



# Wokingham Borough Council LOCAL TRANSPORT PLAN 2025 Connecting People and Places

Adopted March 2025

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## FOREWORD

Our borough boasts excellent transport connections that are vital to our economic success and the quality of life for our residents.

This Local Transport Plan (LTP) considers the numerous changes to transport policy and strategy across national, regional and local areas to deliver a Plan that will meet the needs of all our present and future residents.

Our vision is to transform Wokingham borough, reducing health inequalities and enhancing opportunities for all. Transport is a cornerstone of this vision, enabling access to essential services, education, employment, and amenities. It is not just about moving from one place to another; it is about enriching our lives, connecting with others, and promoting physical activity.

The LTP emphasises sustainable travel options, recognising the need to balance car use with walking, cycling, and public transport. Research shows that active travel can significantly improve health outcomes, reduce heart disease, and extend life expectancy. By investing in our transport networks, we aim to create healthier, more vibrant communities.

We acknowledge the challenges and inequalities in travel within our borough. Our goal is to make sustainable travel choices accessible and attractive, while still accommodating those who need to use their cars.

This plan is not just about transport; it is about shaping the future of Wokingham borough, ensuring that tackling climate change, health and wellbeing are at the heart of our policies. Together, we can create a community where everyone has the opportunity to thrive.

**Cllr Martin Alder**

Executive member for Active Travel, Transport and Highways

## OUR BOROUGH

Wokingham borough is located about 50km west of London, nestled in the heart of the Thames Valley within the Royal County of Berkshire. It is divided into 17 parishes. The borough features a variety of settlements, with the largest being Earley, Winnersh, Wokingham and Woodley.

The borough enjoys excellent strategic transport connections, with the M4 running through it from east to west. It has direct rail links to London Paddington, Reading and Henley-on-Thames from Twyford station, and there are services from Earley, Winnersh Triangle, Winnersh and Wokingham stations to London Waterloo and Reading as well as the North Downs line which leads to Guildford and Gatwick airport. Twyford additionally benefits from Elizabeth Line services which provides a high frequency service to all stations between Twyford, Ealing Broadway, central London and Liverpool Street Station. The Reading Station RailAir coach service to Heathrow airport also calls at Thames Valley Business Park.

## ABOUT THE LOCAL TRANSPORT PLAN

This strategic document sets out the approach for transport across Wokingham borough for the next 10-15 years. Known as a Local Transport Plan (LTP), this is the fourth publication of our Plan and replaces our third LTP which was written in 2011. The development of this plan is based on extensive analysis and research, engagement with members, officers and stakeholders, best practice and feedback received at public consultation.

A good transport system is essential for a thriving society. It is a key building block of our health and wellbeing, affecting these in many ways, including by connecting us to others and enabling access to work, social and leisure opportunities. Strengthening our transport system for everyone in the borough, especially for those who are least able to access good transport or most affected by negative impacts of transport, will help to ensure everyone has the opportunity to thrive in Wokingham.

The LTP has been developed to contribute to the Council's work to strengthen the building blocks of health for everyone in the borough, with a focus on those with the greatest need and the worst outcomes, to help ensure that everyone in the borough has the opportunity to thrive. Research has shown that investing in our transport networks to create opportunities to walk, cycle, get around in wheelchairs and use public transport for the things we do every day can help our local shops, schools and healthcare, and improve access to social spaces such as parks and leisure centres. People that cycle to work are generally healthier and living longer than those who commute by car, and those who walk to work and cycling commuters also have lower rates of heart disease.

The Plan has an emphasis on providing opportunities for everyone to access services and employment, increase physical activity and shape the quality of the places where we live.

The LTP has been developed to complement the Marmot principles and support health and wellbeing. Research has shown that investing in our transport networks to create opportunities to walk, wheel, cycle and use public transport for the things we do every day can help our local shops, schools and healthcare, and improve access to social spaces such as parks and leisure centres. People who cycle to work are generally healthier and live longer than those who commute by car, and those who walk to work and cycling commuters also have lower rates of heart disease.

The Plan has an emphasis on providing opportunities for everyone to access services and employment, increase physical activity, thriving town centres and shape the quality of the places where we live.

## LTP VISION AND THEMES

The LTP Vision is to connect people and places. It has been developed from existing national, regional and local policies to support local priorities.

The LTP has three key themes to deliver our local priorities:

- Create healthy and safe places
- Develop the economy
- Reduce environmental impacts

We will **create healthy and safe places** by enhancing health and wellbeing, fostering healthy communities, and creating attractive environments where everyone can thrive. We will focus on reducing road transport's negative impacts, such as traffic injuries, noise, and emissions. Our key targets include improving safety and perceptions of safety, and increasing walking, wheeling, and cycling. We will also boost the vitality of local centres and improve access to active travel and low traffic routes.



To **develop the economy**, we will collaborate with partners and stakeholders to enhance local and strategic road and rail connectivity and reduce or remove barriers to economic activity to ensure economic development is inclusive of everyone. This includes working with bus and rail operators to improve services, enhance public transport access and interchanges. Maintaining and maximising existing transport assets is crucial to keeping the borough moving efficiently and creating vibrant town centres. We will support the emerging town centre strategies.

We will **reduce environmental impacts** by supporting the UK government's national effort to decarbonise road vehicles and achieve net zero emissions. At a local level, we will follow Wokingham Borough Council's declaration of a climate emergency in July 2019 and do as much as possible to achieve carbon neutrality by 2030. Since transport is responsible for a third of the borough's carbon emissions, making it the second largest contributor after the domestic sector, we will focus on measures and initiatives that support the transition to carbon neutrality in the transport sector. This will enhance health and wellbeing by offering better travel choices and encouraging changes in travel behaviour to reduce congestion. Our initiatives include promoting low emission vehicles, developing attractive bus and active travel routes which are accessible to everyone, and improving air quality across the borough.

## LTP OBJECTIVES

The LTP has nine objectives, three for each of the vision themes described above; these are listed below, and our actions list at the end of this document sets out how we will be delivering them:

- Support sustainable transport initiatives to enhance health and wellbeing.
- Ensure safer streets for all

- Enable and increase active travel in towns by 2030
- Support the transition to carbon neutrality
- Ensure clean air and eliminate all air quality exceedances.
- Develop high-quality travel corridors
- Foster thriving villages and rural centres
- Maintain a well-functioning transport network that benefits everyone
- Protect and enhance strategic connectivity

## TRANSPORT IN WOKINGHAM

Transport plays a significant role in creating a successful economy whilst also enabling residents to access a range of services and amenities. Travel itself is not a bad thing. Nor is using our cars. Travelling to work, going shopping, for education and leisure broadens our horizons. It allows us to connect with others, our friends and family, and, for some, enjoy sports and fitness.

The problem is often *how* we travel, the barriers to independent travel that are experienced by some in our borough and which result in differences in our opportunities to thrive, and the negative impacts on everyone if we use our cars too much for journeys that could instead be made by foot, wheeling (by which we mean those using wheelchairs, mobility scooters, walking frames, prams or buggies), cycling or using public transport. The LTP therefore has an emphasis on providing opportunities for all to access services and employment, increase physical activity and shape the quality of the places where we live.

Helping everyone to thrive in Wokingham is at the core of transport planning and policy making; these are themes running through the LTP. Research has shown that investing in our transport networks, to create opportunities for everyone to walk, wheel, cycle, and use public transport for the things we do every day, can help our local shops, schools and healthcare, and improve access to social spaces such as parks and leisure centres.

Work to understand travel patterns, trends and emerging opportunities in the borough, combined with public consultation and engagement with local and regional stakeholders has been used to inform our LTP. Changes to the transport system provide an opportunity to improve our health and opportunities, support independent travel *and* reduce the negative impacts of air pollution, noise and road traffic collisions that are primarily caused by private motor vehicles.

