



Reading Transport Strategy 2040 Sub-Strategy:

Reading Bus Service Improvement Plan 2024

Executive Summary

June 2024

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Overview

1. OVERVIEW

Origins of the Bus Service Improvement Plan (BSIP) 2021

- 1.1 Reading's first BSIP 2021 was developed following the Government's publication of the National Bus Strategy (NBS) – Bus Back Better in March 2021. The NBS required each Local Transport Authority (LTA) to produce a BSIP for their area as well as to either establish Enhanced Partnerships with local bus operators or to implement a franchise system to manage the provision of local bus services.
- 1.2 The objectives of the Government's NBS align strongly with Reading's local policies and those in our Reading Transport Strategy 2040. With levels of bus usage and growth in Reading amongst the highest in the country Reading already has a good offer to bus passengers with already an extensive bus network in the town providing everyday access for millions of journeys each year to and from the town. This emphasises the importance of high-quality bus services to the overall success of Reading as a place.
- 1.3 Reading first Bus Service Improvement Plan was published in October 2021 and sets out the strategy for enhancing bus services across Reading. Our BSIP identified existing barriers to growing bus usage and outlined a package of proposed interventions to help achieve the objectives in the NBS as well as our local objectives. In January 2022 to help deliver the schemes and initiatives in its BSIP Reading formed an Enhanced Partnership with the three local bus operators, Reading Buses, Thames Travel and Arriva.
- 1.4 As an outcome of the success of our BSIP 2021 Reading was one of only 31 local authorities originally awarded funding for its implementation which has enabled us to deliver a series of infrastructure and service enhancements including our ticketing schemes the Reading All-Bus multi-operator day ticket. We are now beginning to see the delivery of the physical infrastructure that will provide more bus priority, better bus stops and better buses throughout Reading. Further details of the delivery of these initiatives is provided later in this document.

Purpose of BSIP 2024

- 1.5 In early 2024 the DfT requested that all LTAs refresh and update their BSIPs and submit these to the department by June 2024. Although it was stated that this will not function as a bidding document for specific DfT funds it is a requirement for the release of our BSIP funding envelope for financial year 2024/25 (no LTA has a complete funding envelope for the period beyond 2025).
- 1.6 Our BSIP 2021 was only the first stage of our overall plan for buses in Reading as outlined in our new Reading Transport Strategy 2040. Our new BSIP 2024 outlines how we plan to further enhance bus services in Reading, providing even better access opportunities to everyone across the borough, continue to combat the poor air quality polluting some parts of our town, provide another step forward on our journey to create a net zero-carbon Reading and support the vision and objectives of the Reading Transport Strategy 2040.
- 1.7 The key themes for our BSIP 2024 are as follows:
- **Updating the baseline to 2023/24:** updating the 2021 BSIP's account of the current situation reflecting progress since 2021, including evolution of the local bus market post-pandemic and its issues and opportunities; highlighting achievements made since 2021 in progress with the delivery of locally driven change through the Enhanced Partnership.
 - **Setting out the improvement programme in financial year 2024/25:** to reflect the known funding envelope of BSIP funding and all other funding sources for BSIP delivery, including our own resources.
 - **Getting ready for 2025 and beyond:** refreshing our BSIP's ambition and content to set out a high quality and flexible pipeline of prioritised proposals for the four years 2025/26 to 2028/29, plus our longer-term ambitions. This will also align with our new Reading Transport Strategy 2040 and ensure we are ready for delivery as opportunities for funding arise.
- 1.8 Our BSIP is intended to be comprehensive and authoritative, whilst also being concise and accessible to the public. Therefore we have also used this opportunity to restructure and shorten the document from the earlier BSIP 2021.

- 1.9 As Reading Borough Council was awarded significant funding towards the implementation of our first BSIP the opportunity to refresh our BSIP enables us to provide a summary of the excellent progress that has been made on our plans for 2021-2024 since the award of this funding. This has also enabled us to provide an updated and new set of plans for 2025 recognising a lot of the original initiatives in our first BSIP will have been implemented and we can bring forward new schemes.
- 1.10 Although the DfT have stated that the 2024 BSIP is not a bidding document, it does report on what we have already achieved, and it may be used as a factor by Government to determine future levels of funding. Therefore, we believe our track record of delivery makes a strong case to support further investment.

