



West Oxfordshire
District Council

Hanborough Station
Transport Infrastructure
Study

Phasing & Funding Report

September 2019



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1. Introduction

- 1.1 This report is the output from Stage Four of the Hanborough station transport infrastructure study. It builds upon previous deliverables prepared following stages one to three of the study to provide a clear timeline of how the priority measures identified in Stage 3 could be phased over the remaining Local Plan Period to 2031. This includes describing ways in which they could also be funded and the potential mechanisms for delivery.
- 1.2 Section five of this report also outlines the role a Station Travel Plan (STP) could play in helping to work towards, and achieve, the headline vision and outline objectives identified in this study.
- 1.3 The core objectives of this report are to:
 - Identify and recommend funding channels for financing priority measures
 - Indicate which stakeholders could help to deliver priority measures
 - Establish a clear picture of when measures could be introduced
 - Discuss the delivery mechanisms and role of a Station Travel Plan (STP)
 - Set out a roadmap for delivering measures, with assigned funding, over the course of the Local Plan Period to 2031.

2. Funding sources

- 2.1 Funding is a determining factor as to whether the identified priority measures can be delivered. The availability, scale and type of funding is likely to ebb and flow over time as local and national circumstances change. This makes it challenging to accurately prescribe a particular funding source over a long period of time.
- 2.2 The type and scale of measures in question (e.g. capital vs. revenue), as well as the likely beneficiaries of the investment, will influence the ability to access funding. Consequently, a variety of different funding sources have been identified to avoid developing a dependency on a single source (especially development contributions secured through Community Infrastructure Levy, or Section 106) for resourcing the priority measures in the strategy.
- 2.3 Funding applications that attract match funding are usually looked upon favourably, especially if the priority measures are likely to bring about mutual benefits to several partners and evidence of partnership working to deliver a scheme can be demonstrated.
- 2.4 On this basis, a series of generic funding 'pots' have been identified (Table 2-1); ranging from those that would be applicable to station specific measures as well as those suited to funding measures across the station catchment area. A description of the funding pot and an example in each case has also been provided.

Table 2-1 Anticipated funding sources

	Indicative Funding Pot	Description	Example
1	Internal Local Authority (Department) Budgets e.g. Integrated Transport Unit	Sourced through every day running public service costs (i.e. taxation)	Highway maintenance program delivered periodically (per area)
2	National Government Periodic Funding e.g. Department for Transport (DfT)	Competitive funding rounds per stream. Sometimes spontaneous	LEP Growth Fund, Housing Infrastructure Fund (HIF), DfT Cycle Safety Fund
3	Section 106 or Community Infrastructure Levy (CIL) Developer Contributions	Monies derived from developers as agreed in planning obligations	Resourcing highway upgrades, such as cycle lane provision, on access roads

	Indicative Funding Pot	Description	Example
4	Individual Organisation Contributions /Investment (Commercial Bus Operator)	Commercial decision to invest resources into improving offering	Development of Travel Plan for staff / visitors of the Blenheim Estate
5	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
6	Parish Council & Local Grant/Trust Funding e.g. Biffa Grant Scheme	Small scale pockets of funding for 'social value' projects (local need)	Community noticeboard and Considerate Parking Campaigns
7	Community Rail Grants & Small Scale Funding e.g. 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)
8	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) & DfT Cycle-Rail Fund

Deployment packages

- 2.5 The deployment packages, listed in Table 2-2 refer to the ways that the identified priority measures can be delivered, relative to their scale and complexity. They recognise that multiple agencies and actors will need to take responsibility for helping to leverage resources and bring them to fruition.
- 2.6 Organisations that associate with each of the deployment packages, are expected to be active in securing funding and guiding the process of implementing their respective measure over time. Whilst infrastructure delivery is a key focus for certain actors, and will play a large part in realising the vision for the station, this can be complemented by the work of other people whose remit will be focusing on leveraging other priority measures.

Table 2-2 Deployment packages

Deployment Packages	Description
Infrastructure Delivery (ID)	<p>The development of tangible, strategically important measures, typically 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.</p>
Station Adoption Plus (SAP)	<p>The development of scaleable, smaller-scale measures associated within 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:</p> <ul style="list-style-type: none"> • Conventional adoption activities (small scale community led) e.g. station aesthetics, on site wayfinding • High level strategic activities (linked to Infrastructure delivery and Cotswold Line Taskforce activity) e.g. electric vehicle bays
Targeted Travel Support (TTS)	<p>The development of typically 'softer' measures across the station catchment area linked to local travel planning activity and delivered/funded through set planning obligations and local planning and transport authority budgets. There is usually some ongoing management and costs/maintenance associated with delivery.</p>

3. Approach to phasing

3.1 Three delivery phases have been identified to help ‘package’ the priority measures identified in Stage 3 of this study and are summarised in Table 3-1.