Opportunities for sustainable travel, however, differ between areas in the borough. In urban areas there will be more scope to encourage active travel as more amenities are already within walking or cycling distance. In more rural areas there may be scope to improve public realm and cycle parking at key centres, while continuing the development of greenways (continuous generally traffic-free walking, wheeling and cycling routes) to link our communities. It is inevitable that there will still be a need for many to use their car, we want to make this easy for those that have to, whilst making other options more attractive to those that are able to make sustainable choices.

## TRANSPORT POLICY

Transport policy needs to strike the right balance between improving people's quality of life, supporting the economy and reducing the environmental impacts of transport. At the same time, programme and

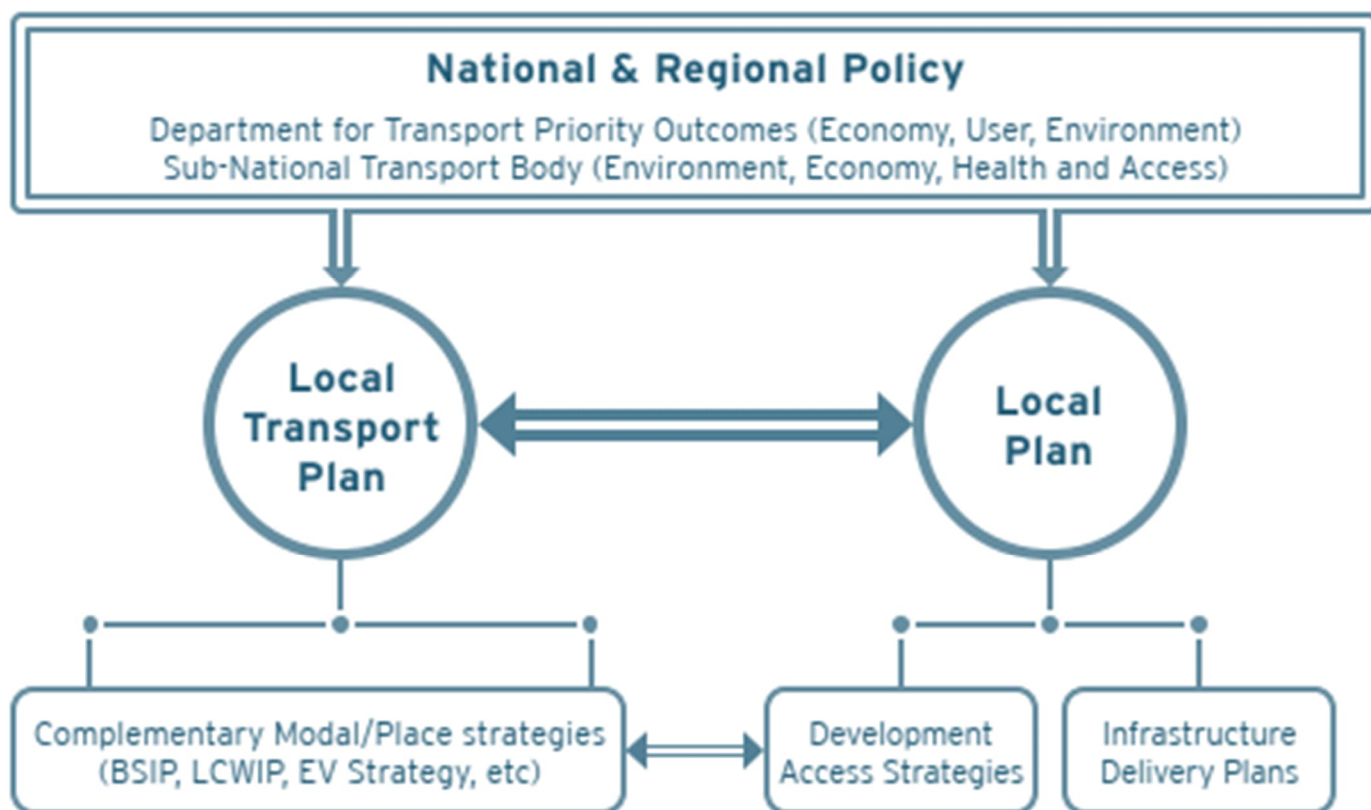
scheme delivery is subject to grant funding, which is limited, so we need to be mindful and realistic when making any form of investment decision.

The Council declared a climate emergency in 2019 and has committed to doing as much as possible to achieve carbon neutrality by 2030. Significant changes in travel behaviour and an increase in zero emission vehicles- and at a faster rate than that observed to date - will be required to get to carbon neutrality.

Key opportunities and challenges include:

- Improving opportunities for active travel to reduce the need for car and vehicle dependency for short distance journeys.
- Improving community infrastructure and services amongst rural settlements with dispersed catchment populations, whilst aiming to maintain the viability and vitality of services in villages.
- Managing road congestion and promoting different transport and travel choices.
- Improving air quality.

The LTP sets the policy framework for and is aligned with other Council plans and strategies, such as the Climate Emergency Action Plan, Community Vision 2035, Local Plan and Council Plan, and national and regional strategies such as the Transport Strategy and Strategic Investment Plan of our sub-national Transport Body, Transport for the South East (TfSE).



The LTP is supplemented by several detailed strategies for different forms of transport, such as the Bus Service Improvement Plan (BSIP), Local Cycling and Walking Infrastructure Plan (LCWIP), Rights of Way Improvement Plan (RoWIP), Freight Management Strategy and the Electric Vehicle Charging Strategy. Some of these have been produced ahead of the adoption of the LTP, whilst others are due to follow in the coming years.

### **Local Transport Plan 3**

Our last LTP was produced in 2011, and a lot has changed. New transport infrastructure has been delivered and the borough's population has grown significantly. With the growing influence of digital services and further shifts in travel behaviour since the COVID-19 pandemic in 2020, the way we access services and amenities has also changed.

The last LTP set out a pipeline of interventions to support a changing borough, and we have made good progress to deliver these improvements. The number of new houses built has surpassed that of previous decades, with most new homes located in the four Strategic Development Locations (SDLs). This growth has been accompanied by nearly £1 billion in new infrastructure, largely funded by the developments and supported by the council and grants from central government. This includes:

- A 33% reduction in the number of people killed and seriously injured (KSI) in road traffic collisions between 2011 and 2021, and a 47% decrease in all collisions.
- New facilities for walking and cycling across the borough, including the California Greenway, to improve access and leisure opportunities between communities.
- Improvements to public transport, including an improved station at Wokingham and park and ride sites at Mere oak, Winnersh Triangle (including further expansion), Thames Valley Park and Coppid Beech (although their usage has been significantly affected by the 2020 pandemic).
- Wokingham town centre (including Carnival Hub), and Peach Place public realm improvements.
- New relief roads to enable development in Shinfield, Winnersh, Arborfield and North Wokingham, and the first phases of the South Wokingham Distributor Road.

### **My Journey Wokingham**

Along with the new infrastructure, we have improved our engagement to promote safer and more sustainable travel with the implementation of My Journey Wokingham. My Journey is a borough-wide active and sustainable travel behaviour change campaign that aims to help and inspire Wokingham borough residents, employees and visitors of all ages to walk, scoot, cycle and use public transport. The brand was originally developed by Hampshire County Council.

My Journey works with primary and junior schools in the borough, training over 80% of Year 6 students in Bikeability Level 1 and 2 and helping to ensure every child can learn how to safely ride a bike. It also provides a range of resources to schools to achieve their national Modeshift STARS award.

My Journey provides travel information to residents in new developments that aims to reduce car travel and promote lower carbon travel choices. It has created hubs to support cycle training activities around each of the major developments and runs an ongoing programme of personalised travel planning for new residents.

The successes of My Journey include being awarded Local Authority of the Year in 2020 at the national Bikeability awards, securing additional grant funding and recognition from the Bikeability Trust, and gaining support from both train operating companies in the borough. Additionally, the Department for Environment, Food & Rural Affairs (DEFRA) funded four years of Air Quality Projects aimed at increasing active travel and encouraging behavioural changes to improve air quality in the borough.

