the objective in question
3	Intervention will have a neutral or limited impact towards meeting the objective in question
4	Intervention will have a positive impact towards meeting the objective in question
5	Intervention will have a highly positive impact on meeting the objective in question

#### **Effectiveness Gauge**

Based on the baseline evidence, this factor helps to identify which measures are likely to have most impact in terms of scale given the different user segmentation and the value for money interventions that have a broader benefit across a wider cross section of the population than appealing to a limited group of the population.

1	Example - Blue Badge parking, specific Dial A Ride service improvements, very localised publicity programme etc.	
2	Intervention will be of benefit to a defined sector/location representing less than 10% of the population	
2	Example - Home Zone area for a specific residential quarter, measures to benefit 'expert' cyclists , etc.	
2	Intervention will be of benefit to a wider target group (e.g. commuters, schoolchildren)	
3	Example - Workplace and School Travel Plans, walking buses Real Time Passenger Information on key routes	
4	Intervention will be of benefit to multiple sectors representing at least 50% of the population	
4	Example - Health Promotion/Active travel programme targeted at key population segments, promotional campaigns	
	Intervention will be universal in application and capable of application on a corridor/catchment basis	
3	Example - Town Wide Personalised Travel Planning, area reclassification of streets/speed reduction etc)	

#### **Final Scoring**

The scores for each intervention are converted into an overall Final Scoring. This is calculated as follows:

(SUM of all the assessment criteria) + (SUM of outline objectives scores) + (SUM of effectiveness gauge) = **FINAL SCORING** (No weighting is applied in this instance and formulas are already in place)

#### **Applying Weighting**

Weighting can be applied to the scoring in the matrix by adding further columns adajcent to each of the assessment criteria and local objectives. Full details of weightings and the reasons behind them are given in Table 1 at the end of this guidance. Note that these are capable of adjustment for each intervention and re-running as a live dashboard with stakeholders. Additional formulas must be inserted if weighing is being applied.

#### **Extracting Meaning**

Once the scoring is completed, the individual scores for each intervention are converted into a RAG colour coded assessment for easy visibility. The scoring range achievable spans from 12 points (minimum) to 60 points (maximum) as is used as a guide to help with effectively sifting out measures by their validity and ability to meet local objectives and the assessment criteria.

This is because for certain intervention scores may be all moderated down because there is no local evidence of the intervention working at present (e.g. Talking Totem) or because the interventions by nature are limited to certain sectors of the population (e.g. a visitor based PTP scheme). This formula must be adapted if weightings are being applied.

Note that whilst the scores below are given **as a guide** to whether the measures should be considered further, discretion has been applied within each theme depending on the range of scores produced and attention given to the nature and distribution of the higher scoring interventions.

Scores bewteen 12-40 (not recommended as a priorty measure)	RED
Scores between 41-50 (can be considered for implementation but may need additional support/development to have a full impact )	AMBER
Scores between 50-60 (a priorty measure)	GREEN

#### Evidence/Commentary

This column is used to provide any specific comments, evidence, pointers or other useful material to justify the scoring and can be added to over time.

#### **Assigned Responsibility**

Who is being allocated the task of taking forward the measure. This is a live cell to be updated periodically with a description being provided as to the first task and steps required.

#### **Tranche Assembly**

Appropriate interventions can be assigned into delivery tranches based on their ideal delivery timeframes to coincide/align with other measures. This criteria also accounts for the relatively quick turnaround of the intervention. The outlined tranches represent the same three period split indicated in statutory planning and transport publications at District level.

A	2016 - 2020	Managing Current Travel Demand
В	2021 - 2025	Frontloading Travel Demand Management
C	2026 - 2031	Futureproofing Patronage Demand Growth

The colour coding been applied to each of the tranches, can be cross referenced to the My Maps file (xxxxx) to be able to pinpoint where the proposed measure is being proposed geographically.

#### **Deployment Package**

To aid with the devolvement of measures to stakeholder groups and to support the principle of implementing mutually reinforcing groupings of measures, three 'packages' have been devised. This recognises the opportunity for combining strategic and local decision making and applying measures and resources at different scales.

**Infrastructure Delivery (ID)**: The development of tangible, strategically important measures, typically with layers of added complexity and requiring significant investment and cross sector decision making between key local and regional actors. These will ultimately take more time to develop and implement and will require a process of continious liasion over the Local Plan Period.

**Station Adoption Plus (SAP)**: The development of scaleable, designated taskforce sub group for the station will help with leveraging resources for focused projects associated with the station environs and how people (the local community and visitors to the area) interact with rail. This package will be delivered by a designated group with responsability for two tiers of activity;

- Conventional adoption activities (small scale community led) e.g station aethetics, on site wayfinding
- High level strategic activities (linked to ID) e.g electric vehicle bays

Targeted Travel Support (TTS): The development of typically 'softer' measures linked to local travel planning activity and delivered/funded through set planning conditions and local planning and transport authority budgets. These measures should typically be embedded within local discourse, including the area action plans linked to nearby development sites (Eynsham Garden Village) as well as supported through Neighbourood Development Plans whilst OCC Highways will take responsibility for proposals that fall under their remit/area

#### Alignment/Links

The opportunities that may exist to link with another measure listed in the matrix. State the row reference number(s)

#### **Funding Streams**

Funding is a key component and determinator of delivering measures in reality, Identifying where resources can be obtained forms part of the exercise for prioritising measures and helping swiftly mobilise arrangements. A series of generic funding 'pots' have been identifed, as detailed below; ranging from those that would cover station speicifc measures to others that may be more appropriate across the station catchment area. Due to the nature in which the availability and timeframes for funding ebbs and flows over time, the matrix does not prescribe specific funds available per measure but instead indicates which pot it could be likely be derived from if pursued. This has been recorded using a tick box approach in the 'master' tab.

It is important that a broad range of funding streams are explored rather than building a dependency on the availability of resources from a single source. This is to ensure there is a greater liklihood of securing funds for a diverse range of measures. Making funding applications that can attract match funding will also be looked on favourably especially if the measures are likely to bring about mutual benfits to several partners. There will be a need to be responsive to the availability of funding and for the matrix to be consulted on this basis to be able to make an application. The following funding options, with examples, have been listed below.

F	UNDING STREAMS	
Indicative Funding Pot	Description	Example
Internal Local Authority (Department) Budgets e.g Integrated Transport Unit	Sourced through everyday running public service costs (i.e taxation)	Highway maintainence program delivered periodically (per area)
National Government Periodic Funding e.g Department for Transport (DfT)	Competitive funding rounds per stream. Sometimes spontaneous	LEP Growth Fund (infrastructure) and Cycle Safety Fund
Section 106 or Community Infrastructure Levy (CIL) Developer Contributions	Monies derived from developers as agreed in planning obligations	Resourcing highway upgrades, such as cycle provision, off site
Individual Organisation Contributions /Investment e.g Commercial Bus Operator	Commerial decision to invest resources into improving offering	Development of travel plan for employees of the Blenheim Estate
Volunteer and 'In Kind' Time Donations e.g Local Residents & Community Groups	Time donated by active volunteers to provide a tailored service	Hosting a Personalised Travel Plan stand/publicity at the station

Parish Council & Local Grant/Trust Funding e.g Barnwood Trust/Biffa Grant Scheme		Community noticeboard and Considerate Parking Campaigns
Community Rail Grants & Small Scale Funding e.g Station/Rail Specific for Community Value	Derived through membership of ACORP or via the CRP (CLPG)	CLPG comissioned Railbus (as the case of access to Kingham station)
Istrategic Kan investment e.g Department for		Customer & Communities Investment Fund (CCIF)

#### Weighing Section (Optional)

Weightings' can be applied to each of the assessment criteria and the outline objectives to reflect differing priorties at a certain point in time and in response to local circumstances changing over time. Weighting in many ways could reflect the way in which decision making is determing; for example a measure that is cost effective and could be more easily funded, should be given greater weight than an utopian ideal.

A score of 1-5 will be made as per usual for each of the criteria and for each objective but with a weighted score being provided in each case. It is reccomended that the criteria weighings be determined by a close group of strategic decision makers based on the knowledge of delivering projects, whereas the weighing for the outlined objectives would be best judged by a representative cross section of decision makers and the local community. The weightings listed in the following tables are reflective of the feedback recieved through the study.