Table 3-1 Delivery phases

Delivery phase	Period	Description
Managing current travel demand	2015-2020	Working within a ‘current scenario’ to better cater for current levels of patronage / passenger demands and expectations. It realistically anticipates incremental near term changes and improvements.
Investing for greater travel demand	2021-2025	Delivering measures which cater for increasing demand for rail travel (as a result of growth) and passenger expectations for accessing the station. It requires investment to align with key ‘pivot points’.
Future-proofing passenger demand	2026-2031	Putting in place further measures to manage longer-term rises in demand to fulfil the station’s future role as an established interchange/hub station on a dualled line that links Oxford and the Cotswolds.

3.2 We recognise that priority measures may be liable to change over time. They are likely to be subject to the delivery of housing and commercial developments across the station catchment area, and the funding and delivery of proposed rail network improvements; particularly double-tracking the line from Oxford.

3.3 Notwithstanding this, careful consideration has been given to the opportunities to align and combine proposed measures to maximise their impact within each delivery phase. This has been reflected upon in the prioritisation matrix (found in Appendix A of the Stage 3 report).

3.4 The delivery phases have been influenced by a number of ‘pivot points’ identified over the course of the study. These are key landmark dates and decisions relating primarily to improvements proposed to the rail network and services along the Cotswold Line, as well as the status of emerging developments. These points in time will have a marked effect on local movement and travel dynamics. They will ultimately influence the scale, timing and coordination of future investment (priority measures) across the station catchment area over time. These ‘pivot points’ are defined in Table 3-2.

Table 3-2: Identified 'Pivot Points'

Pivot Points	Timescale	Description
Enhanced Frequency	2020-2021	Proposals for frontloading 2 trains-per-hour as part of December 2019 timetable changes for boosting off-peak services.
GWR Franchise	2022-2024	Extension to current franchise or re-tendering will have an impact on release of funding and project delivery.
Track Re-doubling	2024-2025	Improved journey times resulting from track re-doubling, will boost demand for rail and the need for enhanced access to Hanborough station.
Emerging Developments	2019-2031	Incremental but volume growth in housing sites within the station catchment adding to network demand.
Hanborough Shuttle	2030-2031	Proposed 4 trains-per-hour service will be an attractive proposition and may lead to patronage capture across a wider area; intercepting car-based trips into Oxford.

3.5 The remainder of this section sets out, by delivery phase, the priority measures, potential funding sources and associated deployment packages. This is intended as a guide that will help focus subsequent development of business cases for funding. The reference numbers (ref) in the following tables can be cross referenced to Appendix A in the Stage 3 report.

Managing current travel demand (2015-2020)

- 3.6 The type of measures under this phase will seek to unlock opportunities for accessing the station more sustainably, whilst enhancing the waiting experience and quality of interchange to a standard similar to other stations along the Cotswold Line and along parallel rail corridors.
- 3.7 It emphasises the measures that can easily be delivered to address known issues / challenges / opportunities, as expressed by local stakeholders, and highlights where greatest propensity and local traction to deliver priority measures exists. Complimentary measures; such as a locality guide, travel plan support and a designated station car sharing group; harness existing local skills, knowledge and resources to influence travel choices for current (and future) residents and rail users.
- 3.8 In many ways, this phase helps to foster a culture of collaboration which will be instrumental for aiding the delivery of priority measures under the proceeding delivery

phase. For example, the issue of rail-bus timetable coordination and cross promotion could be remediated through a quality partnership between bus and rail operating companies mediated by the Station Adoption Plus (SAP) actors.

- 3.9 The only measures categorised as Infrastructure Delivery (ID) are targeted 'low risk' upgrades to ensure existing facilities meet baseline standards that accord with the expectations of rail users, and the local population.
- 3.10 The potential for additional off-peak rail services to coincide with the December 2019 timetable changes, would enhance the rail offer for visitors and tourists (notably to Blenheim Palace) whilst facilitating greater flexibility to prospective rail users travelling into Oxford outside of conventional morning and evening peak periods.
- 3.11 The delivery of effective Travel Plan conditions, is a key precursor to this delivery phase and will involve being proactive to set design standards and 'normalise' a culture of sustainable travel across the station catchment area. The technicalities and requirements of this need would need to be agreed in advance of the planning conditions for development sites that are in the process of being considered.

