West Oxfordshire

District Council

Hanborough Station Transport Infrastructure Study

Baseline Review

September 2019

Hanborough Station Transport Infrastructure Study

Baseline Review

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1. Introduction

1.1 Integrated Transport Planning Ltd (ITP) has been commissioned by West Oxfordshire District Council (WODC) to undertake a transport infrastructure study at Hanborough railway station. The aim of the study is to identify the current role and function of Hanborough station, the main improvements planned, the potential role of the station as a transport and mobility hub and opportunities for funding and delivering improvements.

1.2 This baseline review forms the first part of the study. It sets out the strategic role of Hanborough station, the existing transport networks serving the station, and proposed improvements. It also covers the relevant transport and planning policy framework, including identifying proposed new housing growth within the station catchment area. The report proposes an outline vision and objectives for improving the station and onward connectivity, as well as identifying some of the key challenges.

1.3 The remainder of this report is organised into the following sections:

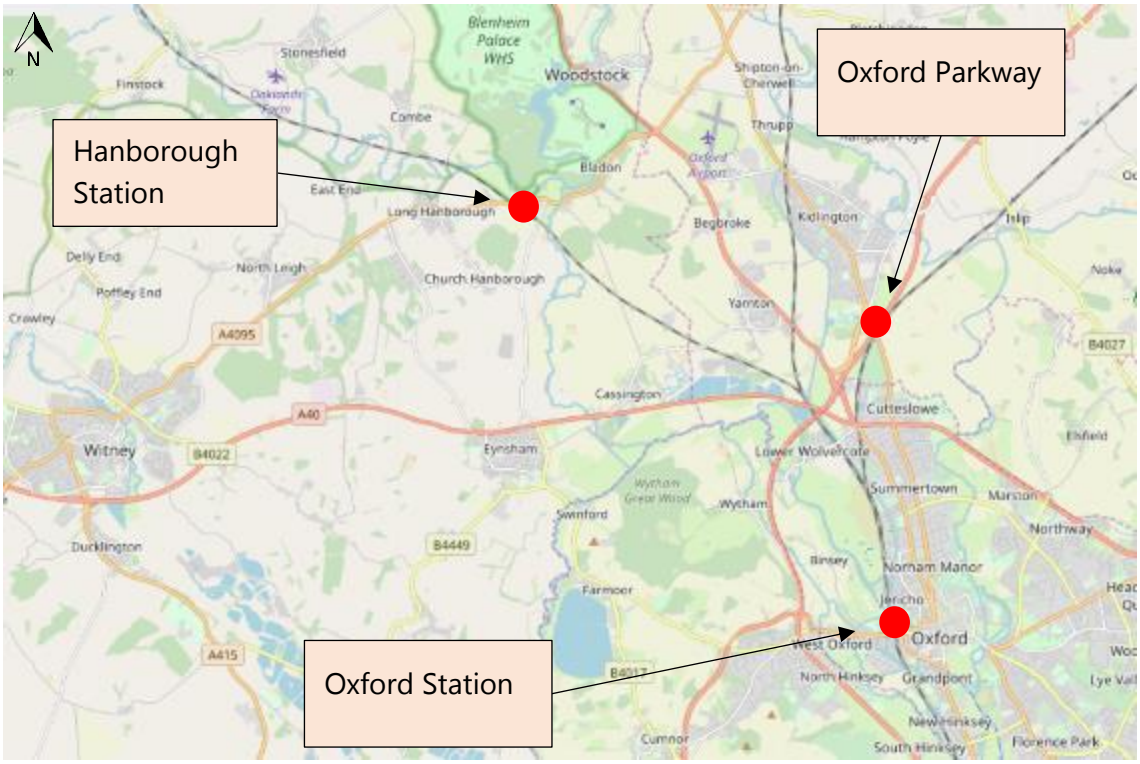
- Section 2 summarises the national and local planning, development and transport policy contexts that are relevant to the station.
- Section 3 describes the current role and function of the Cotswold Line and Hanborough Station.
- Section 4 explores the proposed developments, programmes, plans and aspirations that are likely to affect Hanborough Station.
- Section 5 identifies key challenges associated with their implementation.
- Section 6 proposes a vision for Hanborough Station and the surrounding area
- Section 7 summarises our initial conclusions and next steps for the project.

2. Existing Transport Context

Location

2.1 Hanborough Station is located between the market towns of Witney and Woodstock, in the village of Long Hanborough. It is sited on the A4095 in West Oxfordshire.

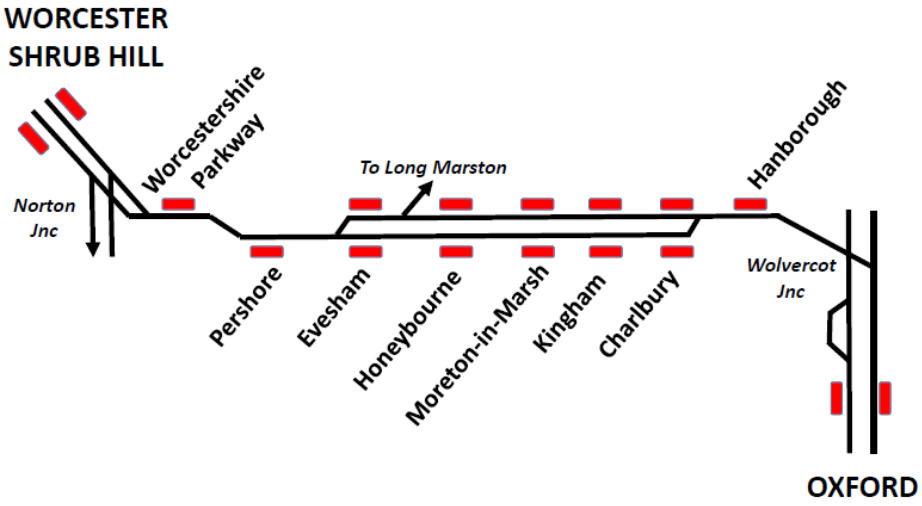
Figure 2-1: Hanborough Station



Source: Open Street Map

2.2 Hanborough station is approximately 12km north west of Oxford City Centre, and resides on the Cotswold line, managed by Great Western Railway. The line is single tracked between Wolvercot Junction and Charlbury, but double tracked along much of its length (Figure 2-2). Hanborough station is served by trains offering direct journeys to Oxford (10 mins), London (70 minutes), Hereford (2 hours 10 minutes) and Worcester (75 minutes).

Figure 2-2: North Cotswold Line – arrangement of double- and single-track sections between Wolvercot Junction and Worcester



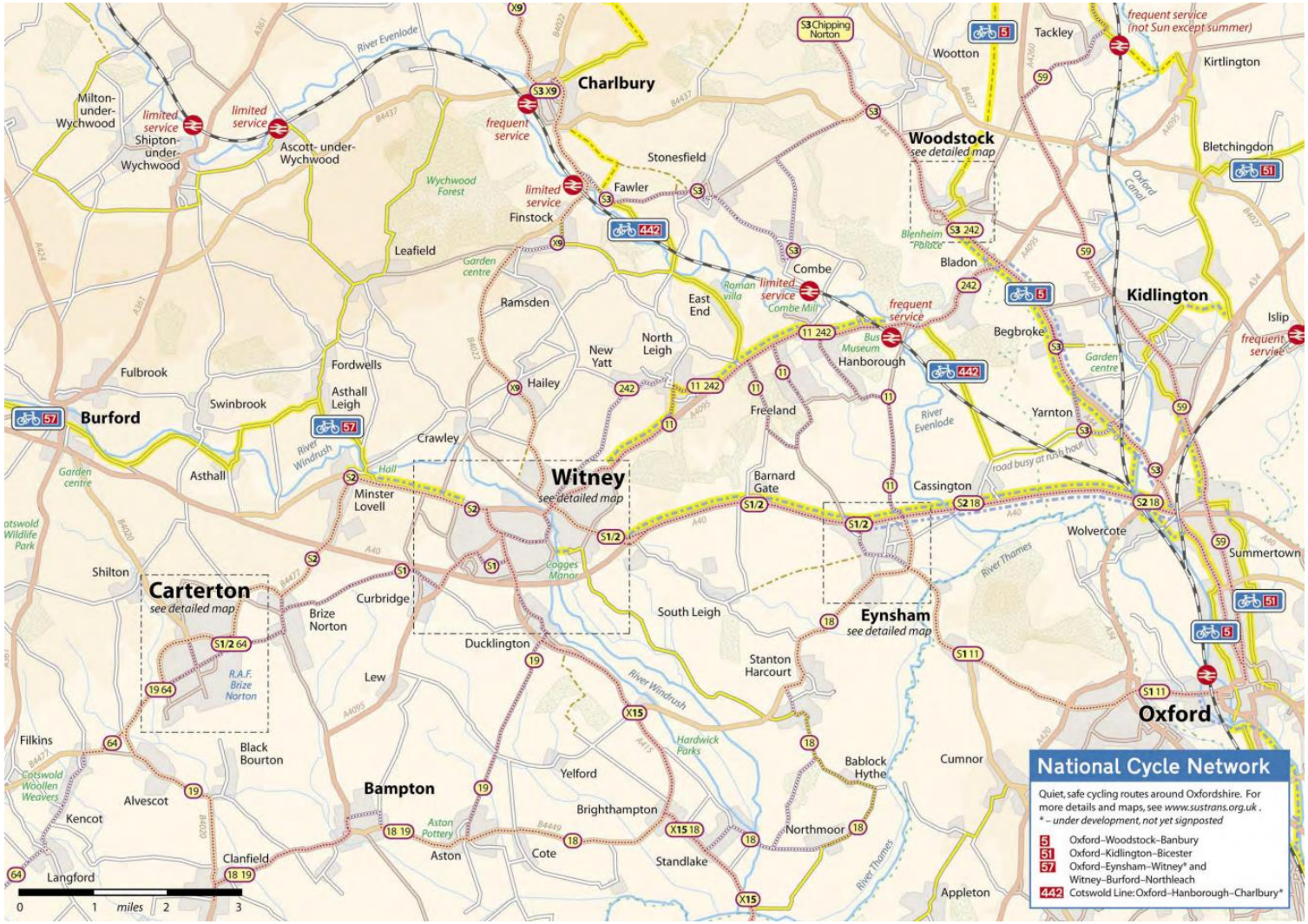
Source: North Cotswold Line Taskforce

Active Travel (walking and cycling)

2.3 The active travel network surrounding the station (see Figure 2-3) provides access to nearby settlements, as well as to the Cotswolds Area of Outstanding Natural Beauty (AONB). A shared pedestrian and cycle path on the northern side of the A4095 connect the station to the nearest village of Long Hanborough to the west and on to North Leigh and Witney. This shared use path forms part of National Cycle Route (NCN) 442, which links Oxford and Charlbury, via Hanborough. The route deviates from the cycle path along the A4095 prior to North Leigh and continues northbound on Boddington Lane towards Charlbury.

