



**WOKINGHAM  
BOROUGH COUNCIL**



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# Wokingham Bus Service Improvement Plan 2 2023-2040



**January 2023**



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## Foreward from Councillor Fishwick

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 local businesses, this plan is a precursor to the borough's fourth Local Transport Plan.

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, socially equitable and green. This Plan sets out how we will work in partnership to transform the borough's bus network.

Over the past 12 months Councillors have approved over £300,000 of additional funding to help the borough's bus services recover from the impacts of the pandemic. Improvements have also been made to ticketing arrangements and the cost of travel. Work is continuing at the Winnersh Triangle Park and Ride site using Local Enterprise Partnership Funding. Thames Valley Park and Ride opened in June 2022 with the hospital trust funding a staff shuttle bus. Moving forward there are plans to make improvements to local roads which will mean improved journey times for buses. Difficult discussions to increase parking charges are also taking place.

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 Fishwick

## 1. OVERVIEW

### 1.1 Scope of the BSIP

This is the borough’s second Bus Service Improvement Plan (BSIP) which has been revised and updated to take account of feedback from the Department for Transport (DfT). This Plan sets out the strategy for bus services in the borough over the next 17 years. Once the revised BSIP is adopted, an Enhanced Partnership agreement will be formed and used to deliver the improvements. The Council and local bus operators will work together to transform 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 Foundation Trust, Reading University, and other local stakeholders to deliver better bus services. The success of the plan will be monitored and reported on every six months with reviews taking place annually.

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

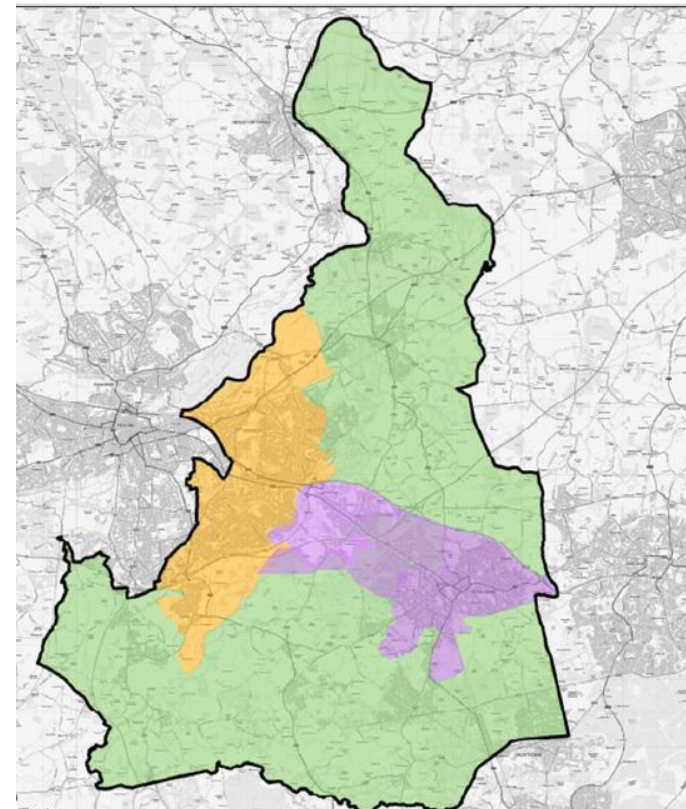
- Yellow area: Woodley, Earley and Shinfield with a population of about 85,000. Located to the west of the borough, adjacent to the Reading border which in transport terms function as a ‘greater’ Reading area.
- Purple area: Wokingham town and Winnersh with a population of about 45,000. This area has the highest level of self containment and active travel. The A329(M) and A329 corridors link Reading, Wokingham and Bracknell.
- Green area: Villages and rural areas with a population of about 45,000. Lower 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 Plan (LTP4). The duration of the BSIP is from 2023 to 2040. While quite a long time in the future this period corresponds with the emerging Local Plan. The LTP4 is emerging and this latest BSIP is consistent with its aims.

#### Pandemic & Recovery

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

**Figure 1.1 Wokingham Borough and Area Types**



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.

This BSIP replaces the Wokingham Public Transport Plan issued in 2011.

The Council’s Enhanced Partnership will be published in 2023 and available at: <https://www.myjourneywokingham.com/bus-travel/enhanced-partnership/>

**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.

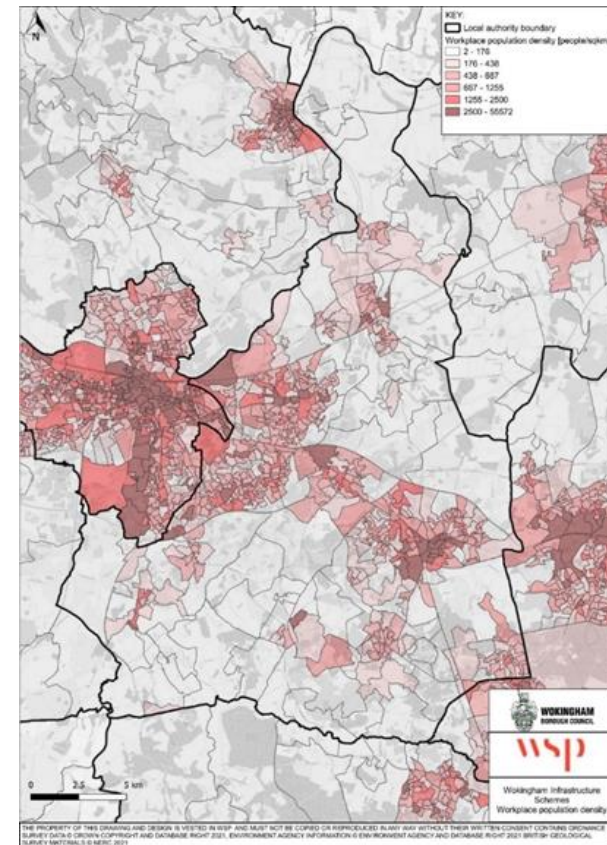
The average population density is 972 people / km<sup>2</sup>, but it varies considerably across the borough as shown on Figure 1.2. These densities correspond to the three area types referred to above in Figure 1.1. In recent years up to the first quarter of 2020, the borough saw a steady increase in bus service demand and supply.

**Alternative Travel Choices**

The borough sits in the top 10% of areas in the UK for car ownership (% households with car/van) in 2011. Car ownership trends are anticipated to have continued to match or exceeded the national average in the 10 years since 2011. 68% of journeys to work were undertaken by private vehicle, compared to 18% by sustainable mode in 2011.

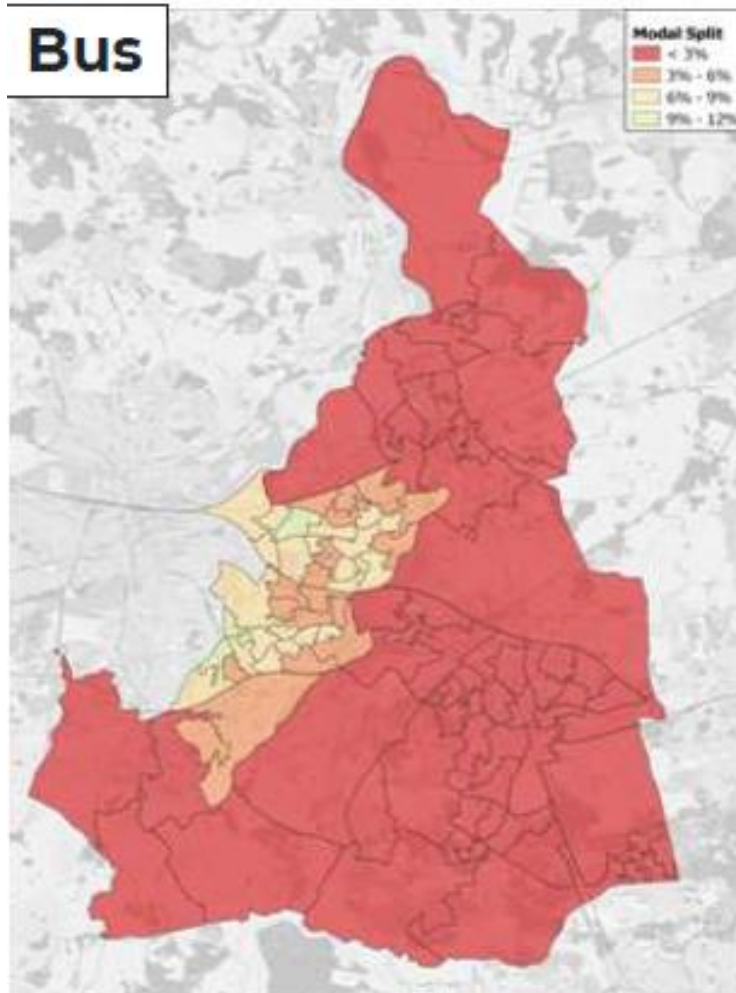
The variation in density and rurality of the borough reflects bus usage as shown on Figure 1.3. It shows the Journey to Work data and suggests a direct link between bus use and density. It ranges from the red area with less than 3% to the yellow areas of 9-12% on the edge of Reading. In the rural areas, the high levels of car ownership makes providing and

**Figure 1.2 Populaton Density**



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. The lack of competition is potentially a concern in terms of ensuring that there are competitive responses to tenders.

**Figure 1.3 Bus Usage by Area.**



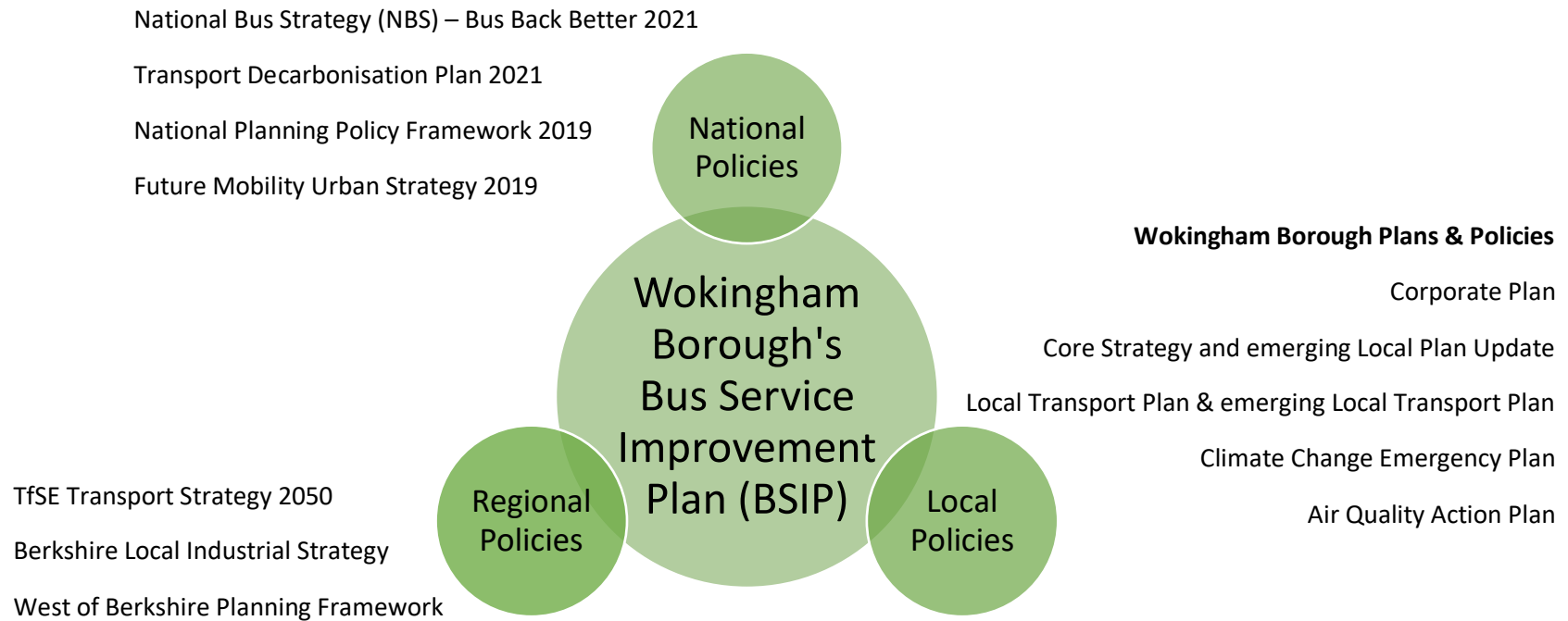
The Council is working with developers, bus operators and other partners to ensure bus services are provided. Further pump priming will be necessary to achieve the highly attractive level of bus service and increase use of local bus services to the level set out in the National Bus Strategy. In the past 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.

**1.2 Alignment with Policies**

The BSIP has been developed to align with key national, regional, and local policies as shown on Figure 1.4. 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.

This plan is full aligned with our emerging fourth Local Transport Plan (LTP4). This plan is a precursor to LTP4 and will be a daughter document to LTP4 once it is adopted. The BSIP is a live document and will be updated and reviewed annually to ensure continued alignment, as both LTP4 and the Local Plan Update emerge.

**Figure 1.4 The Policy Framework**



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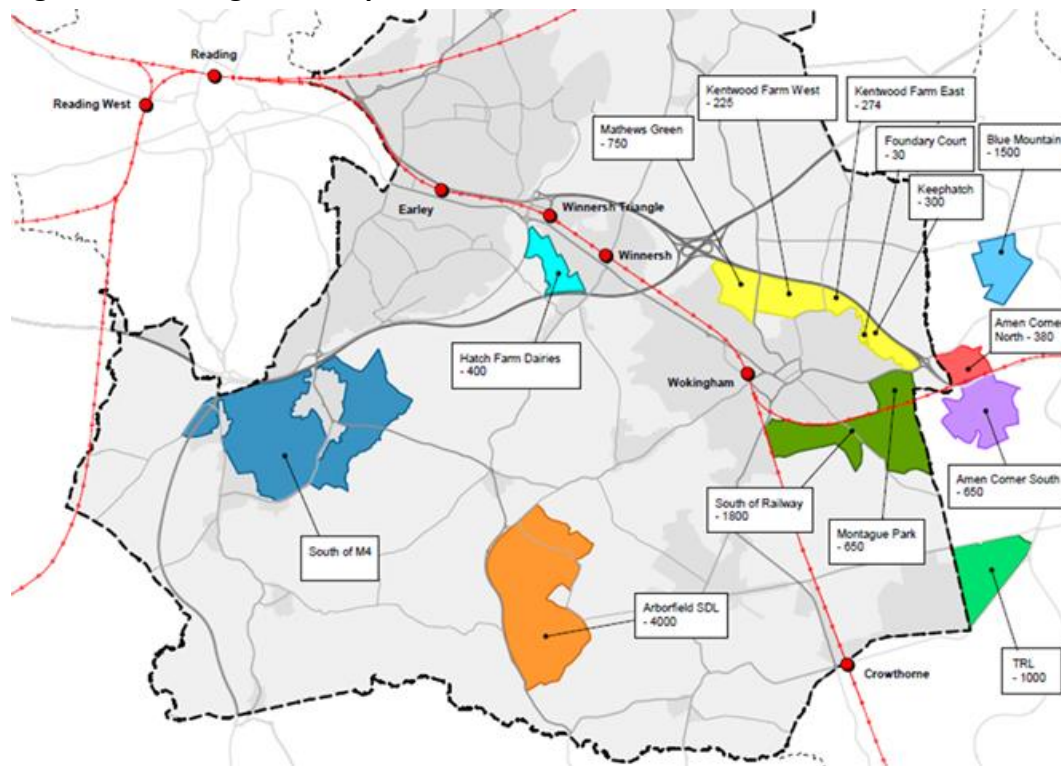
This plan aligns with the emerging vision of LTP4 to deliver and maintain a safe, reliable and join-up transport system that connects new and existing communities, businesses and commercial centres. In achieving the vision, we will ensure our bus network is easy to understand, provides faster journey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

**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, as required by Central Government housing allocations set for Wokingham Borough. Figure 1.5 shows where most new homes are accommodated in one of four strategic development locations, these are: North Wokingham (yellow), South Wokingham (green), the area to the South of the M4 (blue) and in and around Arborfield (orange).

**Figure 1.5 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 the 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 be progress. There is an updated Local Plan being worked on and is likely to cover a 15-year period until 2039/40.



### **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 NO<sub>2</sub> and NO<sub>x</sub>. 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. 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 and align our proposals where appropriate, to maximise the benefits of any funding allocations.

### 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, but with an emphasis on those that apply to Wokingham Borough.