SC	CORING WEIGHTINGS
Key Questions	Explanation
Has it worked? (Best Practice or examples of deliver	<b>125%</b> weighting on basis that the intervention has been tried and tested and has a robust methodology to withstand scrutiny
Can it work here? (Local applicability)	<b>125%</b> weighting on basis of professional, yet subjective judgement of its viability for the given location
Can it be delivered here? (Technical application)	<b>100%</b> weighting on basis that there is capacity of the measure to be introduced on a local market to a desired specification
Can it be delivered here? (Organisationally)	<b>100%</b> weighting on basis that there is the ability/will for partner organisations to accommodate, mobilise and deliver the measure
Can it be delivered here? (Public acceptability?)	<b>100%</b> weighting on basis that the general public need to be receptive/persuadable to accept the intervention.
Can it be delivered here? (affordability/fundability)	125% Very high weighting on basis that cost influences the feasibility of taking forward a measure and relies on securing funding sources

Outline Objectives	
Objective 1: Station Environs	<b>100%</b> weighting due to importance placed on quality of passenger experience and expectations to using Hanborough Station
Objective 2: Modal Shift	<b>125%</b> weighting due to the propensity for unlocking supressed demand for active travel and public transport journeys locally.
Objective 3: Facilitating Development	<b>150%</b> weighting reflects the priority/issues attached to services and station site for meeting alternative user needs relative to commuting
Objective 4: Local Connectivity	<b>100%</b> weighting reflects the opportunity to support better access for existing users to compound modal choice locally
Objective 5: Demand Management	125% weighting reflective the absolute need to cater for current and future patronage levels and the impact across the catchment area