2.4 The path is constrained in sections along the A4095, where narrowing occurs; in particular at the railway bridge on the A4095, immediately to the west of the station. The narrower path here is exacerbated by the hard boundary of the bridge parapet to one side, presenting an unpleasant environment for walking and cycling (Figure 2-4). Further to the west, the path narrows again at the frontage of the residential properties in Long Hanborough. Signage is present along this route indicating "cyclists give way to pedestrians", which indicates the route is relatively compromised.

Figure 2-3: Active Travel Network Map



Source: Sustrans

Figure 2-4: Pinch point for cycle / pedestrian path on the A4095 over the railway

2.5 There is a pedestrian and cyclist controlled puffin crossing on the A4095, adjacent to the station access, facilitating pedestrian and cycle movements into the station. To the east of the station the shared path continues on the north of the A4095 towards Bladon with a footway on the southbound side of the carriageway continuing to the edge of the village. The shared path is width constrained for much of its length to Bladon, as well as overgrown in places. To the south of Long Hanborough, there is a cycle path which runs alongside the A40 connecting Witney, Eynsham and Oxford. Lower Road connects the A40 to the A4095, linking Eynsham to Long Hanborough. Currently there is no pedestrian and cyclist provision on Lower Road.

2.6 The walking route between the station and the A4095 is sub-optimal, with pedestrians sharing the carriageway with other parked and moving vehicles.

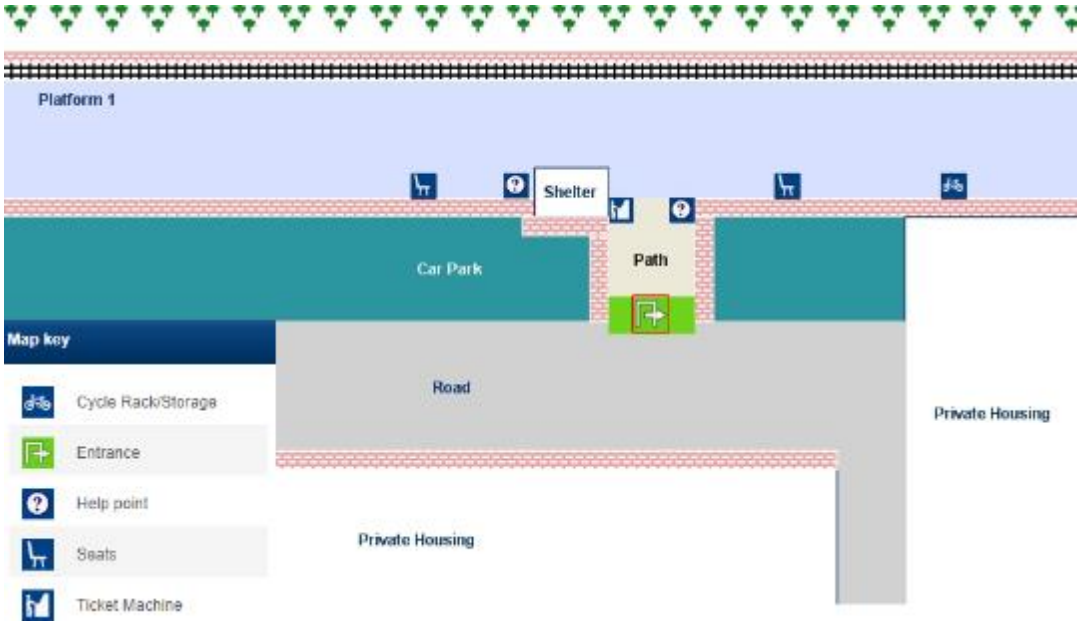
Rail

Station Facilities

2.7 The station and its forecourt are accessed from the A4095. The station features a single unenclosed platform, a ticket machine, a shelter and provides real time information on

display boards (see Figure 2-5). Improved station waiting facilities have recently been constructed at the station, making use of a modular structure.

Figure 2-5: Hanborough station facilities



Source: National Rail

2.8 The station forecourt provides for pick-up and drop-off by car immediately adjacent to the station platform, as well as five disabled parking spaces, along with two cycle storage shelters for up to 24 bicycles.

Figure 2-6: Shelter and bicycle storage at the station

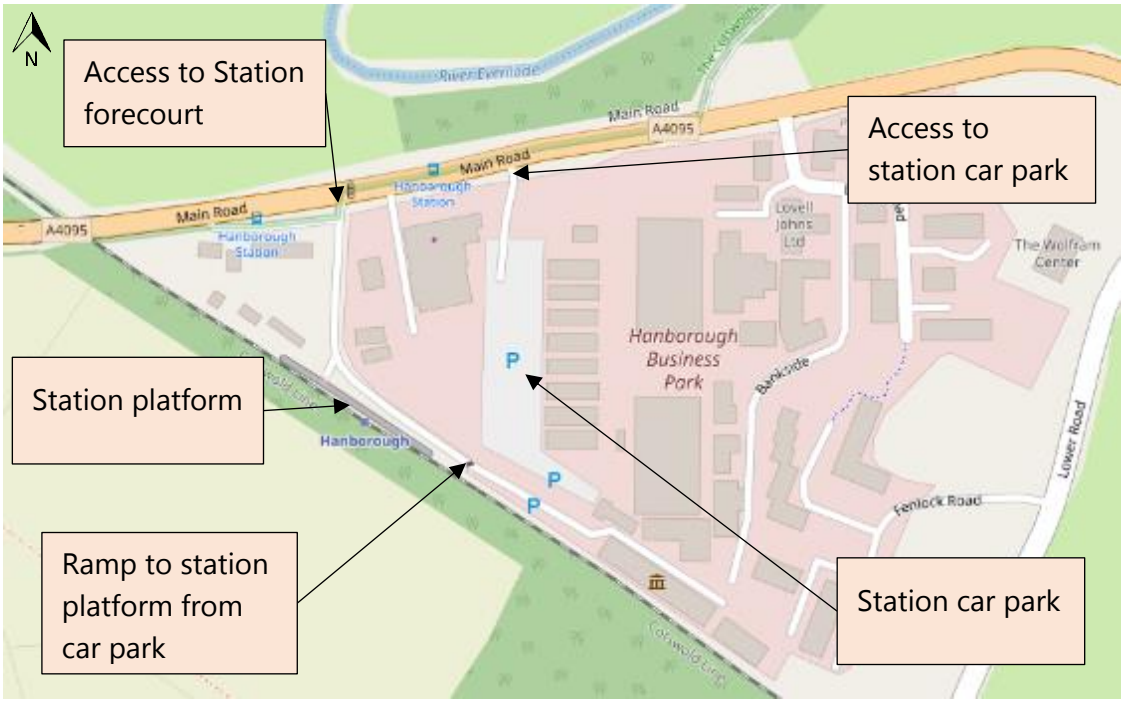
Source: ITP

2.9 The main access road to the station is narrow in nature and features demarked parking bays on one side for resident permit holders from the neighbouring properties,

restricting the width of the access road. The station access road also serves the Oxford Bus Museum at its terminus, a further 100m east of the station.

2.10 The station's main car park is located to the east of the station with its own entrance off the A4095 (see Figure 2-7). The car park has 241 spaces with a 7.5m wide access road. Pedestrian access to the platform is via a ramped southern access from the car park.

Figure 2-7: Station layout



Source: Open Street Map

Cotswold Line

2.11 The Cotswold Line is 139km long and operates between Oxford and Hereford, providing an important link to the West Midlands, Thames Valley and London. The Cotswold Line was originally a double track line but sections were converted to single track in the 1960s. As a result, the capacity of the line is limited, which restricts the number of trains per hour that can be run. GWR has recently increased the number of services on the line, now providing an hourly service in both directions.

Patronage

2.12 Based on stakeholder engagement we understand there is a level of 'rail heading' taking place to the station from the surrounding area whereby users are making extended journeys from across a wide catchment area to reach Hanborough Station.

2.13 Railheading to Hanborough station may also involve bypassing 'local stations' such as Charlbury and intermediate, minor stops such as Finstock and Combe - the latter of which have very limited rail service frequency.

2.14 This may also be due to the superior on site facilities at Hanborough, including parking capacity (both for peak periods and during the off peak) and more convenient highway access; contrasting to Charlbury station which is situated on the edge of the village and requiring traffic to go through the historic centre (from an easterly direction). This situation and set of circumstances can put pressure on car parking capacity.

2.15 As a significant proportion of rail users use the Cotswold Line for accessing Oxford, Reading and London travelling from across the rural hinterland, namely from within the Cotswolds Area of Outstanding Beauty (AONB), there may be a psychological disposition to traveling in the most direct, south westerly direction towards Hanborough than across to Charlbury station.

2.16 Existing rail user patronage, particularly for commuting, therefore derives from across a broad catchment area; ranging from small, adjacent localities to the station, namely Bladon and Woodstock to the east and North Leigh, Witney and Carterton to the west to the more rural hamlets and settlements to the north west of the station, and to a lesser extent from around Eynsham.

2.17 Levels of patronage on the Cotswold Line, including Hanborough, have more than doubled since 2010, but have reduced since 2015/2016, despite the opening of Oxford Parkway Station in 2014-2015 (Table 2-1). With significant additional housing planned across West Oxfordshire, it can be anticipated that the growth in demand for rail services from Hanborough will resume in the coming years, particularly with the improvements to facilities and service frequencies planned.

Table 2-1: Total number of entries and exits by financial year

Station	Hanborough	Charlbury	Oxford Parkway
2010-11	119,210	244,586	N/A
2011-12	137,454	253,202	N/A
2012-13	172,684	271,738	N/A
2013-14	201,284	287,778	N/A
2014-15	243,568	305,284	N/A
2015-16	271,496	327,518	274,696
2016-17	238,580	294,758	809,812
2017-18	231,986	292,934	938,844

Source: Office of Rail and Road (Available at: https://orr.gov.uk/statistics)

2.18 The general trend of increased rail journeys from Hanborough Station is consistent with wider trends on the GB rail network. It has been reflected in, and to some extent driven by, enhanced service frequencies, a platform extension to accommodate longer High Speed Trains (HST)/Intercity Express Programme (IEP) trains, reduced journey times and increased capacity through the introduction of new rolling stock. Together these have improved connections to destinations to the south east.

2.19 This growth has occurred despite train frequency remaining relatively low, relatively poor access to the station on foot, by bicycle and bus and the limited facilities available. The station car park historically has frequently reached capacity, which has reduced the attractiveness of the station for car users. However, the opening of Oxford Parkway and the provision of some additional car parking capacity means that the car parks are understood to operate with some spare capacity currently.

2.20 Stakeholder engagement suggests that Hanborough Station is under-utilised by tourists and visitors to Blenheim Palace, despite being referenced on the attraction's website as the suggested station to use when travelling to the World Heritage Site. This is likely to be a result of the relatively low frequency bus services and poor cycle connections from the station to the site.