## PUBLIC CONSULTATION

We consulted with Wokingham borough residents in spring 2023 to gain an understanding of their views on transport in the borough and how they travelled. This provided context and a framework for our draft LTP which was further consulted on in spring 2024.

The three key themes of the LTP - to Create healthy and safe spaces, Develop the economy, and Reduce environmental impacts - were supported by more than 75% of respondents. Each of the themes were underpinned with a set of objectives and draft actions, all of which received a positive response in the consultation.

The most supported objectives and actions were those *to support thriving villages and rural centres, safer streets for all, protect and enhance strategic connectivity and a well-maintained network*. While there was some variation depending on the place that respondents lived, *a well-maintained network* was in the top two for residents in all areas. The least supported actions related to *freight*, for *at least 50% of trips to be made using active travel by 2030* and for *high-quality travel corridors*. That said, the levels of agreement were still greater than those disagreeing with these proposed actions.

Survey respondents were also able to provide written comments. These provided additional content relating to travel to school, maintenance, measures to improve cycle security, and better quality and coordination of public transport services.

Other stakeholder feedback provided numerous suggestions including the need to make provision for equestrians and other leisure activities that promote health and wellbeing in addition to access to work, education and services, for motorcyclists, improve the maintenance of active travel routes, and measures to improve access for disabled users.

Engagement with disability groups and their carers highlighted the challenges for those with a disability when travelling within the borough. These included barriers linked to maintenance, the challenges of noisy and inconsiderate behaviour by others on public transport, unstaffed railway stations and, in some cases, a lack of familiarity or information on how to use public transport.

Overall, points relating to making the most of our existing transport network and maintenance, including streetlighting and vegetation management, came through strongly in the consultation.

The draft LTP has been changed in parts in response to the consultation feedback and has also taken into account some of the feedback received for the Community Vision 2035 and the Council Plan consultations, where transport was a common theme for many. Additional changes were made following input from teams across the council. All of this ensures that, in this LTP, we will deliver a transport system that best serves the needs of our borough.

## HOW WE TRAVEL

### Travel changes since 2011

Wokingham borough is an affluent area, ranked as the second least deprived local authority in England. However, this does not mean that we do not have areas of deprivation, residents with below average incomes, or with limited mobility or access to transport.

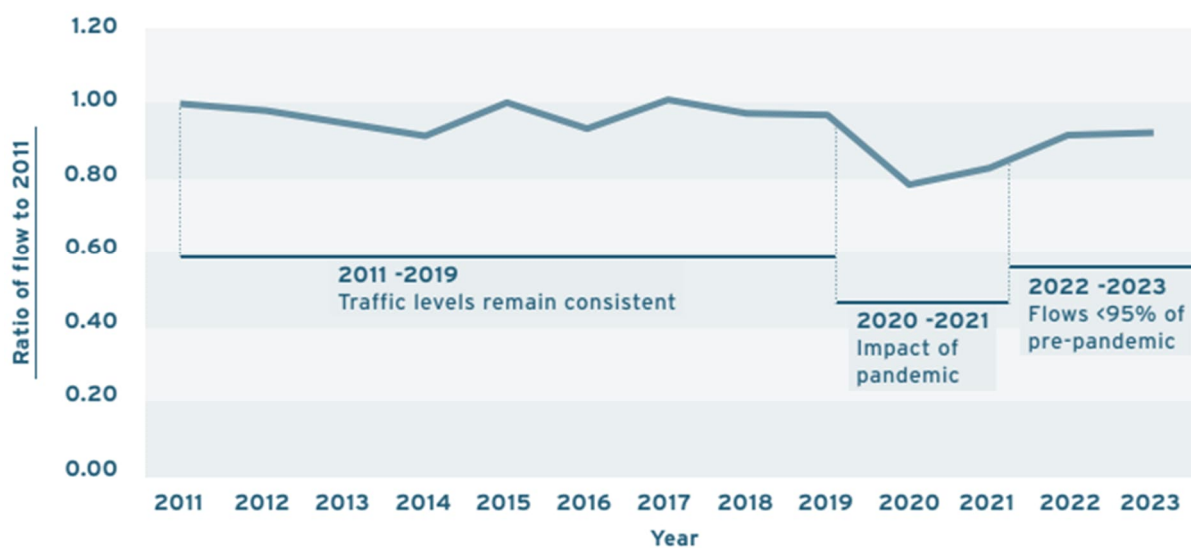
In 2021, the borough had a population of 177,500. Between 2011 and 2021, the population grew by 15%, making it the third highest growth rate in the South East (average 7.5%) and one of the highest in England (average 6.3%). In 2021, 17% of the population were aged 65 and over, compared to the South East average of 19.4% and the England average of 18.6%.

As you might expect, a growing population can increase demand on the transport system. Whilst helping to support public transport, it can also have negative impacts with more traffic congestion, noise and air pollution bringing undesirable impacts to our health and the quality of the environment around us. However, the way people access services has also been changing, especially post-pandemic. There is a growing use of digital and home delivery services which, for some, can reduce the need to travel for work and shopping. The number of trips made by individuals has also been reducing, with the National Travel Survey showing that each person made 12% fewer trips in 2019 than they did in 2000. Bus patronage has still to recover from the pandemic of 2020, and overall road traffic volumes have not increased for some years, instead remaining relatively stable despite the growth in population, but that doesn't prevent local road congestion from forming or needing mitigation.

It will come as no surprise that the number of cars owned in the borough has increased over the last decade, and Wokingham borough has one of the highest levels of car ownership in the country. However, each car is being used less than before. There also appears to be a reduction in private car use when compared with pre-pandemic activity, and the times at which people travel has also changed slightly. Many of the changes to why and how often we travel were accelerated by the pandemic in 2020. For example, hybrid and full-time home working, made possible by new technology, is now a realistic choice for some.

Overall traffic volumes in the borough have remained relatively steady through the last LTP period (excepting the pandemic period in 2020); traffic levels in the borough during summer 2023 were again comparable to the pre-pandemic period. However, travel patterns have changed since 2020. People are re-timing their journeys, and the trend towards home working by some has changed the traditional commute – especially on Mondays and Fridays. While it is too early to tell the long-term impacts of the pandemic on transport, it shows the potential for significant changes in travel behaviour to take place in a relatively short period of time.

**Wokingham Borough Traffic Flows 2011 - 2023**



## Our travel behaviours

How we travel is influenced by where we live in the borough. Most of our population live in the urban areas which are either close to or bordering Reading, and along the A329 corridor served by town and local centres. Others live in less populated rural areas, generally to the north and south of the A329 with fewer local facilities. Those in the north of the borough do however benefit from frequent rail services to Reading and London operating from Twyford Station.

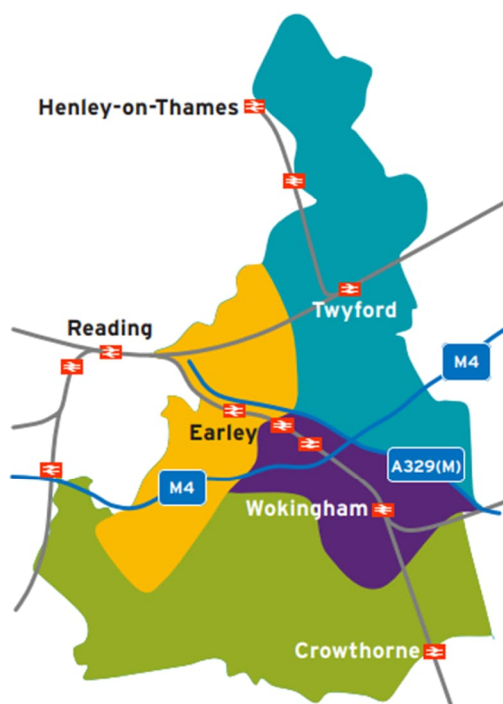
It is expected that the population of the borough will increase over the next 10-20 years. Changing demographic characteristics are likely to change the demand for travel. Older age groups make different types of trips to those of working age, including higher levels of concessionary bus travel, and families moving into new housing tend to make more trips than more established residential areas.