#### INTERVENTION PRIORITISATION MATRIX

									IENT CRITERI	A (NO W							
						Ass	essment Cri	iteria			Ou	utline Obje	ectives		Fina	I Scoring	Phasing Funding Streams
	Intervention	Description/Rationale	Workstream	Type of Meaure (Behavioura, Operational, Physical)	Has it worked? (Best Practice or examples of delivery	Can it work here? (i.e. What is its local applicability)	Can it be delivered here? (technically)  Can it be delivered here? (organisationally)	Can it be delivered here? (public acceptability)	Can it be delivered here? (affordability/fundability)  PREI MINARY CCORE (returns 6.1)	Chinetina 1. Cestion Envisore	Objective 1- Station Environs Objective 2 - Modal Shift	Objective 3 - Facilitating Development	Objective 4 - Local Connectivity	Objective 5 - Demand Management DREI MAINABY CODE (rolimme N.B)	V-1 SERVINGE LOCAL STATE OF THE	ETICEUVERIESS GAUGE	Adignment/ Links  Adignment/ Links  Tranche Assembly Deployment Package  Internal Local Authority (Department) Budgets  Internal Local Authority (Department) Budgets  Individual Organization Contributions  Individ
	Multi user pathway upgrades along (A4095 ) between	Otherwise coined as 'fixing the link' to upgrade standards													Τ	_	Upgrading current standard of shared use provision along the A4095 and targeting piecemeal sections to  Funding and delivery through OCC (Highways and
6	Witney & Hanborough Station; including removal of 'dog leg' at North Leigh  Upgrading signalised crossing outside the station site	to create a seamless transition between noted localities and the station using active travel infrastructure  Toucan and Pegasus crossings have adapted sensors and	Active Travel	Physical	4	5	4 4	5	3 25	5 3	3 4	5	5	4 2	1	5 51	upgrade, particularly across driveways and access points. The aim is to improve the attractiveness of travel by making routes direct as well as safe and convenient to use, including removing dog leg at North Leigh.  The crossing point in question is the main signalised crossing in the immediate area and connects the
10	(A4095) from a Puffin to a Toucan or Pegasus crossing to cater for a range of prospective users	cater for cyclists and equestrians whilst Puffins have been gradually phased out across the county.	Active Travel	Physical	5	5	5 5	5	5 30	3	3 3	4	4	3 1	7	5 52	eastbound bus stop, current shared use path (NCN 442) towards Hanborough and future proposed access link to Blenheim so has to be able to cater for different audiences and local travel demands  design and development alongside other public sector investment and CIL contributions
24	Upgrade of bus stop outside of Hanborough Rail Station to Premium standard (Installation of Real Time Passenger Information (RTPI) displays/shelter/seating	Live updates on bus service connections and comfortable waiting conditions will help improve the attractiveness of multi modal travel/ reduce the interchange penalty.	Local Public Transport (inc. DRT)	Physical	5	5	5 5	5	4 29	9 5	5 4	3	5	3 20	0	3 52	Commonplace infrastructure associated with 'interchanges'. Required to support efforts to improve Sectional Common Section Sec
28	Introduction of designated Hanborough Station Liftshare Sub Group as part of the Oxfordshire Liftshare Licence	An online platform enabling rail users to be able to find others heading to and from Hanborough station via a designated page provided through Liftshare (company)	Local Public Transport (inc. DRT)	Operational	4	4	5 5	5	5 28	В 3	3 5	5	3	5 2	1	2 51	Piloted in Scotland with ScotRail as a way in which to manage the impacts of railheading and single occupancy  St. vehicle trips. Can introduce smart parking solutions and cross promote at new developments for through  targeted promotion in smaller inalges. Extension of Exence funded through OCC required  regards to me developments/planning conditions
37	Quality Bus-Rail Partnership arrangement between GWR (TOC) and Stagecoach (BOC) for the coordination of train timetables and enhanced cross promotion	A mutual agreement between the operators to liaise more constructively on timetable/transport integration to improve the attractiveness of multi modal travel	Local Public Transport (inc. DRT)	Behavioural	4	4	5 4	5	5 27	7 3	3 4	4	5	5 2:	1	3 51	A common sense approach that recognises the need for effective communication and collaboration for  Supporting bus-rail integration and coordination and ultimately the attractiveness of multi modal travel. This as dosely together with support offered through and by been achieved in many instances by the same operators at other stations (Cam & Dursley)  Local community and developers (via WODC)
56	Introduction of Bainton Bikes Dockless bike hire scheme at the station alongside major trip attractors locally (includes	Dealer was a find in hills when a shadow a said in	Station Facilities & Site Developments	Operational	5	5	5 5	5	5 30	) 3	3 4	4	3	4 1	8	3 51	Bainton Bikes, an Oxford company, already have a presence along the Cotswold Line. Hanborough start of NCN  31. Route 442 towards Cotswolds with major attractions within the last mile of the station. Quick to administer. Key  but Parish Council/Attractions engagement will be  A SAP  x
	partnerships with local pubs etc)  Delivery of a Community Led Station Travel Plan for Hanborough Station based on local aspirations and	Developing a robust evidence base for future decision making to tackle station access issues and develop more	Station Facilities & Site Developments	Behavioural	4	5	5 5	5	5 25	9 4	4 5	3	3	4 19	9	3 51	pre-requisites include Sheffield Stands and safe links to surrounding areas.  Approach has been hugely successful in Scotland and West Midlands to leverage local interest, generate more and better feedback to issues and for leveraging resources for small scale investments. Toolkit being developed Need to gather views/data on site based proposals  A SAP x x x x x x x x x x x x x x x x x x x
63	interests to develop a stronger local evidence base  Social media/website design support and updated Travel Plans for major trip attractors (including Event	detailed on site/catchment area proposals.  Providing advice and assistance to help trip generators offset traffic implications locally. This would be in the form		Behavioural	5	5	5 5	5	5 30	) 3	3 5	3	5	5 2:	1	2 53	by ACORP. Already STP style data collection taken place (Oxfordshire CIE).  A quick win initiative based on presence (and scale) of existing trip generators (namely Blenheim Palace, STP style Moodstock/Badon villages) and the opportunity for this to coincide with Film Oxford initiatives  CLPG could provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could  STP style many and the provide the rail angle whilst OCC could be style to the provide the rail angle whilst OCC could be style to the provide the rail angle whilst OCC could be style to the provide the rail angle whilst OCC could be style to the provide the rail angle whilst OCC could be style to the provide the rail angle whilst OCC could be style to the provide the rail angle whilst OCC could be style to the provide the rail angle whilst OCC could be style to the provide the rail angle whilst OCC could be style to the provide the rail angle whilst OCC could be style to the provide the rail angle whilst OCC could be style to the provide the rail angle whilst OCC could be
66	Management Plans (EMP's) for Blenheim Estate.  Community designed locality/visitor map and poster/publicity material cross promoting rail and	of bespoke engagement with identified destinations  Linking rail and the community through the production of promotional/local information that can be distributed to	Complementary Measures	Behavioural	4	5	5 4	4	5 27	7 3	3 5	5	3	5 2:	1	4 52	to develop marketing content of the area. Often associated with CRP activity (CLPG) programmes to the attractions.  Implemented in other contexts whereby local schools and community organisations have been engaged on a
69	of travel plans for residential and commercial sites within	new residents in emerging developments  Developing a clear set of conditions for developers to follow to support and deliver effective travel plans in advance of	v Complementary Measures	Operational	5	5	5 4	3	5 27	7 3	3 5	5	3	5 2	1	52	produce printed materials for distribution. Helps provide new movers with travel options.  WODC will be required to develop a probust set of planning conditions attached to the delivery of housing and commercial sites in advance of people moving into the area. The material distributed and language used to commercial sites in advance of people moving into the area. The material distributed and language used to
	the station catchment area (WODC)  Delivery of two TPH off peak rail services along the  Cotswold Line stopping at Hanborough to complement the higher frequency peak period services.	new populations settling across the area Upgrading the current timetable to provide a two TPH frequency over the course of a week during both peak and off peak periods (part of proposed 'skip stop' timetable)	Rail Network & Services	Operational	4	5	4 5	5	5 28	в з	3 4	4	4	5 20	0	52	promote the sites should hep to normilaise sustsinable travel and deter car based journeys coordination alongside individual developers  Currently a limited hourly service during off peak periods, including weekends, which reduces propensity for visitor economy and increases the "interchange penalty." Hanborough posed to benefit from "skip stop" case for a skip stop timetable relative to Charbury. Could be aligned with December 2019 timetable changes. as well as CLPG key stakeholders  as well as CLPG key stakeholders
	Multi user pathway along Lower Road; connecting proposed crossing points over the A40 (towards Eynsham)	To invest in a direct, bi-directional off road active travel corridor of sufficient width (3m minimum) to host different	Active Travel	Physical	5	5	3 5	5	5 28	в з	3 5	5	5	4 22	2	5 55	Crucial connection between emerging growth sites to the south of the station in Eynsham (including plugging in the Cotswold Garden Village to the active travel network) along a straight, busy thoroughfare where the as landowners of the local estate, and local parishes  8 ID x x
	with Garden Village and Hanborough  Multi user pathway running parallel to the A4095; connecting Hanborough station with Bladon & Woodstock and NCN 442 and NCN 5.	users (including equestrians) along Lower Road To invest in a direct, bi-directional off road active travel corridor of sufficient width (3m minimum) to host different users (including equestrians) parallel to busy #4095	Active Travel	Physical	5	4	3 3	5	5 25	5 3	3 5	4	5	5 22	2	5 52	national speed limit and volume of aggregate traffic is not conducive to active travel.  To complete a historic 'missing gap' in the active travel network for first and last mile commuting and Sternier and Itary and
27	Investment in a designated public transport interchange facility (Bus, CT, Taxi) at the proposed western access point to the station (scale to be agreed)	Developing a workable space that supports the seamless	Local Public Transport (inc. DRT)	Physical	5	5	5 5	4	3 27	7 5	5 3	5	5	4 22	2	5 54	A pre-requisite for supporting multi model transport especially in the context of the aspired role of the station.  Large scale investment and coordination between key transporting multi model transport especially in the context of the aspired role of the station. transporting multi model transport especially in the context of the aspired role of the station. transport and planning authorities, operators and the developments will be needed in light of service improvements and population expansion  CLPG/Taskforce. LEP drue required.
29	Consolidating/pump priming service for Stagecoach 233 bus service operating between Carterton and Woodstock via Hanborough (string settlements)		Local Public Transport (inc. DRT)	Operational	5	5	3 5	4	3 25	5 3	3 5	5	3	5 2:	1	5 51	Proposed development sites situated along the A4095 within the string settlement corridor are served by the 233 bus service which is up for contract in 2023. Investment needs to cover operational costs and be viable without subsidy. 'Gold' standard fleet would be ideal for emerging markets. Core corridor for commuting/recreational trips
30	Bespoke DRT commuter initiative (Pick Me Up) serving rural hinterlands and proposed science park	Exploring the commercial viability of a Demand Responsive Transport (DRT) initiative serving clusters of demand on a peak period. Mobile app ready.	Local Public Transport (inc. DRT)	Operational	5	3	5 5	3	5 26	5 3	3 5	5	4	5 2	2	3 51	Designed to compliment conventional public transport services by operating only at peak periods or on a responsive basis. Pick Me Up established in Oxford City with high quality fleet and advanced booking fet-motogy. Introduce as option for developer contributions. Similarities with shuttle services for Harvell employers of Garden Village required.
41	Bespoke DRT tourism initiative operating on a seasonal /event basis across West Oxfordshire	Exploring the commercial viability of a Demand Responsive Transport (DRT) initiative serving major tourism attractions such as Blenheim, Combe Mill & Eynsham Hall etc	Local Public Transport (inc. DRT)	Operational	5	4	5 5	5	5 29	9 3	3 5	3	5	5 2	1	51	Designed to compliment conventional public transport services by operating only on a seasonal basis and for specific occasions. Pick Me Up established in Oxford City with high quality fleet and advanced booking technology. Embed with Event Management Plans and cross promote by rail.  Whether this is best fit whether this is best fit.
47	Reconfiguration of Three Horses roundabout in the centre of Long Hanborough	Redesigning the layout to make it more legible space to	Highway Access (Road Network)	Physical	5	4	4 4	5	3 25	5 3	3 4	5	5	4 2:	1	5 51	The site of collisions between vehicles and cyclists/pedestrians based on accident data. A hostile and degraded  The site of collisions between vehicles and cyclists/pedestrians based on accident data. A hostile and degraded  WODC and Local Parish Councils alongside OCC as  The Highways Authority will ultimately be responsible  Safety and visual amenity and ultimately for enabling more door to door journeys.  The site of collisions between vehicles and cyclists/pedestrians based on accident data. A hostile and degraded  WODC and Local Parish Councils alongside OCC as  The Highways Authority will ultimately be responsible  The site of collisions between vehicles and cyclists/pedestrians based on accident data. A hostile and degraded  The site of collisions between vehicles and cyclists/pedestrians based on accident data. A hostile and degraded  WODC and Local Parish Councils alongside OCC as  The Highways Authority will ultimately be responsible  The site of collisions between vehicles and cyclists/pedestrians based on accident data. A hostile and degraded  WODC and Local Parish Councils alongside OCC as  The Highways Authority will ultimately be responsible  The site of collisions between vehicles and cyclists/pedestrians based on accident data. A hostile and degraded  WODC and Local Parish Councils alongside OCC as  The Highways Authority will ultimately be responsible  The site of collisions between vehicles and cyclists/pedestrians based on accident data. A hostile and degraded  WODC and Local Parish Councils alongside OCC as  The Highways Authority will ultimately be responsible  The site of collisions between vehicles and cyclists/pedestrians based on accident data. A hostile and degraded  The site of collisions between vehicles and cyclists/pedestrians based on accident data. A hostile and degraded  The Highways Authority will ultimately be responsible  The site of collisions between vehicles and cyclists and cyclis
	A feasibility study and appropriate design solution for	A study recently commissioned by GWR (TOC) to explore the options for improving access over the railway bridge to reduce a major pinch point on the active travel network	Highway Access (Road Network)	Physical	5	5	5 5	5	5 30	9 4	4 5	5	5	5 2	4	5 59	A long term aim of the local community and championed locally by key stakeholders and actors to address the pinch point on the A4095 control and reading our any photobasis  A long term aim of the local community and championed locally by key stakeholders and actors to address the pinch point on the A4095 control and creating a seamless link to/from the station. Delivery timescales may vary because of working over the rail network.  B ID x x x x x x x x x x x x x x x x x x
	Reconfiguration of Station Forecourt Area and Access Road (including reallocation of functions to the west side of the station to coincide with parking designation)	Re-allocating space to priortise access on foot and by bike	Station Facilities & Site Developments	Physical	5	5	3 5	5	2 25	5 5	5 4	4	5	4 2	2	4 51	Future proofing demand for accessing the station and simultaneously improving the functionality of different  51 parts of the site to prioritise pedestrians/cyclists and cater for drop off/collect activity (which scored low for passenger satisfaction). Opportunity to invest during design of west car parking area  match with other projects (access bridge)
	Development of a site specific, detailed station masterplan as a means of creating a cohesive site	Developing a detailed enatial vision for the station site that	Station Facilities & Site Developments	Behavioural	5	5	5 5	5	4 25	9 5	5 4	3	4	3 19	9	3 51	Undertaken to GRIP level 2 (and eventually beyond) to establish where infrastructure can feasibly be developed.  This would follow on from the infrastructure study and be produced in line with the proposed upgrades to the station site that are being alluded too.  GWR will inevitably take interest alongside Network as a consistent of the produced within the station site that are being alluded too.
2	Installation of additional tiered cycle parking facilities at the station (preferable on the west side of the station)	access to platforms and the immediate area.  Complimenting the availability of parking facilities already available in the station forecourt but enabling access from the proposed link road and A4095 (east bound)	Station Facilities & Site Developments	Physical	5	5	5 5	5	5 30	0 4	4 5	4	3	5 2	1	2 53	The expected increase in rail patronage and rise in local population across the catchment area (within a realistic GWR will be active on this front with support being cycling range) combined with improvements to the active travel network, will warrant additional provision at offered (financially) through the DT. Could be
5	Cotswold Line track redoubling between Hanborough station and Wolvercote Junction (connection with Oxford-	Replacing single track with two lines to enable additional services and faster journeys to be made along the line and		Physical	5	5	3 5	4	4 26	5 3	3 4	5	4	5 2	1	5 52	some stage (although current provision still has some capacity)  Cotswold Line Taskforce shortly completing business/economic case for investment with hopes of securing funding for 2025 delivery. General consensus around benefits and multiplier effect on supporting local growth with consortium of major partners backing proposals.  ID x
25	Birmingham corridor) Improving rail service journey times along the Cotswold Line (delivery of proposed Skip Stop Timetable). This is	to remove bottleneck. Still single section to Charlbury.  Enhancing the competitiveness of the Cotswold line relative to other London bound corridors by improving journey	Rail Network & Services	Operational	5	5	5 5	5	5 30	) 3	3 4	5	3	2 1	7	4 51	plans and goes beyond catering for the needs of the rail industry. Funding is key.  Need to manage outside rail context.  The proposed track redoubling works and proposed 'skip stop' timetable will enhance the journey times along the Cotswold Line with particular advantages to 'Hub' stations along the line. Hanborough will benefit relative case fro the track redoubling and skip stop timetable  SAP  X  X
40	leveraged through the track redoubling  Park & Ride site development: enhanced east-west conenctions and junction crossings by foot and by bike	times. Big benefits for Hanborough station  Proposed site of a Park & Ride facility for capturing trips in advance of entering the Oxford Ring Road. The facility is	Local Public Transport (inc. DRT)	Physical	5	5	5 5	4	2 26	5 3	3 5	5	5	2 20	0	5 51	to Charibury as trains bypass the latter for quicker trips  Similar role and function to the Eynsham P&R development with an opportunity for the investment to have a positive knock on effect on improving surrounding links; namely contributing to connections to Bladon and WODC/LEP supporting the designation of land and College in the positive knock on effect on improving surrounding links; namely contributing to connections to Bladon and WODC/LEP supporting the designation of land and College in the positive knock on effect on improving surrounding links; namely contributing to connections to Bladon and WODC/LEP supporting the designation of land and College in the positive knock on effect on improving surrounding links; namely contributing to connections to Bladon and WODC/LEP supporting the designation of land and College in the positive knock on effect on improving surrounding links; namely contributing to connections to Bladon and WODC/LEP supporting the designation of land and College in the positive knock on effect on improving surrounding links; namely contributing to connections to Bladon and WODC/LEP supporting the designation of land and College in the positive knock on effect on improving surrounding links; namely contributing to connections to Bladon and WODC/LEP supporting the designation of land and College in the positive knock on effect on improving surrounding links; namely contributing to connections to Bladon and WODC/LEP supporting the designation of land and College in the positive knock on effect on improving surrounding links; namely contributing to connections to Bladon and College in the positive knock on effect on improving surrounding links; namely contributing the designation of land and College in the positive knock on effect on improving surrounding links; namely contributing the designation of land and College in the
54	across the A4095/A44  Multi Use Link Road from Regents Drive (west side of the	part of the necklace of facilities in West Oxfordshire  Extension of Regents Drive from the proposed station car parking site and interchange area, towards Lower Road for	Highway Access (Road	Physical	5	3	3 5	4	3 23	3 4	4 4	5	5	5 2	3	5 51	Woodstock and the interaction of NCN 5 with NCN 422 (Hanborough) via new pathway the contributions/connections required.  Currently being discussed as an option to mitigate congestion along the A4095 and to support better integration between the station and developments around 5ynsham. Proposal would also lend itself to bus re- of partners (Blenheim - landowner), OCC, WODC and 5 ID x x x
	railway stations) to Lower Road	vehicle based access that avoids the A4095.	Network)			-		-			4	,	-			3.	routing if applicable/desirable). Funding could tie in with Garden Village phasing  Parish Councils liaising together