Vision for Public Transport in Reading

- 1.11 Reading Borough Council has a bold and ambitious vision for the future of bus travel in Reading as evident from our approach to bus travel over the last 20 years. This is aligned to the national vision and objectives as set out in the National Bus Strategy and is also reflected in our local vision for sustainable transport as set out in the Reading Transport Strategy 2040, and the wider Reading 2050 Vision.
- 1.12 The Reading 2050 Vision is for an internationally recognised and economically successful city region. It envisages that low carbon living is the norm and the built environment, technology and innovation are combined to create a dynamic, smart and sustainable city with a high quality of life and equal opportunities for all.
- 1.13 This vision was formed by the Council coming together with local businesses, community groups and the University of Reading. The result is an ambitious description of what Reading can be, with three themes central to Reading's long-term success as a smart and sustainable city:
- A green tech city
 - A city of culture and diversity
 - A city of rivers and parks

1.14 Our new Reading Transport Strategy 2040 Vision sets the focus for an ambitious programme of measures to enable and encourage sustainable travel choices in the town by 2040, by providing attractive alternatives to the private car. Our vision is to deliver a sustainable transport system in Reading that creates an attractive, green and vibrant town with neighbourhoods that promote healthy choices and wellbeing. Future mobility options will enable everyone in Reading to thrive, enjoy an exceptional quality of life and adapt to meet future challenges and opportunities.

1.15 Bus services are a critical element of achieving the RTS 2040 objectives, as summarised in our vision statement for the BSIP as set out at Figure 1 below.

1.16 **Figure 1: BSIP Vision Statement**



1.17 Our RTS 2040 has the following policies in relation to buses:

- 8.1: We will work with bus operators, businesses, health and education providers towards delivering high quality fast, frequent and reliable bus services that are not forced to take second place to excessive or inappropriate car use.
- 8.2: We will maximise the use of bus services by ensuring space on the highway is dedicated to buses or shared with buses, taxis, cycles and emergency vehicles where feasible, to ensure equality of urban mobility and to free up space for regeneration of streets with planting and improvements to the public space.
- 8.3: We will work with neighbouring authorities and other parties to enable the provision of community transport services in Reading for the benefit of our residents and reduce social isolation.
- 8.4: We will work with health services and adult social care services and communities to deliver accessible public transport services that work for communities and help address social needs, such as keeping elderly mobile and tackling loneliness.

BSIP 2021 Progress

2. BSIP 2021 PROGRESS

- 2.1 The Council was issued with its 2021 BSIP funding in late 2021 which delayed the commencement of work on the council's BSIP programme. Reading's BSIP 2021 programme includes a range of both capital and revenue measures, with the funding award consisting of £15.939m capital and £10.324m revenue grant funding. The key elements of the programme are set out below:

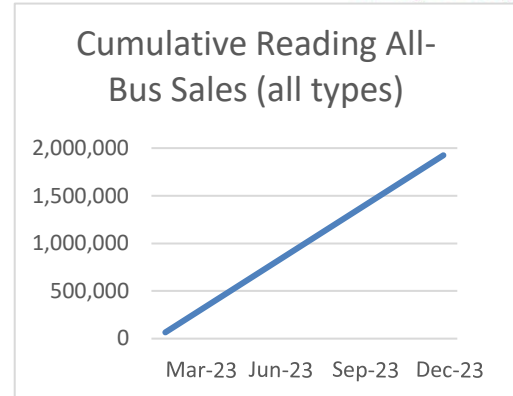
Capital schemes:

- Phase 5 of the South Reading BRT (Bus Rapid Transit) scheme.
- Programme of six new bus lanes on key routes in the Borough.
- Improvements to passenger facilities at MereOak Park & Ride site.
- Package of town centre public transport enhancements, bus signal priority measures and improvements for passengers at bus stops across Reading.

Revenue initiatives:

- Introduction of a multi-operator fares discount scheme.
- Programme of bus service enhancements including contracted services for Buzz 9, Buzz 18 and Sunday Park & Ride services.
- Communication and Marketing programme to publicise the enhancements delivered through the BSIP programme as well as promoting travel by bus.
- Development of initial proposals for future bus priority measures in the borough.
- Management of the EP arrangements and programme delivery support.