2.21 The opening of Oxford Parkway station in October 2015 has led to a fall in passenger numbers at Hanborough station. The Parkway station provides extensive car parking capacity (over 800 spaces), is accessible via the strategic road network (although car journey time reliability is affected by congestion on the A40, A44 and A34), has

superior station facilities (fully accessible, enclosed waiting and a café) and offers higher frequency services to London and Oxford.

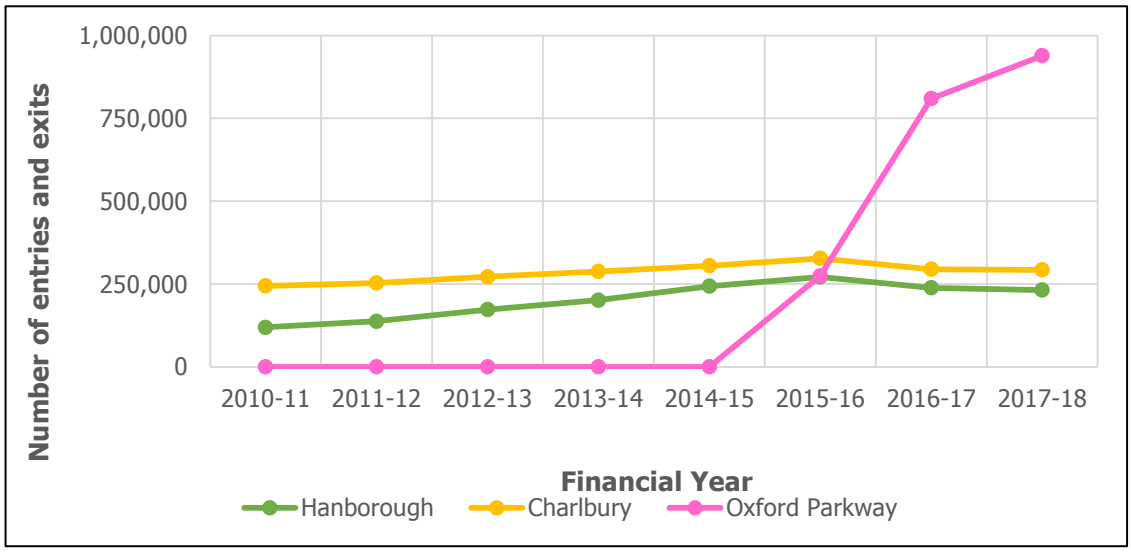
Passenger Satisfaction

2.22 GWR internal surveying of rail users using self-completion paper surveys during 2017/2018, attempted to capture modal split for accessing the station and levels of satisfaction with current arrangements across a representative cross section of the current rail user base.

2.23 The vast majority, almost two thirds, travelled by car and parked at the station with approximately a fifth being dropped off & collected. Only a relatively small number of users travelled by bus or in fact walked or cycled whilst participants who choose to travel by bus recording the lowest level of satisfaction (below 5 on a scale of 1-10).

2.24 Contrastingly those driving and parking at the station were very satisfied with current arrangements alongside the small numbers of people catching a taxi or using a motorbike and indeed walking to and from the station. The few people who carried their bike on the train were less satisfied than those who parked them at the station whilst there was scope for boosting satisfaction for users being drop off/collected.

Figure 2-8: Total number of entries and exits by financial year



Source: ITP analysis from ORR statistics (available at: https://orr.gov.uk/statistics)

2.25 Proposals for bus-based Park and Ride (P&R) sites at Eynsham and Oxford Airport have the potential to further affect future demand for rail travel to Oxford from Hanborough station, although it is expected that journey times by train will remain considerably

shorter than those by bus from these P&R locations (a journey time of just 10 minutes or so to Oxford Station from Hanborough Station at present).

Bus Services

2.26 The closest bus stops to the station are on the A4095 close to the station access, as shown in Figure 2-9.

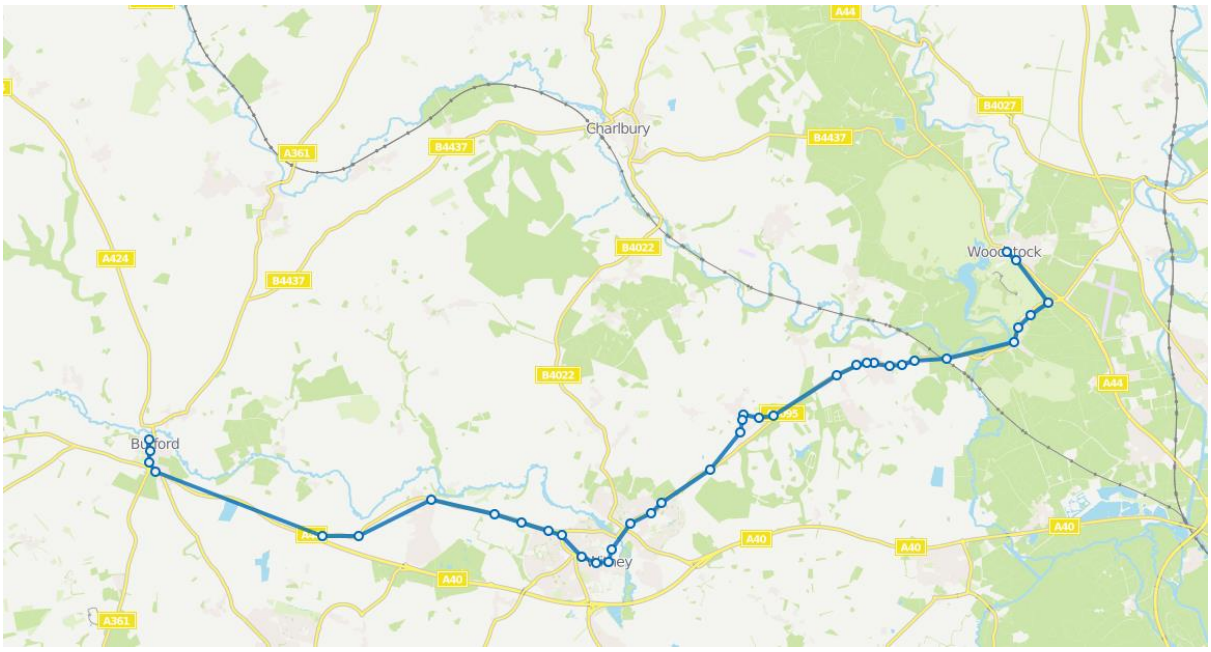
Figure 2-9 : Location of bus stops

Source: National Rail

2.27 Bus stops A and B, shown in Figure 2-7 are 'flag and post' style stops and are served exclusively by the 233 Stagecoach service, which operates between Woodstock and Burford, via Witney, North Leigh, Long Hanborough and Bladon. This service operates along the A44, A4095 and A40.

2.28 Figure 2-10 shows a map of the 233 bus route with the frequency of the services shown in Table 2-2.

Figure 2-10: No. 233 bus route



Source: Moovit

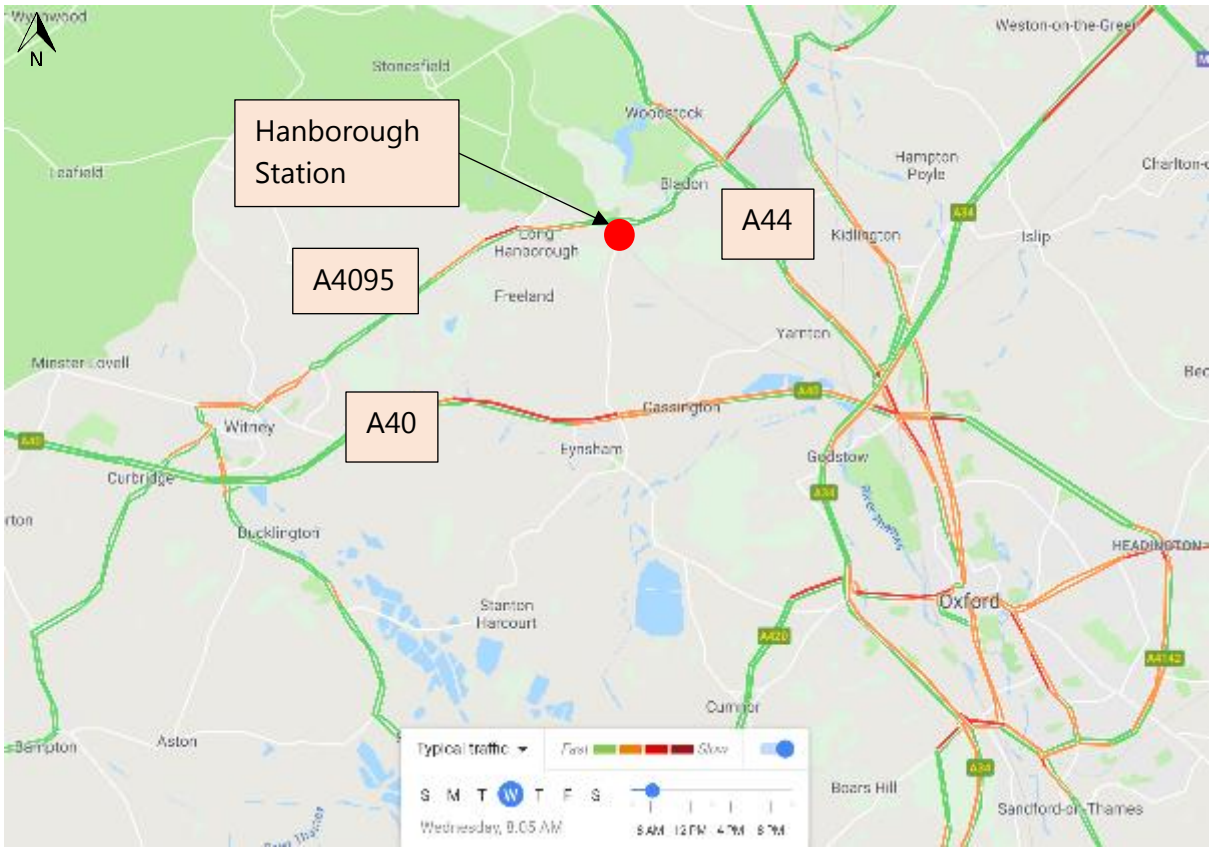
Table 2-2: Local bus services

Bus Service	Operator	Route	Mon – Sat	Sunday and Public Holidays
			Day Time Frequency	
233	Stagecoach	Woodstock - Hanborough - Witney - Burford	30-minutes	No service on Sunday

Access by car

2.29 The Highway network surrounding Hanborough Station and the level of congestion experienced during the weekday morning peak hour is shown in Figure 2-11.

Figure 2-11: Local highway network



Source: Google

2.30 The A40 forms the core of the strategic highway network and experiences significant congestion during peak hours, particularly between Witney and Oxford. Although significant capacity improvement works have been completed at the Wolvercote and Cutteslowe roundabouts as part of City Deal funding, they remain a capacity bottleneck on the network. This leads to the displacement of traffic onto the A4095 through Long Hanborough and Bladon, A44 and B4044.

