



West Oxfordshire  
District Council

Hanborough Station  
Transport Infrastructure  
Study

Preferred Measures Report

September 2019



# Hanborough Station Transport Infrastructure Study

## Preferred Measures Report

Version 3-0

September 2019

Produced by:



For:



WEST OXFORDSHIRE  
DISTRICT COUNCIL

Contact:

Geoff Burrage

Integrated Transport Planning Ltd.  
6 Hay's Lane  
London Bridge  
London SE1 2HB  
UNITED KINGDOM

0203 300 1810  
burrage@itpworld.net  
www.itpworld.net



## Project Information Sheet

|                         |   |
|-------------------------|---|
| Client                  | West Oxfordshire District Council   |
| Project Code            | 2849  |
| Project Name            | Hanborough Station Transport Infrastructure Study   |
| Project Director        | Neil Taylor   |
| Project Manager         | Geoff Burrage   |
| Quality Manager         | Neil Taylor   |
| Additional Team Members | Sandy Moller, Lewis McAuliffe   |
| Sub-Consultants         | N/A   |
| Start Date              | 2 <sup>nd</sup> March 2019  |
| File Location           | F:\2800-2899\2849 Hanborough Station Transport Infrastructure Study\Project Files\Stage 3 |

## Document Control Sheet

| Ver. | Project Folder    | Description                 | Prep. | Rev. | App. | Date       |
|------|-------------------|-----------------------------|-------|------|------|------------|
| V3-0 | F:\2800-2899\2849 | Final                       | SM    | GB   | NT   | 30/09/2019 |
| V2-0 | F:\2800-2899\2849 | Final for OCC review        | SM    | GB   | NT   | 13/09/2019 |
| V1-1 | F:\2800-2899\2849 | Final draft for WODC review | SM    | GB   | NT   | 28/08/2019 |
| V1-0 | F:\2800-2899\2849 | Final draft for WODC review | SM    | GB   | NT   | 01/08/2019 |

## Notice

This report has been prepared for West Oxfordshire District Council in accordance with the terms and conditions of appointment. Integrated Transport Planning Ltd cannot accept any responsibility for any use of or reliance on the contents of this report by any third party.

## Table of Contents

|   |    |
|---|----|
| 1. Introduction.....                                      | 1  |
| 2. Identification of measures.....                        | 2  |
| 3. Assessing the Measures .....                           | 5  |
| Prioritisation of measures .....                          | 5  |
| 4. Identified priority measures .....                     | 13 |
| Railway network & services justification .....            | 14 |
| Station facilities & site improvements justification..... | 17 |
| Active travel justification .....                         | 19 |
| Highway access justification .....                        | 21 |
| Local public transport justification .....                | 22 |
| Complementary measures justification .....                | 25 |
| 5. Conclusion.....  | 27 |

## Appendices

Appendix A: Prioritisation Matrix

Appendix B: RAG summary and mapping

## List of Tables

|   |    |
|---|----|
| Table 3-1: Assessment Criteria and scoring rationale.....   | 6  |
| Table 3-2: Objectives and scoring rationale.....            | 10 |
| Table 3-3: Effectiveness gauge.....                         | 11 |
| Table 3-4: Completed Rail Network & Services measures ..... | 12 |
| Table 4-1: Final scoring (RAG).....                         | 13 |

## List of Figures

|   |   |
|---|---|
| Figure 2-1: Indicative Strategic Corridor Improvement (Station Catchment Area)..... | 4 |
|---|---|

