

Draft Action Plan

Vision Themes	Objectives	Category	Measures	Cost	Short	Medium	Long	Place Type	
Reduce Environmental Impacts	Net Zero Emissions	Road Traffic	Reduce the impact of traffic movements on Wokingham Borough Council roads	M				Boroughwide	
			Promote car sharing and Liftshare for business	L				Boroughwide	
		Digitalisation	Improved digital accessibility for local residents and business	-				Boroughwide	
			Encourage online service delivery	M				Boroughwide	
			Support the development and delivery of Mobility as a Service (MaaS) applications	-				Boroughwide	
		Zero Emission Vehicles	Increase the provision of electric vehicle charging infrastructure	M				Boroughwide	
			Promote and encourage community electric vehicle charging	L				Boroughwide	
			Communication to publicise and promote benefits of electric vehicles	L				Boroughwide	
			Energy generation and electric charge points at car parks and park and ride sites	M				Boroughwide	
	Clean Air	Access	Twyford Cross Roads environmental improvements	M				North Wokingham	
			Wokingham Town Centre traffic and speed limit changes to reduce pollution	L				Wokingham & Winnersh	
		Freight	Wokingham Town Centre Freight Strategy	L				Wokingham & Winnersh	
			Support Transisiton to cargo bikes	M				Boroughwide	
		Public Transport	Transition to zero emission buses across the borough.	Ext				Wokingham & Winnersh	
			Support decarbonisation of rail services in Wokingham	Ext				Boroughwide	
	High Quality Sustainable Travel Corridors	Access for All		Access improvements at Tan House/Carnival Hub Bridge.	H				Wokingham & Winnersh
				Development of lower fares structure through the Enhanced Bus Partnership	tbc				Boroughwide
				Continue to fund community Dial a ride services	M				Boroughwide
				Data sharing with operators, partners and innovators to improve performance and customer information	L				Boroughwide
				Implement a high-quality sustainable transport corridor on the A329 between Reading, Winnersh, Wokingham and Bracknell.	H				Edge of Reading, Wokingham & Winnersh
		Public Transport		Increased bus Frequency and improved bus journey times along priority bus corridors on A327	H				Edge of Reading
				Increased bus Frequency and improved bus journey times along priority bus corridors on A4/A321	H				Edge of Reading
				Increased bus Frequency and improved bus journey times along A33 from Mere Oak Park and Ride and south of M4	H				Edge of Reading
				Wokingham Town to Arborfield, half hourly bus service with aspiration to develop into 15 minutes.	Ext				South Wokingham
			Half hourly bus frequency between Wokingham and Twyford	M				Edge of Reading/North Wokingham	
			High Quality cycle facilities connecting Woodlands Avenue - Church Road- University	H				Edge of Reading	
Cycle Network			Active travel facilities between Arborfield and Wokingham Town Centre along the B3349 Barkham Road	H				Wokingham & Winnersh, Wokingham South	
			Active travel facilities between Finchampstead and Wokingham Town Centre	H				Wokingham & Winnersh, Wokingham South	
			High quality cycle facilities along Lower Earley Way	H				Edge of Reading	
Grow the Economy	Protect and Enhance Strategic Connectivity	Strategic Network	Maintain safe and efficient access to the M4 and A329 (M)	M				Boroughwide	
			Encourage and support National Highways to reduce noise and air pollution form the M4.	L				Boroughwide	
		Public Transport	Improving walk/cycle access to and interchange facilities at stations in the borough	M				North Wokingham	
			Increased capacity along the North Downs Line	Ext				Wokingham & Winnersh, Edge of Reading	
			Additional services between Reading- Wokingham and Bracknell and Reading to Waterloo rail line.	Ext				Wokingham & Winnersh, Edge of Reading	
		Freight	Forum to collaborate with neighbouring authorities and freight operators	L				Boroughwide	
	A Well-Maintained Network	Operational Maintenance		Increase the use of lower carbon materials in construction and highway maintenance.	M				Boroughwide
				Test and trial measures that can support LTP objectives and reduce maintenance	L				Boroughwide
				Align proposed improvement schemes with the maintenance program.	L				Boroughwide
				Work with operators to share data to improve maintenance activities in Wokingham	M				Boroughwide
				Update of Wokingham Borough Council Living Streets design guidance	L				Boroughwide
				New Development layouts designed to Living Streets Design principles (or any successor document).	Ext				Boroughwide
	Sustainable Development	Development Policy		Promote "My Journey" for Travel Plans and monitoring of travel impacts for all new developments.	Ext				Boroughwide
				Appropriate secure cycle parking, EV charging facilities and identify suitable mobility hub provision for all new development	Ext				Boroughwide
				Provide high quality sustainable and active travel facilities in and to/from all strategic development locations.	Ext				Boroughwide
			Public Transport	Provide high quality bus stop infrastructure to serve new developments	M				South Wokingham
				Simplification and enhancement of 'Leopard' bus routes serving new development	M				South Wokingham
			Infrastructure delivery	Complete the Wokingham South Distributor Road and active travel package	H				Wokingham & Winnersh
	Infrastructure required to support new strategic scale development	H				Edge of Reading			
	Complete the active travel, Greenways and Loddon Long Distance path in the Loddon Valley	H				Wokingham & Winnersh / Edge of Reading			
Create Healthy and Safe Places	Safer streets for All	Road Safety	Targeted infrastructure and speed limit changes to improve road safety on A4 and B3349.	M				Boroughwide	
				20mph speed limit in town centres	M				Wokingham & Winnersh / Edge of Reading
				Ongoing Cycle Training Program to schools (Bikeability) and Adult Cycle Training	M				Boroughwide
		School Travel		Promote sustainable and active travel at schools through the school Modeshift Awards scheme	L				Boroughwide
				School Street Pilot (s)	L				Wokingham & Winnersh / Edge of Reading
				Roll out of School Streets	M				Boroughwide
	50% Active Travel in Towns	Infrastructure		High quality walking and cycling facilities and routes as identified in the boroughwide LCWIP.	H				Boroughwide
				Reduce dominance of vehicles in town centres and residential areas	M				Wokingham & Winnersh, Edge of Reading
		Access to Cycling	Provide a range of secure cycle parking options at local destinations	L				Boroughwide	
			Investigate feasibility of On-street cycle or scooter hire scheme	M				Wokingham & Winnersh, Edge of Reading	
		Standards	New Active Travel Design guidance	L				Boroughwide	
		Engagement	Increase My Journey engagement to promote sustainable and active travel.	L				Boroughwide	
	Thriving Villages & Rural Centres	Rural Centres		New EV charge points and secure cycle facilities at local centres	L				Boroughwide
				Enhance pedestrian access and safety in local service centres.	H				South Wokingham/ North Wokingham
				Enable and support local events that support vitality of rural villages.	L				South Wokingham/ North Wokingham
		Active Travel		Continued delivery of the network of Greenways	H				Boroughwide
				Identify local priorities for quiet rural roads/green lanes to improve walking, cycling and horse riding	M				Boroughwide
				Update of active travel route web based mapping	L				Boroughwide
	Improved walking and cycling routes within Twyford and between Twyford and Wargrave	H				North Wokingham			

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