



WOKINGHAM BUS SERVICE IMPROVEMENT PLAN 2024 (2024-2040)



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Foreword by Councillor Fishwick, Executive Member for Active Travel Transport & Highways

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Foreword from Councillor Fishwick, Executive Member for Active Travel Transport & Highways

Our Bus Service Improvement Plan has been revised and updated to reflect the important role bus services play in meeting the ever-increasing challenges the borough is facing. Developed in partnership with local bus operators, neighbouring authorities and community stakeholders, this plan is a precursor to the borough's fourth Local Transport Plan and is integral to the Enhanced Partnership which came into being in September 2023.

Whilst funding for all Council services is, and will continue to be, extremely challenging, our ambition for local bus services remains strong. It is important that we provide an alternative to car-based travel which is affordable, sustainable and accessible for all, including supporting adults with enhanced needs, care leavers, and those in rural and less connected areas. This Plan sets out how we will work in partnership to transform the borough's bus network.

Over the past 24 months Councillors have approved nearly £700,000 of additional funding to help the borough's bus services recover from the impacts of the pandemic and taken difficult decisions to increase local parking charges. Work has been completed at Winnersh Triangle and Coppid Beech Park and Ride sites using Local Enterprise Partnership Funding. Through partnership working use of the Thames Valley Park and Ride has continued to grow. Local bus operators have invested in new fleet, new ticketing technology and provided additional journeys. Improvements have also been made to ticketing arrangements and the cost of travel. However, we understand that affordability challenges still exist particularly for young people, those seeking employment and adults who draw on care and support. Moving forward we will work with local bus companies to continue to improve the number of buses available, the affordability of bus travel and journey times. We are also eager to see the introduction of the first electric buses in the borough on route 21.

This Plan is a long-term strategy for the transformation of the borough's bus network. Delivery of the plan is subject to suitable funding being secured, with some of the proposals expected to take longer to deliver than others. The plan will be revised and updated regularly as decarbonisation, bus priority and other improvements are implemented. Any comments or suggestion about the Plan are welcomed as we aim together, to deliver a better bus network which meets the needs of residents, businesses, and visitors to the borough.

There are some big challenges ahead, but please join us on the journey to more sustainable travel with bus as a key part of this.

Councillor Paul Fishwick

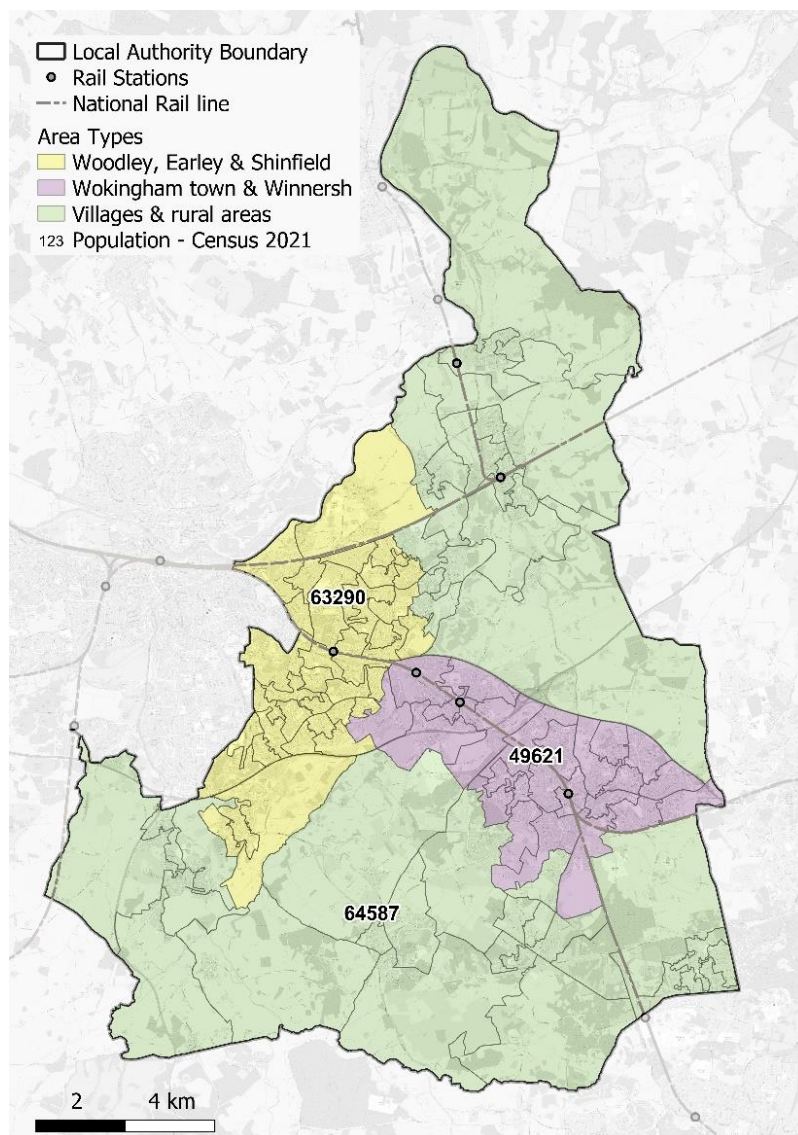




1. THE BUS VISION



Public: Information that can be seen and used by everyone inside and outside the Council.



1. THE BUS VISION

1.1 Scope of the BSIP

This is the borough's third Bus Service Improvement Plan (BSIP) which has been updated to take account of Department for Transport (DfT) new guidance for a 2024 BSIP, and so covers 3 key themes:

1. Updating the baseline to 2023/24;
2. Setting out the 2024/25 programme; and
3. Getting ready for 2025 and beyond.

This 2024 BSIP Update replaces the BSIP2 issued in 2023. The Council's Enhanced Partnership Plan and Scheme was published in 2023 and is available at: <https://www.myjourneywokingham.com/bus-travel/enhanced-partnership/>

This Plan sets out the strategy for bus services in the borough over the next 16 years. Once the revised BSIP is adopted, the Enhanced Partnership agreement will be updated to help deliver the improvements. The Council and local bus operators will work together to improve the borough's bus network. The Council is committed to continuing and building on the good working relationships that already exist with neighbouring local authorities, the Royal Berkshire NHS Foundation Trust, Reading University, and other local stakeholders to deliver better bus services. These relationships have been formalised in the Enhanced Partnership and the success of the plan will be monitored and reported on every twelve months, in line with the public reporting regime which DfT is expected to provide more details on during 2024. In particular, a further update to the BSIP is likely to be required by DfT in 2025, and the BSIP will therefore be updated again within the next twelve months.

Figure 1.1: Wokingham Borough Council Area

This BSIP and Enhanced Partnership covers the whole of Wokingham Borough. The administrative boundary of the borough is shown in Figure 1.1. There are three distinct areas for bus services:

- Woodley, Earley and Shinfield (yellow area): with a population of about 63,290 and located to the west of the borough, adjacent to the Reading border, this area functions in transport terms as a 'greater' Reading area which includes the University.
- Wokingham town and Winnersh (purple area): with a population of about 49,621, this area has the highest level of self-containment and active travel. The A329(M) and A329 corridors link Reading, Wokingham and Bracknell.
- Villages and rural areas (green area): with a population of about 64,587, this area has lower population density and more car dependence, although rail travel is common.

This BSIP aligns with the National Bus Strategy and is a precursor to the borough's fourth Local Transport (LTP4). The duration of the BSIP is from 2024 to 2040. While quite a long time into the future, this period corresponds with the emerging Local Plan. This latest BSIP is consistent with the emerging LTP4 aims.

1.2 Pandemic & Recovery

Services and passengers are bouncing back, with passengers at about 85% of pre-pandemic levels, after a few difficult years. Prior to the pandemic, bus use in the borough had grown by 40% over the past 10 years, which contrasted greatly with the national trend of declining bus use. The success in Wokingham Borough was built on securing developer funding to invest in bus services, incentivising bus use through behaviour change and delivering bus priority infrastructure in new communities. The pandemic significantly impacted bus travel, particularly at the borough's Park and Ride sites. With bus passenger journeys growing faster in Wokingham Borough than most other areas of the country pre-pandemic, there is confidence that bus passenger journeys can recover and will continue to grow.

1.3 Vision

The Council's vision for Bus Services in Wokingham Borough is for a high-quality bus network for residents and visitors that contributes towards improving accessibility, local air quality, reducing road congestion and enabling carbon neutrality by 2030.

1.4 Objectives

A series of objectives have been identified, based on the National Bus Strategy, with an emphasis on those that apply to Wokingham Borough.



1. Grow passenger numbers to pre-pandemic levels and to continue to strive for growth

Whilst bus passenger journeys in Wokingham Borough increased against the national trend for the 10-years leading up until 2020, the effects of the pandemic have been significant. Bus passenger levels are at about 85% of their pre-pandemic levels and concessionary travel remains the most affected. Residents place a high importance on high quality, affordable and accessible local bus services. To help deliver this growth the Borough will be innovative and harness entrepreneurship to constantly strive for a better product.



2. Return bus services to pre-pandemic levels, improve levels of service and extend to new areas of travel demand

By 2037, the population of Wokingham Borough is projected to reach 180,900 people, which is the equivalent to adding 20 people a day. Wokingham Borough Council's Core Strategy and Local Plan update set out the plans for the delivery of 10,000 new homes and the associated communities and infrastructure across the borough. As the borough continues to grow local bus services must support and enable residents to make the journeys they need to make. It is also part of the growing Thames Valley region.



3. Improve accessibility to transport services and the local bus network for communities in more rural and low-density areas

Ensure facilities and buses are accessible for all. In rural communities the difficulties some residents experience with poor accessibility to local transport provisions, and the effects this can have on their ability to access key services, is understood and needs to be improved upon.



4. Improve bus journey times, reliability and punctuality along key transport corridors

Along many of the main transport corridors buses are delayed in traffic especially during peak periods. While there are physical constraints along sections of road due to the nature of the road network, every effort is needed to deliver bus priority measures with bus lanes, bus gates and traffic signals. There is also potential to speed up boarding times with ticketing systems. Reducing journey time variation so there is greater reliability is also important.



5. Make fares affordable and simpler

As the cost-of-living increases, making fares affordable is more important than ever. Fares in Wokingham Borough are below the national average for an average 3-mile journey. Targeted fare reductions have already taken place in some areas of the borough because of feedback from passengers. Discussions are taking place with Reading borough about joint fare schemes which will benefit many residents in the borough and encourage bus travel. The opening and relaunch of park and ride sites in the borough present a good opportunity to consider a strategy for seamless, affordable fares and ticketing schemes with the aim of attracting more passengers back to these services.



6. Deliver a greener bus network by reducing carbon emissions and provide residents with attractive, comfortable, modern and greener travel alternatives

The Council is aware of the pressing concerns of the climate change and has committed to reaching carbon neutrality by 2030. The way residents travel and the distances covered have a significant impact on the borough's carbon footprint. One bus has the potential to take 75 cars off local roads, reduce congestion and reduce the associated carbon footprints by 111 tCO₂e. With approximately 5,101 miles driven in the Borough for each of these cars per year, we will encourage residents and visitors to make greener choices in the way that they travel. Buses will also be greener with more eclectic buses (ZEBs).



7. Improve bus integration with rail passengers, cyclists, pedestrians and car drivers

Interchanges and bus stops need to be convenient, easy to use, comfortable and safe. Rail passengers require easy access to bus services. Bus stops should be the appropriate standard (Gold, Silver or Bronze) and be well maintained. Our Park & Ride services will need to offer a seamless, comfortable, and convenient travel experience to make them attractive and ensure viability.



8. Improve passenger engagement and satisfaction of bus services

It is important that passengers are satisfied with the services provided to both retain and attract more passengers to local bus services. We will talk to community forums and review the National Highways and Transport surveys for Wokingham Borough to help identify aspects of bus travel which are most important to residents and those aspects where there is least satisfaction, to allow for effective targeting of improvements.



9. Ensure bus travel is a safe means of transport

Bus travel is generally considered a safe mode of transport, thanks largely to strong regulations governing drivers and vehicles. However, personal safety can be a concern; secure bus stops, well-lit routes, and onboard safety measures are essential to address these concerns.

1.5 Alignment with Policies

The BSIP has been developed to align with key national, regional, and local policies as shown in Figure 1.2. In particular, the objectives highlighted in the National Bus Strategy (NBS) to “get bus use back to what it was before the pandemic [and] then ... increase patronage and raise buses mode share”. With one of the highest levels of car ownership in the country, buses in Wokingham Borough will truly need to meet the NBS’s aspiration of being an attractive alternative to the car for far more people.

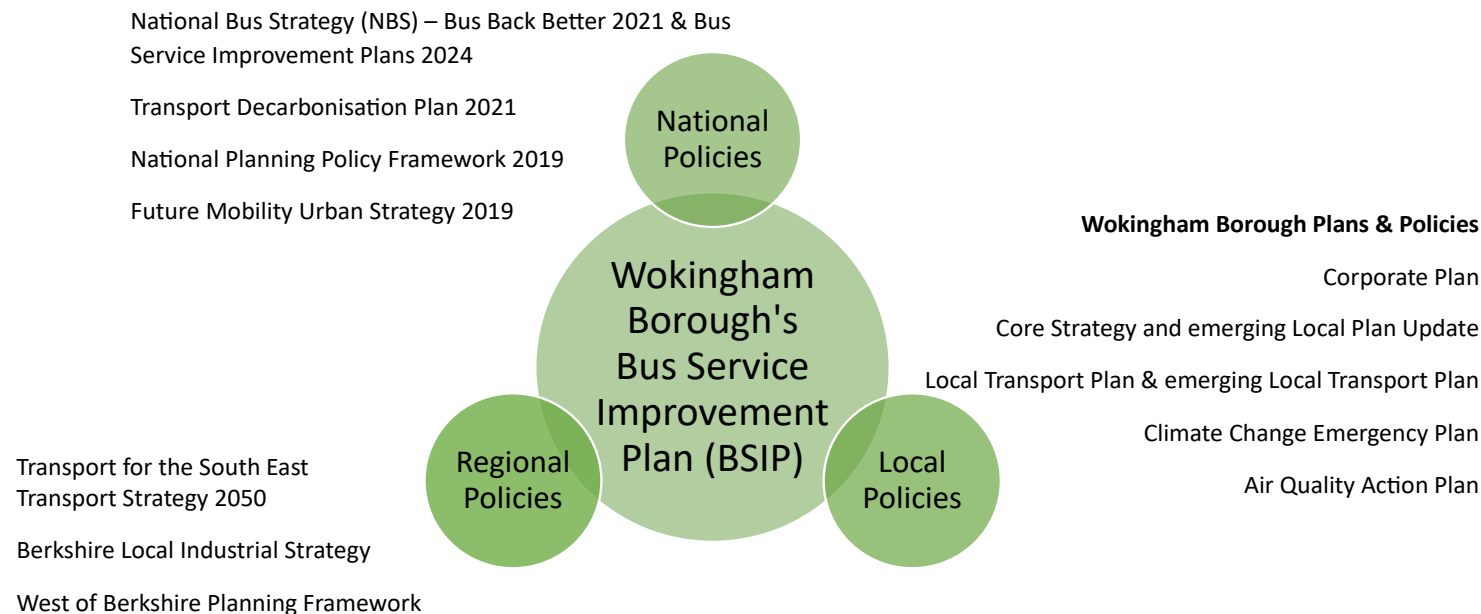
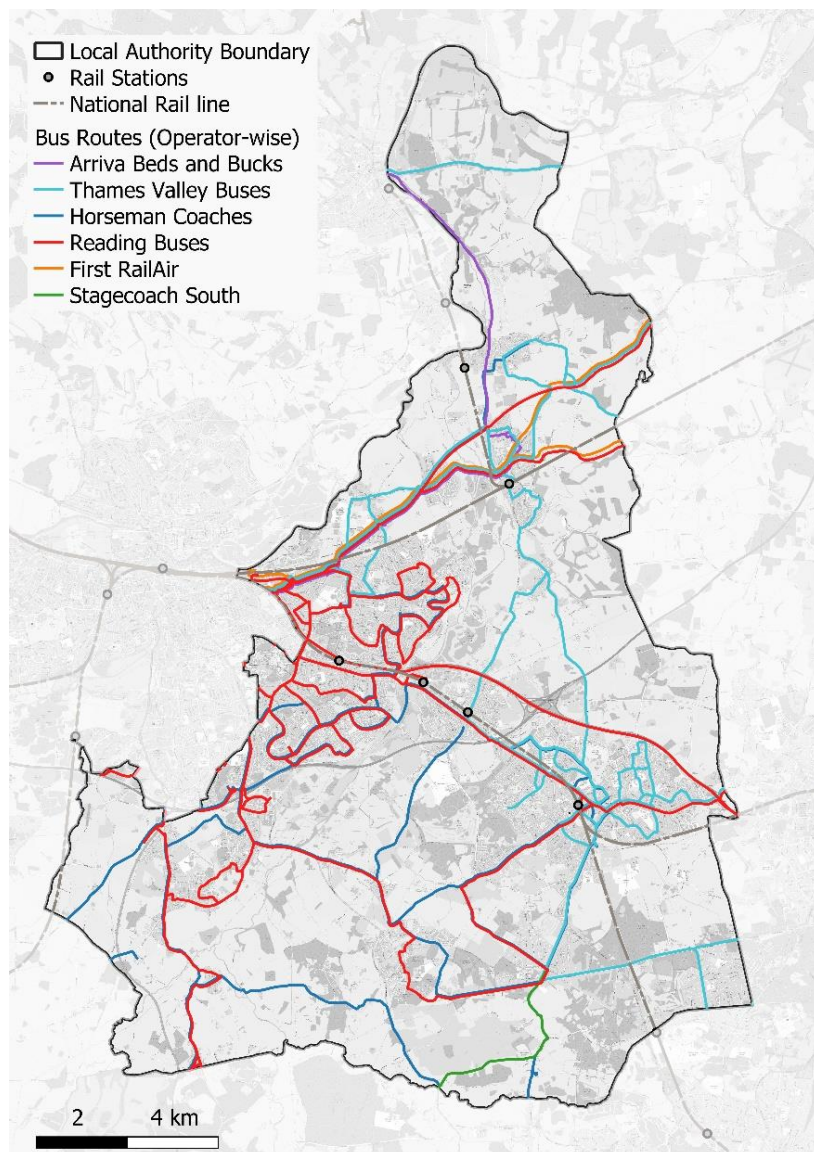


Figure 1.2: The Policy Framework

This plan aligns with the emerging vision of LTP4 to deliver and maintain a safe, reliable, and join-up transport system that connects new and existing communities, businesses and commercial centres. In achieving the vision, we will ensure our bus network is easy to understand, provides faster journey times and integrates with other modes of travel.





2. CURRENT BUS OFFER TO PASSENGERS

2.1 Bus Network

In line with the national trend of reduced bus travel since the pandemic, fewer journeys are made on local bus services across the borough compared to pre pandemic. Some services have recovered more strongly than others such as local bus services operated by Arriva, Horseman Coaches and Thames Valley Buses which have maintained a consistent level of service on all routes or provided small enhancements. Reading Buses services have seen some changes in frequencies to reflect changing demand and in some cases replacement services on contracted routes. The Leopard 3 and Tiger 7 have been combined into the 600 and the Leopard 8 combined with the Leopard 3 to simplify the network in this area.

2.2 Local Transport Operators

The bus companies operating services in the borough are listed in Table 2.9 of Appendix B. The dominant operator is Reading Buses. Reading Buses operates services along the entire length of the A329 and A327 corridors and part way along the A4 corridor. Reading Buses also operates most services in the Woodley area, all those in the Earley area and the majority of Park and Ride services from Winnersh Triangle, Mere oak and Thames Valley Park.

Thames Valley Buses is the other main operator. Reading Borough Council owns Reading Transport Limited which is an arm's length company and trades as Reading Buses and owns Thames Valley Buses. Thames Valley Buses operate all the town link services in Wokingham and the surrounding area, plus an inter-urban service connecting Wokingham, Twyford and Reading. All of Thames Valley Buses services receive financial support from the Borough.

Figure 2.1: Wokingham Bus Network

Arriva operates one service on the A4/A321 corridor from High Wycombe via Henley and Twyford to Reading.

Three operators have a small presence, operating either school specials, once a week shopping services or privately contracted services. These operators are:

- Horseman Coaches: who operate three registered school bus routes and three weekly 'shopper' bus routes that each offer one return trip on one day each week from rural villages.
- Stagecoach: who operate one commercial college bus route into Hampshire.
- Stewarts Coaches (owned by National Express Group): who operate a privately contracted express shuttle bus route from Reading Station to Thames Valley Business Park.

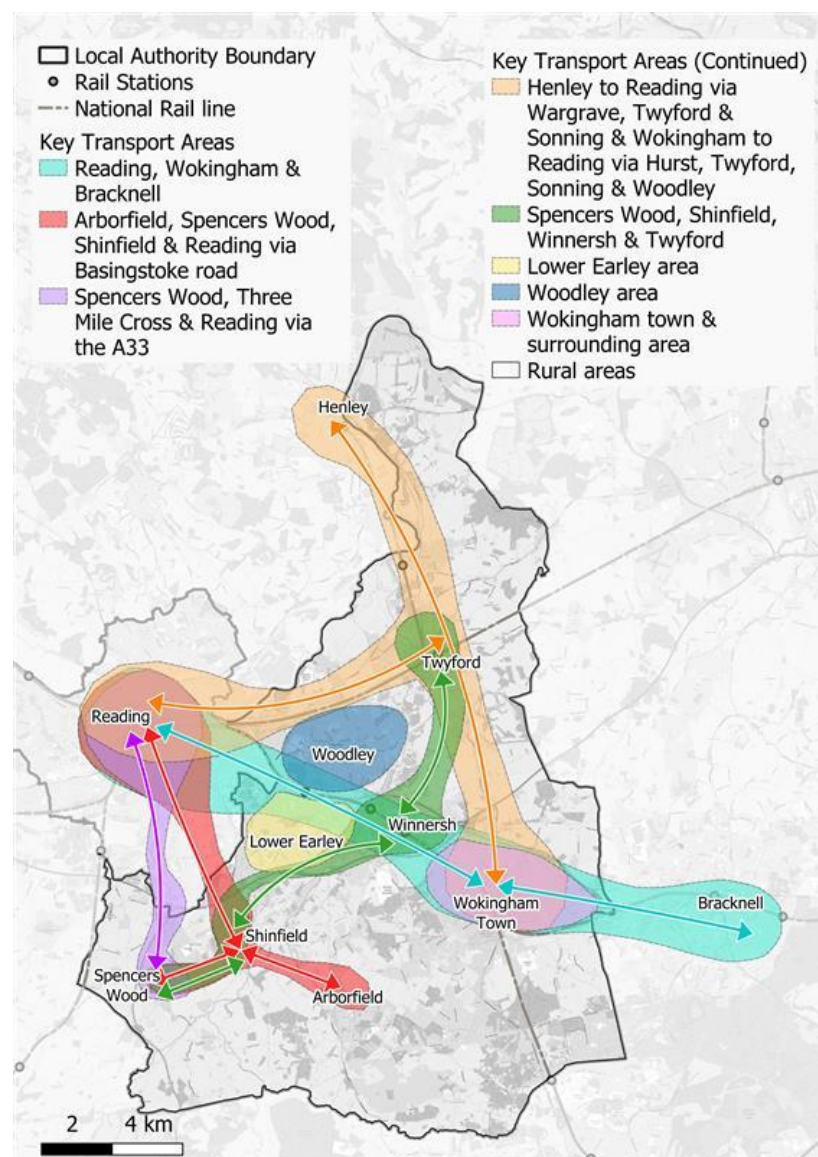
In addition to the above, several 'closed door' school bus routes exist that are not available to the public, serving both mainstream secondary schools and independent schools in the area. The Council is also aware that Abbey School, Reading Blue Coat School, Reading School and Leighton Park School all commission their own closed door coach routes.

Since June 2022, Reading Buses operate hospital shuttle buses from both MereOak and Thames Valley Park and Ride sites, on behalf of the Royal Berkshire NHS Foundation Trust. Discussions are on-going between the Council, Royal Berkshire NHS Foundation Trust, and Reading Buses as to how these services can be developed further.

In terms of longer-distance services, National Express coach routes serve the MereOak Park and Ride site at Three Mile Cross, just south of the M4 in Wokingham Borough, but do not form part of the local bus network. In addition to these, since July 23 First have re-routed their Reading RailAir service into Thames Valley Park P&R, which provides direct access to Heathrow every 30 minutes throughout the day.

Community 'dial-a-ride', demand responsive transport minibus services are provided by Readibus and Keep Mobile. These services are provided for people with reduced mobility. Community 'dial-a-ride' services are only available to those who have registered with the operator in advance and who are not able to use conventional bus services.

Several community volunteer services also operate across the borough and provide for additional ad hoc trips where residents are unable to access public transport or other forms of transport. These volunteer services are provided by Earley Volunteer Services, Earley Minibuses, Shinfield Volunteer Services, Twyford and Wargrave Volunteer Services, Wokingham Volunteer Services, Woodley Volunteer Services.



2.3 Key Corridors Urban Areas and Less Dense Rural Areas

The main bus corridors are listed below and shown in Figure 2.2. There are also three urban areas and three lower density rural areas. The key corridors are:

- 1. A329** – the main east-west corridor through the borough which connects the residential communities of Wokingham Town, Winnersh and Earley to Reading and Bracknell. The corridor follows the London Waterloo rail line and provides connections to local stations. There are also several secondary schools and the route is branded with Reading Buses “Lion”.
- 2. A3290/A329(M)** – accommodates the park and ride service from Winnersh Triangle Business Park to Reading Town Centre. It includes an existing bus lane and priority on the approach to Sutton Business Park. The services are branded with the Park and Ride livery. A Saturday Park & Ride bus service was reintroduced in November 2023 following the pandemic and the decking of the car park.
- 3. A327** – connects Wokingham Town to Reading Town via the communities of Barkham, Finchampstead, Arborfield and Shinfield. The corridor is currently being enhanced as both Shinfield and Arborfield development areas are located on this corridor, along with the newly developed Thames Valley Science Park and future film studios. The corridor is branded with Reading Buses “Leopard”.
- 4. A33/ B3349** – corridor has the potential for growth due to development in the Shinfield area. Currently bus services connect Reading Town Centre, with Thames Valley Science Park and Spencers Wood, as well as to the more rural villages of Swallowfield and Riseley. The busiest sections of the corridor are between Spencers Wood and Reading Town Centre. This corridor was remodelled in 2021 to extend the 600 services from Mere Oak Park and Ride.

Figure 2.2: Key Corridors, Urban Areas and Less Dense Rural Areas

5. **A4/A321** – provides access between Reading Town Centre and High Wycombe for the communities of Woodley, Sonning, Charvil, Twyford and Wargrave. Thames Valley Business Park and Sutton Business Park are also located along this corridor. Twyford Station, with the improved Elizabeth line, and Wargrave station, with the Henley branch service, are served by local bus services. There is no uniform branding on this corridor.
6. **Spencers Wood – Shinfield – Winnersh – Twyford** – is a new corridor which is not yet established. The corridor will provide an east-west connection across the borough by linking new and established development areas with local rail stations and key bus corridor.

Urban Areas

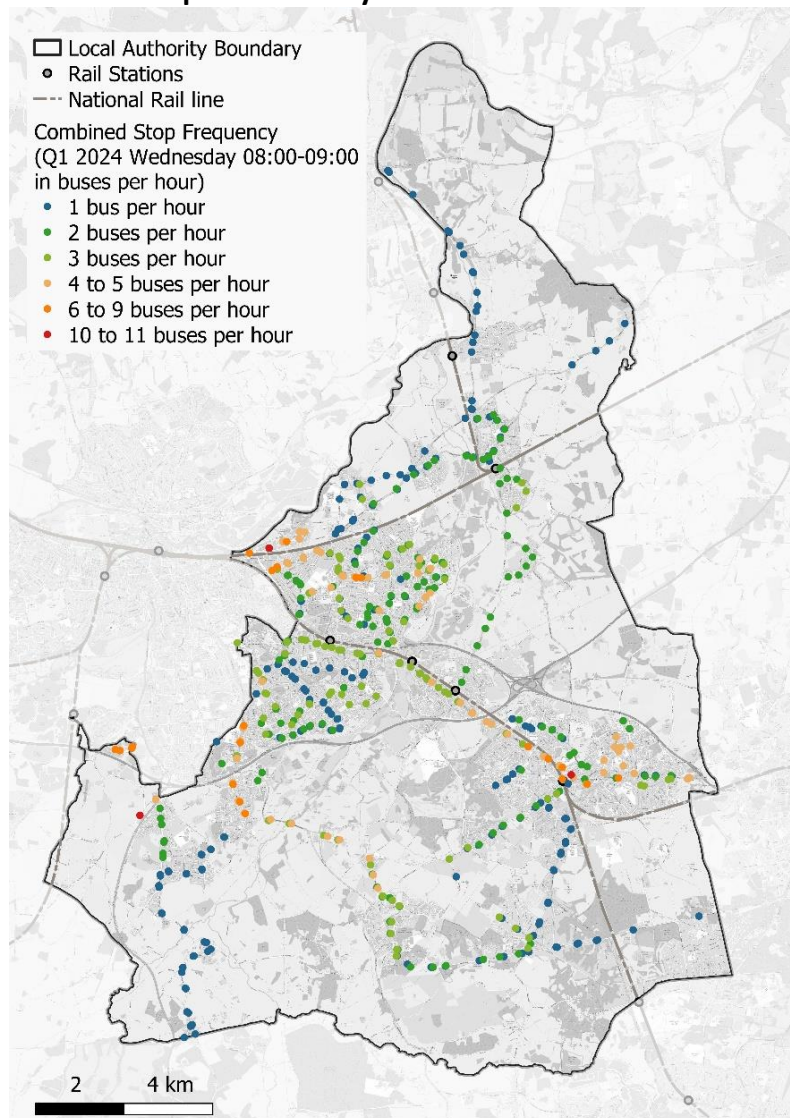
There are three main urban areas in Wokingham Borough and these are:

7. **Earley/Lower Earley/Maiden Erleigh** – large residential areas with a high proportion of family homes. There is a local secondary school, a good number of primary schools, local convenience shops, doctors' surgeries, and a supermarket. There are significant numbers of secondary age students using bus services to access schools in Reading, along the A3290 and in Woodley. The area is branded with Reading Buses "Claret" Service.
8. **Woodley and North Earley** – Woodley town centre has a good range of shops and is the main interchange for local bus services. Local bus services serve the surrounding residential areas with local orbital bus services. There are several primary schools and doctors' surgeries in the town. The area is branded with Reading Buses "Orange" brand.
9. **Wokingham Town and Surrounding areas** – the recently regenerated town centre is central to the area. The A329 and A327 corridors serve the town centre and the recently regenerated Wokingham Station. Local link bus services provide access from the surrounding communities of Emmbrook, Woosehill, the Norreys Estate, Easthampstead, Finchampstead and Barkham. There are also the areas of new development to the north and south of the Town along with a new park and ride site on the east of the town, boarding with Bracknell Forest Borough.

Rural and Low-Density Areas

10. Rural and lower density areas are located to the north, south and east of the borough as shown in Figure 2.2.

2.4 Bus Frequencies Analysis



The bus frequency map reflects services in Q1 2024. There is a reasonable level of service on most key corridors and urban centres in the Borough, particularly bearing in mind the high level of car ownership. The local bus network provides the highest frequencies within Wokingham town centre and west of Woodley along the Reading Borough boarder, reaching 10 to 12 buses per hour at certain points. Key urban areas of Shinfield, Arborfield, and Twyford, which travel into Reading Town Centre, all have relatively frequent bus services, ranging from 4 to 9 buses per hour. Other key urban areas, Woodley and Earley, have relatively low bus frequencies of 1 to 3 buses per hour, despite being key corridors travelling into Reading Town Centre. Similarly, more rural towns and villages in the borough, which do not lie on a key corridor, have low bus service provision with 1 to 2 buses per hour typically.

The bus service frequency in Wokingham has seen significant improvements from Q4 2021 to Q4 2024 (Appendix C). Previously, many routes had less than one bus per hour, likely due to the Covid-19 pandemic. By Q1 2024, every route has at least one bus per hour. The northern corridor into Twyford, which already had the highest frequency of 4 to 7 buses per hour in Q4 2021, now averages 6 to 9 buses per hour, maintaining its status as the best-served area. Urban areas like Woodley and Earley, which had better bus service provision than Shinfield in Q4 2021 with less than one bus per hour, have seen improvements, although specific current frequencies are not detailed. Shinfield, which previously had less than one bus per hour, has notably improved its bus service by Q1 2024. The corridor between Shinfield and Arborfield Green has seen an increase from less than one bus per hour to 4 to 5 buses per hour. South of Arborfield Green, which had 2 to 5 buses per hour

Figure 2.3: Bus Frequencies for a Wednesday AM Peak Period

in Q4 2021 and was the second highest served area, now remains within the same frequency range but is considered one of the least-served areas due to more significant improvements in other regions. Overall, the enhancements in bus service frequency reflect a concerted effort to improve public transportation accessibility across Wokingham.