Construction of second platform and Access for All bridge across the station site for pedestrians/cyclists etc  Construction of second platform and Access for All bridge across the station site for pedestrians/cyclists etc  Cotswold Line and to enable access across the site	Station Facilities & Site Developments	Physical	5 4	5	5 5	2	26	4 5	5 5	5	3	22	3	New platform access point to the west of the station will be required but a fully accessible structure connecting  15 two sides of the station site (as proposed) will be a requirement. Structures requires significant investment through DTf (millions) and have long delivery interescales (specially with sensitive design)  16 required to leverage resources alongside DTf
Establishing a programme of pathway maintenance along the breadth of the multi use pathway along the A4095 between Witney and Hanborough debt standards now and in light of extended links	Active Travel	Operational	4 5	4	4 5	2	24	3 3	3 3	3	4	16	4	Important for increasing the attractiveness of cycling and walking over the first and last mile, particularly along the North Leigh - Hanborough - Woodstock axis within distances that are conductive to leveraging more active travel journeys to the station. Could dovetail/link to NCN budget allocations.  X x x  Council may help leverage volunteer support locally Council may help leverage volunteer support locally
Application of consistent driveway markings (standard design) along the multi use (shared use) pathway through Long Hanborough Long Hanborough standard is deployed across minor junctions & driveways	Active Travel	Physical	5 3	5	3 5	3	24	3 3	3 3	5	3	17	4	Designed to provide users with a consistent message as to the right of way and priority and educe incidences  5 of conflict where there is a lack of legibility. Important to ensure that the floor demarcations are clear, do not have to be requilarly maintained and prioritise active travel users.  TTS x  x upgrade and apply a consistent design.
Defining of the Windrush Bike Project offer and  Defining of the Windrush Bike Project offer and supporting the development of a local bicycling culture across the area (including cross selling recycled bikes) how it could be rolled out to influence modal shift	Active Travel	Behavioural	4 3	4	3 5	4	23	3 4	4 3	3	3	16	2	Working with existing local stakeholders to develop a recycled bike offer to new residents as part of a broader WODC to arrange the terms with the Bike Project with financial support of cross promotion through the would need to be nepotiated and arranged by WODC. A SAP x x x x x developers of each site
Hanborough Considerate Parking Campaign (located both 43 at the station forecourt and through Long Hanborough (A4095) (A4095)	Highway Access (Road Network)	Behavioural	3 4	5	5 2	5	24	4 3	3 3	3	3	16	2	Uncontroversial 'nudge' initiative that could be delivered through local community members (same people who 42 were auditing gaps in the cycle infrastructure) to improve air quality in the forecourt area and to ensure the multi use (shared use) pathways are continuous along the Ad905
Live 'at station' car parking availability (through a mobile phone based application/Visual Messaging Systems)  Providing a live account of parking availability across the station site to enable people to plan (or even book) spaces in advance and to notify others of leaving a space	Station Facilities & Site Developments	Operational	4 3	3	3 5	4	22	3 3	3 3	5	5	19	3	ParkLook (new initiative in Bristol) as well as Appy Parking are app based software designed to reduce cruising 44 and to manage sites that operate at or near capacity. This has typically been applied through VMS but apps 44 provide a non tangible software solution.  GWR & APCOA (as parking management contractor) 45 would need to buy into the initiative. Taskforce may 46 look to investigate as a line based initiative
Cotswold Line Sponsorship and Involvement with the  Festival of Festivals calendar and access arrangements for West Oxfordshire events and activities  Cotswold Line Sponsorship and Involvement with the Raising awareness of the rail offer in partnership with local attractions for accessing festivals and events sustainably and being involved in the management of visitors	Complementary Measures	Behavioural	4 3	3	4 3	5	22	3 4	4 3	4	5	19	2	Fostering collaboration between Cotswold Line and attractions for developing a seasonal/event based first/last  GLPG as the CRP would be best placed alongside the mole of OCC and the taskforce group being able to mediate conversations with major attractions  A SAP x x
41 Rail-Attraction tickets through Oxfordshire Card and subscription of GWR to the multi operator rover ticket discount across a host of attractions and travel options	Complementary Measures	Behavioural	5 4	4	3 4	3	23	3 4	4 3	4	4	18	2	Oxfordshire card is a new scheme to be launched across the county, Based on the premise that visitors, particularly from international settings, will hop between attractions in a short period of time. Potential issues with funding and applicability.  AWG would be a good point of contact alongside Experience Oxfordshire who could mediate relationship with GWR/Stagecoach
Vehicle fleet driver awareness training (aggregate company transporting goods along Lower Road)  Undertaking light training with companies using Lower Road, a fast and direct road with no active travel provision, to be sensitive to other road user needs	Complementary Measures	Behavioural	3 3	4	4 5	4	23	3 4	4 3	5	3	18	3	As a short term measure and in recognising that infrastructure developments along Lower Road will take time, training with drivers and aggregate companies may help reduce the perceived issues of road safety by cyclists and pedestrians.  Suggested by WODC/OCC and delivered internally or through a third party.
Promotion of Attractions Working Group (AWG) to Local Attractions  Promotion of Attractions Working Group (AWG) to Local Attractions  Providing advice and assistance to help trip generators offset traffic implications locally. This would be in the form of bespoke engagement with identified destinations	Complementary Measures	Operational	4 5	5	5 5	5	29	3 3	3 3	3	5	17	3	Attractions Working Group (AWG) proposed across Oxfordshire to boost creative, cultural, heritage and tourism sectors to aid with developing and sharing best practice to support event management and the user experience. Reccomended that key destinations with catchment area develop a cohesive approach to accessing sites
Installation of an Inclusive Mobility Package (e.g tactile paving and flush, dropped kerbs) within 15 minute furniture, such as tactile paving and flush kerbing at walking radius of the station crossing points and along access roads near the station	Active Travel	Physical	5 5	5	3 5	5	28	3 3	3 3	5	3	17	1	Catering for a range of different users who may associate with a Protected Characteristic Group (PCG) whether they are accessing the station or moving around locally. Key issues identified within Oxfordshire CIE data and observed during field visits. Important for meeting conditions of the Equality Act 2011  OCC alongside small scale resources pledged through CIL/s106 (example being Bloor Homes adjacent to the station)
Extension and improvements to A40 multi user (shared path) eastbounds between Eynsham and Dukes Cut (Part of the Science Tranisit 2 Scheme)  Extension and improvements to A40 multi user (shared path) eastbounds between Eynsham and Dukes Cut (Part of the Science Tranisit 2 Scheme)  Enhancing existing shared use pathway as part of the public transport improvements (Bus Priority Corridor) along the A40. Includes widening shared use pathway as part of the public transport improvements (Bus Priority Corridor) along the A40. Includes widening shared use pathway as part of the public transport improvements (Bus Priority Corridor) along the A40. Includes widening shared use pathway as part of the public transport improvements (Bus Priority Corridor) along the A40. Includes widening shared use pathway as part of the public transport improvements (Bus Priority Corridor) along the A40. Includes widening shared use pathway as part of the pathway as pathway as part of the pathway as pathway as part of the pathway as pathway as pathway as pathway as pathway as pathway as pathwa	Active Travel	Physical	5 5	5	5 4	4	28	3 3	3 4	5	3	18	3	Developing the existing active travel network across West Oxfordshire (upgrading to Premeium route standards) between Oxford and outlying localities (Witney in this instance) (including connecting to local routes around Eynsham). Funding secured for development with upgrades to junctions proposed.  OCC Highways mainly responsible for technicalities with funding and support by LEP and WODC  with funding and support by LEP and WODC
Sustrans Sculpture and NCN/Cycle Route Wayfinding Signs (Key corridors along A4095/Eynsham/Bladon)  Investing in the known Sustrans NCN sculpture at the station to raise awareness of the start of Route 442 and to guide cyclists to nearby trip attractors from the station	Active Travel	Physical	5 4	3	5 3	2	22	4 4	4 4	5	3	20	4	Particularly important for visitors and tourism unfamiliar with the area but with wayfinding and signage being essential on key active travel corridors to aid decision making and orientation. NCN network reviewed periodically to be able to upgrade signage. Updates could align with timing of new developments Taskforce to look at sculpture at station
Carterton Premium Cycle Route (84477 Upgrade) to multi 19 user pathway connecting into Eynsham development sites and highway infrastructure  To invest in a direct, bi-directional off road active travel corridor of sufficient width (3m minimum) to host different users (including equestrians) between Carterton-Eynsham	Active Travel	Physical	5 5	5	5 3	2	25	3 3	3 3	4	3	16	1	Carterton slightly detatched from other localities with the opportunity to coincide upgrade with development of highway infrastructure around Eynsham (West Strategic Development Area) to make extendd journeys further afield. Also may offset local vehicle 'hopper' trips to proposed P&R site  Will require OCC (highways) working with landowners and local parishes to deliver in unison developers and the loal community
Proposed upgrades the quality and attractiveness of National Cycle Network Route 5; running between Oxford and Woodstock via Bladon Roundabout upgrading and recreational trips across the area	Active Travel	Physical	5 5	4	5 5	3	27	3 3	3 3	3	3	15	2	Suggested improvements along key travel corridor and major NCN route although limited resource has been committed locally to see improvements come to fruition. There is an opportunity to link interchanges with existing active travel connections for different types of journey.  Sustrans are responsible for maintaining the network whilst local groups are proactive in lobbying for improvements. OCC Highways will be a key partner
Bike (or Multi User) symbol demarcation at regular intervals along the surface course of Pigeon House Lane between Church Hanborough and Freeland  To help signify the presence of vulnerable road users along a meandering rural road and to reduce speeding alongside removing the national speed limit.	Active Travel	Physical	5 3	3	5 5	4	25	3 3	3 3	4	3	16	2	The link road may become increasingly popular as new trips are generated from the designation of the Cotswold Garden Village. Speeding was identified in the Oxfordshire CIE datasets and specifically referenced Pigeon House Lane. Crucial for improving permeability between smaller localities.  It would fall under the remit of OCC Highways but could be delivered through parish councils and contained within the emerging NDP.
GWR Taxi Licence/Permit Scheme to regulate the use of bays and access to future custom at the station  Private hire/taxi companies will apply for a GWR licence to dwell on site and access custom for an annual fee to help with regulating supply (and issues of on site congestion)	Local Public Transport (inc. DRT)	Operational	4 4	3	5 4	5	25	4 3	3 3	4	5	19	1	Commonplace across other GWR stations whereby tair companies/individual private hire operators pay for the privilege of dwelling on site and accepting custom. Permits are distributed to reduce 'pinching' and congestion within the forecourt/interchange area (especially with growth in patronage). Introduce post forecourt development