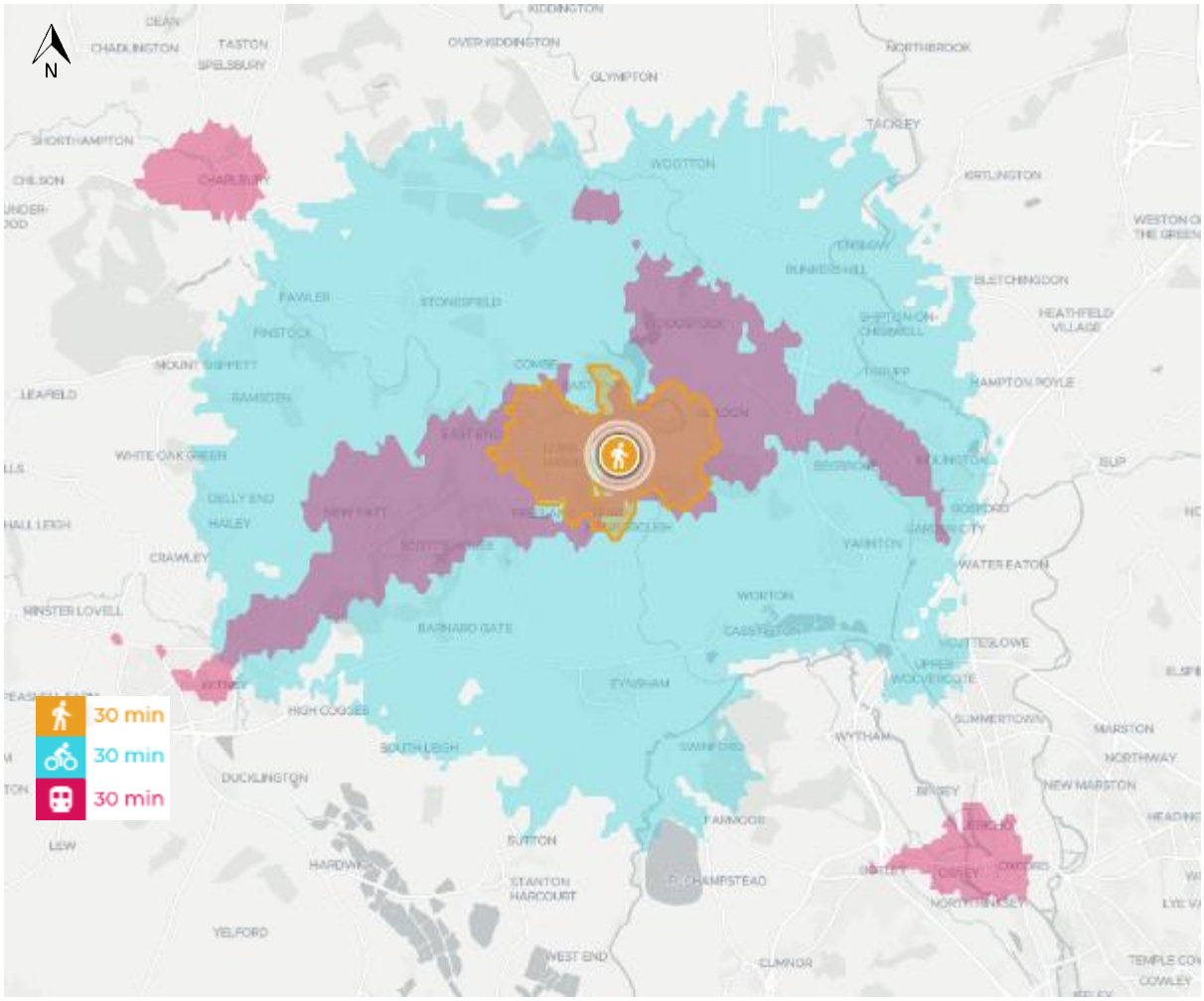
2.31 The station is accessed off the A4095, which connects the A44 with Witney via Long Hanborough and Bladon.

2.32 Lower Road joins the A4095 to the east of Hanborough station; providing a direct route between Long Hanborough and Eynsham, connecting the A4095 to the A40. Lower Road is an unlit single carriageway which is subject to the national speed limit and has no provision for pedestrians and cyclists. Lower Road narrows underneath the railway bridge in its northern section and given the unrestricted speed limit in this location it makes this route unattractive for cycling.

Journey Times

2.33 Travel time isochrones have been mapped for different modes of travel from Hanborough Station for a 30-minute journey (Figure 2-12).

Figure 2-12: 30-minute journey time by walking, cycling and public transport



Source: https://app.traveltimeplatform.com

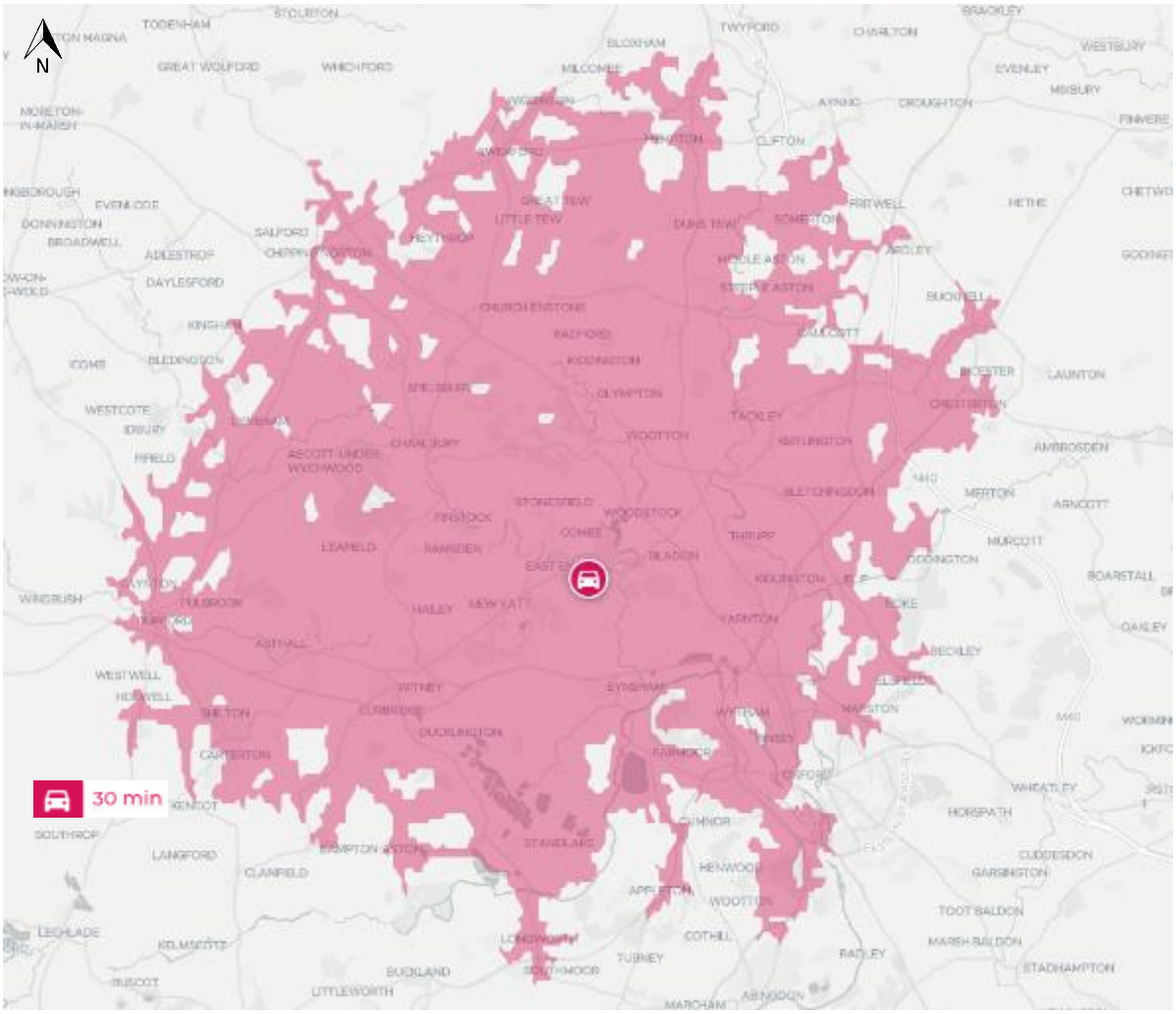
2.34 The walking isochrone, indicated in orange, indicates that walking is a viable mode for those travelling from Long Hanborough and Bladon, although the walking environment is poor for the latter.

2.35 The cycling isochrone, depicted in blue, indicates that a number of settlements are within a reasonable cycle distance, including Woodstock, Eynsham and the eastern end of Witney. However, it is important to note that based on the distance covered, settlements on the extremity of the plot such as Witney are only likely to be attempted

by more dedicated cyclists. Furthermore, the quality of infrastructure is often poor, as highlighted above.

2.36 The public transport isochrone, representing an approximate average travel time during a morning peak period (08:30),reflects the local bus and rail networks. Witney, Woodstock and Kidlington are within a 30-minute travel time, along with Oxford to the south and Charlbury to the north.

Figure 2-13: 30-minute journey time by car



Source: https://app.traveltimeplatform.com

2.37 As might be expected, the largest catchment to Hanborough station is by car. The larger centres of Burford, Chipping Norton and Carterton are generally only accessible by car to Hanborough station within a reasonable journey time.

Review of collision data

2.38 ITP has investigated Personal Injury Collision (PIC) data obtained from Oxfordshire County Council (OCC) for the most recent available five-year period – in this case 2014-2018, inclusively, for the highway network surrounding Hanborough Station and the nearby settlements of Witney, Eynsham and Woodstock, including the A44 between Woodstock and its junction with the A4095, the A4095 between the A44 and Witney, and the A40 around Eynsham and Lower Road

2.39 Table 2-3 presents the breakdown of PIC data by type and severity within the specified area.

Table 2-3: Collisions by vehicle type and casualty severity

	Fatal	Serious	Slight	Total
Involving pedestrians	0	10	17	27
Involving cyclist	0	13	25	38
Involving motorcyclist	0	15	20	35
Vehicles only	1	15	137	153
All Collisions	**0**	**53**	**199**	**253**

**Some collisions involve more than one category of user*

Active Travel Collisions

2.40 A breakdown of the observed collision data was undertaken to identify the locations and characteristics of collisions involving pedestrians and cyclists.

