

# Local Transport Plan 4

Draft Issue 23 August 2023



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Wokingham Borough Council

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# 1. Background


- 1.1 Wokingham Borough is a thriving area, with great opportunities and one of the fastest growing Local Authority areas in the country.
- 1.2 Transport infrastructure plays a significant role in creating a successful economy whilst also enabling residents to access a range of services and amenities. Transport can, however, have negative impacts. It is currently one of the largest polluting sectors, and noise, fumes and speed of traffic each impact negatively on a healthy lifestyle.
- 1.3 Transport policy therefore needs to strike the right balance between improving people's quality of life, supporting the economy and reducing the environmental impacts of transport.
- 1.4 The Local Transport Plan (LTP) sets out the approach for all aspects of transport across the borough. Our last LTP, LTP3, was written in 2011 and comprised of the following five goals.

- 1. Highways:** To have a resilient, safe highway network that balances capacity for all users, promotes sustainable travel and enhances economic prosperity of the borough.
- 2. Active Travel:** To work with partners to promote walking and cycling as a health-enhancing physical activity for all of our residents.
- 3. Public Transport:** To promote an integrated and inclusive public transport network that provides a convenient, acceptable, reliable, and affordable alternative to car.
- 4. Smarter Choices & Demand Management:** To enable people who live, visit and work in the borough to make informed, safe, and sustainable travel decisions.
- 5. Strategic Projects** To manage the demand for travel to ensure that people have choices to access to different destinations, whilst minimising the adverse effects of congestion.

- 1.5 Good progress has been made delivering on the LTP. However, with a significant part of the strategy having been delivered, changing technology and government policy, and a better understanding of travel habits and climate change, there is a need to refresh the transport strategy to address current priorities and the needs of our communities.
- 1.6 Work to understand travel patterns, trends and emerging opportunities, and engagement with local and regional stakeholders has been undertaken in the development of this new LTP and we are now consulting on this draft to ensure that it reflects your views.

## 2. Looking back


- 2.1 The last LTP was produced in 2011 and a lot has changed. New transport infrastructure has been delivered and the borough’s population has grown. With the growing influence of digital services and further shifts in travel behaviour since the COVID-19 pandemic in 2020, the way we access services and amenities has also changed.
- 2.2 The LTP sets out a pipeline of schemes to support a changing borough. We have made good progress to deliver these improvements. This includes:
- New relief roads at Shinfield, Winnersh and Arborfield, the extension to Nine Mile Ride and the North Wokingham Distributor Road.
  - Improvements to public transport, including the upgrade of Wokingham Station and park and ride sites, albeit their usage has been impacted by the pandemic.
  - Wokingham Town Centre and Peach Place improvements.
  - New facilities for walking and cycling, including our ambitious Greenways network to improve access and leisure opportunities throughout the borough; and
  - a 45% reduction in injuries from road traffic collisions since 2008.
- 2.3 Along with the new infrastructure, we have improved our engagement to promote safer and more sustainable travel with the creation of My Journey. As part of a comprehensive programme and promotion of sustainable travel and behaviour change campaigns, My Journey manages our Modeshift awards scheme with local schools, helping to ensure every child can learn how to safely ride a bike, and provides travel information to new developments that help to reduce car travel and promote lower carbon travel choices.



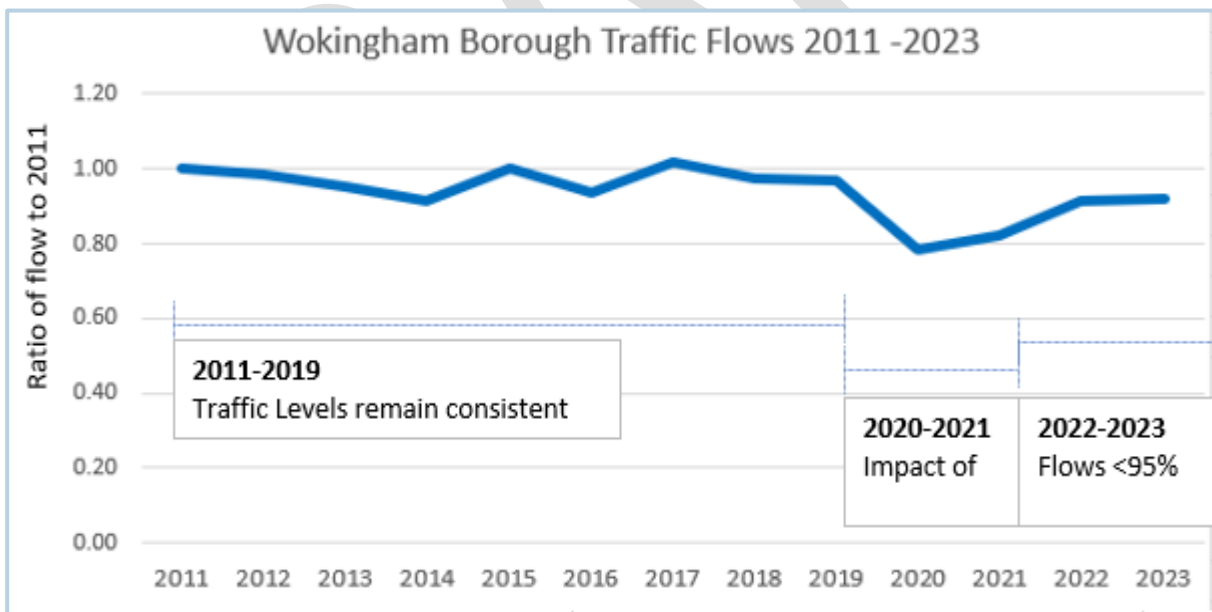
Having started in 2012, My Journey Wokingham has grown into is a borough-wide active and sustainable travel behaviour change campaign that aims to help and inspire Wokingham residents, employees, and visitors of all ages to walk, scoot, cycle and use public transport.