# 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

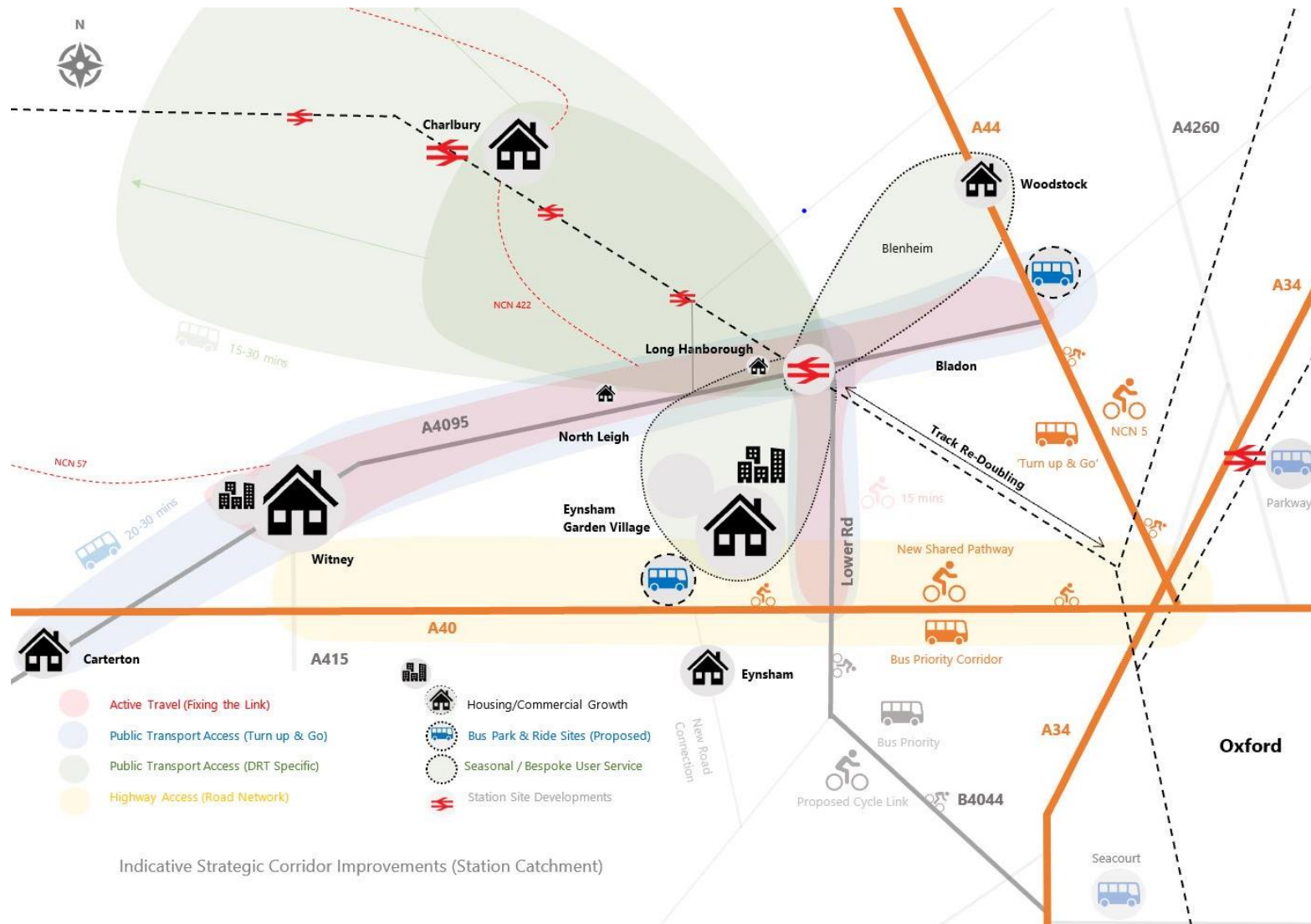
- 2.1 A long list of measures has been compiled over the course of the study based on the primary and secondary research undertaken to date, including policy documents and stakeholder engagement. This culminated in the development of an initial ‘menu’ of measures across the six ‘streams’ as identified in Stage One, which was augmented during stakeholder workshops in Stage Two.
- 2.2 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.
- 2.3 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.

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





## 3. Assessing the Measures

### Prioritisation of measures

- 3.1 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.
- 3.2 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*

- 3.4 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**

| <b>No.</b> | <b>Assessment Criteria</b>  | <b>Scoring</b>   |
|------------|---|--|
| 1          | <p>Has it worked? (i.e. Best Practice and examples of delivery)</p> <p>This criterion assesses the extent to which each individual measure presents an element of 'risk' based on scores of 1-5</p> | <ul style="list-style-type: none"> <li>1) No known test case (nationally/elsewhere)</li> <li>2) Known test case (nationally/elsewhere) but poor success/not proven fully</li> <li>3) Known test case (nationally/elsewhere) with evidence suggesting the approach works in principle</li> <li>4) As 3 but with local evidence that the approach has been tested but lacks full monitoring base</li> <li>5) As 4 but with firm local evidence/robust monitoring that the measure has worked</li> </ul>  |
| 2          | <p>Can it work here? (Local applicability)</p> <p>This criterion assess the extent to which the measure is deliverable or relevant in the local area based on scores of 1 - 5:</p>                  | <ul style="list-style-type: none"> <li>1) Not suitable for consideration/relevant (reasons given in Evidence/Commentary column of Matrix Tool)</li> <li>2) Consideration possible in longer term (i.e. dependent on government policy/ wider intervention)</li> <li>3) Worthy of consideration for the station or across the catchment area (no reason to exclude)</li> <li>4) On basis of evidence (regional/best practice) there is a strong fit to the station/catchment area</li> <li>5) On basis of evidence (as above plus local) there is a strong fit to the station/catchment area</li> </ul> |

| No. | Assessment Criteria   | Scoring   |
|-----|---|---|
| 3   | <p>Can it be delivered here?<br/>(Technical application)</p> <p>This criterion looks forward to assessing whether the intervention can physically be provided and to the required/aspired specification based on scores 1 – 5:</p>                                    | <ol style="list-style-type: none"> <li>1) No/very limited ability to physically deliver this intervention (Cost is not a determinant)</li> <li>2) Consideration possible in longer term but requires other strategic interventions to be in place</li> <li>3) Ability to deliver the intervention technically but further work/feasibility is required</li> <li>4) On basis of national evidence, strong fit in terms of technical deliverability</li> <li>5) On basis of national and local evidence strong fit in terms of technical deliverability</li> </ol>  |
| 4   | <p>Can it be delivered here?<br/>(Organisationally)</p> <p>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:</p> | <ol style="list-style-type: none"> <li>1) No/very limited ability to deliver this intervention based on the local authority and its partners</li> <li>2) Consideration possible in longer term but requires other strategic interventions to be put in place (organisation change, revised partnership arrangements)</li> <li>3) Ability to deliver the intervention taking account of key stakeholder/organisational/third party barriers</li> <li>4) On basis of national evidence, strong fit in terms of organisational deliverable</li> <li>5) On basis of national and local evidence strong fit in terms of organisational deliverability</li> </ol> |