2.5 Key Corridors

Frequencies on key corridors vary based on time of day and the day of the week. Turn up and go frequencies are in place on the A327 and A4 corridors on their busiest sections. Frequencies reduce as the routes serve less dense areas to the east. The A329 corridor frequency is 3 buses an hour throughout Saturdays, reduced in 2021 from 4 per hour. Evening and/or Sunday services are provided in part on all key corridors, except for the A3290/A329 (M). The B3349 / A33 corridor, serving towns and villages, has a frequency of 1 bus per hour throughout Monday to Fridays and Saturdays, not offering any services on a Sunday. The London Road corridor offers high bus service provision, with 6 buses per hour from Mondays to Saturdays, and 2 buses per hour on weekday evenings and Sundays.

Table 2.1: Key Corridors – Local Bus Frequencies (buses per hour)

Corridor	Routes	Destination	Peak (Mon-Fri)	Off-Peak (Mon-Fri)	Saturday	Evening (Mon-Fri)	Sunday
A329 (M) Winnersh - Reading	500	Reading	0	0	3	0	0
A329 Reading – Wokingham – Winnersh – Bracknell	4, X4	Wokingham	3	2	3	1	2
		Winnersh	3	2	3	1	2
A327 Reading – Shinfield – Arborfield – Wokingham	3	Shinfield	4	3	3	2	2
		Arborfield	4	3	3	2	2
		Wokingham	2	1	1	1	0
A4/A321 Reading – Twyford – Wargrave – Henley	13, 14, 127, 128, 129, 850	London Rd	6	6	6	2	2
		Twyford	2	2	2	1	0
		Wargrave	1	1	1	1	0
		Henley	1	1	1	1	0
B3349/A33 Reading – Shinfield – Spencers Wood – Swallowfield – Riseley – Fleet	600	Shinfield	1	1	1	1	0
		Spencers Wood	1	1	1	1	0
		Swallowfield	1	1	1	1	0
		Riseley	1	1	1	1	0

Rail services provide alternative provision along the A329 corridor and the A321 corridor. The A329 has four trains an hour end to end with two stopping services at local stations (Winnersh, Winnersh Triangle and Earley). The Henley branch line complements bus services between Twyford, Wargrave and Henley with 2 trains per hour. Rail services also extend to evenings and weekends.

Twyford, with a population of around 7,000 people, has two buses per hour to Reading via different routes and one bus per hour to Wokingham. Bearing in mind the improved train services provided by the Elizabeth Line, transport connections at Twyford Station have the potential to be enhanced.

2.6 Frequencies in Urban Areas

All three urban areas have a higher frequency urban corridor service which are complemented by less frequent local urban link services.

Table 2.2: Urban Areas – Local Bus Frequencies (buses per hour)

Urban area	Routes	Area	Peak (Mon-Fri)	Off-peak (Mon-Fri)	Saturday	Evening (Mon-Fri)	Sunday
Earley / Lower Earley / Maiden Erlegh	21	Earley	3	2	2	2	2
	19a, 19c	Maiden Erlegh	2	1	2	0	0
	19b	Lower Earley	1	1	1	0	0
Woodley and North Earley	13, 14, 19a, 19c, 127, 128	Woodley Centre	7	7	7	2	2
	13, 14, 19a, 19c	East Woodley	6	6	6	0	2
	13, 14, 19a, 19c	South Woodley	6	6	6	0	2
Wokingham Town and surrounding area	3, 4, 4X, 121, 122/3, 124, 127, 151/A	Wokingham Town Centre	12	9	8	3	4
	121, 151/A	North Wokingham	3	2	1	0	0
	124	South Wokingham	Only two services	Only two services	0	0	0
	125/A/B	Finchampstead	1	0.5	Only two services	0	0
	3	Barkham	1	1	1	1	0
	122/3	Woosehill and Emmbrook	1	1	1	0	0

Between Earley and Reading the 21 provides a constant 3 buses per hour frequency into Reading during peak weekday hours, and 2 buses per hour for the rest of the week. The 19a/b/c local link services provide local access from residential areas to local amenities and the Royal Berkshire Hospital. Resident feedback is that the direct link to the hospital is welcomed, but more frequent and direct services to Reading and Wokingham Towns are desirable.

Pre-pandemic monitoring of vehicle capacity during the morning travel period indicated that all services running out of Earley were at or over capacity. In some cases, passengers were unable to board the service they wanted, meaning residents could not get to work or school on time. A relief vehicle was temporarily added to the network to relieve the pressure, but the local bus operator would not commit to providing this in the longer term.

In Woodley the 13/14 circular services provide the main services into Reading on a half hourly frequency in each direction. The 13/14s are complemented by the Thames Valley Buses 128 service, also at half hourly frequency, and the circular 19a/c services from Woodley Centre to Reading creating a 15-minute frequency, when assuming the most direct circular route, i.e., the 13 or the 14. Selected parts of south and east Woodley experience a 20-minute frequency towards Reading and Woodley Centre through a combination of 13/14 and 19a/c services, when assuming the most direct circular route. More remote residential areas experience less frequent local bus services provided solely by the 19a/c bus service.

Local bus services along the A329 and A327 corridors travel into Wokingham Town. Several local town link services provide access from surrounding residential areas into the Town Centre (Wokingham Broad Street) where they connect with the higher frequency services. Generally, the frequency of services from surrounding residential areas into Wokingham Town is low, as in many cases, but not all, the bus competes with alternative travel choices such as walking and cycling. Table 2.2 shows the Wokingham town services. Evening and Sunday services are only provided on the urban corridor routes which are provided through each of the urban areas.

2.7 Frequencies in Low Density and Rural Areas

Low density and rural areas generally experience the least frequent local bus service provision in the borough. The frequency of fixed line rural services is reflective of the lower populations living in these areas. Community transport providers and volunteer driver services operate across all the rural and low-density areas and facilitate travel for those without access to any alternative transport.

Table 2.3: Rural / Low Density Areas – Local Bus Frequencies

Urban area	Routes	Area	Peak (Mon-Fri)	Off-peak (Mon-Fri)	Saturday	Evening (Mon-Fri)	Sunday
Northern Parishes	153, 127	Wargrave	Only one service on Weds	Only one service on Weds	0.5	0	0
	128, 127	Sonning	1	1	1	0	0
	850, 128	Charvil	1	1	1	0	0
Southern Parishes	600, 145	Spencers Wood	1	1	1	1	0
	600, 145	Swallowfield	1	1	1	1	0
	600, 145	Riseley	1	1	1	1	0
	145	Finchampstead Village	Only one service on Tues	Only one service on Tues	0	0	0
	125/A/B	Wokingham Without	0.5	0.5	Only two services	0	0
Eastern Parishes	128 in part	Hurst	1	1	1	0	0
	127	Ruscombe	0	0	0.5	0	0

Apart from the rural corridor service which runs between Reading Town Centre and Riseley, no fixed route local bus services are provided during evenings or Sundays.

2.8 Financial Support for Bus Services

The Council provides financial support for bus services from a variety of sources. Table 2.5 summarises spending on buses services in 22/23 and the forecast spend for 23/24. Table 3.2 lists those services that receive financial support. The Council provides:

- Significant support towards bus services from Council budgets, this funding supports much of the Town network and weekly shopping services where there would not otherwise be a bus service.
- Developer funding is pump-priming the extension to the 600 service, services in and around Wokingham Town, and evening and Sunday services on Leopard 3. This funding totals approximately £440,000 per year and enables the delivery of housing, employment, leisure and education south of the M4 corridor, in the Arborfield and Wokingham areas.

- Just under £800,000 on English National Concessionary Travel Scheme (ENCTS) for the reimbursement of travel. This support includes discretionary elements of the scheme which include travel on Park & Ride services, travel from 9am, companion travel for those with disability passes and travel to medical appointments on community and volunteer transport services.
- Just over £100,000 per year in financial support for community transport and volunteer transport services. These services provide a pre-bookable dial-a-ride option for residents who struggle to access conventional bus service. This support is alongside adult social care funding for transport services.
- £12.6 million has been spent on the construction and expansion of park and ride sites in the borough. Approximately £9.54 million of the funding has been secured from the Local Enterprise Partnership.

Council budgets are constrained, but the Council is managing to keep services operational through skilful and entrepreneurial use of S106 payments.

Table 2.4: Local Bus Services Receiving Financial Support

Route	Operator	Funding Source	Contract/De minimis	Route Number	Mileage **	Operating Hours (Mon-Fri)	Operating Hours (Sat)	Operating Hours (Sun)	Frequency (per hour)			
									Peak (M-F)	Off-peak (M-F)	Sat	Sun
Reading – Shinfield – Arborfield - Wokingham	Reading Buses	S106	Contract	Leopard 3	349,800	0530-2400	0600-2400	0800-2400	4	3	2	2
Reading – Three Mile Cross – Swallowfield – Riseley	Reading Buses	Council/ S106	Contract	600	12,600	0500-2400	0500-2330	-	4	2	2	0
Reading – Woodley – Earley – Reading	Reading Buses	Council	Contract	19a/b/c	71,170	0630-2000/ 0600-1900	0630-2000/ 0700-2000	-	1/1/1	1/1/1	1/1/1	0/0/0

Route	Operator	Funding Source	Contract/ De minimis	Route Number	Mileage **	Operating Hours (Mon-Fri)	Operating Hours (Sat)	Operating Hours (Sun)	Frequency (per hour)			
									Peak (M-F)	Off-peak (M-F)	Sat	Sun
Norreys Estate – Wokingham – Tesco	Thames Valley Buses	Council / S106	Contract	121	28,412	0630-1930	1030-1700	-	2	2	0.5	0
Woosehill – Emmbrook – Wokingham	Thames Valley Buses	Council	Contract	122/3	13,904	0930-1530/ 0700-1900	0930-1530	-	1/2	1/1	0.5/0	0/0
Wokingham - Waterloo Road (Circular)	Thames Valley Buses	Council	Contract	124	1,040	1130-1330	-	-	Only two services per day	Only two services per day	0	0
Wokingham – Finchampstead – Crowthorne	Thames Valley Buses	Council / S106	Contract	125/A/B	21,408	0930-1430/ 0700-0800 & 1700-1830/ 0730-0800 & 1600-1830	0930-1330	-	0.5/0.5/1	0/0/0	0.5/0/0	0/0/0
Reading – Sonning – Twyford – Maidenhead	Thames Valley Buses	Council	Contract	127	9,464***	-	1000-1900	-	0	0	0.5	0
Reading – Woodley – Sonning – Twyford – Winnersh – Wokingham	Thames Valley Buses	Council	Contract	128/129	104,228	0700-2000/ 0600-0800 & 1530 - 1830	0800-1900	-	1/1	0.5/0	0.5/0	0/0

Route	Operator	Funding Source	Contract/ De minimis	Route Number	Mileage **	Operating Hours (Mon-Fri)	Operating Hours (Sat)	Operating Hours (Sun)	Frequency (per hour)			
									Peak (M-F)	Off-peak (M-F)	Sat	Sun
Reading – Three Mile Cross – Riseley – Finchampstead – Wokingham	Horseman Coaches	Council	De Minimis	145	2,170	Only one service on Tuesday 1000-1330	-	-	One service on Tuesday	One service on Tuesday	0	0
Wokingham – Bean Oak – Bracknell	Thames Valley Buses	Council*	Contract	151/151A	25,288	1000-1800	0800-1800	-	0.5/0	0.3/0	0/0.5	0/0
Upper Wargrave – Reading	Horseman Coaches	Council	De Minimis	153	787	Only one service on Wednesday 1000-1300	-	-	Only one service on Wednesday	Only one service on Wednesday	0	0
Stratfield Saye – Beech Hill – Loddon Court Farm – Reading	Horseman Coaches	Council*	De Minimis	154	950	Only one service on Thursday 1000-1300	-	-	Only one service on Thursday	Only one service on Thursday	0	0
Three Mile Cross – Lower Earley – Woodley – Bulmershe School	Horseman Coaches	Council	Contract	983	3,021	Only one service 0700-0830 & 1530-1700	-	-	Only one service	Only one service	0	0
Whitley Wood – Lower Earley – Forest, Emmbrook & Holt Schools	Horseman Coaches	Council	Contract	202	3,116	Only one service 0700-0800 & 1530-1630	-	-	Only one service	Only one service	0	0

Route	Operator	Funding Source	Contract/ De minimis	Route Number	Mileage **	Operating Hours (Mon-Fri)	Operating Hours (Sat)	Operating Hours (Sun)	Frequency (per hour)			
									Peak (M-F)	Off-peak (M-F)	Sat	Sun
Shinfield – Lower Earley – Forest, Emmbrook & Holt Schools	Horseman Coaches	Council	Contract	244	6,422	Only one service 0700-0900 & 1530-1700	-	-	Only one service	Only one service	0	0
Central Reading - Winnersh Triangle Park and Ride	Reading Buses	Council	Contract	Winnersh P&R - 500	138,500 ****	-	0800-1900	-	-	-	3	-

*Shared funding contributions with neighbouring authorities or Parish Councils

**Based on annual supported scheduled mileage for 2019/2020

***Updated to 2024 mileage

****Approximate

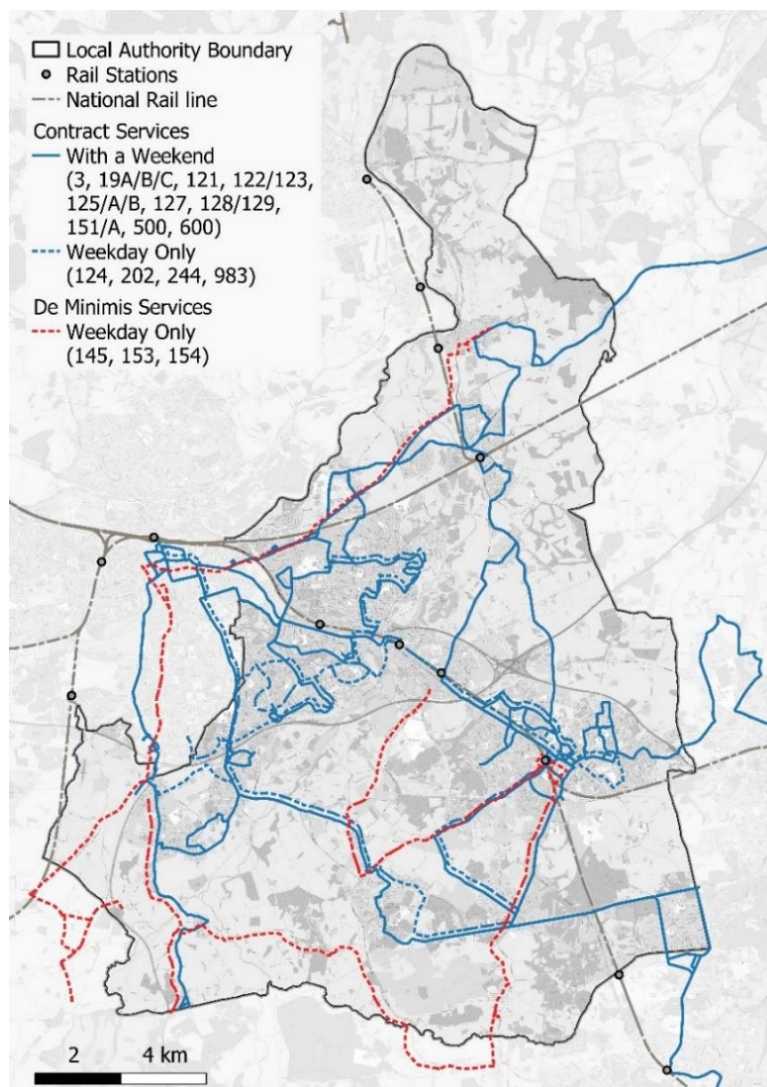


Table 2.5: Baseline Spending on Buses by the LTA in 2022/23 and 2023/24

	2022/23	2023/24
<i>Bus budget(s) funded from the LTA's own resources</i>		
Annual local government finance settlement	£1,681,581	£1,976,227
S106	£439,449	£405,121
all other LTA funds	TBC	TBC
<i>DfT bus funding</i>		
BSIP	£0	£74,597
CRSTS	£0	£0
Local authority BSOG	£111,461	£111,461
Zero-Emission Bus	£0	£0
<i>Other Government funding</i>		
Transforming Cities Fund	£0	£0
Housing Infrastructure Fund	£0	£0
Levelling Up Fund	£0	£0

Figure 2.4: Location of Local Bus Services Receiving Financial Support

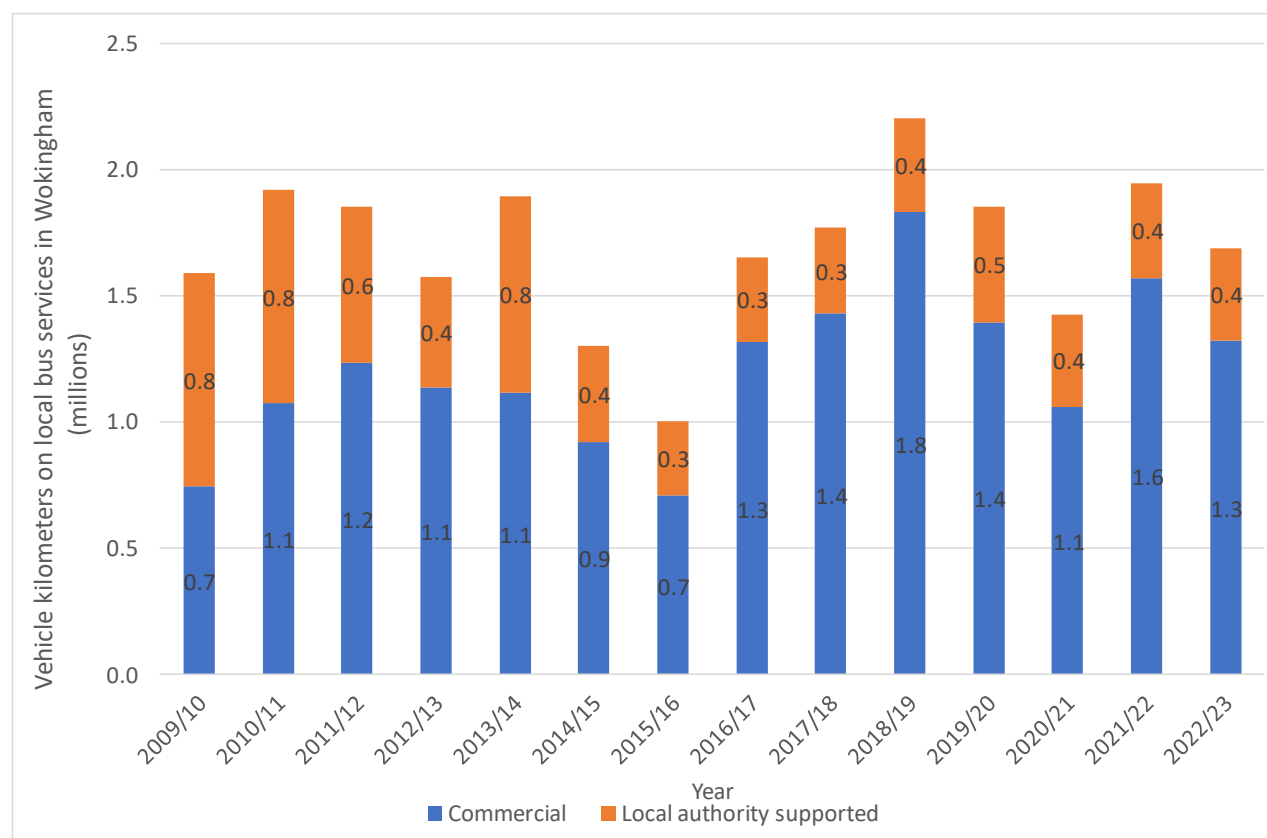


Figure 2.5: Vehicle Kilometres on Local Bus Services

Figure 2.5 illustrates that although Wokingham Borough experienced the second highest levels of passenger growth in England, outside of London, over the 10-year period from 2009/10 to 2019/20, passenger numbers plummeted to less than one million in 2020/21, compared to close to three million the year before. The Covid-19 Pandemic impacted the final months of 2019/20, with indications that the upward trend would have continued. Since then, like other areas, there has been a resurgence in patronage, reaching approximately 20% away from pre-pandemic levels in 2022/23. Due to driver shortages and the need to respond to lower post-pandemic passenger levels, vehicle kilometres remain below 2019 levels (Figure 2.4). Despite the decline in vehicle kilometres, the sustained number of passenger trips suggests a healthy

2.9 Bus Passenger Growth & Usage

Wokingham Borough's local bus network reflects the different types of areas within the borough. Higher frequency services which extend into Reading or Bracknell are provided along the main corridors and in the denser urban areas. In less dense rural areas, Town link services and weekly services provide access to shops and amenities.

The network consists of 33 local bus services with four operational park and ride sites, plus seven local bus services which operate at school times only and allow members of the public to board. Ten football services which only operate on match days to Reading Football Club are also provided.

increase in average vehicle loadings in the borough, resulting in an efficient operation. This trend has also been observed in the neighbouring borough of Reading.

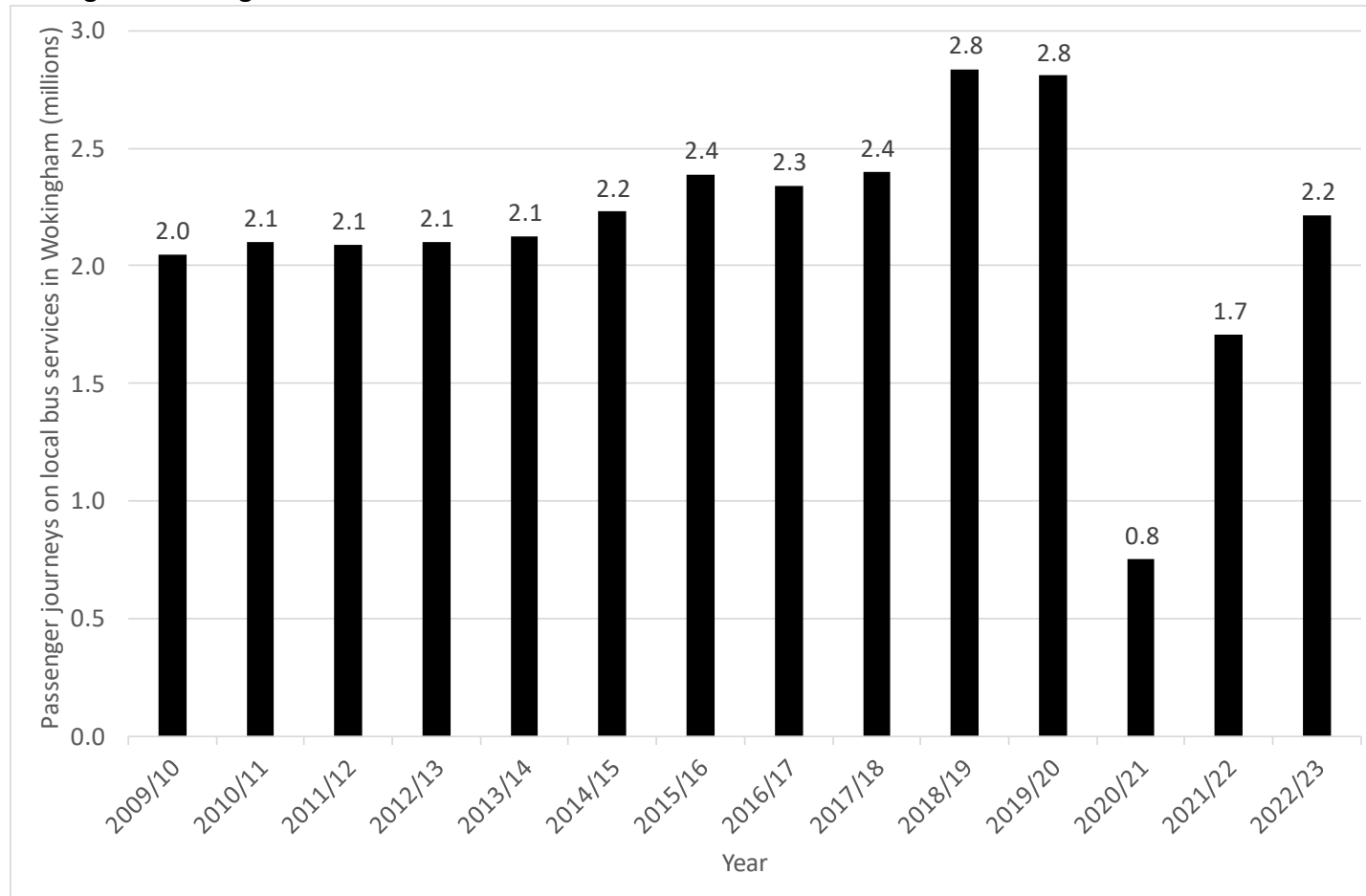


Figure 2.6: Bus Passenger Journeys on Local Bus Services Between 2010 and 2023

As a result of the pandemic bus travel reduced in Wokingham borough by 73%, which represents one of the highest reductions in the Southeast region. Bus passenger numbers have now recovered to about 85% of pre-pandemic levels.

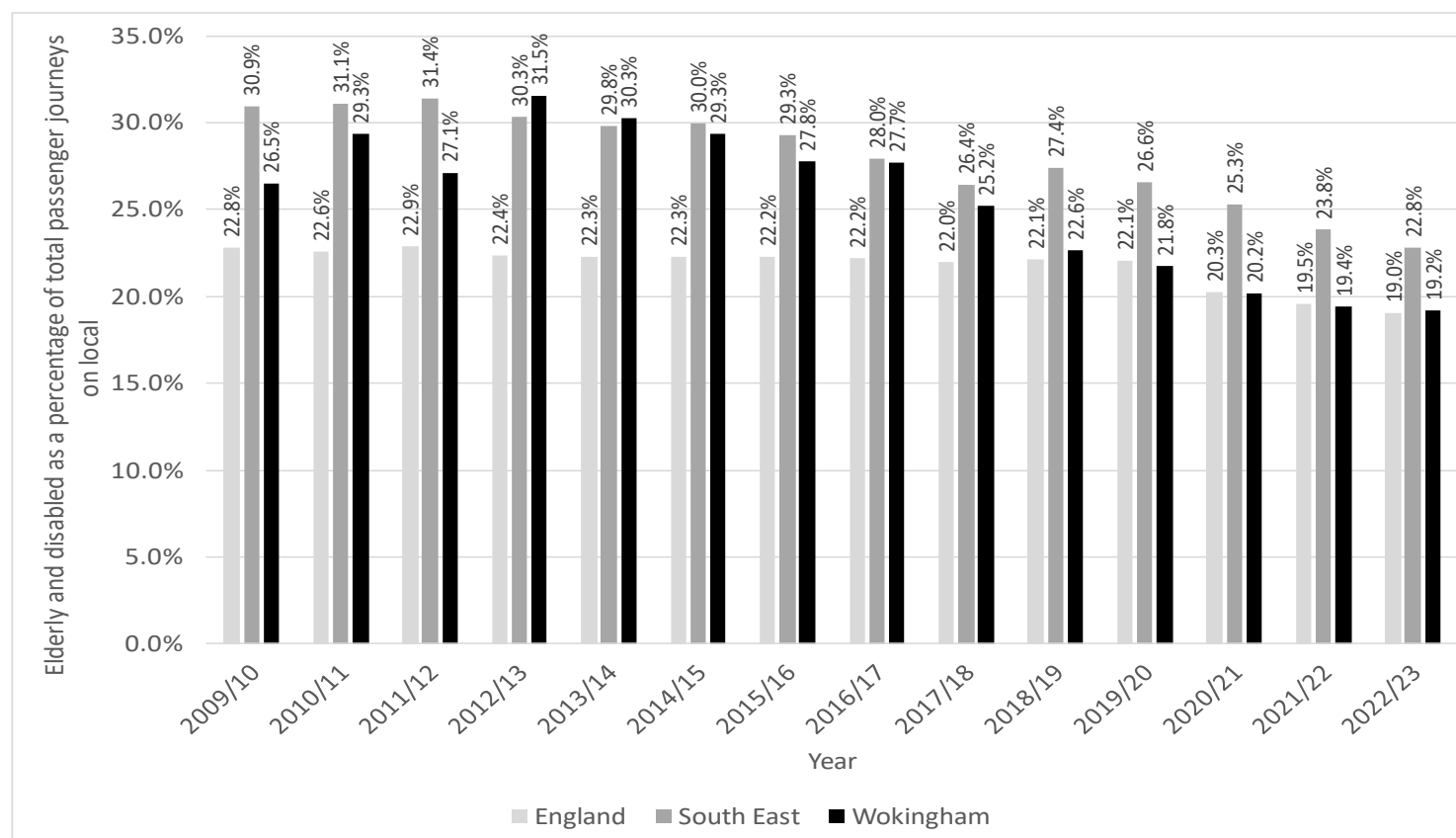


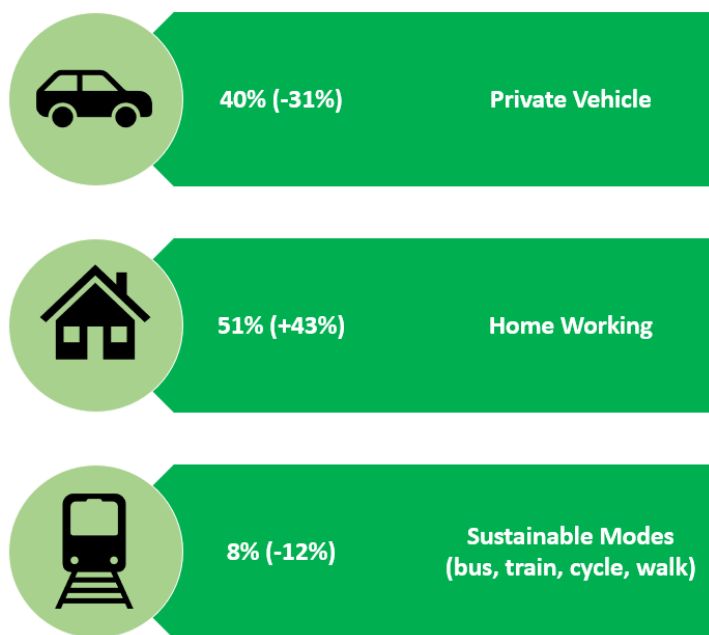
Figure 2.7: Proportion of Bus Journeys in England, South East England and Wokingham Taken by Elderly or Disabled Concessionary Passengers Per Annum

Pre-pandemic passenger growth was driven by investment in local bus services, which was linked to new development, a strong behaviour change campaign with My Journey and the delivery of bus priority in new communities. With further new homes still to be delivered and occupied this demonstrates that there is still significant potential for further growth in bus travel.

Of the 2.2 million passenger journeys in 2022/23 19.2% were made using a concessionary pass, which is similar to the English average, but is less than the 22.8% average for the Southeast region. The level of concessionary travel highlights the important social role local bus services facilitate in the borough. With an aging population, the social role of local bus services is likely to increase. Notwithstanding the growing number of in concessionary passengers, the reduction in the proportion of concessionary passengers over time and comparison, to neighbouring local authorities, is encouraging as this suggests a shift in balance towards fare paying passengers.

Recognising the important role of local bus services, the Council provides support for over 300,000 vehicle kilometres of bus service provision as per the DfT's 2022/23 data. Further funding for bus services is constrained by the challenging financial situation with Council budgets. In May 2023 inflationary costs were at the highest rate since 1991, affecting the cost of all Council services, including bus subsidies. Inflation rates have since begun to fall but remain a pressure.

The Council is very reliant on Council tax to fund bus services. Central government provides a 14% contribution towards socially necessary bus services through the Bus Service Operators Grant (BSOG) and nothing towards the Council's £800,000 concessionary fare bill. The Council provides additional financial support for socially necessary services, which ranges from whole route support for services in Wokingham Town, Woodley and Earley to support for individual journeys operating once a week or at weekends in more rural areas.



Overall, it can be demonstrated that the borough has been successful pre-pandemic in achieving growth in bus travel. The bus network has been remodelled to ensure healthy average vehicle loadings and an efficient operation.

The longer-term challenges for the recovery are the choices which residents have in the way that they travel and the changes in travel behaviours as summarised in Figure 2.7. In 2011, 68% of journeys to work were undertaken by private vehicle and 18% were by sustainable mode (bus, train, cycle, walk).