Successes of Myjourney to date include providing travel information packs to encourage sustainable travel from new development sites and a DEFRA funded Air Quality Project, running until October 2023, to increase active travel and encourage behavioural changes to improve air quality in the borough.

My Journey also works with primary and junior schools in the borough, training over 80% of Year 6 students in Bikeability Level 1 and 2. It is providing a range of resources to schools to achieve their national Modeshift STARS award. My Journey is proud to have been awarded Local Authority of the Year in 2020 at the national Bikeability awards.



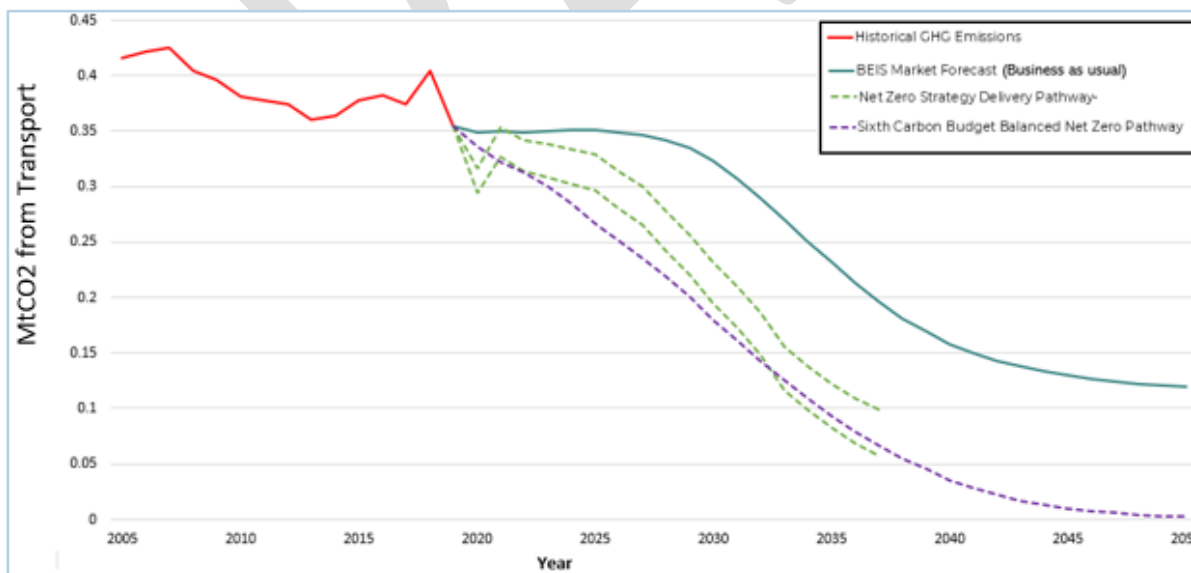
- 2.4 Wokingham is one of the fastest growing local authorities in the UK. People are choosing to move from the neighbouring areas of Reading and Bracknell to live in Wokingham Borough. In addition, we are living longer. As a result, our population has increased by 15% over the last decade, from 157,000 in 2011 to 177,500 in 2021. A growing population can increase demand on the transport system.
- 2.5 The way people access services has also been changing, notably through a growing use of digital services. The number of trips made has been reducing, with the National Travel Survey showing that each individual now makes 12% fewer trips in 2019 than they did in 2000.
- 2.6 The number of cars owned in the borough has increased over the last decade and Wokingham has one of the highest levels of car ownership in the country. However, each car is being used less than before and this growing car ownership has not led to additional travel.
- 2.7 Overall traffic volumes have not increased, instead remaining relatively stable despite the growth in population. There appears to be a reduction in private car use when compared with pre-pandemic use, and the times at which people travel has also changed slightly. However, overall traffic levels are similar due to a higher number of goods vehicles and ‘white vans’ which has been growing. So, after a dip in travel during and after the lockdowns of 2020, traffic levels in the borough have bounced back and in summer 2023 were only a few percent below the pre-pandemic traffic levels.



- 2.8 Many of the changes to why and how often we travel have been accelerated by the pandemic in 2020. For example, home working is a realistic choice for some, made possible by new technology. While it is too early to tell the long-term impacts of the pandemic on transport, it shows the potential for significant changes in behaviour to take place in a relatively short period of time.