| No. | Assessment Criteria   | Scoring   |
|-----|---|---|
| 5   | <p>Can it be delivered here?<br/>(Public acceptability)</p> <p>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:</p> | <ol style="list-style-type: none"> <li>1) Strong public resistance and negativity likely</li> <li>2) May be some initial hesitation and resistance especially if approached insensitively</li> <li>3) Public view likely to be neutral with limited confrontation/knowledge on the subject</li> <li>4) Healthy level of public support based on sound awareness of issue nationally and locally</li> <li>5) Healthy level of support based on local awareness/behaviour and past/current trends in attitude</li> </ol>                          |
| 6   | <p>Can it be delivered here?<br/>(Affordability/Fundability)</p> <p>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:</p>        | <ol style="list-style-type: none"> <li>1) Cost prohibits consideration of measure/would be poor value for money</li> <li>2) Significant cost likely to prohibit measure unless heavy external funding and/or cost reduction</li> <li>3) Realistic to fund depending on funding applications/resource pool &amp; other determinants</li> <li>4) Relatively cost effective and within financial scope on a limited/agreed number of partners</li> <li>5) Cost effective measure that can be identifiable resourced with maximum impact</li> </ol> |
| 7   | Effectiveness Gauge   | <ol style="list-style-type: none"> <li>1) Intervention will be of benefit to a very specific target group/location and/or less that</li> </ol>  |

| No. | Assessment Criteria  | Scoring  |
|-----|--|--|
|     | <p>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.</p> | <p>5% of the population. Example - Blue Badge parking, specific Dial A Ride service improvement, very localised publicity programme etc.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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).</p> |

*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 | <ul style="list-style-type: none"> <li>1) Intervention will have a highly negative impact on the objective in question</li> <li>2) Intervention will have a negative impact on the objective in question</li> <li>3) Intervention will have a neutral or limited impact towards meeting the objective in question</li> <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 meeting the objective in question</li> </ul> |
| 2   | <b>Modal shift:</b> To stimulate modal shift and unlock suppressed demand for sustainable travel whilst thinking smartly around car-based access/ technology           |  |
| 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  |  |
| 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  |  |
| 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               |  |

*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

| <b>Score</b> | <b>Rationale</b>  |
|--------------|---|
| 1            | Intervention will be of benefit to a very specific target group/location and/or less than 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**

| <b>Measure</b>   | <b>Completed</b> | <b>Description</b>   |
|--|------------------|--|
| 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

- 4.1 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).
- 4.2 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.
- 4.3 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)   | <b>RED</b>   |
| Scores between <b>41-50</b> (can be considered for implementation but may need additional support / development to have a full impact) | <b>AMBER</b> |
| Scores between <b>51-60</b> (priority measures)  | <b>GREEN</b> |

- 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).
- 4.8 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.
- 4.10 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 bus-based P&R services.

- 4.12 The upgrade to the rail infrastructure (track re-doubling) will also help futureproof 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*

- 4.14 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*

- 4.15 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*

4.19 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.

4.20 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*

- 4.25 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

4.29 The location of these measures fit within the strategic investment corridor illustrated in Figure 2-1. This 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.

4.31 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.

4.32 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.

- 4.35 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*

4.40 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*

4.42 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

4.45 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*

4.46 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*

4.48 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*

- 4.52 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.
- 4.54 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.
- 4.57 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 preceded by the work of local designers who can produce printed materials for distribution or upload on a virtual platform.
- 4.65 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.
- 5.2 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.
- 5.3 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 prioritisation 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 coordinated fashion.

This is a live dashboard, designed to be amended over time and used to help with making targeted decisions through a process of continuous 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 priorities 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 perpetuity 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 ultimately 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 recommended that assessments are made periodically and with all measures included to help with alignment in decision making. For example, there may be 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 maintenance to coincide 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 priority 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 prioritisation 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 consistency with previous workstages, measures have been broken 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                   |

\* Equalities and inclusion are an embedded part of the workstreams rather than a theme that is addressed in isolation

### 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   |
|--------------------|---|
| <b>Behavioural</b> | Covering behaviour-based, promotion, information, publicity and other similar interventions. These are normally associated with smarter choices-style approaches, but practically every intervention theme will have a 'softer' dimension needed to support it. |
| <b>Operational</b> | Covering spatial planning, transport policy, guidance and other governance tools, including technological interventions and management of site / area based provision and services. These are not usually tangible but are a mechanism for change.              |
| <b>Physical</b>    | Covering all forms of infrastructure approached ranging from inclusive mobility provision 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 assesses the extent to which the measure is deliverable or relevant in the local area based on scores of 1 - 5:

|   |   |
|---|---|
| 1 | Not suitable for consideration/relevant (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 hesitation 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:

| <b>Outline Objectives</b>                    |   |
|--|---|
| <b>Objective 1: Station Environs</b>         | To enhance the dwell time experience and the quality of on-site station facilities to improve passenger satisfaction/meet users' expectations |
| <b>Objective 2: Modal Shift</b>              | To stimulate modal shift and unlock suppressed demand for sustainable travel whilst thinking 'smartly' around car based access/ technology    |
| <b>Objective 3: Facilitating Development</b> | To facilitate the delivery of new development by providing new or enhanced transport links between the station and development sites          |
| <b>Objective 4: 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    |
| <b>Objective 5: Demand Management</b>        | 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 | Intervention will be of benefit to a very specific target group /location and/or less than 5% of the population |
|---|---|