2.2 Delivery of the BSIP programme commenced with the launch of the Reading All-Bus ticket discount scheme in March 2023. This sets a daily cap for travel within Reading to ensure no one pays more than a set fare for unlimited travel undertaken in a day. The offer includes travel on services operated by Reading Buses, Thames Travel, Arriva and Thames Valley Buses. In addition, tap-on tap-off contactless payment on all the main operators has been introduced from 1 November 2023, with an introductory offer of £3 for all-day travel until 31 December 2023 which was also funded by the BSIP grant. The All-Bus ticket scheme has proved extremely popular with over 2m tickets sold in the first year, saving residents in Reading over £2m in fares as a result. The all-day discount scheme also complements the Government's national £2 single fare scheme.



2.3 Enhancements to bus services have been progressed, with the new Buzz 9 services commencing in January 2024, including services between the town centre and Whitley Wood as normal, with the additional BSIP funded services to Green Park Station and the business park. This has ensured that local residents fully benefit from the new station facility at Green Park which was delivered by the Council and opened in May 2023. In addition, the enhanced Buzz 18 services with providing an improved service connecting the significant residential developments at Kenavon Drive, the town centre, new Rivermead leisure centre and the forthcoming secondary school on Richfield Avenue.

2.4 Development of the programme of capital schemes is progressing including approval from the Council's Traffic Management Sub-Committee in January 2024 to proceed with delivery of the full programme of bus lanes for the Oxford Road (x2), Bath Road, Southampton Street and London Road (x2), following the undertaking of a statutory consultation on the designs of each scheme. The first scheme to be delivered will be the outbound bus lane on Oxford Road, between the junctions with Zinzan Street and George Street, with construction work commencing earlier in 2024. In addition planning was approved for the passenger waiting shelter enhancements at Mere oak Park & Ride site and delivery of the programme of bus stop passenger enhancements across the rest of Reading is on-going.

- 2.5 The capital programme also includes phase 5 of the South Reading Bus Rapid Transit (BRT) scheme which is a series of bus priority measures on the A33 growth corridor, with the overall vision of creating a dedicated fast-track public transport priority route between MereOak Park & Ride and Reading town centre. The current scheme has been delivered in phases as external funding is secured and has the potential to become a guided-bus, tram or autonomous shared vehicle system in the future.



- 2.6 The current BRT phase of works, which is set for completion in spring 2025, will link up existing outbound bus lanes delivered through previous phases through the construction of an additional lane over the River Kennet, between the junctions with Rose Kiln Lane (South) and Kennet Island. This will complete the outbound section of the scheme, which would enable future funding bids to focus on delivery of the remaining inbound sections.

Proposals for New Measures 2025

3. PROPOSALS FOR NEW MEASURES 2025

- 3.1 This section sets out the proposals and actions which will collectively deliver the overall vision to transform bus services in Reading from 2025 onwards. For each proposal, individual actions have been identified to contribute towards the objective, alongside an analysis of the existing situation which the proposal seeks to enhance. The proposals have been established as key elements of the overall strategy, which collectively will deliver a step-change in the provision of bus services.
- 3.2 Our proposals will help increase buses' mode share by making them an attractive alternative to car travel for more people. We will achieve this by making buses faster and more reliable - through our bus priority measures, cheaper -through our fares and ticketing initiatives and more comprehensive through our service level and network coverage plans.
- 3.3 We will make buses easier to understand and easier to use through our bus information, waiting facilities and real-time passenger information improvements and better to ride in through our improvement works to the road surface and at key junctions. We will ensure buses are seen as safe more of transport through security improvements to both bus stops and on-board buses and ensure the high levels of accessibility already experienced on buses in Reading is maintained and enhanced through our fleet investment working with our Access and Disability Group.
- 3.4 We will deliver better integration with other modes through our service level and network coverage plans providing good access to Reading's four railway stations as well as to our Park and Ride mobility hubs with interchange to the National Coach Network. We will make buses greener and innovative through our ZEBRA plans to roll out electric buses across Reading.