**Objective 1: Grow passenger numbers to pre-pandemic levels and to continue that growth.**

Whist 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 81% 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.

**Objective 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.

**Objective 3: 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.

**Objective 4: 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.

**Objective 5: Deliver a greener bus network by reducing carbon emissions and provide residents with attractive 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 of local roads, reduce congestion and reduce the associated carbon footprints by 111 tCO<sub>2</sub>e. 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.

**Objective 6: 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.



**Objective 7: 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. The National Highways and Transport surveys for Wokingham Borough helps 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.

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

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.

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

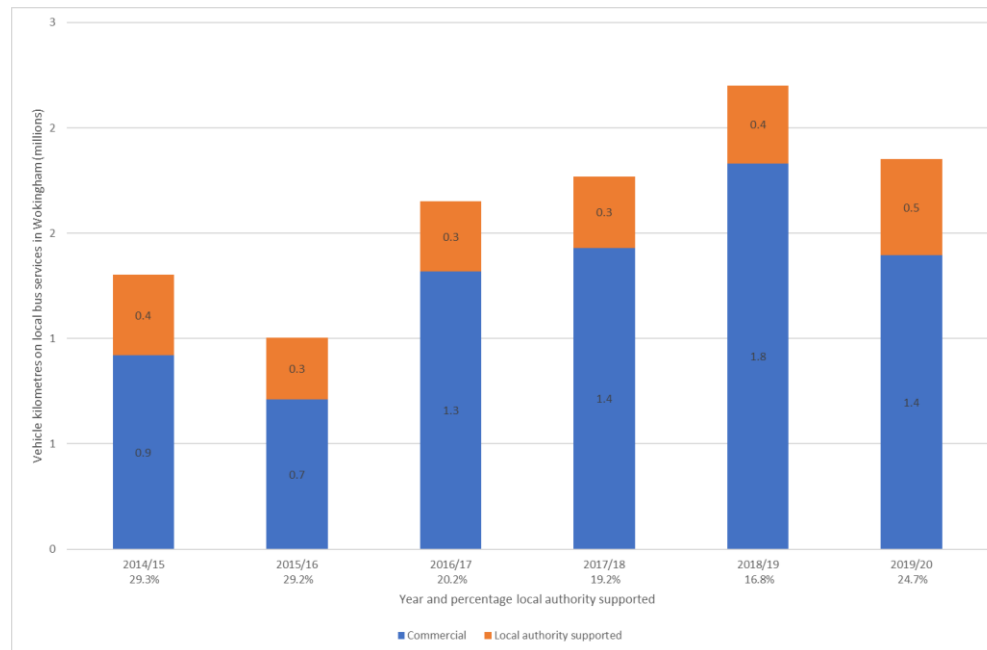
Bus travel is a relatively safe mode of transport, mainly due to a strong regulatory system for drivers and vehicles. Personal safety can be an issue and bus stops and the routes to them as well as on buses need to feel safe environments.

## 2. CURRENT BUS OFFER TO PASSENGERS

### 2.1 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.

**Figure 2.1 Vehicle kilometres on local bus services**

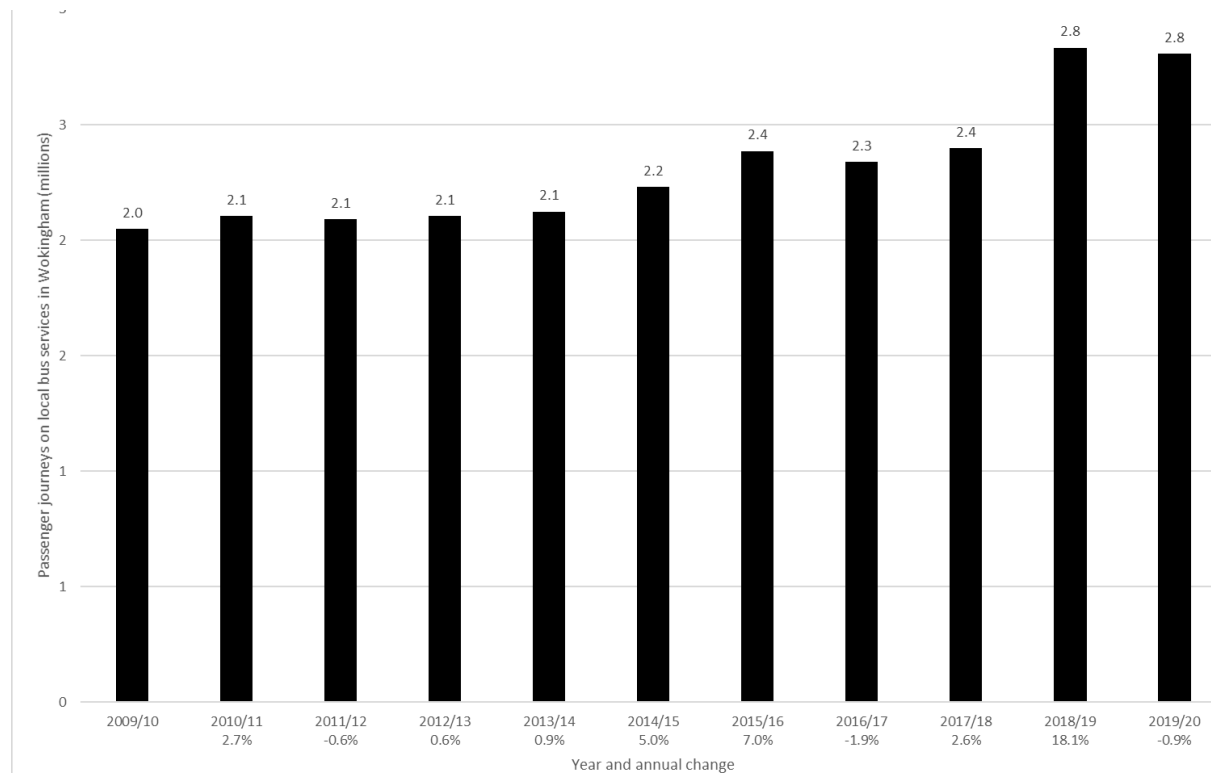


The network consists of 29 local bus services, three operational park and ride sites, plus seven local bus services which operate at school times only and allow members of the public to board. Six football services which only operate on match days to Reading Football Club are also provided. Across the network 1.9 million vehicle kilometres were operated in 2019, but this fell during the pandemic. Due to driver shortages and the need to respond to lower post-pandemic passenger levels, vehicle kilometres remain below 2019 levels.

The levels of passenger growth in the 10-year period from 2009/10 to 2019/20 in Wokingham Borough was the second highest in England, outside of London, at 40%. As can be seen in Figure 2.2, the Covid-19 Pandemic affected the final months of 2019/20, otherwise it is believed that this trend would have continued. The fall in vehicle kilometres but alongside a sustained number of passenger trips indicates a healthy increase

in average vehicle loadings in the borough and therefore an efficient operation. This is a trend which has also been observed in the neighbouring borough of Reading.

**Figure 2.2 Bus journeys on local bus services between 2010 and 2020**

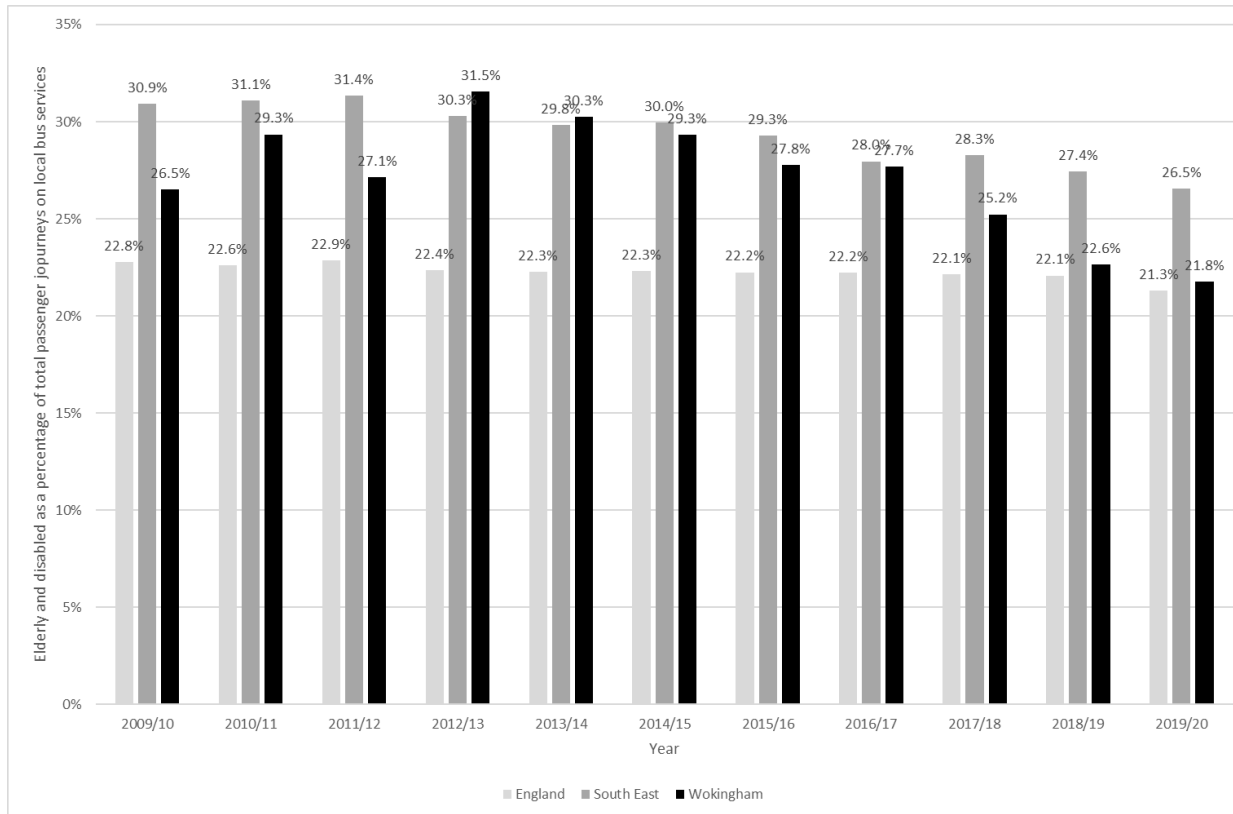


As a result of the pandemic bus travel reduced in Wokingham borough by 73%, which represents one of the highest reductions in the Southeast region. By September 2022, bus passenger numbers had recovered to 81% of pre-pandemic levels, although due to rising operational costs revenue was still significantly below this.

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 2.8 million passenger journeys 21.8% were made using a concessionary pass, which is similar to the English average, but is less than the 26% 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 concessionary passengers, the reduction in the proportion of concessionary passengers over time and in comparison, to neighbouring local authorities, is encouraging as this suggests a growth in fare paying passengers.

**Figure 2.3 Proportion of bus journeys in England, South East England and Wokingham taken by elderly or disabled concessionary passengers per annum**



Recognising the important role of local bus services, the Council currently provides support for 500,000 vehicle kilometres of bus travel per year. Further funding for bus services is constrained by the challenging financial situation with Council budgets. Inflationary costs are at a 40 year high and are affecting the cost of all Council services, including bus subsidies.

Wokingham Borough Council is the lowest funded unitary authority in the country. 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 near £1million 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 pandemic has had a significant effect on 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 on Figure 2.4. In 2011, 68% of journeys to work were undertaken by private vehicle and 18% were by sustainable mode. 41% of journeys to work by sustainable modes were towards Reading. Whilst the equivalent data from the 2021 census is not available until December 2022, with recovery at 81% of pre-pandemic levels, it is likely the impact of the pandemic will be reflected in the data and the current mode share for bus travel.

### 2.2 Local Transport Operators

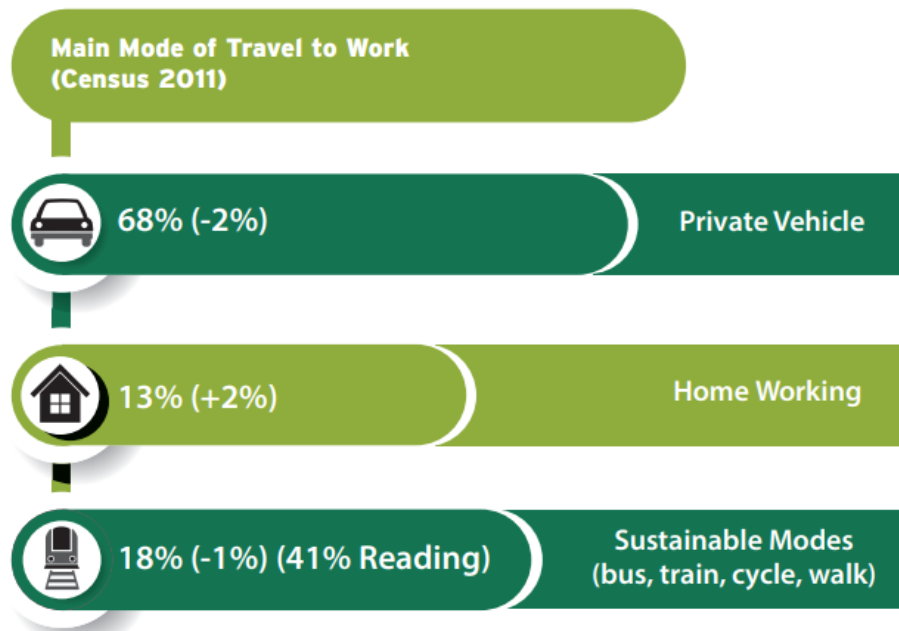
The bus companies operating services in the borough are summarised on Table 2.1. The dominant operator is Reading Buses. Reading Buses operates services along the entire length of the A329 and A327 corridors and part way along the A4 corridor. Reading Buses also operates most services in the Woodley area, all those in the Earley area and all Park and Ride services from Winnersh Triangle, Mere oak and Thames Valley Park.

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

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:

**Figure 2.4 Effects of the Pandemic**



- 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. All routes operated by Horseman Coaches receive financial support from Wokingham Borough Council.
- Stagecoach who operates one commercial school bus routes into Hampshire.
- Stewarts Coaches (owned by National Express Group) operate a privately contracted express shuttle bus route from Reading Station to Thames Valley Business Park. The service is not registered as a local bus service because it does not charge fares, instead the business park covers the whole cost of providing the service.

**Table 2.1 List of local bus operators and routes operated in Wokingham**

Local bus operator	Registered address	Local bus routes operated
Reading Transport Limited (trading as Reading Buses)	Great Knollys Street, Reading, RG1 7H	Leopard route: 3 Lion routes: 4/X4 Orange routes: 13, 14 Little Oranges routes: 19A/19B/19C Claret routes: 21, 21A Park and Ride routes: 500, 600, 81, H3
Thames Valley Buses Limited	Unit 3, Maple Centre, Downmill Road, Bracknell, RG12 1QS	121, 122, 123, 124, 125, 125A, 125B, 127, 128, 129, 151, 151A
Horseman Coaches	2, Acre Road, Reading, RG2 0SU	145, 153, 154 202, 244, W983
Stagecoach (South) Limited	Bus Station, Basin Road, Chichester, PO19 8DG Depot address: Halimote Road, Aldershot, GU11 1NJ	406
Arriva the Shires Limited	4 Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH Depot address: Cressex Business Park, High Wycombe, HP12 3RH	850
Stewarts Coaches Limited	Headley Park Eight, Headley Road East, Woodley, Reading, RG5 4SA	Thames Valley Park shuttle (not registered as a local bus route)

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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.

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

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

Wokingham Borough Council has extended the use of concessionary passes to community transport services and volunteer services for medical trips. The Borough Council, along with local Town and Parish Council's provide grants each year towards the back-of-house operation of these services.