Across England and Wales in 2021 there was a significant reduction in journeys to work by private vehicle, down nearly 23% to make up just 45.1% of journeys. Journeys to work by sustainable modes, was slightly lower in 2021 at 17.5%. However, a major factor at play is that 31.2% of people were working from home when this census was undertaken because of the pandemic, therefore reducing the overall percentage of

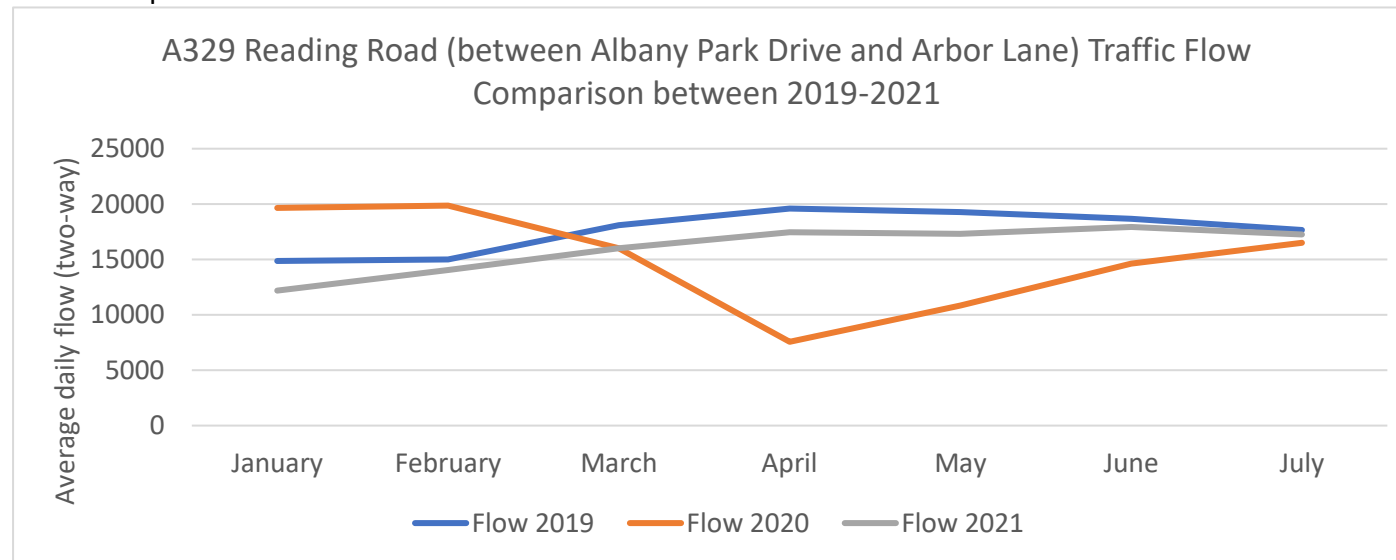
Figure 2.8: Main Mode of Travel to Work in Wokingham

people travelling to work. Of those who did travel to work, 72% were travelling by private vehicle, and 25% were travelling more sustainably. Both figures show an increase in the 2011 census data. The remaining 3% of people travel by motorcycle, scooter or moped, taxi, and other methods.

In Wokingham 50.7% of residents aged 16 and over in employment worked from home, which is significantly higher than the national average. For those not working from home, private vehicle was the most common way to travel to work, at 39.7%. More sustainable forms of travel, including bus and rail travel made up just 8.4% of journeys, which is lower than the national average, but again this data is reflecting the changes that occurred because of the pandemic.

2.10 Speed of Local Bus Journeys

The variation in timetabled journey times provide a good indication of where bus services face daily challenges from slow traffic speeds or high passenger boardings. Using DfT Bus Open Data (BODS) analysis, Figure 2.9 shows this for A329 corridor northbound for Reading Road (Woodward Close to Loddon Bridge Roundabout). The profile shows longer journey times and ranges in time in the early morning peak and afternoon peak.



Where bus journey times are extended due to slow traffic speeds bus priority measures are an effective way of providing quicker bus journey times.

Figure 2.9: Key Corridor Traffic Flows: A329 Reading Road

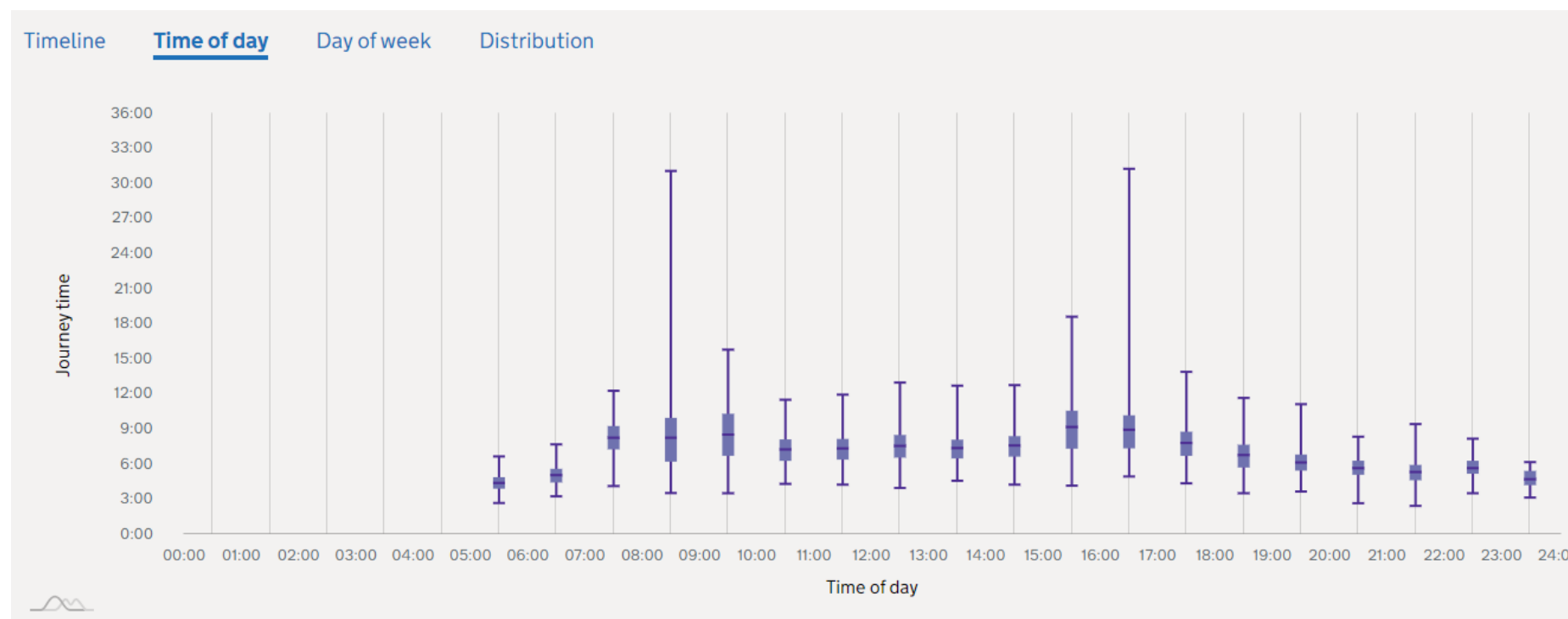


Figure 2.10: Variation in Scheduled Journey Time Daily Profile on the A329 Northbound (01/01/2024 to 31/04/2024)

2.11 Bus Reliability and Punctuality

Knowing when and where a bus will arrive is fundamental to making local bus services attractive and convenient to use. In 2023 resident's satisfaction with local buses was measured as part of the National Highways and Transport (NHT) Survey. Wokingham Borough Council scored higher than the UK average for overall satisfaction with local bus services, at 59% compared the national average of 54%. Wokingham's highest score is in *Provision of bus stops* at 87%, ranking 31st out of 111 authorities. The borough's lowest score is *Public transport information* at 46%, however this is still 13% above the national average of 33%, and Wokingham ranked 8th. Wokingham rank's lowest for *Taxi/mini cab services*, at 86th, earning a score of 57% compared to the national average of 60%. Overall Wokingham Borough was ranked 18th out of 111 authorities.

Bus punctuality levels vary greatly by service. The longest routes tend to experience the highest risk of poor reliability, whilst the shorter town link routes have a much lower risk of poor reliability. The greatest improvements in reliability during the pandemic were experienced on the key corridor services and in the Woodley and Earley areas.

Roadworks can significantly disrupt bus services. The Council's Streetworks team has long worked in partnership with utility companies to keep bus operators updated on roadworks. Feedback from local bus operators indicates that the council is doing better than most in keeping them informed of when and where roadworks take place in the borough. For corridor and cross-boundary services a coordinated approach with neighbouring Councils is required to ensure these longer services are not subject to several sets of delays. The Council is willing to work with the Department for Transport to further develop the Bus Open Data system to help taking account of disruption on the network.

2.12 Bus Priority & Cross-Boundary Travel

Just over half of bus services (55%) in Wokingham Borough have a destination in Reading. Reading Borough experiences high levels of congestion so have implemented a series of bus priority schemes. In recent years bus priority measures developed in Reading Borough that have assisted the operation of bus services in Wokingham Borough, include:

- Red Route 'no stopping' restrictions introduced in 2017 in Reading to reduce disruption to Reading Buses route 17. These restrictions have also reduced congestion on parallel routes into Wokingham including the 4/X4, 13 and 14.
- South Reading Fast Track Public Transport (FTPT) Corridor which is a bus priority scheme on the A33 corridor primarily in Reading but promoted in collaboration with Wokingham Borough Council. It is currently being extended in phases.
- Bus Priority at M4 Junction 11 which has benefited Park & Ride buses serving MereOak Park and Ride and those travelling along the Basingstoke Road corridor.

Reading Borough Council were successful in securing £26m of BSIP funding in 2021. As a result of this funding additional bus priority measures are proposed in Reading borough which could further benefit local bus services operating in Wokingham Borough. The proposed bus priority measures are:

- Action B1: Develop detailed delivery programme of bus priority measures for all corridors based on level of funding available.
- Action B5: Implement inbound bus lane on A4 London Road between borough boundary and Cemetery Junction benefitting 15 buses per hour, all of which travel through Wokingham Borough.
- Action B6: Implement inbound bus lane on A4 London Road between Sidmouth Street and London Street benefitting 17 buses per hour.
- Action B8: Introduce a package of bus signal priority measures at key junctions to complement new bus priority lanes, which will positively impact bus services from Wokingham borough.

- Action B9: Introduce more effective enforcement of existing Red Route and new enforcement of moving traffic offences at key 'yellow box' junctions, following the transfer of powers from the police to local authorities, which will positively impact bus services from Wokingham Borough.

BODS (Bus Open Data Service) suggests that the most significant delays to cross boundary bus services occur in Reading Borough. Wokingham Borough welcomes measures which will improve journey times and bus reliability for all passengers. However, it is noted that in some cases, such as with Action B5, the A4 London Road bus lane, the proximity of the scheme to the Wokingham Borough boundary and the condensing of two lanes of traffic into one lane, is likely to mean queuing traffic in Wokingham Borough and therefore may extend some bus journey times. To maximise the journey time benefits for buses in Wokingham Borough, continuous bus priority from the London Road bus gate to the borough boundary and extending into Wokingham Borough is required.

The Council has secured bus priority measures within the borough where new development takes place. A new sustainable transport link which permits only buses and those who cycle or walk to use it was opened in February 2020 linking Shinfield to Spencers Wood. The sustainable transport link is a key component of a wider local strategy to improve bus services in the area, by linking the development site with the FTPT scheme along the A33 to Reading Town Centre.

Other more localised bus priority measures are provided through traffic signal control at bus gates in the borough, in Woodley and at MereOak Park and Ride. A further bus gate is provided in the Twyford area.

2.13 Fares and Ticketing

Table 2.6 shows a comparison of bus fares in Wokingham Borough to the national average. There are specific groups for whom more affordable bus travel is important. Affordable bus travel can be a barrier to bus use for residents on low income, young people, adults receiving care and those seeking work.

The TAS National Fares Survey, taken in 2019 and then more recently in 2022, shows that while the average for *Adult Single* tickets has declined by £0.01, the average for *Adult Day* and *Adult Weekly* tickets have each increased, by £0.08 and £1.34 respectively. Average bus fares in Wokingham Borough have similarly shown an increase between 2021 and 2024. *Adult Single* fare costs are now at £2 with each bus service, because of the National Bus Fare Cap. *Adult Day* fare costs have increased by £0.80 to £4.65, and *Adult Weekly* fare costs have seen a significant increase of over £3, to £20.50.

It is positive to see that both *Adult Single* and *Adult Day* fares in Wokingham Borough are below the national average. Whilst the *Adult Weekly* fares in Wokingham Borough are over the national average by £1.13, the latter data was taken in 2022 whereas the Wokingham Borough data is from 2024, which will play a role in these price differences.

Table 2.6: Average Local Bus Fares

Ticket Type	Wokingham Borough (2021)	Wokingham Borough (2024)	National Average (2019*)	National Average (2022**)
Adult Single	£1.93	£2	£2.48	£2.47
Adult Day	£3.95	£4.65	£5.21	£5.29
Adult Weekly	£17.26	£20.50	£18.03	£19.37

*National cost data from TAS National Fares Survey 2019 – based on a 3-mile journey

**National cost data from TAS National Fares Survey 2022 – based on a 3-mile journey

Reading Buses provide the most comprehensive fare offer which includes young people in employment and education up until the age of 18, as well as those seeking work. Arriva and Stagecoach have also begun to offer fares for those under the age of 18 and those in full time post-secondary education, which is a development from the 2021 data. Fares offered by Horseman are only reduced for young people until the age of 16. Another development regarding fares offered, is that Arriva and Stagecoach now also offer group fares, along with Reading Buses and Thames Valley Buses.

Table 2.7: Fare Offer on Local Bus Services

Fare Offer	Under 16s		Under 18s		Job Seeker		Group Fares	
	2021	2024	2021	2024	2021	2024	2021	2024
Reading Buses	X	X	X	X	X	X	X	X
Thames Valley Buses	X	X	X	X			X	X
Arriva, The Shires	X	X		X*			X**	X**
Stagecoach South	X	X		X*				X
Horseman Coaches	X	X						

*Includes Student Tickets

**Family ticket

Both Reading Buses and Thames Valley Buses operate a combination of point-to-point fares and zonal fares. All other operators in Wokingham Borough implement some form of point-to-point fares. Fares per kilometre vary by route and area. Inequitable fares were previously raised by communities on the edge of fare zones, as an area of dissatisfaction. For these communities the nature of fare zones meant a steep change in

the cost of travel. In January 2022 Reading Buses introduced a new Reading & Wokingham fare zone to address this inconsistency which provided some travel cost savings for passengers.

For services into and around Town Centres bus fares must be attractive compared to town centre parking charges. For some local bus services this means advertising the fares they charge more widely as they are already at an affordable level. For others this means promoting the value for money they already offer or restructuring the ticketing offer to ensure better value. In Wokingham Town on some routes Reading Buses and Thames Valley Buses run on the same sections of route. In January 2022 Reading Buses and Thames Valley Buses introduced integrated ticketing across their services in response to the previous BSIP and requests from residents. Further work is still required to integrate the Reading Buses/Thames Valley Buses ticketing offer with Arriva's services. It remains a BSIP ambition to have a borough wide bus ticket, with a capped daily rate.

Imperfect knowledge of fares can present a barrier to bus travel. Whilst all operators in Wokingham Borough accept cash fares, the majority also accept contactless payment. For passengers who may not have a debit card, smart cards and mobile ticketing provide alternative options. In both cases tickets can be pre-purchased and loaded onto a card or mobile device in advance of travelling. Developments since 2021 have seen an increase in the providers offering mobile payment, with Stagecoach now offering this, as well as the new offering of Smart Cards by both Arriva and Stagecoach.

Table 2.8: Payment Options by Operator

Payment Option	Cash Fares		Contactless Payment		Mobile Payment		Smart Card	
	2021	2024	2021	2024	2021	2024	2021	2024
Reading Buses	X	X	X	X	X	X	X	X
Thames Valley Buses	X	X	X	X	X	X	X	X
Arriva, The Shires	X	X	X	X	X	X		X
Stagecoach South	X	X	X	X		X		X
Horseman Coaches	X	X						

As an example of progress since 2021 is the increase of tickets bought via electronic device. Over 75% of tickets purchased on Thames Valley Buses in Wokingham Borough were purchased via an electronic device rather than cash in 2023/24. This is an increase from the 2021 split, likely to be due to this option only recently being introduced.

Table 2.9 Ticket Option by Operator

Ticket Type	Daily		Weekly		4-Weekly / Monthly		Multi-Trip		PlusBus		Annual / Academic	
	2021	2024	2021	2024	2021	2024	2021	2024	2021	2024	2021	2024
Reading Buses	X	X	X	X	X	X	X	X	X	X	X	X
Thames Valley Buses	X	X	X	X	X	X	X	X	X	X	X	X
Arriva, The Shires	X	X	X	X	X	X	X	X	X	X	X	X
Stagecoach South	X	X	X	X	X	X				X	X	X
Horseman Coaches	X	X	X	X	X	X					X	X

2.14 National Bus Fare Cap

A government funded scheme was introduced across England in January 2023 which caps single journey bus fares at £2. This scheme includes Reading Buses, Thames Valley Buses and Arriva services and supports people with the cost of living, protecting bus services, and keeping travel affordable. Stagecoach also partakes in the scheme, with certain exclusions. The scheme initially ran from January to March 2023 but has been extended to 31 December 2025, when is it currently due to end. The cap only applies to single journeys at any time of day, while return or multi-journey and daily or longer-length tickets remain at their usual price.

2.15 Local Transport Plan Survey

A questionnaire survey to gauge views on the Local Transport Plan 4 (LTP4) was undertaken in Spring 2024, receiving 466 responses (Appendix D). The majority of respondents, 95%, are residents of Wokingham Borough. The demographic shows that there is an overrepresentation of those 60 years and older, making up 48% of responses, whilst there is an underrepresentation of those under 30, who make up just 4% of responses, so it is important to be aware of the age bias within the responses.

Bus users, perhaps unsurprisingly, tend to be about 10% more in favour of the bus proposals than all residents, with the overall scores ranging between 70-80% and bus user support at 80-90%. This suggests that the BSIP proposals will be received with strong support.

The objectives with the highest support, at about 75-80% from all respondents, include protecting and enhancing connectivity, sustainable development with buses serving new developments, and growth in high quality travel corridors. From this data, BSIP proposals relating to these themes will likely have strong public support. This includes improved access for walking, cycling, and wheeling at all interchange facilities and stations, the provision of high-quality bus stop infrastructure serving new developments, and additional services between Wokingham,

Reading and Bracknell. The BSIP proposes increases bus frequency and improved journey times along priority corridors on A327 and A4/A321, which will likely gain public support based on the survey findings.

Support lies at around 70-75% for the transition to net zero emissions, the decarbonisation of trains to improve air quality, general proposals to improve air quality, and sustainable travel corridors. This correlates strongly to the BSIP proposals for zero emission buses across the borough, and the continued funding of community Dial a Ride services. There will also likely be support for a high-quality sustainable transport corridor on the A329 between Reading, Winnersh, Wokingham and Bracknell.

2.16 Park & Ride

Park and ride is an important component of the public transport offer by the Council. There are four park and ride sites, three with bus links to Reading and one to Wokingham. The locations are shown in Figure 2.10 and are listed below:

- MereOak is in the west of the borough, south of Reading, close to M4 junction 11. The site opened in 2015 and offers approximately 575 spaces. Services running from or through MereOak Park and Ride include the 600 Park and Ride route as well as National Express services to London Victoria.
- Winnersh Triangle is midway between Wokingham and Reading town centres, close to the A3290/A329(M) junction and co-located with Winnersh Triangle railway station. Winnersh Triangle Park and Ride also opened in 2015 and offered a further 400 spaces for those travelling from the east. Winnersh Triangle has now been expanded to offer an improved interchange facility with greater parking capacity. Reading Buses 500 service has been reintroduced on Saturdays and runs directly from the park and ride into Reading.

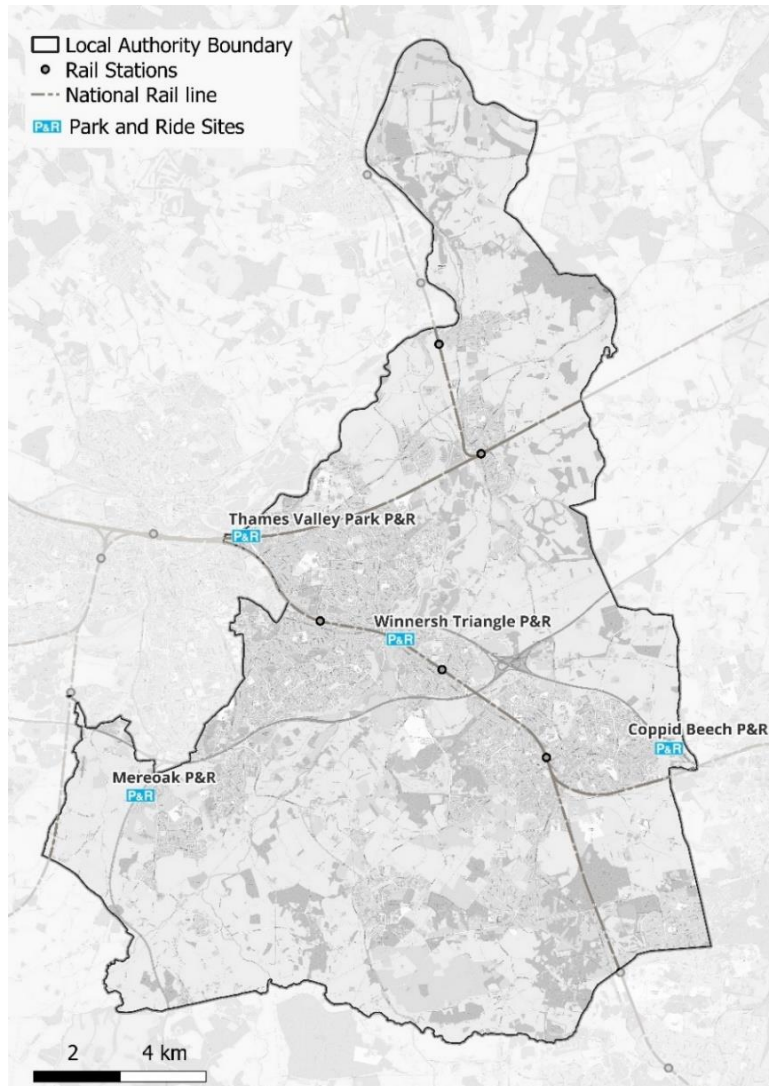


Figure 2.11: Park & Ride Locations

Thames Valley Park P&R site is close to Reading town centre. It offers bus services to the Royal Berkshire Hospital and London Heathrow.

■ Coppid Beech, east of Wokingham towards Bracknell, has 251 parking spaces. Bus services are available from London Road, served by the Lion 4/X4 service to Reading, Bracknell and Wokingham Town Centre.

Overall, the pandemic has caused considerable disruption to Park & Ride services and more flexible uses of the sites is being looked at including transport hubs and parking for the hospital and University.

2.17 Passenger Charter

Wokingham Borough Council published a full Passenger Charter in April 2023. The charter covers all local bus services in the Borough. Given the high proportion of bus services which are cross-boundary, the Borough has worked with neighbouring local authorities and all bus operators to provide a clear and consistent approach to the Passenger Charter.

The passenger charter sets out what passengers can expect from local bus services in the borough. This is the first passenger charter for the borough. The Council will engage with local community groups on future revisions.

The key areas covered in the Passenger Charter include:

- Purpose and coverage of the charter
- The standards passengers can expect
- Performance targets and where to find information on performance
- How to provide complaints or feedback
- Contact details for the Council and Local Transport Operators
- How passengers can expect complaints to be dealt with
- Bus Operator Conditions of Carriage

BSIP targets, particularly on bus reliability and passenger satisfaction, will be cascaded down into the Passenger Charter along with information on where to find information on performance. Careful consideration will be given to setting a Passenger Charter which is inclusive, accessible and accompanied by an equalities impact assessment.

The Passenger Charter is promoted on the Council's My Journey website as well as in the Council's printed publicity booklets. The Council will work with local bus operators to ensure the Passenger Charter is extended to their websites and potentially bus operators' publicity, including at stop publicity where appropriate.

A further version of the Passenger Charter will be developed in Summer 2024, reflecting the 2024 BSIP guidance, and once completed will be published on the My Journey website and shared to stakeholders, including the DfT. The Charter will be updated at least every 12 months thereafter.

3. IMPROVEMENTS PROGRAMME TO 2025



Table 3.1 below shows the service enhancements up between 2021/2 to 2024/5. In common with the majority of LTA's, the Council did not receive any funding from DfT for its original BSIP. It has however received an allocation of £800,000 of BSIP Phase 2 funding from DfT.

Table 3.1: Bus Improvement Programme 2021/2 to 2024/5

Ref	Scheme	Details	Funding Sources	Cost 2021/2	Cost 2022/3	Cost 2023/4	Cost 2024/5
Bus priority							
1	Bus gate enforcement with CCTV implemented by recent borough wide Traffic Regulation Order powers.	CCTV enforcement at Bolton Road Junction with Hyde End Lane and Fullbrook Avenue junction with Hyde End Lane and Milton Road.	WBC			5,300	10,600
2	Realignment of Crowcroft Road in Arborfield to accommodate a rerouted service.	Crowcroft Road between Princess Marina Drive and Sheerlands Road realigned to accommodate buses.	Developer *		50,000	200,000	
Other bus infrastructure: Bus fleet & integration							
3	New Buses on the Route 4 Lion	New fleet of 9 buses on route	Operator RBL **			1,890,000	
4	New EV Buses on Route 21 to University & Lower Earley	New fleet of EV buses	Operator & ZEBRA **				2,566,666
5	Winnersh Triangle P & R expanded and reopened	Decking of Winnersh Triangle P & R.	Berkshire LEP & WBC	4,200,000	3,200,000	65,000	10,000
6	Coppid Beech P & R opened	Opened autumn 2023	Berkshire LEP & WBC	350,000	150,000	350,000	10,000
7	Mereoak P & R reopened and access improvements		WBC & RBC BSIP				300,000

Ref	Scheme	Details	Funding Sources	Cost 2021/2	Cost 2022/3	Cost 2023/4	Cost 2024/5
8	Replace Real Time Information	Monitor, running costs and replace RTI as required	WBC*	22,000	22,000	43,343	22,000
9	Programme of repair and improvements to bus stops: posts, flags and shelters	Monitor bus stop infrastructure and where necessary replace and/or repair flags, posts and shelters	WBC*	3,000	3,000	3,000	3,000
10	New bus stops at Arborfield for the new development	New bus stops on Princess Marina Drive, Biggs Lane, Sheerlands Rd and Nine Mile Ride Extension. Laybys & Shelters at District Centre near Bohunt School	Developer *	32,000	32,000	32,000	32,000
Bus service support							
11	Route 4 & 4X Lion: A329 corridor: Reading - Wokingham - Bracknell	Route 4 & 4X increase frequency from 20 minute to 15 minute service from January 2025	Operator RBL **				93,750
12	Thames Valley Buses: Routes 121, 122, 123, 124, 125/A/B, 127/8/9: 36 months: September 2023 to September 2026	Supported services from WBC funding, S106 or BSOG / Covid grants	WBC	582,121	872,969	970,130	970,130
13	Route 600: Reading Buses Ltd: extending from the Mere oak P & R, with one bus to Riseley and other to Spencers Wood and TVSP		S106	88,333	439,449	405,121	476,947
14	Route 151, a joint service with Bracknell Forest BC.		BSOG and Covid grants	877,119	588,634	253,128	111,461
15	Routes 19a/b/c subsidise routes						

Ref	Scheme	Details	Funding Sources	Cost 2021/2	Cost 2022/3	Cost 2023/4	Cost 2024/5
16	Thames Valley P & R services return with services to the RB Hospital and coach to Heathrow	P & R operated by WBC. Service to Royal Berks Hospital and the Heathrow express coach stops for airport staff	Royal Berks NHS trust & Heathrow airport ***				
17	Winnersh Triangle P&R 2 bus operation. Saturdays Dec 2023-August 2024.	Saturdays from 21/11/23 to August 2024	BSIP+			14,100	237,849
18	Winnersh Triangle P&R 2 bus operation. 6 days per week	6 days per week, to start Sept 2024 to March 2026 (to clarify dates)	BSIP+				306,272
19	Route 125 increased frequency	Added an afternoon for schools from January 2024.	BSIP+			8,675	8,675
20	Route 13/14: Woodley late evenings	Departures at 01:30, 02:30 and 03:30 on Fridays and Saturdays	BSIP+				52,000
21	Free bus travel on 6 Saturdays before Christmas	Saturdays on all RBL & TVB bus routes starting in Wokingham Borough	BSIP+			49,728	52,000
22	Free bus travel on 2 event Sundays	Wokingham & Earley Christmas festivals	BSIP+			6,431	6,753
23	Free travel on 7 weekends: Sat & Sunday	To be identified, such as during school holidays	BSIP+				38,000
Fares support							
24	£2 Fares Cap	Paid direct to operators	DfT funded via operator ***				
25	Coppid Beech P & R reduced fare for P & R users on the Lion route 4	Route 4 on London Rd near to Coppid Beech P & R a reduced return fare for P & R users	RBL modified at no cost				

Ref	Scheme	Details	Funding Sources	Cost 2021/2	Cost 2022/3	Cost 2023/4	Cost 2024/5
26	Flat fare regardless of age between Reading town centre and the University of Reading		Operators RBL & TVB				
27	Daily discounted / capped fare for the Reading & Wokingham Fares zone		Operators RBL & TVB				
Ticketing reform							
28	Make tickets interchangeable between Reading Buses & Thames Valley Buses		Operators RBL & TVB				
29	Tap on Tap off on all Reading and Thames Valley Buses	Introduced on all RBL buses. Required in order to implement ticket discounting.	Operators RBL & TVB **		25,812	25,812	1,872
Other: Marketing & engagement							
30	Marketing with 'My Journey'	My journey includes a wide range of initiatives to encourage sustainable travel and road safety.	WBC & Developer contributions*	57,219	60,230	63,400	75,316
31	Marketing to raise awareness of bus travel for all	Undertake appropriate marketing which aims to raise awareness of bus travel for all, this includes different demographic groups as well as those with additional travel needs	BSIP+				20,000
32	Undertake appropriate marketing	Established and adopted in 2023					

Ref	Scheme	Details	Funding Sources	Cost 2021/2	Cost 2022/3	Cost 2023/4	Cost 2024/5
33	Passenger Charter	Established and adopted in 2024					
		Totals:		£6,211,792	£5,444,094	£4,385,168	£5,405,291
	* Developer or WBC costs are estimates	** Cost apportioned approximately to route within the Borough	*** Cost unknown				

3.1 BSIP Phase 2 Funded Improvements and Impacts

BSIP Phase 2 funding has facilitated the implementation and planning of several initiatives:

Winnersh Triangle P&R: Re-instatement of the service, requiring a two-bus operation, on Saturdays only from December 2023 to April 2024, providing a rapid connection to Central Reading with the Winnersh Park & Ride 500 service. Service hours on Saturdays are between 9 am and 6 pm. An increased operation, expanding to six days a week, will commence from September 2024 to March 2026. Data analysis on service uptake is underway.

Route 125: Increased frequency and an additional afternoon service for school buses will be introduced from January 2024.

Route 13/14: Woodley late evening services are being reintroduced, with departures at 01:30, 02:30, and 03:30 on Fridays and Saturdays, supporting the nighttime economy and shift workers.

Free bus travel: Free travel was offered on 6 Saturdays and 2 event Sundays before Christmas in 2023. In 2024, free travel will be offered across 7 weekends (Saturday & Sunday). Analysis is Ongoing into the impact of the free travel, given other changes to bus travel demand in the same period.

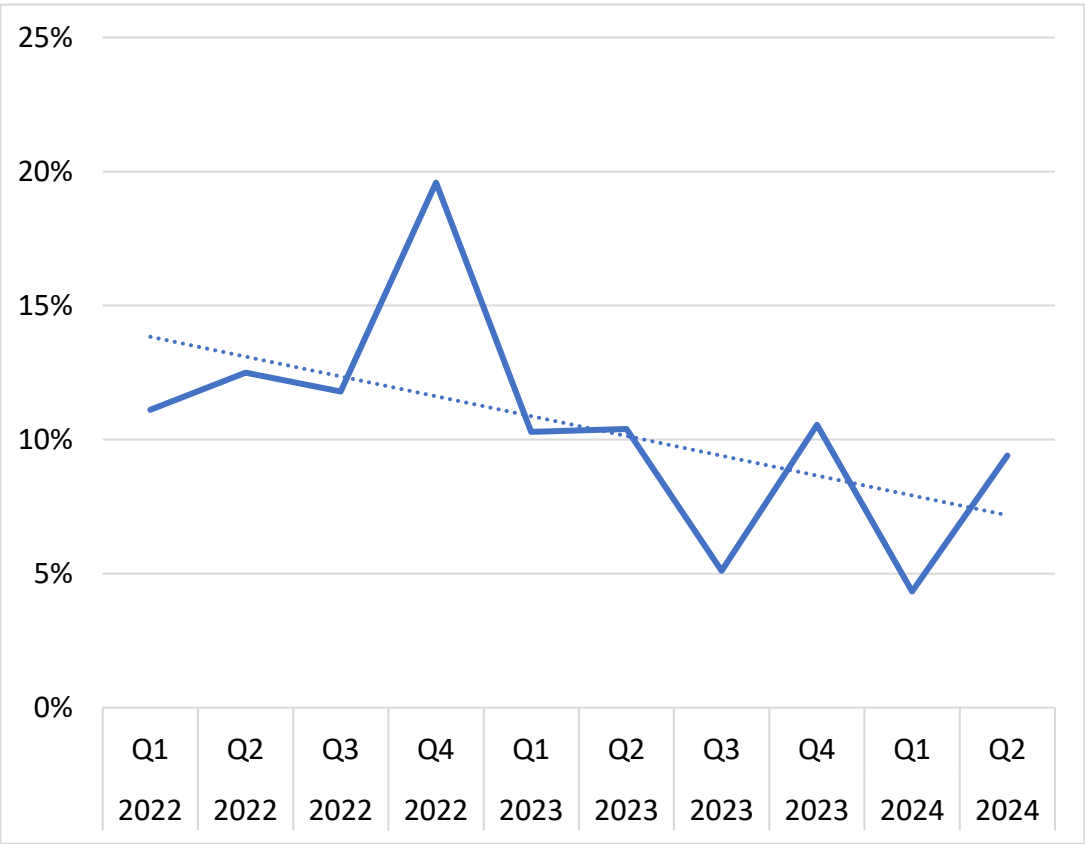
3.2 Bus Driver Recruitment and Retention

Bus operators have been applying various strategies to address the ongoing challenge of hiring sufficient drivers for current requirements and more bus drivers to increase service levels. These efforts will continue into 2024/25 to reduce driver and other staff shortages. Initiatives

include reaching out to former employees, enhancing wages (increases are up to 22% over the past two years for some operators), improving working conditions with amenities like cycle-to-work programs and the introduction of a new rest room in Wokingham, offering retention bonuses, assigning a dedicated recruitment specialist, expanding the capacity of training academies, utilising external training resources, and intensifying advertising efforts across multiple platforms including social media. The benefit of all these initiatives is shown in Figure 3.1 which shows a positive trajectory.