Travel and socio-economic data suggest there are four areas in the borough with distinct and comparable travel characteristics:

- Wokingham and Winnersh have the highest levels of containment (i.e. many people travel within this area without leaving it) and active travel.
- Earley, Woodley and Shinfield have a high draw to Reading, good public transport, local services and walking and cycling networks.
- Wokingham south, including Finchampstead and Arborfield, is broadly semi-rural with high car dependency.
- Wokingham north, including Twyford and Wargrave, is semi-rural with high car dependency but with a good rail service in terms of frequency and destinations provided at Twyford train station.

### Earley, Woodley, and Shinfield

are well-connected to Reading, with many residents commuting there for work and amenities. High bus frequencies from Reading lead to the highest bus usage in the borough, while rail travel is less common. Earley and Green Park stations offer rail services to Reading and beyond. Active travel, such as walking and cycling, is significant for internal commuting but less so for trips to Reading. Recent developments include 3,000 new homes in the South of M4 SDL, the Shinfield Eastern Relief Road, Thames Valley Science Park, Shinfield Studios, and new archive facilities for the British Museum and Natural History Museum.



### North Wokingham,

encompassing Twyford, Wargrave, and Remenham, is largely rural with travel mainly along the A4 and M4 corridors and by train from Twyford. Key destinations include Reading, Slough, Windsor, and London. The area has lower population densities and fewer local services, resulting in higher car ownership. However, fewer residents drive to work compared to urban areas, with many using rail travel, particularly from Twyford station, which connects with the Henley Branch Line and offers frequent Elizabeth Line services. Bus services between Twyford and Reading are regular but less frequent, supplemented by community transport for rural access.

### South Wokingham, which includes

Finchampstead, Arborfield, and Swallowfield, is a rural area with limited public transport. The Leopard bus route connects Arborfield to Wokingham and Reading, though its frequency has been reduced post-COVID-19. Walking and cycling are common, supported by the California Greenway. There are no railway stations in South Wokingham, but residents use Wokingham, Crowthorne and Green Park stations. Recent developments in Arborfield include over 2,000 of the planned 3,500 homes, new schools, a district centre, and infrastructure improvements like the A327 Arborfield Cross Relief Road and the Nine Mile Ride extension.

**Wokingham and Winnersh** have high levels of self-containment and active travel, with 25% of residents working locally and similar proportions commuting by foot, cycle, and car. Most residents live within walking distance of schools and shops. Common work destinations outside the borough include Bracknell and Reading, supported by frequent bus services and railway stations at Winnersh, Winnersh Triangle, and Wokingham. The A329 faces congestion and poor air quality, though the Winnersh Relief Road has helped. Wokingham town has an Air Quality Management Area due to high pollution at Shute End. Significant new housing developments are adding over 4,500 homes, with new infrastructure like the North and South Wokingham Distributor Roads being developed.

## THE LOCAL PLAN UPDATE

Work is underway on a new local plan – the Local Plan Update – which will put in place a new planning strategy for Wokingham borough in the period to 2040. Once adopted (expected in 2026), it will replace the Core Strategy and Managing Development Delivery local plans.

The Local Plan Update includes a vision, objectives and strategy for development and growth in the borough. The council must plan for more housing and employment, which is always a complex and controversial subject, and create places people want to live, work and do business.

For communities to thrive, they must be supported by adequate physical and social infrastructure that enables a high quality of life for residents. This includes schools, sports pitches, open spaces, community facilities, utilities, transport, and digital infrastructure. Protecting key community services and facilities is essential, and a proactive approach to infrastructure planning is required. In recent years there has been significant investment in infrastructure accompanying the development planned in the Core Strategy; this has included four new primary schools (seven planned in total), a secondary school, major relief roads, 240 hectares of public open space, and new community centres.

The council will continue to collaborate closely with infrastructure providers to deliver the necessary infrastructure and services required to support and enable the development. Transport requirements to access and serve the new large development sites complement the health and well-being focus of the LTP. Policy SS17 of the Local Plan Update: Proposed Submission Plan sets out the transport ambitions expected in the Plan period. It aims to enhance active travel networks to improve access to services and facilities, develop greenways to link settlements, and increase active travel through new infrastructure and safety measures. It also supports plans to improve access to train stations by sustainable transport, upgrades to key rail lines and new rail links to Heathrow Airport, and to enhance bus services and infrastructure. Additionally, the policy seeks to create transport hubs, maintain network operations during flooding, reduce traffic in key areas, and implement targeted highway improvements to reduce congestion and environmental impacts.

New development must provide layouts, street designs and associated measures that are safe, suitable and convenient for all users, that prioritise active travel and facilitate high quality public transport services both within and to key destinations beyond the development areas. Development must not have a severe adverse impact on the local and strategic highway networks, nor an unacceptable impact upon highway safety, following the inclusion of suitable measures to mitigate the impact. Policy C5 specifically directs that all development proposals should provide electric vehicle charging points.

Policy SS16 safeguards land to support possible improvements to highway capacity along the A327 (including Eversley Bypass, subject to review by Hampshire County Council as lead authority), and land for a Third Thames Crossing from Thames Valley Park Drive/A3290 into South Oxfordshire (subject to an agreed project and business case as part of a wider Cross-Thames Travel multi-modal study). It further states that development proposals which would prejudice the delivery of the strategic transport infrastructure, or their effective operation, will generally be refused.

## THE LOCAL TRANSPORT PLAN

This section presents the policies and actions of our LTP. They focus on maximising existing transport assets to maintain a well-functioning network, collaborating with partners to enhance connectivity, and improving air quality and reducing noise pollution. Transport also plays a crucial role in health and wellbeing by connecting us with our communities, providing access to services, promoting physical activity, and reducing emissions and noise. Travel is crucial for mental wellbeing, reducing stress, and improving overall health.

Wokingham borough enjoys a generally healthy population with generally high adult physical activity levels and above-average life expectancy. However, physical activity among children and young people is low with high obesity rates, especially in less affluent areas.

The LTP sets out proposals for creating high-quality travel corridors for walking, cycling, wheeling, and public transport, forming a core network of attractive routes as alternatives to car travel that will promote active travel options to improve physical activity and reduce health disparities.

Transport funding comes from various sources, including government grants and developer contributions. Despite reduced funding since 2010, the council aims to manage resources efficiently and seek new funding opportunities for targeted transport measures, such as active travel and infrastructure for new housing developments. We will also collaborate with the other Berkshire authorities to coordinate shared transport matters, focusing on strategic opportunities, securing funding, and ensuring coordinated transport delivery. It will advise on strategy development, investment decisions, and promote innovative projects benefitting Wokingham and its neighbours.

### Health and Wellbeing

The LTP aims to create low-traffic environments that enhance quality of life by improving air quality, reducing disease, and encouraging physical activity. Recognising the many ways our transport systems directly and indirectly affect our health and wellbeing and create opportunities to thrive, the LTP will ensure a focus on strengthening transport systems in ways that benefit everyone, especially those with the greatest need and worst outcomes.

The LTP supports Wokingham's Community Vision 2035, which aims to protect the countryside, help towns thrive, and ensure fulfilling lives for all. It emphasises making access to essential services easy, promoting the Healthy Streets approach to embed physical activity and health in transport and development planning. Every decision about the built environment is seen as an opportunity to create better living spaces and improve health.

By providing access to essential services within a 15-minute walk or bike ride, the plan promotes forms of transport that can improve health. Additionally, the LTP seeks to create opportunities for walking, cycling, and using public transport to support daily activities and an active lifestyle to improve overall health and wellbeing.

### Safer Streets for All

Emphasising health and wellbeing, the LTP aims to further improve road safety and provide safer streets by implementing targeted interventions and speed limit changes. Building on the positive trend of reducing traffic collision injuries over the past 15 years, the LTP proposes adopting Vision Zero

principles to further reduce traffic fatalities and severe injuries. While achieving zero fatalities by 2040 may not be feasible due to various factors, this strategy sets a pathway towards the shared goal of fewer fatalities and severe injuries.