### 2.3 Bus Accessibility and Frequencies to Key Destinations

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:

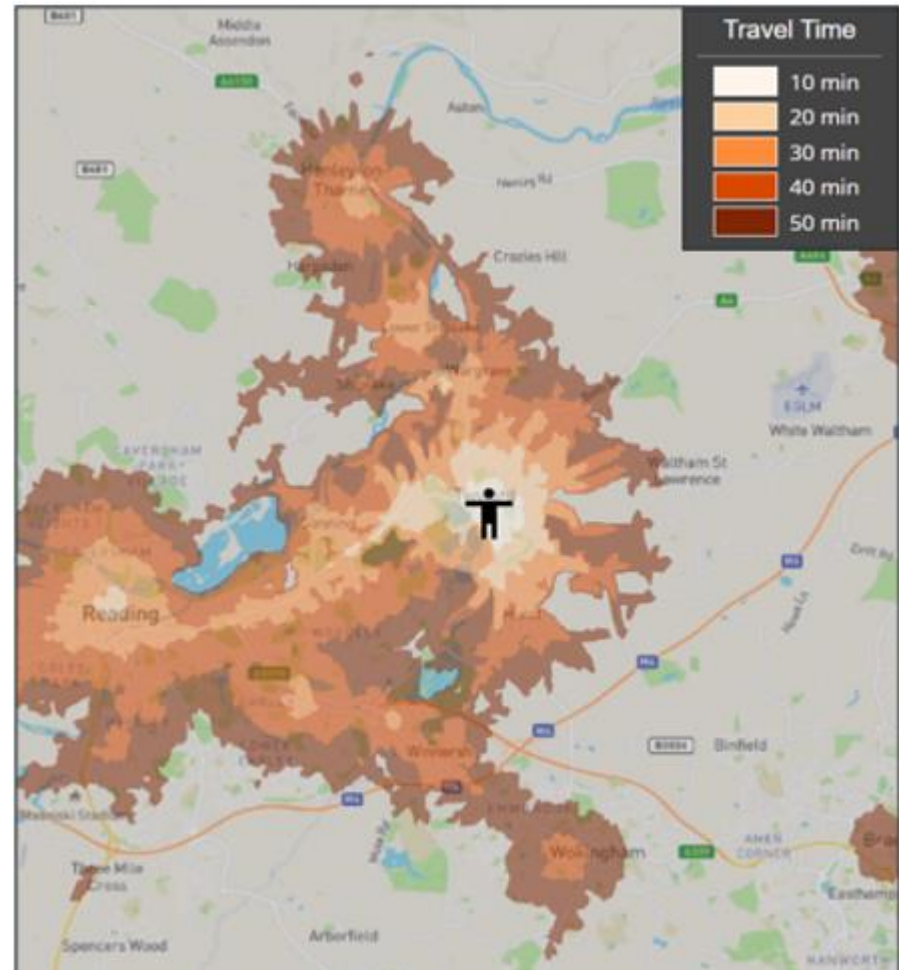
- AM Peak 07:00 hrs to 09:00 hrs
- Interpeak 09:00 hrs to 16:00 hrs
- PM Peak 16:00 hrs to 18:00 hrs
- Late PM 18:00 hrs to 00:00 hrs

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

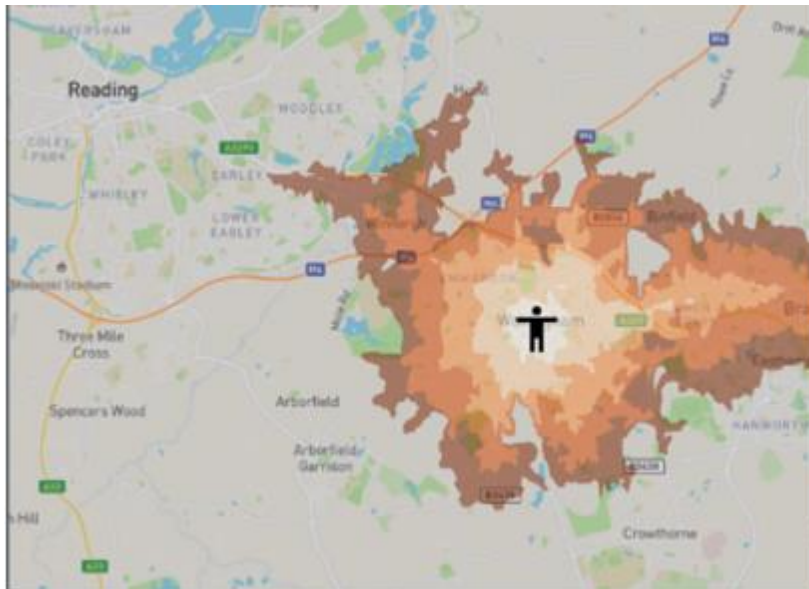
- Royal Berkshire Hospital
- Twyford Station (we have used 06:00 to 08:00 for the peak period for this destination) (Fig 2.5)
- University of Reading
- Wokingham Town Centre (Fig 2.6)
- Winnersh Triangle Station (Fig 2.7)

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 minute 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 2.5 Public Transport Accessibility Map to Twyford Station (Wed 8am)



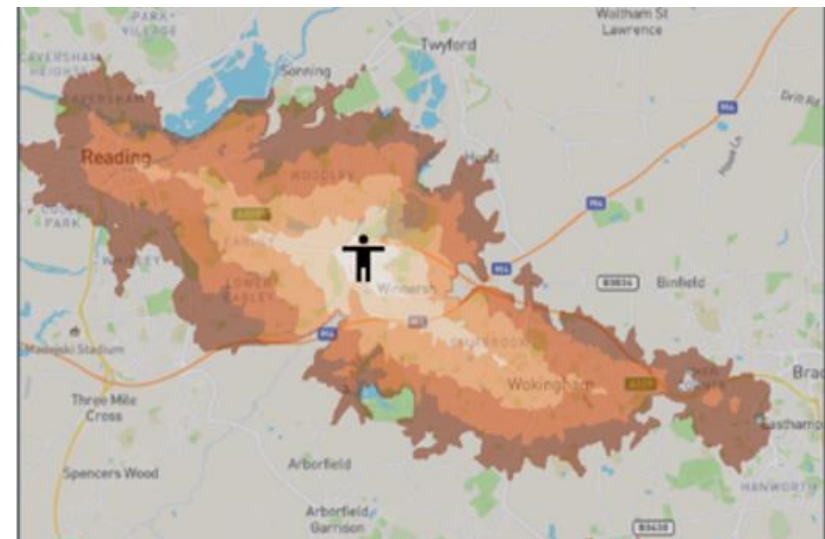
**Figure 2.6 Bus Service Accessibility Map to Wokingham Town (Wed 9am)**



Wokingham town has recently been regenerated and offers a combination of retail, leisure, and employment opportunities alongside basic 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 boarder 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 journeys times may exceed 30 or 40 minutes.

**Figure 2.7 Bus Service Accessibility Map to Winnersh Station (Wed 9am)**



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.

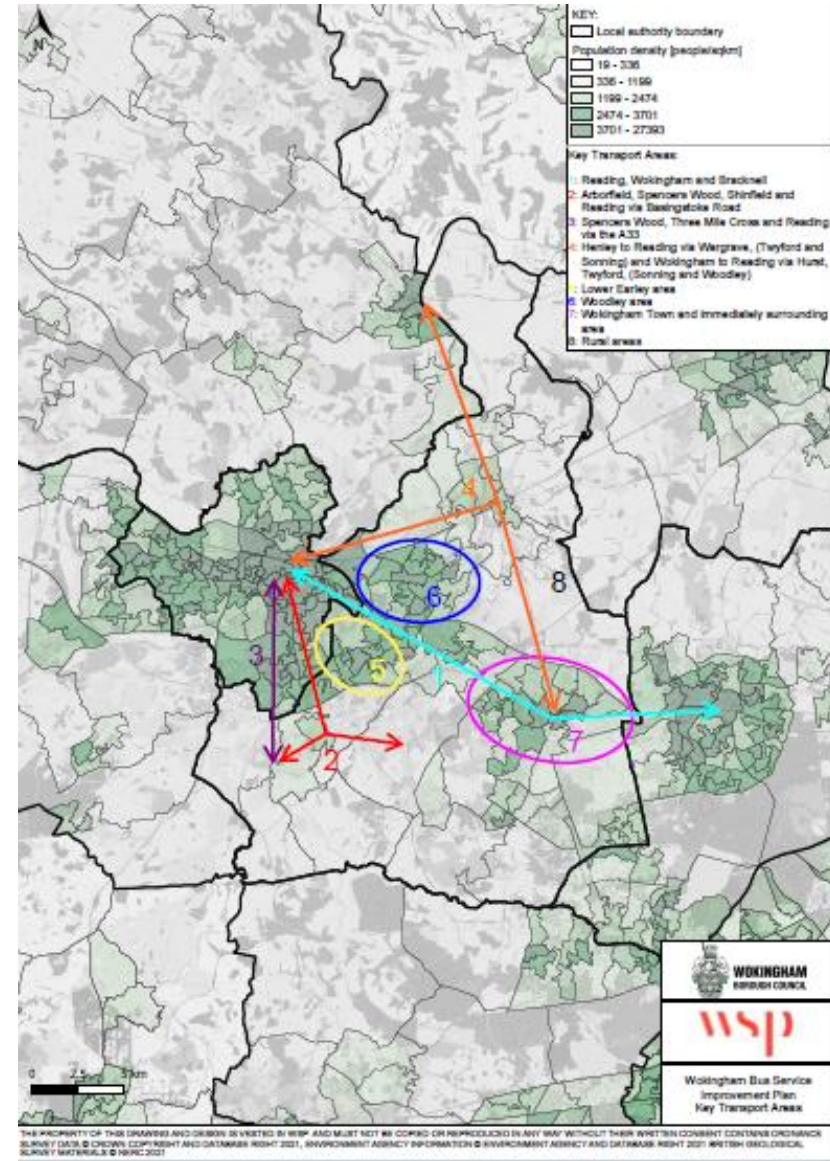
Overall, the accessibility analysis highlights that access to the Royal Berkshire Hospital, Twyford station and Winnersh Triangle is generally good for residents living in areas along the A329 corridor and in the urban areas, but more challenging for residents in rural areas. Residents living just off 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.

**Key Corridors, Urban Areas and Less Dense Rural Areas**

The main bus corridors are listed below and shown on Figure 2.8. 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”.  
**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. The Park & Ride bus service is withdrawn until summer 2023 due to a decking of the car park.
2. **A327** – connects Wokingham Town to Reading Town via the communities of Barkham, Finchampstead, Arborfield and Shinfield. The corridor is currently being enhance 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”.
3. **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 2.8 Key Corridors, Urban Areas and Less Dense Rural Areas**



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4. **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.

### Urban Areas

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

5. **Earley/ Lower Earley/ Maiden Erleigh** – a 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.
6. **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.
7. **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

8. Rural and lower density areas are located to the north, south and east of the borough as shown on Figures 1.1 and 1.2.

**Bus Frequencies Analysis**

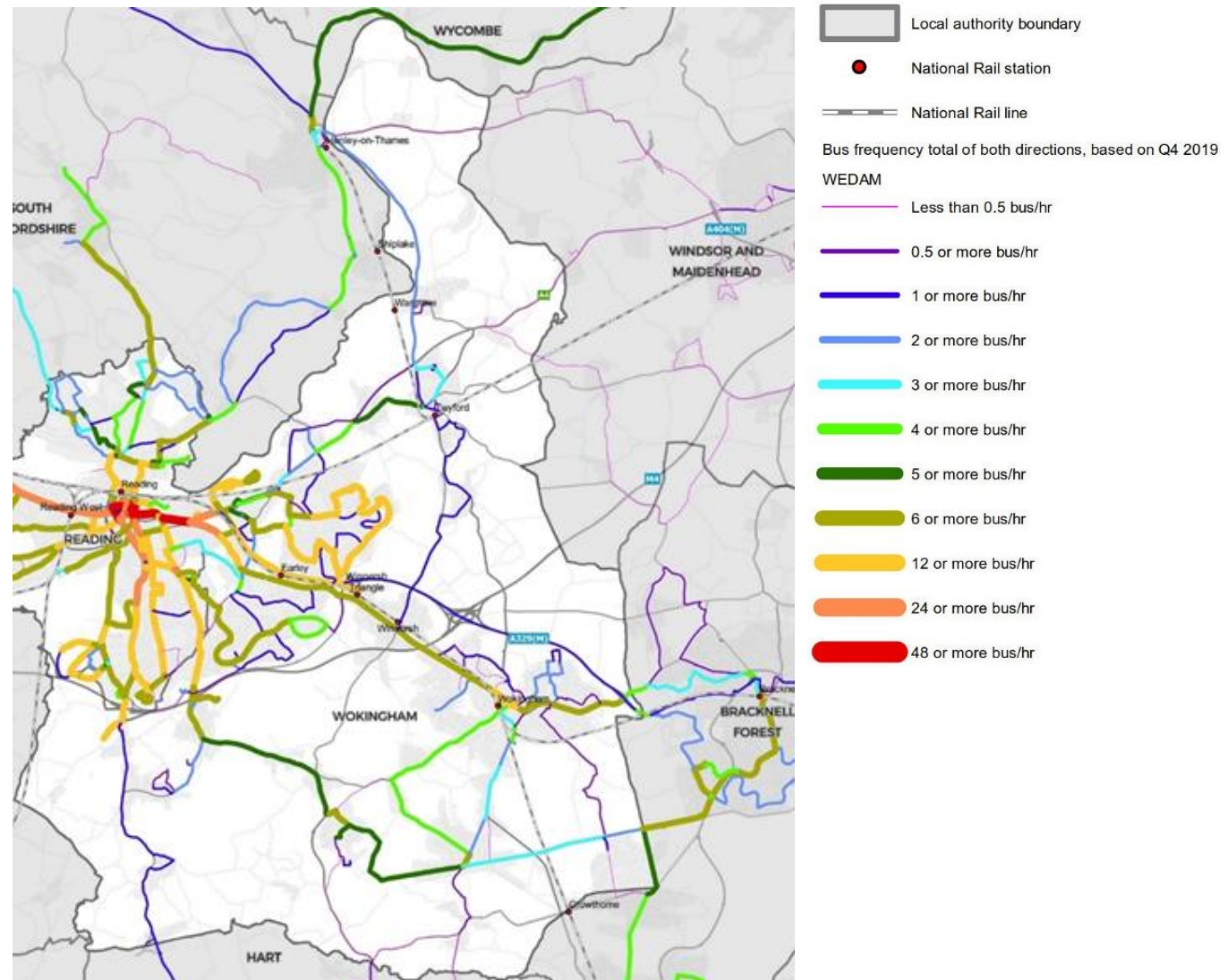
Figure 2.9 shows bus frequencies for a Wednesday AM peak period and detailed in Table 2.2.

The bus frequency map reflects services pre-Covid (Q4 2019) as the bus network has been changed recently and is still settling down. 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 on the key corridors travelling into Reading Town Centre and from the urban areas of Woodley, Earley and Shinfield which border Reading Borough. Other towns and villages in the borough, which do not lie on a key corridor, do not have the same levels of local bus service provision.

**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 the

**Figure 2.9 Bus frequency map: Wednesday AM Peak 07:00-09:00 in 2019**



day, reduced in 2021 from 4 per hour. Evening and Sunday services are provided in part on all key corridors.

**Table 2.2 Key Corridors – Local Bus Frequencies (buses per hour)**

Corridor	Routes	Destination	Peak (M-Fri)	Off-Peak (M-Fri)	Sat	Evening (M-Fri)	Sun
<b>A329</b> Reading – Wokingham – Winnersh – Bracknell	4, X4	Wokingham	3	3	3	1	2
		Winnersh	3	3	3	1	2
<b>A327</b> Reading – Shinfield – Arborfield – Wokingham	3	Shinfield	6	5	5	2	2
		Arborfield	4	3	3	2	2
		Wokingham	1	1	1	0	0
<b>A4/A321</b> Reading – Twyford – Wargrave – Henley	13/14	London Rd	6	6	6	2	2
	128/129 /127, 850	Twyford	2	2	2	1	0
		Wargrave	1	1	1	1	0
		Henley	1	1	1	1	0
<b>A329 (M)</b> Winnersh - Reading	500	Reading	service withdrawn until mid 2023, when works completed on P & R				
<b>A33/B3349</b> Reading – Shinfield – Spencers Wood – Swallowfield – Riseley	600	MereOak P & R	2	2	2	2	0
		Spencers Wood, Shinfield, Swallowfield & Riseley	1	1	1	1	0

Rail services provide alternative provisions 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.

**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 2.3 Urban Areas – Local Bus Frequencies (buses per hour)**

Urban Area	Routes	Area	Peak (M-Fri)	Off Peak (M-Fri)	Sat	Evening	Sun
<b>Earley /Lower Earley / Maiden Erleigh</b>	21	Earley	4	4	4	2	3
	19a/c,	Maiden Erleigh	2	2	2	0	0
	19b	Lower Earley	1	1	1	0	0
<b>Woodley and North Earley</b>	19a/c,	North Earley	2	2	2	0	0
	13/14	Woodley Centre	7	7	7	2	2
	19a/c						
	128/127						
	13/14	East Woodley	6	6	6	0	0
19a/c							
13/14	South Woodley	6	6	6	0	0	
19a/c							
<b>Wokingham Town and Surrounding Area</b>	4/X4, 3	Wokingham Town Centre	9	12	10	3	3
	121, 122/3						
	124, 128/127/						
	128 151/A						
	121, 151/A	North Wokingham	3	2	1-2	0	0
	124	South Wokingham	0	1 per day	0	0	0
125/A/B	Finchampstead	1	1 every 2 hours	1 per day	0	0	
3	Barkham	1	1	1	0	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, increasing in frequency at Reading University which lies on the Reading / Wokingham boundary. 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.