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

### 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 adjacent 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 between 12-40 (not recommended as a priority measure)   | <b>RED</b>   |
| Scores between 41-50 (can be considered for implementation but may need additional support/development to have a full impact ) | <b>AMBER</b> |
| Scores between 50-60 (a priority measure)  | <b>GREEN</b> |

### 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.

|          |                    |   |
|----------|--------------------|---|
| <b>A</b> | <b>2016 - 2020</b> | <b>Managing Current Travel Demand</b>         |
| <b>B</b> | <b>2021 - 2025</b> | <b>Frontloading Travel Demand Management</b>  |
| <b>C</b> | <b>2026 - 2031</b> | <b>Futureproofing Patronage Demand Growth</b> |

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 continuous liaison 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 responsibility for two tiers of activity;

- Conventional adoption activities (small scale community led) e.g station aesthetics, 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 Neighbourhood 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 determinant 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 identified, as detailed below; ranging from those that would cover station specific 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 likelihood 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 benefits 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.

| FUNDING 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 maintenance 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 | Commercial 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          | Small scale pockets of funding for 'social value' projects (local need) | 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 commissioned Railbus (as the case of access to Kingham station) |
| Strategic Rail Investment e.g Department for Transport via the TOC (GWR)                  | Different scales of funding for streams led by DfT or the TOC           | 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 priorities 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 determining; 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 recommended that the criteria weightings 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 received through the study.

| SCORING WEIGHTINGS                                    |   |
|---|---|
| Key Questions   | Explanation   |
| Has it worked? (Best Practice or examples of deliver) | 125% 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)               | 125% weighting on basis of professional, yet subjective judgement of its viability for the given location                                 |
| Can it be delivered here? (Technical application)     | 100% 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)          | 100% 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?)     | 100% 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         | 100% weighting due to importance placed on quality of passenger experience and expectations to using Hanborough Station                    |
| Objective 2: Modal Shift              | 125% weighting due to the propensity for unlocking suppressed demand for active travel and public transport journeys locally.              |
| Objective 3: Facilitating Development | 150% weighting reflects the priority/issues attached to services and station site for meeting alternative user needs relative to commuting |
| Objective 4: Local Connectivity       | 100% 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      |









# Appendix B

## RAG Prioritisation Tables and Mapping

## Railway Network and Services

### RAG summary

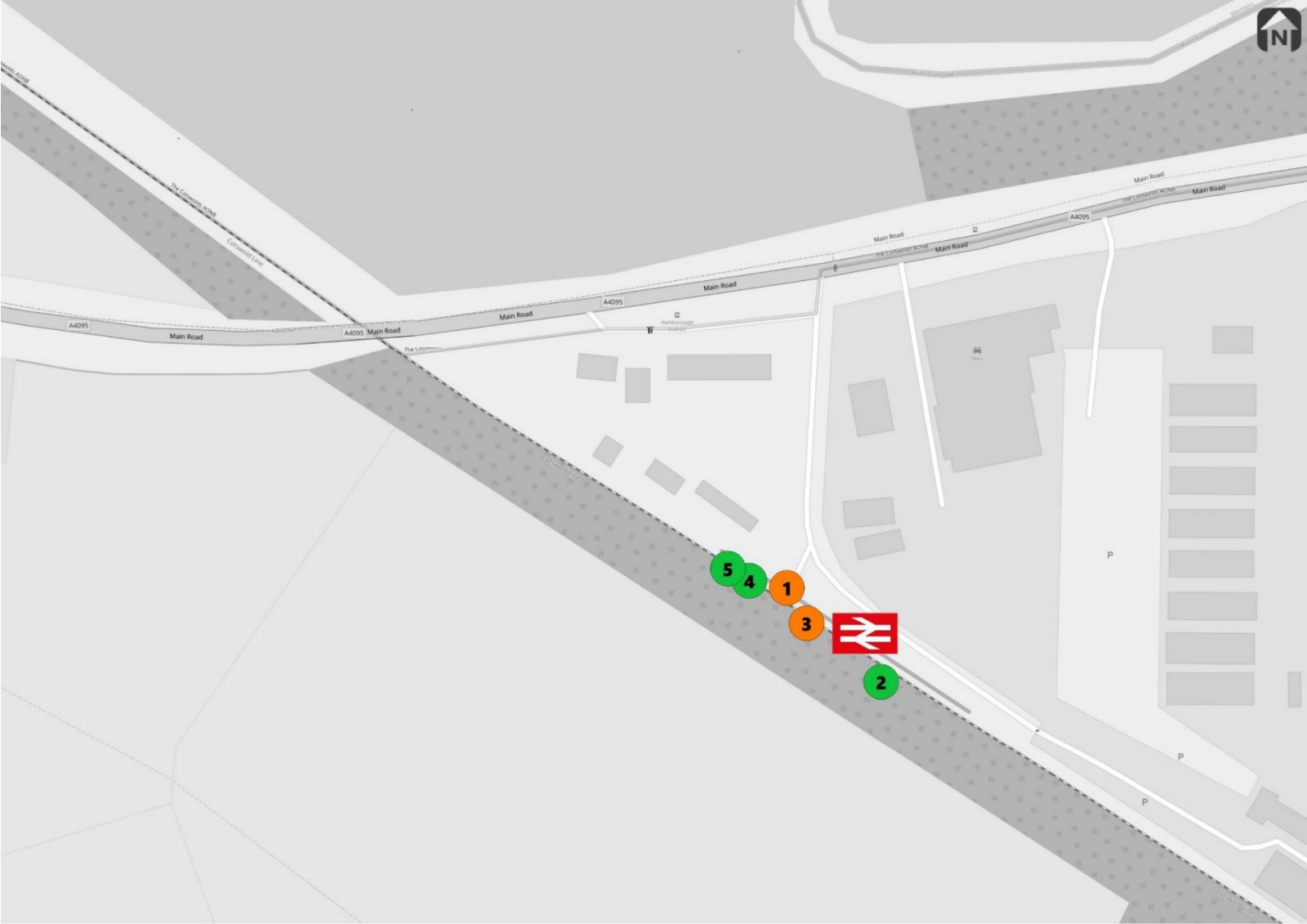
NB reference numbers relate to the measure ID from the prioritisation matrix tool (Appendix A)