Further ideas being discussed within WBC include implementing targeted outreach campaigns to attract individuals from diverse backgrounds and demographics into the profession. This may be through the continued use of jobs fairs within Wokingham and surrounding areas which has proven successful in the past. Additionally, investing in infrastructure improvements and operational efficiencies could enhance the overall attractiveness and sustainability of bus driver roles within the community.

Figure 3.1: Driver Shortage Trajectory



4. AMBITIONS AND PROPOSALS FOR 2025 AND BEYOND



This section sets out the BSIP proposals for delivering better bus services, which meet the Council's vision and objectives, as set out in section 1 of this document. The BSIP proposals aim to deliver our objectives which are based on the National Bus Strategy. Most of the proposals are subject to additional funding being available, whether from Department for Transport or other sources.

The delivery of the action plan is set out below in a series of tables corresponding to the National Bus Strategy and this BSIP's objectives. All actions are subject to the availability of appropriate funding. Each of the individual elements of the action plan has been developed with a view to being financially sustainable in the medium-term. In some instances, capital funding will be required for the delivery of bus priority measures so that operational efficiencies can be achieved. Revenue funding will aim to pump-prime service enhancements in the short-term, so as to attract new passengers who then continue to travel and help sustain the services in the longer term. This approach will provide time for the priority measures to be implemented and passenger numbers to grow, with the view to enabling services to be run commercially after this initial period. The proposals and actions have been developed by the Council working in partnership with local operators and taking account of feedback from passengers and other key stakeholders.

Figure 4.1 at the end of this section shows a diagram of some of the main proposals after 2025. Most notable are the proposed corridor improvements in terms of bus priority and additional levels of services.

4.1 More Frequent Services and expanding the network coverage

The first main group of proposals focuses on the National Bus Strategy objective for more frequent services which are summarised in Table 4.1. This corresponds into the delivery of the first three Council objectives which are:

- Objective 1: Grow passenger numbers to pre-pandemic levels and to continue to strive for growth.
- Objective 2: Return bus services to pre-pandemic levels, improve levels of service and extend to new areas of travel demand.
- Objective 3: Improve accessibility to transport services and the local bus network for communities in more rural and low-density areas.

Bus services in rural areas are generally infrequent and limit accessibility for many residents, which creates barriers for residents relying on public transport including adults with enhanced needs and care leavers. In the north and the east of the Borough this is a particular problem. There are similar rural and low-density areas in nearby authorities such as Windsor & Maidenhead, West Berkshire and Bracknell Forest. The Council has discussed with neighbouring authorities the potential for a joint Demand Responsive Transport (DRT) operation, subject to suitable funding being made available. By sharing resources such as control centre, software and reservations process it may be more cost-effective.

Table 4.1: Bus Network Planning & Improvements to Bus Services: Service Level and Network Coverage, Objectives 1, 2 & 3.

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
BSIP Proposal 1: Review and increase service frequency and network coverage on key corridors	Some corridors and local routes have low frequency which is not sufficiently attractive to non-public transport users or occasional users. Providing bus priority measures to reduce journey times and variations in times will make buses more efficient and attractive. Increased bus usage is an important component of the Borough Air Quality Action Plan and Climate Change Emergency Plan.	1A: Work with operators on the key corridors to improve service frequency through the Enhanced Partnership.	From April 2024 subject to funding		Bus operators, Reading BC, Bracknell BC, Hospital, Town & Parish Councils
		1B: A327 Corridor: The Leopard 3 & 3A: Reading-Shinfield-Arborfield currently 20minute. Extends to Wokingham 60min frequency. Extend so 15 min frequency to Arborfield and 30 min to Wokingham.	From April 2025 subject to funding		Bus operators, Reading BC, Bracknell BC, Town & Parish Councils
		1C: A4/A321 Corridor: Route 128 & 129: Reading -Woodley - Twyford - Wokingham. Also Thames Valley Park & Ride - Reading. Increase Wokingham to Twyford from 60min to 30 min frequency. To include increased service to Thames Valley Park & Ride and Twyford rail station.	From April 2025 subject to funding		Bus operators, Reading BC, Town & Parish Councils
		1D: A3290 Corridor. Reading - Winnersh Park & Ride. Re-establish the bus services to Winnersh P & R. Note that this is already funded to 2025/6 via the BSIP+.	TVP services started to RB hospital & coach to Heathrow in 2023. Winnersh services started on Saturdays from Dec 2023 & 6 days planned Sept 2024, to tie in with completion of Reading BC bus lane on A4. BSIP+ approved funding to March 2026		Bus operators, Reading BC

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
		1E: A3290 / A329m Corridor. Reading - Thames Valley Park P & R - Winnersh P & R - Coppid Beech P & R - Bracknell. Based on extending the Winnersh P & R to Bracknell via park & rides.	From April 2025 subject to funding		Bus operators, Reading BC, Bracknell BC
		1F: The A33 corridor Reading - Mere oak P & R - Spencers Wood - Swallowfield. Route 600. Increase to 30min frequency to Spencers Wood & Swallowfield.	From April 2025 subject to funding		Bus operators, Reading BC, Town & Parish Councils
		1G: Spencers Wood - Shinfield - Winnersh - Twyford. A new corridor linking up existing and new develop areas. Provide a new 30 minute service, subject to demand and viability assessments.	From April 2025 subject to funding		Bus operators, Reading BC, Town & Parish Councils
		1H: Coppid Beech P & R -North Wokingham - Wokingham. Provide a 20 minute service, subject to demand and viability assessments.	From April 2025 subject to funding		Bus operators, Reading BC, Town & Parish Councils
BSIP Proposal 2: Review and improve service frequency and network coverage to urban areas of Earley, Woodley, Wokingham Town and new development areas.	There are a number of urban, suburban and new development areas which have inadequate levels of service and network coverage.	2A: New service to new development north of Wokingham town. Extend service between North Wokingham and Wokingham rail station / town.	From Apr 2025 subject to funding		Bus operators, Town & Parish Councils
		2B: Reading - Earley - Lower Earley/ Maiden Erlegh Area. Claret route 21 and Little Oranges routes 19a/19b/19c. Review the patterns of services and increase frequencies and provide a route between Lower Earley and Wokingham.	From Apr 2025 subject to funding		Bus operators, Reading BC, Town & Parish Councils
		2C: Reading - Woodley - North Earley. Oranges route 13 & 14 improve frequencies and/or extend hours.	From Apr 2025 subject to funding		Bus operators, Reading BC, Town & Parish Councils

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
		2D: Plan a new south of railway route between Wokingham and Bracknell via the South Wokingham development area.	From 2026, subject to funding from developers		Bus operators, Bracknell BC, developers, Town & Parish Councils
		2E: Ensure adequate planning of bus services and associated infrastructure to all new developments including those in the Local Plan.	To coincide with development occupations		Bus operators, developers Town & Parish Councils
BSIP Proposal 3: Improve service quality, accessibility and network coverage in low density areas.	High levels of car ownership and lack of regular bus services especially in the lower density areas, means that buses are not attractive to car drivers. Bus driver shortages are causing buses to be cancelled and services become less reliable. This is especially a problem for Thames Valley Buses and relates to driver cost inflation.	3A: Work with operators in low density areas to improve service frequency through the Enhanced Partnership.	From April 2025 subject to funding		Bus operators, Reading BC
		3B: Extend marketing of services as the 'green alternative' combined with conversion of rural buses to E-buses.	From April 2025 subject to funding		Bus operators, Reading BC
		3C: Review of services to rural and low-density areas. To consider fixed routes 121, 123, 124, 125/A/B in and around Wokingham, community buses, community taxis, dial a ride, access for all and Demand Responsive Transport (DRT). DRT could be required to infill gaps in low accessibility areas. To include a review of marketing and potential for ZEBs and the need for a service to Crowthorne rail station. (P3A-B, 4B)	From April 2025 subject to funding		Bus operators, Reading BC, Town & Parish Councils & community groups
		3D: Delivery of study outcomes, that are expected to include enhanced fixed route and or DRT for rural areas.	From April 2026 subject to funding		Bus operators, Reading BC, Town & Parish Councils & community groups

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
BSIP Proposal 4: Accessible and inclusive bus services for all	Bus services must be accessible and inclusive for all from journey planning, boarding/alighting the bus through to the in-vehicle experience.	4A: Provide better information about which buses are accessible through on-line / in-app information as well as printed publicity.	Ongoing		Bus operators, Reading BC, Town & Parish Councils & community groups
		4B: Provide an audio function to the My Journey website to help with journey planning.	From April 2026 subject to funding		
		4C: Add audio compliance to key bus stops and interchanges. This would improve accessibility with audio announcements.	From April 2026 subject to funding		
		4D: Undertake appropriate marketing which aims to raise awareness of bus travel for all, this includes different demographic groups as well as those with additional travel needs. (BSIP+ funded pre-2026)	Ongoing		
	In some low-density areas fixed routes are not viable. But there are opportunities to work with the parishes to provide community bus and /or taxi services. Accessibility for all users is not always available.	4E: Continue to fund the provision of community transport dial-a-ride services for those unable to access conventional bus services due to additional needs.	From April 2026 subject to funding		

4.2 Bus priority: delivering faster and more reliable services on priority routes/corridors

Bus priority is an important part of the strategy and Table 4.2 lists the proposed actions to deliver Objective 4: Improve bus journey times, reliability, and punctuality along key transport corridors.

Table 4.2: Bus Priority: Delivering Faster and More Reliable Services on Priority Routes/Corridors, Objective 4

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
BSIP Proposal 5: Increase bus priority measures on key corridors. Identify bus priority that includes additional bus lanes, bus gates and traffic signal priority along the key corridors.	Bus journeys are delayed in traffic on most of the corridors. Providing bus priority measures to reduce journey times and variations in times will make buses more efficient and attractive.	5A: Develop a detailed delivery programme of bus priority measures for all corridors based on level of funding available.	From April 2025 subject to funding		Bus operators, Reading BC, Bracknell BC
		5B: A329 Corridor: Bracknell - Wokingham - Winnersh - Reading. Identify bus delay locations and deliver bus priority measures. To include Showcase roundabout, Winnersh crossroads, Station Approach & Coppid Beach junctions. Ties in with Reading BC Red Route in 2017 from the Borough Boundary. Review all traffic signals for a better bus priority corridor.	From April 2025 subject to funding		Bus operators, Reading BC, Bracknell BC
		5C: A327 Corridor: Wokingham - Finchampsstead - Arborfield - Shinfield - Reading, the 3 Leopard Route. Identify bus delay locations, mainly on Shinfield Road between the M4 and Reading Borough boundary near the University. Working with Reading Borough who are proposing bus priority at signalised junctions and a bus lane on Shinfield Rd.	From April 2025 subject to funding		Bus operators, Reading BC
		5D: A4/A321 Corridor: Reading - Woodley - Twyford - Henley - Wokingham. Construct a westbound bus lane on A4 from the A4 bus gate connection to Woodley, through Sutton Seeds roundabout and to the Borough boundary. There is an urgent need for this as it will tie in with Reading BC bus lane from the Borough boundary to Cemetery Junction, which is expected to cause delays including to buses. In the longer-term look, to add additional bus priority along the A4.	From April 2025 subject to funding		Bus operators, Reading BC
		5E: A3290 Corridor. Reading - Thames Valley Park - Winnersh. To tie in with the Reading Borough proposals for the corridor. These also connect with the Reading BC A4 corridor improvements as the A329M joins the A4 at Sutton Seeds roundabout.	From April 2025 subject to funding		Bus operators, Reading BC

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
		5F: The A33 corridor Reading - Mere oak P & R - Spencers Wood - Swallowfield. Route 600. The A33 north of the M4 is being extensively addressed by Reading Borough as part of a Superbus route with additional bus lanes southbound around the Matalan junction and northbound near to the Tesco depot and Bennet Rd gyratory. Support Reading BC improvements in and around the Mere oak P & R and work with RBC to deliver more extensive measures as the site, as it is within WBC. Subject to monitoring of journey times further priority measures will be investigated and proposed.	Due for completion by Reading BC in 2025	Further measures post 2029	Bus operators, Reading BC
		5G: Spencers Wood - Shinfield - Winnersh - Twyford. Investigate, monitor journey times and deliver bus priority along this corridor. Any new developments along the route to contribute towards bus priority.	From April 2025 subject to funding		
		5H: Localised bus priority measures at key junctions. To include yellow box junctions in urban areas and traffic signal bus priority. To includes a) Pepper La / Wilderness Rd/ Elm Rd junction b) Colemansmoor Rd / Loddon Bridge Rd. c) Improved bus priority for access to Wokingham rail station. d) Bus priority on South Wokingham distributor Rd at the junction with Easthampstead Rd.	From April 2025 subject to funding		Bus operators, Reading BC
		5I: Localised bus priority traffic management measures. To include a) changing parking restrictions in locations on street parking is delaying buses, e.g. The Drive, Culver Lane & East Ct Ave. b) convert some speed humps to speed cushions. c) enforcement cameras on bus priority measures such as bus gates.	From April 2025 subject to funding		Bus operators, Reading BC

4.3 Make Fares Affordable and Simpler

Lower fares will attract more passengers. Fares currently in the area are reckoned to be reasonable and given the inflationary pressures in the industry, even retaining at existing levels is an achievement. The national £2 fares cap has helped considerably. Subject to funding, there are a series of proposals in Table 4.3 that aim to reduce and simplify fares. In terms of having consistent fares and fares structures a dominant operator is helpful. Some of the proposals are relying on the Reading BC BSIP which is applying subsidies to the 'simply Reading' zone. These include parts of Wokingham that cover the University, Woodley, Earley, Mere oak P & R and Sonning.

Table 4.3: Making Fares Lower and Simpler, Objective 5

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
BSIP Proposal 6: Keep fares at an affordable level and reduce where possible.	Fares are generally considered to be set at reasonable levels in the Borough, but reductions in prices would help to attract more passengers. The £2 fares cap has been a positive measure, but planning for the end of this will need to be handled with care.	6A: Work with operators to develop proposals for a consistent, lower fares structure through the Enhanced Partnership arrangements. Continuation of the £2 single anywhere scheme. Subject to central government funding not continuing for the £2 single scheme the Council would like to see a comparable scheme that provides a reduced fare single for all journeys.	Ongoing		Bus operators, Reading BC, Bracknell BC
		6B: Work with operators to ensure lower fares are offered to all teenagers under the age of 19 on all services.	From April 2025 subject to funding		
		6C: Work with operators to extend the coverage of a capped daily fare. Areas in the 'Simply Reading Zone' that include Woodley and Earley to extend further into WBC such as Shinfield & Arborfield.	From April 2025 subject to funding		
BSIP Proposal 7: Simplify fares	There is a lack of ticket integration between Arriva and Reading Transport's services. Otherwise, this is not much of a problem as so many of the services by	7A: Work with operators to develop proposals for a simpler fares structure through the Enhanced Partnership arrangements.	Ongoing		Bus operators, Reading BC, Bracknell BC
		7B: Simplify fares where multi-operators service exist, currently only an issue on the A4 corridor in Wokingham BC.	From April 2025 subject to funding		Arriva and other operators

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
	run by Reading Buses and Thames Valley Buses.	7C: Expand the 'touch-on touch-off' technology to all operators including Arriva. (RBL & TVB already have it).	From April 2025 subject to funding		Arriva and other operators
BSIP Proposal 8: Integrate ticketing between operators and other sustainable modes	The cost of travel and journey times for rail passengers is increased by poor accessibility to local stations. The lack of seamless ticketing and through fares between bus services and between bus and rail (other than the PlusBus offer which is not sufficiently comprehensive).	8A: Work with operators to agree principles for multi-operator ticketing where more than one operator's services are available through the Enhanced Partnership arrangements.	From April 2025 subject to funding		Bus operators Reading BC, Bracknell BC, Network Rail, Great Western Railway, South Western Rail, Co-Wheels, Thames Valley Berkshire LEP, Town & Parish Councils
		8B: Become part of a wider Reading Scheme and/or Thames Valley area ticketing scheme (potentially using DfT back-office functionality). To allow weekly and longer-term multi-operator ticketing to be made available. Work with neighbouring authorities to help deliver this.	From April 2025 subject to funding		
		8C: Integrate bus tickets with rail and other transport services such as car share and bike hire. Support the development of Mobility as a Service (MaaS) both within Wokingham, Reading and across the wider Thames Valley area as a longer-term proposal.	From April 2025 subject to funding		

4.4 Deliver a greener bus network by reducing carbon emissions and provide residents with attractive greener travel alternatives

A clean and green bus fleet is essential for the network. There are targets for transitioning the bus fleet shown later in Section 5 (Table 5.5) and so far route is the first to be populated by ZEBs. Much of the funding for this is currently via the Zero Emission Bus Regional Areas Scheme 9 (ZEBRAS) which includes grants for the rolling stock and charging infrastructure. Table 4.4 below sets out the proposals for decarbonising the bus fleet with Actions 9A-E.

Table 4.4: Modern Buses and Decarbonisation (NBS), WBC Objective 6

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
BSIP Proposal 9: Invest in improved bus vehicles and transition buses to zero carbon.	Lack of availability of a clean and quiet bus rolling stock, zero emission buses (ZEBs). There are practical operational challenges with using ZEBs associated with a limited range, charging points, long order times and high capital costs. Bus Emissions from diesel vehicles negatively impact on the levels of air quality, and this presents a particular challenge for buses with the stop, start nature of bus services. Supporting operators to migrate to ZEBs presents an opportunity to improve outcomes of the Air Quality Action Plan.	9A: Work with operators to ensure buses are a high specification through the Enhanced Partnership arrangements.	Ongoing		Bus operators, Reading BC
		9B: Work with operators to implement accessibility improvements to further cater for wheelchair users and for parents and carers with push chairs.	Ongoing		Bus operators, Reading BC
		9C: Rolling programme to replace buses with ZEBs which is also in line with Wokingham BC's carbon strategy. The ZEBRAS scheme for ZEBs on Route 21 to Lower Earley likely to be part rolled out in 2025/6.	From April 2025 subject to funding		Bus operators, Reading BC
		9D: Work with operators to install the required infrastructure for ZEBs at depots and bus stops. Part of ZEBRAS scheme.	From April 2025 subject to funding		Bus operators, Reading BC
		9E: Investigate and deliver a Green Bus Hub. To include a vehicle maintenance building, small office, EV charging facilities and bus priority access.	From April 2025 subject to funding		Bus operators, Reading BC

4.5 Improve Bus Integration with Rail Passengers, Cyclists, Pedestrians and Car Drivers

Greater integration of buses with all other modes of transport is an important aspect of delivering a seamless public transport network. Table 4.5 below lists a series of actions that are split into the different modes of transport. The Borough has done much work in recent years on the Park and Ride sites and includes the new one at Coppid Beech. Demand for them has reduced, but it is returning slowly and more flexible ways of using the sites is being identified. The borough is also looking to develop a differential car parking charging system which should result in greater demand at the P & R sites.

Table 4.5: Bus Integration with Rail Passengers, Cyclists, Pedestrians and Car Drivers, WBC Objective 7

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
BSIP Proposal 10: Provide high quality and comfortable waiting facilities at bus stops.	Some passengers are waiting at bus stops that are uncomfortable, exposed, poorly maintained and lack information.	10A: Audit bus stops to ensure that they provide an environment that feels welcoming, accessible, clean, lit and secure for waiting passengers. Classify them according to a service specification.	From April 2025 subject to funding		Bus operators, Reading BC, Thames Valley Police, Town & Parish Councils
		10B: Deliver a running programme of maintenance and enhancements to bus stops in line with the recommendations from the service specification, in terms of posts, flags, timetables, hard standings, 'Kassel' kerbs, shelters, CCTV and real time information. Currently it is modest and requires expanding.	From April 2025 subject to funding		
BSIP Proposal 11: Integrate with walking and cycling networks	By co-ordinating the approach of the BSIP with the Local Walking and Cycling Implementation Plan (LCWIP) the Council can ensure direct and convenient points of access to the bus network for people who walk and cycle, so allowing walking and cycling to form parts of longer active journeys utilising the bus network.	11A: Access to bus stops will be part of the Local Walking and Cycling Implementation Plan (LCWIP). This will take into account wayfinding, connectivity, permeability, safety and security and new and improved transport hubs.	Ongoing		Bus operators, Reading BC, Town & Parish Councils
		11B: New development areas to be set out with safe, secure routes to regularly spaced bus stops and housing to be within a maximum walking distance of 400m to a stop.	From April 2025		Bus operators, Reading BC, Town & Parish Councils
BSIP Proposal 12: Integrate with the rail network	The cost of travel and journey times for rail passengers is increased by poor accessibility to local stations. The lack of	12A: The Council will work with stakeholders to improve bus/rail infrastructure. To include high quality waiting facilities, 12 information boards and bus overlays, e.g. at Twyford station.	From April 2025 subject to funding		Bus & rail operators, Reading BC

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
	seamless ticketing and through fares between bus services and between bus and rail (other than the PlusBus offer which is not sufficiently comprehensive).	12B: Increase bus services to rail stations. This is needed at Twyford and Crowthorne. Also required at Green Park station which is due to open in 2023.	From April 2025 subject to funding		Bus & Rail operators, Reading BC, Town & Parish Councils
		12C: Expand the PlusBus ticketing arrangements for areas outside of existing zones.	From April 2025 subject to funding		Bus operators, Reading BC
		12D: Provide greater promotion and publicity of bus /rail services through My Journey.	Ongoing		Bus & rail operators, Reading BC
BSIP Proposal 13: Continue to develop the Park & Ride sites so they become effective transport interchanges and hubs	Park & Ride has seen demand reduce during and after the pandemic with travel patterns changing. There is a steady growth returning and potential to extend and integrate the Park and Ride services with other operations. Difficulty of best fare being available for park & ride users.	13A: Winnersh Triangle P & R: Develop as a travel hub, with improved cycle links, parking, improved passenger waiting facilities /amenities for long distance coaches and buses. Also provide EV charging for cars and buses.	Ongoing, subject to funding		Bus operators, Reading BC
		13B: Thames Valley P & R: Develop as a travel hub, with improved cycle links, parking, improved passenger waiting facilities /amenities for long distance coaches and buses. Also provide EV charging for cars and buses.	From April 2025 subject to funding		Bus operators, Hospital, Reading BC
		13C: Mere oak P & R: Improve access for cycles and pedestrians across the A33 to Spencer's Wood. Develop further as a travel hub.	From April 2025 subject to funding		Bus operators, Reading BC, Town & Parish Councils
		13D: Coppid Beach P & R: Amenities to support the site's use as a travel hub and investigate diversification of use.	From April 2025 subject to funding		Bus operators, Town & Parish Councils
		13E: Review charges for park and ride users to ensure the park and ride offer is easy, convenient and viable.	From April 2025 subject to funding		Bus operators, Ticketer, Flowbird

4.6 Improve passenger information, engagement, satisfaction and identity

There are several groups and organisations in the Borough that are consulted on regarding any proposed changes to bus services. These include community groups in Earley and Woodley and a number of parish councils, but there is no overarching representation of bus users. There are a series of proposals including developing further the passenger charter and a user group should help to involve the public to a greater extent in services. Table 4.6 below sets out the main actions to deliver the proposed improvements, which correspond to objective 8 which is to improve passenger engagement and satisfaction of bus services. This includes the passenger charter.

Table 4.6: Improve Passenger Information, Engagement, Identity and Branding, WBC Objective 8

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
BSIP Proposal 14: Strengthen network identity	Most services have a good network identify mainly through a consistent colouring of corridor routes.	14A: Continue to promote a strong network identity for services running in the borough including providing a network map showing all operators services.	Ongoing		Bus operators, Reading BC
		14B: Work with operators and neighbouring authorities to strengthen and co-ordinate a consistent public branding of bus services.	Ongoing		Bus operators, community groups. Town & Parish Councils, Reading BC, Bracknell BC & West Berks Council.
		14C: Develop and deliver a branding strategy, with additional signage for the Park & Ride sites.	From April 2025 subject to funding		
BSIP Proposal 15: Improve passenger information	Passenger information is of a high standard with timetables, on line information and apps. There is also the My Journey web site that provides a one stop for all information. Stops currently do not have audio announcements. There is also potential to provide improved	15A: Continue to work in co-operation with bus operators to provide easy to understand bus information to existing and potential bus passenger. To include promotional campaigns to encourage bus travel.	Ongoing		
		15B: Progress and develop the My Journey system, with travel plans, bike mobility, Liftshare, Personalised Travel Planning and other initiatives.	Ongoing		
		15C: Review Real Time Information locations displays to ensure that information is supplied at the most useful locations such as busy town centre stops, park and ride sites and rail stations.	Ongoing subject to funding		Bus operators, Reading BC

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
	data analysis of routes for operators.	15D: Add audio compliance to key bus stops and interchanges. This would improve accessibility with audio announcements. As referred is proposal 4C.	Ongoing subject to funding		Bus operators, Reading BC
		15E: Add Cityswift data analysis system. Currently applied on some of RBL's commercial routes and could be extended to the network.	Ongoing subject to funding		Bus operators, Reading BC
BSIP Proposal 16: Develop and progress the Passenger Charter	While working closely with the bus operators is generally excellent, community groups and passengers are not engaged enough in the delivery of services. The Passenger Charter offers a more formal way of greater engagement with the community.	16A: Continue to develop the Passenger Charter alongside establishing the Enhanced Partnership arrangements.	Ongoing		Bus operators, community groups. Town & Parish Councils, Reading BC, Bracknell BC & West Berks Council.
		16B: Work with neighbouring Authorities to ensure consistency of our Passenger Charter.	Ongoing		
		16C: Develop more community and passenger engagement. Establish a bus user group and bus operator forum.	Ongoing		
		16D: Further develop existing reporting systems of any issues: comfort, reliability, safety and other issues.	Ongoing		
		16E: Personalised travel training for those with special educational needs and disabilities to provide life skills including independent travel.	Ongoing		
		16F: Regularly review progress on the targets set out in the BSIP and publish the results.	Ongoing		

The borough is also looking to extend marketing where they can and the My Journey scheme is being extended.

4.7 Access and Safety

The safety of passenger and that they feel safe and secure is essential. Objective 9 states: Ensure bus travel is a safe means of transport. Table 4.7 below sets out proposals to deliver this.

Table 4.7: Improving Passenger Safety

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
BSIP Proposal 17: Protect the personal safety of bus passengers.	Some passengers feel unsafe walking to and waiting at bus stops.	17A: Ensure the bus stop audit in proposal 10A includes passenger safety.	From April 2025 subject to funding		Bus operators, Reading BC, Thames Valley Police, Town & Parish Councils
		17B: Ensure the programme of enhancements to bus stops in proposal 10B includes passenger safety.	From April 2025 subject to funding		
		17C: Ensure all buses on the network have working CCTV (most do). Investigate as part of the bus stop audit (Proposals 10A & B) and deliver CCTV at appropriate bus stops.	From April 2025 subject to funding		
		17D: As referred in proposal 16D: Further develop existing reporting systems of any issues and in this case safety.	From April 2025		
BSIP Proposal 18: Minimise highway accidents involving buses	Buses can become involved in traffic accidents.	18A: Work with operators to ensure passenger journeys are safe and secure. Monitor any accidents and ensure risks are minimised in the future.	Ongoing		Bus operators, Reading BC, Thames Valley Police

4.8 Longer Term Proposals

There are a number of longer-term bus enhancement projects that the council would like to pursue and deliver to help have a transformational impact on bus usage. These are summarised in Table 4.8 below.

Table 4.8: Longer Term Transformation of the Network

Proposal	Existing Situation	Action	2025/6-2028/9	2029/30-2039/40	Key Partners
BSIP Proposal 19: Investigate, plan and deliver the A329M Transit Corridor	The A3290/A329M is a motorway between Bracknell, Wokingham and Reading that partly routes through built up areas. There is already a bus lane at the northern part of the road which functions well. Travel demand is expected for passengers to travel along the corridor.	19A: Investigate and plan for the A3290/A329M Bus Rapid Transit Corridor. The principles would include: a) declassify the A329M route from motorway to dual carriageway and reduce the speed limit to 50mph, b) convert the hard shoulders to bus lane (as done in part at the northern end prior to A4 roundabout). c) identify bus stops along the way, such as Coppid Beech Park & Ride d) High specification ZEB buses. Would need to be a joint study between Bracknell Forest, Wokingham & Reading Borough Councils as the corridor is located in the three authorities.	From April 2025 subject to funding		Bus operators, Reading BC & Bracknell Forest BC
		19B: Subject to Action 19A, construct the A3290/A329M Bus Rapid Transit Corridor		From April 2029 subject to funding	Bus operators, Reading BC & Bracknell Forest BC
BSIP Proposal 20: Ensure high quality bus services at new development in the Emerging Local Plan	The Emerging Local Plan is progressing and public transport provision is essential if development is to be sustainable.	20A: Ensure high quality provision of bus services and associated infrastructure to all new developments emerging from the Local Plan. To include access to a bus stop with a regular service within 400m of all residential dwelling unless there are exceptional circumstances.	Ongoing		Bus operators, developers Town & Parish Councils
BSIP Proposal 21: Investigate, trial and deliver driverless buses	Some 50-70% of bus costs are for drivers. There is potential on some routes to develop driverless buses, but this relies on technological advances.	21A: Work with operators in the longer term to trial and if successful roll out driverless buses where appropriate.		From April 2029 subject to funding	Bus operators

Proposal	Existing Situation	Action	2025/6- 2028/9	2029/30- 2039/40	Key Partners
BSIP Proposal 22: Investigate and develop Mobility as a Service (MaaS) for the wider Thames Valley	Currently there is a lack of coordinated multi model integrated services that consistent across the Thames Valley area.	22A: Investigate and progress the development of Mobility as a Service (MaaS) both within Wokingham, Reading and across the wider Thames Valley area.	From April 2026 subject to funding		Bus operators, Reading BC & other Thames Valley transport authorities

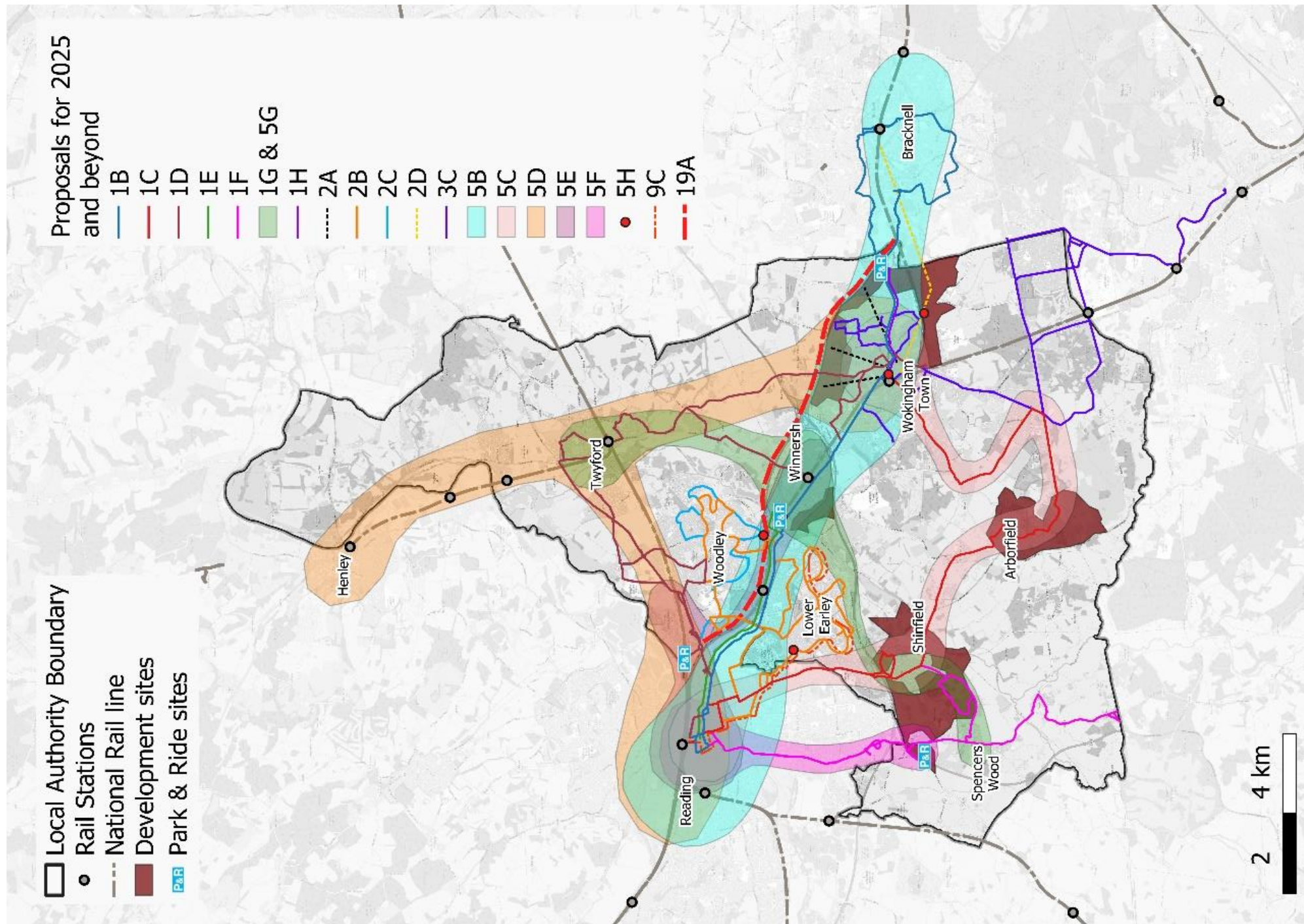


Figure 4.1: Proposals 2025 and Beyond

5. TARGETS, PERFORMANCE MONITORING AND REPORTING



Public: Information that can be seen and used by everyone inside and outside the Council.