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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 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. Figure 2.9 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.

**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.

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 at weekends.

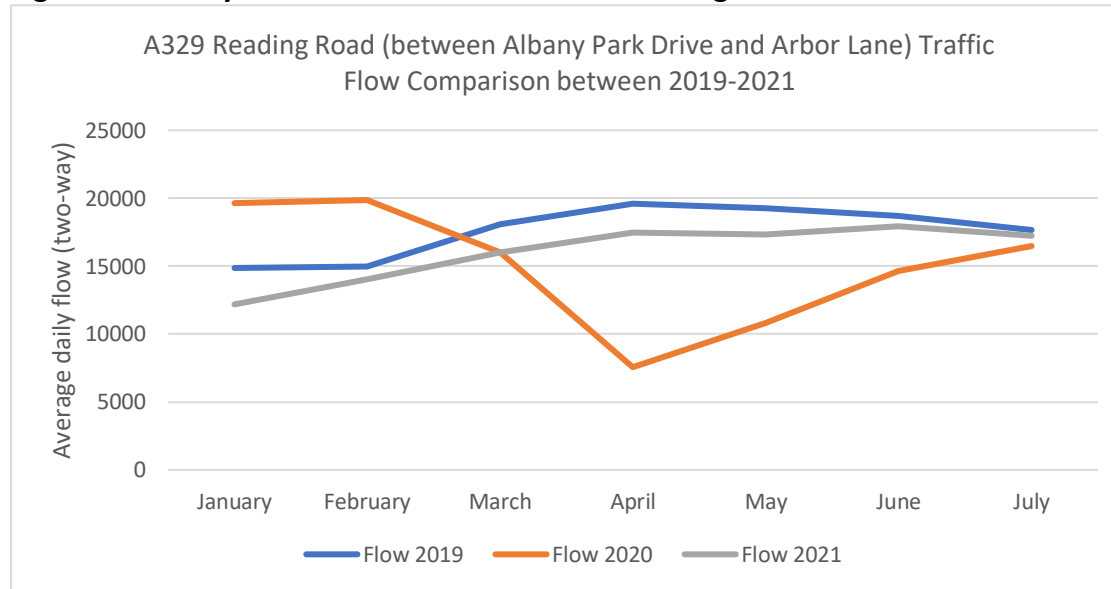
**Table 2.4 Rural / Low Density Areas – Local Bus Frequencies**

Urban Area	Routes	Area	Peak (M-Fri)	Off Peak (M-Fri)	Sat	Evening	Sun
Northern Parishes	153, 127	Wargrave	0	1 / week	1	0	0
	127	Remenham	0	0	1	0	0
	128, 127	Sonning	1	1	1	0	0
	850, 128	Charvil	2	2	2	1	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	0	1 / week	0	0	0
	125/A/B	Wokingham Without	2	0.5	1 day	0	0
Eastern Parishes	128 in part	Hurst	1	1	1	0	0
	127	Ruscombe	0	0	1	0	0

## 2.4 Journey Time Reliability and Traffic Congestion

Increasing traffic levels and junctions operating over capacity reduce bus journey speeds and the reliability of services. Average daily flows (two-way) on the A329 were just under 18,000 vehicles in summer 2019, with flows returning to near pre-pandemic levels by summer 2021. On the A4 corridor average daily traffic flows were slightly higher at close to 20,000 vehicles in summer 2019, returning to just under 18,000 vehicles by summer 2021. In all cases traffic flows dropped significantly during the pandemic, in some cases by as much as 39% as shown on Figure 2.10. Traffic flows in 2022 have largely returned to pre pandemic levels.

**Figure 2.10 – Key Corridor Traffic Flows: A329 Reading Road**

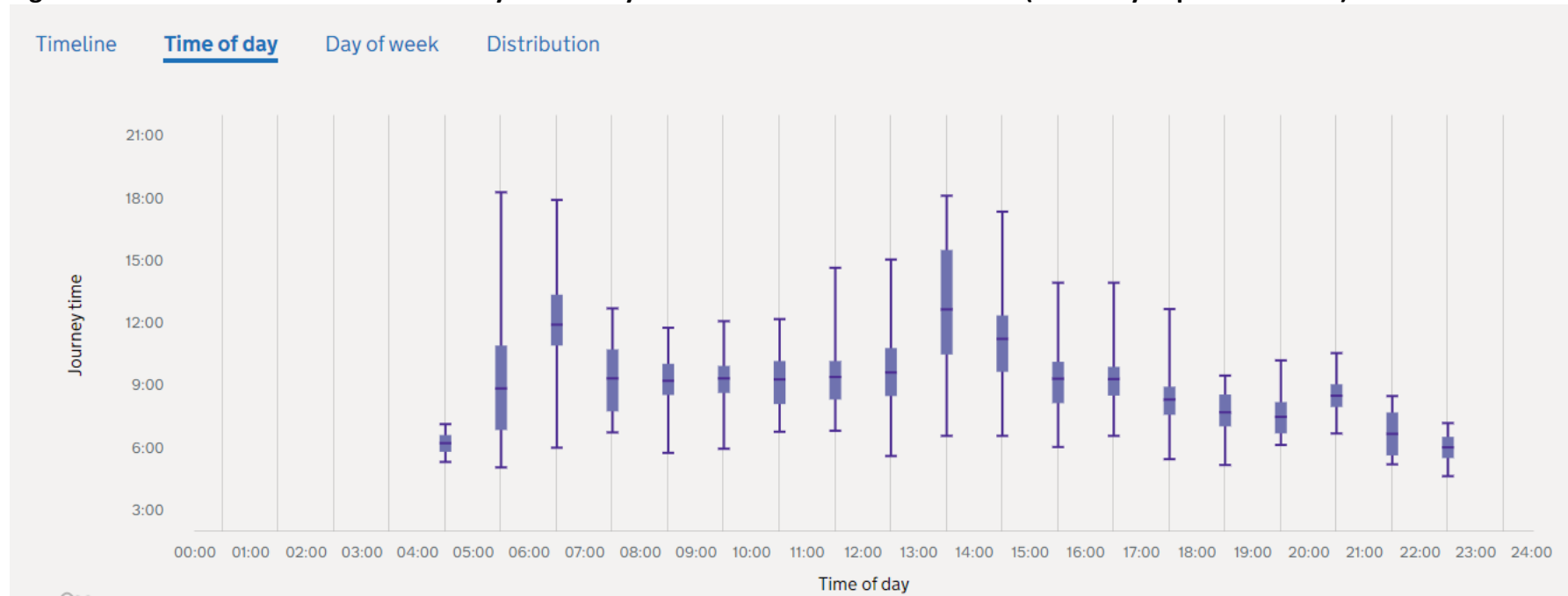


### Speed of local bus journeys

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. Analysis has been carried out on the main five corridors using the DfT Bus Open Data (BODS) analysis. Figure 2.11 shows this for A329 corridor northbound along Reading Road. The profile shows longer journey times and ranges in time in the early morning and afternoon.

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 2.11 Variation in Scheduled Journey Time Daily Profile on the A329 Northbound (Weekday September 2022)**



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**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 2020 residents’ satisfaction with the reliability of local buses was measured by Ipsos Mori as part of the National Highways and Transport (NHT) Survey. Wokingham Borough was ranked 27th out of 113 Council’s surveyed with 60% of the Borough’s residents being satisfied with the reliability of local bus services. Satisfaction with bus reliability varied across the borough. The highest satisfaction levels were in North Shinfield, Bulmershe and Whitegates, Loddon and Coronation wards and the lowest satisfaction levels in the more rural and low-density areas to the north and south of the borough (NHT Survey, 2021).

On average 72.5% of buses departed stops on time in 2019 rising to an average of 91.3% during the pandemic. The 18.8% difference in bus service punctuality demonstrates the challenge local bus services face from the daily variations in traffic conditions and from the potential effects of congestion.

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.

Post Covid in 2022, reliability has been affected by driver shortages, notably by Thames Valley Bus services. Driver shortages are a problem facing bus operators nationally. In the Thames Valley the problem is compounded by the cost of living compared to driver wages and the competition for drivers in all sectors including the haulage industry. The borough is actively working with local bus operators to promote their recruitment campaigns, but for an interim period has been forced to introduce temporary timetables.

### **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 Mere oak 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.

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Open Bus Data 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 in Wokingham Borough. 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 Mere oak Park and Ride. A further bus gate is provided in the Twyford area.

## 2.5 Bus Stop Infrastructure

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

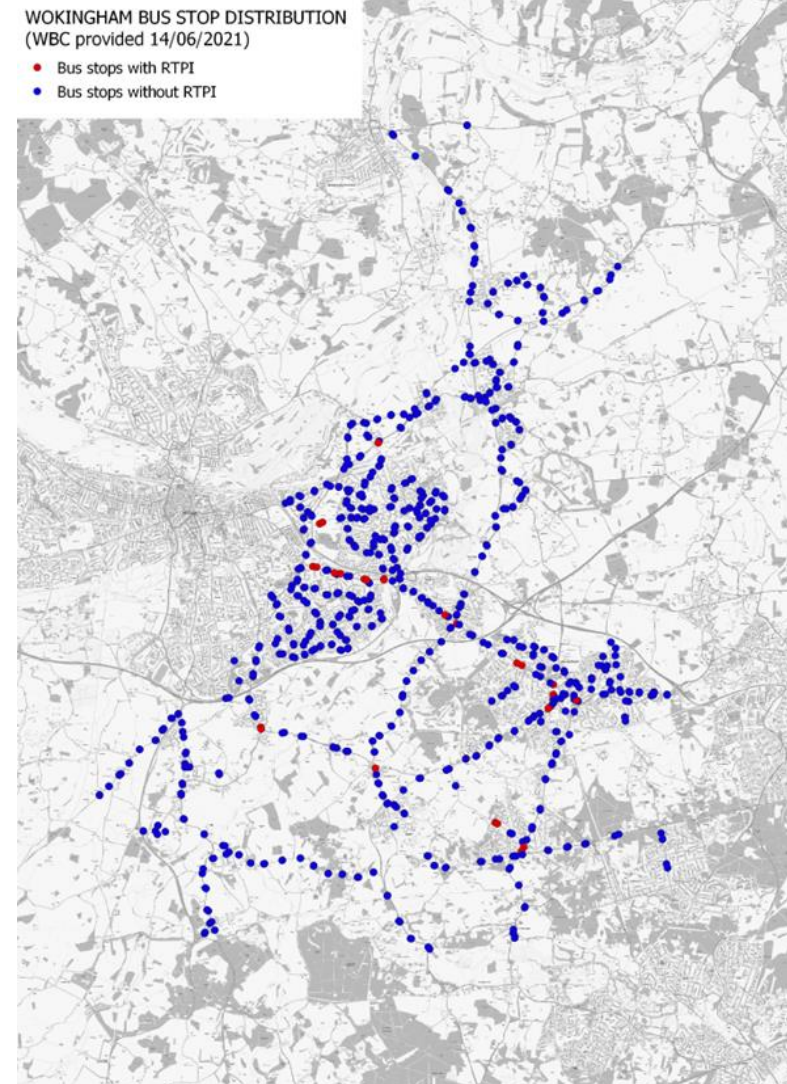
The Council has a bus stop policy which divides bus stops into three tiers:

- 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 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.

**Figure 2.12 Bus Stops in Wokingham 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 on Figure 2.12 shows where these are located.

Rail services provide alternative provisions 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.

**2.6 Fares and Ticketing**

Average bus fares in Wokingham Borough remain below the national average for an equivalent 3-mile journey, as shown on Table 2.6. 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 and those seeking work.

**Table 2.6 Average Local Bus Fares**

<b>Ticket type</b>	<b>Wokingham Borough</b>	<b>National average (2019)*</b>
Adult single	£1.93	£2.48
Adult Day ticket	£3.95	£5.21
Adult Weekly ticket	£17.26	£18.03

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. Fares offered by Arriva, Stagecoach and Horseman are only reduced for young people until the age of 16.

**Table 2.7 Fare Offer on Local Bus Services**

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.

<b>Fare Offer</b>	<b>Under 16s</b>	<b>Under 18</b>	<b>Job Seeker</b>	<b>Group Fares</b>
Reading Buses	x	x	x	x
Thames Valley Buses	x	x		x
Arriva	x			x*
Stagecoach	x			
Horseman Coaches	x			
* family ticket				

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.

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**Table 2.8 Payment Options by Operator**

Payment Option	Cash Fares	Contactless Payment	Mobile Payment	Smart Card
Reading Buses	x	x	x	x
Thames Valley Buses	x	x	x	x
Arriva	x	x	x	
Stagecoach	x	x		
Horseman Coaches	x			

Over 50% of tickets purchased on Reading Buses in Wokingham Borough are via an electronic device. The ticketing categories with the highest proportions of electronic purchases are period passes. Higher levels of electronic ticketing purchases are also seen in relation to young people. For Thames Valley Buses the proportion of ticket purchases via electronic devices is slightly lower with cash fares still

dominating across their network in the Borough. The reason for a lower proportion of electronic tickets being purchased on Thames Valley Buses is likely to be due to this option only recently being introduced, whereas Reading Buses passengers have been able to purchase electronic tickets since 2017.

**Table 2.9 Ticket Types by Operator**

Ticket Type	Daily	Weekly	4-Week/ Monthly	Multi-Trip	Plusbus	Annual/ Academic
Reading Buses	x	x	x	x	x	x
Thames Valley Buses	x	x	x	x	x	x
Arriva	x	x	x	x	x	x
Stagecoach	x	x	x			x
Horseman Coaches	x	x	x			x

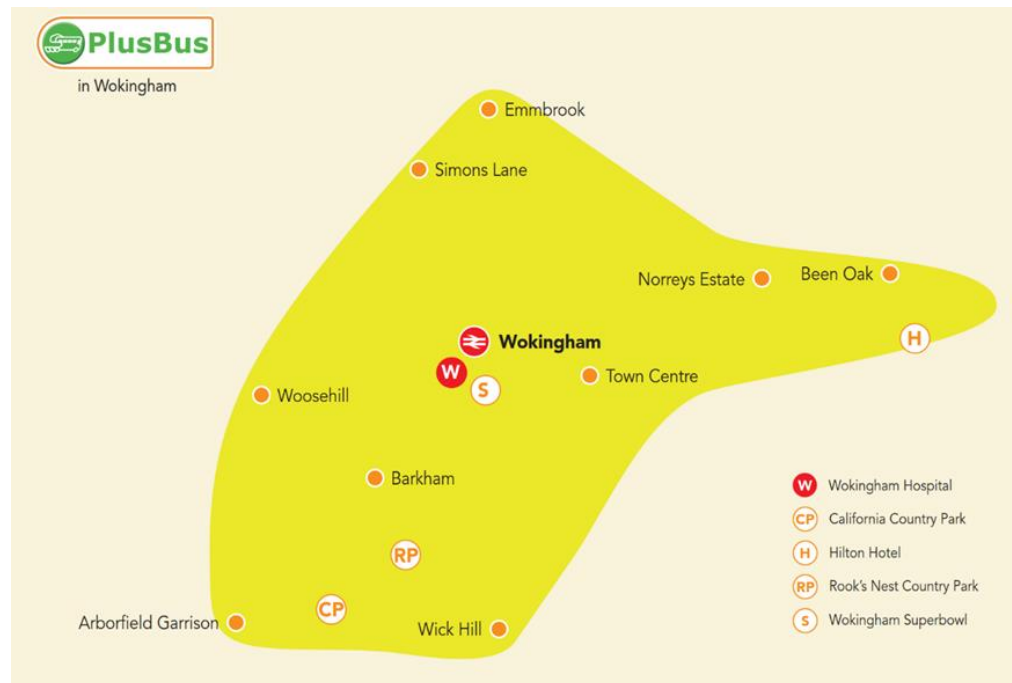
Changing working patterns during the Covid pandemic has resulted in a higher proportion of resident’s home working. Research by the rail industry suggests the average rail passenger travels 2.7 days per week for employment. Data from Reading Buses suggests that home working has had a

particular impact on bus services in Earley. To aid in the recovery, Reading Buses have now introduced flexible ticketing which allows trips to be used at any time instead of on consecutive days may be beneficial.