2.41 Three key junctions appear to have clusters of collisions; these are:

1) A4095 Main Road / Church Road mini-roundabout at Long Hanborough
2) A40 / Lower Road / B4449 roundabout at Eynsham
3) A4095 / A44 roundabout at Bladon

2.42 The collisions recorded, along with the contributory factors are set out in Table 2-4.

Table 2-4: Pedestrian and cycle collisions recorded at key junctions

Location	Collisions	Contributory factors
A4095 though Long Hanborough	7 collisions: 3 with cyclists (2 slight, 1 severe), 4 with pedestrians (2 slight, 2 severe)	Poor/aggressive driving (3), failing to look (pedestrian / cycle) (3), driver misjudged (1)
Bladon Roundabout (A44/A4095)	5 collisions: all with cyclists (slight injury)	Poor/aggressive driving (2), driver misjudged (2), distracted driver (1)
Eynsham Roundabout (A40/B4449)	2 collisions: both with cyclists (severe injuries)	Poor/aggressive driving (1), poor road surface (1)

2.43 The main contributory factors recorded by the Police in relation to the pedestrian and cycle collisions at the junctions identified above relate to poor or aggressive driving, followed by driver error, road surfacing and failing to look by those on foot or bike. The relatively limited cycle and pedestrian facilities at the two roundabouts, and through Hanborough, are likely to contribute to the collisions at these locations.

2.44 More generally, analysis by OCC along the A40 indicates that driver error, such as failing to judge path/speed of other vehicles, distractions within vehicle, following too close, and sudden braking comprise the main underlying causes of collisions. At the Cassington Road/Eynsham Road junction there is also a pattern of vehicles making U-turn manoeuvres in both directions and colliding with oncoming or overtaking motorcycles.

3. Policy Context and Development

3.1 Oxfordshire will experience significant housing growth over the West Oxfordshire Local Plan period to 2031, bringing with it challenges but also providing new opportunities. The WODC Local Plan, covering the period 2011 – 2031, seeks to deliver 15,950 homes (798 per year), including 2,750 homes apportioned to West Oxfordshire as part of Oxford's unmet need.

3.2 The strategy advocates steering a high proportion of this growth to Witney, Carterton and Chipping Norton alongside smaller service centres, such as Woodstock and Hanborough. Eynsham has been identified for significant growth of around 3,200 homes primarily in response to the apportionment of unmet housing need from Oxford. A consistent theme of the Local Plan is the need for transport connectivity and accessibility, with the Cotswold Line and Hanborough Station a key element of supporting planned housing growth and reducing demand for car trips on the A40/A44.

National Policy

National Planning Policy Framework (Revised 2019)

3.3 The National Planning Policy Framework (NPPF), updated in February 2019, sets out the Government's planning policies and how these are expected to be applied. The NPPF has a presumption in support of sustainable development and a focus on promoting journeys by sustainable modes.

3.4 Paragraph 29 of the NPPF states that 'the transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel'.

3.5 Paragraph 30 of the NPPF outlines that 'encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion'. The same paragraph also asks local planning authorities to 'support a pattern of development which, where reasonable to do so, facilities the use of sustainable modes of transport'.

Local Policy

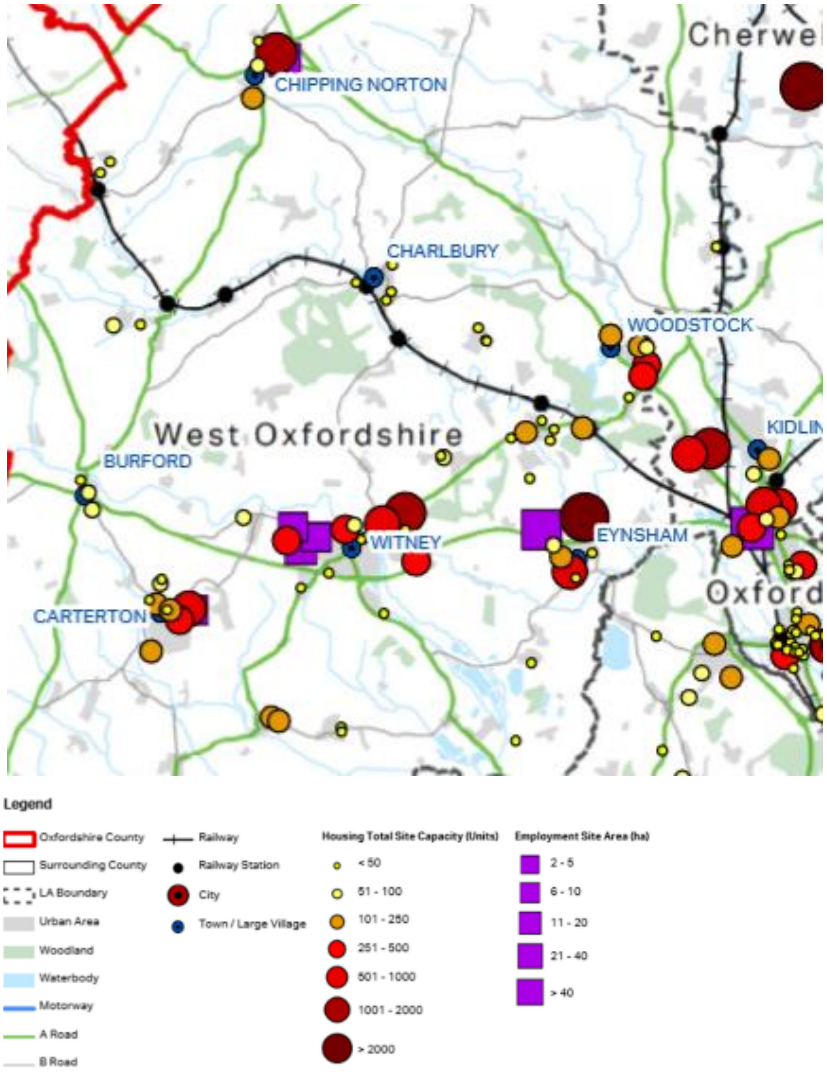
Oxfordshire Strategic Housing Market Assessment (2014)

3.6 A key planning issue in Oxfordshire is the unmet housing need from Oxford City, with an agreed 'working assumption' of 14,850 homes between 2011 and 2031.

3.7 As set out above, WODC's apportionment is 2,750 homes to be provided at Eynsham with Cherwell District Council required to deliver 4,400 homes, of which 500 are proposed east of Woodstock, within the catchment of Hanborough station.

3.8 The main housing and employment development sites within Oxfordshire are set out in Figure 3-1.

Figure 3-1: Housing and employment development locations in Oxfordshire



Source: Oxfordshire Infrastructure Strategy, 2017

West Oxfordshire Local Plan (2018)

3.9 The Local Plan sets out how the planned housing growth for the district will be allocated.

Policy H1: Amount and distribution of housing

3.10 Policy H1 sets out the amount and distribution of housing in the period 2011 – 2031 (Table 3-1).

Table 3-1: WODC housing distribution by sub-area

Housing	Quantum
Witney sub-area	4,702
Carterton sub-area	2,680
Chipping Norton sub-area	2,047
Eynsham – Woodstock sub-area	5,596
Burford – Charlbury sub-area	774
Total	**15,799**

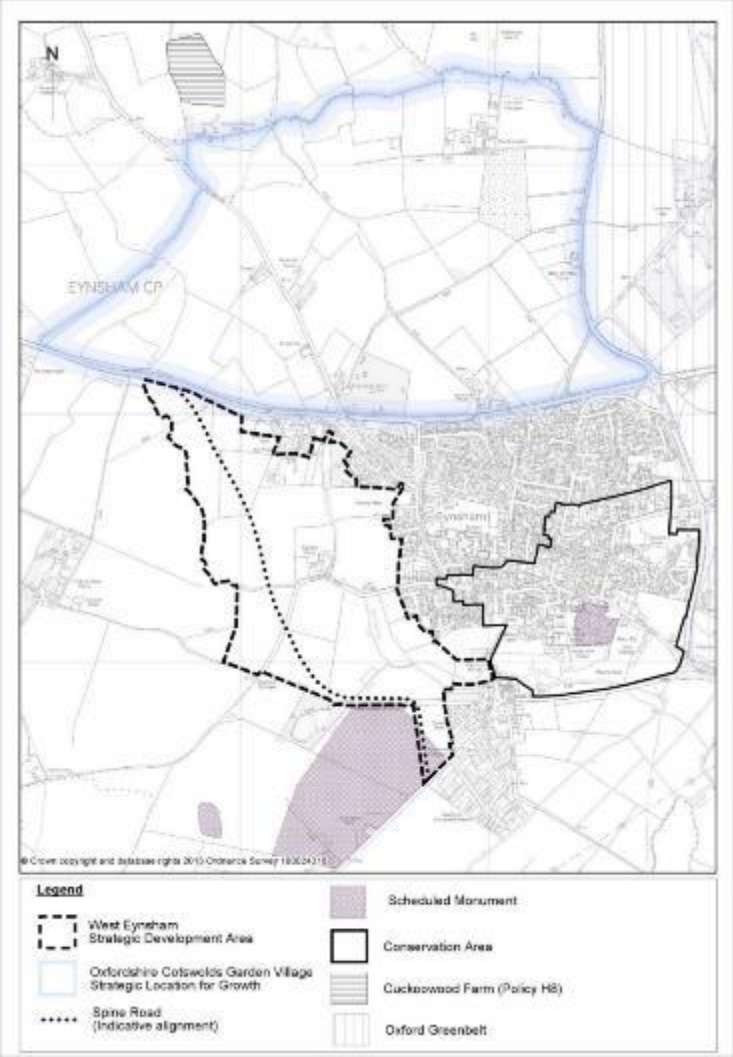
3.11 The housing around Witney and Eynsham falls within the outlined catchment area of Hanborough station, with Carterton, Burford and Chipping Norton in its wider hinterland.

Policy EW1: Oxfordshire Cotswolds Garden Village Strategic Location for Growth (SLG)

3.12 Policy EW1 allocates the land north of the A40, near Eynsham as a Strategic Location for Growth which is intended to accommodate a free-standing Garden Village of around 2,200 homes, around 40ha of business land and a new P&R site together with other supporting services and facilities.

3.13 An Area Action Plan (AAP) is being delivered as part of the planning policy discourse and site conditions to guide development and infrastructure requirements. The location of the proposed garden village is shown in Figure 3-2.