5.1 Objectives

The targets set out in this section are subject to sufficient funding being made available to implement the Action Plan in Section 4. The targets have been identified based on the performance of the existing network described in Section 2 and in consultation with stakeholders. Each target is set against the eight objectives and will measure the progress of each objective.

In due course, these targets will be considered alongside the Bus Connectivity Assessment (BCA) which is being carried out in parallel, as required by DfT. A new periodic monitoring report for the public reporting of progress in delivering the BSIP is expected to be introduced shortly by DfT. It will report data against BSIP targets, replacing the previous requirement for six-monthly public data updates, and is understood that it will be largely aligned with BCAs. The BCA is expected to report on issues including but not limited to:

- LTA budget information, sources of funding, spending of funding and innovation
- Existing network and its performance (including patronage)
- Connectivity Innovation (innovative approaches to growing revenue)

Objective 1: Grow passenger numbers to pre-pandemic levels and to continue to strive for growth.

Target 1: Annual Passenger Numbers to increase as set out in Table 5.1.

Table 5.1: Target for Number of Passengers

	2019/20	2022/23	2024/25	2029/30	2039/40	BSIP proposals	Method of measurement
T1: Annual Number of Passengers in millions	2.80	2.20	2.42	3.30	4.40	All proposals and especially 1A-F, 2A-E & 3A-H	Operator passenger data reported to DfT
Growth % from 2019/20	Historical	Baseline	10%	50%	100%		

The Council will use the figures issued by the Department for Transport for total passengers carried per annum in Wokingham Borough, based on the bus operator's data. Passenger recovery is currently at 85%. By 2024/25, 10% on pre-pandemic passenger levels is aimed for, increasing to 50% by 2029/30 and 100% by 2039/40.

Objective 2: Return bus services to pre-pandemic levels, improve levels of service and extend to new areas of travel demand.

Target 2: Annual bus kms to increase, as set out in Table 5.2.

Table 5.2: Target for Bus Vehicle Kms

	2019/20	2022/23	2023/24	2024/25	2029/30	2039/40	BSIP proposals	Method of measurement
T2: Annual Bus Vehicle Kms (in millions)	1.85	1.13	1.15	1.21	1.55	1.95	All proposals and especially 1A-H, 2A-E, 3A-D & 4A-E	Operator passenger data reported to DfT
Growth % from 2019/20	Historical	Historical	Baseline	5%	35%	70%		

As vehicle loadings increase, there will then be a need to increase vehicle kilometres either through increasing the frequencies of existing services or through implementing a revised network which will match an increasing demand for bus travel with capacity on the bus network.

Objective 3: Improve bus journey times, reliability and punctuality along key transport corridors.

Target 3A: Bus journey times on key corridors to reduce as stated in Table 5.3.

Target 3B: To improve bus punctuality as set out in Table 5.3.

Bus operator data collected by the DfT, and available through their Bus Open Data Service (BODS), has been reviewed for the main corridors to identify the main stops and route sections with delays. The data was reviewed over a 4-week period, for weekdays in September 2022.

Target 3C: Improve passenger perceived punctuality and journey times as shown in Table 5.3. The survey data is from passenger surveys.

Table 5.3: Targets for Bus Journey Time Savings, Reliability and Punctuality on Key Corridors

	2019/20	2023/24	2024/25	2029/30	2039/40	BSIP proposals	Method of measurement
T3A: Average daily (weekday) journey time on 5 key corridors	75.3 mins	Unknown	72 mins	68 mins	61 mins	Proposals 5A-I	Analysis of Real Time information data on 5 key corridors: A327, A329, A329M, A4, A33 from DfT BODS data 05/09/2022-30/09/22
T3B: Bus punctuality / Reliability	74.94%	Unknown	80%	85%	90%	Proposals 5A-I	Analysis of Real Time Information using DfT BODS data for the Wokingham area. 12 months average of 'on-time' buses. For 2019/20 applied 2021/22
T3C: Passenger perceived punctuality and journey time	84%	56%	88%	90%	95%	Proposals 5A-I	Analysis of satisfaction survey – 'Whether buses arrive on time'.

Objective 4: Make fares affordable and simpler.

Target 4A sets out the target on fares and ticketing from the passengers' perspective using on-bus surveys relating to Reading Buses and Thames Valley Buses services.

Table 5.4: Targets for Fares & Ticketing

	2019/20	2023/24	2024/25	2029/30	2039/40	BSIP proposals	Method of measurement
T4A: Reading Buses and Thames Valley Buses – Passenger view on fares and ticketing	65%	60%	70%	74%	81%	Proposals 6A-C, 7A-C, 8A-C	Analysis of satisfaction survey, 2023/24 'Bus fares'

Objective 5: Deliver a greener bus network by reducing carbon emissions and provide residents with attractive greener travel alternatives.

Targets 5A: Transition the bus fleet towards E-buses as indicated in Table 5.5. Currently there are no electric buses in the fleet, but the targets identify a steady shift towards them, 60% by 2030 and 100% by 2040.

Target 5B: Passenger comfort to meet targets in Table 5.5. This data would be obtained from passenger surveys at Reading Buses and Thames Valley Buses, which are currently high at 88%.

Table 5.5: Targets Bus Vehicle Types

T5A: Bus Type	Total vehicles 2022/23	2022/23 %	2023/24	2024/25 %	2029/30 %	2039/40 %	BSIP proposals	Method of measurement
Euro 5	3	7	2	0	0	0	Proposals 9A-F	Data from operators
Euro 6	33	73	21	70	20	0		
Bio-methane	9	20		20	20	0		
E-bus	0	0		20	60	100		
Total	45	100		100	100	100		

Objective 6: Improve bus integration with rail passengers, cyclists, pedestrians and car users.

Target 6A: Grow the volume of Park & Ride ticket sales, as shown in Table 5.6. Data to be obtained from the operators.

Table 5.6: Target Park & Ride Ticket Sales

	2019/20	2024/25	2029/30	2039/40	BSIP Proposals	How measured
T6A: Annual usage of Park & Ride sites	145,369	152,800	202,023	353,147	Proposals 13A-E	P & R sites passengers from operator

Park and ride services have been the slowest to recover post-pandemic, which is reflected in the target for 2024/25. The borough is working to expand capacity at Winnersh Triangle and has further sites to bring into operating, therefore beyond 2024/25, there is expected to be growth in the number of passengers travelling on park and ride services.

Objective 7: Improve passenger engagement and satisfaction of bus services.

Targets 7A-7B: Improve bus passenger satisfaction with services and information, as measured by the annual National Highways and Transportation (NHT) survey for Wokingham Borough. These surveys cover a sample of all residents of the Borough, so includes providing an indication of how bus services are perceived by residents who do not use the bus. Two indices have been selected from the NHT surveys:

- KBI 07 – Local Bus Services Satisfaction (BVPI 104)
- KBI 08 – Public Transport Information Satisfaction (BVPI 103)

Targets 7C & 7D: Targets 7C & 7D use the Transport Focus results for overall satisfaction for the two main operators in Wokingham Borough (Reading Transport and Thames Valley Buses). The main operators constitute at least 95% of service mileage operated. Increasing bus usage will depend on persuading non-bus users of the attractiveness of the services offered so are a useful additional view to that of regular passengers. Typically, the satisfaction levels are lower in the NHT surveys than the figures provided by Transport Focus surveys.

Table 5.7: Targets for Passenger Satisfaction

Measure	2019/20	2024/25	2029/30	2039/40	BSIP Proposals	How measured
T7A: NHT Local Bus Satisfaction	67%	70%	75%	80%	All proposals	NHT Local Bus Satisfaction (KBI 104)
T7B: NHT Public Transport Information	53%	58%	63%	68%	All proposals	NHT Public Transport Infrastructure (KBI 103)
T7C: Reading Buses – Transport Focus Satisfaction	92%	95%	96%	97%	All proposals	Analysis of satisfaction surveys.
T7D: Thames Valley Buses – Transport Focus Satisfaction	94%	95%	96%	97%	All proposals	Analysis of satisfaction surveys.

Objective 8: Improve accessibility to transport services and the local bus network for communities in more rural and low-density areas.

Target T8: Annual bus kms in rural areas to increase, as set out in Table 5.8.

Table 5.8: Target Rural Accessibility Bus Vehicle Kms

	2022/23	2024/25	2029/30	2039/40	BSIP Proposals	How measured
T8: Annual Bus Vehicle Kms in Rural Areas	119,197	143,037	166,876	202,635	Proposals 3A-C, 4A-E	Operator mileage data for % of routes in rural areas for routes 3 (5%), 600 (20%), 125/A/B (100%) & 127/8/9 (20%)
Growth % from 2022/23	Base	20%	40%	70%		

Objective 9: Ensure bus travel is a safe means of travel.

Target 9A: Personal safety on bus to meet those set out in Table 5.9.

Target 9B: Personal safety at bus stops to meet those set out in Table 5.9.

Perceptions of personal safety on board local bus services and whilst waiting at bus stops in the borough are collected as part of the NHT survey. For the latest data in summer 2022, the Borough performs above the national average by 7% on bus and 4% at bus stops.

Table 5.9: Targets for Safety

Measure	2019/20	2022/23	2024/25	2029/30	2039/40	BSIP Proposals	How measured
T9A: Personal Safety on Bus	72%	69%	73%	76%	80%	Proposals 17A-D, 18A	From National Highways % Transportation Survey (IHT) Survey PTBI10
T9B: Personal Safety at Bus Stop	64%	66%	70%	73%	77%	Proposals 10A-B, 17A-D	From National Highways % Transportation Survey (IHT) Survey PTBI11

5.2 Monitoring & Data Collection

Performance monitoring is essential to ensuring the successful delivery of this strategy and monitoring progress against our objectives, as set out in the targets. This will ensure that timely corrective action can be taken if needed and the availability of good quality data will be a key part of this process. Monitoring will also identify progress against delivery of the overall strategy and support the development of the proposals to ensure they represent value for money and help to achieve our overall vision for buses.

Section 5.1 sets out the targets and how these will be monitored. Tables 5.1 to 5.9 identify the nine objectives and how each will be monitored. Much of the data comes from the operators and arrangements for them to provide data will be effected through our Enhanced Partnership arrangements. We will work in partnership to develop reporting processes to ensure they are efficient and streamlined.

Operators have indicated that they will support the review process by the sharing of data and we will work with them to align network reviews with the BSIP review cycle to strengthen opportunities for the BSIP to act as the catalyst for positive change.

5.3 Reporting & Staff Resourcing

The borough is committed to providing clear, accurate and transparent data about how well the BSIP is delivering against its vision, objectives and targets. The results will be publicised widely including through arrangements put in place by the Passenger Charter.

Progress on the delivery of this strategy will be regularly reported to public meetings including the Council's Strategic Environment, Planning and Transport Committee, alongside other relevant forums of key stakeholders including the Berkshire Local Transport Body (a partnership of the six Berkshire local authorities and Thames Valley Berkshire Local Enterprise Partnership) and Transport for the South East.

Reporting progress and seeking feedback will be an integral part of delivering this strategy. We will keep it under regular review to ensure it remains relevant and the proposals within it are working as intended.

The Borough is committed to monitoring and reporting annually, although these are expected to change in line with awaited periodic monitoring report requirements from DfT.

Depending on the level of funding, additional governance arrangements will be established to oversee delivery of the strategy and to play an important part in future iterations of this strategy. The Borough has one full time member of staff working on passenger transport plus some ad-hoc consultancy assistance and are recruiting for another officer. The proposals also set out additional officer resource to deliver the strategy. As cross-boundary routes are significant, we are seeking to establish joint Governance arrangements with our neighbouring Local Authorities and all local bus operators.

Close partnership working will be critical to the successful delivery of the strategy with an important role for the Enhanced Partnership arrangements.

6. BSIP SCHEMES AND PROPOSALS OVERVIEW TABLE



Public: Information that can be seen and used by everyone inside and outside the Council.

6.1 BSIP Schemes and Proposals

This section summarises the key outputs of the BSIP and how it meets requirements set out in the National Bus Strategy based on the template table provided by the Department for Transport.

Table 6.1: BSIP Overview Table

Name of Local Authority or Authorities	Wokingham Borough Council
Enhanced Partnership(s) and/or Franchising Scheme(s) covered by the BSIP	Enhanced Partnership
Date of publication	June 2024
Web address (URL) of the published BSIP	https://www.myjourneywokingham.com/bus-travel/enhanced-partnership/

Table 6.2: Improvements Programme 2021/22 to 2024/25

Scheme category	Title of scheme/measure	Budget/est. cost (£)			of which BSIP funding (£)			Funding sources
		Capital	Revenue	Total	Capital	Revenue	Total	
Bus priority infrastructure	1) Bus gate enforcement with CCTV implemented by recent borough wide Traffic Regulation Order powers.	15,900		15,900				WBC
Bus priority infrastructure	2) Realignment of Crowcroft Road in Arborfield to accommodate a rerouted service.	250,000		250,000				Developer
Other bus infrastructure	3) New Buses on the Route 4 Lion	1,890,000		1,890,000				Operator RBL
Other bus infrastructure	4) New EV Buses on Route 22 to University	2,566,666		2,566,666				ZEBRA & Operator RBL

Scheme category	Title of scheme/measure	Budget/est. cost (£)			of which BSIP funding (£)			Funding sources
		Capital	Revenue	Total	Capital	Revenue	Total	
Other bus infrastructure	5) Winnersh Triangle P & R expanded with new deck and reopened	7,475,000		7,475,000				Berkshire LEP & WBC
Other bus infrastructure	6) Coppid Beech P & R: new P & R site opened	860,000		860,000				Berkshire LEP & WBC
Other bus infrastructure	7) MereOak P & R reopened and access improvements	300,000		300,000				Reading BC
Other bus infrastructure	8) Replace Real Time Information	41,343	68,000	109,343				WBC
Other bus infrastructure	9) Programme of repair and improvements to bus stops: posts, flags and shelters		12,000	12,000				WBC
Other bus infrastructure	10) New bus stops at Arborfield for the new development	128,000		128,000				S106 & developer
Bus service support	11) Route 4 & 4X increase frequency to 15 minute service from Jan 2025		93,750	93,750				Operator RBL
Bus service support	12) Town services retendered: Routes 121-129.		3,395,350	3,395,350				WBC subsidy
Bus service support	13) Route 600: added a service to Riseley, Shinfield & Thames Valley Science Park / Shinfield Studios.		1,409,850	1,409,850				S106
Bus service support	14) Route 151 extended service for schools.		1,830,342	1,830,342				BSOG & Covid grants
Bus service support	15) Route 19a/b/c Little Oranges to Woodley & Lower Earley. Supported Services.							
Bus service support	16) Thames Valley P & R services return with services to the RB Hospital and coach to Heathrow							Royal Berks hospital & Heathrow airport.

Scheme category	Title of scheme/measure	Budget/est. cost (£)			of which BSIP funding (£)			Funding sources
		Capital	Revenue	Total	Capital	Revenue	Total	
								Costs unknown.
Bus service support	17) Winnersh Triangle P&R 2 bus operation. Saturdays Dec 2023-August 2024.					251,949	251,949	
Bus service support	18) Winnersh Triangle P&R 2 bus operation. 6 days per week					306,272	306,272	
Bus service support	19) Route 125 increased frequency					17,350	17,350	
Bus service support	20) Route 13/14: Woodley late evenings					52,000	52,000	
Bus service support	21) Free bus travel on 6 Saturdays before Christmas					101,728	101,728	
Bus service support	22) Free bus travel on 2 event Sundays					13,184	13,184	
Bus service support	23) Free travel on 7 weekends: Sat & Sunday					38,000	38,000	
Fares support	24) £2 Fares Cap							DfT funded via operator
Fares support	25) Coppid Beech P & R reduced fare for P & R users on the Lion route 4							RBL modified at no cost
Fares support	26) Flat fare regardless of age between Reading town centre and the University of Reading.							Operators RBL & TVB
Fares support	27) Daily discounted / capped fare for the Reading & Wokingham Fares zone							Operators RBL & TVB
Ticketing reform	28) Make tickets interchangeable between Reading Buses & Thames Valley Buses							Operators RBL & TVB

Scheme category	Title of scheme/measure	Budget/est. cost (£)			of which BSIP funding (£)			Funding sources
		Capital	Revenue	Total	Capital	Revenue	Total	
Ticketing reform	39) Tap on Tap off on all Reading and Thames Valley Buses	53,495		53,495				Operators RBL & TVB
Other	30) Marketing: 'My Journey' travel initiative: web site and wide range of schemes to encourage sustainable travel and road safety		256,165	256,165				S106
Other	31) Marketing to raise awareness of bus travel for all					20,000	20,000	
Other	32) Engagement: Enhanced Partnership, established in 2023							
Other	33) Engagement: Passenger Charter, established in 2024							
	Total:			20,645,861			800,483	

Table 6.3: Ambitions and Proposals for 2025 and Beyond

NBS objective	Title of proposal/scheme	Additional description	Cost (Low, Med, High) *
Service level and network coverage	SN1: A327 Corridor: increase frequencies	The Leopard 3 & 3A: Reading-Shinfield-Arborfield currently 20minute. Extends to Wokingham 60min frequency. Extend so 15 min frequency to Arborfield and 30 min to Wokingham. (P1B)	High
Service level and network coverage	SN2: A4/A321 Corridor: increase frequencies	Route 128 & 129: Reading -Woodley -Twyford - Wokingham. Also Thames Valley Park & Ride - Reading. Increase Wokingham to Twyford from 60min to 30 min frequency. To include increased service to Thames Valley Park & Ride and Twyford rail station. (P1C)	High
Service level and network coverage	SN3: A3290 Corridor: increase frequencies	Reading - Winnersh Park & Ride. Re-establish the bus services to Winnersh P & R. Note that this is already funded to 2025/6 via the BSIP+. (P1D)	Low

NBS objective	Title of proposal/scheme	Additional description	Cost (Low, Med, High) *
Service level and network coverage	SN4: A3290 / A329M Corridor: New service	Reading - Thames Valley Park P & R - Winnersh P & R - Coppid Beech P & R - Bracknell. Extending the Winnersh P & R to Bracknell via Park & Rides.	High
Service level and network coverage	SN5: A33 Corridor: increase frequencies	Reading - Mere oak P & R - Spencer's Wood - Swallowfield. Route 600. Increase from 60min to 30min frequency to Spencer's Wood & Swallowfield. (P1F)	High
Service level and network coverage	SN6: Spencers Wood - Shinfield - Winnersh Corridor: New service	A new corridor linking up existing and new develop areas. Provide a new 30 minute service, subject to demand and viability assessments. (P1G)	High
Service level and network coverage	SN7: Coppid Beech P & R: New service	Coppid Beech P & R - North Wokingham - Wokingham. Provide a 20 minute service subject to demand and viability assessments. (P1H)	Medium
Service level and network coverage	SN8: North Wokingham - Wokingham: New service	New service to new development north of Wokingham town. Extend service between North Wokingham and Wokingham rail station / town. (P2A)	Medium
Service level and network coverage	SN9: Reading -Woodley - Lower Earley: Improve frequencies	Routes 21 and Route 19/a, 19b & 19c. Review and improve frequencies and provide a route between Lower Earley and Wokingham. (P2B)	Medium
Service level and network coverage	SN10: Reading - Woodley - North Earley: Improve frequencies	Reading - Woodley - North Earley: Orange routes 13 & 14. Review and increase frequencies and/or extend hours. (P2C)	Medium
Service level and network coverage	SN11: Wokingham - Bracknell south of rail line: New service	Extend route 108 via the south Wokingham distributor road. 30 minute service, via new development area. (P2D)	Medium

NBS objective	Title of proposal/scheme	Additional description	Cost (Low, Med, High) *
Service level and network coverage	SN12: Review services to low density areas and access for all.	To consider fixed routes 121, 123, 124, 125/A/B in and around Wokingham, community buses, community taxis, dial a ride, access for all and Demand Responsive Transport (DRT). DRT could be required to infill gaps in low accessibility areas. To include a review of marketing and potential for ZEBs and the need for a service to Crowthorne rail station. (P3A-D, 4B)	Low
Service level and network coverage	SN13: Delivery of new low- density service.	Delivery of study outcomes, that are expected to include enhanced fixed route and or DRT for rural areas. (P3A-D, 4B)	High
Service level and network coverage	SN14: Transport Planning Bus Service Planning Officer	A full-time officer required to administer and assist in delivering these improvements. Over a 10 period at £60,000 per annum, totals £600,000.	Medium
Service level and network coverage	SN15: My Journey audio function	Provide an audio function to the My Journey website to help with journey planning. (P4B)	Low
Service level and network coverage	SN15: Bus stop audio function	Add audio compliance to key bus stops and interchanges. This would improve accessibility with audio announcements. (P4C)	Low
Service level and network coverage	SN16: Marketing to raise awareness of bus travel for all	Undertake appropriate marketing which aims to raise awareness of bus travel for all, this includes different demographic groups as well as those with additional travel needs. (BSIP+ funded pre 2026) (P4D)	Low
Bus priority	PB1: A329 Corridor: Bracknell - Wokingham - Winnersh - Reading: Bus priority	Identify bus delay locations and deliver bus priority measures. To include Showcase roundabout, Winnersh crossroads, Station Approach & Coppid Beach junctions. Ties in with Reading BC Red Route in 2017 from the Borough Boundary. Review all traffic signals for a better bus priority corridor.(P5B)	High
Bus priority	PB2: A327 Corridor: Wokingham - Finchampstead - Arborfield - Shinfield - Reading: Bus priority	Identify bus delay locations, mainly on Shinfield Road between the M4 and Reading Borough boundary near the University. Working with Reading Borough who are proposing bus priority at signalised junctions and a bus lane on Shinfield Rd.(P5C)	High

NBS objective	Title of proposal/scheme	Additional description	Cost (Low, Med, High) *
Bus priority	PB3: A4/A321 Corridor: Reading - Woodley - Twyford - Henley - Wokingham: Bus priority	Construct a westbound bus lane on A4 from the A4 bus gate connection to Woodley, through Sutton Seeds roundabout and to the Borough boundary (estimated at £1m). There is an urgent need for this as it will tie in with Reading BC bus lane from the Borough boundary to Cemetery Junction, which is expected to cause delays including to buses. In the longer term look, to add additional bus priority along the A4 (estimated at £1m). (P5D)	High
Bus priority	PB4: A3290 Corridor. Reading - Thames Valley Park - Winnersh: Bus priority	To tie in with the Reading Borough proposals for the corridor with more visible bus priority. (P5E)	Medium
Bus priority	PB5:The A33 corridor Reading - Mere oak P & R - Spencers Wood - Swallowfield: Bus priority	The A33 north of the M4 is being extensively addressed by Reading Borough as part of a Superbus route with additional bus lanes southbound around the Matalan junction and northbound near to the Tesco depot and Bennet Rd gyratory. Support Reading BC improvements in and around the Mere oak P & R and work with RBC to deliver more extensive measures as the site, as it is within WBC. Subject to monitoring of journey times further priority measures will be investigated and proposed. (P5F)	Medium
Bus priority	PB6: Spencers Wood - Shinfield - Winnersh - Twyford: Bus priority	Investigate, monitor journey times and deliver bus priority along this corridor. Any new developments along the route to contribute towards bus priority. (P5G)	High
Bus priority	PB7: Localised bus priority measures	To include yellow box junctions in urban areas and traffic signal bus priority. To includes a) Pepper La / Wilderness Rd/ Elm Rd junction b) Colemansmoor Rd / Loddon Bridge Rd. c) Improved bus priority for access to Wokingham rail station. d) Bus priority on South Wokingham distributor Rd at the junction with Easthampstead Rd.(P5H)	Medium

NBS objective	Title of proposal/scheme	Additional description	Cost (Low, Med, High) *
Bus priority	PB8: Localised bus priority traffic management	To include a) changing parking restrictions in locations on street parking is delaying buses, e.g. The Drive, Culver Lane & East Ct Ave. b) convert some speed humps to speed cushions. c) enforcement cameras on bus priority measures such as bus gates. (P5I)	Low
Bus priority	PB9: Transport Bus Priority Officer	A full-time officer required to administer and assist in delivering these improvements. Over a 10 period at £60,000 per annum, totals £600,000.	Medium
Lower and simpler fares	F1: Lower fares structure	Work with operators to develop proposals for a consistent, lower fares structure through the Enhanced Partnership arrangements. (P6A)	Low
Lower and simpler fares	F2: Lower fares for under 19s	Work with operators to ensure low fares are offered to all teenagers under the age of 18 on all services. (P6B)	Low
Lower and simpler fares	F3: Simply Reading Zone extended	Work with operators to extend the coverage of a capped daily fare. Areas in the 'Simply Reading Zone' that include Woodley and Earley to extend further into WBC such as Sonning, Shinfield & Arborfield. (P6C)	Low
Lower and simpler fares	F4: Simplify fares for multi operators	Currently only an issue on the A4 corridor in Wokingham BC. (R7B)	Low
Ticketing	T1: Multi-operator ticketing	Work with operators to agree principles for multi-operator ticketing where more than one operator's services are available through the Enhanced Partnership arrangements. (P8A)	Low
Ticketing	T2: Wider Reading and/or Thames Valley ticketing	Become part of a wider Reading Scheme and/or Thames Valley area ticketing scheme (potentially using DfT back-office functionality). To allow weekly and longer-term multi-operator ticketing to be made available. Work with neighbouring authorities to help deliver this. (P8B)	Low

NBS objective	Title of proposal/scheme	Additional description	Cost (Low, Med, High) *
Ticketing	T3: Multi modal ticketing	Integrate bus tickets with rail and other transport services such as car share and bike hire. Support the development of Mobility as a Service (MaaS) both within Wokingham, Reading and across the wider Thames Valley area. (P8C)	Low
Ticketing	T4: Expand PlusBus	Expand the PlusBus ticketing for rail and bus services. (P12C)	Low
Waiting and interchange facilities	WI1: Bus stop audit	Audit bus stops to ensure that they provide an environment that feels welcoming, accessible, clean, lit and secure for waiting passengers. Classify them according to a service specification. (P10A)	Low
Waiting and interchange facilities	WI2: Bus stop enhancements	Deliver a running programme of maintenance and enhancements to bus stops in line with the recommendations from the survey specification, in terms of posts, flags, timetables, hard standings, 'Kassel' kerbs, shelters, CCTV and real time information. (P10B)	Medium
Waiting and interchange facilities	WI3: Walk & cycle access improvements	Access to bus stops will be part of the Local Walking and Cycling Implementation Plan. This will take into account wayfinding, connectivity, permeability, safety and security and new and improved transport hubs. (P11A)	Medium
Waiting and interchange facilities	WI4: Bus / Rail interchange improvements	The Council will work with stakeholders to improve bus/rail infrastructure. To include high quality waiting facilities, information boards and bus overlays. Notably required at Twyford station. (P12A)	High
Waiting and interchange facilities	WI5: Winnersh Triangle Park & Ride improvements	Winnersh Triangle P & R: Develop as a travel hub, with improved cycle links, parking, improved passenger waiting facilities /amenities for long distance coaches and buses. Also provide EV charging for cars and buses. (P13A)	Low
Waiting and interchange facilities	WI6: Thames Valley Park & Ride improvements	Thames Valley P & R: Develop as a travel hub, with improved cycle links, parking, improved passenger waiting facilities /amenities for long distance coaches and buses. Also provide EV charging for cars and buses. (P13B)	Low

NBS objective	Title of proposal/scheme	Additional description	Cost (Low, Med, High) *
Waiting and interchange facilities	WI7: Mere oak Park & Ride improvements	Mere oak P & R: Improve access for cycles and pedestrians across the A33 to Spencer's Wood. Develop further as a travel hub. (P13C)	Medium
Waiting and interchange facilities	WI8: Coppid Beech Park & Ride improvements	Coppid Beach P & R: Amenities to support the site's use as a travel hub and investigate diversification of use.(P13D)	Low
Waiting and interchange facilities	WI9: Park & Ride Users charging improvements	Review charges for park and ride users to ensure the park and ride offer is easy, convenient and viable. (P13E)	Low
Bus information and network identity	IN1: Network identity	Continue to promote a strong network identity for services running in the borough including the provision of a network map showing all operators services. (P14A)	Low
Bus information and network identity	IN2: Branding of services	Work with operators and neighbouring authorities to strengthen and co-ordinate a consistent public branding of bus services. (14B)	Low
Bus information and network identity	IN3: Park & Ride branding	Develop and deliver a branding strategy with additional signage for the Park & Ride sites. (P14C)	Low
Bus information and network identity	IN4: Information and promotion	Continue to work in co-operation with bus operators to provide easy to understand bus information to existing and potential bus passengers. To include promotional campaigns to encourage bus travel. (P15A)	Low
Bus information and network identity	IN5: Real Time Information review	Review, provide and upgrade Real Time Information (RTI) locations and displays to ensure that information is supplied at the most useful locations such as busy town centre stops, park and ride sites and rail stations. (P15B)	Low
Bus information and network identity	IN6: Cityswift bus route analysis	Extend the Cityswift data analysis system. Currently applied on some of RBL's commercial routes and could be extended to the network. (P15D)	Low
Bus passenger experience	PE1: Bus passenger safety	Ensure the programme of enhancements to bus stops set out in the interchange improvements includes passenger safety. (P9A/B & 15A)	Low

NBS objective	Title of proposal/scheme	Additional description	Cost (Low, Med, High) *
Bus passenger experience	PE2: On bus & stop CCTV	Ensure all buses on the network have working CCTV. Investigate and deliver CCTV at appropriate bus stops. (P17C)	Low
Bus passenger experience	PE3: Passenger reporting	Further develop existing reporting systems of any issues and especially personal safety at bus stops / shelters and on bus. (P17D)	Low
Bus fleet	BF1: Bus fleet high standard through EP	Work with operators to ensure buses are a high specification through the Enhanced Partnership arrangements. (P9A)	Low
Bus fleet	BF2: Fleet accessibility improvements	Work with operators to implement accessibility improvements to further cater for wheelchair users and for parents and carers with push chairs. (P9B)	Low
Bus fleet	BF3: Zero emission buses ZEBs	Rolling programme to replace buses with ZEBs which is also in line with Wokingham BC's carbon strategy. While this will be part of a ZEBRA bid it has been assume that it would funded here. (P9C)	High
Bus fleet	BF4: Electric vehicle charging infrastructure	Work with operators to install the required infrastructure for ZEBs at depots and bus stops. Also potentially part of ZEBRAS scheme. (P9D)	Medium
Bus fleet	BF5: Green bus hub	Investigate and deliver a Green Bus Hub. To include a vehicle maintenance building, small office, EV charging facilities and bus priority access. (P9E)	High
Accessibility and inclusion	AC1: Improved accessibility in low density areas	Included in the above proposals SN10 & SN11 for greater accessibility to areas with few bus services. Especially low density rural and suburban areas.(P3A-D, 4A/B)	Low
Accessibility and inclusion	AC2: Improved accessibility at stops & interchanges	Included in the above proposals W11 & W12 for accessibility improvements at bus stops / interchanges and catering for wheelchair access. (P10A/B,11A, 13A/B/C/D)	Low
Accessibility and inclusion	AC3: Special needs travel training	Personalised travel training for those with special educational needs and disabilities to provide life skills including independent travel. (P16E)	Low

NBS objective	Title of proposal/scheme	Additional description	Cost (Low, Med, High) *
Longer term network transformation	LT1: A3290/M329A Bus Rapid Transit Corridor: Joint study	Investigate and plan for the A329M Bus Rapid Transit Corridor. The principles would include: a) declassify the A329M route from motorway to dual carriageway and reduce the speed limit to 50mph, b) convert the hard shoulders to bus lane (as done in part at the northern end prior to A4 roundabout). c) identify bus stops along the way, such as Coppid Beech Park & Ride d) High specification ZEB buses. Would need to be a joint study between Bracknell Forest, Wokingham & Reading Borough Councils as the corridor is located in the three authorities. (P19A)	Medium
Longer term network transformation	LT2: A3290/M329A Bus Rapid Transit Corridor: Delivery of scheme	Subject to the above action construct the A329M Bus Rapid Transit Corridor. (P19B)	High
Longer term network transformation	LT3: High quality buses for future developments	Ensure high quality provision of bus services and associated infrastructure to all new developments emerging from the Local Plan (P20A)	Low
Longer term network transformation	LT4: Driverless buses	Work with operators in the longer term to trial and if successful roll out driverless buses where appropriate. (P21A)	High
Longer term network transformation	LT5: Mobility as a service across Thames Valley	Support the development of Mobility as a Service (MaaS) both within Wokingham, Reading and across the wider Thames Valley area. (Assume costs shared across Thames Valley) (P22A)	Low

* Low is less than £0.5m, Medium is £0.5m-£2.0m, High is greater than £2m.

