

# Agenda Item 20.

<b>TITLE</b>	<b>Travelling to Wokingham Town Centre – Our Vision for the Future</b>
<b>FOR CONSIDERATION BY</b>	The Executive on 25 June 2015
<b>WARD</b>	None specific
<b>DIRECTOR</b>	Heather Thwaites, Director of Environment
<b>LEAD MEMBER</b>	John Kaiser, Executive Member for Planning and Highways

## **OUTCOME / BENEFITS TO THE COMMUNITY**

A coordinated, strategic approach to travelling to Wokingham Town Centre ensures that visitors have choice and flexibility in how they travel, to ensure their visit is a positive one that they will want to repeat.

## **RECOMMENDATION**

That the Executive endorse the approach outlined in Travelling to Wokingham Town Centre – Our Vision for the Future as set out in Appendix A.

## **SUMMARY OF REPORT**

The report outlines how the Council is taking a strategic approach to ensure that visitors to Wokingham have choice about how they make their journey through a range of sustainable travel options, and a positive experience when they arrive including a good quality environment for pedestrians and cyclists, and space to park their car.

## Background

Regeneration of Wokingham Town Centre is well underway, and well as the delivery of our Strategic Development Locations, which are bringing over 10,000 new homes to the borough.

Our regenerated town centre will deliver an improved retail and leisure offer for the growing number of borough residents, as well as those visiting from elsewhere.

We want to ensure that we are making the journey to Wokingham Town Centre as positive an experience as possible, offering choice of means of travel, and a high quality environment for car drivers and those using sustainable methods of transport when they arrive.

Our Vision therefore aims to demonstrate how we are coordinating this approach, but also planning for the future to ensure that visitors will want to return.

## Analysis of Issues

Our regenerated town centre aims to encourage a greater number of visitors to the town centre, and the growth in the borough's population will add to the traffic on the roads. Our strategic approach aims to ensure a coordinated and forward thinking plan to ensure that visitors have access to a range of travel options, and that we have sufficient parking to meet demand.

The vision outlines how we are working to address:

- Traffic flows
- The demand for car parking spaces
- Park and Ride opportunities
- Public transport options
- Improved pedestrian and cycling facilities

both now and in the future.

## FINANCIAL IMPLICATIONS OF THE RECOMMENDATION

***The Council faces severe financial challenges over the coming years as a result of the austerity measures implemented by the Government and subsequent reductions to public sector funding. It is estimated that Wokingham Borough Council will be required to make budget reductions in excess of £20m over the next three years and all Executive decisions should be made in this context.***

	How much will it Cost/ (Save)	Is there sufficient funding – if not quantify the Shortfall	Revenue or Capital?
Current Financial Year (Year 1)	None from this report		
Next Financial Year (Year 2)	None from this report		
Following Financial Year (Year 3)	None from this report		

**Other financial information relevant to the Recommendation/Decision**

None

**Cross-Council Implications**

This approach supports the regeneration of Wokingham Town Centre, and also promotes the benefits of sustainable travel, contributing to health and wellbeing of local residents.

**List of Background Papers**

Travelling to Wokingham Town Centre – Our Vision for the Future

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