Figure 3-2: Oxfordshire Cotswolds Garden Village SLG



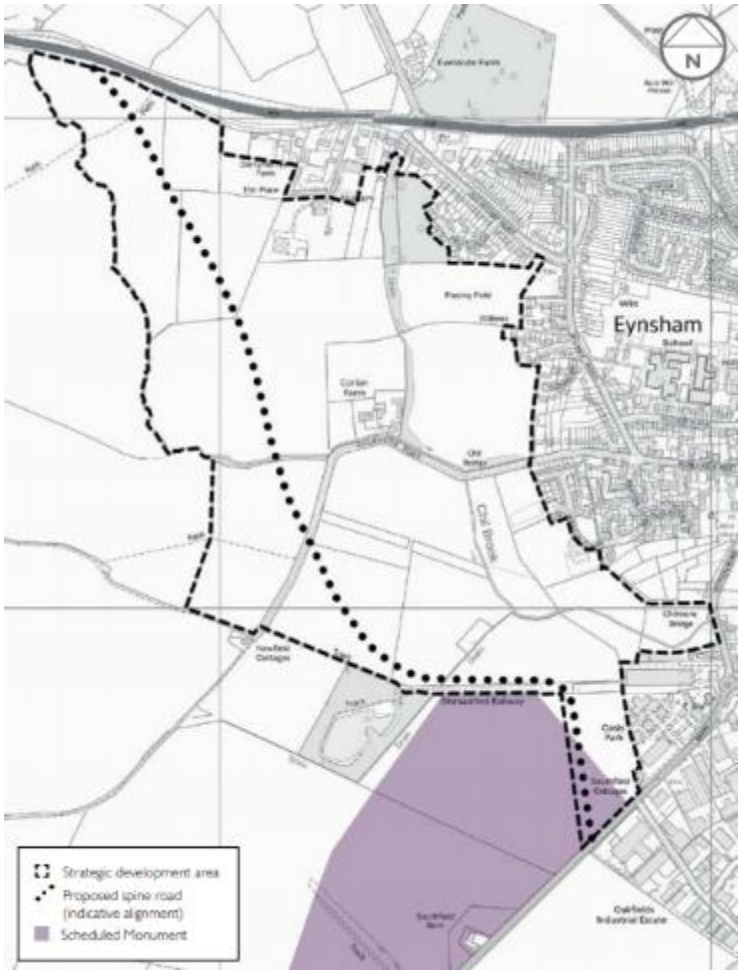
Source: WODC Local Plan

Policy EW2: West Eynsham Strategic Development Area (SDA)

3.14 Policy EW2 allocates the land to the west of Eynsham to accommodate a sustainable integrated community, consisting of around 1,000 homes and referred to as the 'West Eynsham Strategic Development Area', as shown on Figure 3-3.

3.15 A Supplementary Planning Document (SPD) will be developed for the West Eynsham SDA as a means of guiding development proposals and securing appropriate on- and off-site infrastructure.

Figure 3-3: West Eynsham Strategic Development Area (SDA)



Source: West Oxfordshire District Council

3.16 The proposed 'Cotswolds Garden Village' and 'West Eynsham Strategic Development Area' (SDA) are within the station commuting catchment area, including by bike, and will be substantial trip generators with the propensity to encourage residents of both sites to use Hanborough Station for journeys by rail.

Policy EW10: Eynsham – Woodstock Sub - Area Strategy

3.17 Policy EW10 sets out that the focus of new development in this area will be Eynsham, Woodstock, the Oxfordshire Cotswolds Garden Village and Long Hanborough.

3.18 Along with the housing development proposals set out above it also sets out a strategy, including "enhancing public transport and pedestrian and cycle routes and infrastructure together with managing car parking to reduce car use for short journeys. This will include a particular focus on facilitating the delivery of improvements to

Hanborough Station and appropriate vehicular, pedestrian and cycle connections to the station including from the Garden Village."

Cherwell Local Plan 2011-2031 Partial Review

3.19 The Cherwell Local Plan Partial Review is currently at examination and sets out Cherwell's response to accommodating its agreed apportionment of Oxford's unmet housing need (4,400 homes). Modifications to the draft Local Plan published in February 2018 allocated land to the east of Woodstock for 500 homes. This is in addition to the 600 homes identified at Woodstock in the West Oxfordshire Local Plan. Whilst the Cherwell Local Plan Partial Review is yet to be adopted, potentially there could be around 1,100 new homes at Woodstock within the commuting catchment for Hanborough station, although the existing cycle connections are poor.

Other local planning documents

3.20 The Oxfordshire Cotswolds Garden Village Area Action Plan issues paper (June 2018) sets out the background and context of the proposals, as well as the opportunities and constraints to help guide the future development of the site, some of which are discussed above.

3.21 The core opportunities identified which have particular relevance to accessing Hanborough station include:

- Improvements to existing rights of way to provide better access to Barnard Gate, Freeland, Long Hanborough and Cassington as well as into Eynsham itself. There is also likely to be the potential to consider improvements to the existing cycle-path along the A40 for trips both east and west.
- Provision of a safe pedestrian and cycle link along Lower Road to Hanborough Station.
- Improved crossings on the A40, in order to allow people living and working in the garden village to walk, cycle or ride to Eynsham and vice versa.

3.22 The submission draft Eynsham Neighbourhood Development Plan for the parish sets out the vision for the future of Eynsham. This includes seeking improved crossings of the A40 for pedestrians and cyclists in new masterplans and recognising the need for robust and realistic plans for connections to Hanborough station.

Oxfordshire County Council Local Transport Plan 4 – Countywide and corridor strategies

Connecting Oxfordshire: A40 Corridor Strategy

3.23 In light of the problems experienced on the A40, OCC has developed both a short-term and long-term strategy with the aim to alleviate the congestion, taking into account the development proposals in the vicinity of this corridor.

3.24 The proposed A40 Science Transit 2 scheme will deliver a package of measures designed to significantly improve the reliability, frequency and variety of destinations in Oxford served by public transport by:

- Providing a congestion-free route for public transport on the A40 eastbound approach to Oxford.
- Encouraging people to switch from using cars to public transport.
- Improving journey times of public transport along the A40 corridor.

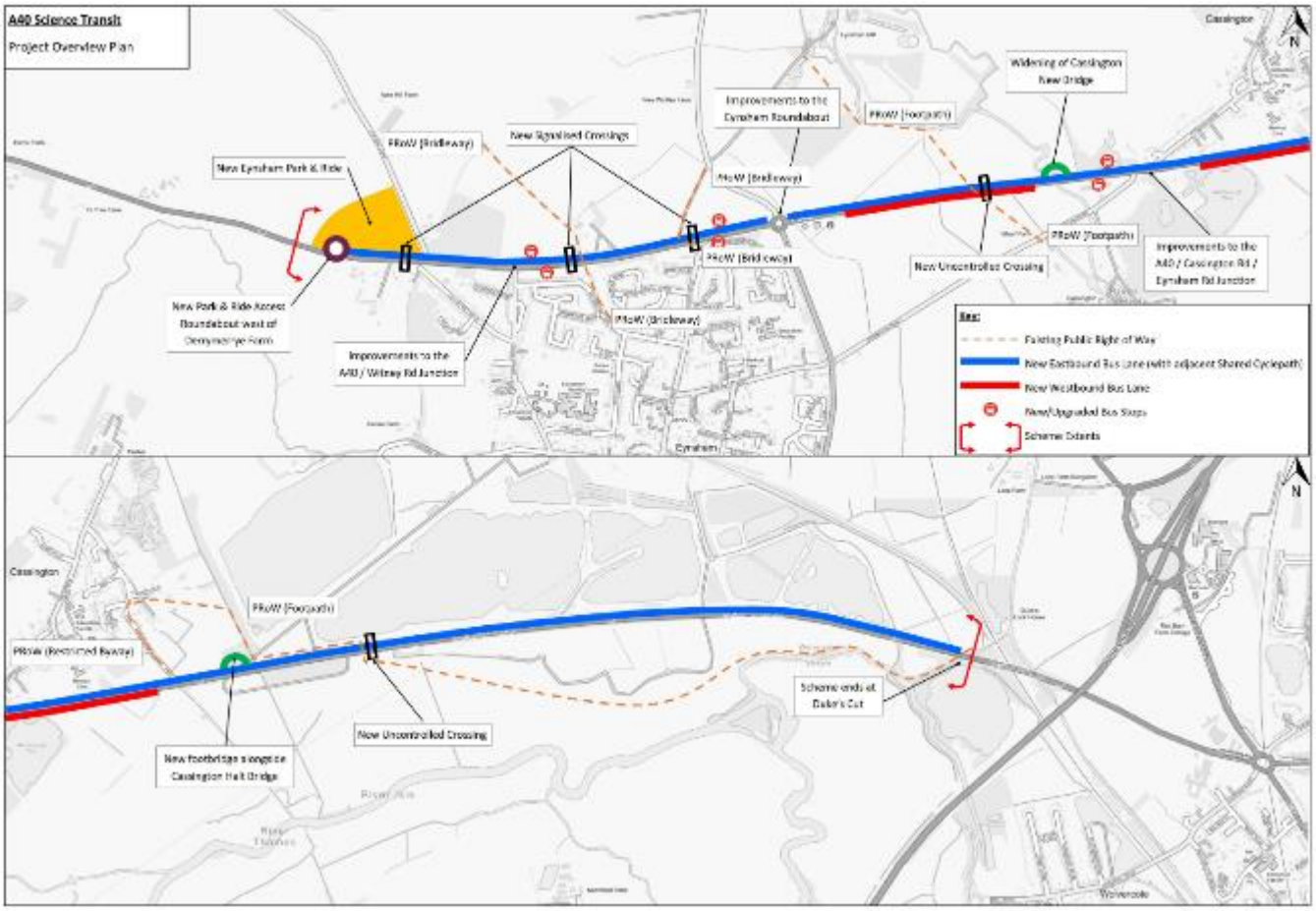
3.25 The proposed scheme includes (see Figure 3-4):

- An eastbound bus lane between Eynsham roundabout and the Duke's Cut canal bridge near Wolvercote
- Westbound bus priority on the approaches to Cassington traffic signals and Eynsham roundabout
- A P&R car park on the A40 corridor near Eynsham
- Junction improvements along the A40 corridor between the proposed Park & Ride roundabout and Cassington signals

3.26 Phase 2 of the A40 strategy provides increased road capacity as well as improvements to the public transport offer. OCC is seeking funding from the Housing Infrastructure Fund for these works, which include:

- Extension of the dual-carriageway between Witney to the P&R
- Extension of the eastbound bus lane from Duke's Cut to Wolvercote Roundabout and further sections of the westbound bus lane
- Provision of high-quality cycleways along the length of the route

Figure 3-4: Proposed P&R and wider A40 improvements



Source: Connecting Oxfordshire – Improving Transport Along the A40 Corridor

Connecting Oxfordshire A44 and A4260 Corridor Study

3.27 The study proposes a rapid transit service with dedicated lanes along the A44 connecting a proposed new P&R site at the Bladon (A4095 / A44) roundabout with Oxford. This will build on existing and important inter-urban public transport services along this corridor with the scheme funded via a combination of Housing & Growth Deal and developer contributions.

Connecting Oxfordshire Vol 3: Rail Strategy

3.28 Chapter 4: Rail Priorities, identifies the strategic aspiration for rail within Oxfordshire. This chapter sets out the aspiration to develop Hanborough as a transport hub for the district, with the aim of reducing congestion on the A40. To achieve this, the strategy sets out the need for the following measures in order for Hanborough to fulfil this potential:

- A larger car park, to accommodate more vehicles

- A new platform (including a footbridge granting access) so that trains extended from Oxford can terminate and turnaround
- Redoubling of the line, between Wolvercot Junction and Hanborough, to allow up to three trains per hour to Hanborough

3.29 Whilst these proposed improvements are likely to increase patronage at Hanborough, the rail strategy also states that appropriate levels of car parking should be provided at other stations to meet the demand created by service improvements and encourage people to use their nearest station.