Park & ride services have been the slowest to recover, which is consistent with park and 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 2.13 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 on 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.

**2.7 Comprehensiveness of the network**

There are no areas in Wokingham Borough’s local bus network which are “over-bused” 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.

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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 to access education and this is still rising year on year. In September 2022 one school service was removed from the network and the Leopard 3 retimed to accommodate these passengers. 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 student’s use of the 21 service, helps sustain the service. 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.

**2.8 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 2.14 The Orange Bus, on Route 13**



As an example, Woodley is characterised by the “Oranges”. The commercial 13/14s carry the branding shown on 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 consistent 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

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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” <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. Traffic to the website has grown steadily with 46% growth over the past 3 years. The October 2018 edition of Bus Monthly included a write-up on the My Journey bus information provision and noted that it is “excellent [and] a model for all local authorities”.

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**

Reading • Loddon Bridge • Reading Station via Royal Berkshire Hospital and Earley Gate

19a

**Monday to Friday (except Public Holidays)**

Service Number:	19a	19a	19a	19a	19a	19a	19a	19a	19a	19a	19a	19a	19a
Reading, St Mary's Butts [CR]	0811	0731	0813	0927	1032	1132	1232	1332	1432	1532	-	1741	1837
Reading, Station Road [SA]	0630	0740	0840	0940	1040	1140	1240	1340	1440	1545	1650	1750	1855
RBH South Wing	0637	0752	0851	0951	1051	1151	1251	1351	1451	1557	1702	1801	1903
Earley Gate	0643	0759	0858	0957	1057	1157	1257	1357	1458	1604	1709	1808	1909
Silverdale Road Shops	0645	0802	0901	1000	1100	1200	1300	1400	1501	1607	1712	1811	1912
Mill Lane - Gipsy Lane	0649	0806	0905	1004	1104	1204	1304	1404	1506	1611	1716	1815	1916
Loddon Bridge, The George	0653	0813	0908	1008	1108	1208	1308	1408	1509	1614	1719	1819	1919
Woodley Piazza	0705	0827	0921	1021	1121	1221	1321	1421	1522	1627	1733	1831	1930
Woodley, Chequers	0707	0830	0924	1024	1124	1224	1324	1424	1525	1630	1736	1834	1933
Bulmershe Sports Centre	0710	0834	0928	1027	1127	1227	1327	1427	1528	1633	1739	1837	1935
Culver Lane	-	-	0930	1029	1129	1229	1329	1429	1530	1635	-	-	-
Earley Gate	0717	0843	0935	1035	1135	1235	1335	1435	1540	1643	1745	1843	1940
RBH Main Entrance	0724	0851	0943	1043	1143	1243	1343	1443	1548	1651	1753	1850	1946
Reading, St Mary's Butts	0731	0901	0952	1052	1152	1252	1352	1452	1557	1702	1805	1858	1954
Reading, Station Road [SA]	0735	0905	0956	1056	1156	1256	1356	1456	1601	1706	1809	1902	1967

note:  
Use the Chequers stop for Woodford Park Leisure Centre

**No more stabilisers!**  
Learn to ride at Woodford Park Leisure Centre

term time only, please see [www.myjourneywokingham.com](http://www.myjourneywokingham.com) for details

Service 19a operates anti-clockwise in the Woodley area – for buses travelling in the opposite direction around Woodley please see service 19c on following pages

This service is operated by **Readingbuses** under contract to Wokingham Borough Council

[www.wokingham.gov.uk](http://www.wokingham.gov.uk) traveline - 0871 200 22 33 (calls from landlines cost 12p per min) or visit: [www.traveline.info](http://www.traveline.info) [www.reading-buses.co.uk](http://www.reading-buses.co.uk)

**Figure 2.15 Consistent Branding Across the Timetables and Information**

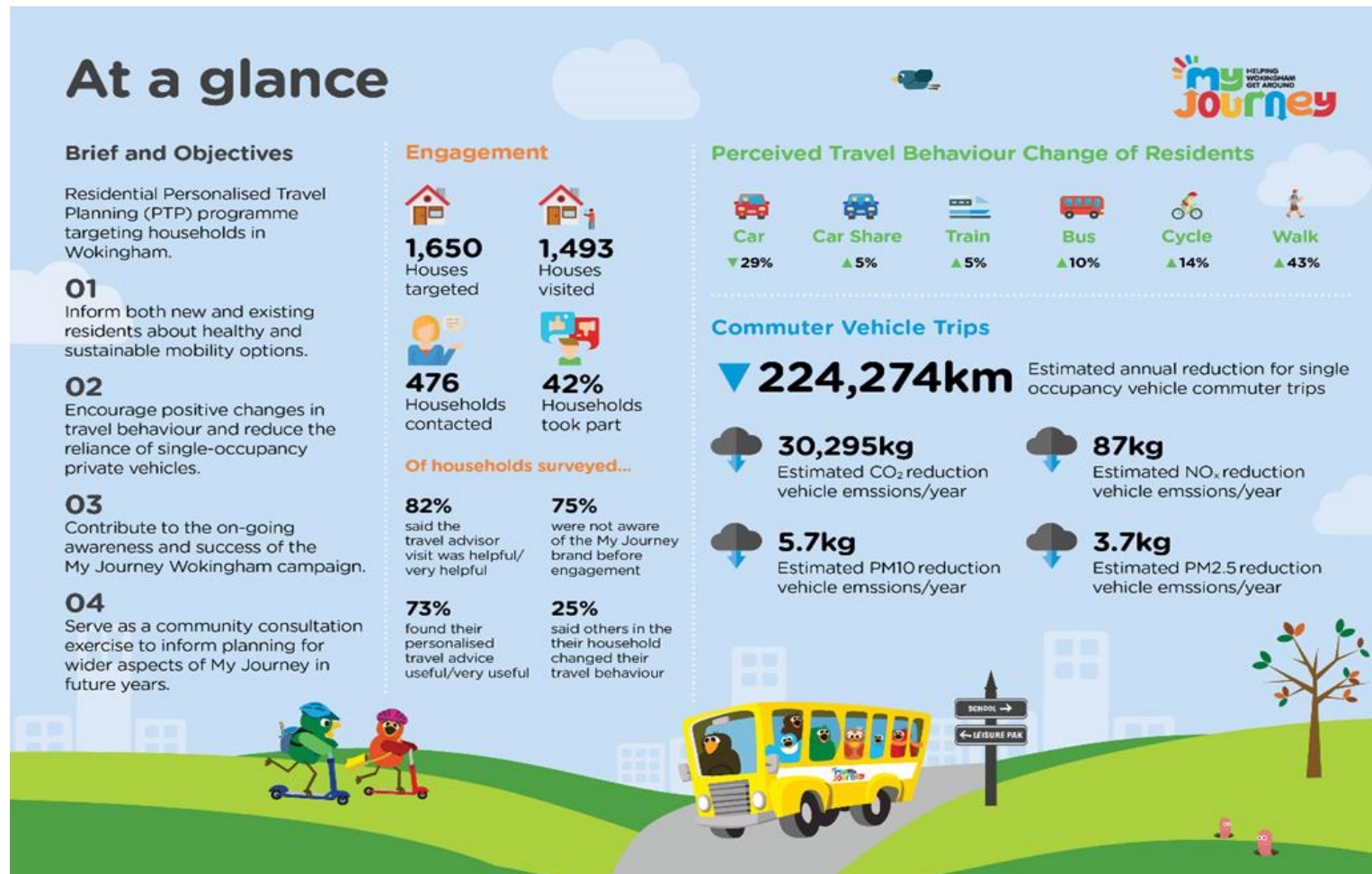
My Journey is a behaviour change campaign which promotes active and sustainable travel. The funding for the programme comes from S106 contributions which developers choose to provide instead of a travel plan. The funding contributes towards the provision of welcome packs for new homes in the borough, personalised travel planning, taster ticket, travel events, social media, 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

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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.

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

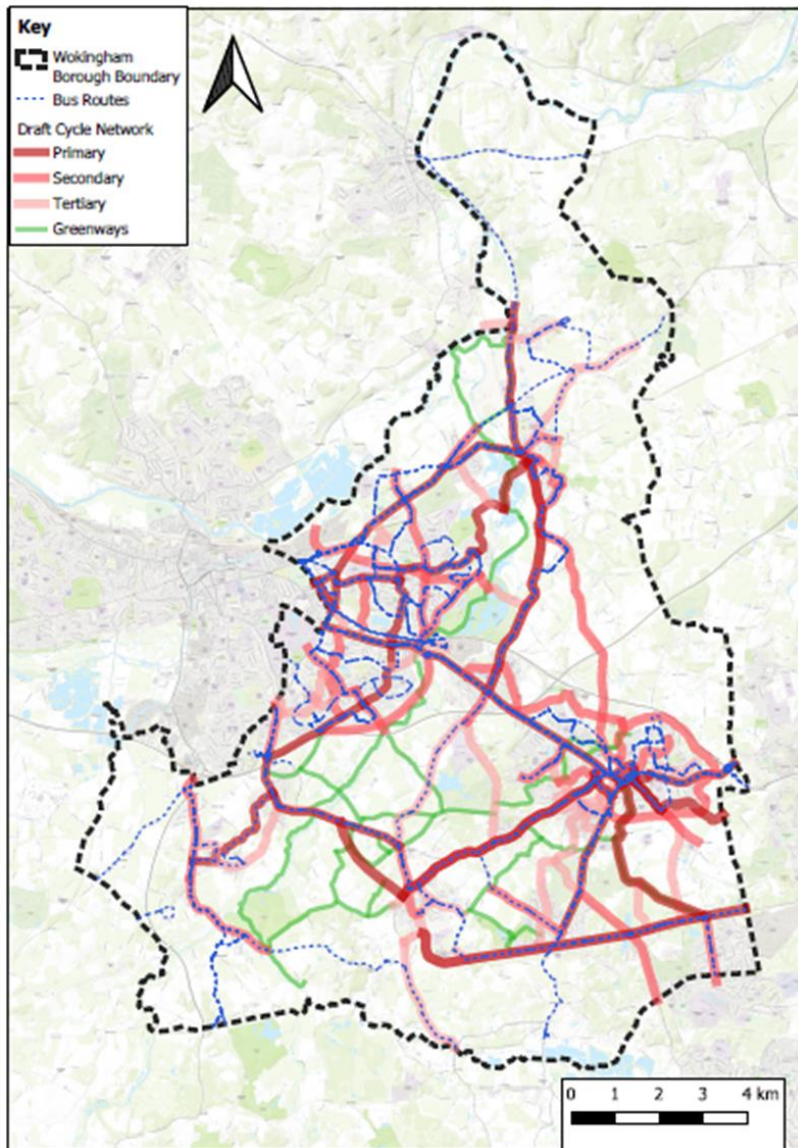
bus had increased by 10% six weeks later. The Council’s ambition is to roll out a similar offer to other areas of the borough that do not have S106 funding available to support the same level of engagement.



**Figure 2.16 My Journey Travel Planning Across Wokingham**

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## 2.9 Integration with Other Modes of Travel



**Figure 2.17 Emerging Borough Cycle Network**

### Integration with Walking and Cycling Networks

A boroughwide Local Cycling and Walking Infrastructure Plan (LCWIP) is currently being developed. The interaction of this network with bus and rail services is being worked up in detail. This includes identifying key routes to transport hubs and important bus stop locations as part of the modelling to identify desire lines.

The LCWIP and this plan will need to be considered together as part of a multi-modal approach to door-to-door journeys which will enable residents to reduce their reliance on private motor vehicles for longer journeys. Figure 2.17 shows the current LCWIP strategic routes for cycling.

### Integration with Rail

There have been considerable improvements in recent years of bus facilities at rail stations, notably at Wokingham and Reading. Southwestern Railways and Great Western Railways' Customer and Communities Infrastructure Funds (CCIF) has been used to develop mobility plans for Wokingham, Winnersh, Winnersh Triangle, Earley 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.

**Table 2.10 Review of Ease of Use of Bus / Rail Interchange**

Station	Summary of Key Findings
<b>Wokingham Station</b>	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.
<b>Winnersh Station</b>	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.
<b>Winnersh Triangle Station</b>	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.
<b>Earley Station</b>	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.
<b>Twyford Station</b>	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.

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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 with 92,180 entry and exits during 2019/20. 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 schemes in 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 routes for most routes 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 for with passengers who drive to Twyford station and a review of parking session 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.

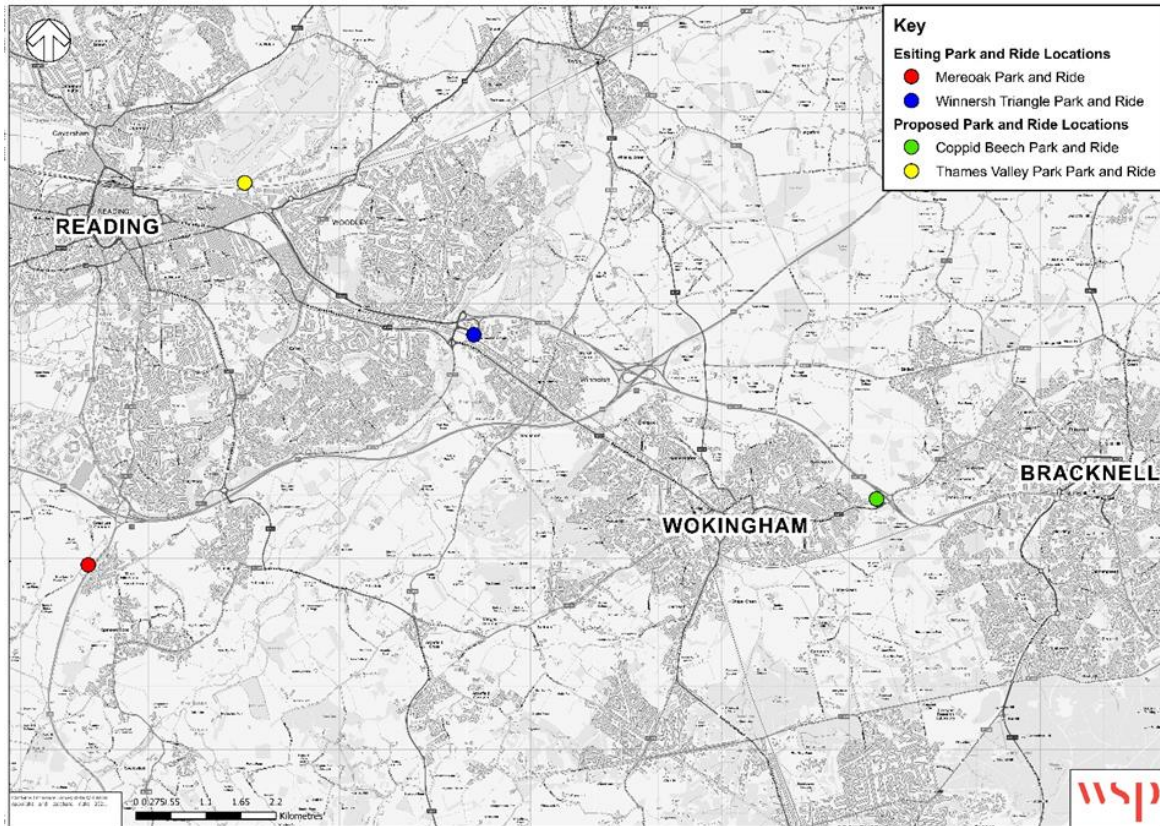
### **Park & Ride**

There are four park and ride sites in Wokingham. The locations are shown on Figure 2.18 and sites are as follows:

- 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. Since covid usage has dropped significantly and the main service now running is the 600. There are also National Express services to London Victoria. The hospital has recently started operating a service to this site for staff.
- 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 is currently being expanded to offer an improved interchange facility with greater parking capacity, with services due to return in summer 2023.



Figure 2-18 – Park and Ride Locations



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- Thames Valley Park P&R site is a recently completed facility close to Reading town centre. It had a soft opening as a free car park in spring 2021, with enforcement of parking charges starting a few weeks later. The intention was to introduce a Park and Ride bus service into Reading Town Centre at the same time, however the pandemic had a significant impact on passenger demand. Currently it is mainly used as a Park & Ride to the hospital. By working in partnership with the Hospital, the site opened in June 2022 with a shuttle bus for hospital staff. Discussions are taking place to see how this could be developed further into a local bus service for the public.
- Coppid Beech, east of Wokingham towards Bracknell has just been completed. Concerns exist about the reduced demand since the pandemic with more homeworking and limited bus priority along London Road, the route into Wokingham.