### 3. Looking Forward

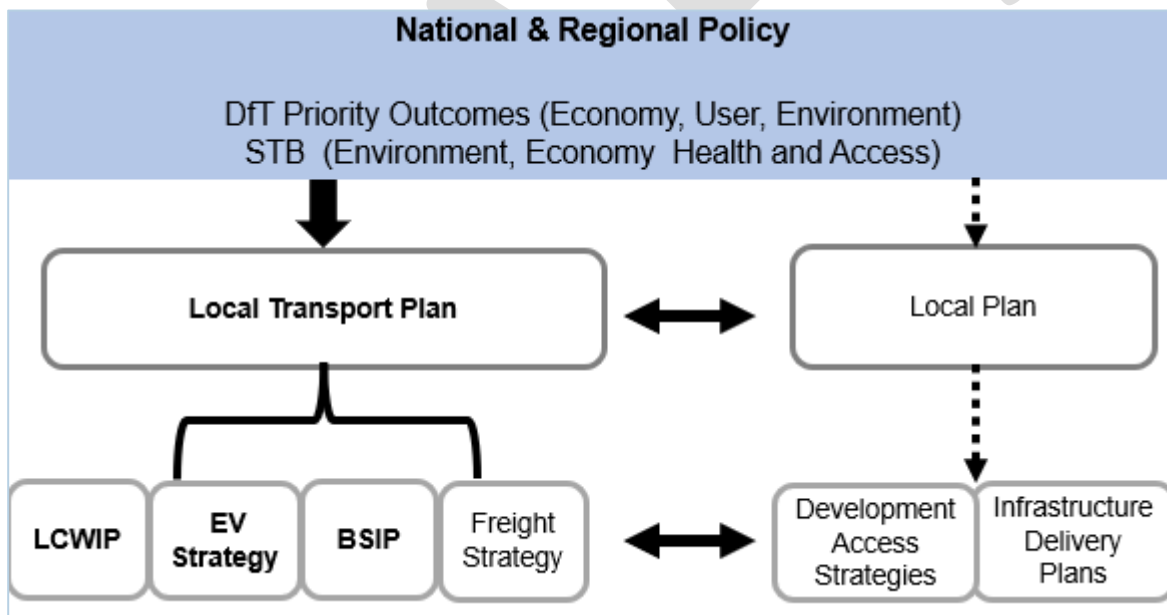
- 3.1 Looking ahead, transport investment in the borough should support local priorities and be adaptable to changing climate, technology and economy. In addition, the population of the borough is expected to increase to 200,000 over the next 10-20 years.
- 3.2 The impacts of climate change are already starting to be felt. This will impact on future travel and the operation and maintenance of our transport networks. The Council declared a climate emergency in 2019 and has committed to doing as much as possible to achieve carbon neutrality by 2030. A climate emergency action plan (CEAP) has been developed and specific transport targets, to help achieve this.
- 3.3 Local transport accounts for a third of the carbon emissions in the borough. In addition, there are similar levels of carbon emissions arising from major transport links through our area, such as the rail network and the M4.
- 3.4 The route from current emissions towards carbon neutrality can be shown through pathways. These show that to be carbon neutral in line with local (2030) or national (2050) targets we will need to make significant changes and at a faster rate of change than that observed to date.
- 3.5 Although the transition to zero emission vehicles will help to reduce our emissions, the pathways show that their impact is relatively small in the short term, but the benefits will become more noticeable as their use becomes more widespread. As such, zero emission vehicles alone are unlikely to be sufficient to meet net zero targets so changes in our behaviour and travel in the short term will also be required.



**Historical Transport Emissions, business as usual and Net Zero strategy pathways**

- 3.6 Wokingham Borough has three Air Quality Management Areas (AQMA), which are where pollution has exceeded legal limits. These are located in Wokingham Town Centre, at Twyford Crossroads and along the M4 motorway running east-west across our borough. Noise pollution is also highest adjacent to the M4 motorway.

- 3.7 Transport is one of the key building blocks of health and a successful transport system helps all residents to thrive. Whilst changes to the transport system to address the negative impacts of transport and reduce the impact on the environment may not always be easy, they provide new opportunities to improve health, wellbeing and the quality of the places people live in, and reduce unfair and preventable differences in people's health and opportunities.
- 3.8 Technology has already had a significant impact on how we travel and, going forward, technology and zero emission vehicles will play a significant role in changing how we live our lives. New technologies can also unlock new ways to collect data and information and improve how we manage our transport networks.
- 3.9 The LTP brings together complementary transport strategies, such as the Bus Service Improvements Plan (BSIP), Local Cycling and Walking Infrastructure Plan (LCWIP), an Electric Vehicle Strategy and a Freight Strategy to provide an overarching transport strategy and action plan for Wokingham Borough.
- 3.10 The LTP also aligns with other plans and strategies that the Council has produced, such as the Local Plan and Council Plan, and National and Regional strategies such as the Transport for South East sub-national transport body (STB).



- 3.11 A new Local Plan to enable further housing and employment development in the borough is being developed alongside the LTP. The Local Plan proposes continued strategic development at Arborfield, South Wokingham and Shinfield. The 2021 Local Plan consultation also proposed a new Strategic Development Location (SDL) at Hall Farm between Shinfield and Earley.
- 3.12 New development and changing demographic characteristics are likely to change the demand for travel. An ageing population will make different types of trips to those of working age, and active families moving into new housing tend to make more trips than those more established residential areas.



3.13 The LTP will need to complement and align transport strategy with the emerging Local Plan to support the provision of appropriate transport infrastructure for new and existing residents, and for the Local Plan to support the ambitious plans set out in the LTP.

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## 4. Travel and the Transport Network

- 4.1 The majority of our population lives in the urban areas in the north and west of the borough and along the A329 corridor. Wokingham Town is our largest settlement and is the cultural and administrative centre of the borough. The A329 and North Downs railway line connect us to our neighbours in Reading and Bracknell.
- 4.2 Our travel can be broadly summarised as
- **35% of residents work within the borough.** Short distance urban trips are typically made on foot or by cycle, but car use is dominant in more rural areas.
  - **35% of residents travel to nearby destinations** including Reading, Bracknell, Slough, Maidenhead and Windsor.
  - **30% of residents travel elsewhere** with around 10% of residents working in London and typically travelling by public transport, and 20% to other regional destinations with the private car used for over 90% of these trips.
- 4.3 Those parts of the borough adjacent to the Reading, including towns like Earley and Woodley as well as the village of Shinfield, are generally urban and benefit from bus services extending out from Reading. The River Loddon and Dinton Pastures Country Park separate these areas from Winnersh and Wokingham to the southeast. Those residents living in urban areas are generally closer to services and employment, have more travel choice and the greatest potential to walk, cycle or use public transport.
- 4.4 Areas to the north around Remenham and southwest at Swallowfield and Farley Hill are notably more rural in character and extend over the largest geographic area of the borough. Their lower population densities result in more limited local services and facilities, and this is reflected in higher car ownership where there is generally a greater number of cars per household than in our urban areas. However, data suggests that a smaller proportion of rural residents drive to work compared to urban areas. Reasons for this might include more rural residents accessing services digitally and is reflected in part by a greater proportion of rail use, especially from Twyford station.
- 4.5 There are six railway stations in the borough located at Twyford and served by Elizabeth Line services to Reading and London Paddington, Wargrave on the Henley Branch Line, and Earley, Winnersh Triangle, Winnersh and Wokingham on the Reading-London Waterloo and the North Downs Line to Guildford and Gatwick Airport.
- 4.6 Wokingham station is the busiest railway station in the borough and has benefitted from improvements to the station, forecourt and local traffic circulation during the last LTP period. Twyford has also benefitted from the introduction of electrified rail services and the recent start of Elizabeth Line operations providing a direct service into and across central London to Shenfield.
- 4.7 Crowthorne station provides an alternative to Wokingham for residents in Finchampstead and the southeast of the borough, and Green Park has provided new

opportunities and rail access to Reading and Basingstoke for our residents in Shinfield in particular.