Development of A40 Bus Priority Corridor eastbound from Eynsham P&R to Dukes Cut (Part of the Science Transit 2 Scheme)  Development of A40 Bus Priority Corridor eastbound from Investment secured and proposals underway for developing a dedicated lane from the proposed P&R site at Eynsham to Dukes Cut (including junction upgrades)		Physical	5 5	5	5 5	4	29	3 1	1 2	3	3	12	2	Secured funding through Local Growth Fund (LEP) to deliver shart term improvements as part of Science Transit 2 Package to ease congestion along A40 (long term options also being pursued) and to support shift away from private vehicle trips to public transport (which is being prioritised). May compete for rail trips.
Development of A40 Bus Priority Corridor westbound from  Investment secured and proposals underway for developing  Wolvercote Roundabout to Cassington traffic signals (Part of the Science Transit 2 Scheme)  Dukes Cut (including junction upgrades)	Local Public Transport (inc. DRT)	Physical	5 5	5	5 5	4	29	3 1	1 2	3	3	12	2	Secured funding through Local Growth Fund (LEP) to deliver shart term improvements as part of Science Transit 2 Package to ease congestion along A40 (long term options also being pursued) and to support shift away from private vehicle trips to public transport (which is being priortised). May compete for rail trips.
Development of a Park & Ride facility (and roundabout access) on the A40 north of Eynsham (Part of the Science conclusion of P&R feasibility study for designating land north of Eynsham on the A40 (new duelled section)	Local Public Transport (inc. DRT)	Physical	5 5	5	5 5	5	30	3 1	1 3	3	3	13	2	Part of OCC's plans for capturing journeys coming westbounds in advance of reaching Oxford with funding and planning obtained. Linked to dualling of Witney to Eynsham section of A40. Will need to be connected onto northbound areas by all modes. May compete with rail for certain trips.  OCC Highways mainly responsible for technicalities with funding and support by LEP and WODC  ID X
Enhanced S1,S2,S3 and S7 bus service frequencies between Oxford, Eynsham, Witney, Carterton and Woodstock (the latter extending to Chipping Norton)  To improve the attractiveness of bus amongst existing and new residents (commuters) travelling into Oxford and capturing journeys at the point of origin	Local Public Transport (inc. DRT)	Operational	5 5	5	5 5	5	30	3 2	2 3	3	3	14	3	Upgrading commercial frequencies of the popular Gold services to outlying localities to complement the linestment in bus stop provision. Potential conflict of interest with rail offer (depending on journey type and user requirements) but could spread demand and reduce railheading (Chipping Norton)  Will be determined by Stagecoach if operated commercially but then supported by OCC as a decision. Example of frontloading services
Upgrading selected \$1,\$2,\$3 bus stops to Premium standard (Installation of Real Time Passenger Information (RTPI) displays/shelter/seating  Live updates on bus service connections and comfortable waiting conditions will help improve the attractiveness of multi modal travel/ reduce the interchange penalty.	Local Public Transport (inc. DRT)	Physical	5 5	5	5 5	4	29	3 2	2 3	3	3	14	3	Investment taking place/proposed along major Stagecoach Gold routes into Oxford from sateilliete locations.  OCC leading as the authority responsible for maintaining bus stop provision. Need to filter improvements to stops to enhance the attractiveness of multi modal travel/integration  OCC leading as the authority responsible for maintaining bus stop provision. Need to filter selection of stops required by community/operator
Push back National Speed Limit (60MPH) along Swan Lane in the direction of Combe Mill  Lowering speeds around smaller rural roads leading into Long Hamborough and where there are likely to be increased numbers of cyclists/pedestrians	Highway Access (Road Network)	Operational	5 2	5	3 5	5	25	3 3	3 3	5	3	17	2	Swan Lane connects Combe and Stonesfield with Long Hanborough and is a key connection for people travelling from the north west catchment area for the station. The lane is small and meandering and not conducive to high speeds especially with pedestrians/cyclists on the road (and accessing Combe Mill)  OCC as Highways Authority with support and assistance from Local Parish Councils and WODC
Junction improvements along the A40 between Witney bypass and Eynsham roundabout (Part of the Science Transit 2 Scheme)  Upgrading crossings and connecting roads linking into the A40 whilst also exploring bus priority on the approach to Swinford Bridge (to be confirmed) towards Botley	Highway Access (Road Network)	Physical	5 5	5	5 5	4	29	3 3	3 4	4	3	17	4	Designing safe and legible crossing points to support flow of different users across intersecting roads. A  OCC Highways mainly responsible for technicalities with funding and support by LEP and WODC  B ID  X
Dualling of the A40 between Witney and the proposed Park & Ride facility at Eynsham  Upgrading single carriageway (each direction) to facilitate greater road capacity between Witney bypass (also being upgraded) and the designed P&R facility at Eynsham	Highway Access (Road Network)	Physical	5 5	5	5 5	2	27	3 3	3 3	3	3	15	5	Designed to boost road capacity and bus heading into the P&R facility to eastbound trips towards Oxford. May have positive effect of reducing traffic routing via A4095. Works already taking place to coincide with the Science Transist 2 Scheme coming online.  OCC Highways mainly responsible for technicalities with funding and support by LEP and WODC
Development of the West Eynsham Spine Road as part of the West Eynsham Development Area and proposed housing allocations  Creation of a road around the perimeter of the proposed development sites to connect the A40 with the B449 and reduce routing through the village.	Highway Access (Road Network)	Physical	5 5	5	5 3	5	28	3 3	3 3	5	3	17	2	A key component of the proposed development area to cater for increased movements of people. Presents an opportunity to provide sound cycling and walking infrastructure towards the proposed Eynsham P&R site and the village centre. Similar developments have taken place in and around Bicester  OCC leading as the authority responsible for leading on the transport/highways delivery in conjunction with WODC as the planning authority
Enhanced lighting along the A4095 between Hanborough Station, Bladon Village and Long Hanborough (a subtle yet effective design solution desirable)  Enhanced lighting along the A4095 between Hanborough Improving perceptics of safety and orientation across the first and last mile between the station and nearby localities.  These sections are fast flowing but have limited visibility	Highway Access (Road Network)	Physical	4 3	3	4 5	3	22	3 5	5 3	5	3	19	5	A key point especially for safeguarding against growth in movements across the station catchment area.  4 OCC Highways responsibility that could be Lighting is particualry important during the winter but a solution should be subtle and not visually intrusive to aid all road users with navigating. Cat eye lights and LED fixtures may suffice.
Unlocking parking site designated towards the west of the station site adjacent to Bloor Homes development  Area currently assigned to expanding station car parking capacity currently being negotiated by GWR and would include link to the station site/new platform	Station Facilities & Site Developments	Physical	5 5	5	5 5	2	27	3 1	1 5	3	1	13	2	Acknowledgement that additional parking capacity is required to the tune of xxx spaces. GWR currently working GWR leading on proposal but support will be required on securing the proposed plans/terms but funding would be required and work likely to begin in the new franchise term. Interchange facilities still yet to be determined  GWR leading on proposal but support will be required working in partnership with third parties (LEP/Taskforce/OCC etc)
Roll out of Rapid and Fast Electric Vehicle ChargePoint units/bays at the station site  Installing units that enable rail users to park and charge their vehicle during down times at the station whilst occupying allocated bays on site	Station Facilities & Site Developments	Operational	5 4	4	4 4	4	25	5 5	5 3	3	3	19	1	GWR have a contract with ChargePoint for the roll out of EV units but an agreed terms of use will be important for managing demand/use of parking spaces to avoid exclusive use of space on site. Being introduced at stations across the UK and conductive to reducing issues with air quality/pollution.  Singerty Will not cited as an example of station page the page of very large or proposed. Transfer the page of the
Station Name Change OR Tourist Based Subtitle 'For 1 Blenheim Palace' OR 'For Eynsham Garden Village' beneath existing station board.  Responding to the changing role of the station as part of a ring of 'parkway' style interchanges OR/AND to raise awarness of local connections to major trip attractors	Rail Network & Services	Physical	5 4	5	4 4	3	25	3 3	3 3	3	3	15	1	Bicester Village cited as an example of station name change as well as proposed 'Tewkesbury Parkway': both symbolic of station role/proximity to major attraction. Station name change incurs significant costs and knock on effects relative to subtitle signage. Station was previously 'Handborough for Blenheim'. The costs and oracticalities of a new station name may be a barrier to delivery. A 'Parkway' reference may also influence
Introduction of shuttle rail services between Didcot and Cowley stations, to and from Hanborough to boost rail frequency to 4 trains per hour from the station.  Based on the premesis of delivering an island platform to cater for services terminating at Hanborough and in line with timetable changes. Aspired to around 2030/2031	Rail Network & Services	Operational	3 3	3	5 4	2	20	3 5	5 5	4	5	22	3	Current business/economic case for investment being submitted to Network Rail to required GRIP level for proposed track redoubling and sip stop timetable. 4 TPH is aspirational towards the end of the Local Plan period but relies on significant funding, including complementary station site investment (platform)  Cotswold Line Taskforce responsible for leading study but resources will likely be derived through a combation of NR/OCC and DIT due to its scale
Speed limit reduction through Freeland and Church     Hanborough using traffic calming measures and changes to local speed limits (20mph residential)     Deploying subtle, yet effective means of encouraging motorists to drive more considerately along secondary roads and residential streets through physical design	Active Travel	Physical	5 4	5	4 2	3	23	3 3	3 3	3	3	15	3	Highlighted in the Oxfordshire CIE datasets that speeding influenced perceived level of safety and could impact OCC Highways but also local parishes who can take a on modal choice for travelling locally, including to and from Hanborough station. Important to ensure that the whole door to door journey is attractive and safe for different users.  OCC Highways but also local parishes who can take a more active role in guiding the design and look of street calming measures through NDP process
Extension and widening of pathway parallel to Church Road into a bi directional multi use pathway OR single pavement for pedestrians.  List of the abundance of verge lining Church Road to continue the existing pathway towards the direction of Hamborough and towards Church Hamborough.	Active Travel	Physical	5 3	3	5 5	4	25	3 3	3 3	3	3	15	1	Crucial link in the context of designing better connections and improving permeability between the designated 41 Garden Village location towards the south of Church Hanborough and Long Hanborough, including the station.  Safety and attractiveness of routes is a key motivating factor.  Contributions from nearby developments.