Overall, the pandemic has caused considerable disruption to Park & Ride services and more flexible uses of the site is being looked at such as the hospital and University use.

## 2.10 Tackling Climate Change

**Table 2.11: Bus Fleets and Engine Types**

Operator	Corridor / Area	Total Vehicles	Ebus	Bio-methane	Euro 6	Euro 5
Reading	A329 – 4/X4	7	0	0	7	0
	A327 – 3	8	0	8	0	0
	A4 – 13/14	6	0	0	6	0
	Earley – 21	4	0	0	4	0
	Woodley – 13/14, 19a,b,c	8	0	0	8	0
	Southern Parishes - 600	1	0	1	0	0
Thames Valley Buses	Wokingham Town & Surrounding Area	6	0	0	6	0
Arriva	A4/A327	3	0	0	0	3
Horseman Coaches	Northern Parishes	1	0	0	1	0
	Southern Parishes	1	0	0	1	0
total buses		<b>45</b>	<b>0</b>	<b>9</b>	<b>33</b>	<b>3</b>
% by type of engine			<b>0%</b>	<b>20%</b>	<b>73%</b>	<b>7%</b>

The details of what types of engines are used by operator is shown on Table 2.11. 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 surround 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.

## 2.11 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 will be 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.

## 2.12 Innovation

Reading Buses made a bid for a £1.5m technological upgrade and have secured funding for the project through the Government's Local Growth Fund via the Thames Valley Berkshire Local Enterprise Partnership (LEP). The application to the LEP was made in 2020 for funding to upgrade the audio and visual next stop announcement hardware on buses as well as improve and implement 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 are not, and this funding will enable those companies to upgrade buses. It also includes new bus departure screens at Reading and Newbury Stations, an upgrade of the back-office system and an improved online shop.

The funding will also allow Reading Buses to implement improvements to the system that provides the data to the buses, which will bring improvements to the 'real time' predictions on their app, website, bus shelters, railway stations and control room.

### **2.13 Financial Support for Bus Services**

Wokingham Borough Council provides £810,400 of financial support towards local bus services each year. £111,000 of this funding is provided by Central Government through the Bus Service Support Grant, the remainder is Council funding. Table 2.12 lists those services that receive financial support. This list is extensive, but several are for evenings and weekend services only.

In addition to the financial support provided by the Council, developer funding is also contributed towards the development of bus services in the Borough and most significantly in the Shinfield area. The Shinfield strategy is delivered in partnership with Reading Buses and Reading University. The impact of the Covid pandemic has meant that the growth required to maintain the strategy has not been achieved and government funding in the form of Covid Bus Service Support Grant (CBSSG) has provided a significant contribution towards the continued operation of the Leopard services in this area.

A further £1.6 million has been secured from developers for the provision of bus infrastructure in and around new developments.

Other funding which the Council provides towards the operation of local transport services on an annual basis includes:

- £920,400\* for concessionary fare payments
- £103,00 towards the operation of community and volunteer transport services

(\*based on 2018/19 pre-covid payments)

£12.6 million has been committed for 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.

**Table 2.12: Local Bus Services Receiving Financial Support**

<b>Route</b>	<b>Operator</b>	<b>Funding Source</b>	<b>Route Number</b>	<b>Mileage**</b>
<b>Reading – Shinfield – Arborfield - Wokingham</b>	Reading Buses	S106	Leopards 3	349,800
<b>Reading – Three Mile Cross – Swallowfield – Riseley</b>	Reading Buses	Council	600	12,600
<b>Reading – Woodley – Earley – Reading</b>	Reading Buses	Council	19a/c	71,170
<b>Norreys Estate – Wokingham – Tesco</b>	Thames Valley Buses	Council / S106	121	28,412
<b>Woosehill – Emmbrook – Wokingham</b>	Thames Valley Buses	Council	122/3	13,904
<b>Wokingham – Finchampstead – Crowthorne</b>	Thames Valley Buses	Council / S106	125/A/B	21,408
<b>Reading – Sonning – Twyford – Maidenhead</b>	Thames Valley Buses	Council	127	9,464
<b>Reading – Woodley – Sonning – Twyford – Winnersh – Wokingham</b>	Thames Valley Buses	Council	128/129	104,228
<b>Reading – Three Mile Cross – Riseley – Finchampstead – Wokingham</b>	Horseman Coaches	Council	145	2,170
<b>Wokingham – Bean Oak – Bracknell</b>	Thames Valley Buses	Council*	151/151A	25,288
<b>Upper Wargrave – Reading</b>	Horseman Coaches	Council	153	787
<b>Stratfield Saye – Beech Hill – Loddon Court Farm – Reading</b>	Horseman Coaches	Council*	154	950
<b>Three Mile Cross – Lower Earley – Woodley – Bulmershe School</b>	Horseman Coaches	Council	983	3,021
<b>Shinfield – Lower Earley – Forest, Emmbrook &amp; Holt Schools</b>	Horseman Coaches	Council	202	3,116
<b>Whitley Wood – Lower Earley – Forest, Emmbrook &amp; Holt Schools</b>	Horseman Coaches	Council	244	6,422

\*Shared funding contributions with neighbouring authorities or Parish Councils

\*\*Based on annual supported scheduled mileage for 2019/20

**2.14 Car parking provision**

Car parking supply and pricing influences the attractiveness of local bus services. At Council owned car parks, charges have not been raised since 2018 and the borough is considering significant increases in these as shown on Table 2.13 below.

**Table 2.13: Parking Charges and Proposed Changes**

Time period	In Wokingham Town			Outside of Wokingham Town		
	Existing Charge	Proposed Charge	Increase	Existing Charge*	Proposed Charge	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	£9.00	£5.00	£4.00	£8.00	£4.00

**Notes:**

\* charges vary by car park

– Existing charges apply 8am to 6pm Monday to Saturday inclusive

Proposed charges will apply 6am to 10pm Monday to Sunday inclusive

– Alternative charges apply to Country Parks, for market traders and beyond 10pm.

**Table 2.14: Town Centre Parking Provisions**

Area	Car Park	Owner	Spaces
Wokingham Town	Carnival	Council	529
	Denmark Street	Council	WBC
	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
	Crockhamwell Road	Council	168

The above increases would mean an adult day ticket for the simply Reading zone would be the same price as four hours parking, and cheaper than six hours parking fees. An adult daily simply Wokingham & Reading bus ticket would be the same price as six hours parking. If there are two or more people travelling a group ticket for up to four people would also be more price competitive at £10.

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 2.15: Rail Station and Park and Ride Sites Parking Provisions**

Car Park		Owner	Spaces	Parking Charges			
				Daily	Weekly	Monthly	Annual
Rail Station	Wokingham	Private	531	£8.60	£39.30	£115.90	£1,159.00
	Winnersh Triangle (Rail user)	Council	378*	£4.00	-	-	£607.20
	Earley	Council	45	£4.00	-	-	£607.20
	Twyford	Private	355	£7.60	£38.00	£130.00	£1,300.00
	Wargrave	Private	36	-	-	-	-
	Crowthorne	Private	43	£2.70	£13.50	£56.00	£570.00
	Reading	Private	1600	£25.00	-	£220.00	£1,850.00
Park & Ride Site	MereOak	Council	575	£1.00	-	-	-
	Winnersh Triangle (Bus user)	Council	378*	£1.00	-	-	-

Except for Earley Station and Winnersh Triangle car parks, 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 operators on fare strategies to promote attractive and seamless fares for rail commuters.

For residents travelling to London from Woodley, it is more cost effective for the passenger to travel from Twyford Station than from Reading Station. The cost of an all-day peak time travelcard from Reading Station to London is £57.20, whereas the equivalent ticket from Twyford Station is £37.20. There are currently very limited local bus services connecting Woodley and Twyford station.

**2.15 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 2.16 Challenges and Opportunities**

Challenges	Opportunities
<b>Pandemic and economic recovery</b>	
1) Inflation from driver and fuel cost increases with driver costs the highest outside London. This is increasing costs of services and making viability more difficult.	1) Passenger demand returns and stabilises after the pandemic with services returning to a pre pandemic levels.
2) Bus driver shortages causing buses to be cancelled and services become less reliable. This is especially a problem for Thames Valley Buses and relates to the above driver cost inflation.	2) 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.
3) Changes in travel patterns post pandemic, with more people working from home. The Borough has a high proportion of professionals who are able to work from home 2-3 days per week. This reduces peak hour travel demand, less bus travel and reduced fares income.	3) Through the Customer 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.
<b>Travel choices and alternatives</b>	
4) 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 run by Reading Buses or Thames Valley Buses.	4) Potential to develop more integrated inter ticketing schemes, although there is already a joint Reading and Wokingham area travel card.
5) 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).	5) Increases in fuel costs, cars and general cost of living will increase the attractiveness of buses.
6) Some corridors and local routes have low frequency which is not sufficiently attractive to non-public transport users or occasional users.	6) An increase in the Borough’s parking charges will make bus travel more price competitive.
7) The rise of Uber and other private hire schemes are able to compete with bus fares especially if in a shared vehicle.	7) Providing bus priority measures to reduce journey times and variations in times will make buses more efficient and attractive.
8) By providing segregated cycle routes in line with LTN1/20 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.	8) 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.
<b>Carbonisation and air quality</b>	
9) Lack of availability of a clean and quiet bus rolling stock, which is largely assumed to be Ebuses. There are practical operational challenges with using Ebuses associated with a 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.	10) Supporting operators to migrate to electric vehicles there is an opportunity to improve outcomes of the Air Quality Action Plan.
10) Lack of Ebus charging locations, either on the journey or at the depots.	11) Increased bus usage is an important component of the Borough Air Quality Action Plan and Climate Change Emergency Plan.
11) Walking for short trips and cycling for longer ones are being encouraged and more attractive, as the cycle network expands. Ebikes in particular offer an excellent way to travel bus distances.	12) Expanding the success of the My Journey programme to target areas other areas of the Borough to replicate the successes since pre-pandemic
12) 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.	



Challenges	Opportunities
<b>Future growth and sustainable communities</b>	
13) 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.	13) Connecting to new demand from the Strategic Development Locations at the south of M4, Arborfield, South Wokingham and North Wokingham.
14) New housing areas are not always able to provide frequent and reliable bus services. This in is part due to some areas being of relative low density with high car ownership and 2 parking spaces per dwelling.	14) Potential to improve accessibility to lower density and rural areas.
15) 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 pressures for the Council through increased concessionary fare payments	15) With more residents becoming eligible for concessionary travel passenger trips will increase.
	16) Hospital shuttle Park and Ride bus has the potential to be developed into a local bus service.
	17) Continued house building and new home occupations has the potential to change behaviours and increase bus travel.

### 3. TARGETS

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 stakeholder. Each target is set against the eight objectives, and will measure the progress of each objective.

**Objective 1: Grow passenger numbers to pre-pandemic levels and to continue that growth.**

Target 1: Annual Passenger Numbers to increase as set out in Table 3.1.

**Table 3.1 Target for Number of Passengers**

	2018/19	2019/20	2024/25	2029/30	2039/40	BSIP Proposals	How measured
T1: Annual Number of Passengers in millions	2.80	2.80	3.08	4.2	5.6	All proposals and especially 1A-F, 2A-E & 3A-H	operator passenger data reported to DfT
Growth % from 2019/20	Base	Base	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 bus operator’s data. Passenger recovery is currently at 81%. By 2024/25, 10% on pre-pandemic passenger levels is aim 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 3.2.

**Table 3.2 Target for Bus Vehicle Kms**

	2018/19	2019/20	2024/25	2029/30	2039/40	BSIP Proposals	How measured
T2: Annual Bus Vehicle Kms	TBC	1.851	1.94355	2.49885	3.1467	Proposals 1A-F & 2A-E	operator mileage data submitted to DfT
Growth % from 2019/20		Base	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 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 3.3.

Target 3B: To improve bus punctuality as set out in Table 3.3.

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 3.3. The survey data is from passenger surveys.

**Table 3.3 Targets for Bus Journey Time Savings, Reliability and Punctuality on Key Corridors**

	2018/19	2019/20	2024/25	2029/30	2039/40	BSIP Proposals	How measured
T3A: Average daily (weekday) journey time on 5 key corridors	No data	75.3 Mins	72 Mins	68 Mins	61 Mins	Proposals 3A-H	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	No data	74.94%	80%	85%	90%	Proposals 3A-H	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	85%	84%	88%	90%	95%	Proposals 3A-H	Analysis of operator bus satisfaction surveys from Reading Buses & Thames Valley Buses (expect to be shortened)

**Objective 4: Make fares affordable and simpler.**

Targets 4A and 4B set out targets on fares and ticketing from the passengers’ perspective using on-bus surveys relating to Reading Buses and Thames Valley Buses services.

**Table 3.4 Targets for Fares & Ticketing**

	2018/19	2019/20	2024/25	2029/30	2039/40	BSIP Proposals	How measured
T4A: Reading Buses – Passenger view on fares & ticketing	71%	67%	70%	74%	81%	Proposals 4A-D, 5A-D, 6A-D	Analysis of Reading Bus satisfaction surveys (expect to be shortened): All satisfied value for money by fare paying passengers
T4B: Thames Valley Buses – Passenger views on fares and ticketing	no data	62%	65%	68%	75%	Proposals 4A-D, 5A-D, 6A-D	Analysis of Thames Valley Bus satisfaction surveys (expect to be shortened): All satisfied value for money by fare paying passengers

**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 on Table 3.5. 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 3.5. This data would be obtained from passenger surveys at Reading Buses and Thames Valley Buses, which are currently high at 88%.

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**Table 3.5 Targets Bus Vehicle Types**

T5A: Bus Type	Total Vehicles 2022/23	2022/3 % *	2024/25 %	2029/30 %	2039/40 %	BSIP Proposals	How measured
Euro 5	3	7	0	0	0	Proposals 7A-F	data from operators
Euro 6	33	73	70	20	0		
Bio-methane	9	20	20	20	0		
E-bus	0	0	10	60	100		
<b>total:</b>	<b>45</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>		
T5B: Passenger satisfaction with bus		88%	90%	93%	95%	Proposals 7A-F	Analysis of operator bus satisfaction surveys (expect to be shortened)

\* The base 2022/3 passenger survey data uses the latest survey from 2019

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**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 3.6. Data to be obtained from the operators.

**Table 3.6 Target Park & Ride Ticket Sales**

	2018/19	2019/20	2024/25	2029/30	2039/40	BSIP Proposals	How measured
T6A: Annual usage of Park & Ride sites	152,800	145,369	152,800	202,023	353,147	Proposals 10A-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 review bus passenger satisfaction and are taken from the results of the annual National Highways and Transportation (NHT) survey for Wokingham Borough. These surveys cover a sample of all residents of the Borough, so 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 (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 3.7 Targets for Passenger Satisfaction**

Measure	2018/19	2019/20	2024/25	2029/30	2039/40	BSIP Proposals	How measured
T7A: NHT Local Bus Satisfaction	64%	67%	70%	75%	80%	All proposals	NHT Local Bus Satisfaction (KBI 104)
T7B: NHT Public Transport Information	48%	53%	58%	63%	68%	All proposals	NHT Public Transport Information (KBI 103)
T7C: Reading Buses – Transport Focus Satisfaction	94%	92%	95%	96%	97%	All proposals	Analysis of Thames Valley Buses surveys (to be shortened) 'overall journey satisfaction of all passengers': 'all satisfied')
T7D: Thames Valley Buses – Transport Focus Satisfaction	-	94%	95%	96%	97%	All proposals	Analysis of Reading Buses surveys (to be shortened) 'overall journey satisfaction of all passengers': 'all satisfied')

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**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 3.8.

**Table 3.8 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	119197	143037	166876	202635	Proposals 14A-C, 15A-B	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 3.9.

Target 9B: Personal safety at bus stops to meet those set out in Table 3.9.

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 3.9 Targets for Safety**

Measure	2018/19	2019/20 *	2024/25	2029/30	2039/40	BSIP Proposals	How measured
T9A: Personal Safety on Bus	No data	72%	76%	79%	83%	Proposals 16A-C, 17A	From National Highways & Transportation Survey (IHT) Survey PTBI10
T9B: Personal Safety at Bus Stop	No data	64%	67%	71%	74%	Proposals 16A-C, 17A	From National Highways & Transportation Survey (IHT) Survey PTBI11
* Latest data Summer 2022							

#### 4. DELIVERY ACTION PLAN

This section sets out the BSIP proposals for delivering better bus services, which meet the Council’s vision and objectives, as set out in sections 1.3-4 of this document. The BSIP proposals aim to deliver our objectives which are based on the National Bus Strategy. All proposals are subject to Department for Transport funding being available to fund them.