- 4.8 The frequency and extent of bus services varies across the borough, and this has been impacted by a reduction in use following Covid-19. Areas adjacent to Reading, along the A329 corridor and the A4, benefit from the most regular services, generally served by routes focused on Reading which has one of the highest levels of bus use per head in the country. Outside of the urban areas, bus service provision is varied with typically less frequent services between Wokingham, Arborfield and Finchampstead, and between Wokingham and Twyford.
- 4.9 Park and ride sites at MereOak and Thames Valley Park are linked by a single, high frequency bus service via Reading town centre or the hospital. However, Coppid Beech park and ride and Winnersh Triangle park and ride are not currently operating with a bus service as demand for park and ride services nationally has not recovered at the rate of other bus services after the pandemic. The park and ride services provide additional capacity into Reading and also access to a high-quality bus service that is not always viable in lower density rural areas.
- 4.10 The borough is well connected to major strategic roads. The M4 motorway crosses east to west through Wokingham, and the A329(M) provides a similar role north-south between Reading and Bracknell. These roads are accessed at Coppid Beech, Winnersh Triangle, Thames Valley Park and at M4 Junction 11 near Shinfield. The connectivity provided by these strategic routes supports our local economy and enables residents and business to access services and amenities regionally and nationally. Significant local roads include the A4, A33, A321, A327 and A329.
- 4.11 As mentioned earlier, there are social, economic and environmental impacts associated with road transport such as injuries from traffic collisions, noise, air quality and carbon emissions. Those locations with a higher incidence of collisions in the borough include the A4, A329, B3349 and the B478. Vulnerable road users also experience a higher number of collisions in areas including Twyford and Remenham in the north, Arborfield and Newland in the south, and in and around the town centres of Woodley and Wokingham.

### **Area-based Analysis**

- 4.12 Travel and socio-demographic data indicate that travel patterns vary across the borough. Data analysis suggest there are four areas, each with distinct travel characteristics.
- Wokingham and Winnersh
  - North Wokingham
  - Earley, Woodley and Shinfield
  - South Wokingham

## **Wokingham and Winnersh**

- 4.13 Wokingham and Winnersh have the highest levels of self-containment and active travel in the borough, with the proportion of internal commuting trips made by foot or cycle similar to that made by car. Many residents of these towns live within walking distance of a primary or secondary school - although this doesn't necessarily mean a student attends classes at their nearest school - and a quarter of residents also work in Wokingham or Winnersh.
- 4.14 Bracknell is the most common destination for work outside the borough followed by Reading. The area is well connected to Reading and Bracknell with railway stations at Winnersh, Winnersh Triangle and Wokingham and bus services along the A329 operating at a 15-minute frequency during weekdays. There are also hourly bus services between Wokingham and Twyford, Barkham, Finchampstead, Arborfield and Shinfield.
- 4.15 The A329, and in particular Wokingham town centre, can suffer from traffic congestion and poor air quality. The new Winnersh Relief Road has helped to alleviate congestion at Winnersh Crossroads and improvements to Market Square in Wokingham has enhanced the urban realm, but there remains an Air Quality Management Area (AQMA) that covers Peach Street, Broad Street, Shute End, Denmark Street and London Road, with the greatest levels of pollution at Shute End.
- 4.16 There is new development located to the north and south of Wokingham. New infrastructure such as the North Wokingham Distributor Road has been completed and includes a new north-south crossing of the railway, and the first section of the South Wokingham Distributor Road has been built connecting the A329 to Waterloo Rd and enabling the closure of Waterloo Road level crossing. The remaining sections of the South Wokingham Distributor Road will come forward as the South Wokingham SDL is built out over the coming years.

## **North Wokingham**

- 4.17 The North Wokingham rural area to the north of the A329(M) includes Remenham and Twyford. This area makes use of the east-west corridors for travel, these being towards Reading in the west and Slough, Windsor and London to the east.
- 4.18 There are high levels of rail travel from this area with Twyford station offering frequent Elizabeth Line services to Reading, Maidenhead and London, and Wargrave giving access to the Henley Branch Line which connects to the Elizabeth Line at Twyford. Twyford railway station has a large catchment area and, despite a drop in use during Covid-19, rail services and car parking continues to be in demand.
- 4.19 There are regular bus services on the A4 London Road corridor towards Reading, but services are fewer elsewhere in the area. However, some community transport services operate benefiting the residents in those areas.