41	Introduction of an E-Bike hire based scheme at the station (Docked or Dockless) for supporting first and last mile connections to local trip attractors	This would more than likely be an unmanned electric charging station (required in semi rural location) offering pay as you go style hire bikes targeted at visitors	Station Facilities & Site Developments	Physical	4	4	4 3	5	5	25	3	4	3	5 3	18	3	Electric bikes have been popularised as a mode of travel and Lime bikes are the latest company to provide  3 46 Dockless electric bikes at railway stations in Milton Keynes. Limited provision yet for docked electric bike hire at railway stations although there are advantageous for making extended journeys  GWR may look to pursue a contract with an e-bike service provider (with CLPG) to test at stations. OCC may look to help export an option to the area.
50	Introduction of the Brompton Dock folding bike hire facility based at Hanborough station	A hire service enabling rail users to be able to undertake the first and last mile by bike whilst taking them onboard public transport, such as the bus or the train.	Station Facilities & Site Developments	Physical	5	3	4 5	4	2	23	3	4	3	4 3	17	1	Access to folding bikes can overcome limited on train cycle capacity whilst also catering for the number of users  41 who wish to interchange at Reading for connections further afield. Folding bikes may also serve well for accessing local attractions. However Brompton Dock is expensive and associated with larger stations  42 SAP  43 up the return on investment v demand.
5:	Charlbury Station Car Parking Expansion	Enhancing the capacity at Charlbury Station, the next major stop northbound along the Cotswold Line which is situated towards the west of the town.	Station Facilities & Site Developments	Physical	5	5	1 5	3	2	21	4	5	5	4 5	23	4	A number of feasibility studies have been commissioned previously but no appropriate site has been confirmed. 4 Potentially significant repercussions on Hanborough with skip stop timetable (off peak) favouring the latter (and exacerbating railheading to where there is greater capacity and better access)  A project is currently on hold by GWR with no immediate planned timeframe for delivery. Would require oversight with taskforce group
3:	Promotion of Community Bus Freeland (CT) through Cotswold Line Promotion Group (CLPG)	Raising awareness of rail access for making extended journeys across existing and prospective users seeking to use the Freeland Community Bus	Local Public Transport (inc. DRT)	Behavioural	4	3	3 2	3	5	20	3	3	3	5 2	16	1	Opening up the use of rail as a means of making extended journeys for 'conventional' users of CT provision.  Currently been explored in the West Midlands as a means in which to support better access and inclusion with opportunities to link in with the work of Community Rail Partnerships (CRPs)  CLPG operate Kingham Railbus so may be able to assist with operational dynamics. Taskforce can also support in principle
1:	Reducing carriageway width under rail bridge along Lower Road to single vehicle access to incorporate in a multi use pathway (3m) (and continue route)	Reducing speeds on approach to rail bridge on Lower Road and enabling a multi use pathway to continue without being severed by the narrow dimensions	Active Travel	Physical	3	2	3 2	3	3	16	3	3	3	5 3	17	4	This measure will need to be assessed against the validity and progress of the proposed link road between the new western access to Hanborough station and Bloor Homes development to Lower Road and whether there this is a more plausible option for making the link between Eynsham and Hanborough  OCC and WODC alongside Blenheim Estate will be key players as well as Network Rail who are responsible for maintaining bridge structure
10	Improve crossing points (and add additional locations) for pedestrians/cyclists along the A4095 between Bladon, Hanborough, North Leigh and Witney	Investing in refurbushing or adding additional crossings to enable a smooth and safe transition to be made at the most convenient points on the highway network	Active Travel	Physical	5	4	3 2	3	2	19	3	3	3	4 3	16	5	Limited number of designated crossing points along a fast and busy main road (A4095), particularly in the locallities along the corridor where instances of collisions between vehicles and vehicles pedestrians/cyclists have been observed. Includes northern end of Lower Road, Cassington traffic lights etc.  Limited number of designated crossing points along a fast and busy main road (A4095), particularly in the Ultimitately responsibility would fall upon OCC working with WODC and the local parishes. Could be improved alongside bigger local s106 investment
2:	Multi user, off road pathway along the B4044 connecting Eynsham with Botley (and Oxford) via Swinford Bridge	To invest in a direct, bi-directional off road active travel corridor of sufficient width (3m minimum) to host different users (including equestrians) along a key corridor	Active Travel	Physical	5	4	3 3	5	2	22	3	3	3	5 3	17	1	A key corridor of the future connecting emerging developments with the east side of Oxford city. Currently a constrained road with heavy traffic that is intimidating for cyclists (with limited pedestrian/equastrain facilities). HIF outlined for the future, OCC Highways and LEP involvement required
3:	Rural Car Clubs being assigned through s106 within new developments across West Oxfordshire (including designated parking spaces at the station)	Enabling new communities to be able to have access to a vehicle for certain types of trips, including to and from the station alongside other sustainable forms of transport	Local Public Transport (inc. DRT)	Operational	1	3	2 3	3	2	14	3	3	4	3 3	16	3	Embedding a mentality across emerging communities of accessing, not owning, a vehicle. Extending existing Co WODC responsible for conditions of granting  Wheels network from Oxford or developing co-operative models (see Wales) for car sharing to/from the station. Negotiated through developer contributions initially but then self sufficient
5:	Interactive 'Talking Totem' display at the station as part of the 'Beyond Accessibility' approach towards tourism	Working with Experience Oxfordshire to invest in an interactive display of local events/directional information and local history for visitors and tourisms to the area	Station Facilities & Site Developments	Physical	1	3	3 4	3	3	17	5	3	3	3 3	17	3	Working within the parameters and aspirations of Experience Oxfordshire which looks at ways in which to use digital services to improve the user experience (tourism) with scope for the station to act as a hub for onward travel and exploration. Can be aligned with science park development.  Experience Oxfordshire working in partnership with GWR and WODC to explore the feasibility of the investment/aspirations
5:	Premier Parking legislation and the allocation of designated bays close to platform access at the station	Surplus charge to parking season ticket holders to be enabled access to the most convenient parking spaces OR where a space is guaranteed to be available	Station Facilities & Site Developments	Operational	4	2	2 2	1	4	15	3	5	2	3 5	18	1	Legislated by Southern on mainline corridor between London Bridge-Brighton to manage parking demand and for cross subsidising sustainable transport options. Encourages travel behaviour change (but may offset users to other line) but leads to drivers to internalise the offsing sustainable transport options. Encourages travel behaviour change (but may offset users to other line) but leads to drivers to internalise the offsing sustainable transport options. Encourages travel behaviour change (but may offset users to other line) but leads to drivers to internalise the offsing sustainable transport options. Encourages travel behaviour change (but may offset users to other line) but leads to drivers to internalise of driving to the sustainable transport options. Encourages travel behaviour change (but may offset users to other line) but leads to drivers to internalise of driving travels.