### **Environmental Impacts**

The council declared a climate emergency in 2019, aiming for carbon neutrality by 2030, which requires significant changes in travel behaviour and vehicle fuels. Local transport contributes to a third of Wokingham borough's carbon emissions, with similar levels from major transport links like the M4. Reducing fossil fuel use in transport can lower air pollution and carbon emissions, tackling Climate Change and benefitting public health.

The council has two areas designated as Air Quality Management Areas (AQMAs) due to poor air quality and monitors air quality at 46 sites, showing a decreasing trend in pollutants since 2018. Removing air quality exceedances in current AQMAs is a short-term priority for the LTP. The borough has already made positive steps in this area with the revocation of the Twyford AQMA. We will help to deliver Air Quality Action Plans (AQAPs) to continue to reduce air pollution and improve health and wellbeing.

### **Digital Access**

The LTP aligns with the Wokingham Borough Council Plan and Climate Emergency Action Plan (CEAP) by supporting digital technology use, improving digital accessibility, and promoting remote working.

Mobility as a Service (MaaS) offers a digital platform for accessing, paying for, and planning various transportation options through a single interface. The LTP aims to develop a similar product to Solent Transport's Breeze app, integrating services like buses, trains, taxis, ridesharing, and car rentals into one on-demand service.

Additionally, the My Journey campaign will continue to help individuals, schools, and businesses create bespoke travel policies, promote car-sharing schemes, and encourage active travel opportunities.

### **Access for All**

We plan to improve accessibility for disabled and elderly people by reducing travel restrictions on travelcards, supporting volunteer services to include social and leisure activities, and expanding independent travel training with support from Wokingham's Supported Employment Service (Optalis).

We will provide travel guides for women, children and minorities, lobby government for the legal powers to manage pavement parking, and establish a key pedestrian and cycling network.

Accessible railway stations will be prioritised with step-free access and staffed stations, and funding will be sought in consultation and collaboration with rail operators to enhance these facilities.

Additionally, the council will explore using under-utilised sites such as Coppid Beech park and ride for other purposes where planning agreements allow.

### **Active Travel: Walking, Cycling and Wheeling**

The LTP aims to increase the proportion of trips in towns made by active travel to promote health and wellbeing and reduce transport emissions. Urban residents, with better access to services and employment, will benefit from enhanced walking, cycling, wheeling and public transport facilities through the Local Cycling and Walking Infrastructure Plan (LCWIP). This includes providing secure cycle

parking and improving cycle access, and developments towards MaaS. In rural areas, the focus will be on improving access, public spaces, and transport's role in supporting community events. The LCWIP and greenways network will enhance active travel options, with new off-road routes being developed over time.

A Sustainable Routes to School Strategy will promote physical activity among young people, and efforts will be made to improve access for all, including lower bus fares, better step-free access at railway stations, and continued funding for dial-a-ride services in rural areas.

The My Journey campaign, funded by developers, the Department for Transport, Department for Environment, Food & Rural Affairs (DEFRA) and the council, has successfully run the Bikeability programme for several years, winning a national award. Studies show that children who participate in Bikeability are better at responding to risk and report increased confidence, leading to more children cycling to school, which improves their mental health, wellbeing, classroom engagement, and academic results. The team also provide cycle sessions for those with learning disabilities or mobility impairments and training for all age groups as well as basic bike maintenance courses for adults, further promoting health and wellbeing.

Wokingham borough has a network of footpaths and cycling routes of varying quality, and the LTP includes an action to audit these networks to inform infrastructure investment. Bikes and electric bikes are eco-friendly travel options that produce zero emissions and can improve mental wellbeing. A key barrier to cycling is the lack of safe, accessible, and secure cycle parking – whether real or perceived. The LTP proposes working with partners to improve and increase secure cycle parking across the borough, considering the needs of those with disabilities and including spaces for non-standard cycles.

We will integrate transport hubs in new and existing developments, aligning with our future mobility strategy and other key programmes. Ensuring accessibility for all, with safe crossings, clear signing and good lighting, will make local centres vibrant, inclusive, and sustainable. Prioritising pedestrian access and safety is key to enhancing community health and wellbeing.

### **School Travel**

Where evidenced, the council will implement School Streets to restrict motorised traffic during drop-off and pick-up times, enhancing safety and air quality.

We will continue our Sustainable Routes to School Strategy prioritising safety, health, and wellbeing for pupils and their families. The government mandates local authorities to promote sustainable travel to and from schools under the Education and Inspections Act 2006. This includes supporting bus and taxi services for school transport, especially for students with disabilities, and identifying opportunities for capital-funded infrastructure like footways, cycle routes, and bus stop amenities. We will also encourage public transport operators to provide visual and audible announcements to support independent travel.

The Modeshift STARS toolkit, managed by My Journey, will continue to help schools promote sustainable and active travel, with grant incentives provided where possible to support these initiatives.

## **Public Transport**

We will advocate for better bus service reliability and frequency, update bus stop policies, and support infrastructure improvements to promote independent travel and sustainable transport options.

Reading has one of the highest levels of bus use per capita outside Metropolitan areas, especially benefitting areas like Earley, Woodley, and Shinfield. These areas have regular bus services, promoting accessibility and reducing car reliance, which supports health and wellbeing. In rural areas, bus services are less frequent.

The Bus Service Improvement Plan (BSIP) aims to enhance bus services until 2040, focusing on increasing bus trips, supporting decarbonisation, reducing congestion, and improving accessibility and health.

Park and ride services provide additional capacity into Reading, with high-frequency services from our park and ride sites.

Dial a Ride offers essential transport for disabled and elderly residents, though it relies on limited revenue funding.

Wokingham borough is well-connected by train, with Twyford station benefitting from the Elizabeth Line which provides direct access to central London. The LTP will support improvements to facilities, interchange and access at our railway stations.

The LTP also includes strategies to work with rail operators to increase capacity and frequency on the Reading to London Waterloo and North Downs lines, and measures to decarbonise Reading to Gatwick rail services.

## **Freight**

The LTP will update our freight strategy to manage the increasing number of light and heavy goods vehicles, focusing initially on Wokingham Town Centre.

The revised Freight Management Policy will address local challenges, aiming for efficient, clean, and safe freight movements while meeting air quality and net-zero goals. With the rise in online shopping, the LTP will support the use of cargo bikes and low-emission vehicles for urban deliveries, and provide necessary infrastructure like cycle lanes and electric vehicle charging points to make these options practical and affordable.

## **Operational Maintenance**

The LTP will implement a strategy to better coordinate the maintenance of Wokingham borough's transport infrastructure.

The council aims to shift towards a more proactive maintenance plan, improving service levels for road users. As an example of an efficient process for preventative maintenance already happening in the council, in 2024, 86 roads were surface dressed to prolong the life of the asset and mitigate defects saving future costs.

We will use systems, data, technology, and partnerships to enhance transport network design, maintenance, and operation, ensuring safer journeys and better customer experiences. Additionally, a

key network of off-road walking and cycling routes will be identified and included in a planned maintenance programme to support active travel year-round, subject to funding.

### **Infrastructure Delivery**

We will prioritise sustainable materials for maintenance and construction, encouraging contractors to use lower-carbon materials. We will also seek funding for innovative measures to enhance long-term travel experiences for all users.

Our Local Plan supports all communities and development. To ensure the timely delivery of infrastructure, we will coordinate with developers, utility companies, and partners to help mitigate interim transport issues.

The Electric Vehicle (EV) Charging Strategy outlines actions to support the transition to EVs and zero-emission vehicles ahead of the phase-out of new petrol and diesel vehicles. EVs, along with public transport and active travel, are crucial for reducing carbon emissions, improving air quality, and combating climate change. The EV Charging Strategy aims to complement private EV chargepoint provision and address gaps, securing government funding for new infrastructure.