### **Earley, Woodley and Shinfield**

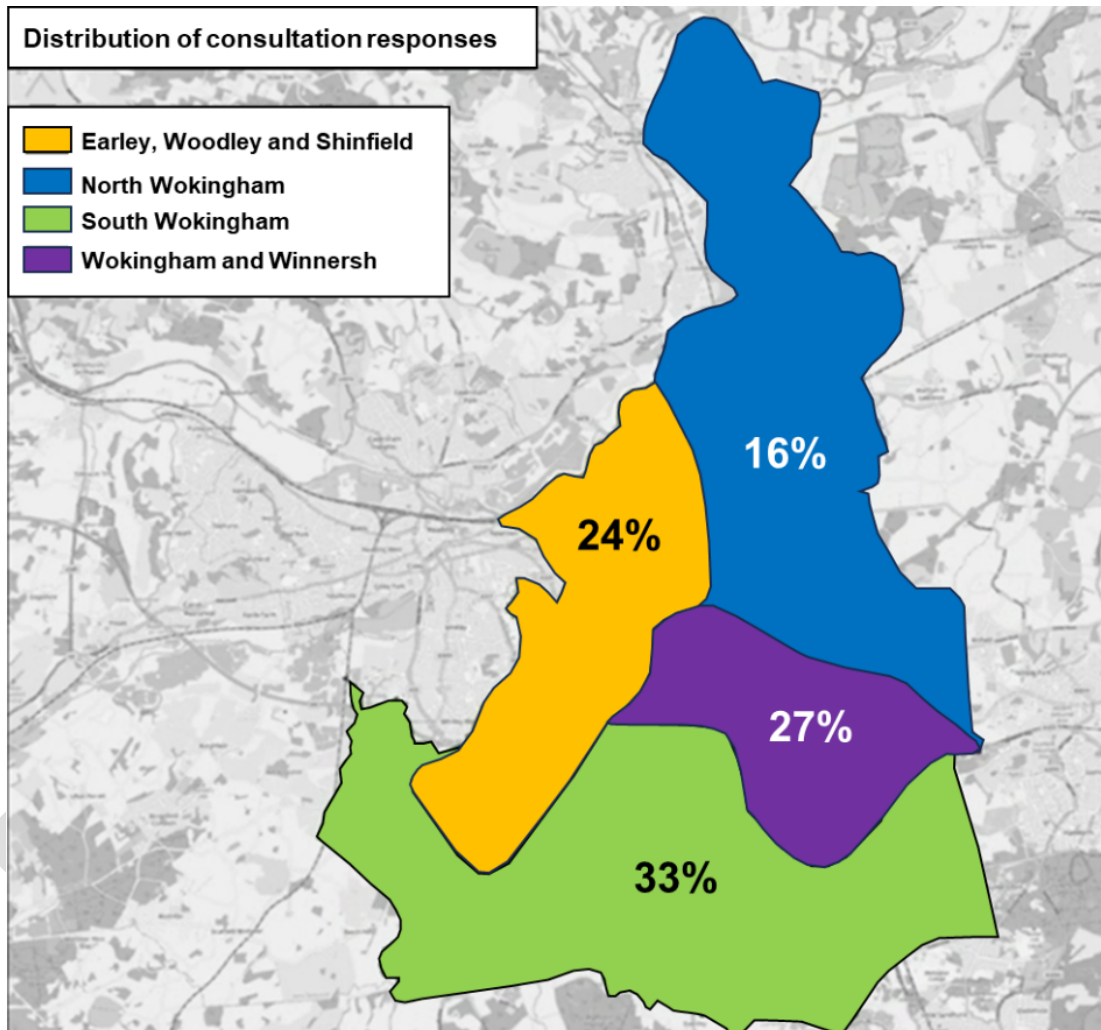
- 4.20 Areas in and around Woodley, Earley and Shinfield about the Reading conurbation and travel to Reading accounts for nearly a third of trips from these areas.
- 4.21 The area benefits from high bus frequencies radiating out from Reading Town Centre and consequently has the greatest levels of bus usage in the borough. However, walking and cycling levels are low, accounting for just a third of internal commuting trips and for 10% of all commuting trips.
- 4.22 Reading Borough Council's BSIP identifies Fast Transit Public Transport Corridors (FTPT) along the A327 and A329 routes into Wokingham, as well as quality public transport corridors connecting Woodley to Twyford, and Reading to Shinfield and Arborfield. If delivered, these routes would enhance the existing bus services and benefit the residents of Wokingham Borough.
- 4.23 Earley station is served by trains to Reading, Wokingham, Guildford and London Waterloo, and Reading Green Park station served by trains to Reading and Basingstoke is well located for residents of Shinfield. Rail, however, represents a smaller proportion of travel choice from this area group than other parts of the borough.

### **South Wokingham**

- 4.24 Residents in the generally rural areas of South Wokingham and including the larger settlements of Arborfield and Finchampstead show a more diverse range of travel destinations when compared to other parts of the borough.
- 4.25 The new community at Arborfield continues to grow. Among the 3,500 allocated dwellings, over 1,000 have been completed along with new primary and secondary schools. The new community has higher levels of walking and cycling than other rural areas, which is a positive travel trend that should be developed further, and benefits from the California Greenway route to Finchampstead.
- 4.26 The Leopard bus route connects Arborfield to Wokingham and Reading via Finchampstead and Shinfield. The frequency of this served was reduced to hourly following the COVID-19 pandemic, but a growing population along the route will provide new travel demand to support increasing bus service frequency.
- 4.27 The Arborfield Cross Relief Road (Observer Way) was completed in 2020 to support the new SDL and to reduce traffic passing through Arborfield Cross, and the Nine Mile Ride extension completed in 2022.

## 5. Spring 2023 Engagement

- 5.1 A survey seeking resident’s views on transport in Wokingham, how they travelled and potential changes was conducted in early 2023.
- 5.2 The consultation survey received feedback from a range of stakeholder organisations and 750 public responses from across the borough. A full report of the survey and analysis of the results is provided as part of the draft LTP consultation material.



- 5.3 Responses to the survey aligned with the evidence base in that car is the most popular mode of transport for travel, accounting for the majority of trips over five miles. Walking, and to a lesser extent cycling, also accounted for a significant proportion of short trips by residents of Wokingham, Winnersh, Woodley, Earley and Shinfield.
- 5.4 The most commonly raised concerns about current transport facilities were:
- The safety of children walking and cycling to school.
  - Maintenance of roads and footpaths in the borough.
  - A lack of travel options.
  - That current infrastructure is not cycle friendly

5.5 Respondents were asked to rank the importance of several measures in urban centres. The top three themes were pedestrian safety, clean air and traffic congestion.