# Appendix B

## **RAG Prioritisation Tables and Mapping**

Hanborough Station Infrastructure Study – Preferred Measures Report



## Railway Network and Services

### RAG summary

Ref	Workstream		Ass	essr	nent	Crit	teria			Objectives				Final
IVE	Workstream	1	2	3	4	5	6	7	1	2	3	4	5	Scoring
1	Station Name Change OR Tourist Based Subtitle 'For Blenheim Palace' OR 'For Oxfordshire Cotswolds Garden Village' beneath existing station board.	5	4	5	4	4	3	1	3	3	3	3	3	41
2	Cotswold Line track redoubling between Hanborough station and Wolvercot Junction (connection with Oxford-Birmingham corridor)	5	5	3	5	4	4	5	3	4	5	4	5	52
3	Introduction of shuttle rail services between Didcot and Cowley stations, to and from Hanborough to boost rail frequency to 4 trains per hour from the station.	3	3	3	5	4	2	3	3	5	5	4	5	45



4	Delivery of two TPH off peak rail services along the Cotswold Line stopping at Hanborough to complement the higher frequency peak period services.	4	5	4	5	5	5	2	3	4	4	4	5	52
5	Improving rail service journey times along the Cotswold Line (delivery of proposed Skip Stop Timetable). This is leveraged through the track redoubling	5	5	5	5	5	5	4	3	4	5	3	2	51





## Station Facilities & Site Improvements

### RAG summary

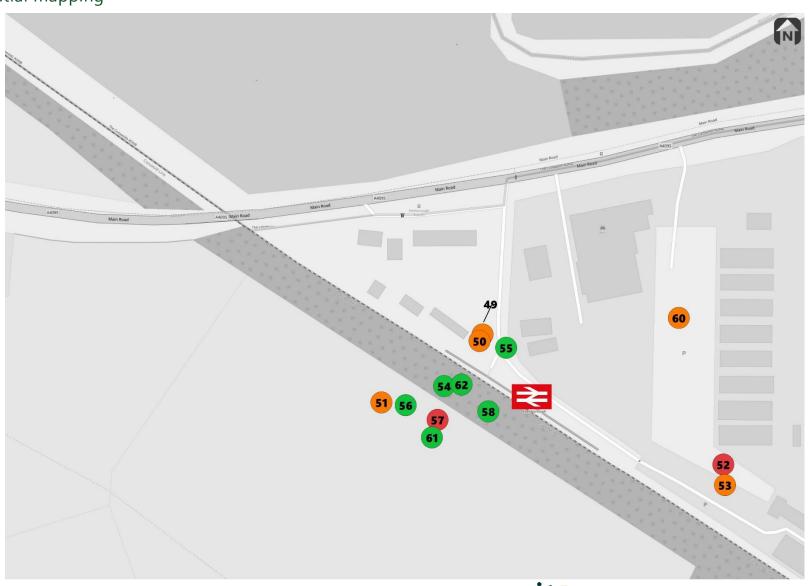
Ref	Workstream		Ass	essr	nent	Crit	eria			Obj	jecti	ves		Final
Kei	Workstream	1	2	3	4	5	6	7	1	2	3	4	5	Scoring
49	Introduction of an E-Bike hire based scheme at the station (Docked or Dockless) for supporting first and last mile connections to local trip attractors	4	4	4	3	5	5	3	3	4	3	5	3	46
50	Introduction of the Brompton Dock folding bike hire facility based at Hanborough station	5	3	4	5	4	2	1	3	4	3	4	3	41
51	Unlocking parking site designated towards the west of the station site adjacent to Bloor Homes development	5	5	5	5	5	2	2	3	1	5	3	1	42
52	Premier Parking legislation and the allocation of designated bays close to platform access at the station	4	2	2	2	1	4	1	3	5	2	3	5	34



53	Roll out of Rapid and Fast Electric Vehicle ChargePoint units/bays at the station site	5	4	4	4	4	4	1	5	5	3	3	3	45
54	Construction of second platform and Access for All bridge across the station site for pedestrians/cyclists etc	5	4	5	5	5	2	3	5	4	5	5	3	51
55	Reconfiguration of Station Forecourt Area and Access Road (including reallocation of functions to the west side of the station to coincide with parking designation)	5	5	3	5	5	2	4	5	4	4	5	4	51
56	Introduction of Bainton Bikes Dockless bike hire scheme at the station alongside major trip attractors locally (includes partnerships with local pubs etc)	5	5	5	5	5	5	3	3	4	4	3	4	51
57	Interactive 'Talking Totem' display at the station as part of the 'Beyond Accessibility' approach towards tourism	1	3	3	4	3	3	3	5	3	3	3	3	37
58	Delivery of a Community Led Station Travel Plan for Hanborough Station based on local aspirations and interests to develop a stronger local evidence base	4	5	5	5	5	5	3	4	5	3	3	4	51
59	Charlbury Station Car Parking Expansion	5	5	1	5	3	2	4	4	5	5	4	5	49
60	Live 'at station' car parking availability (through a mobile phone based application/Visual Messaging Systems)	4	3	3	3	5	4	3	3	3	3	5	5	44



61	Development of a site specific, detailed station masterplan as a means of creating a cohesive site	5	5	5	5	5	4	3	5	4	3	4	3	51
62	Installation of additional tiered cycle parking facilities at the station (preferable on the west side of the station)	5	5	5	5	5	5	2	4	5	4	3	5	53





### **Active Travel**

#### RAG summary

Ref	Workstream		Ass	essr	nent	: Crit	eria		Ou	tline	e Obj	jecti	ves	Final
Kei	Workstream	1	2	3	4	5	6	7	1	2	3	4	5	Scoring
6	Multi user pathway upgrades along A4095 between Witney & Hanborough Station; including removal of 'dog leg' at North Leigh .	4	5	4	4	5	3	5	3	4	5	5	4	51
7	Multi user pathway along Lower Road; connecting proposed crossing points over the A40 (towards Eynsham) with Garden Village and Hanborough	5	5	3	5	5	5	5	3	5	5	5	4	55
8	Multi user pathway running parallel to the A4095; connecting Hanborough station with Bladon & Woodstock and NCN 442 and NCN 5.	5	4	3	3	5	5	5	3	5	4	5	5	52
9	Speed limit reduction through Freeland and Church Hanborough using traffic calming measures and changes to local speed limits (20mph residential)	5	4	5	4	2	3	3	3	3	3	3	3	41



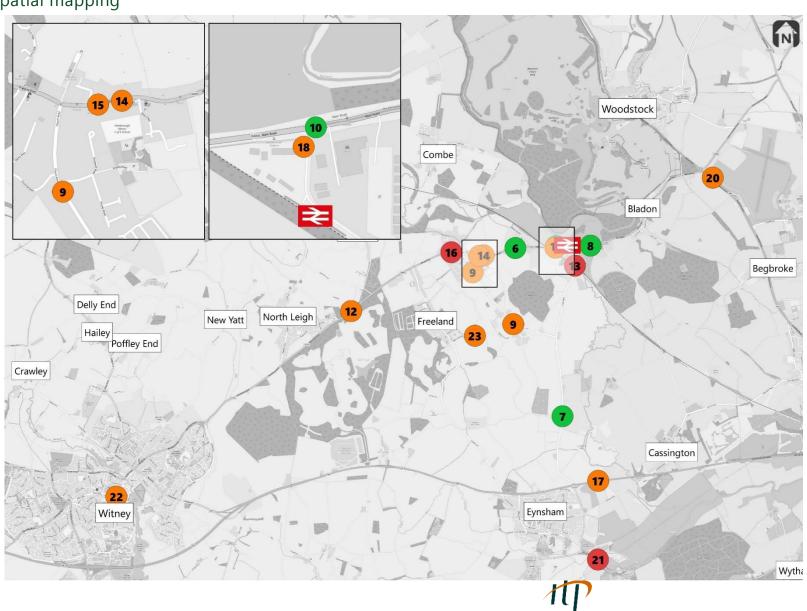
10	Upgrading signalised crossing outside the station site (A4095) from a Puffin to a Toucan crossing to cater for a range of prospective users	5	5	5	5	5	5	5	3	3	4	4	3	52
11	Extension and widening of pathway parallel to Church Road into a bi directional multi use pathway OR single pavement for pedestrians.	5	3	3	5	5	4	1	3	3	3	3	3	41
12	Establishing a programme of pathway maintenance along the breadth of the multi use pathway along the A4095 between Witney and Hanborough	4	5	4	4	5	2	4	3	3	3	3	4	44
13	Reducing carriageway width under rail bridge along Lower Road to single vehicle access to incorporate in a multi user pathway (3m) (and continue route)	3	2	3	2	3	3	4	3	3	3	5	3	37
14	Application of consistent driveway markings (standard design) along the multi use (shared use) pathway through Long Hanborough	5	3	5	3	5	3	4	3	3	3	5	3	45
15	Installation of an Inclusive Mobility Package (e.g tactile paving and flush, dropped kerbs) within 15 minute walking radius of the station	5	5	5	3	5	5	1	3	3	3	5	3	46