Theme	Existing Situation	Action
Service Level and Network Coverage (SL)		
Enhance 'Buzz' supported services	<p>Reading has the second highest level of local bus travel in England per head of population outside of London, providing the passenger volumes needed to sustain a strong scheduled local bus network.</p> <p>Nevertheless due to their current commercial viability, there remain neighbourhoods that are not currently well served. In addition there is a lack of good direct orbital routes connecting local neighbourhoods.</p>	<p>SL1 Enhance frequency of Council's existing 'Buzz' branded supported network, facilitating growth, towards a commercially sustainable service model.</p> <p>SL2 To identify key under-served network corridors and work with Operators to develop services not provided by the commercial network</p>
Bus Services to Royal Berks Hospital	There is less service during the evenings and we want to bring evening services to the standard specified in the National Bus Strategy.	SL3 Improved evening services to Royal Berkshire Hospital and stations including late night, 24hr, Sunday and Park and Ride support.
East Reading Supported Services	<p>There is a recognised problem with development of major housing in North Wokingham and Winnersh that has no bus services provided and not much likelihood of commercial bus services being able to serve these. Many of the journeys made from the new developments are now made by car to Reading for access to the University, hospital, main line rail transfer, shopping leisure education and employment purposes.</p> <p>Reading Borough Council will introduce a new bus lane on London Road as part of its BSIP1 bus priority investments which will be used by the reinstated 500 P&R buses.</p> <p>Due to changed workplace patterns and leisure demographics the 'new' P&R service is unlikely to be commercially viable and with the future possibilities of BRT along the A329M being proposed for a study with Wokingham, there exists the possibility that the 500 P&R will struggle and possibly be subject to further withdrawal.</p> <p>Working in partnership with Wokingham Borough Council, Reading would like to introduce enhanced bus services, that would be further benefited by the newly introduced bus priority measures on London Road.</p>	<p>SL4 Enhance the existing services from the East of Reading, to better serve emerging residential areas as well as providing increased frequency to 2 key park and ride sites to the East of Reading. Providing an additional 2 buses to the service will offer:</p> <ul style="list-style-type: none"> • enhanced P&R capacity • extended operating period for workers at Winnersh Triangle • provide 25 new trips per day from the North Wokingham estates to Reading. • Increase service from Winnersh Village by 33% • Run AM peak trips inbound via Royal Berks Hospital to serve their staff.

Theme	Existing Situation	Action
Bus Priority (BP)		
South Reading Bus Rapid Transit Scheme	<p>Our new LTP4 sets out a vision of a series of BRT routes in Reading, linking the town centre with key destinations and park & ride facilities.</p> <p>Through BSIP-1 we have continued the implementation of the South Reading BRT scheme, which serves key destinations including Kennet Island housing development, Green Park business park, Green Park Village, Select Car Leasing Stadium, Campus Reading International and MereOak P&R facility.</p> <p>To date, we have implemented over 4,500m of BRT route and traffic signal priority at key junctions on the A33. This has enabled reductions in journey time of up to 16% during peak periods through the avoidance of traffic congestion leading to faster and more reliable timetables. Passenger numbers on the BRT services increased from 316,000 in 2010 to 1,175,687 in the year 2019-20, and following the pandemic, recovered to 1,169,228 in the year 2023-24.</p>	BP1 Continuation of the delivery of South Reading BRT scheme – bus lanes and traffic signal upgrades on the A33 to connect to existing network that has been delivered in phases 1 to 5.
Bus Priority Measures	Reading has a strong track record of delivering bus priority measures, supported by bus lane enforcement. Further to those schemes being delivered as part of BSIP-1, we are developing detailed plans to continue investing in bus priority on our eight main bus corridors to improve bus speed, reliability and punctuality and to enable increases in frequency of service.	<p>BP2 Bus lane – outbound from Circuit Lane to Burghfield Road (roll-over from BSIP 1) (south west)</p> <p>BP3 Bus lane and traffic signals upgrades – inbound approaching Burghfield Road (south west)</p> <p>BP4 Bus lane – inbound small section taking one of the two lanes at junction of Queens Road and Watlington Street (east)</p> <p>BP5 Bus lane and traffic signals upgrades – Basingstoke Road inbound approaching Hartland Road (south)</p> <p>BP6 Bus lane – Oxford Road inbound approaching Reading town centre (west)</p>