The delivery of the action plan is set out below in a series of tables corresponding to the National Bus Strategy and Borough 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 to attract new passengers who 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.

##### 4.1 More Frequent & Reliable Services

The first main group of proposals focuses on the National Bus Strategy objective for more frequent and reliable 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 that 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 bus journey times, reliability and punctuality along key transport corridors.

The proposals aim to improve service frequencies and introducing more bus priority along the five bus corridors. These corridors and areas are identified in Table 4.1. It will also be important to work with Reading Borough Council as the corridors extend into Reading Borough.

##### **CASE STUDY: Bus Gate & Sustainable Link Road in New Development**



Bus Gate and Sustainable Link between Shinfield and Spencers Wood. As part of a major new development with 2,500 dwellings is a sustainable link for buses, cycles and pedestrians only. Delivered is part of the development proposals and has encouraged more bus use in the area. The photo shows the gate, just completed and is now in full operation.



**Table 4.1 More Frequent & Reliable Services (NBS), WBC Objectives 1, 2 & 3**

Proposal	Existing Situation	Action	Timescale	Key Partners
BSIP Proposal 1: Review and increase service frequency 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 2023	Bus operators, Reading BC, Bracknell BC, Hospital, Town & Parish Councils
		1B: A329 Corridor: Bracknell - Wokingham - Winnersh - Reading, the 4 & X4 Lion route increase to 15 minute service	From Sept 2023 subject to funding	Bus operators, Reading BC, Bracknell BC, Town & Parish Clls
		1C: A327 Corridor: Wokingham - Finchampstead - Arborfield/Spencers Wood - Shinfield - Reading, the Leopard Route 3. Increase frequencies: Reading to Shinfield & Arborfield to 15min, Arborfield to Wokingham to 30min.	From Sept 2023 subject to funding	Bus operators, Reading BC, Bracknell BC, Town & Parish Clls
		1D: A4/A321 Corridor: Reading - Woodley - Twyford - Henley - Wokingham routes 128 & 129. Frequency to 30min.	From Aug 2023 subject to funding	Bus operators, Reading BC, Town & Parish Clls
		1E: A329(M) Corridor. Reading - Thames Valley Park - Winnersh Park & Rides. Re-establish the bus services to the Park & Ride sites.	From Sept 2023 subject to funding	Bus operators, Reading BC
		1F: The A33 corridor Reading - Mere oak P & R - Spencers Wood - Swallowfield. Route 600. Increase to 30min frequency to Spencers Wood & Swallowfield.	From Sept 2023 subject to funding	Bus operators, Reading BC, Town & Parish Clls
BSIP Proposal 2: Review and improve service frequency to urban areas of Earley, Woodley, Wokingham Town and new development areas.		2A: Improve the frequencies to North Wokingham, Woosehill and Emmbrook.	From Aug 2023 subject to funding	Bus operators, Town & Parish Clls
		2B: Reading - Earley - Lower Earley/ Maiden Earleigh Area. Claret route 21 and Little Oranges routes 19a/19b/19c. Review the patterns of services and increase frequencies.	From Sept 2023 subject to funding	Bus operators, Reading BC, Town & Parish Clls
		2C: Reading - Woodley - North Earley. Oranges route 13 & 14 improve frequencies.	From Sept 2023 subject to funding	Bus operators, Reading BC, Town & Parish Clls
		2D: Plan a new south of railway route between Wokingham and Bracknell via the South Wokingham development area.	From 2025, subject to funding from developers	Bus operators, Bracknell BC, developers, Town & Parish Clls
		2E: Plan other bus routes accessing new development areas that emerge from the Local Plan.	To coincide with development occupations	Bus operators, developers Town & Parish Clls

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Proposal	Existing Situation	Action	Timescale	Key Partners
BSIP Proposal 3: Increase bus priority measures on key corridors. Identify bus priority that includes additional bus lanes,	Bus journeys are delayed in traffic on most of the corridors. Providing bus priority measures to reduce journey times and	3A: Develop a detailed delivery programme of bus priority measures for all corridors based on level of funding available.	From April 2023 subject to funding	Bus operators, Reading BC, Bracknell BC
		3B: A329 Corridor: Bracknell - Wokingham - Winnersh - Reading. Identify bus delay locations and deliver bus priority measures. To include Winnersh crossroads, Station Approach & Coppid Beach junctions. Ties in with Reading BC Red Route in 2017 from the Borough Boundary.	From April 2024 subject to funding	Bus operators, Reading BC, Bracknell BC
		3C: 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. Also working with Reading Borough who are introducing bus priority at signalised junctions	From April 2024 subject to funding	Bus operators, Reading BC
		3D: A4/A321 Corridor: Reading - Woodley - Twyford - Henley - Wokingham. Construct bus lane on A4 from Reading Borough boundary towards Earley. This will tie in with Reading BC, who are delivering a bus lane from the Borough boundary to Cemetery Junction.	From April 2024 subject to funding	Bus operators, Reading BC
		3E: A329(M) 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.	From April 2024 subject to funding	Bus operators, Reading BC
		3F: 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.	From April 2024 subject to funding	Bus operators, Reading BC
		3G: Localised bus priority measures at key junctions. To include yellow box junctions in urban areas and traffic signal bus priority.	From April 2024 subject to funding	Bus operators, Reading BC
		3H: Localised bus priority traffic management measures. To include changing parking restrictions to improve bus access and convert some speed humps to speed cushions.	From April 2024 subject to funding	Bus operators, Reading BC

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4.2 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. Subject to funding, there are a series of proposals in Table 4.2 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 and Sonning.

**Table 4.2 Making Fares Lower and Simpler (NBS), WBC Objective 4**

Proposal	Existing Situation	Action	Timescale	Key Partners
BSIP Proposal 4: 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. Increases in fuel costs, cars and general cost of living will increase the attractiveness of buses.	4A: Work with operators to develop proposals for a consistent, lower fares structure through the Enhanced Partnership arrangements.	From April 2023	Bus operators, Reading BC, Bracknell BC
		4B: We will work with all operators to ensure low fares are offered to all teenagers under the age of 18 on all services.	From April 2023 subject to funding	
		4C: Introducing a flat fare regardless of age between Reading town centre and the University of Reading.	From April 2023 subject to funding	
		4D: Work with operators to introduce a capped daily fare. Areas in the 'Simply Reading Zone' that include Woodley Earley and the A4 corridor to Sonning to benefit from the Reading BC scheme.	From Feb 2023 subject to funding	

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Proposal	Existing Situation	Action	Timescale	Key Partners
BSIP Proposal 5: 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 run by Reading Buses or Thames Valley Buses. There is potential to develop more integrated inter ticketing schemes, although there is already a joint Reading and Wokingham area travel card.	5A: Work with operators to develop proposals for a simpler fares structure through the Enhanced Partnership arrangements.	From April 2023 subject to funding	Bus operators, Reading BC, Bracknell BC
		5B: For the Reading & Wokingham Fares zone introduce a daily discounted / capped fare.	DONE	
		5C: Work with operators on the introduction of ‘touch on’ and ‘touch off’ technology. (Needed for the discounted day ticket in the Simply Reading Zone)	From Feb 2023	
		5D: Simplify fares where multi-operators service exist, currently only an issue on the A4 corridor in Wokingham BC.	From April 2023 subject to funding	
BSIP Proposal 6: 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).	6A: 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 2023 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 Clls
		6B: Work with the two main operators, Reading Buses & Thames Valley Buses so tickets are interchangeable.	DONE	
		6C: Become part of a wider Reading Scheme (potentially using DfT back-office functionality) to allow weekly and longer-term multi-operator ticketing to be made available.	From April 2023 subject to funding	
		6D: 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.	From April 2023 subject to funding	

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4.3 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. The targets for transitioning the bus fleet were shown in Table 3.5. Much of the funding for this is done via the Zero Emission Bus Regional Areas Scheme 9 (ZEBRAS) which includes grants for the rolling stock and charging infrastructure. Table 4.3 below sets out the proposals for decarbonising the bus fleet with Actions 7A-E.

**Table 4.3 Modern Buses and Decarbonisation (NBS), WBC Objective 5**

Proposal	Existing Situation	Action	Timescale	Key Partners
BSIP Proposal 7: Invest in improved bus vehicles and transition buses to zero carbon.	Lack of availability of a clean and quiet bus rolling stock, which is largely assumed to be Ebuses. There are practical operational	7A: Work with operators to ensure buses are a high specification through the Enhanced Partnership arrangements.	From April 2023	Bus operators, Reading BC
		7B: Work with operators to implement accessibility improvements to further cater for wheel chair users and for parents and carers with push chairs.	From April 2023	Bus operators, Reading BC
		7C: Rolling programme to introduce zero-emission electric vehicles in line with Wokingham BC's carbon strategy. Part of ZEBRAS scheme.	From April 2023 subject to funding	Bus operators, Reading BC
		7D: Work with operators to install the required infrastructure for eclectic vehicles at garages and bus stops. Part of ZEBRAS scheme.	From Feb 2023 subject to funding	Bus operators, Reading BC
		7E: Investigate and deliver a Green Bus Hub. To include a vehicle maintenance building, small office, EV charging facilities and bus priority access.	From Feb 2023 subject to funding	Bus operators, Reading BC
		7F: Work with operators in the longer term to trial and if successful roll out driverless buses where appropriate.	2030 onwards	Bus operators, Reading BC

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4.4 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 4.4 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.

**CASE STUDY: Bus interchange at Wokingham rail station**



The rail station at Wokingham was renewed and included an excellent bus interchange as shown in the photo. There are two full length stops, shelters with Real Time Information. Buses can also use the facility as a layover location.

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**Table 4.4 Better Bus Integration with Other Modes (NBS), WBC Objective 6**

Proposal	Existing Situation	Action	Timescale	Key Partners
BSIP Proposal 8: 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.	8A: 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.	From April 2023	Bus operators, Reading BC, Town & Parish Clls
		8B: New development areas to be set out with safe, secure route to regularly spaced bus stops and housing to be within a maximum walking distance of 400m to a stop.	From April 2023	Bus operators, Reading BC, Town & Parish Clls
BSIP Proposal 9: 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 seamless ticketing and through fares between bus services and between bus and rail (other than the PlusBus offer which is not sufficiently comprehensive).	9A: The Council will work with stakeholders to improve bus/rail infrastructure. To include high quality waiting facilities, information boards and bus overlays, e.g. at Twyford station.	From April 2023 subject to funding	Bus & rail operators, Reading BC
		9B: 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 Aug 2023 subject to funding	Bus & Rail operators, Reading BC, Town & Parish Clls
		9C: Expand the PlusBus ticketing arrangements for areas outside of existing zones.	From April 2023	Bus operators, Reading BC
		9D: Provide greater promotion and publicity of bus /rail services through My Journey.	ONGOING	Bus & rail operators, Reading BC
BSIP Proposal 10: Continue to develop the Park & Ride sites so they become effective transport interchanges	Park & Ride has seen demand reduce during and after the pandemic with travel patterns changing. But 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.	10A: Winnersh Triangle P & R: Complete the expansion and improvement works. Establish usage and a differential charging scheme (Ref 10E).	ONGOING	Bus operators, Reading BC
		10B: Thames Valley Park: Encourage greater usage and expand the Hospital bus service to all users. Develop differential charging as referred in 10E below.	From Feb 2023 subject to funding	Bus operators, Hospital, Reading BC
		10C: Mereok P & R: Improve access for cycles and pedestrians.	From April 2023 subject to funding	Bus operators, Reading BC, Town & Parish Clls
		10D: Coppid Beach P & R: Establish patronage and a connecting bus route.	From Feb 2023 subject to funding	Bus operators, Town & Parish Clls
		10E: Investigate and potentially develop a differential parking charging system, so those using P & R buses pay less (best fare) than non P & R users. (required at TVP and Winnersh)	From April 2023 subject to funding	Bus operators, Ticketer, Flowbird

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4.5 Improve passenger engagement and satisfaction of bus services

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 a charter and a user group should help to involve the public to a greater extent in services.

The borough is also looking to extend marketing where they can and the My Journey scheme is being extended (see case study below)

**CASE STUDY: My Journey Travel Planning**

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	<p>My journey has been developed by the Borough for almost 10 years and provides an excellent web site and 'App'. It is developer funded with a contribution per dwelling and allows a coordinated and consistent approach across all sites. Each new house has a travel pack with vouchers and includes some personalised travel planning. It builds on the success as outlined in Section 2.8.</p>
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**Table 4.5 Passenger Engagement and More of a Say (NBS), WBC Objective 7**

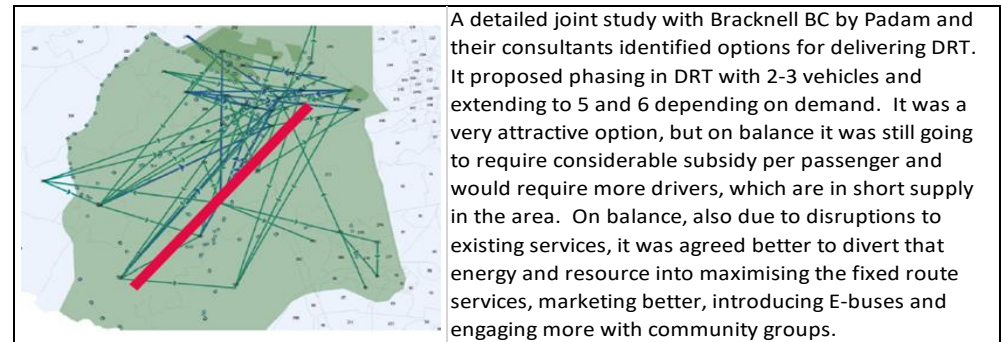
Proposal	Existing Situation	Action	Timescale	Key Partners
BSIP Proposal 11: Develop a Passenger Charter	While working closely with the bus operators is generally excellent, community groups and passengers are not engaged enough in the delivery of services. The Customer Charter offers a more formal way of greater engagement with the community.	11A: Develop and introduce a Passenger Charter alongside establishing the Enhanced Partnership arrangements.	From April 2023	Bus operators, community groups. Town & Parish Clls, Reading BC, Bracknell BC & West Berks Council.
		11B: Work with neighbouring Authorities to ensure consistency of our Passenger Charters	From April 2023	
		11C: Establish a bus user group and bus operator forum.	From April 2024	
		11D: Regularly review progress on the targets set out in the BSIP and publish the results.	From April 2025	
BSIP Proposal 12: Strengthen network identity	Most services have a good network identify mainly through a consistent colouring of corridor routes.	12A: Continue to promote a strong network identity for services running in the borough including providing a network map showing all operators services.	From April 2023	Bus operators, Reading BC
		12B: 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 Clls, Reading BC, Bracknell BC & West Berks Council.
BSIP Proposal 13: 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.	13A: Continue to work in co-operation with bus operators to provide easy to understand bus information to existing and potential bus passengers.	ONGOING	Bus operators, community groups. Town & Parish Clls, Reading BC, Bracknell BC & West Berks Council.
		13B: Expand the My Journey web site and 'App'. To include provision of a 'one stop shop' for all passenger journeys, encourage sustainable modes of transport and expand personalised travel planning.	ONGOING	Bus operators, Reading BC
		13C: 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	Bus operators, Reading BC

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4.6 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 lack accessibility for many residents. 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 maybe more cost-effective.

**CASE STUDY: Demand Responsive Transport (DRT) study carried out**



**Table 4.6 Improve Accessibility to Lower Density Areas, WBC Objective 8**

Proposal	Existing Situation	Action	Timescale	Key Partners
BSIP Proposal 14: Improve service quality and accessibility 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 the above driver cost inflation.	14A: Work with operators in low density areas to improve service frequency through the Enhanced Partnership.	From Aug 2023 subject to funding	Bus operators, Reading BC
		14B: Extend marketing of services as the 'green alternative' combined with conversion of rural buses to E-buses.	From April 2024 subject to funding	Bus operators, Reading BC
		14C: Where regular services are unviable, work with communities to deliver alternatives such as community buses or shared taxis.	From Aug 2023 subject to funding	Bus operators, Reading BC, Town & Parish Clls & community groups
BSIP Proposal 15: Invest in accessible and inclusive bus services	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.	15A: Continue to fund the provision of community transport dial-a-ride services.	ONGOING	
		15B: Where possible integrate dial-a-ride with rural community services	From Aug 2023 subject to funding	

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4.7 Ensure bus travel is a safe means of transport

Wokingham’s bus network has low levels of crime and anti-social behaviour, but perception is important, and the Council wants the bus network to feel welcoming and safe. Table 4.7 sets out the main proposals and actions.