16	Improve crossing points (and add additional locations) for pedestrians/cyclists along the A4095 between Bladon, Hanborough, North Leigh and Witney	5	4	3	2	3	2	5	3	3	3	4	3	40
17	Extension and improvements to A40 multi user (shared path) east bounds between Eynsham and Dukes Cut (Part of the Science Transit 2 Scheme)	5	5	5	5	4	4	3	3	3	4	5	3	49
18	Sustrans Sculpture and NCN/Cycle Route Wayfinding Signs (Key corridors along A4095/Eynsham/Bladon)	5	4	3	5	3	2	4	4	4	4	5	3	46
19	Carterton Premium Cycle Route (B4477 Upgrade) to multi user pathway connecting into Eynsham development sites and highway infrastructure	5	5	5	5	3	2	1	3	3	4	4	3	42
20	Proposed upgrades the quality and attractiveness of National Cycle Network Route 5; running between Oxford and Woodstock via Bladon Roundabout	5	5	4	5	5	3	3	3	3	3	3	2	44
21	Multi user, off road pathway along the B4044 connecting Eynsham with Botley (and Oxford) via Swinford Bridge	5	4	3	3	5	2	2	3	3	3	5	3	40
22	Defining of the Windrush Bike Project offer and supporting the development of a local bicycling culture across the area (including cross selling recycled bikes)	4	3	4	3	5	4	5	3	4	3	3	3	44



Bike (or Multi User) symbol demarcation at regular intervals along the surface course of Pigeon House Lane between Church Hanborough and Freeland	5	3	3	5	5	4	2	3	3	3	4	3	43	
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## **Highway Access**

### RAG summary

			Ass	essn	nent	Crit	teria	1		Obj	ectiv	ves		
Ref	Workstream	1	2	3	4	5	6	7	1	2	3	4	5	Final Scoring
40	Multi Use Link Road from Regents Drive (west side of the railway stations) to Lower Road	5	3	3	5	4	3	5	4	4	5	5	5	51
41	Reconfiguration of Three Horses roundabout in the centre of Long Hanborough	5	4	4	4	5	3	5	3	4	5	5	4	51
42	Push back National Speed Limit (60MPH) along Swan Lane in the direction of Combe Mill	5	2	5	3	5	5	2	3	3	3	5	3	44
43	Hanborough Considerate Parking Campaign (located both at the station forecourt and through Long Hanborough (A4095)	3	4	5	5	2	5	2	4	3	3	3	3	42



44	Junction improvements along the A40 between Witney bypass and Eynsham roundabout (Part of the Science Transit 2 Scheme)	5	5	5	5	5	4	4	3	3	4	4	3	50
45	Dualling of the A40 between Witney and the proposed Park & Ride facility at Eynsham	5	5	5	5	5	2	5	3	3	3	3	3	47
46	Development of the West Eynsham Spine Road as part of the West Eynsham Development Area and proposed housing allocations	5	5	5	5	3	5	2	3	3	3	5	3	47
47	A feasibility study and appropriate design solution for improving accessibility for multiple users over the railway bridge (A4095) near Hanborough station	5	5	5	5	5	5	3	4	5	5	5	5	59
48	Enhanced lighting along the A4095 between Hanborough Station, Bladon Village and Long Hanborough (a subtle/ effective design solution)	4	3	3	4	5	3	5	3	5	3	5	3	46





## Local Public Transport

#### RAG summary

Ref	Workstream		Ass	essr	nent	Crit	teria			Obj	ecti	ves		Final
Kei	Workstream	1	2	3	4	5	6	7	1	2	3	4	5	Scoring
24	Upgrade of bus stop outside of Hanborough Rail Station to Premium standard (Installation of Real Time Passenger Information (RTPI) displays/shelter/seating	5	5	5	5	5	4	3	5	4	3	5	3	52
25	Park & Ride site development: Enhanced east-west connections and junction crossings by foot and by bike across the A4095/A44	5	5	5	5	4	2	5	3	5	5	5	2	51
26	Investment in a designated public transport interchange facility (Bus, CT, Taxi) at the proposed western access point to the station (scale to be agreed)	5	5	5	5	4	3	5	5	3	5	5	4	54
27	Consolidating/pump priming service for Stagecoach 233 bus service operating between Carterton and Woodstock via Hanborough (string settlements)	5	4	3	3	3	3	5	3	5	5	3	5	51



28	Introduction of designated Hanborough Station Liftshare Sub Group as part of the Oxfordshire Liftshare Licence	4	4	5	5	5	5	2	3	5	5	3	5	51
29	Bespoke DRT commuter initiative (Pick Me Up) serving rural hinterlands and proposed science park	5	3	5	5	3	5	3	3	5	5	4	5	51
30	Bespoke DRT tourism initiative operating on a seasonal /event basis across West Oxfordshire	5	4	5	5	5	5	1	3	5	3	5	5	51
31	Promotion of Community Bus Freeland (CT) through Cotswold Line Promotion Group (CLPG)	4	3	3	2	4	5	1	3	3	3	5	2	37
32	Rural Car Clubs being assigned through s106 within new developments across West Oxfordshire (including designated parking spaces at the station)	1	3	2	3	3	2	3	3	3	4	3	3	33
33	GWR Taxi Licence/Permit Scheme to regulate the use of bays and access to future custom at the station	4	4	3	5	4	5	1	4	3	3	4	5	45
34	Development of A40 Bus Priority Corridor eastbound from Eynsham P&R to Dukes Cut (Part of the Science Transit 2 Scheme)	5	5	5	5	5	4	2	3	1	2	3	3	43



35	Development of A40 Bus Priority Corridor westbound from Wolvercote Roundabout to Cassington traffic signals (Part of the Science Transit 2 Scheme)	5	5	5	5	5	4	2	3	1	2	3	3	43
36	Development of a Park & Ride facility (and roundabout access) on the A40 north of Eynsham (Part of the Science Transit 2 Package)	5	5	5	5	5	5	2	3	1	3	3	3	45
37	Quality Bus-Rail Partnership arrangement between GWR (TOC) and Stagecoach (BOC) for the coordination of train timetables and enhanced cross promotion	4	4	5	4	5	5	3	3	4	4	5	5	51
38	Enhanced S1,S2,S3 and S7 bus service frequencies between Oxford, Eynsham, Witney, Carterton and Woodstock (the latter extending to Chipping Norton)	5	5	5	5	5	5	3	3	2	3	3	3	47
39	Upgrading selected S1,S2,S3 bus stops to Premium standard (Installation of Real Time Passenger Information (RTPI) displays/shelter/seating	5	5	5	5	5	4	3	3	2	3	3	3	46





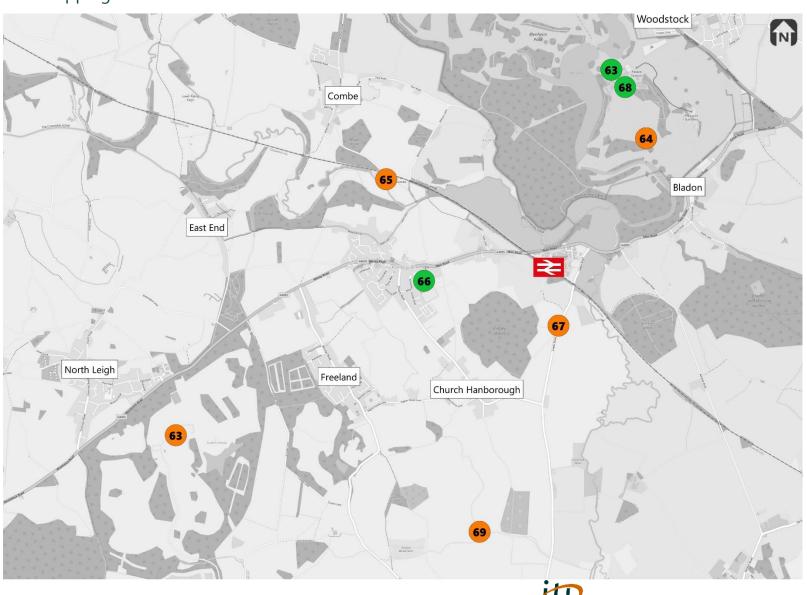
## Complementary Measures

#### RAG summary

Ref	Workstream		Ass	essn	nent	Crit	eria			Obj	ecti	ves		Final
Kei	Workstream	1	2	3	4	5	6	7	1	2	3	4	5	Scoring
63	Social media/website design support and updated Travel Plans for major trip attractors (including Event Management Plans (EMP's) for Blenheim Estate.	5	5	5	5	3	5	2	3	5	3	5	5	53
64	Cotswold Line Sponsorship and Involvement with the Festival of Festivals calendar and access arrangements for West Oxfordshire events and activities	4	3	3	4	3	5	2	3	4	3	4	5	43
65	241 Rail-Attraction tickets through Oxfordshire Card and subscription of GWR to the multi operator rover ticket	5	4	4	3	4	3	2	3	4	3	4	4	43



66	Community designed locality/visitor map and poster/publicity material cross promoting rail and delivered to new residential/commercial developments	4	5	5	4	4	5	4	3	5	5	3	5	52
67	Vehicle fleet driver awareness training (aggregate company transporting goods along Lower Road)	3	3	4	4	5	4	3	3	4	3	5	3	44
68	Development of robust travel plan conditions and delivery of travel plans for residential and commercial sites within the station catchment area (WODC)	5	5	5	4	3	5	4	3	5	5	3	5	52
69	Promotion of Attractions Working Group (AWG) to Local Attractions	4	5	5	5	5	5	3	3	3	3	3	5	49







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