Theme	Existing Situation	Action
		<p>BP7 Bus lane – Oxford inbound approaching Norcot Roundabout (west)</p> <p>BP8 Bus lane – Portman Road approaching Norcot Roundabout (west)</p>
Bus Priority Measures – Signal Upgrades	Whilst the Council has had success in delivering Bus Lane Measures throughout the Borough, and providing signalised priority as part of these schemes, there remains a significant gap in signalised bus priority throughout the borough, which if improved could deliver significant benefits to bus reliability and journey times.	<p>BP9 Invest in signal upgrades particularly at key junctions pinch points or in connecting to existing bus priority infrastructure, providing a complete bus priority corridor. This includes:</p> <ul style="list-style-type: none"> • Craven Road, Eldon Road, London Road Junction • Bennet Road, Basingstoke Road Junction • Southampton Street IDR Roundabout • Castle Street IDR Roundabout • Berkeley Avenue Junction • Burghfield Road Junction • Duke Street IDR Junction • Kings Road, Watlington Street Junction

Theme	Existing Situation	Action
Lower and Simpler Fares (LSF)		
Multi-Operator Ticket	<p>As a result of the BSIP-1 Funding, the Council, in partnership with local operators, has introduced a true multi-operator travel card allowing passengers to make multiple journeys throughout the day, using services provided by each and any of the operators included within the Enhanced Partnership. This has been further enhanced with the introduction of a fully functional “tap-on tap-off” system (and capped fare) that also works between all operators. We have seen period on period growth in passengers utilising these tickets, both as a result of their convenience and value (as a result of the reduced fares made possible by BSIP-1).</p> <p>In the absence of a national scheme, the Enhanced Partnership wishes to continue with this successful scheme and extend it to capture better value, weekly, monthly, season tickets etc, providing additional choice to potential passengers.</p>	<p>LSF1 Continuation of the Reading All-Bus multi-operator day ticket. <i>(BSIP funding required to provide back-office functionality for reconciliation purposes and operator reimbursement as well as passenger discount).</i></p> <p>LSF2 In coordination with EP Members, develop and introduce Reading All-Bus Weekly, Monthly and other Season tickets.</p> <p>LSF3 Working with neighbouring LAs to introduce a Wider Area All-Bus ticket for journeys across the Thames Valley.</p>
Continuation of the national £2 fare cap	<p>Reading continues to offer good value single fares of no more than £2 throughout the borough through the Department for Transport’s £2 single fares cap. Whilst many of the urban routes within Reading already benefited from low fares, the Council and Enhanced Partnership would support the continuation of a national scheme, and particularly for longer journeys, where this reduced fare has resulted in significant passenger growth, with cheaper fares being a critical factor in securing long term behavioural change.</p>	<p>LSF4 Continuation of the £2 single anywhere scheme. Subject to central Govt funding not continuing for the £2 single scheme RBC would like to see a comparable scheme that provides a reduced fare single for all journeys adult journeys and a lower fare for school children and young people.</p>
Park and Ride fares	<p>The Park and Ride facilities within the Greater Reading Area offer variable levels of service, and are currently under utilised. Some of the measures currently being implemented through BSIP-1 are expected to improve journey time and reliability from P&R sites to the South and East of Reading, however further incentivisation to passengers could generate additional growth. P&R is a critical part of our LTP2040 and these facilities should be better utilised/exploited to offer a genuine alternative to private vehicle use in the urban area.</p>	<p>LSF5 Provide Park and Ride fares that are attractive to people, linked to proposed fare reduction schemes and/or reduced parking fees.</p>

Theme	Existing Situation	Action
Young Person Concessions	A large proportion of young people already benefit from accessing local bus services for school and recreational travel, however Reading still experiences large volumes of young people being transported to school via car. This generation of passenger is key to the future of public transport, and building a culture of young adults choosing public transport, may influence future and long term travel behaviours.	LSF6 Introduce additional concessions for young people, making it more affordable, and facilitating generational behavioural change. Further work will be required with the EP to introduce a suitable scheme, which could include £2 daily fare cap
<i>Ticketing</i>		
Payment Methods	All Bus Operators offer a variety of ticketing and payment methods, and the Enhanced Partnership is committed to retaining and enhance these facilities and ticket options.	<p>T1 The Council and EP Members make a commitment to retain cash fares on all bus services in Reading <i>(no funding requirement)</i></p> <p>T2 The Council and EP Members make a commitment to enhance ticket choices through the development of Tap-on Tap-off ticketing. <i>(no funding requirement)</i></p> <p>T3 The Council and EP Members make a commitment to support in the implementation of national multi-operator ticketing schemes. <i>(no funding requirement)</i></p>