5.6 Views on several statements for change listed in the consultation were sought to understand priorities for residents. The findings indicated varying levels of support with 90% agreeing on the need for air quality to be within legal limits, 60% willing to change their travel habits to reduce emissions, but with only 40% agreeing with the concept of parking charges based on vehicle emissions.

#### Level of Agreement on Potential Transport Changes

Statement	Level of Agreement
Air quality should be within legal limits	Very High
The LTP should help reduce emissions from transport	Very High
Rural lanes be made safer for walking and cycling	High
I would accept slightly longer journeys by car to make it safer to use active travel modes to school	High
I would be willing to change my travel habits to reduce emissions	High
I support redesignation of roads in my nearest town to provide more outdoor spaces for businesses, provided access was retained	High
Reducing on street parking in nearest town to provide more outdoor spaces for businesses,	More in favour than against
Would accept slightly longer journeys by car if it meant less traffic on the streets where respondents tend to go.	More in favour than against
Different parking charges based on vehicle emissions	More against than in favour
Access charges for the most polluting vehicles to improve air quality	More against than in favour

5.7 Formal responses were also received from stakeholder groups, including Parish Councils, Reading Buses, Cycling UK, the British Horse Society and the University of Reading. Points raised by these groups included:

- Concerns about traffic speed and safety.
- A need to link bridleways / rights of way with shared use paths.
- The impact of planned and emergency roadworks on public transport.
- Make alternatives to driving as easy and as cheap as possible.

5.8 The consultation feedback provided a guide to local priorities from the borough's residents and stakeholders to help shape and inform the LTP. The responses also highlighted particular areas of concern around maintenance and safety for active travel and indicated support to improve air quality and reduce carbon emissions.

## 6. Local Transport Plan Vision

- 6.1 The Local Transport Plan will support our local priorities, including a prosperous economy, improving the quality of life for residents, reducing the environmental impact of transport, and the first stages in the transition of the transport sector towards lower carbon emissions and carbon neutrality.
- 6.2 The LTP vision has been developed from existing national, regional and local policies. This has led to three themes and associated objectives:

Reduce environmental impacts	Net zero carbon emissions
	Clean air, removal of all air quality exceedances
	High quality sustainable travel corridors
Grow the economy	Well-maintained transport network
	Enable sustainable development
	Protect and enhance strategic connectivity and freight
Create healthy and safe places	50% Active Travel in towns
	Safer streets for all, 50% reduction in KSIs
	Thriving villages and town centres

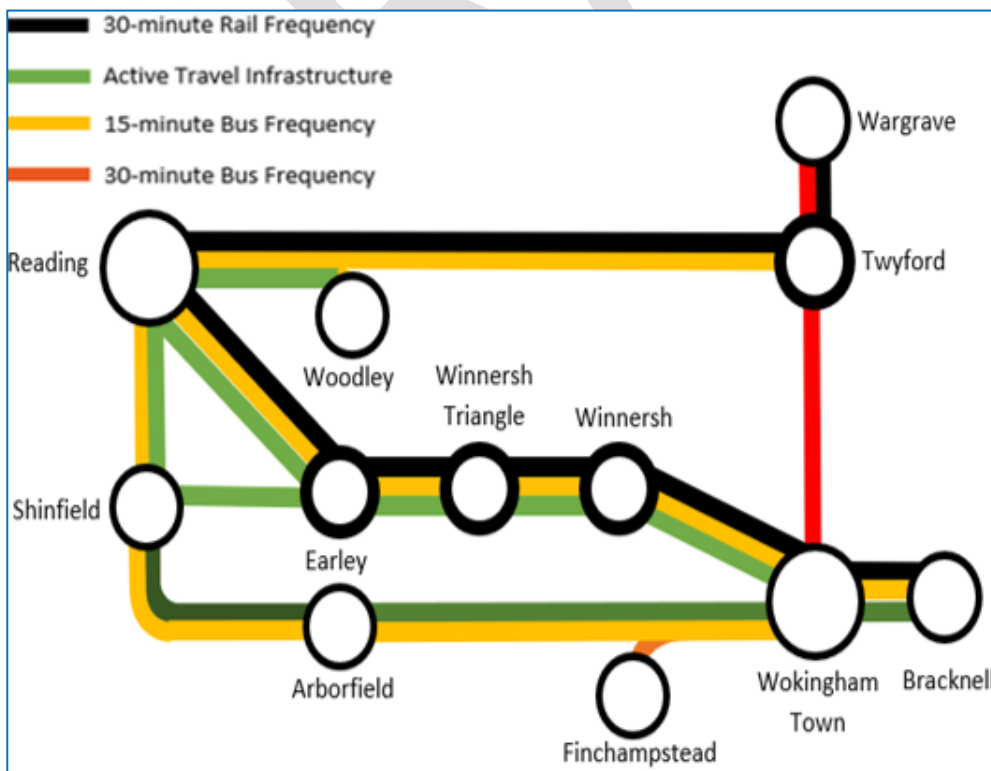
### Reduce environmental impacts

- 6.3 Consistent with local, regional and national targets, the LTP will support the transition of the transport sector to low emission vehicles and carbon neutrality. Achieving this will require improved travel choice and changes in travel behaviour to reduce travel and congestion. We will also need change to the use of zero emission vehicles in preference of those using fossil fuels.
- 6.4 Consistent with the aims in the Wokingham Borough Council Plan and Climate Emergency Action Plan (CEAP), the LTP will support growing use of digital technology. This includes improving digital accessibility and promoting remote working where possible.
- 6.5 We will expand the role of My Journey to help individuals and businesses develop bespoke travel policies and promote car sharing schemes and active travel opportunities.