| Ref | Workstream  | Assessment Criteria |   |   |   |   |   |   | Objectives |   |   |   |   | Final Scoring |
|-----|---|---------------------|---|---|---|---|---|---|------------|---|---|---|---|---------------|
|     |   | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 1          | 2 | 3 | 4 | 5 |               |
| 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 |



### Spatial Mapping



## Station Facilities & Site Improvements

### RAG summary

NB reference numbers relate to the measure ID from the prioritisation matrix tool (Appendix A)

| Ref | Workstream  | Assessment Criteria |   |   |   |   |   |   | Objectives |   |   |   |   | Final Scoring |
|-----|---|---------------------|---|---|---|---|---|---|------------|---|---|---|---|---------------|
|     |   | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 1          | 2 | 3 | 4 | 5 |               |
| 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 |





### Spatial mapping



## Active Travel

### RAG summary

NB reference numbers relate to the measure ID from the prioritisation matrix tool (Appendix A)

| Ref | Workstream  | Assessment Criteria |   |   |   |   |   |   | Outline Objectives |   |   |   |   | Final Scoring |
|-----|---|---------------------|---|---|---|---|---|---|--------------------|---|---|---|---|---------------|
|     |   | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 1                  | 2 | 3 | 4 | 5 |               |
| 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            |

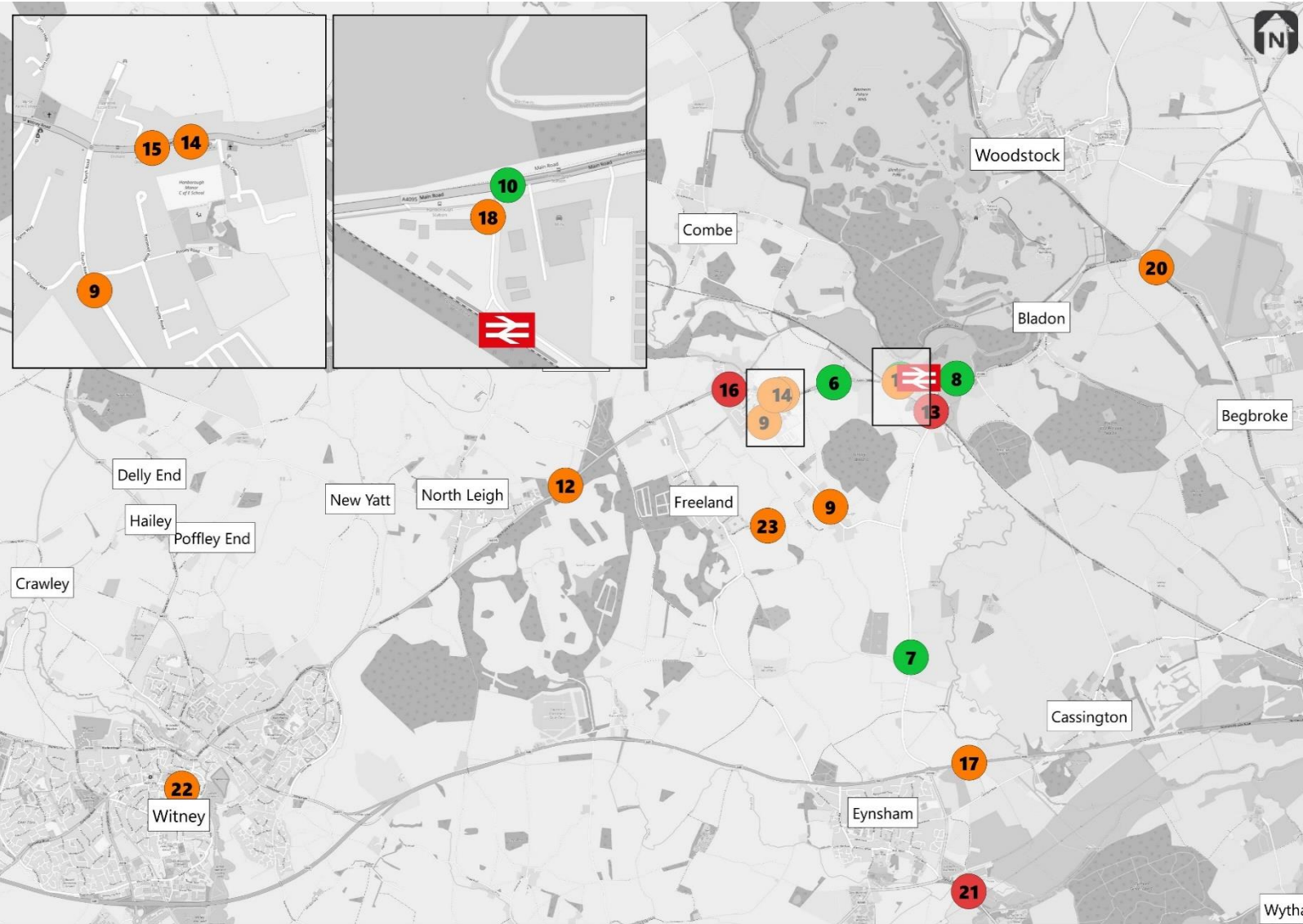
|    |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 10 | Upgrading signalised crossing outside the station site (A4095) from a Puffin to a Toucan crossing to cater for a range of prospective users             | 5 | 5 | 5 | 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 |