Table 3-3 Managing Current Travel Demand (2015-2020)

Ref	Measure	Deployment		Funding Pot								
		Workstream	Package	1	2	3	4	5	6	7	8	
4	Delivery of two train per hour off-peak rail services (Dec 2019) along the Cotswold Line stopping at Hanborough to complement the higher frequency peak period services	Rail Network & Services	SAP				x					x
6	Multi user pathway upgrades along (A4095) between Witney & Hanborough Station; including removal of 'dog leg' at North Leigh	Active Travel	ID	X		X			X			
10	Upgrading signalised crossing outside the station site (A4095) from a Puffin to a Toucan or Pegasus crossing to cater for a range of prospective users	Active Travel	ID	X								
24	Upgrade of bus stop outside of Hanborough Rail Station to Premium standard - Installation of Real Time Passenger Information (RTPI) displays/shelter/seating	Local Public Transport (inc. DRT)	ID	X		X						X
28	Introduction of designated Hanborough Station Car Sharing group – potentially as part of the Oxfordshire Liftshare Licence	Local Public Transport (inc. DRT)	TTS	x								x
37	Quality Bus-Rail Partnership arrangement between GWR (TOC) and Stagecoach (BOC) for the coordination of train timetables and	Local Public Transport (inc. DRT)	TTS				X					

Ref	Measure	Deployment		Funding Pot								
	enhanced cross promotion											
56	Introduction of Bainton Bikes Dockless bike hire scheme at the station alongside major trip attractors locally (includes partnerships with local pubs etc)	Station Facilities & Site Developments	SAP				X					
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	Station Facilities & Site Developments	SAP	X				X	X	X	X	
69	Development of robust Travel Plan conditions and delivery of travel plans for residential and commercial sites within the station catchment area (WODC)	Complementary Measures	TTS	X							X	X
63	Social media/website design support and updated Travel Plans for major trip attractors (including Event Management Plans (EMP's) for Blenheim Estate.	Complementary Measures	TTS	x			x				x	
66	Community designed locality/visitor map and poster/publicity material cross promoting rail and delivered to new residential/commercial developments	Complementary Measures	SAP			x		x	x	x		

Frontloading travel demand management (2021-2025)

- 3.13 The priority measures packaged under this phase seek to enhance the environment at the station and improve connections to communities in the station catchment area ahead of/in-line with emerging population growth.
- 3.14 This is the time in which larger scale, major capital schemes should start to take place to coincide with monies derived from developer contributions and detailing planning and phasing of new housing and major transport schemes taking place across Oxfordshire, such as the Science Transit 2 Scheme.
- 3.15 This delivery phase focuses on the completion of a 'T' shaped active travel network that will connect major development at Eynsham (Cotswold Garden Village and West Eynsham Strategic Development Area), Witney and Bladon/Woodstock through the provision of new multi user pathways funded by developer contributions and in partnership with the main local landowner, the Blenheim Estate. This includes following up the feasibility study for a multi user bridge over the railway line near Hanborough station to help improve the safety and feasibility of shorter journeys in the local area to be made on foot or by bike.
- 3.16 The start of a new rail franchise period, estimated 2021-2022, will inevitably result in the Train Operating Company (TOC) being proactive in investing funding and meeting franchise obligations. This will help drive momentum behind bigger capital schemes and the phased roll-out of rail investments; providing these are effectively highlighted.
- 3.17 These will need to be co-ordinated on site. This phase therefore places emphasis on developing a masterplan to bind together proposals for a revised station forecourt and interchange area alongside additional cycle parking to significantly upgrade the quality of the station environs in advance of anticipated future increases in rail patronage for trips to/from the station.
- 3.18 This is also expected to be an appropriate time in which to explore Demand Responsive Transport (DRT) options. A commuter service may be particularly attractive for improving connections to/from the station in the event that parking pressures continue to mount at the station. A seasonal operation could serve local attractions.
- 3.19 Reconfiguring the Three Horses roundabout to enhance overall perceptions, and actual levels of safety and public realm quality, would complete the proposed improvements along the A4095. This is in light of the increased traffic that could be anticipated along the corridor in the short term (building works along the A40 may increase the volume of local through traffic) and longer term (new residents to the area).