APPENDICES



Public: Information that can be seen and used by everyone inside and outside the Council.

APPENDIX A: CUSTOMER SATISFACTION SURVEYS

Figure A.1: Wokingham Borough Council – National Highways and Transportation (NHT) Survey Summer 2022

Individual Indicator Results

The table below shows how Wokingham's scores within the theme compare with the average of all other Authorities (Gap), how their scores have changed from last year (Trend), which quartile they are in and where they rank for each indicator.

Reference	Indicator	Result	Trend	NHT Average	Gap	Quartile	Rank
KBI							
KBI06	Local bus services (overall)	59%	-2%	55%	4%	2	30
KBI07	Local bus services (aspects)	55%	-6%	48%	7%	1	22
KBI08	Public transport information	38%	-4%	34%	4%	2	33
KBI09	Taxi/mini cab services	61%	-1%	61%	0%	2	52
KBI10	Community transport	56%	1%	55%	1%	2	34
KQI							
KQI03	Responsive transport	50%	-3%	52%	-2%	4	84
KQI05	Public transport information (aspects)	56%	0%	50%	6%	1	7

BI							
PTBI01	Frequency of bus services	56%	-5%	52%	4%	2	34
PTBI02	Number of bus stops	66%	-4%	65%	1%	2	44
PTBI03	The state of bus stops	59%	-4%	55%	4%	1	22
PTBI04	Whether buses arrive on time	59%	-5%	51%	8%	1	10
PTBI05	How easy buses are to get on/off	73%	-3%	70%	3%	1	19
PTBI06	The local bus service overall	61%	-3%	55%	6%	1	13
PTBI07	Bus fares	53%	0%	46%	7%	1	10
PTBI08	Quality and cleanliness of buses	66%	-2%	61%	5%	1	13
PTBI09	Helpfulness of drivers	74%	3%	66%	8%	1	2
PTBI10	Personal safety on the bus	72%	1%	65%	7%	1	5
PTBI11	Personal safety at bus stops	64%	-2%	60%	4%	1	23
PTBI12	Raised kerbs at bus stops	66%	-3%	63%	3%	1	25
PTBI13	The amount of information	54%	-1%	51%	3%	1	21
PTBI14	The clarity of information	57%	-1%	52%	5%	1	9
PTBI15	The accuracy of information	58%	-2%	52%	6%	1	9
PTBI16	Ease of finding the right information	54%	0%	49%	5%	1	8
PTBI17	Information about accessible buses	54%	4%	47%	7%	1	5
PTBI18	Info to help people plan journeys	59%	1%	54%	5%	1	7
PTBI19	Reliability of electronic display info	55%	-1%	49%	6%	1	14
PTBI20	Provision of public transport info	54%	-2%	50%	4%	1	20
QI							
PTQI08	Provision of bus stops	85%	-1%	85%	0%	2	53

APPENDIX B: ADDITIONAL VISION INFORMATION

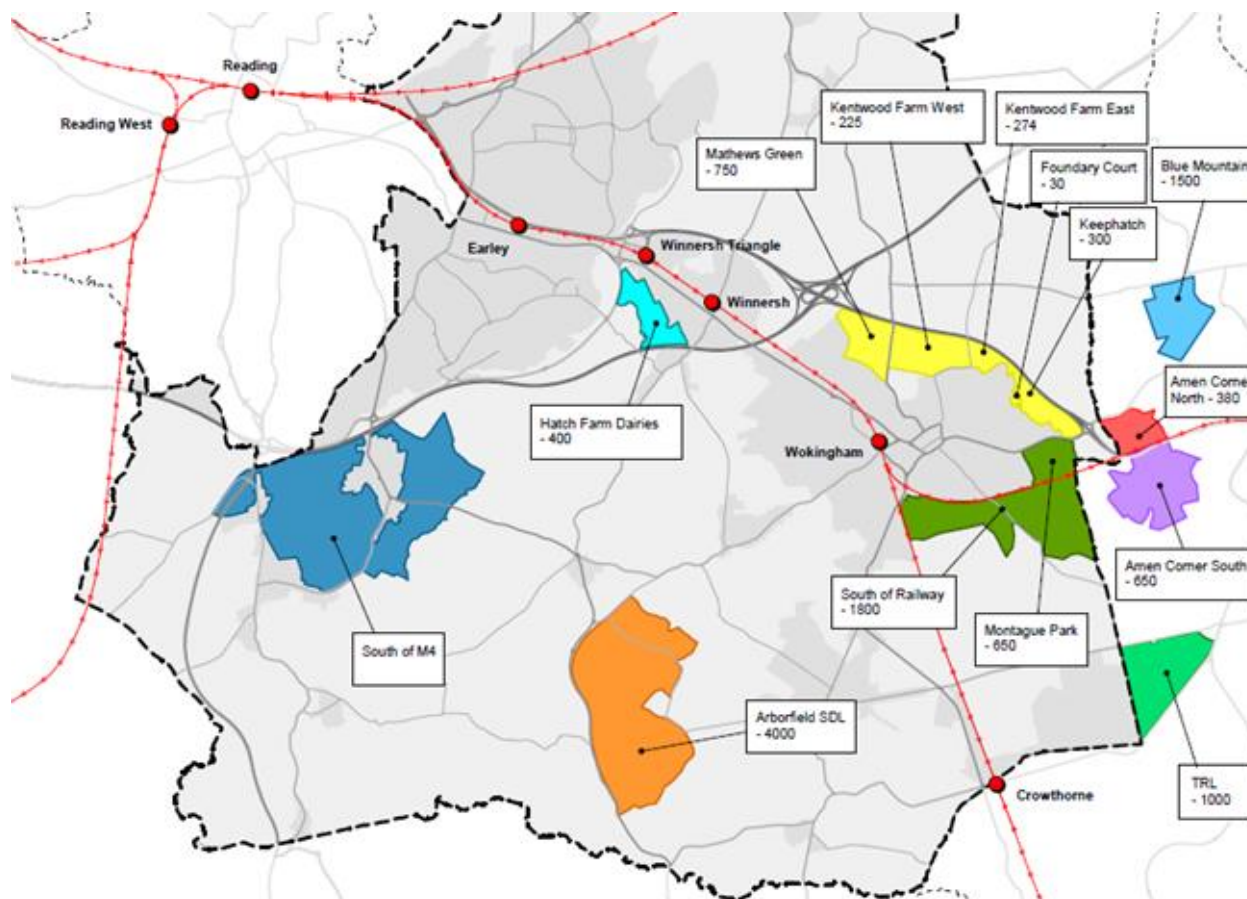
Balancing the Need for Growth with Sustainable Communities

One of the challenges which our Corporate Plan highlights is to manage and balance need with the requirements for new housing, whilst protecting the quality of our environment and the sustainability of our existing communities. The number of households in the borough is growing which provides an opportunity for greener travel and particularly an increase in bus travel. We will work in partnership with local bus operators to achieve a virtual cycle of improvement, with an increase in services and frequencies to match any growth in bus travel. The Council's Core Strategy sets out the Council plans for accommodating up to 10,000 new homes in the borough by 2026. Figure 1.3 shows where most new homes are accommodated, being in one of four strategic development locations which are: North Wokingham (yellow), South Wokingham (green), the area to the South of the M4 (blue) and in and around Arborfield (orange).

Figure B.1: Strategic Development Locations

To support new communities the Local Plan Core Strategy 2006-2026 incorporates 22 Strategic Transport Network improvements. Many of the strategic improvements have already been delivered including rebuilding Wokingham Station as a public transport interchange and construction of the Mere oak and Coppid Beech Park and Ride sites. Strategic Transport Improvements still to be delivered include:

- High quality express bus services or mass rapid transit along the A4 and A329 corridors.



- High quality express bus services or mass rapid transit between Reading and Woodley town centres.
- High quality express bus services between Green Park and Twyford stations.
- Improvements to the quality and frequency of public transport services along other parts of the network.
- Measures to improve cross Thames travel which may include a bridge.

When funding becomes available it is expected that these schemes will progress. There is an updated Local Plan being worked on with a likely range in new dwellings of 7,500-9,000 to cover a 16-year period to 2040.

Decarbonisation and Improved Air Quality

Wokingham Borough Council declared a climate emergency on 18th July 2019. In declaring a climate emergency, the Council set out the commitment to lead by example in achieving a carbon neutrality by 2030. In 2017, 31.4% of Wokingham Borough's overall carbon footprint was because of transport emissions. These emissions exclude traffic associated with the M4 and national railways.

Key priorities for reducing the Borough's carbon footprint include reducing carbon dioxide emissions from transport. The actions the Council commits to undertake which are relevant to local bus travel are:

- The promotion of active and sustainable travel choices;
- Encouraging greater use of public transport networks;
- Encouraging transport operators to use greener vehicles, including electric vehicles; and
- The use of intelligent transport systems to prevent future congestion.

The Council's Air Quality Action Plan (AQAP) was published in 2018 and identifies two Air Quality Management Areas in the borough, Wokingham Town Centre and Twyford Crossroads. Local bus services serve both areas where there is a need to reduce NO₂ and NO_x. A reduction in HGV and bus emissions would contribute significantly to meeting the targets in the AQAP for the above pollutants as they were estimated to contribute over 23% of the pollutant levels in these areas.

We will support the outcomes of the AQAP by supporting operators to take opportunities to green their fleets by using retrofit programmes, embracing new technologies and migrating to electric vehicles.

Partnership Working & Cross-Boundary Travel

Excellent partnership working has been one of the contributing factors to the level of passenger growth achieved within the borough and the Enhanced Partnership established in 2023 helps to cement this. It is through partnership working with local bus operators and the University of Reading that enhancements to the Leopard service and 600 service were achieved. Most recently, partnership working with the hospital Trust, Reading Buses and Reading Borough has allowed the Thames Valley Park & Ride to become operational and sustainable, when nationally park and ride is largely unviable following the pandemic.

We have, and will continue to, work with all local bus operators, community transport providers, volunteer transport providers and other local stakeholders throughout the development of this plan. With 55% of local bus services having destination in Reading Borough, we have worked particularly closely with Reading Borough Council and align our proposals where appropriate, to maximise the benefits of any funding allocations.

An extensive consultation exercise for the LTP4 took place in early 2024 and many of the issues arising are relevant to the BSIP. The analysis is based on about 400 responses and a series of workshops.

Population Growth

Wokingham Borough is a relatively affluent borough and one of the healthiest in England. The borough has an overall population of 173,945 people. The population is projected to increase by approximately 1% per annum with it likely to reach 180,900 by 2037. The greatest increase is expected to be in those over the age of 85.

The average population density is 972 people / km², but it varies considerably across the borough as shown in Figure 1.2. These densities correspond to the three area types referred to above in Figure 1.1. In recent years, up to the first quarter of 2020, the borough saw a steady increase in bus service demand and supply.

Alternative Travel Choices

In 2021 77% of households across the UK owned at least 1 car or van. Wokingham significantly exceeded the national average, with 91% of households owning at least 1 car or van. Car ownership trends are anticipated to have continued to match or exceeded the national average in the 10 years since 2011. In 2021 68% of journeys to work were undertaken by private vehicle, compared to 18% by sustainable mode in 2011, although it is important to note the role that Covid-19 played travel choices.

The variation in density and rurality of the borough reflects bus usage as shown in Figure 1.3. It shows the Journey to Work data and suggests a direct link between bus use and density. It ranges from the red area with less than 3% to the yellow areas of 9-12% on the edge of Reading. In the rural areas, the high levels of car ownership makes providing and sustaining local bus services challenging. In terms of bus provision there is a semi-monopoly situation with one bus operator providing nearly 80% of the services operated across its two companies.

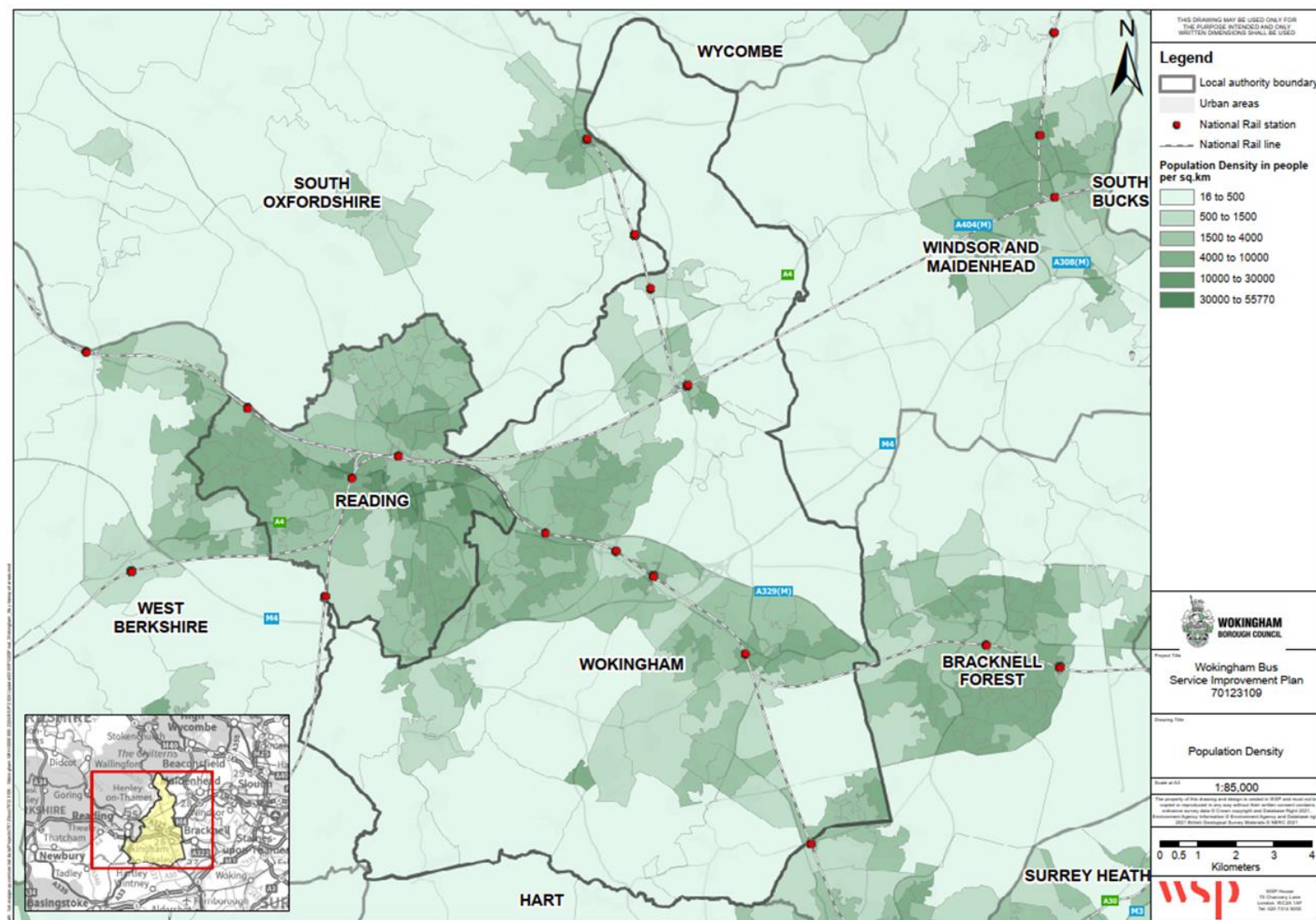


Figure B.2: Population Density

The Council is working with developers, bus operators and other partners to ensure bus services are provided to new developments. Further pump priming will be necessary to achieve the highly attractive level of bus service and increase use of local bus services to the level set out in the National Bus Strategy. In the past the Council has used this approach to establish the original bus service along the A327 using developer funding to achieve a financially sustainable service. Similarly, on the A329 corridor the Council historically supported evening and Sunday journeys until they were viable commercially. Pre-pandemic the Council was once again working to enhance the A327 service in accordance with strategic growth in the borough.

Appendix C

ADDITIONAL CURRENT BUS OFFER TO PASSENGERS

Bus Frequency

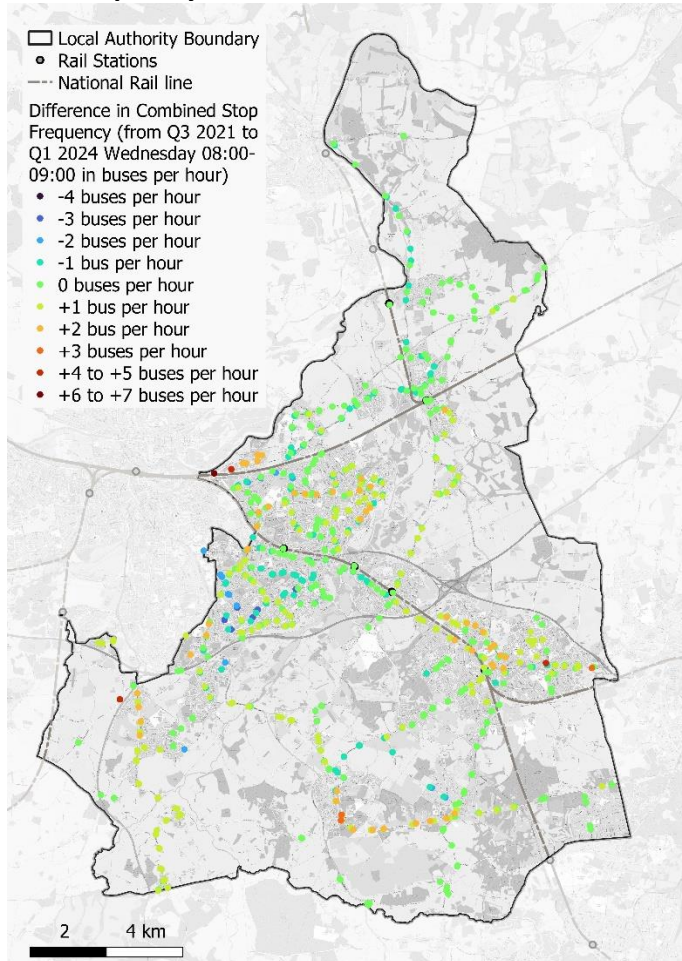


Figure C.1: Bus Frequency Q4 2021 compared to Q1 2024

Bus Accessibility and Frequencies to Key Destinations

Figure C.1: Public Transport Accessibility Map to Twyford Station (Wed 8am)

Analysis of accessibility to key destinations in Wokingham Borough has been undertaken.

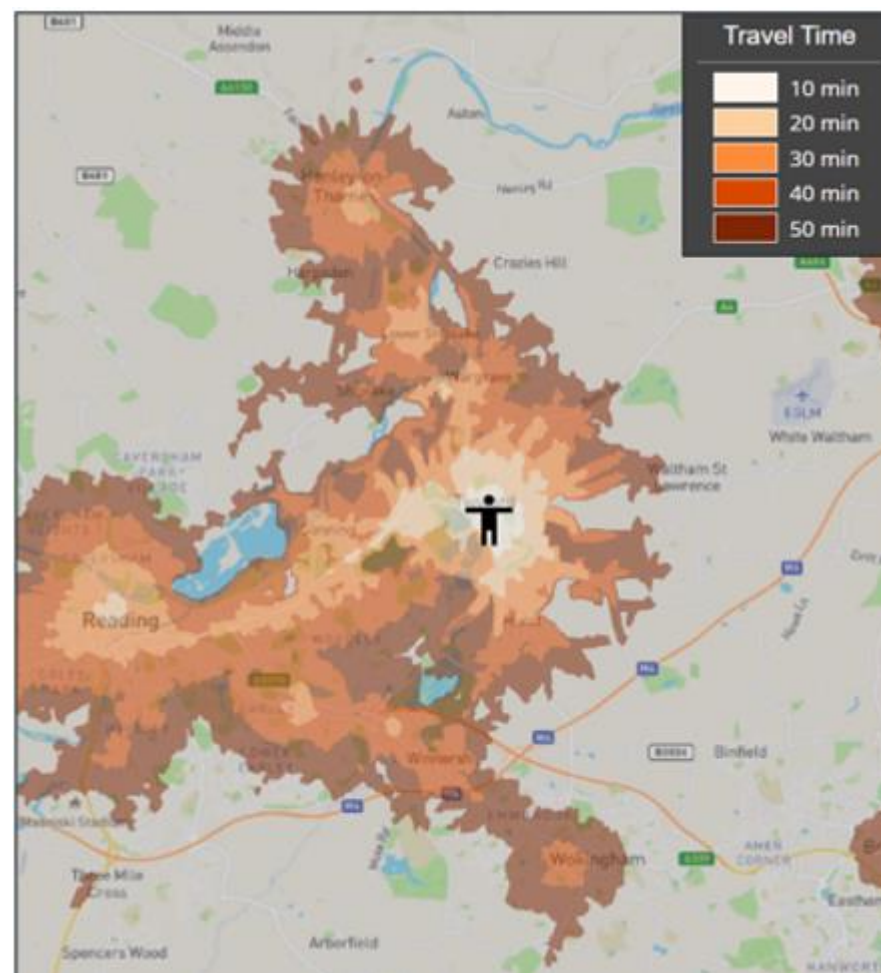
Two sets of maps for each destination were created, one for bus only and one that includes both bus and train. The five sets of maps cover the following time periods:

- AM Peak 07:00 hrs to 09:00 hrs
- Interpeak 09:00 hrs to 16:00 hrs
- PM Peak 16:00 hrs to 18:00 hrs
- Late PM 18:00 hrs to 00:00 hrs

Wednesday has been taken as a typical weekday, Saturdays and Sundays have also been considered. The five locations selected were:

- Royal Berkshire Hospital
- Twyford Station (06:00 to 08:00 has been used for the peak period for this destination) (Fig 2.5)
- University of Reading
- Wokingham Town Centre (Fig 2.6)
- Winnersh Triangle Station (Fig 2.7)

The results of the accessibility analysis indicated that for residents in Earley / Lower Earley, journey times to Twyford Station (Fig 2.5) and Winnersh Triangle ranged between 20 to 50 minutes by bus and train due to the need to travel into Reading and out again. The equivalent travel times by car from the junction of Beech Lane / Rushey Way to Winnersh Triangle business park would be 9 minutes and to Twyford Station 14 minutes. To make journeys to work, especially to London, more attractive by public transport, a more direct bus route would be beneficial. Discussions with the management company at Winnersh Triangle business park indicate employees at the park would benefit from an express bus link to Twyford.



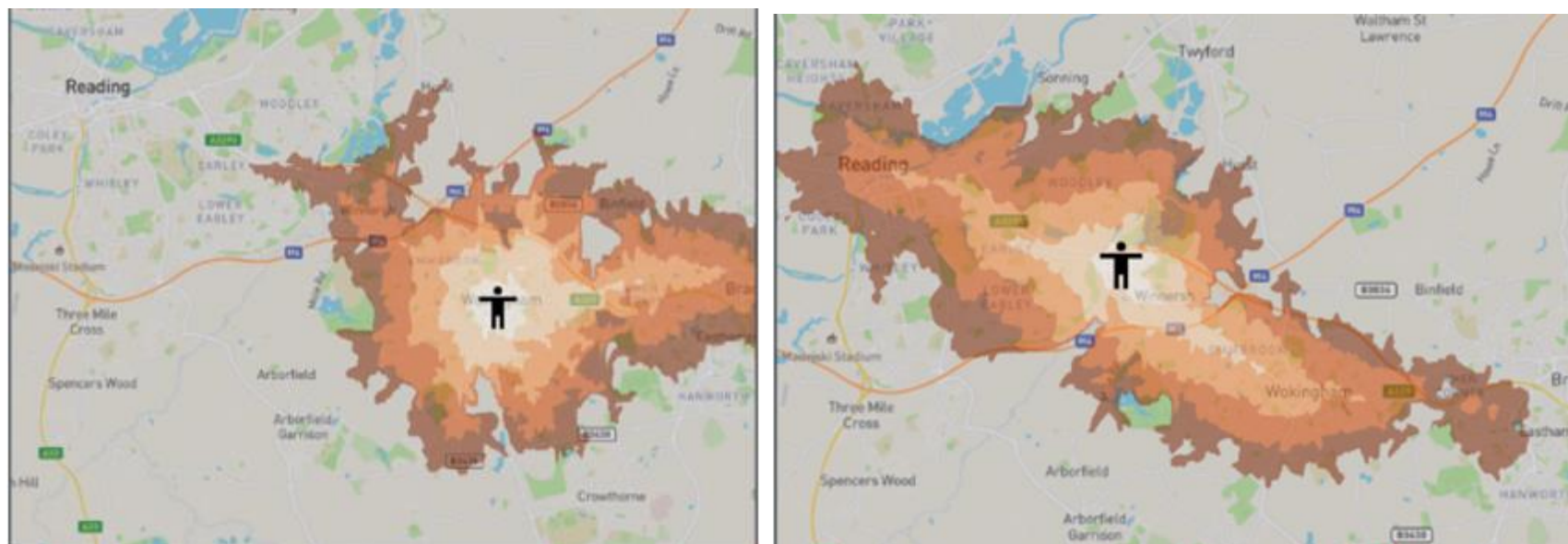


Figure C.2: Bus Service Accessibility Map to Wokingham Town (Wed 9am)

Figure C.3: Bus Service Accessibility Map to Winnersh Station (Wed 9am)

Wokingham town has recently been regenerated and offers a combination of retail, leisure, and employment opportunities alongside essential everyday amenities such as banks and supermarkets. Wokingham Station is also located close to the town centre and provides for onward travel to destinations on the London Waterloo line and the North Downs line.

Accessibility to Wokingham town by local bus services (Fig 2.6) is good for local residential areas which border the town, such as Emmbrook and Woosehill and North Wokingham. Journey times extend beyond 20 minutes for passenger travelling to Wokingham Town from Binfield, the Barkham and Finchampstead areas and from the Winnersh area. Beyond these areas bus journey times may exceed 30 or 40 minutes. Winnersh Station (Fig 2.7) is located on the A3290 corridor, adjacent to The Forest Secondary school. The accessibility analysis highlights that

there is poor access to the corridor for those residents living in Woodley, Earley and Shinfield. As schools in these areas are full, many students travel from these areas to the four secondary schools which are located on this corridor.

Overall, the accessibility analysis highlights that access to the Royal Berkshire Hospital, Twyford station and Winnersh Triangle is generally good for residents living in areas along the A329 corridor and in the urban areas, but more challenging for residents in rural areas. Residents living just off the A3290 corridor, do not always have direct bus links to schools and rail stations. The same is true for residents in urban areas wanting to access Wokingham town.

Bus Stop Infrastructure

The Council manages 620 bus stops across the borough, as shown in Figure 2.12. Around a quarter of local bus stops have bus shelters, 34 have real time information displays and 100% of fixed stops have at stop timetable information.

The Council has a bus stop policy which divides bus stops into three tiers:

- Bronze: (flag & timetable) for lower use stops such as those in rural areas or on the edge of villages.

- Silver: (flag, timetable & shelter) for stops in villages and on radial routes within towns serving normal residential and employment catchment areas where passenger information is of particular benefit.
- Gold: (flag, shelter & real time passenger information) for the high-profile stops found in town centres, with high volumes of boarding passengers both in the peak periods and throughout the day. Also applied to hospitals and other locations where an improved waiting environment is beneficial to groups of passengers.

The Council will look to upgrade stops in line with these standards where funding is available. Where shelters are provided, these are either provided by a third party as part of an advertising and maintenance agreement or by the Borough Council with local Town and Parish councils being requested to take on their maintenance.

The Council's standard shelter includes perch seating, a poster panel and anti-graffiti backing. Green roof shelters are being trialled in the borough. Should the shelters be successful, these may be rolled out more widely across the borough.

Poster panels are made available to bus operators to display network maps. Local bus operators provide paper timetables at all stops within the borough. The design of bus stop infrastructure is sensitive to the branding of the bus route. Flag graphics are branded to the route unless multiple services use the stop.

The borough's real time passenger information system (RTPI) is operated by Reading Buses on behalf of Wokingham Borough Council and Reading Borough Council. The Council spends £16,620 a year maintaining these screens at the 'Gold' stops. The red dots in Figure 2.12 shows where these are located.

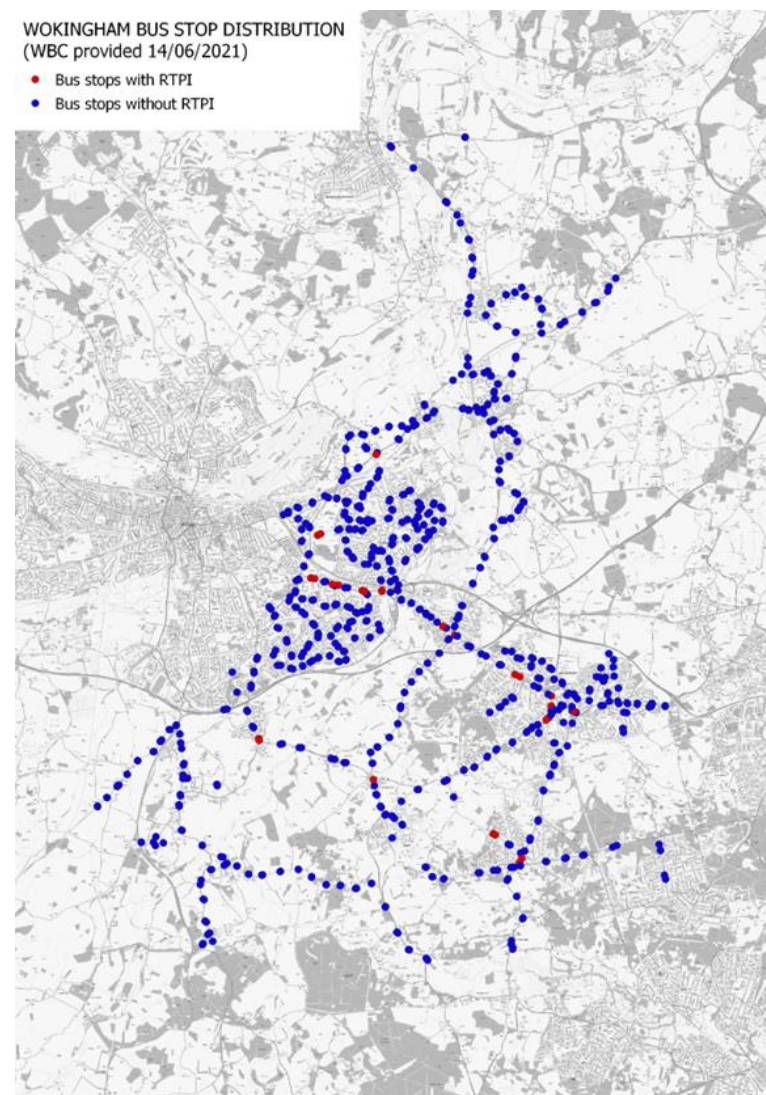


Figure C.4: Wokingham Bus Stop Distribution

Rail services provide alternative provision along the A329 and A321 corridors. The A329 corridor has four trains an hour end to end with two stopping services at local stations (Winnersh, Winnersh Triangle and Earley). The Henley branch line complements bus services between Twyford, Wargrave and Henley with 2 trains per hour. Rail services also extend to evenings and weekends.

Twyford, with a population of around 7,000 people, has two buses per hour to Reading via different routes and one bus per hour to Wokingham. Bearing in mind the improved train services provided by the Elizabeth Line, transport connections at Twyford Station have the potential to be enhanced.