However, while EVs will reduce emissions, they still contribute to air and noise pollution, and continued reliance on the car will lead to traffic congestion and unreliable journey times. In addition, their short-term impact on carbon emissions will be limited until widespread adoption. Therefore, changes in travel behaviour and reducing total traffic will be necessary, including implementing speed limit changes, where evidenced, to provide safer streets and improve air quality.

A Multi-Criteria Assessment Tool will prioritise schemes based on their contribution to council objectives, ensuring efficient use of funds. Improvement schemes will be coordinated with maintenance programmes to minimise travel disruption.

### **Local and Strategic Road Network**

Efforts will be made to reduce the carbon footprint of maintenance and construction activities, supporting community health and wellbeing.

We will be innovative in our road scheme development and align transport improvements with maintenance schedules to minimise disruption.

We will use technology to monitor the network, in terms of network operation and to identify the timing of maintenance and improvements.

The council maintains over 457 miles of road, including the A329(M) motorway, A3290 and A33, which are designated by the Transport for the South East Sub-national Transport Body as part of the Major Road Network (MRN), these being the busiest and most economically important 'A' roads. National Highways is responsible for the maintenance, management and operation of the M4 motorway, which is designated as Strategic Road Network (SRN). These routes support the local economy by enabling access to regional and national services and amenities.

The M4, however, is a significant source of noise and air pollution, identified as an Air Quality Management Area (AQMA). The LTP supports innovations to reduce noise and air pollution, and we will continue to work with National Highways to address these issues.

The LTP and Local Plan will focus on maintaining existing road assets and managing traffic congestion, rather than creating new road connections. Efforts will be made to minimise and reduce the impacts of through traffic in urban centres and residential areas, promoting cleaner air and lower carbon footprints. Better traffic management will improve flow, reduce emissions, and support sustainable travel, aiming to build healthier, safer, and more resilient communities.

Traffic demand management will be considered to reduce traffic volumes and improve journey time reliability, using cost-effective techniques for air quality management.

A review of traffic directional signage to avoid Wokingham town centre will be conducted to enhance traffic flow and environmental benefits, enhancing pedestrian and cyclist safety (both real and perceived) and creating an attractive high street.

### **Design Guidance, Promotions and Monitoring**

Our Living Streets highways guide for developers in Wokingham focuses on promoting health and wellbeing through well-designed developments. Our guidance will be updated to align with current design standards and local policies. New developments must follow this guide to ensure consistent and acceptable standards.

The My Journey team will monitor the travel impacts of new developments, providing data to support future planning. They will also oversee travel plans to ensure they meet their goals.

The effectiveness of the LTP will be tracked at both the scheme and Plan levels. This will involve assessing the success of infrastructure delivery and behavioural changes, and allowing us to monitor, identify, and address any issues that arise.

Data collection and analysis will be conducted to evaluate the impacts of individual projects and the overall LTP. Whenever possible, this information will be shared with all interested parties and stakeholders.

OUR LTP ACTIONS AND POLICIES

The LTP Vision is to connect people and places. It has been developed from existing national, regional and local policies to support local priorities.

The LTP has three key themes to deliver our local priorities:

- Create healthy and safe places
- Develop the economy
- Reduce environmental impacts

The LTP has nine objectives, three for each of the vision themes described above:

- Support sustainable transport initiatives to enhance health and wellbeing.
- Ensure safer streets for all.
- Enable and increase active travel in towns by 2030.
- Support the transition to carbon neutrality.
- Ensure clean air and eliminate all air quality exceedances.
- Develop high-quality travel corridors.
- Foster thriving villages and rural centres.
- Maintain a well-functioning transport network that benefits everyone.
- Protect and enhance strategic connectivity.

In line with the LTP vision and objectives, this section outlines our LTP actions and policies designed to promote improved transport and health and wellbeing.

The duration of timescales is as follows: Short term: 1-2 years, Medium term: 3-5 years, Long term: Over 6 years

POLICY	ACTION: WHAT WE WILL DO	TERM
HEALTH AND WELLBEING		
Enable and support the council's ambition to reduce avoidable and unfair differences in people’s health and wellbeing in the borough.	Recognising that transport is a key building block of our health and wellbeing that can help people in Wokingham to thrive, we will ensure our activities strengthen our transport system for everyone in Wokingham, with a particular focus on those who are least able to access or benefit from it currently, and who may disproportionately experience negative impacts of transport. This approach will contribute to the Council’s work to become a ‘Marmot Borough’ and reduce unfair and avoidable differences in wellbeing that exist in our communities.	Short/ Medium
Support the Community Vision 2035 and Council Plan for Wokingham borough to become a great place to live, learn, work and grow and a great place to do business	The prioritisation of transport schemes and initiatives will include consideration of the level of contribution each activity makes towards the Council Plan and community vision.	Short/ Medium
Adopt the Healthy Streets approach to all new schemes	All new schemes must demonstrate how street layouts and public realm satisfy the ten Key Healthy Streets Indicators, which are: Pedestrians from all walks of life; People choose to travel by active means (including walking and cycling) and use public transport; Clean air; People feel safe; Not too noisy; Easy to cross; Places to stop and rest; Shade and shelter; People feel relaxed; Things to see and do.	Short/ Medium

POLICY	ACTION: WHAT WE WILL DO	TERM
SAFER STREETS FOR ALL		
Develop a Vision Zero Action Plan	We will adopt the principles of Vision Zero, a multidisciplinary approach that brings together stakeholders such as transportation professionals, policymakers, public health officials, police, and community members to reduce traffic fatalities and severe injuries. It is based on the belief that no death or serious injury is acceptable on roads. It is also known as the Safe System approach which has five pillars: Safe roads; Safe speeds; Safe vehicles; Safe road use; and Post-crash care, meaning improved collision investigation, enabling us to learn from crashes and prevent the mistakes of the past.	Short/ Medium
Implement passive and active traffic speed controls to enforce and manage traffic speeds outside urban areas	Where a need for such measures is indicated in accident statistics or supported with evidence, we will look to introduce measures to maintain and improve road safety for all users.	Short/ Medium
Implement 20mph speed limits where a need has been evidenced	The council will support and assist the delivery of 20mph speed limits where evidenced, recognising the contribution of such measures to enable safe, healthy, equitable mobility for all.	Short/ Medium
ENVIRONMENTAL IMPACTS		
Enhance traffic flow and reduce local air pollution through effective traffic management strategies and continue to pursue options that improve Air Quality	The council has designated several areas as Air Quality Management Areas (AQMAs) due to poor air quality. Removing air quality exceedances in current AQMAs is a short-term priority for the LTP. We will help to deliver Air Quality Action Plans (AQAPs) to reduce air pollution and improve health and wellbeing. We will seek to use traffic engineering techniques that are cost-effective and have a short implementation period to improve air quality. We will consider options to implement traffic management to improve the speed and efficiency of existing traffic volumes and - where appropriate - reduce traffic volumes. We will ensure these measures are affordable and feasible, and achieve a balance between improved traffic flow and environmental benefits.	Medium
DIGITAL ACCESS		
Support the development and delivery of a one-stop-shop for travel information and to plan journeys	The council will learn from the experiences of Solent Transport with its Breeze app. We will work with partners to support the development of a similar product (website or mobile phone app) and will encourage and link to partner organisations with similar offerings.	Long
ACCESS FOR ALL		
Reduce public transport concessionary bus pass scheme restrictions for those with a qualifying disability.	The council will work with our partners to reduce or remove these travel restrictions, where agreed with operators, to enable independent travel for work, education, health, leisure and social purposes.	Short
Support and promote volunteer services to enable independent travel by those with a physical or mobility disability.	The council will seek opportunities to extend and where possible support volunteer service providers to increase the scope of their services for health, leisure and social purposes.	Short/ Medium
Relaunch training on how to use buses and trains for those with a disability and mobility impairment	We will continue to promote the existing service provided by our partner Optalis. We will look to expand it to support eligible individuals as and when funding becomes available.	Short