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 23 | 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 |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|



### Spatial mapping



## Highway Access

### RAG summary

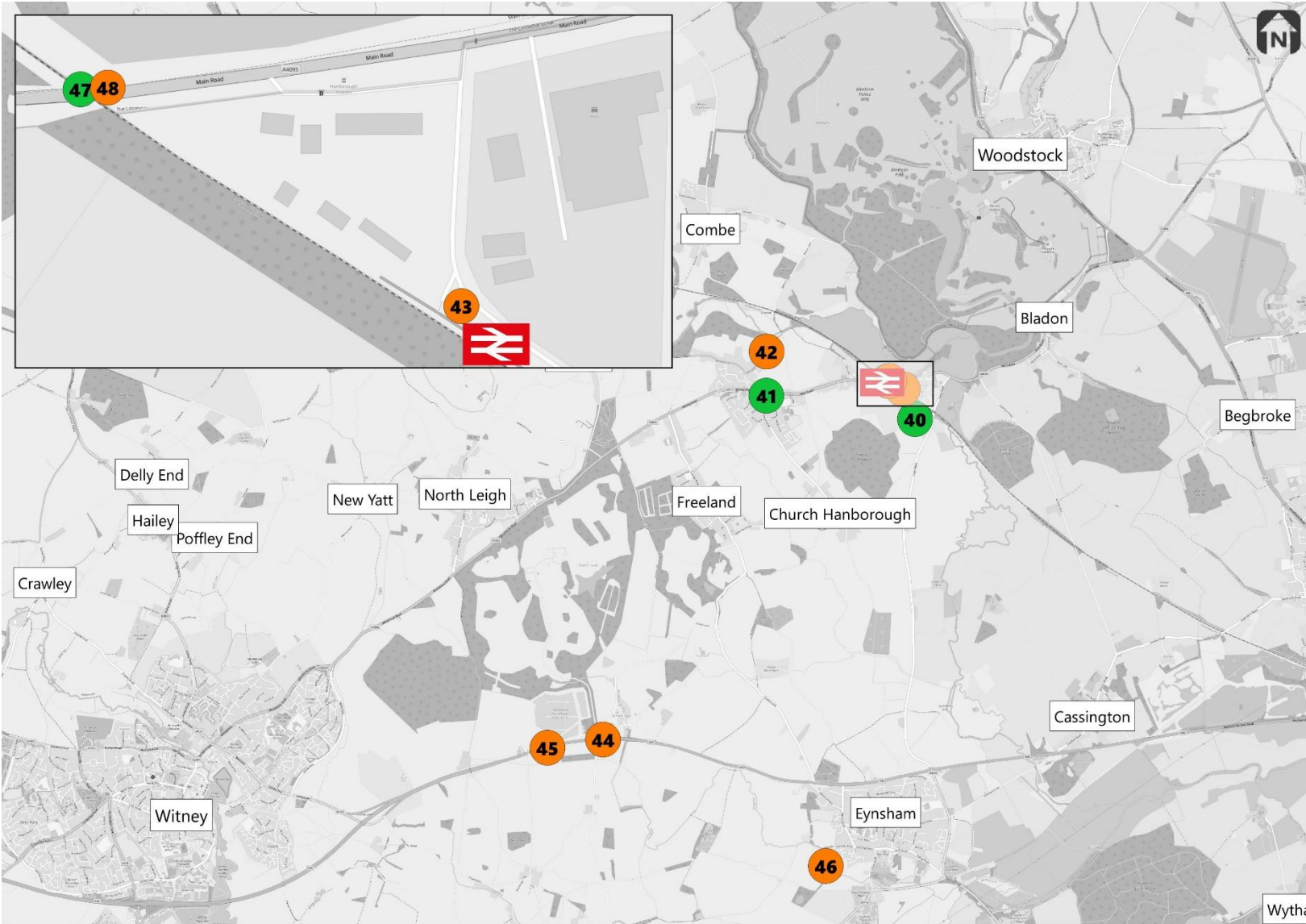
NB reference numbers relate to the measure ID from the prioritisation matrix tool (Appendix A)