Theme	Existing Situation	Action
<i>Waiting and Interchange Facilities (WF)</i>		
Town Centre Enhancements	<p>We have provided bus gates to manage timed access of other vehicles to the town centre bus priority loop and we have introduced red route restrictions to regulate parking in the town centre.</p> <p>Effective management of the use of bus stops and bus stands is an ongoing partnership between the Council and operators to ensure that bus services and other highway users with privileged access to the town centre such as taxis, deliveries and disable parking can also be accommodated.</p> <p>As the focus of Reading's bus network is the town centre and station it is essential that sufficient wayfinding and Real Time Information is available to passengers making onward journeys, providing model connectivity.</p> <p>With Bus infrastructure being a significant feature of the town centre further enhancements, beyond those made during BSIP-1 are required in order to reduce conflicts between waiting passengers and pedestrians. Improvements to the waiting facilities will support a consistent approach inline with the EP Passenger Charter.</p>	<p>WF1 Undertake a Town Centre Area Study to identify improvements that can improve access and reliability of bus services, including by way of traffic restrictions and road space and kerb-side reallocation.</p> <p>WF2 To develop and enhance the bus stop wayfinding facilities across the town and particularly from key hubs such as Reading Station. This can include interactive displays, that include wayfinding and RTI.</p> <p>WF3 To continue to improve waiting facilities around the town centre, improving accessibility and to avoid model conflicts (passengers, pedestrians, vehicles, cycles).</p>
Bus Stop Enhancements	<p>Reading's bus network generally has low levels of crime and anti-social behaviour, and we want people using our bus network to feel welcome and safe.</p> <p>As part of BSIP-1, Bus stops have been upgraded on many routes with new bus shelters, proper access, real-time information and a clean and welcoming environment. However, there are still some bus stops with inadequate facilities or old bus shelters which need upgrading or replacing. In addition new bus stops need to be provided close to new development including new retail parks and new housing to improve access and make using buses easier and more convenient.</p>	<p>WF4 To enhance waiting facilities at key hubs across the town (including Reading University, Royal Berkshire Hospital, Town Centre and Park & Ride Sites).</p> <p>WF5 To continue the programme of refurbishment and enhancement of bus stops across Reading, offering a consistent experience to passengers, in line with the EP Passenger Charter.</p>

Theme	Existing Situation	Action
<i>Bus Information and Network Identity (BI)</i>		
Marketing	<p>Reading already has a history of being a Bus City, and has historically marketed the success of its Bus Services. Using BSIP-1 funding we built upon this with regular marketing and communication campaigns focussed on different work streams, such as the multi-operator “Reading All-Bus” ticket, the introduction of Tap-on Tap-off, and the various service enhancements funded through the BSIP.</p> <p>We have utilised a number of media formats including on-street and radio campaigns, and have had good engagement throughout, including through our primary bus slogan, “There’s a Bus for that” developed through our BSIP 1 programme.</p>	<p>BI1 To continue to invest in proactive marketing and promotion of Public Transport (services and infrastructure), utilising the “There’s a Bus for That” slogan.</p>
Real Time Information	<p>There is currently a good level of information provided for bus passengers in Reading, both at stops and through services such as the Reading Buses website and app.</p> <p>The BSIP-1 allowed us to upgrade the Real Time Passenger Information (RTPI) displays at around 100 bus stops and key interchanges as well as providing audible announcements providing greater accessibility and inclusion for passengers. However there remain over 100 bus stops without any RTPI and it is the Councils ambition that (in line with the Passenger Charter) all passengers experience a consistent bus journey, with the waiting facilities and bus information being their gateway to accessing bus services.</p>	<p>BI2 Provide accessible (audible) Real Time Information displays at a further 50 bus stops where this is not already provided, and would offer benefit to passengers.</p>