4. Programmes, Plans and Aspirations

4.1 Through our analysis of the existing policy base and extensive stakeholder engagement we have brought together a comprehensive inventory of proposals for Hanborough station and its catchment, including developments. This is set out in Appendix A and includes the anticipated delivery timeline for each measure identified.

4.2 The key measures identified are summarised below.

Rail

Track Redoubling

4.3 The North Cotswold Line Taskforce are promoting redoubling of the Cotswold line at the eastern and western ends of the line, between Wolvercot Junction and Hanborough, and from west of Evesham towards Pershore, which will significantly increase capacity along the line (Figure 4-1).

Figure 4-1: Proposed re-doubling by the North Cotswold Line Taskforce

Source: North Cotswold Line Taskforce

4.4 Up to four trains per hour is sought by the North Cotswold Line Taskforce, forming part of the 'Oxford Metro' concept – a shuttle service between Hanborough and Oxford. The group has prepared a Strategic Outline Business Case and hopes to move to the 'Decision to Develop' stage under the DfT's Rail Network Enhancements Pipeline process. If approved delivery is likely to be over Control Period 6 (2019-2024) and Control Period 7 (2024-2029).

4.5 The proposals will make the line a much more appealing prospect for commuting and present opportunities for the line to better serve increased tourism and future employment (for example the proposed science park element of the Garden Village).

4.6 The North Cotswold Line Taskforce longer term aspiration, once there is additional capacity on the line, is to reopen the old railway between Honeybourne and Stratford-upon-Avon. This would boost tourism in the Oxfordshire Cotswolds and give a direct rail link between the popular tourist destinations of Oxford, the Cotswolds and Stratford-upon Avon.

Hanborough second platform

4.7 A second platform at Hanborough station would be required at Hanborough to facilitate track redoubling. The current disused platform on the southern side of the track bed is lower than the standard platform height now required by Network Rail and would require heightening as well as lengthening.

Station facilities

Increased parking capacity

4.8 As set out above the existing station car park regularly reaches capacity. The need to provide additional car parking to meet growing demand is set out in various documents although there is no developed design or programme for delivery. Any such car parking would also need to include EV charging points. Land has been set aside as part of the delivery of the housing development by Bloor Homes (see paragraph 4.11).

4.9 An integral part of improving access to the station for increasing volumes of cyclists will be the provision of additional cycle parking, which would be incorporated with improvements to the station forecourt.

Improved dwell time facilities

4.10 Dwell time facilities have recently been improved at the Hanborough station through the introduction of a modular building that provides waiting facilities, toilet and an information point.

New footbridge and improved pick-up / drop-off facilities

4.11 Bloor Homes are delivering a scheme for 120 homes on land adjacent to the station, to the west of the railway tracks. As noted above, as part of the planning consent land has been set aside for a 400-space car park but the proposals also include land for a new station building, a pedestrian bridge, ticket machine and shop, plus taxi and bus drop-off points. It should be noted that Bloor Homes are not required to deliver these works as part of their consent and therefore they would need to be delivered by a third party. GWR has indicated their support for the additional facilities but there are no current plans to deliver them.

Improved access

Connections via Lower Road

4.12 A potential intervention, identified in the Policy EW1 of the Local Plan and the emerging Eynsham Neighbourhood Development Plan (NDP) (final version submitted in 2019), is the provision of a pedestrian and cycle link between Eynsham and Hanborough station via Lower Road (Figure 4-2). This would put Eynsham within around a 20 minutes cycle of Hanborough station. The form of the link has not been determined at this stage.

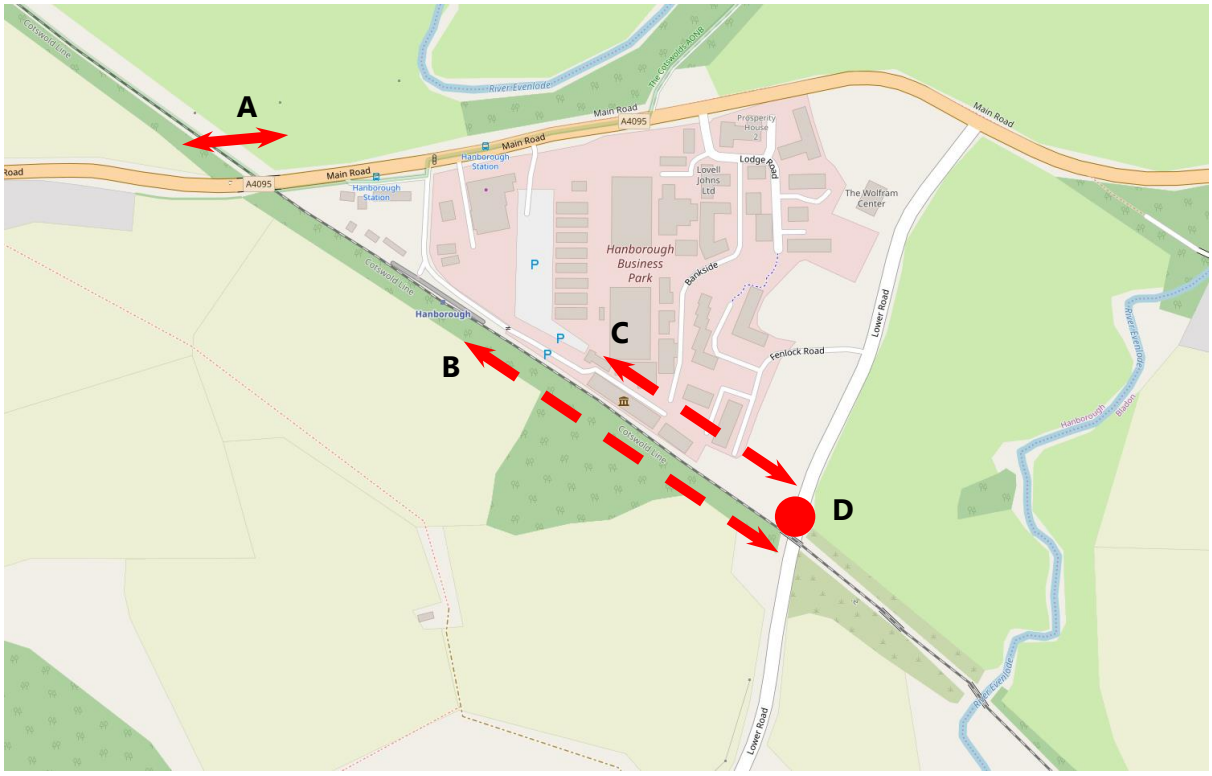
4.13 A southern access to Hanborough station from Lower Road could also be made to the station, either via the Bloor Homes development site and the proposed new footbridge (avoiding the pinch point as the railway crosses Lower Road), or via the Oxford Bus Museum (Figure 4-2). Again, there are no detailed proposals related to this link currently but it is likely that this would be developed for all mode access to be able to tackle a number of local objectives e.g. reducing congestion along the A4095.

4.14 Crucially the proposals would require careful consideration with regards to alignment and land ownership, as the adjacent land is owned by the Blenheim Estate and runs in close proximity to a historic woodland that is highly valued by the local community.

New A4095 pedestrian and cycle bridge

4.15 Hanborough Parish Council have submitted a bid for funding to GWR's Customer and Communities Improvement Fund for a separate pedestrian and cycle bridge that would be provided parallel to the existing A4095 bridge over the railway track just north of Hanborough station (Figure 4-2). A new bridge would remove the existing 0.9m pinch point that reduces the attractiveness of walking and cycling from destinations to the west of the station. It would be built on land outside of the public highway and would therefore require consent from the land owner.

Figure 4-2: Local active travel interventions: A4095 pedestrian and cycle bridge over railway (A), indicative walking and cycling link from Lower Road, south of railway (B), indicative walking and cycling link from Lower Road, north of railway (C), pinch point on Lower Road (D)



Source: Open Street Map

Connections to Woodstock, Bladon and the Blenheim Estate

4.16 The World Heritage Site of Blenheim Palace, with its Grade 1 Registered Park, is located to the south west of Woodstock and is of international and national heritage significance. Creating a connection between Hanborough and Bladon / Woodstock will

connect the station with proposed new development at Woodstock, as well as the significant tourist destination of the Blenheim Estate. The restrictive cycle carriage policy on GWR services means that cycle hire would need to be provided if tourists were to be encouraged to make the journey by bike.

4.17 To avoid the width constraints on the A4095 an off-road connection could be made via land to the north. However, this would require consent from the land owner and careful consideration in terms of its impact on the Blenheim Estate and attractiveness due to limited natural surveillance.

Eynsham P&R and A40 improvements

4.18 A new Park & Ride site is proposed on the A40 west of Eynsham, along with an eastbound bus lane from the Park & Ride to Duke's Cut canal bridge near Wolvercote, and two sections of westbound bus lane on the approaches to Cassington traffic signals and Eynsham roundabout (see Section 3 of the report).

4.19 Hanborough Station is approximately 3km north of the proposed Garden Village and is therefore likely to receive an increase in users from the Cotswolds Garden Village, providing links to the station are sufficiently attractive. The proposed P&R will provide a 30-minute connection into Oxford; providing a convenient and attractive journey offer for residents commuting into the north and east of the city.

Behavioural change

4.20 In addition to the infrastructure measures proposed within the catchment area and at the station, behavioural change is a key element to securing modal shift. Infrastructure improvements and behavioural change need to be implemented in coordination; examples of this could come in the form of cross promotion of improvements in rail and bus services via travel planning measures, such as welcome packs for new residents within the catchment area, to include advice and taster tickets to allow them to explore alternative options to the private car; reducing single occupancy car journeys and reducing congestion along this route.

5. Key Challenges

5.1 Hanborough station has the potential to become a local transport and mobility hub, however there are a number of challenges that the station faces in order to achieve this aspiration.

Table 5-1: Challenges facing Hanborough station

Highway
• Existing capacity issues on the A40 results in increased congestion on local roads, reducing attractiveness of the station • Increasing patronage at Hanborough could see a rise in traffic through Long Hanborough and reduction in air quality • Increasing patronage at Hanborough could increase congestion on local roads, namely the A4095 and Lower Road, reducing the attractiveness of the station • Parking is close to capacity, reducing the attractiveness of the station • No incentive for existing vehicle users to change travel behaviour / uptake initiatives to influence their travel dynamics.
Rail
• Relatively limited rail frequency in comparison to Oxford Parkway • Basic station facilities reduce the quality of the waiting experience • Basic infrastructure at the station is not meeting the expectation of the local user demographic • Challenges around franchise commitments (on site and rail corridor improvements)
Active Travel
• Narrow pedestrian / cycle way on the bridge to the west of the station is poor for cyclists • Key settlements within the cycle catchment of the station such as Bladon, Woodstock and Eynsham have poor cycle connections • No direct walking or cycling connection from the residential development immediately adjacent to the station • Poor quality walking environment in the immediate vicinity of the station • The station forecourt can be crowded with vehicles dropping off and taxis waiting, causing congestion and reducing the attractiveness of walking and cycling • Landownership challenges for new walking and cycling routes, particularly for

any new route via the Blenheim Estate and from Lower Road to Hanborough station and long-term maintenance (network resilience).
Bus network
• No public subsidy available for bus services • Current 233 service operation is part funded through s106 agreement, which is finite • Previous 11 service now ceased to operate • Limited real time information and low-quality stop environment

6. Draft Vision for Hanborough Station

6.1 By the end of the Local Plan period in 2031, Hanborough station will be transformed into a modern and efficient transport and mobility hub for the wider area. New residents and workers travelling to and from developments in Eynsham, Witney, Woodstock and Long Hanborough and the wider locality will benefit from excellent walking and cycling connections and frequent and reliable bus services, all of which will also attract existing residents to travel to the station sustainably. Once there, improvements to waiting facilities, an enhanced station forecourt environment and well managed car parking for those who cannot easily use other modes, will result in a first-class rail experience. This, along with a second platform and increased train frequencies, will mean that the popularity of the station continues to grow for journeys into Oxford and the south east, contributing significantly to modal shift away from the private car and reducing congestion on the A40 corridor and other key routes.