| Ref | Workstream  | Assessment Criteria |   |   |   |   |   |   | Objectives |   |   |   |   | Final Scoring |
|-----|---|---------------------|---|---|---|---|---|---|------------|---|---|---|---|---------------|
|     |   | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 1          | 2 | 3 | 4 | 5 |               |
| 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 |



### Spatial mapping



## Local Public Transport

### RAG summary

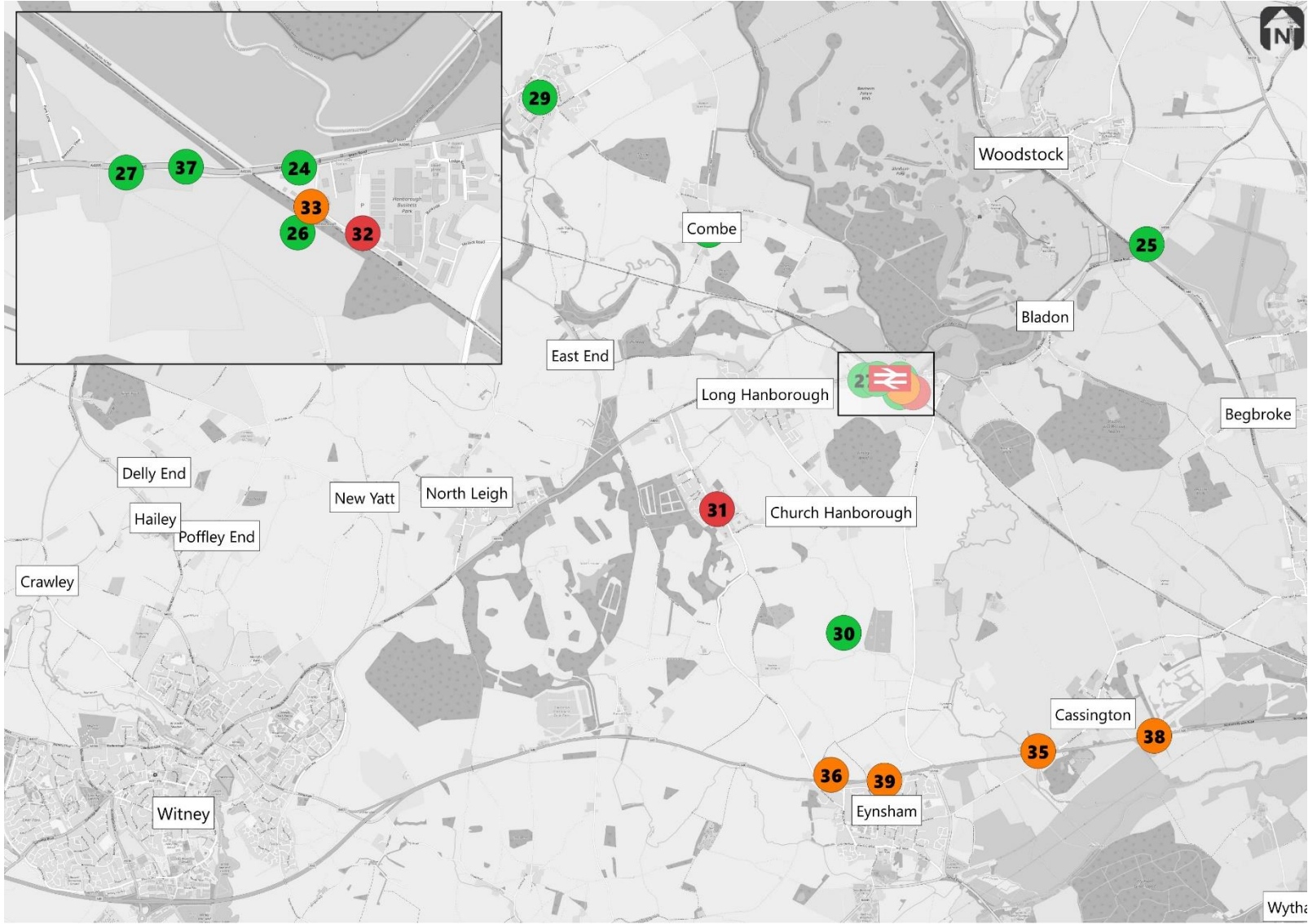
NB reference numbers relate to the measure ID from the prioritisation matrix tool (Appendix A)

| Ref | Workstream   | Assessment Criteria |   |   |   |   |   |   | Objectives |   |   |   |   | Final Scoring |
|-----|--|---------------------|---|---|---|---|---|---|------------|---|---|---|---|---------------|
|     |  | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 1          | 2 | 3 | 4 | 5 |               |
| 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 |