- 6.6 An electric vehicle strategy will set out priority actions for zero emission vehicles and, to reflect the growing and changing technology, be updated periodically throughout the LTP period. We will deliver electric vehicle charge points in areas with limited off-street parking and the highest density of housing, including Wokingham town centre, Winnersh and Earley. We will also improve charging facilities and investigate opportunities to generate energy at our park and ride car parks.
- 6.7 There will also need to be innovative ways of increasing access to zero emission vehicles including the development of a Car Sharing Strategy. We will look to increase the number of public charging points across the borough and promote the sharing existing private charge points, known as Peer-to-Peer charging, to further increase the range of charging options.
- 6.8 Clean air in our communities was identified as a priority from the spring 2023 consultation. The removal of all air quality exceedances in the current AQMAs in Wokingham town centre and Twyford will be a short-term priority for the LTP.
- 6.9 We will also produce a freight strategy to better manage the growing number of light and heavy good vehicles. Carbon savings attributed to this action relate to an overall reduction in use of goods vehicles or switching to low emission versions.
- 6.10 The strategy will seek to improve travel choices and safety by implementing high-quality travel corridors for walking, cycling and public transport as set out in our Local Cycling Walking and Infrastructure Plan (LCWIP) and Bus Service Improvement Plan (BSIP) documents. This will be targeted at those areas serving the greatest number of people and where improved bus services can be viable.

**Aspirational Sustainable Travel Network**



- 6.11 The priorities for active travel are identified in our Local Cycling and Walking Infrastructure Plan. These include but are not limited to the: A329 Reading - Winnersh - Wokingham - Coppid Beech Roundabout; Barkham Road; Central Wokingham; Finchampstead Road; Lower Early Way; and links to Twyford and Twyford Station.
- 6.12 Bus services play a crucial role in the transport offer. We will implement proposals in the Bus Service Improvement Plan and seek to initially increase patronage on existing routes, improve service frequencies and reliability, and then expand the bus network in the borough to support our growing community.
- 6.13 We will also investigate and deliver measures to improve access for all that will help reduce health inequalities and reduce unfair and preventable differences. This includes seeking lower fares for bus travel, improvements to the railway crossing at Tan House/Carnival Hub to provide a step free railway crossing and continuing to fund dial-a-ride services to serve rural communities.

## Grow the economy

- 6.14 Maximising our existing assets is vital in keeping the borough moving, and a well-maintained transport system was a priority from the consultation. We will trial changes, investigate new approaches using technology to better monitor the network, and align proposed improvements with planned maintenance schedules to reduce disruption. We will also reduce the carbon footprint of highway maintenance and construction.
- 6.15 Strategic Development Locations, set out in the new Local Plan, will provide new homes to thousands of future residents along with new education, retail and employment facilities. Aligning transport and land use planning will reduce the environmental impact of new development to enable sustainable development. Infrastructure delivered in the larger developments will provide safe walking, cycling and attractive public transport routes within and from these developments.
- 6.16 Access to national transport networks is vital to the economy. We will work with our partners and stakeholders to protect and enhance our strategic road and rail connectivity. This will help to effectively transport people, goods and services within the borough and to neighbouring areas.
- 6.17 Central to this is improving access to and interchange at railway stations across the borough. We will support changes and improvements at Twyford station and improve cycle parking and interchange at stations across the borough.
- 6.18 We will work with and encourage rail operators to increase capacity on the North Downs Line and to introduce a Winnersh Triangle stop on the existing Reading-Guildford-Redhill rail service as well as supporting improved services at our railway stations and measures to decarbonise the railway.

## Create healthy and safe places

- 6.19 Through the LTP we will help to build and maintain healthy communities, attractive environments and work towards reducing unfair and preventable differences in people's health and opportunities.
- 6.20 Aligned with national policy, there will be an objective for 50% of trips in our towns to be made by active travel. This will be achieved by delivering the active travel infrastructure in our Local Cycling and Walking Infrastructure Plan. To achieve this, we will need to improve facilities for active travel and reduce the dominance of road traffic using a range of measures. We will also improve cycle parking and access and investigate the potential for an on-street public cycle or e-scooter hire scheme through the production of a Future Mobility Strategy.
- 6.21 Outside of urban areas, continued delivery of the Greenways network alongside the LCWIP will bolster active travel commuting and leisure opportunities whether by walking, cycling or wheeling. It will, however, take time to create a network of new off-road routes. Therefore, we will also trial locally supported changes to increase the network of low traffic routes for walking, cycling and horse riding, with priority given to those that improve access to services and amenities such as education and the Greenways.
- 6.22 Rural villages and local towns bring communities together and provide local services and employment that reduce the need to travel. We will support vibrant local centres by improving access and public realm, providing local parking facilities, and helping to enable local communities to provide events in their area.
- 6.23 The LTP will continue to implement measures to improve road safety and help achieve a further 50% reduction in serious and fatal road traffic collisions. This will include targeted measures at areas with the highest collision rates including the A329, B3349 and A4 corridors.
- 6.24 We will continue to investigate locations for the introduction of school streets, to ensure that children and young people can walk and cycle to school safely and improve health. In some locations, targeted network changes could improve access for active travel and provide safer environments in immediate vicinity of schools, shops and other public spaces.
- 6.25 More detail on the measures to achieve this strategy are set out on the following pages.