6.2 The draft objectives to secure a strong future for Hanborough station are shown in Table 6-1.

Table 6-1: Draft Objectives for the future of Hanborough Station

Station Facilities
• Improve quality of the forecourt environment at Hanborough station and connections to the A4095 • Provide improved cycle parking • Improve waiting facilities at the station • Catering for a range of users, ensuring options are inclusive and accessible for all • Better managed car parking that is sufficient to meet demand for those who cannot easily travel by other modes, and encouraging use of EVs • Provide second platform
Mode Shift
• Improved walking and cycling connections to the station from existing and proposed points of high demand within the station catchment • Improved coordination of public transport services • Encourage development of innovative forms of mobility • Target investment and improvement measures around the two key trigger

Station Facilities
points of new housing developments and rail service improvements • Accommodate polycentric movements of people, linking to new housing, the Science Park proposals and event based/seasonal activity • Provide for different types of journey (commuting, recreation, educational across the station catchment area)
Promotion Initiatives
• Develop early package of travel demand management interventions that cater for existing and future travel patterns • Cross promote event-based movements from the station to immediate trip attractors and develop a package of complimentary promotion initiatives

7. Next Steps

7.1 The draft vision and objectives, along with the programmes, plans, aspirations set out in this Baseline Report will be tested at stakeholder workshops. The objectives will be developed through this process in order to inform the development of a preferred list of measures that will be compiled into a timeline for delivery and drawn together in a final action plan.

Appendix A

Inventory of Proposals for Hanborough station and Catchment

Hanborough Station Infrastructure Study – Baseline Review

Inventory of Proposals for Hanborough station and catchment

Through our analysis of the existing policy base and extensive stakeholder engagement we have brought together a comprehensive inventory of proposals for Hanborough station and its catchment, including developments. This is set out in Table A-1 below and includes the anticipated delivery timeline for each measure identified.

The measures are grouped under the following workstreams, which are defined as follows:

- Rail network and services: measures related to the rail service serving Hanborough station, the re-tendering of the GWR franchise and anticipated shifts in travel behaviour and rail demand based on the build out of significant quantities of housing and delivery of key infrastructure
- Developments: development proposals within the station catchment
- Active travel: measures related to improving walking and cycling connections to the station from existing and future areas of high demand
- Local public transport: measure related to improving the public transport network and innovative forms of demand responsive transport (DRT)
- Highway access: measures on the highway network that will directly or indirectly improve traffic conditions within the station catchment
- Station facilities and site improvements: interventions proposed within the station and its immediate surroundings
- Complimentary measures: Promotional and other non-infrastructure measures to promote behaviour change

Each measure is colour coded to indicate whether it is completed, planned (committed in local policy discourse, with or without funding attached), aspirational (set out in policy / documents but not necessarily committed) or suggested (new measures put forward by ITP or others).

Table A-1: Inventory of proposals for Hanborough station and catchment

Key: Completed | Planned | Aspirational | Suggested | Station Adoption Plus Package | Targeted Travel Plan Package

Workstream	Timeline Phases & Rationale (Station Catchment)	2015 - 2021			2021 - 2025			2026 - 2031		
Rail network and services	Intervention Summary	Managing Current Travel Demand			Frontloading Travel Demand Management			Futureproofing Patronage Demand Growth		
Legislative	GWR Franchise Conclusion & Re-Tendering				2022					
Behavioural	Predicted Shift in Travel Behaviour/Rail Demand						2025			2030
Operational	Additional Stopping Peak Period Train Services									
Operational	Enhanced Rail Service Regularity (Hour Frequency)									
Physical	Track Redoubling & Two Hourly Rail Frequency									
Operational	Island Platform & Shuttle Service (4 Trains Per HR)									
Operational	Introduction of Class 800 HST Stopping Services									
Developments	Intervention Summary									
300 units	Land East of Woodstock									
500 units	Land South East of Woodstock									
169 units	South of A4095, Long Hanborough									
120 units	Land of North Hill Rise, Woodstock									
180 units	Land north of Banbury Road, Woodstock									
120 units	East of Pinsley Farm, Long Hanborough									
2200 units	Cotswolds Garden Village									
1000 units	Land West of Eynsham									
2850 units	North, West & East Witney									
700 units	Land East of Carterton									
500 units	REEMA North/South, Carterton									
281 units	New Road & Mount Owen, Carterton									
160 units	Burford Road, Witney									
257 units	Downs Road, Witney									

200 units	Milestone Road, Carterton										
205 units	Swinbrook Road, Carterton										
774 units	Charlbury – Burford Sub Area										
1200 units	Chipping Norton										
40 hectares	Land North of the A40, Eynsham Science Park										
10 hectares	West Witney Strategic Development Area										
2.2 hectares	East of Downs Way, Witney										
Active travel	Intervention Summary										
Operational	Parish Council feasibility study: Bridge Study & Missing Links										
Physical	Hanborough Shared Path Upgrades (A4095)										
Physical	Shared use track: Eynsham to Wolvercote (A40) (*Part of Science Transit 2 Scheme)*										
Physical	Improved crossings over the A40 *(Part of Science Transit 2 Scheme)*										
Physical	Shared use track: Eynsham to Hanborough (Lower Rd)										
Physical	Shared use link from station to Lower Road										
Physical	Shared Use, Off Road Hanborough-Bladon Link										
Physical	Upgrading NCN Route 5 (Woodstock-Oxford)										
Physical	B4044 Shared Use Path: Eynsham to Botley										
Physical	Speed Limit Reduction: Freeland & Church Hanborough										
Physical	Upgrading Crossing Outside Station Site (Puffin)										
Physical	Carterton Premium Cycle Route (B4477 Upgrade)										
Physical	Church Road Pathway Extension (3m Shared Use)										
Operational	Programme of Pathway Maintenance (A4095)										
Physical	Targeted Path Surface Improvements (A4095)										
Physical	Narrowing Road Under Rail Bridge (Lower Road)										
Physical	Bike Symbol Demarcations (Pigeon House Ln)										
Physical	Application of Consistent Driveway Markings										
Physical	20mph Speed Limit Between Shared Path (A4095)										
Physical	Installation of Inclusive Mobility Package (A4095)										
Local public	Intervention Summary										

transport										
Physical	A40 Bus Priority Corridor; Eynsham to Dukes Cut *(Part of Science Transit 2 Scheme)*									
Physical	A40 Bus Priority Corridor: Wolvercote to Eynsham *(Part of Science Transit 2 Scheme)*									
Physical	Bus Stop Design Standards (inc. RTI)									
Physical	P&R Site Development: North of Eynsham *(Part of Science Transit 2 Scheme)*									
Physical	P&R Site Development: Bladon (A4095/A44)									
Physical	Bus Interchange and Connection to Lower Road									
Operational	Pump Priming/Premium Route (String Settlement)									
Operational	Bus Priority Scheme Approaching Swinford Bridge									
Operational	Enhanced S1,S2,S7 Bus Service Frequency									
Operational	Enhanced S3 Service: Chipping Norton - Oxford									
Operational	Promotion/Enhancement of Railbus (Kingham)									
Behavioural	Quality Bus-Rail Partnership Arrangement									
Physical	Upgrade S1,S2,S3 Bus Stops to 'Premium'									
Behavioural	Introduction of Designated Hanborough Liftshare (DRT)									
Operational	Commuting 'Pick Me Up' Initiative/Scheme (DRT)									
Operational	Seasonal 'Pick Me Up' Tourism Link Trips (DRT)									
Behavioural	CLPG – CT (Community Bus Freeland) Promotion									
Operational	Co-Wheels Rural Car Clubs (Development Led)									
Operational	GWR Station Taxis Licence/Permit Scheme									
Highway access	Intervention Summary									
Physical	Dualling of A40: Witney to Eynsham Link									
Physical	West Eynsham New Spine Road (to B4449)									
Physical	A40 Junction Upgrades at Eynsham/Cassington									
Physical	Reconfiguration of Three Horses Roundabout									
Physical	Traffic Calming Measures (Church Rd)									
Physical	Extend National Speed Limit (Swan Lane)									
Behavioural	Hanborough Considerate Parking Campaign									
Station facilities	Intervention Summary									

and site improvements										
Physical	Platform Extension for Class 800 HST Services									
Physical	New Sheltered Station Waiting/Dwell Facility									
Physical	Unlocking Designated Rail West Side Parking Site									
Operational	Premier Parking Legislation/ Designated Bays									
Physical	Roll out of ChargePoint EV Bays (New Franchise)									
Physical	Construction of Second Platform & Access Bridge									
Physical	Installation of Additional Tiered Cycle Parking									
Physical	Improve station Forecourt / Access Road									
Physical	Improved crossings on the A4095									
Physical	Introduction of cycle hire									
Physical	Sustrans Sculpture & NCN Wayfinding Signs									
Physical	Interactive 'Talking Totem' (Beyond Accessibility)									
Behavioural	Delivering Community Led Station Travel Plan									
Physical	Charlbury Station Car Parking Expansion									
Operational	Designated Car Club Bays (eg Co-Wheels Network)									
Physical	Remove & relocate pick up / drop off from station site									
Complimentary measures	Intervention Summary									
Behavioural	Film Oxford Placement Opportunity (Lost Lanes)									
Behavioural	Attraction Social Media/Website Design Support									
Behavioural	GWR/CLPG Sponsorship of Festival of Festivals									
Behavioural	Pilot 'Beyond Accessibility' (User Experience)									
Behavioural	241 Tickets: Oxfordshire Card Promotion									
Behavioural	Subscription to Multi Operator Rover Ticket									
Behavioural	Promoting Attractions Working Group (AWG)									
Behavioural	Introduction to Bainton Bikes Hire Scheme									
Behavioural	Defining Recycled Bike Offer (Windrush Project)									
Behavioural	Poster Campaigns: School Engagement									

Behavioural	Event Management Plans Guidance (Blenheim)									
Behavioural	Community Led Locality Map / Visitor Map									
Behavioural	Fleet Driver Training (Blechington Quarry)									

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