POLICY	ACTION: WHAT WE WILL DO	TERM
Provide measures that support and enable independent travel for all	The council will identify opportunities to provide capital-funded infrastructure, such as surfaced footways and cycle routes, to every bus stop to enable independent travel by all. We will encourage public transport operators to provide visual and audible announcements on all trains and buses and work with train operators to improve accessibility at all stations. We will increase education and raise awareness for transport providers around specific groups e.g. those with learning difficulties and those people with autism. We will also review our bus stop policy to ensure the needs of all users are fully considered.	Medium
Provide travel safety guidance and advice for women, carers, minorities and children	We will provide a travel guide for women, carers and minorities to inform them of their travel options and consider these needs in our service delivery.	Short/ Medium
Enable My Journey to become a contact point for all travel and transport advice to support and enable independent travel	We will extend the service provided by My Journey to include travel and transport advice and information for those with physical or mobility disability to support and enable independent travel. Where funding allows, we will also look to My Journey to provide a point of contact for this group. My Journey will continue to support safety information for women traveling sustainably.	Medium
Manage on-street parking to keep footways clear of parked vehicles and those making deliveries	We will raise awareness of the issue and will lobby government for the powers to manage unnecessary pavement parking where pedestrian safety is at risk.	Medium/ Long
Review residential parking conditions to ensure residents without off street parking can access their property from parked vehicles a reasonable distance from their homes	Current parking controls and associated parking restrictions also make it hard for health visitors, carers or labourers or visitors to households to park in residents' streets. In unrestricted town centre streets, residents regularly have to compete for on-street parking with commuters, town centre workers or shoppers/visitors who seek free parking, which is unfair to residents.	Short
Coordinate the location of community hubs and access to them for health equality and wellbeing	Coordinating community hubs with the appropriate access by different modes of transport can improve health equality and well-being. We will provide high quality public transport links to these which can be important for low-income individuals and other population groups less likely to have access to a car, especially where we can improve access to health services.	Medium
Consider more uses for park and ride locations and other under-utilised highway assets	We will explore opportunities to optimise the use of existing highways assets which may or may not include additional and/or complementary uses that promote the wider objectives of this transport plan. Options might for example include an EV charging station, active travel hub, motability centre, freight consolidation centre, e-bike cargo hub, and a travel training centre.	Medium/ Long
<b>ACTIVE TRAVEL: WALKING, CYCLING AND WHEELING</b>		
Deliver the Local Cycling and Walking Infrastructure Plan and Rights of Way Improvement Plan	We will implement the Local Cycling and Walking Infrastructure Plan and Rights of Way Improvement Plan.	Long
Deliver a network of greenways, quiet rural roads and green lanes for commuting and leisure purposes to improve accessibility and safety for walking, cycling, wheeling and horse riding	The council will retain its ambition to deliver a network of routes for commuting, horse riding and leisure purposes and, where funding allows, deliver them incrementally to provide a network across the borough.	Long
Continue to implement a promotional campaign for active and sustainable travel	My Journey will continue to promote active and sustainable transport throughout the borough, for example a campaign on safety for women when sustainably travelling.	Ongoing

POLICY	ACTION: WHAT WE WILL DO	TERM
Work with neighbouring authorities to provide an e-bike hire scheme in the borough	The council will investigate the feasibility of providing an e-bike trial scheme, potentially, jointly with Reading and/or Bracknell, recognising that our residents travel to destinations outside the borough. Electric bikes are one of the most eco-friendly travel options available. They produce zero emissions at the point of use and run on low quantities of electricity. Studies have suggested that the use of e-bikes have helped to provoke positive moods and alleviate negative feelings such as stress which contributes to better mental wellbeing.	Medium
Provide new Active Travel Design guidance for Wokingham	We will produce new design guidance for the borough to ensure our plans are in line with the national LTN 1/20 (and other relevant guidance) whilst ensuring consistency across new developments and new schemes in the borough.	Short
Maintain and expand the cycle training programmes for all	My Journey has been running Bikeability (a programme funded by the Department for Transport) successfully for several years and has won a national award. The My Journey team has expanded the core cycle training scheme; it now starts with two-year olds and is inclusive of all ages and abilities.	Ongoing
Provide a range of secure cycle parking options at local destinations	We will work with our partners, public transport operators, developers and service providers to improve and increase secure cycle parking across the borough. This includes spaces for non-standard cycles and considering the needs of those with disabilities.	Medium
Undertake a boroughwide audit of the road and cycling network to indicate the level of skill needed by its users	We will undertake an audit of our road and cycling network to provide a conditions report that can be used to inform and advise on appropriate infrastructure investment, where funding allows, to ensure it provides the service intended for its users, their abilities and competencies.	Short
Implement a network of integrated transport hubs across the borough	We will integrate a network of transport hubs in new developments as well as elsewhere in the borough. This will be explored further in the future mobility strategy, and it will be ensured that this aligns with our other strategies, particularly the LCWIP and BSIP programmes.	Medium/ Long
Enhance pedestrian access and safety for all in local service centres	We will adopt a new assessment process/policy for new crossings to ensure we are consistent across the borough. We will ensure accessibility for all community members with safe crossings, clear signage and good lighting. Overall, prioritising pedestrian access and safety makes local centres vibrant, inclusive, and sustainable.	Short
SCHOOL TRAVEL		
Continue to deliver and also refresh our Sustainable Routes to School Strategy to enable and support independent travel for all to schools and colleges	The government requires all local authorities to promote the use of sustainable travel to, from and between schools as part of the duty of the Education and Inspections Act 2006. Where funding allows, we will produce a strategy to deliver this effectively for the pupils and their families in the borough. An approach for children with special educational needs in consultation with relevant groups and families will be a particular focus. This follows feedback about concerns, including that travel training needs to start long before any expectation of independent travel to school or college.	Short
Deliver infrastructure to enable and support independent travel for all to schools and colleges	The council will, as part of its refresh of the Sustainable Routes to School Strategy, identify opportunities to provide capital-funded infrastructure to schools such as surfaced footways and cycle routes, level boarding at every bus stop, and encourage public transport operators to provide visual and audible announcements on all trains and buses to support and enable independent travel to schools in addition to supported services.	Medium/ Long

POLICY	ACTION: WHAT WE WILL DO	TERM
Implement School Streets at suitable locations	School streets are managed spaces outside schools with a temporary restriction on motorised traffic at school drop-off and pick-up times that improve safety and air quality for children. This will be implemented, where evidenced, to provide a safer, healthier and more pleasant environment for everyone.	Short/ Medium
Continue to promote sustainable and active travel for all at schools through Modeshift STARS	Modeshift STARS is an online travel plan toolkit managed by My Journey that assists schools in promoting sustainable and active travel. It helps schools to create, develop, implement, monitor and evaluate travel plans and the initiatives contained within them. It also helps schools to reduce congestion and improve air quality, health and road safety around the school, as well as gain national awards and support Eco-schools. We will continue to offer this to schools with grant incentives where funding allows.	Ongoing
PUBLIC TRANSPORT		
Deliver the Bus Service Improvement Plan through the Enhanced Partnership with bus operators	Developed with local bus operators, neighbouring authorities and local businesses, the BSIP sets out how we will work in partnership to transform 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.	Medium/ Long
Continue to fund community Dial a Ride services	Council funding for these services is limited but the council will continue to support Dial a Ride services where possible, be this through funding opportunities or promotion of existing services.	Ongoing
Support improved bus and rail service reliability and frequencies	The council currently has little say on the route operations, service frequency and fares of bus and rail companies. However, it will always support improved bus and rail service reliability and service frequency, and will lobby for and support additional route operations and services where it benefits our residents.	Medium/ Long
Review the council's Bus Stop Policy and deliver a programme of ongoing improvements; ensure high quality bus stop infrastructure in new developments	Our existing bus stop policy was produced in 2011. The policy needs to be updated taking account of the expectations of bus passengers and standardise bus stop infrastructure at stops ranging from those in rural areas with relatively infrequent services to important public transport interchanges. It will also take advantage of new technology and potential income streams for the council to maximise the attractiveness of bus services for our residents.	Short/ Medium
Develop a sustainable plan to enable better access to Twyford station for all users	A comprehensive plan for Twyford station will be prepared to increase walking and cycling accessibility and mode share, and to provide good bus access. It also needs to cater for those needing to drive to and park at the station.	Medium
FREIGHT		
Update the Freight Strategy for the borough	Our Freight Management Policy dates from 2012. The policy will be updated to address the challenges associated with the movement of goods in Wokingham, and detail actions to deliver appropriate, efficient, clean and safe freight movements as well as broader air quality and net-zero objectives.	Short
Support the use of cargo bikes and low emission vehicles for the distribution of goods to local centres	We will support the use of cargo bikes and low emission vehicles for deliveries in our urban environments and local centres.	Ongoing