Table 3-4 Frontloading Travel Demand Management (2021-2025)

Ref	Measure	Deployment		Funding Pot								
		Workstream	Package	1	2	3	4	5	6	7	8	
7	Multi user pathway along Lower Road; connecting proposed crossing points over the A40 (towards Eynsham) with Garden Village and Hanborough	Active Travel	ID		x	x						
8	Multi user pathway running parallel to the A4095; connecting Hanborough station with Bladon & Woodstock and NCN 442 and NCN 5.	Active Travel	ID		x	x						
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)	Local Public Transport (Inc. DRT)	ID	x	x							x
27	Consolidating/pump priming service for Stagecoach 233 bus service operating between Carterton and Woodstock via Hanborough (string settlements)	Local Public Transport (Inc. DRT)	TTS	x		x	x				x	
29	Bespoke DRT commuter initiative (Pick Me Up) serving rural hinterlands and proposed science park	Local Public Transport (Inc. DRT)	TTS/SAP				x				x	

Ref	Measure	Deployment		Funding Pot								
30	Bespoke DRT tourism initiative operating on a seasonal /event basis across West Oxfordshire	Local Public Transport (Inc. DRT)	TTS/SAP				x				x	
41	Reconfiguration of Three Horses roundabout in the centre of Long Hanborough	Highway Access	ID	x	x	x				x		
47	A feasibility study and appropriate design solution for improving accessibility for multiple users over the railway bridge (A4095) near Hanborough station	Highway Access	ID		x					x		x
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)	Station Facilities & Site Developments	ID		x							x
61	Development of a site specific, detailed station masterplan as a means of creating a cohesive site	Station Facilities & Site Developments	SAP								x	x
62	Installation of additional tiered cycle parking facilities at the station (preferable on the west side of the station)	Station Facilities & Site Developments	ID/SAP	x			x				x	x

Future-proofing patronage demand (2026-2031)

- 3.20 The final delivery phase, between 2026-2031, features measures that can help consolidate and manage the predicted growth in rail patronage and expansion of the local population. By this stage, the progress across development sites, most notably the Oxfordshire Cotswolds Garden Village, and along the A4095 between Witney / Bladon / Woodstock, will help to establish the critical mass of travel demand and prospective station usage needed to justify investments that will significantly enhance connectivity to the station.
- 3.21 The scale and type of future investment at the station at this stage, hinges on the development of an enhanced rail offer. This can only be clarified after the submission and approval of a Strategic Outline Business Case to the Department for Transport by the North Cotswold Line Taskforce– which is anticipated in summer 2019.
- 3.22 This will seek to make the case for re-doubling the line between Wolvercot Junction and Hanborough station. If successful, this would help improve rail journey times along the Cotswold line (relative to the quality of services along parallel rail corridors) and enable the station to blossom into an established, attractive interchange and ‘hub’ along the Cotswold Line.
- 3.23 However, it will be necessary to reflect and respond to the additional pressure placed on the station infrastructure and local road network from additional ‘railheading’; especially if the station catchment area expands and people bypass their ‘local’ station such as Charlbury. Future measures should seek to offset car-based journeys through a combination of travel behaviour change measures, targeted highways improvements and attractive public transport (bus) services.

Table 3-5 Future Proofing Patronage Demand (2026 -2031)

Ref	Measure	Deployment		Funding Pot								
		Workstream	Package	1	2	3	4	5	6	7	8	
2	Cotswold Line track re-doubling between Hanborough station and Wolvercot Junction (connection with Oxford-Birmingham corridor)	Rail Network & Services	ID		x							x
5	Improving rail service journey times along the Cotswold Line (delivery of proposed Skip Stop Timetable). This is leveraged through the track re-doubling	Rail Network & Services	SAP				x					x
25	Park & Ride site development: enhanced east-west connections and junction crossings by foot and by bike across the A4095/A44	Local Public Transport Access	ID		x	x						
54	Construction of second platform and Access for All bridge across the station site for pedestrians/cyclists etc	Station Facilities & Site Improvements	ID		x							x

4. Quick wins

4.1 A number of quick wins have been identified within the first delivery phase to satisfy current rail user demand and access needs as well as to help maintain the momentum of the study. We recommend that the quick wins identified in Table 4-1 are seriously considered, within the next six months, and implemented as soon as possible thereafter. These have been selected based on the opportunity that exists to harness the level of community interest across the station catchment area (on the basis on previous local auditing), alongside the need for tangible investment to upgrade the quality of provision in and around the station to a baseline standard.