Theme	Existing Situation	Action
Bus Passenger Experience		
Road Surfacing	<p>Although there has been significant investment in improving the condition of roads in Reading, due to the volume of HGV vehicle movements through Reading, we continue to see widespread degradation of road surfaces.</p> <p>The condition of road surfaces has a significant impact on the passenger experience and the comfort of their ride. Resurfacing the established bus lanes would offer a further significant benefit to bus passengers, and could be done alongside our network identity ambitions, to introduce coloured road surfacing in bus lanes, highlighting the extent and quality of our bus (infrastructure) network.</p>	<p>BP1 Invest in Bus Lane “identity” through the resurfacing and colouring of all bus lanes in Reading, making them more identifiable and a feature of the highway network.</p>
Bus Fleet		
Zebra 2 / Decarbonisation of Fleet	<p>Reading Buses has invested in low carbon double deck buses, with 60 compressed natural gas (CNG) vehicles currently 45% of the overall Reading fleet. They have also taken the first step to zero carbon, again with double deck buses in the form of a converted battery electric vehicle and the company has trialled a new battery electric vehicle. This has provided the experience and confidence needed to continue the transition to full electric in the future.</p>	<p>BF1 To ensure that the new Electric Vehicle Bus Fleet is introduced in accordance with Zebra 2 Funding (no BSIP funding required).</p> <p>BF2 To further invest in extending the fleet of zero emission vehicles (30 vehicles), working towards the Councils and Governments net zero ambitions.</p>

Theme	Existing Situation	Action
Accessibility and Inclusion		
Accessibility and Inclusion	<p>Reading Borough Council runs an Access and Disabilities Working Group (ADWG) which is made up of local councillors, officers, residents and other local stakeholders with a particular interest in accessibility issues. The ADWG campaigns for improved access for people with disabilities and acts as a pressure group in identifying and promoting public awareness of problems of access for disabled people to public buildings, commercial premises, the highway network and public transport within the Borough.</p> <p>Over the years the ADWG has worked with Transport Officers and Reading Buses to discuss a range of transport and accessibility issues. Through this input improvements have been made to the specification for accessibility of new buses in Reading as well as to the bus stop infrastructure and real time systems.</p>	<p>AI1 To provide Bus User Travel Training for disadvantaged groups, making bus travel available and accessible to all.</p> <p>AI2 To continue the programme of refurbishment and enhancement of bus stops across Reading, offering a consistent experience to passengers, in line with the EP Passenger Charter.</p> <p>AI3 To provide accessible (audible) Real Time Information displays to the remaining bus stop locations, providing a consistent passenger experience in line with the EP Passenger Charter.</p> <p>AI4 Invest in new “on-bus” passenger information and audible displays to ensure that information is inclusive.</p>
Longer Term Transformation of the Network		
Long Term Vision for the transformation of Reading Bus Network	<p>Reading Borough Council has a strong track record of investment in the bus network over the past 20 years and particularly through its BSIP 2021 allocation resulting in some of the highest bus use in the country. There is however still a huge amount of work and investment needed to ensure that travel by bus becomes relevant to even more people travelling in Reading and bus use remains an attractive solution as the pressures on the transport network increase.</p>	<p>N1 Undertake a corridor Study of the A3290/A329(M), to identify how bus priority measures could be introduced to improve reliability and viability of enhanced Bus Services from the east of Reading.</p>

Theme	Existing Situation	Action
	<p>The Council has recently adopted the Reading Transport Strategy 2040 which outlines our longer-term vision for transport through to 2040 including for travel by bus as well as the schemes and initiatives to deliver this vision.</p> <p style="text-align: center;">Reading Transport Strategy (RTS) 2040 Vision</p> <p>“To deliver a sustainable transport system in Reading that creates an attractive, green and vibrant town with neighbourhoods that promote healthy choices and wellbeing. Future mobility options will enable everyone in Reading to thrive, enjoy an exceptional quality of life and adapt to meet future challenges and opportunities.”</p> <p>The actions we have outlined in this table will help us to deliver the vision of our RTS and ensure that the bus network across Reading remains an attractive and relevant proposition to the residents and visitors to Reading.</p>	<p>N2 Undertake corridor/park and ride studies to the North and West of Reading, to identify viability and understand what bus priority measures would be required in order to create a reliable and attractive service offering.</p> <p>N3 Extend the existing South Reading BRT services, to maximise the return on investment (in infrastructure) and extend coverage of BRT to further areas south and south east of Greater Reading area.</p> <p>N4 Undertake a Caversham (North) Bus study, including a full review of current services and operations and what bus priority measures (or mitigations) can be introduced to support passenger growth (and service reliability).</p> <p>N5 Work with Network Rail and Great Western Railway to improve interchange and access to buses from Reading station including outside the Brunel Forecourt (current RailAir bay).</p> <p>N6 Investigate the potential to provide further concessions to an extended group including young people or people living in low-income households as well as for extended periods of times within Reading.</p>