### Spatial mapping



## Complementary Measures

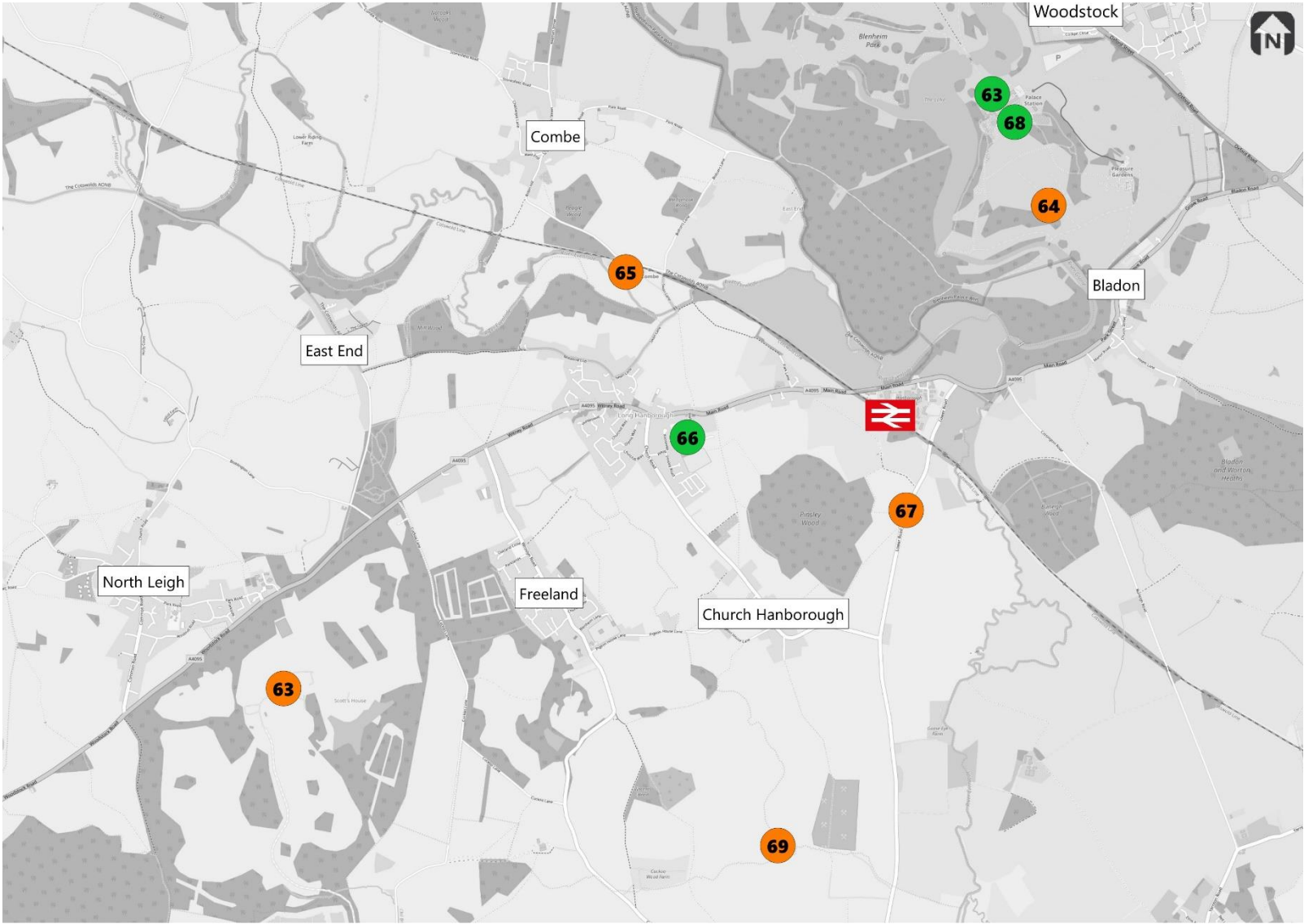
### RAG summary

NB reference numbers relate to the measure ID from the prioritisation matrix tool (Appendix A)

| Ref | Workstream  | Assessment Criteria |   |   |   |   |   |   | Objectives |   |   |   |   | Final Scoring |
|-----|---|---------------------|---|---|---|---|---|---|------------|---|---|---|---|---------------|
|     |   | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 1          | 2 | 3 | 4 | 5 |               |
| 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 |

### Spatial mapping







Integrated Transport Planning Ltd  
Charles House  
148 Great Charles Street  
**Birmingham**  
B3 3HT UK  
+44 (0)121 285 7301

Integrated Transport Planning Ltd  
Castlemead  
Lower Castle Street  
**Bristol**  
BS1 3AG UK  
+44 (0)117 917 5155

Integrated Transport Planning Ltd  
6 Hay's Lane  
London Bridge  
**London**  
SE1 2HB UK  
+44 (0)203 300 1810

Integrated Transport Planning Ltd  
50 North Thirteenth Street  
**Milton Keynes**  
MK9 3BP UK  
+44 (0)1908 259 718

Integrated Transport Planning Ltd  
32a Stoney Street  
**Nottingham**  
NG1 1LL UK  
+44 (0)115 988 6905

[www.itpworld.net](http://www.itpworld.net)