Table C.1: Bus Route Operation Hours and Frequency Per Hour

Local Bus Routes	Area	Peak (Mon-Fri)	Off-peak (Mon-Fri)	Saturday	Sunday	Evening (Mon-Fri)
3	Reading Station to Wokingham via Royal Berkshire Hospital, Shinfield, Arborfield	4	3	2	2	2
4	Reading - Bracknell via Wokingham, Great Hollands	2	1	2	1	1
X4	Reading - Bracknell via Wokingham, Great Hollands	1	1	1	1	0.5
13	Reading Station - Woodley (Circular) via Bulmershe, Woodley, Chequers	2	2	2	1	1
14	Reading Station - Woodley (Circular) via Chequers, Woodley, Bulmershe	2	2	2	1	1
19A	Central Reading - Loddon Bridge via Royal Berkshire Hospital, Earley Gate, Silverdale Road	1	0.5	1	0	0
19B	Central Reading - Lower Earley (Asda) via Royal Berkshire Hospital, Earley Gate, Beech Lane	1	1	1	0	0
19C	Loddon Bridge - Central Reading via Woodley Piazza, Chequers, Bulmershe, Earley Gate, Royal Berkshire Hospital	1	0.5	1	0	0
21	Reading Station - Lower Earley via University, Asda (Lower Earley), Rushey Way	3	2	2	2	1.5
21A	Reading Station – University of Reading Whiteknights House	4	3	0	0	0
81	Caversham Heights - Bulmershe School via Abbey School, Reading School, St Josephs Convent	Only two services	Only two services	0	0	0

Local Bus Routes	Area	Peak (Mon-Fri)	Off-peak (Mon-Fri)	Saturday	Sunday	Evening (Mon-Fri)
121	Norreys Estate – Wokingham – Tesco	2	2	0.5	0	0
122	Wokingham – Emmbrook – Woosehill	1	1	0.5	0	0
123	Wokingham – Emmbrook – Woosehill	2	1	0	0	0
124	Wokingham - Waterloo Road (Circular)	Only two services	Only two services	0	0	0
125	Wokingham – Finchampstead – Crowthorne	0.5	0	0.5	0	0
125A	Wokingham – Finchampstead – Crowthorne	0.5	0	0	0	0
125B	Wokingham – Finchampstead – Crowthorne	1	0	0	0	0
127	Reading – Sonning – Twyford – Maidenhead	0	0	0.5	0	0
128	Reading – Woodley – Sonning – Twyford – Winnersh – Wokingham	1	0.5	0.5	0	0
129	Reading – Woodley – Sonning – Twyford – Winnersh – Wokingham	1	0	0	0	0
145	Reading – Three Mile Cross – Riseley – Finchampstead – Wokingham	One service on Tuesday	One service on Tuesday	0	0	0
151	Wokingham – Bean Oak – Bracknell	0.5	0.3	0	0	0
151A	Wokingham – Bean Oak – Bracknell	0	0	0.5	0	0
153	Upper Wargrave – Reading	Only one service on Wednesday	Only one service on Wednesday	0	0	0
154	Stratfield Saye – Beech Hill – Loddon Court Farm – Reading	Only one service on Thursday	Only one service on Thursday	0	0	0
202	Whitley Wood – Lower Earley – Forest, Emmbrook & Holt Schools	Only one service	Only one service	0	0	0
244	Shinfield – Lower Earley – Forest, Emmbrook & Holt Schools	Only one service	Only one service	0	0	0

Local Bus Routes	Area	Peak (Mon-Fri)	Off-peak (Mon-Fri)	Saturday	Sunday	Evening (Mon-Fri)
406	Farnborough - Finchampstead	Only two services	Only two services	0	0	0
500	Central Reading - Winnersh Triangle Park and Ride via Cemetery Junction	0	0	3	0	0
600	Reading – Three Mile Cross – Swallowfield – Riseley	4	2	2	0	2
850	High Wycombe - Reading	1	1	1	0	0
W983	Three Mile Cross – Lower Earley – Woodley – Bulmershe School	Only one service	Only one service	0	0	0

Changing working patterns during the Covid pandemic has resulted in a higher proportion of residents home working. Research by the rail industry suggests the average rail passenger travels 2.7 days per week for employment. Data from Reading Buses suggests that home working has had a particular impact on bus services in Earley. To aid in the recovery, in 2021 Reading Buses introduced flexible ticketing which allows trips to be used at any time instead of on consecutive days.

Park & Ride services have been the slowest to recover, which is consistent with Park & Ride services nationally. The borough has worked with Royal Berkshire Hospital to establish a hospital shuttle bus and are discussing plans to open this service up as a public bus service. As with Winnersh Triangle Park and Ride, the integration of a parking ticket and a bus ticket is challenging. Park and Ride users need to be given favourable parking rates compared to those driving and visiting local facilities. A wave and pay solution which integrates both parking and bus ticket machines would allow for a seamless bus journey and a “best fare” solution. Furthermore, this would lay the foundations for “mobility as a service” which allows for cycle lockers, hire bikes and car clubs to be integrated into the charging model using the same technology. Nowhere in the country has yet achieved this fully integrated offer for park and ride passengers. Wokingham Borough will work towards being one of the first.

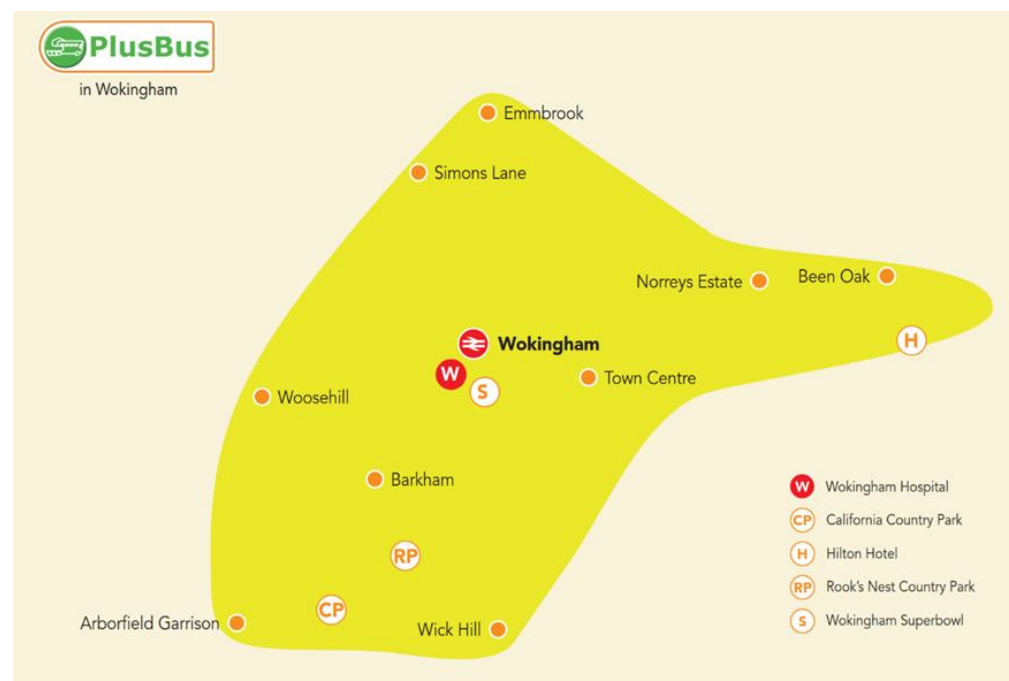


Figure C.5: The PlusBus Area from Wokingham Rail Station

The Wokingham PlusBus ticket allows for the purchase of local bus tickets at a rail station and then travel on any local bus service within the PlusBus area, shown in Figure 2.13.

The Reading PlusBus train and bus integrated ticket covers a wide area including railway stations at:

- Earley Station on the line towards Wokingham – however the ticket's validity ends just short of Winnersh Triangle Station
- Reading Station

Winnersh Triangle Station and Winnersh Station on the line towards Wokingham are not covered by any PlusBus ticket. The borough will work towards including these stations within the PlusBus scheme.

Twyford Station on the Elizabeth Line is not covered by any PlusBus ticket. It is the Council's aspiration to work with bus and rail operators to try and establish a PlusBus zone for Twyford Station.

Since the previous BSIP, the only change to the ticket types offered by local service providers is the addition of PlusBus ticket options for Stagecoach customers, as shown in Table 2.9.

Comprehensiveness of the network

There are no areas in Wokingham Borough's local bus network which are "over-bussed" when considering the aspirations set out in the National Bus Strategy. There are areas within the borough where frequencies are uneven or less frequent than the Nation Bus Strategy aspires to. The Shinfield Road corridor and the area surrounding Wokingham Town are two such examples. The borough is working with local Parish Councils and local stakeholders to try and increase passenger numbers which will in turn support higher frequency services.

Dedicated school services provide additional bus capacity at school times. Students and young people had the highest recovery rate of all passenger types since the pandemic. Over 600 students board buses in the borough every day to access education and this is still rising year on year. Services to X school were optimised in September 2022 and there are plans to review further school only services for their potential to be integrated into the wider local bus network, and therefore helping to sustain the overall network through a “Total Transport” approach.

Reading University is located on the border of Reading and Wokingham Boroughs with approximately half of the campus in Earley. A significant number of students use local bus services and the students’ use of the 21 service in particular helps sustain the viability. However, the use of the 21 service by students can result in some journeys being over capacity and unavailable for residents to use, especially during the first few weeks of term. During the summer months the 21 service reduces as far fewer students are travelling.

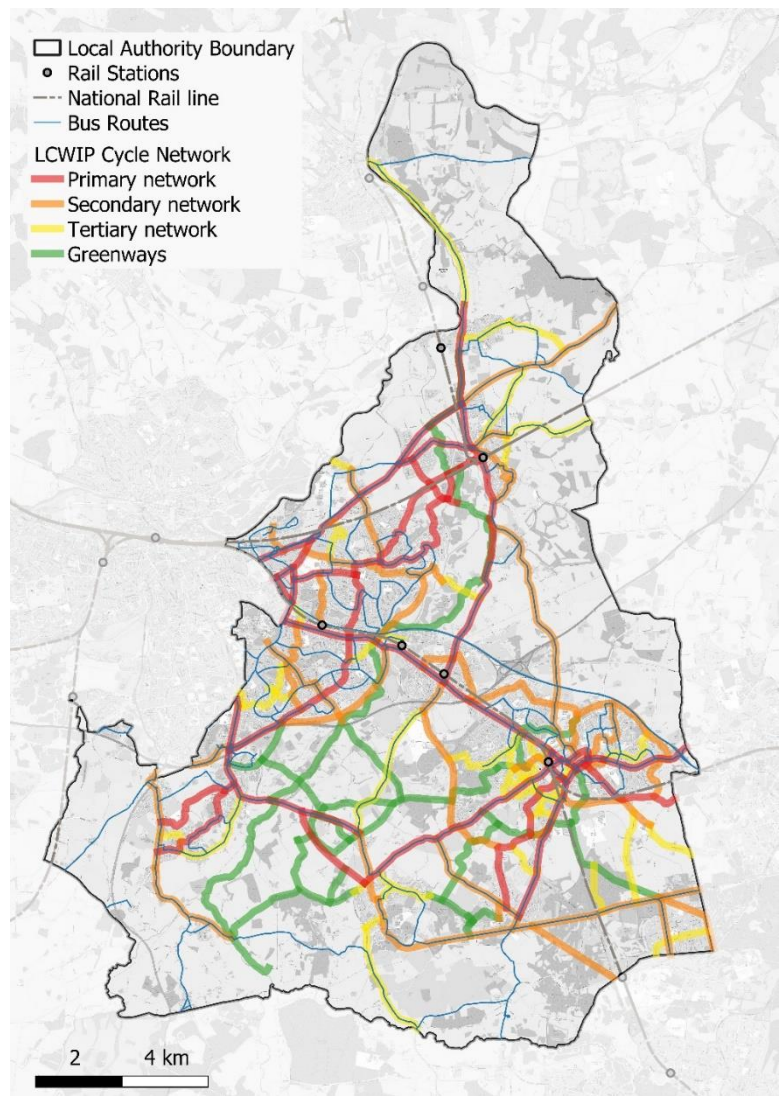


Figure C.6: LCWIP Routes

Table C.2: Review of Ease of Use of Bus / Rail Interchange

Integration with Other Modes of Travel

Integration with Walking and Cycling Networks

A boroughwide Local Cycling and Walking Infrastructure Plan (LCWIP) has been developed to identify active travel infrastructure schemes that can be incorporated into local transport policy and capital investment programmes for Wokingham Borough. The LCWIP identifies key routes, transport hubs, and important bus stop locations, along with desire lines. The outcome is a plan of active travel networks, routes, and scheme concepts to support an increase in active travel.

The LCWIP aims to facilitate mode shift away from private cars, and a key component of the transport decarbonisation plan is ensuring that public transport is the natural first choice alongside cycling and walking for all those who can take it. The LCWIP is essential to facilitate a multi-modal approach to door-to-door journeys which enable residents to travel via active travel and public transport. It identifies infrastructure improvements to public transport links, including bus stop furniture and live bus timetables, which help to increase the appeal and reliability of bus use.

Integration with Rail

There have been considerable improvements in recent years of bus facilities at rail stations, notably at Wokingham and Reading. Southwestern Railways *Customer and Communities Improvement Fund* has been used to develop mobility plans for Wokingham, Winnersh, Winnersh Triangle and Earley stations. Great Western Railways' *Customer and Community Improvement Fund 2024/25* has been used to develop mobility plans for Wokingham, Winnersh and Twyford Stations. The mobility plans consider in detail connectivity for passengers who walk, cycle, and use the bus to local stations. The key findings of these studies are detailed in Table 2.10.

Station	Summary of Key Findings
Wokingham Station	Direct connectivity is available via the new bus/rail interchange. There is good accessibility to the station during the day and at weekends, but on weekdays most services do not run early in the morning or late in the evening. 37% of journeys are made to the station on foot or by bicycle, 5% by bus and 18% by car. Car drivers highlighted limited bus services from rural areas which prevented them being seen as an alternative means of travel.
Winnersh Station	The A329 corridor is 5 minutes' walk from the station entrance. Access to buses to Twyford are less than 5 minutes' walk from the station. There is no parking provision at Winnersh Station. Over half (51%) of passengers walk or cycle to the station, with just 6% currently arriving by bus. Of those passengers who did arrive in a car, generally as a car passenger, 5% said they would consider the bus as an alternative.
Winnersh Triangle Station	Direct bus connectivity is possible from the Station, either at the entrance or via a 15-minute walk to the A329 corridor. Most bus services operate early in the morning and finish late at night and there is an opportunity for seamless integration between bus and rail. There are no bus services to the residential areas to the north or south of Winnersh Triangle. 76% of passengers walk or cycle to the station, with only 12% using the car. There is an opportunity for expanding the "PlusBus" zone and increasing information provision to make bus travel more attractive.
Earley Station	Bus stops on the A329 corridor are three minutes' walk from the station, whilst those in Woodley are 14 minutes' walk from the station. There is an opportunity to reduce this distance so that stops are more conveniently located for the passenger. Almost no passengers surveyed at the station arrived by bus, instead 68% choose to walk or cycle. Of the 26% who arrived by car, only 5% said that they would consider the bus as an alternative. The main reason for dissatisfaction with the station was related to the state of repair of a footbridge. The footbridge is the main pedestrian route from bus stops in the Woodley area to the station. A further footbridge provides access to the platforms. Neither footbridge is DDA complaint making it difficult to access for those with mobility impairments.
Twyford Station	A bus stop is located on the southern side of the station for buses arriving from Wokingham and Hurst. There is no real space or facility for buses to wait and passengers to wait. For buses to Wargrave and Woodley, there is approximately an eight minutes' walk to the nearest bus stops in Twyford centre. No signage directs passengers towards these bus stops. Bus services serving the station are very limited with the no early morning or late evening services. Parking at the station is very restrained with suppressed demand identified. With the introduction of the Elizabeth line demand for travel to and from the station is likely to increase. Rail passengers identified buses as having the greatest potential as an alternative to the car. Barriers to bus travel were poor frequency, no buses from Woodley and not being sure where to get on the bus.

Wargrave, Crowthorne and Reading Stations are not covered by existing station mobility plans. Accessibility to these stations for bus passengers is as follows:

- Wargrave station is a short walk from local bus stops on the A321 corridor which are served by the Arriva 850 service every hour. Two trains an hour depart Wargrave station for Henley and Twyford. Wargrave Station is the most lightly trafficked rail station in the borough. Accessibility mapping shows how Wargrave station has the potential to be developed as a transport interchange for access to Twyford, Reading and the hospital.
- Crowthorne Station is in the neighbouring Borough of Bracknell Forest. The station is 20-25 minutes' walk from communities within the southern parish of Wokingham Without. Crowthorne station provides good access to Farnborough, Guildford, and Heathrow. Consultation with Bracknell Forest Borough Council, Wokingham Without Parish Council and Great Western Railways reveals a desire by all parties to enhance bus connectivity with the station as no bus service currently links to it.

- Reading Station is one of Britain's busiest stations which has recently been subject to an £850 million regeneration project. The station has excellent connectivity across the rail network with trains departing on average every 4 minutes into London. Direct trains also run to Bristol, Wales, Manchester, Newbury and Plymouth. The Elizabeth line was introduced to the station in 2020. The Reading PlusBus ticketing scheme is one of the most successful in the country, making bus/rail interchange more seamless. Buses from Woodley, Earley and the A327 corridor all stop within 2 minutes' walk of the main station entrance. With the station being the start of the route for most bus services within Wokingham's urban areas, buses are highly visible and sit at stops for the start of service. Reading Buses have been successful in getting bus timetables and bus departure screens into the station buildings. On-board screens also present rail information as they approach the station stops.

Based on interview data with passengers who drive to Twyford station and a review of parking season ticket holder data, there may be potential for local bus routes or park and ride bus routes to operate from the Wokingham and Earley areas.

In all cases it was suggested that real-time next-bus departure information could be presented in the stations. Integration of rail information within the Reading Buses/ Thames Valley Buses mobile application may also be a benefit to passengers looking to make bus/rail journeys.

Ease of Understanding the Network & Promotion

Reading Transport operate nearly 80% of the local bus services in Wokingham borough either through Reading Buses or via Thames Valley Buses. Area and corridor-based brands have been developed for services across the borough. Wokingham Borough Council has worked with Reading Transport to continue this branding, where possible, through publicity and at stop infrastructure to strength brand identity. There are no conflicts in route numbering within the borough.



Figure C.7: The Orange Bus, on Route 13

As an example, Woodley is characterised by the “Oranges”. The commercial 13/14s carry the branding shown in Figure 2.14. The brand is extended for the smaller contracted vehicles which operate in the same area and are known locally as the “Little Oranges” (19a/b/c). The Earley area is branded with the “Claret” services, whilst the key corridors in the borough are the “Lion” (A329) and the “Leopard” (A327). The A4 corridor, due to the number of services operating, does not currently carry a single brand. Achieving a consistent brand for the A4 corridor would be challenging given that the Arriva 850 service also operates in Reading Borough, Oxfordshire and Buckinghamshire.

Reading Buses’ fleet is one of the youngest in the country and as such already incorporates audio and visual announcements, branded interiors and in the case of commercial bus services Wi-Fi, and USB charging ports. Passenger satisfactions is generally very high in relation to the vehicles.

Three **travel guides** and a network map are produced each year as part of the Council’s My Journey programme. The travel guides are considered to be some of the best in the Country, being noted as *“three excellent books. Each has an index of places serves and a system map. Each have town plans showing stops in Reading and Wokingham town centres despite the former even being outside the authority’s area. There is an excellent introduction in each book giving copious information on fares”* as mentioned at <https://www.barrydoe.co.uk/best.pdf>.

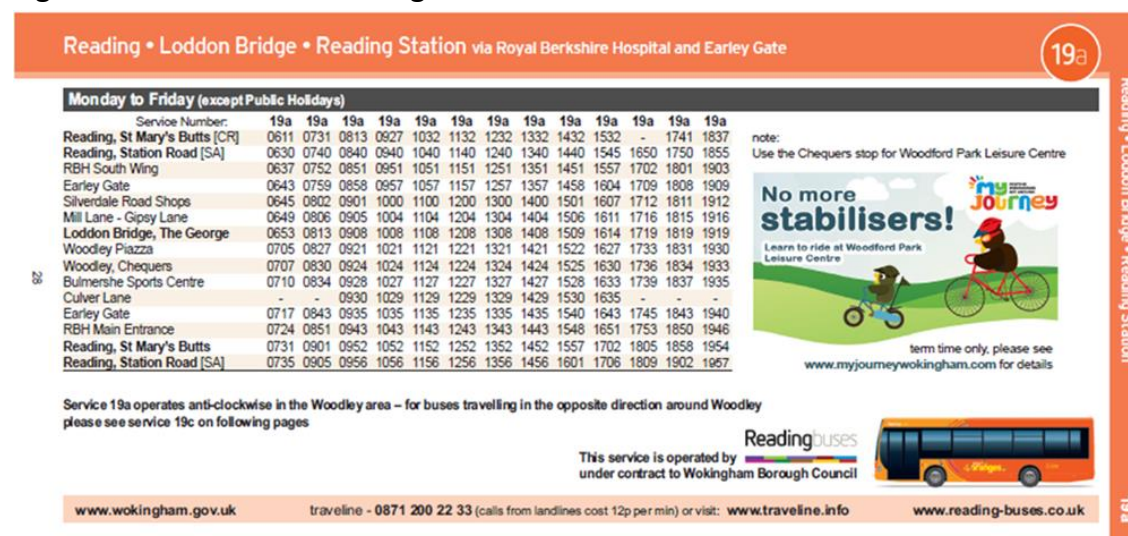
The **My Journey website** provides information on all local bus services and links to local bus operators websites with live maps.

Reading Buses and Thames Valley Buses have an award-winning mobile application which covers everything from journey planning, to checking bus times and paying for bus travel. My Journey promotes the app to business, residents and commuters in the borough including live demonstrations at local events. The Council would like to see all Reading Transport’s services promoted on a single application particularly for passengers in Woodley and Wokingham Town.

Behaviour Change & My Journey

My Journey is a behaviour change campaign which promotes active and sustainable travel. The funding for the programme comes from S106 contributions which developers choose to provide instead of a travel plan. The funding contributes towards the provision of welcome packs for new homes in the borough, personalised travel planning, taster tickets, travel events, social media communication, the running of the website and development of travel initiatives and competitions. The Council and Reading Buses have worked jointly in promoting bus travel to residents, students and employees in new developments from first occupation through My Journey. Figure 2.16 shows a slide of the My Journey and its positive impacts on travel in the Borough.

Figure C.8: Consistent Branding Across the Timetables and Information



Through **personalised travel planning** 77% of targeted households were issued with bus information directly and 25% of householders were given bus taster tickets. The results indicated that residents who took part in the scheme said that the number of journeys that they made by bus had increased by 10% six week later. The Council's ambition is to roll out a similar offer to other areas of the borough that do not have S106 funding available to support the same level of engagement.

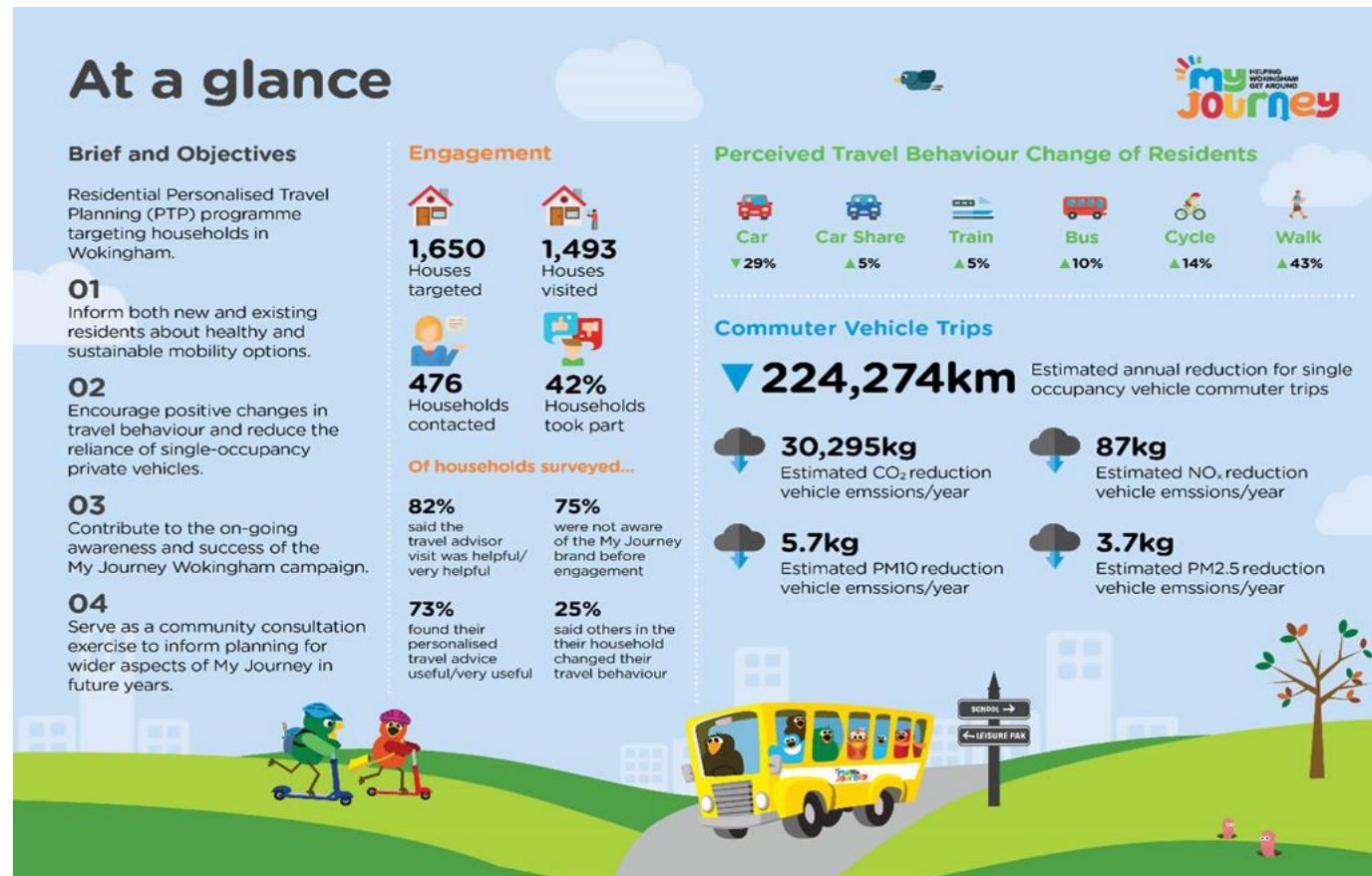


Figure C.9: My Journey Travel Planning Across Wokingham

Tackling Climate Change

Reading Buses lead the way with one of the youngest and most environmentally friendly fleets in the UK. 100% of the Reading Buses fleet is rated Euro 6 or ultra-low emission due to the reduced CO2 emissions that bio-gas buses produce compared to a normal diesel bus.

The Wokingham Town link services are operated by Thames Valley buses. Most of the fleet operating in Wokingham Town and the surrounding areas, including the southern parishes, has recently been retrofitted with technology which improves the emissions rates of the vehicles from Euro 5 to Euro 6.

To fully decarbonise buses in Wokingham Borough the next step is to move towards electric vehicles and the provision of infrastructure to support their operation.

Challenges and Opportunities for Bus Travel

In reviewing the exiting situation, it is helpful to consider challenges and opportunities for bus travel in the borough. As previously noted, up to the start of the Covid-19 pandemic, Wokingham experienced bus passenger growth over the last few years. But post pandemic, there are several challenges and barriers to achieving further passenger growth.

Table 2.16 below summarises the main challenges and opportunities. Note that they are grouped into pandemic and economic recovery, travel choices and alternatives, carbonisation and air quality and future growth and sustainable communities.

Table C.4: Challenges and Opportunities

Challenges	Opportunities
Pandemic and economic recovery	
Inflation from driver and fuel cost increases with driver costs the highest outside of London. This is increasing costs of services and making viability more difficult.	Passenger demand returns and stabilises after the pandemic with services returning to pre pandemic levels
Changes in travel patterns post pandemic, with more people working from home. The Borough has a high proportion of professionals who can work from home 2-3 days per week. This reduces peak hour travel demand, bus travel, and reduced fares income.	The BSIP presents an opportunity to reconsider the current public transport provision and how the network can be revised and simplified to better meet the needs of existing and future communities.

	Through the Passenger Charter and the annual review of the BSIP, bus passengers in the Borough will be given more of a voice in the way that local bus services are delivered.
Travel choices and alternatives	
There is a lack of ticket integration between Arriva and Reading Transport's services. Otherwise, this is not much of a problem as so many of the services are run by Reading Buses or Thames Valley Buses.	Potential to develop more integrated inter-operable ticketing schemes, although there is already a joint Reading and Wokingham area travel card.
The cost of travel and journey times for rail passengers is increased by poor accessibility to local stations. The lack of seamless ticketing and through fares between bus services and between bus and rail (other than the PlusBus offer which is not sufficiently comprehensive).	Increases in fuel costs, cars and general cost of living will increase the attractiveness of buses.
Some corridors and local routes have low frequency which is not sufficiently attractive to non-public transport users or occasional users.	An increase in the Borough's parking charges will make bus travel more price competitive.
The rise of Uber and other private hire schemes can compete with bus fares especially if in a shared vehicle	Providing bus priority measures to reduce journey times and variations in times will make buses more efficient and attractive.
By providing segregated cycle routes in line with LTN 1/20, road space may be allocated to cycles in preference to bus lanes. The Council will need to carefully consider the use of road space for local bus services and balance the needs of all road users.	By coordinating the approach of the BSIP with the Local Walking and Cycling Infrastructure Plan (LCWIP), the Council can ensure direct and convenient points of access to the bus network for people who walk and cycle, allowing active travel to form parts of longer multi-modal journeys utilising the bus network.
Carbonisation and air quality	
Lack of availability of a clean and quiet bus rolling stock, which is largely assumed to be e-buses. There are practical operational challenges with using e-buses, associated with limited range, charging points, long order times and high capital prices. Initially there is most potential for P & R services where they can recharge and smaller buses.	Supporting operators to migrate to electric vehicles is an opportunity to improve outcomes of the Air Quality Action Plan.
Lack of e-bus charging locations, either on the journey or at the depots.	Increased bus usage is an important component of the Borough Air Quality Action Plan and Climate Change Emergency Plan.
Walking for short trips and cycling for longer ones are being encouraged and becoming more attractive as the cycle network expands. E-bikes in particular offer an excellent way to travel the equivalent distance by bus.	Expanding the success of the My Journey programme to target other areas of the Borough and replicate the successes of pre-pandemic bus travel.

Bus emissions from diesel vehicles negatively impact air quality, which presents a particular challenge for buses, with the stop-start nature of bus services.	
Future growth and sustainable communities	
High levels of car ownership and lack of regular bus services, especially in the lower density areas, means that buses are not attractive to car drivers.	Connecting to new demand from the Strategic Development Locations at the south of M4, Arborfield, South Wokingham and North Wokingham.
New housing areas are not always able to provide frequent and reliable bus services. This is in part due to some areas being relatively low density with high car ownership and 2 parking spaces per dwelling.	Potential to improve accessibility to lower density and rural areas.
Population growth is expected to be greatest amongst the over 85 age group, as residents live longer and are active for longer. With more residents becoming eligible for concessionary bus travel this presents increasing financial pressure for the Council through increased concessionary fare payments.	With more residents becoming eligible for concessionary travel, passenger trips will increase.
Continued house building and new home occupations have the potential to change behaviours and increase bus travel.	Hospital shuttle Park and Ride bus has the potential to be developed into a local bus service.

Customer Satisfaction

Customer satisfaction is a key measure of the success of local bus services. Appendix A contains tables summarising surveys from Transport Focus and the National Highways and Transportation Survey (NHT). The Transport Focus surveys capture bus passenger satisfaction results for Thames Valley Buses and Reading Buses. The surveys were undertaken in 2016, 2017, 2018 and 2019. Given that 90% of services are provided by these providers, the Transport Focus surveys are considered to be representative of customer satisfaction across the BSIP area. The NHT surveys capture more general satisfaction levels for aspects of local bus services from Wokingham Borough residents during summer 2020.

For Thames Valley Buses, overall journey satisfaction is 94%. For all passengers, (fare-paying passengers, free pass holders, passengers not commuting and passengers saying they have a disability) were satisfied (either fairly or very) at 94% or more in every category.

All but two categories of the Thames Valley Buses 2019 survey show over 80% of all passengers identifying as satisfied. The two categories with satisfaction less than 80% are value for money and the information provided inside the bus, with satisfaction levels of 62% and 67% respectively. These suggest areas of potential improvement, although they are still above the national average for these categories.

For Reading Buses overall satisfaction was 92%. Satisfaction was only less than 80% in 2019 in the following areas:

- Value for Money amongst all passenger groups
- Punctuality of the bus
- The length of time waiting for the bus
- The information provided inside the bus
- The amount of personal space you had around you

Excluding those aged 16 to 34, general satisfaction is consistently above 90% satisfied across the different passenger groups. Given the importance of satisfaction amongst the 16 to 34 age group, including that this is the key age group for introduction to independent travel on public transport, improving satisfaction for this passenger group has been considered carefully within this BSIP.

The NHT surveys identified 61% of residents were satisfied with local bus services overall compared to an average of 60% for residents in other local authority areas. Residents in Wokingham Borough also reported higher satisfaction levels with bus stop infrastructure, bus fares, personal safety and the overall quality of the bus services compared to residents in other local authority areas.

The areas where Wokingham residents' satisfaction fell below that of residents elsewhere in England was in relation to bus frequency, information on bus services, the responsiveness of transport and community transport provision.

Compared to previous years the greatest fall in satisfaction levels was around the provision of information, which is likely to be because of no printed information was being provided during the pandemic. Usually, Wokingham residents' satisfaction levels with information on bus services far exceeds the national average, suggesting printed publicity is highly valued by residents.

Innovation

A successful BID through the Government's Local Growth Fund via the Thames Valley Berkshire Local Enterprise Partnership (LEP) in 2020 allowed Reading Buses to install audio-visual systems on 51 buses, while upgrading those already fitted on 27 other vehicles through a £1.5m funding win. This improved and implemented live times infrastructure for customers for the whole of the Thames Valley area. The bid recognised that whilst Reading Buses are equipped with next stop audio and visual announcements, Thames Valley Buses and Newbury & District buses were not, and this funding enabled those companies to upgrade buses. It also included new bus departure screens at Reading and Newbury Stations, an upgrade of the back-office system and an improved online shop.

Car parking provision

Car parking supply and pricing influences the attractiveness of local bus services. At Council owned car parks charges were recently raised, in 2023, as shown in Table 2.13 below. Another noticeable change brought in was a change to the charging hours. Prior to 2023 the charges applied between 8am and 6pm, Monday to Saturday inclusive. The new charging period applies charges between 6am and 10pm, Monday to Sunday inclusive. Alternative charges still apply to Country Parks, and for market traders beyond 10pm.