## 7. Local Transport Plan Strategy

### Reduce environmental impacts

#### ■ Net zero carbon emissions

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

- Reduction of total traffic movements on Wokingham Borough Council roads
- Collaborate with supporting partners and innovators in developing new solutions for decarbonising transport, including proposals from neighbouring Local Authorities.
- Support improved digital accessibility for local residents and business.
- Electric Vehicle charging infrastructure in areas with limited off-street parking
- Promotion of peer-to-peer electric charging networks to meet growing demand for EV charging.
- Energy generation at park and ride sites.
- Explore potential for a network of shared electric vehicles (car clubs)

#### ■ Clean air, removal of all air quality exceedances

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

- Reduction of traffic and/or changes to access and speed limits, to reduce pollution and remove air quality exceedances in Wokingham Town Centre.
- Wokingham Town Centre Freight Strategy
- Twyford Town Centre improvements – improve air quality, safety for cycling and pedestrians, and reliability of public transport services.
- Support the transition to zero emission buses and new vehicles across the borough.
- Support rail industry and train operators to decarbonise the rail network.

## ■ High Quality Travel Corridors

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

### **Boroughwide**

- Improve access to public transport, including disabled parking, enhancement of bus stops and level access improvements at stations and Tan House Bridge.
- Work with partners to develop a lower fares structure through the Enhanced Bus Partnership
- Continue to support community dial-a-ride services.

### **Earley, Woodley and Shinfield:**

- Increased bus Frequency and improved bus journey times along priority bus corridors including the A4/A321, A33, A329 and A327.
- High Quality cycle facilities as identified in our LCWIP including
  - A329: Winnersh Triangle – Earley- Royal Berkshire Hospital
  - Woodlands Avenue - Church Road – University
  - Lower Earley Way
- Improved interchange and access facilities at Earley rail station.

### **Wokingham & Winnersh:**

- Delivery of a high-quality sustainable transport corridor along the A329 connecting Reading - Winnersh - Wokingham - Coppid Beech Roundabout and Bracknell.
- Improve access to and facilities at stations along the North Downs Line.

### **South Wokingham:**

- Increase bus service frequency between Wokingham Town, Arborfield and Finchampstead, initially to half hourly with aspiration to develop a 15-minute service.
- Upgrade active travel facilities along the B3349 Barkham Road to create an active travel corridor connecting Arborfield and Wokingham Town Centre.
- Upgrade active travel facilities along the A321 Finchampstead Road.

### **North Wokingham:**

- Improve the forecourt and interchange facilities at Twyford station with consideration of parking issues at the station and surrounding area.
- Reduce bus service journey times and improve reliability along the A4 corridor
- Improve active travel facilities into Twyford including to and from Wargrave.

## Grow the economy

### ■ Protect and Enhance Strategic Road and Rail Connectivity

**Outcome: Retained and enhanced strategic road and rail network for effective travel and freight movements.**

- Maintain safe and efficient access to the A329(M) and M4
- Increase service capacity along the North Downs Line
- Increase local service frequency on the Reading to Waterloo rail line.
- Continue working with neighbouring authorities through the informal freight partnership to effectively manage freight across the region.
- Develop and implement freight management policies.

### ■ A Well-Maintained Transport Network

**Outcome: A transport network that is well maintained for all modes, and which provides attractive and comfortable transport links for all users.**

- Test and trial measures that could reduce maintenance needs, and contribute towards targets for active travel, air quality, biodiversity and/or road safety.
- Identify opportunities to link enhancement schemes with highway maintenance.
- Adaption of network maintenance to increase resilience to a changing climate.
- Work with operators to share operational and real time data to improve transport services and maintenance.
- Increase use of lower carbon, lower maintenance and/or recycled materials in construction, maintenance and highway renewals.
- Higher priority given to footpath and cycle path maintenance and gritting.

### ■ Support Sustainable Development:

**Outcome: Attractive transport connections and sustainable communities.**

- Development layouts in accordance with Wokingham 'Living Streets' design guide to provide streets that are attractive to and permeable for pedestrians and cyclists.
- Continue to promote contributions to My Journey for all new developments as an option instead of Travel Plans.
- Provide and retain appropriate levels of secure cycle parking, vehicular parking and electric vehicle charging provision.
- High quality sustainable travel options to/from all strategic development locations.
- Delivery of off-site infrastructure required to support new strategic development.

## Create healthy and safe Places

### ■ Safer streets for All

**Outcome: Safer environment for all road users, with a 50% reduction in serious injuries from road traffic collisions**

- Targeted infrastructure and, where appropriate, speed limit changes to improve road safety at identified cluster sites, including Wokingham Town Centre, A4 and B3349.
- Trial and delivery of School Streets and safer routes to school across the borough.
- Increase the network of quieter rural roads and residential streets.
- Boroughwide Cycle Skills Network Audit

### ■ 50% Active Travel in Towns by 2030

**Outcome: Healthier and more active towns that prioritise the movement of people with 50% of trips being made by foot or cycle.**

- High quality cycle facilities as identified in the borough's LCWIP.
- Reduce the dominance of vehicles to enable improved pedestrian environment and space for businesses in town centres
- 20mph speed limits to improve safety for walking and cycling in towns.
- Consider E-scooter hire schemes to improve door-to-door transport options.
- Improve access to green space, especially across Lower Earley Way and to the River Loddon
- Increase engagement through My Journey and expand its support and promotion of road safety, public transport and active travel.
- Secure cycle parking, including adapted cycle parking, at local destinations.

### ■ Objective: Thriving Villages and Rural Centres

**Outcome: Villages and local centres that support local communities through a transport system that works for them.**

- Enhance pedestrian access, safety, EV charging, secure cycle parking and motorcycle parking facilities at local destinations.
- Support opportunities for temporary highway closures for local events to support vitality of rural villages.
- Continued expansion of Greenways network, to create safer and more attractive environment for pedestrians, cyclists and, where appropriate, horse riding.
- Identify local priorities for improving walking, cycling and horse riding and trial changes to increase network of low traffic rural/green lanes.
- Update of active travel route web-based mapping and physical activity challenges.

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