**Table 4.7 Improve Passenger Safety and Security, WBC Objective 9**

Proposal	Existing Situation	Action	Timescale	Key Partners
BSIP Proposal 16: Protect the personal safety of bus passengers.	Some passengers feel unsafe walking to and waiting at bus stops.	16A: 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 2023	Bus operators, Reading BC, Thames Valley Police, Town & Parish Clls
		16B: Deliver a running programme of enhancements to bus stops in line with the recommendations from the service specification.	From April 2023	Bus operators, Reading BC, Thames Valley Police, Town & Parish Clls
		16C: Set up a portal for central reporting of any issues at bus stops / shelters and on bus.	From April 2023	Bus operators, Reading BC, Thames Valley Police, Town & Parish Clls
BSIP Proposal 17: Minimise highway accidents involving buses	Buses can become involved in traffic accidents.	17A: 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

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## 5. PASSENGER CHARTER

Wokingham Borough Council commits to publishing a full Passenger Charter by April 2023. The charter will cover all local bus services in the Borough. Given the high proportion of bus services which are cross-boundary, the Borough will work with neighbouring local authorities and all bus operators to provide a clear and consistent approach to the Passenger Charter.

The purpose of the Passenger Charter will be to set out a clear and consistent set of standards which all bus services operating within Wokingham Borough should meet. Where bus services do not meet these standards, the Council will promote accountability by providing information about how to complain. Where complaints are made, expected timeframes will be set for passengers to expect a response.

The key areas covered in the Passenger Charter will include but not be limited to:

- The Council's commitment to passengers
- Performance targets and where to find information on performance
- Annual monitoring on bus surveys which are expected to be a shorter version of the existing satisfaction surveys (as in Appendix A)
- How to plan journeys
- The standards passengers can expect
- How to complain when things go wrong
- How passengers can expect complaints to be dealt with
- Contact details for the Council and Local Transport Operators

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 will be 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.

The Passenger Charter will be reviewed every 12 months in consultation with local bus operators and local stakeholders. Revised versions of the Charter will be available to view on the My Journey website and sent to the Department for Transport if required.

## 6. PERFORMANCE MONITORING & REPORTING

This document is the second iteration of the Wokingham BSIP that is due for publication in April 2023. This is quite a significant rewrite in part because the October 2021 BSIP was unsuccessful in securing funding. The original BSIP covered a specific five-year period to 2026. This latest version extends to a longer period to 2040 to tie in with the Local Plan. It forms a fundamental part of delivering our ambitious plans as set out in the emerging Local Plan and LTP4. Also, with many of the proposals of a longer-term nature, the lengthier time horizon is considered more appropriate.

This BSIP is a 'living' document which will be kept under regular review, in partnership with all stakeholders. As such, the strategy will be updated as circumstances evolve, including to reflect new and emerging policy, guidance and best practice from across the UK and beyond, alongside any changes made to our local strategies.

The implementation of this strategy is subject to securing funding to enable the proposals set out in the Delivery Action Plan to be progressed. This plan provides a basis to inform future funding bids to Central Government and other relevant sources of funding. Once levels of funding have been confirmed, the BSIP will be updated to ensure it accurately reflects the funding available. In particular, the delivery timescales for individual proposals will be refined to ensure the strategy remains ambitious but also realistic.

The proposals set out in the strategy will be further developed through more detailed discussions with operators and neighbouring local authorities as part of the process of establishing Enhanced Partnership arrangements. They will also reflect feedback from passengers and other stakeholders set out in the Passenger Charter and other consultations and surveys relating to passenger satisfaction.

### 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 3.3 sets out the targets and how these will be monitored. Tables 3.1 to 3.9 identifies 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 established 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.

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 and Transport for the Southeast.

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 from 2023 to the monitoring and reporting set out on Table 6.1.

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. As cross-boundary routes are significant, we are seeking to establish joint Governance arrangements with our neighbouring Local Authorities and all local bus operators.

**Table 6.1: Schedule for BSIP Monitoring, Reporting and Updates**

	BSIP Progress Report	BSIP Update	BSIP Full Revision
Frequency	every 6 months	every year	at least every 5 years
Progress reporting on each target	Yes	Yes	Yes
Progress reporting on each proposal		Yes	Yes
Proposals reviewed and updated		Yes	Yes
New targets established			Yes
New proposals established			Yes

Close partnership working will be critical to the successful delivery of the strategy and will be further developed through the establishment of the Enhanced Partnership arrangements.

**7. OVERVIEW TABLE**

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.

<b>Name of Authority or Authorities:</b>	<b>Wokingham Borough Council</b>
Franchising or Enhanced Partnership (or both):	Enhanced Partnership
Date of Publication:	April 2023
Date of next annual update:	April 2024
URL of published report:	<a href="https://www.myjourneywokingham.com/bus-travel/enhanced-partnership/">https://www.myjourneywokingham.com/bus-travel/enhanced-partnership/</a>

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Target	2018/19	2019/20	Target for 2024/25	Target for 2029/30	Target for 2039/40	Description of how each will be measured (max 50 words)
Journey times on key corridors	No data	75.3 Mins	72 Mins	68 Mins	61 Mins	As per Table 3.3, average journey times for weekdays have been calculated for key corridor from BODS data 05/09/22-30/09/22. Target reductions for later years. This target represents the combined reduction across all services on corridors shown in Table 2.3 and referred in Table 3.3.
Reliability	No data	74.94%	80%	85%	90%	12 months 'on-time' services from BODS data (For 2019/20 data entered period 01/11/21-31/10/22)
Passenger numbers	2.8 million	2.8 million	3.08 million	4.2 million	5.6 million	Operator data for six monthly and annual reports as in Table 3.1
Average passenger satisfaction	64%	67%	70%	75%	80%	Using Transport Focus surveys and the National Highways and Transport survey.

<b>Delivery – Does your BSIP detail policies to:</b>	<b>Yes/No</b>	<b>Explanation (max 50 words)</b>
<b>Make improvements to bus services and planning</b>		
<b>More frequent and reliable services</b>		
Review service frequency	Yes	BSIP Proposals 1A-F and 2A-E set out actions to improve frequency of services. Proposals 1A-F is directed at each of the main bus corridors. Proposals 2A-E look at the other services including those associated with new development areas.
Increase bus priority measures	Yes	BSIP Proposals 3A-F set out the proposed bus priority measures on the 5 main corridors. Action 3A identifies a detailed delivery programme to coordinate these. Proposals 3G-H identify localised junction and traffic management measures.
Increase demand responsive services	No	BSIP Proposals 14A-C will improve service quality and accessibility in low density areas, which is to be done via extending fixed route services rather than Demand Responsive Transport (DRT). Detailed modelling was carried out of DRT to confirm this approach was justified as referred is the Case Study in Section 4.7.
Consideration of bus rapid transport networks	Yes	Wokingham will work with Reading BC on their emerging bus rapid transit network. BSIP proposals 3D (A4), 3E (A329 corridor) and 3F (A33) to extend the Reading BRT corridors.
<b>Improvements to planning / integration with other modes</b>		
Integrate services with other transport modes	Yes	BSIP Proposals 8A-B, 9A-D and 10A-E set out improvements to integration between modes and buses. Action 8A-B is for walking and cycling, action 9A-D for rail and 10A-E for the park and ride sites.
Simplify services	Yes	BSIP Proposals 1A-F and 2A-C will include some simplification of routes. Journey times from Shinfield and Spencers Wood into Reading are longer than desired and have recently (2022), become direct and faster along the A33 corridor. Bus services in Wokingham Town and the surrounding area have a complex operating pattern resulting in uneven frequencies.
Review socially necessary services	Yes	BSIP Proposals 14A-C and 15A-B will improve services to low density areas and provide for socially necessary services. 15A is funding of dial-a-ride services and 15B integrating these with rural community services.
Invest in Superbus networks	Yes	BSIP Proposals 1A-F and 3A-H will involve working with Reading BC to support development of a Superbus network. Building on previous Quality Bus Corridor investment by introducing more bus priority, higher frequencies, reduced fares and high-quality vehicle specification and bus stop infrastructure.



<b>Improvements to fares and ticketing</b>		
Lower fares	Yes	BSIP Proposals 4A-D set out actions to keep fares at an affordable level and reduce where possible. Due to inflation and driver shortages, affordability is a preferred description, as lower fares in real terms are achieved if there is no increase.
Simplify fares	Yes	BSIP Proposals 5A-D set out actions to simplify fares. These include the extended 'Simply Reading' Zone which has already been applied. A 'tap-on/tap-off' technology is also proposed to be coordinated with Reading BC.
Integrate ticketing between operators and transport	Yes	BSIP Proposals 6A-D set out actions to integrate the ticketing between operators and other modes. This includes extending PlusBus zones, integrated ticketing between operators. For Park and Ride (Action 10E) we are proposing a new ticketing system which allows differentiate pricing.
<b>Make improvements to bus passenger experience</b>		
<b>Higher spec buses</b>		
Invest in improved bus specifications	Yes	BSIP Proposals 7A-F set out the investment proposals to improve bus vehicles.
Invest in accessible and inclusive bus services	Yes	BSIP Proposals 7B will work towards implementing accessibility improvements to all buses in the Borough. There is also improved bus stop infrastructure (Action 9A).
Protect personal safety of bus passengers	Yes	BSIP Proposals 16A-C set out actions to improved personal safety to passenger on buses and those waiting or walking to bus stops. Although, personal safety on the bus and at bus stops scores very well on customer satisfaction surveys.
Improve buses for tourists	Yes	There are not many tourists in the Borough. Hotels are mainly in business parks and for business purposes. Enhanced accessibility to and from rail stations will support access to hotels and for visiting London and other destinations at the weekend, as will enhanced bus services to Henley-on-Thames.
Invest in decarbonisation	Yes	BSIP Proposals 7C, 7D & 7E set out a rolling programme to deliver a zero carbon bus fleet and to ensure there is the charging infrastructure. Work with Reading BC on ZEBRAS scheme to help fund. This is an important proposal for the Borough as it works towards its zero carbon strategy. Proposal 7E proposes a Green Bus Hub.

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<b>Improvements to passenger engagement</b>		
Passenger charter	Yes	BSIP Proposals 11A-11D sets out the development of the Passenger Charter and associated actions. The Borough is committed to a Passenger Charter.
Strengthen network identity	Yes	BSIP Proposals 12A-B shows a desire to continue to develop a stronger network brand. It is proposed to work with operators and adjacent authorities on coordinating infrastructure, marketing and publicity.
Improve bus information	Yes	BSIP Proposals 13A-C supports improved bus information by working with local stakeholders, providing targeted information, and using the My Journey behaviour change programme to disseminate information to residents, employees, and students.

**APPENDIX A: CUSTOMER SATISFACTION SURVEYS**

<b>Thames Valley Buses Customer Satisfaction 2019</b>							
	<b>Satisfaction (%)</b>	<b>all satisfied</b>	<b>very satisfied</b>	<b>fairly satisfied</b>	<b>neither/nor</b>	<b>all dissatisfied</b>	<b>base size</b>
<b>Overall journey satisfaction</b>	All passengers	94	59	36	4	2	272
	Fare-paying passengers	94	50	44	4	3	91
	Free pass holders	95	66	29	4	1	179
	Passengers not commuting	94	60	34	5	2	200
	Passengers saying they have a disability	94	57	37	4	2	87
<b>Value for money</b>	All fare-paying passengers	62	24	38	19	19	86
<b>Punctuality of the bus</b>	The length of time waited	83	44	39	12	5	257
<b>On-bus journey time</b>	Time journey on the bus took	90	61	29	7	3	269
<b>On the bus</b>	Route/destination information on the outside of the bus	92	66	26	6	2	252
	The cleanliness and condition of the outside of the bus	91	56	35	8	1	253
	The ease of getting onto the bus	97	70	27	2	1	257
	The length of time it took to board	96	72	24	3	1	252
	The cleanliness and condition of the inside of the bus	92	58	35	6	2	262
	The information provided inside the bus	67	37	31	27	6	262
	The availability of seating or space to stand	91	63	28	8	2	260
	The comfort of the seats	87	48	40	9	4	256
	The amount of personal space you had around you	90	53	37	6	4	254
	Provision of grab rails to stand/move within the bus	89	54	34	8	2	250
	The temperature inside the bus	87	51	36	10	3	255
	Your personal security whilst on the bus	91	60	31	8	1	256
Ease of getting off the bus	95	65	30	4	1	260	
<b>The bus driver</b>	How near to the kerb the driver stopped	96	71	25	4	0	265
	The driver's appearance	94	70	24	5	1	261
	The greeting/welcome you got from the driver	86	59	27	10	3	262
	The helpfulness and attitude of the driver	86	59	27	11	3	258
	The time the driver gave you to get to your seat	92	65	26	5	3	262
	Smoothness/freedom from jolting during the journey	80	48	32	11	9	266
	Safety of the driving (i.e. speed, driver concentrating)	92	65	27	6	2	263

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Reading Buses Customer Satisfaction 2019 & Comparison with 2016, 2017 & 2018										
	Satisfaction (%)	all satisfied 2016	all satisfied 2017	all satisfied 2018	all satisfied 2019	very satisfied	fairly satisfied	neither/nor	all dissatisfied	base size
<b>Overall journey satisfaction</b>	All passengers	93	88	94	92	53	38	7	2	844
	Fare-paying passengers	92	86	93	91	50	41	8	1	471
	Free pass holders	96	93	96	94	62	31	4	2	364
	Aged 16 to 34	91	86	92	88	46	42	10	2	161
	Aged 35 to 59	94	85	94	93	50	43	5	1	254
	Passengers commuting	94	84	92	93	52	41	5	2	335
	Passengers not commuting	93	92	95	91	54	37	8	1	475
	Passengers saying they have a disability	94	90	91	90	56	34	7	2	216
<b>Value for money</b>	All Fare-paying passengers	63	66	71	67	34	33	18	15	459
	Free pass holders	58	63	69	61	33	28	19	20	151
	Aged 16 to 34	68	67	70	74	33	41	17	9	223
	Aged 35 to 59	64	64	64	65	34	31	18	17	299
	Passengers commuting	60	69	81	71	34	37	16	12	156
<b>Punctuality of the bus</b>	Punctuality of the bus	79	73	81	78	51	27	11	12	770
	The length of time waited	80	74	80	75	47	28	13	11	820
<b>On-bus journey time</b>	Time journey on the bus took	87	82	89	86	53	33	11	4	845
<b>On the bus</b>	Route/destination information on the outside of the bus	90	85	89	88	58	29	11	1	810
	The cleanliness and condition of the outside of the bus	88	86	84	86	47	38	12	3	800
	The ease of getting onto the bus	-	-	91	94	65	29	5	1	827
	The length of time it took to board	93	90	91	91	64	27	6	3	817
	The cleanliness and condition of the inside of the bus	84	84	83	84	38	46	10	6	832
	The information provided inside the bus	85	81	80	76	43	34	20	3	773
	The availability of seating or space to stand	92	84	86	91	58	33	6	4	821
	The comfort of the seats	84	83	82	85	42	42	12	4	825
	The amount of personal space you had around you	84	76	80	79	41	38	13	8	819
	Provision of grab rails to stand/move within the bus	89	83	85	87	46	42	11	2	800
	The temperature inside the bus	85	79	82	85	44	41	10	5	811
	Your personal security whilst on the bus	89	88	84	89	54	35	10	0	814
	Ease of getting off the bus	-	-	88	92	57	35	5	2	825
<b>The bus driver</b>	How near to the kerb the driver stopped	94	95	94	94	68	27	4	1	824
	The driver's appearance	92	94	91	90	66	24	9	1	808
	The greeting/welcome you got from the driver	84	86	82	85	57	28	11	3	825
	The helpfulness and attitude of the driver	84	85	82	84	56	28	13	3	805
	The time the driver gave you to get to your seat	85	86	84	85	53	32	11	4	810
	Smoothness/freedom from jolting during the journey	84	80	83	83	47	36	11	5	811
	Safety of the driving (i.e. speed, driver concentrating)	92	92	90	93	63	30	6	1	818

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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
<b>KBI</b>							
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
<b>KQI</b>							
KQI03	Responsive transport	50%	-3%	52%	-2%	4	84
KQI05	Public transport information (aspects)	56%	0%	50%	6%	1	7

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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