POLICY	ACTION: WHAT WE WILL DO	TERM
OPERATIONAL MAINTENANCE		
Implement an annual Maintenance Management Plan for our transport networks to reduce the time, costs and inconvenience caused by reactive works, and to anticipate potential impacts from climate change	We will harness the council's systems, operatives, data, technology and connectivity, and those of our partners and transport operators to improve the way our transport network is designed, maintained, built, operated and used. This will enable safer journeys, faster delivery and an enhanced customer experience for all.	Ongoing
Identify a priority network of pedestrian and cycle routes and ensure a maintenance management plan is in place	To support our active travel ambitions and a Sustainable Routes to School Strategy, we will identify a key network of walking and cycling routes in line with the Highways Act 1980 and further relevant legislation and, subject to funding, include them in a planned maintenance programme to ensure access in all seasons and in all weathers, and during but not limited to school terms, to include wayfinding, lighting, surfacing, maintenance, vegetation control and winter treatment.	Short
INFRASTRUCTURE DELIVERY		
Ensure the timely delivery of necessary infrastructure required to support new development	We will work with developers and utility companies to ensure coordination of necessary infrastructure. We will encourage developers to deliver transport infrastructure early in the delivery of their projects so that the infrastructure is already available for use prior to opening any new development.	Short
Develop and maintain a current list of schemes that have been identified from all sources.	A multi-criteria assessment tool will be developed to prioritise schemes. There is a live list of all schemes requested including those identified from studies and other sources. These schemes need to be prioritised to ensure that those contributing most to the delivery of council objectives are completed first with the limited funds and resources available.	Short
Align the delivery of improvement schemes with the maintenance programme	Where practical we will seek to coordinate improvement schemes with the maintenance programme to minimise the level of disruption and provide an enhanced customer experience for all.	Short
Increase the use of lower carbon materials in construction and highway maintenance	Where possible we will continue to work with suppliers to reduce the carbon impact of the materials we use and the activity of our contractors.	Ongoing
Test and trial measures that support LTP objectives and reduce maintenance	The council is open to innovation and new ways of addressing and improving transport and travel matters. We will identify opportunities to apply for funding and trial measures that could improve longevity of our streets and its furniture. This could result in reduced maintenance costs or more effective delivery of the LTP.	Medium
Implement the Electric Vehicle Charging Strategy	We will deliver the objectives stated in the Electric Vehicle Charging Strategy following its adoption in 2025.	Short/ Medium
Collaborate with the other Berkshire authorities to coordinate shared transport matters, focusing on strategic opportunities, securing funding, and ensuring coordinated transport delivery.	We will collaborate with Reading, Bracknell and other stakeholders to discuss and provide a coordinated grouping of shared transport matters. It would consider strategic transport opportunities and solutions which have a demonstrable, positive impact on our shared priorities to secure funding and the coordinated delivery of transport. It could provide advice on shared strategy development and investment decisions, including transport funding, opportunities and bids. It would also promote innovation, forward looking projects and initiatives to the benefit of Wokingham and our neighbours.	Ongoing

POLICY	ACTION: WHAT WE WILL DO	TERM
Continue to seek and respond to Government and other capital and revenue funding opportunities to maintain and improve our transport and active travel networks	Our transport income and funding come from a variety of sources. Grants are received from central and local government. These include capital grants, for example from the Housing Infrastructure Fund. These grants fund specific projects where we have agreements with developers and other funding bodies, including central government. A proportion of council tax – a property tax levied on residential properties - and business rates – a property tax levied on business premises - is also used for our transport projects. However, our funding has reduced considerably since 2010 and increasingly the council's budgets are being used to fund essential services such as social care meaning there is less funding for maintenance and transport improvements. However, central government regularly releases funding for targeted transport measures such as active travel and infrastructure to enable new housing development, and we will seek to prepare for and respond to these initiatives and opportunities.	Ongoing
Maintain dialogue with our neighbouring authorities for active and sustainable travel and, if appropriate, general traffic	We will continue to suggest and discuss strategic transport opportunities and solutions which have a demonstrable, positive impact on our shared priorities to secure funding and the coordinated delivery of transport infrastructure.	Ongoing
<b>LOCAL AND STRATEGIC ROAD NETWORK</b>		
Reduce the dominance of vehicles in urban centres and residential areas in affected local communities	We will look to minimise the amount of through/rat running traffic that comes from vehicles using urban centres and residential roads to get to another destination where evidenced. These will be designed so as not to affect the access of those needing to get to local destinations.	Medium
Wokingham town centre signing review and refresh	Much of the traffic signing in Wokingham town centre pre-dates its regeneration and is now out of date. We will review the traffic directional signing in Wokingham town centre as a pilot to determine the value and benefits to all of a strategy of this type.	Short
Consider Introducing a car parking management and information system in Wokingham town centre	A good parking management system can make it easier for drivers to find parking and reduce traffic congestion, journey times, fuel use and pollution by encouraging drivers to access the nearest car park to them, thus driving to and not through the town. We will investigate the costs and benefits of such a system for Wokingham town centre.	Medium
Develop a Car Sharing Strategy	We will work with large local employers to develop a borough-wide car sharing strategy. This will include the introduction of car share schemes and car clubs across the borough and in new developments.	Short/ Medium
Enable and support events that celebrate our heritage and culture and support vitality of rural villages	Local events allow us to celebrate our heritage and culture. On some occasions such events may benefit from a temporary road closure, enabled with a Temporary Traffic Order (TTO). We will support our residents in the delivery of events by guiding them through relevant processes.	Ongoing
Maintain safe and efficient access to the M4 and A329(M)	We will continue to work with National Highways and protect the interests of our own motorway to maintain their safe and efficient operation.	Ongoing
Encourage and support National Highways to reduce noise and air pollution from the M4	We will continue to support National Highways to reduce air pollution from the M4 and further measures to reduce road noise.	Ongoing
<b>DESIGN GUIDANCE, PROMOTIONS AND MONITORING</b>		
Update of Wokingham Borough Council Living Streets design guidance	Our Living Streets highways guide for developers in Wokingham is aimed at encouraging well-designed developments that complement the local area. It will be updated to reflect changing design standards and guidance as well as the policies and plans detailed in this LTP and the Local Plan Update.	Short

POLICY	ACTION: WHAT WE WILL DO	TERM
Require developers to conform with Living Streets design guide and principles (or any successor document)	New developments must adhere to the Living Streets: A Highways Guide for Developers in Wokingham. This will ensure consistent design details and provisions that meet agreed and acceptable standards.	Ongoing
Promote My Journey for Travel Plans and monitoring of travel impacts for all new developments to ensure modal shift	The My Journey team will monitor the travel impacts of new developments and provide data to support future development planning and allocation. Where developers have opted to complete a travel plan rather than contribute to My Journey, the team will monitor these plans and ensure outcomes are delivered.	Ongoing
Develop My Journey activities to ensure continual effectiveness in promoting sustainable, safe and active travel for all	We will develop a programme to monitor and evaluate our active travel schemes to include an assessment of an inclusive environment, ease of movement, safety and public health, quality of place, economic benefit and climate and carbon emissions.	Ongoing

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