The increase means that an adult day ticket for the 'simplyReading' zone is now cheaper than four hours of parking, and an adult day ticket for the 'simplyWokingham & Reading' zone ticket is the same price as six hours of parking. If there are up to four people travelling, a Reading group day ticket would also be price competitive at £9.

Table C.5: Parking Charges and Proposed Changes

Time period	In Wokingham Town			Outside of Wokingham Town		
	2021	2024	Increase	2021*	2024	Increase
1 hour	£0.80	£1.30	£0.50	£0.50/£0.80	£1.00	up to £0.50
2 hours	£1.20	£2.50	£1.30	£0.60/£1.20	£2.00	up to £1.40
4 hours	£2.00	£4.50	£2.50	£1.50/£2.00	£4.00	up to £2.50
6 hours	£3.00	£6.50	£3.50	£3.00	£6.00	£3.00
> 6 hours	£4.00	£7.00	£3.00	£4.00	£8.00	£4.00

*Note that charges vary by car park

All town centre car parks in Woodley are owned and operated by Wokingham Borough Council. Three of the four car parks are short stay only. Daily parking charges are the same as daily bus fares to Woodley Town Centre. For journeys to Reading Town Centre daily bus fares are the same as short stay parking charges. Feedback from Woodley Town Council is that lower fares are desirable to make bus travel to and from Woodley more attractive.

Table C.6: Town Centre Parking Provision

Area	Car Park	Owner	Spaces
Wokingham Town	Carnival	Council	529
	Denmark Street	Council	46
	Easthampstead (West)	Council	57
	Easthampstead (East)	Council	233
	Rose Street	Council	43
	Cockpit Path	Council	106
Woodley	Crockhamwell Road	Council	168
	Lytham Road (East)	Council	23
	Lytham Road (West)	Council	33
	Headley Road	Council	205

Except for Earley Station and Winnersh Triangle car parks, train station car parks are operated by the private sector on behalf of the rail industry. For Twyford, Crowthorne and Reading Station car parks, rail passengers may book and pay online for their parking space in advance of arriving at the station. Apart from Crowthorne and Wargrave stations, daily parking charges are the same or more than local daily bus tickets. Where bus passengers are travelling longer distances or car sharing, then bus travel is less attractive. There is scope for the Council to work with bus operators on fare strategies to promote attractive and seamless fares for rail commuters. It is important to note that since 2021 whilst the daily charges have increased at Wokingham and Earley, the rest of the sites have stayed the same cost. Of the three sites which offer weekly charges, two have been reduced while the other remains the same. Two sites have begun to offer monthly charges, and those which continue this offering have either reduced the cost or kept it the same. With the annual charges, two of the five sites have increased their charges while the remain three have kept their charge the same.

Table C.7: Rail Station and Park and Ride Parking Provision

	Car Park	Owner	Spaces	Parking Charges							
				Daily		Weekly		Monthly		Annually	
				2021	2024	2021	2024	2021	2024	2021	2024
Rail Station	Wokingham	Private	531	£8.60	£8.80	£39.30	£35.50	£115.90	£107.50	£1,159.00	£1075.00
	Winnersh Triangle (Rail User)	Council	378*	£4.00	£4.00	-	-	-	£84.00	£607.20	£950.00
	Earley	Council	45	£4.00	£7.00	-	-	-	£84.00	£607.20	£950.00
	Twyford	Private	355	£7.60	£7.60	£38.00	£34.50	£130.00	£130.00	£1,300.00	£1,300.00
	Wargrave	Private	36	-	-	-	-	-	-	-	-
	Crowthorne	Private	42	£2.70	£2.70	£13.50	£13.50	£56.00	£56.00	£570.00	£570.00
	Reading	Private	1600	£25.00	£25.00	-	-	£220.00	£220.00	£1,850.00	£1850.00
Park and Ride	MereOak	Council	575	£1.00**	£1.00**	-	-	-	-	-	-
	Winner Triangle (Bus User)	Council	378*	£1.00**	£1.00**	-	-	-	-	-	-

*The same site

**Does not include the bus fare

Appendix D LTP4 Consultation

LTP4 Spring 2024 Travel Survey of Relevant Bus Questions

Introduction

A questionnaire survey was conducted in early 2024 with the aim of gauging views about the Local Transport Plan 4 (LTP4). A number of the questions were relevant to buses which was helpful timing for the revised BSIP. About 20% of replies were from bus users, so providing some useful views from passengers. Below is a summary of the key responses split mainly by all respondents and bus users. There were 466 responses and first there is some analysis about who these people were.

Question 1 & Question 48: Demographics of the survey: Age

95% of the 466 respondents are Wokingham borough residents, with 3% comprising either council involvement, representing an organisation or being a visitor.

The age profile is of interest with a higher proportion being older and very few younger. In the question “how old are you?” Those from the over 60s were 48% of the response and 4% were under 29, suggesting that the over 60s are overrepresented and the young underrepresented. Interpreting any of the results need to be aware of this age bias.

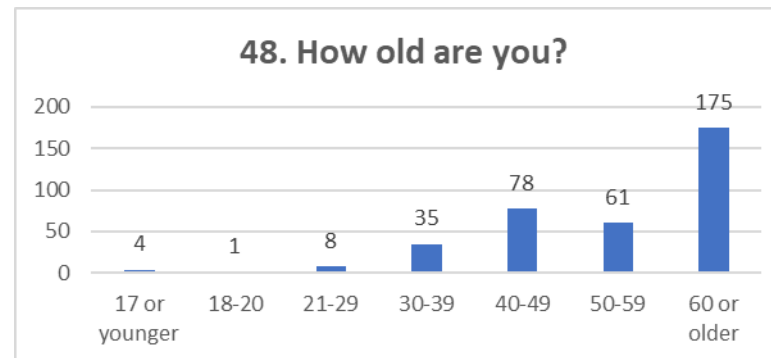


Figure D.1: Age profile of respondents

Question 42. How do you usually travel for journeys of less than 5 miles? Select all that apply. Mode Share

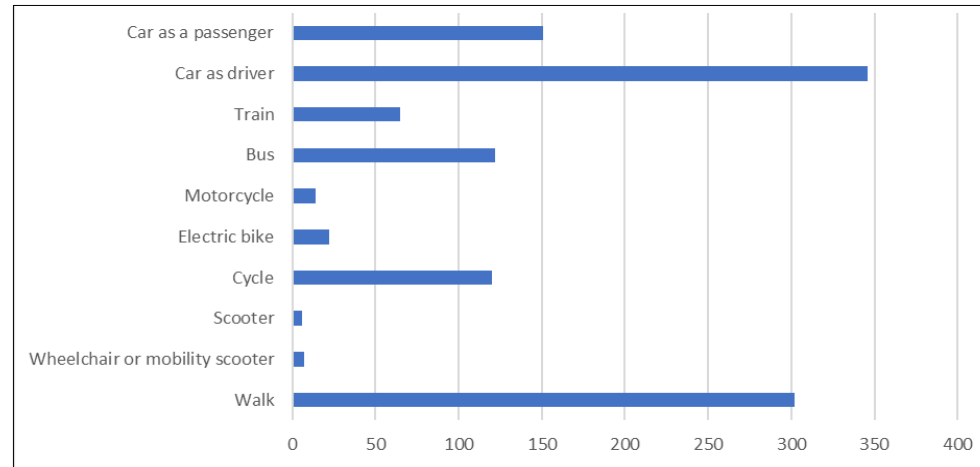


Figure D.2: Q42: Usual mode choice for journeys less than 5 miles

Question 43. How do you usually travel for journeys of more than 5 miles? Select all that apply. Mode Share

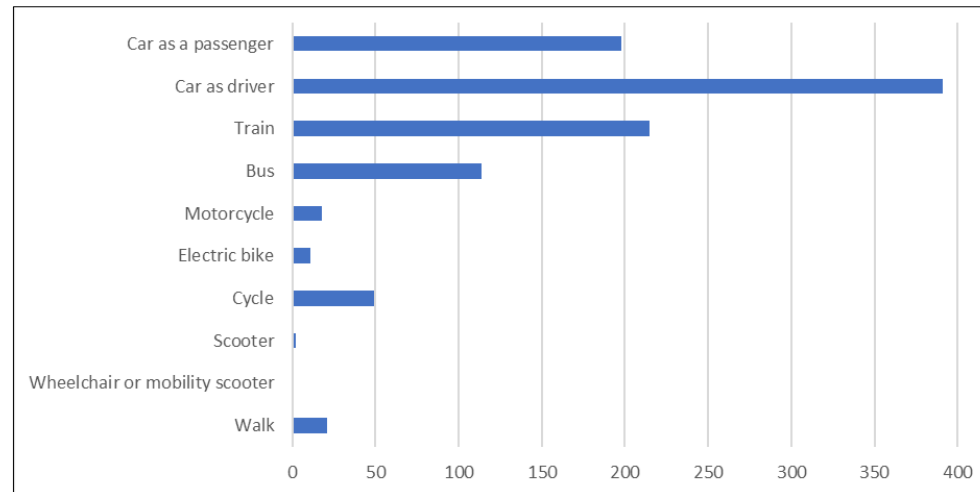


Figure D.3: Q43: Usual mode choice for journeys more than 5 miles

Question 42 and 43 best identify the modal choice of the respondents. People ticked the multiple transport options that they use. Overall, car usage as a driver (346 people, 31%) was most popular followed by walking (302 people, 27%). The third most popular is car usage as a passenger (151 people, 14%) and combined with driver the car totals 44%. After this, Bus (122, 11%) and cycle usage (120, 11%) and trains (65, 6%).

People ticked the multiple transport options that they use. Car usage as a driver was by far the most popular (391 people, 40%) and when adding the passenger (198, 20%) it totals 589, some 60%. After car the next most popular is by Trains (215, 22%), bus (114, 12%), cycling (49, 5%) and walking (21, 2%).

When comparing the less than and more than 5 miles the main changes are as expected with few walk and cycle trips over 5 miles. Bus remains constant for both more and less than 5 miles at 11% and 12%.

Questions 48, 42 & 43: Age by journeys more or less than 5 miles.

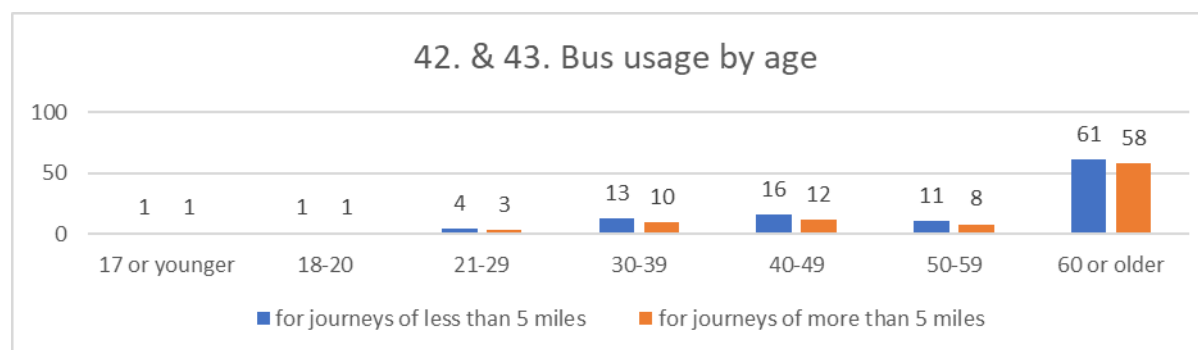


Figure D.4: Qs 48, 42 & 43: Age by journeys more or less than 5 miles

This figure suggests that there is not a great deal of difference in usage of bus for journeys of more or less than 5 miles. If anything, there is a slight reduction in use for journeys bus of more than 5 miles.

Questions 20, 25, 27, 28, 29, 30, 31 and 38 are based on a five-point rating of Strongly Agree, Agree, neither agree nor disagree, Disagree and Strongly disagree. Below we have the questions with the response numbers and this put into tables and charts with percentages.

Question 20: Objective: Protect and enhance strategic connectivity

Public Transport Actions:

- Improving walking, cycling and wheeling access for all at interchange facilities and stations in the borough
- Support increased capacity along the North Downs Line
- Support additional services between Reading, Wokingham and Bracknell

The results from question 20 show a strong support for the above priorities. 8 in 10 people from the study agree or strongly agree with the protect and enhance strategic connectivity actions. There is stronger agreement from bus users at 87%. This suggest the BSIP policies to enhance interchanges and enhance strategic bus routes between Wokingham to Reading and Bracknell are strongly supported.

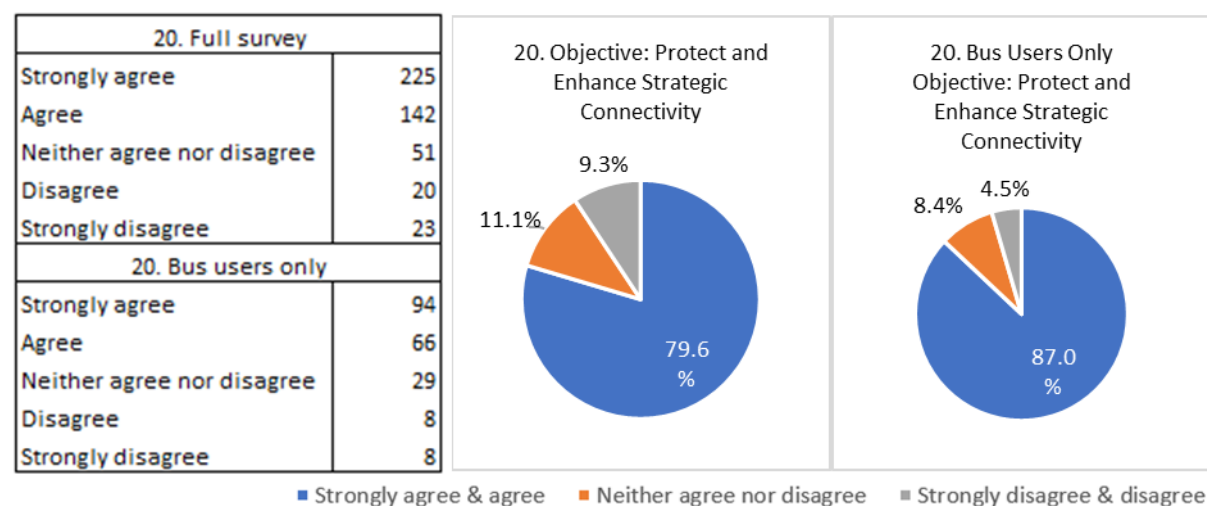
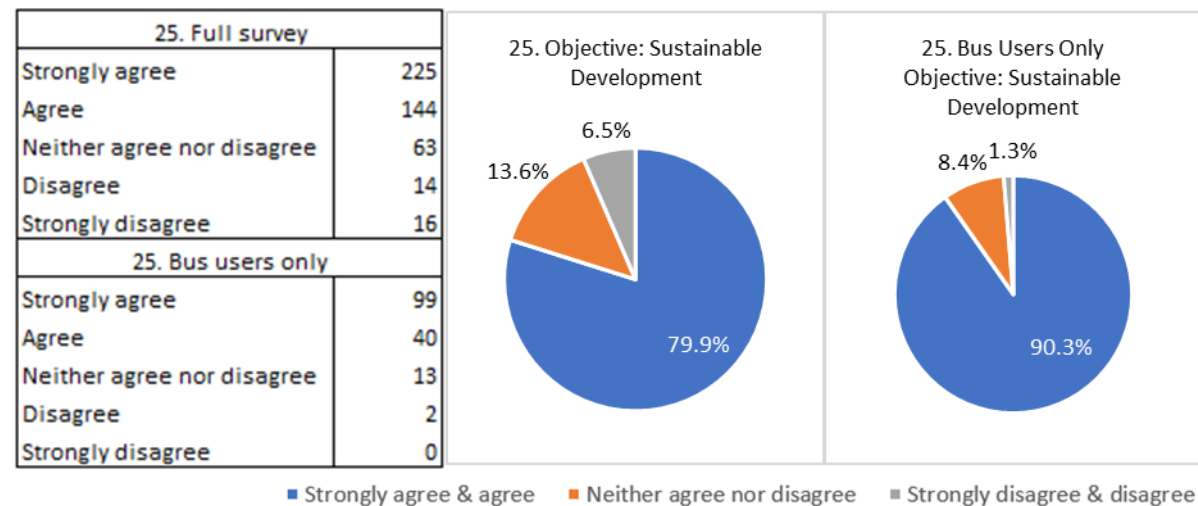


Figure D.5: Q20: Protect & enhance strategic connectivity

Question 25. Objective: Sustainable development**Public Transport Actions:**

- Provide high quality bus stop infrastructure to serve new developments
- Simplification and enhancement of 'Leopard' bus routes serving new development

Question 25 responses are summarised in Figure 8. This indicates that there is almost absolute agreement (1.3% disagreeing, 8.4% neither agree nor disagree) among bus users that buses should serve new developments and that the Leopard bus routes should be simplified and enhanced. All respondents are strongly in favour of these actions too. This suggest that the BSIP proposals for high quality bus services to new development areas and to enhance bus route 3, the Leopard are very strongly supported. Bus users are again about 10% more in favour than all respondents.

**Figure D.6: Q25: Sustainable development**

Question 27. Objective: High quality travel corridors

Outcome: Increased attractiveness and convenience of walking, cycling and public transport through improved facilities, better frequency and integration.

The responses to Question 27 show strong agreement for increased walking, cycling and public transport facilities, frequency and integration along travel corridors. These are key components of the BSIP, notably the corridor improvements, with very strong support.

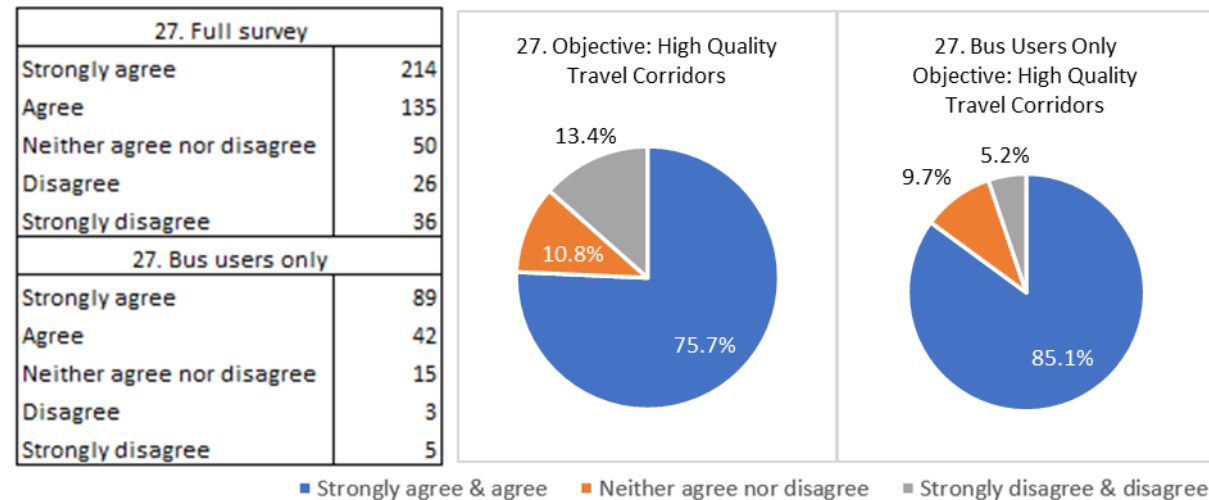


Figure D.7: Q27: High quality travel corridors

Question 28. Objective: Net zero carbon emissions

Outcome: Reduced impact on the environment of transport and new innovative measures to support the transition to net zero emissions.

Almost two thirds of people surveyed, with a further almost fifth being neutral, are in favour of transport and innovation measures to work towards the transition to net zero emissions. Bus users were 75% in favour. The BSIP proposals, notably with ZEB buses would suggest is supported here.

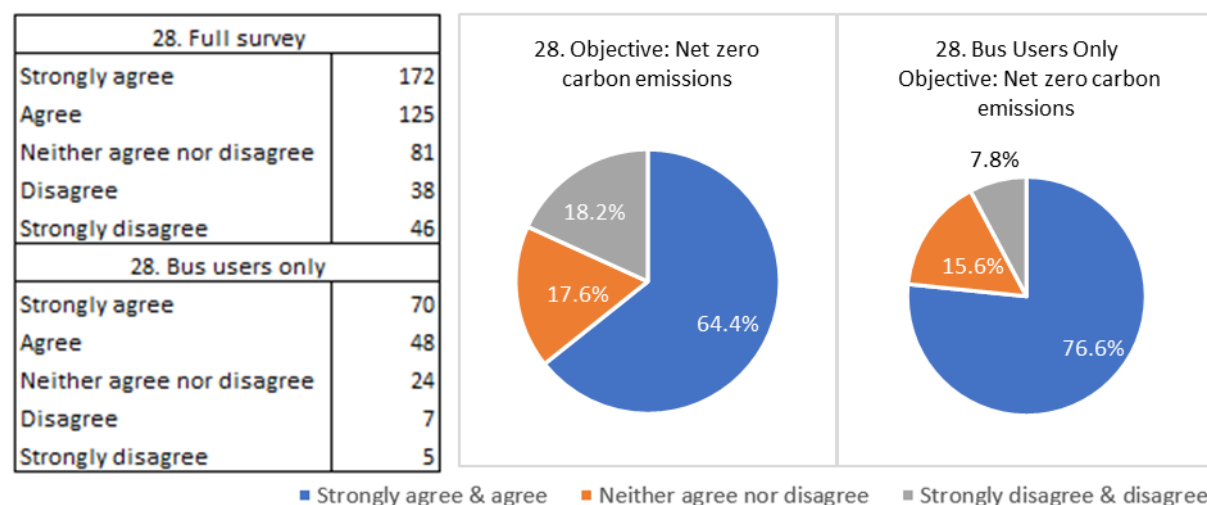


Figure D.8: Q28: Net zero carbon emissions

Question 29. Objective: Clean air, removal of all air quality exceedances

Outcome: Improved air quality and the removal of all air quality exceedances in the borough.

There is strong agreement that improved air quality is an important objective for transport policy in the borough. Survey participants clearly see clean air as a crucial objective and slightly more so than the above question regards zero carbon. The ZEB bus programme in the BSIP is more directly supported here and again the bus user is about 10% more in favour than all respondents.

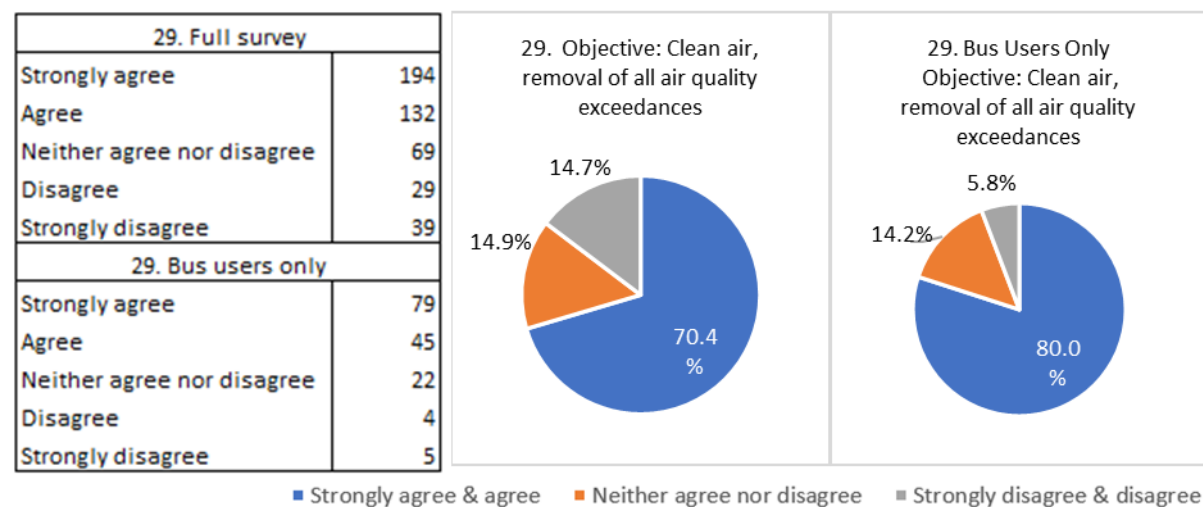
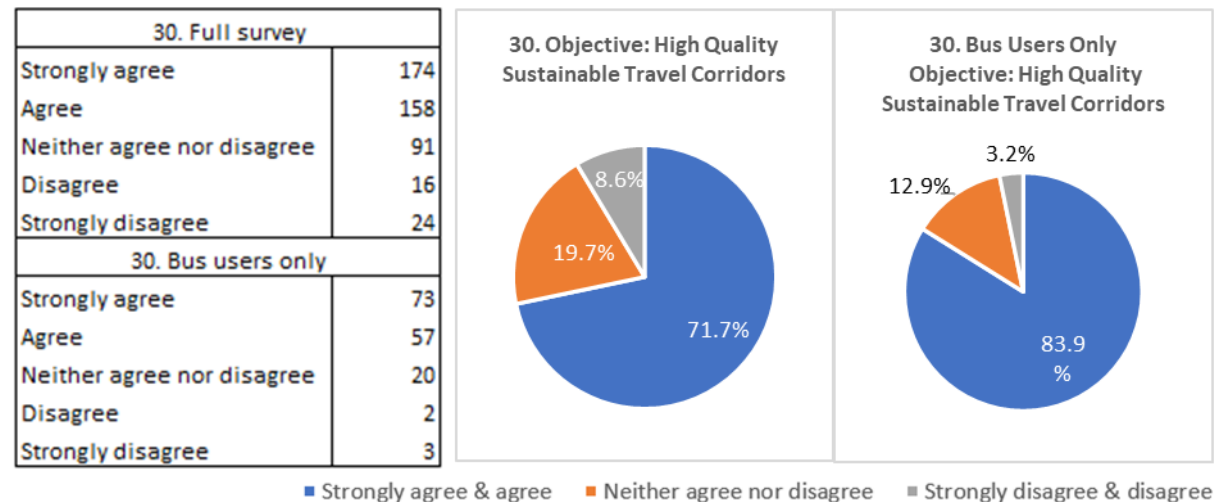


Figure D.9: Q29: Clean air, removal of all air quality exceedances

Question 30. Objective: High Quality Sustainable Travel Corridors**Access for All Actions:**

- Access improvements for all at Tan House/Carnival Hub crossing
- Development of lower fares structure through the Enhanced Bus Partnership
- Continue to fund community Dial a Ride services
- Data sharing with operators, partners and innovators to improve performance and customer information
- Implement a high-quality sustainable transport corridor on the A329 between Reading, Winnersh, Wokingham and Bracknell.

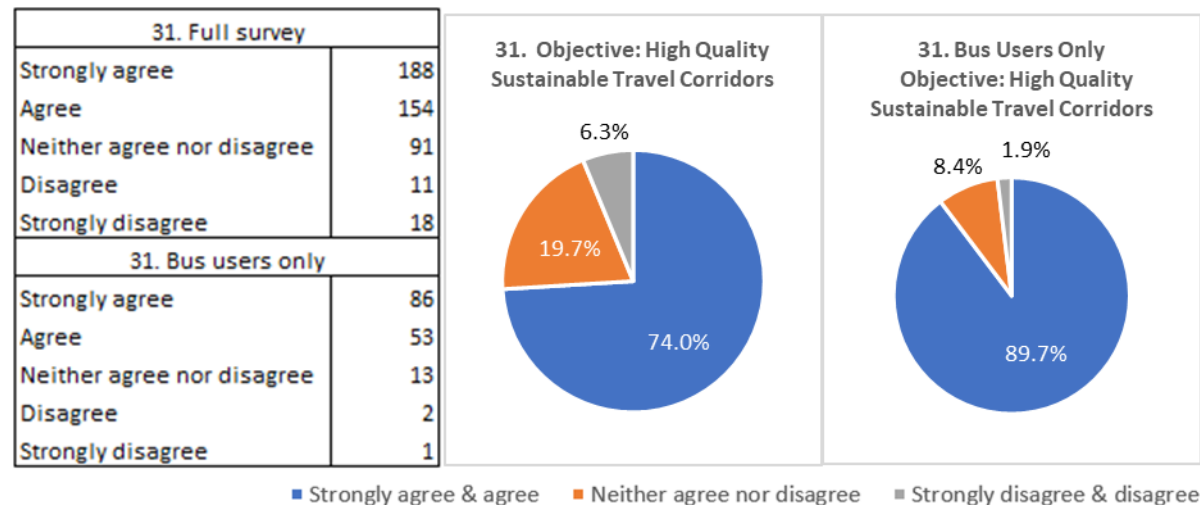
There is a part duplication of question 27, although this is more specific about some proposals such as the A329 corridor. It also includes Dial a ride, and lower fares through the Enhanced Partnership. These are all proposals in the BSIP and there is strong support for these at 72% of all respondents and 84% of bus users. Again, the bus user has a higher level of support for the measures.

**Figure D.10: Q30: High quality sustainable travel corridors**

Question 31. Objective: High quality sustainable travel corridors**Public Transport Actions:**

- Increased bus frequency and improved journey times along priority bus corridors on A327
- Increased bus frequency and improved journey times along priority bus corridors on A4/A321
- Increased bus frequency and improved bus journey times along A33 from Mere oak Park and Ride and south of M4
- Wokingham Town to Arborfield, half hourly bus service with aspiration to provide a 15-minute frequency
- Half hourly bus frequency between Wokingham and Twyford

These are all proposals in the BSIP, and the results summarised in Figure 13 suggest very strong support for these. All respondents are 74% supporting and bus users 90%. While all respondents total was 74% supporting they had 20% neither agreeing or disagreeing which could be explained by not understanding what was meant by some of the detailed bus service enhancements.

**Figure D.11: Q31: High quality sustainable travel corridors**

Question 38. Objective: Clean Air**Public Transport Actions:**

- Transition to zero emission buses across the borough
- Support decarbonisation of rail services in Wokingham

This is somewhat a repeat of question 29, but directly asking about ZEB buses. The respondents are strongly in favour of ZEB buses and decarbonisation of trains to improve air quality. The percentages are slightly higher than question 29 which had 70 of all respondents compared to the 74% here and bus users were 80% compared to the 83% in this question.

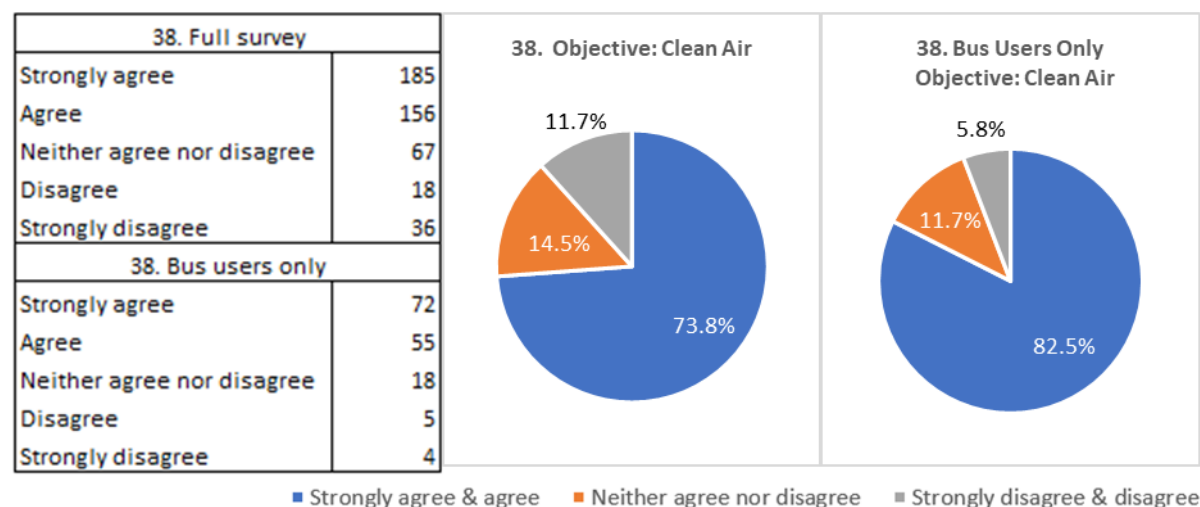


Figure D.12: Q31: Clean air

Key findings summary:

This LTP4 survey provides many useful views on proposals that are included in the BSIP. Overall respondents were in favour of the many key BSIP policies and proposals. There were no identified policies that they were against. The bus users, perhaps not surprisingly tended to be about 10% more in favour of the bus proposals than all respondents.

From the survey data the following BSIP proposals suggest direct public support for the following:

- Improving walking, cycling and wheeling access for all at interchange facilities and stations in the borough
- Additional services between Reading, Wokingham and Bracknell
- Provide high quality bus stop infrastructure to serve new developments
- Simplification and enhancement of 'Leopard' bus routes serving new development
- Development of lower fares structure through the Enhanced Bus Partnership
- Continue to fund community Dial a Ride services
- Data sharing with operators, partners and innovators to improve performance and customer information
- Implement a high-quality sustainable transport corridor on the A329 between Reading, Winnersh, Wokingham and Bracknell.
- Increased bus frequency and improved journey times along priority bus corridors on A327
- Increased bus frequency and improved journey times along priority bus corridors on A4/A321
- Increased bus frequency and improved bus journey times along A33 from MereOak Park and Ride and south of M4
- Increase Wokingham Town to Arborfield bus frequency to half hourly bus service with aspiration to provide a 15-minute frequency
- Half hourly bus frequency between Wokingham and Twyford
- Transition to zero emission buses across the borough.