Table 4-1 Quick wins

Measure	Funding	Proposed First Steps
Upgrade of bus stop outside Hanborough Rail Station to Premium standard: installation of Real Time Passenger Information (RTPI) displays/shelter/seating	Internal local authority budget (Passenger Transport)	Opportunity to coincide with planned bus stop upgrades to S1, S2, S3 service stops (and frequency increases) within the station catchment area (and to influence choice of stops being improved that are used by service 233 passengers). Need to upgrade to quality associated with an interchange to retain and attractive new patronage.
Community designed locality / visitor map and poster/publicity material cross promoting rail and delivered to new residential /commercial developments	Initially Community Rail Grants & small-scale funding, matched by s106/CIL developer contributions	Harnessing local community expertise in auditing to plot key services/amenities alongside transport information and provision to form a locality guide (with rail and station access being cross promoted). Printing then match funded for inserting into new residential travel packs as part of the task assigned to Travel Plan coordinators.
Social media/website design support and updated Travel Plans for major trip attractors, including Event Management Plans for Blenheim Estate.	Individual organisation contributions / investments alongside Internal local authority budgets	Liaising with key trip attractors to explore the current rail/visitor offer and identifying opportunities for Travel Plans and associated investments to promote rail access. The engagement may include understanding and catering better for employee travel to offset local traffic issues (particularly along the A4095).

Measure	Funding	Proposed First Steps
Delivery of a community-led Station Travel Plan for Hanborough Station based on local aspirations/ interests to develop a strong evidence base	Mixture of funding sources across local authorities and rail industry for station	Presently there is limited data and information captured on local travel behaviour and stated preferences to help inform any future masterplan activity. A community-led STP can upskill local people to collect data and find out the opportunities for unlocking suppressed demand.
Quality Bus-Rail Partnership arrangement between GWR (TOC) and Stagecoach (BOC) for the coordination of train timetables and enhanced cross-promotion	Individual organisation contributions / investments	Non-statutory arrangement between operators to better share and communicate network changes, service delivery and data sharing to improve attractiveness of multi-modal travel. This includes joint funding bids for improvements and event based/ticket-based promotions.
Upgrading signalised crossing outside the station site (A4095) from a Puffin to a Toucan or Pegasus crossing to cater for a range of prospective users	Internal local authority budget (OCC Highways)	Understand the current context/plan for upgrading signalised crossings (Puffin) and the design solution desirable for carrying users across the A4095. Explore financing through maintenance budgets and/or through planning conditions and contributions from development sites.
Introduction of designated Hanborough Station Car Sharing sub group as part of the Oxfordshire Liftshare Licence	Internal local authority budget (Passenger Transport) & strategic rail investment (DfT via the TOC, GWR)	In advance (and as a cost effective alternative) to investing in additional parking west of the station site to meet rising demand for railheading. An extension of the Oxfordshire Liftshare platform (e.g. a new Hanborough sub group) could be funded (£1-£2k licence) for rail users. Requires promotion.

5. Next steps

Station (rail related)

- 5.1 There is an appetite and momentum to deliver change and aspirations across the stakeholder group to support the vision for the station catchment area. The Cotswold Line Taskforce has already set up a Hanborough Sub Group with a willingness to co-operate between partners presents a real opportunity to deliver measures.
- 5.2 A recommended first task would be formalising the arrangement of the sub group and establishing the terms of engagement with WODC to help bring together the same local and strategic stakeholders identified, contacted and engaged over the course of the study (including the sharing of the contact database).
- 5.3 An understanding of the proposed relationship between the sub group relative to the Cotswold Line Promotion Group (CLPG), the Community Rail Partnership (CRP) for the line, will be necessary to distinguish between their aspired roles and resource capacity and how the sub-group compares to the conventional role of station adopters.
- 5.4 We recommend that Hanborough station is formally adopted through the Association of Community Rail Partnership (ACORP) for a membership fee of £25, to be recognised along the line. This provides access to small-scale funding, toolkit materials and bespoke support to leverage the Station Action Plan (SAP) measures proposed in this report.
- 5.5 Light-touch 'conventional' station adoption is already under way at the station in the form of planting and noticeboards. The proposed working arrangement in this case would be split into two tiers of activity; one that continues along the same vein (community led and small scale), and a second focused on more strategic infrastructure developments and higher-level technical knowledge (Table 2-2).

Catchment-related

- 5.6 Cross-departmental and cross-sector collaboration will help take forward the station vision. Responsibility would lie with WODC and/or OCC initially to keep momentum going, and to act as the 'glue' that binds the various actions set out in this strategy. As a minimum, the sharing of information and data would be useful all round.
- 5.7 The planning team at WODC is best placed to provide updates as to the progress of the largest housing and commercial developments across the district, and to inform

the same group engaged during the study of potential changes in circumstances which, in turn, could influence the priority and timing of investments.

- 5.8 The same kind of mutually beneficial correspondence could be harboured across all partners to foster a culture of collaboration and coordination. This will enable a certain degree of responsiveness to decision making. Working in silo and deploying measures in silo will have limited effect on meeting the vision for the area.
- 5.9 Measures assigned under the Targeted Travel Support (TTS) deployment package (see Table 2-2) will primarily be delivered through the local authority working in partnership with developers and involving the local community. This will require a good working relationship and sound communication across partners to effectively gauge delivery frameworks, timescales and specifications for measures.

Hanborough Station Travel Plan

- 5.10 Traditionally, a Station Travel Plan (STP) is a process of researching and collating evidence on rail and non-rail users travel behaviours to boost the passenger experience and improve access arrangements to and from a railway station. This has typically included a focus on mitigating car parking congestion and enhancing on site facilities to support patronage growth and the strategic objectives of the rail industry.
- 5.11 The STP process has increasingly begun to encompass wider factors and influences and fills a broader remit in helping address wider transport issues and aspirations. The outputs of the process, namely an 'action plan' of measures, has also become more nuanced with stress also placed on 'stewardship' of the plans to develop the vehicle for change and plan 'legacy'.
- 5.12 We recommend that a bespoke STP is developed for Hanborough Station which takes the analysis, outputs and material collected and summarised over the course of this study to the next level for aiding future decision making. Ideally this would be 'community led' by the proposed sub group for the station and updated every five years to respond to changing local circumstances and priorities and enshrine them in a 'live' action plan for delivery.
- 5.13 A 'community led' approach would seek to build on the level of interest and activism witnessed locally and the evidence of local residents contributing towards data gathering (in the form of audit work for Oxfordshire IEC) and securing funding for local improvements. This approach would tap into local knowledge and make use of local skills to help develop robust arguments for investment.

- 5.14 In effect, the role of a STP for Hanborough Station would be to offer a focused approach to complement the work already undertaken throughout the course of this study. Primarily, this would involve undertaking primary research and filling 'knowledge gaps' in the form of individual rail/ non-rail user feedback and sense checking, amending future measures in a version of the prioritisation matrix. A STP could focus on:
- Profiling new developments/resident populations – early culture setting.
 - Undertaking primary research to capture stated preferences for travel
 - Auditing key routes and capturing data for the locality maps/visitor guides
 - Actively delivering measures such as cross promotion of Liftshare scheme
- 5.15 A Community led STP can help compile further evidence to inform the development of a masterplan for the site but also to help implement prioritised measures by capturing specific datasets and proactively going about the process of bringing them to fruition.

6. Conclusion

- 6.1 This report has set out proposed ‘packages’ of measures, segmented into three different ‘delivery phases’ over the Local Plan Period to 2031 which are aimed at improving:
- The quality of facilities and multi-modal transport facilities at Hanborough Station.
 - The onward connectivity options between the station and key communities, new housing and employment growth areas, and major trip attractors (such as Blenheim Palace).
 - The capacity of the rail network and station, and associated improvements in service frequencies.
- 6.2 An indicative allocation of devolved responsibilities for delivering these measures has been suggested, alongside identification of the most appropriate funding sources that could be utilised to fund the implementation of proposed improvements.
- 6.3 A number of ‘quick win’ measures have been identified that could be rapidly mobilised to build on the momentum of this study, and deliver early tangible improvements to Hanborough Station’s immediate environment and onward connectivity options. These should be accompanied, over time, by other investments to coincide with new housing and employment growth that is being allocated across the station catchment area through the Local Plan process.
- 6.4 The development of a Community-led Station Travel Plan (STP) is recommended as a key early action that can plug knowledge gaps and inform the delivery of a masterplan for the station site. The process itself will also be invaluable for helping deliver quick-win measures identified in this project and, ultimately, for achieving the longer-term vision and objectives for the station, which have been agreed by all key partners.



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