
WEST BERKSHIRE BUS SERVICE IMPROVEMENT PLAN (BSIP) – SUMMARY DOCUMENT JUNE 2024



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1. Introduction

West Berkshire Council produced its first [Bus Service Improvement Plan \(BSIP\)](#) in October 2021 in conjunction with bus operators. It is updated annually with the latest version published in Autumn 2023.

This document provides a summary of improvements made to bus services since 2021, planned activities until March 2025 (when current government funding ceases), and ambitions beyond this timescale.

The full BSIP(s), regular progress reports, the Enhanced Partnership Plan and Scheme, notes from EP Forum meetings and the Bus Passenger Charter can all be found at [Enhanced Partnership \(for local bus services\) – West Berkshire Council](#).

2. Our Bus Vision

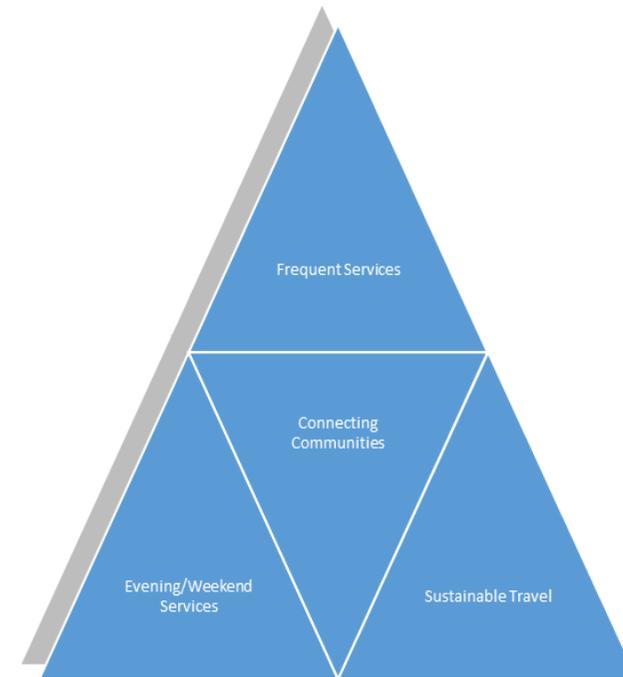
The BSIP covers the whole of the West Berkshire District Council area and is covered by a single Enhanced Partnership (EP) which is in place between the local authority and bus operators. It supports a number of strategies including, but not limited to, the [Council Strategy](#), [Local Transport Plan](#) and [Environment Strategy](#).

It seeks to deliver on the [National Bus Strategy](#) and Levelling-Up agenda, through enhanced frequencies on many services, new bus links introduced including the use of demand-responsive transport, simplified fares and the extension of inter-operator ticketing, more environmentally-friendly buses, and improved marketing of bus services to wider audiences.

Our vision of local bus services is as follows:

To provide public bus services which connect people to work, education, retail, health and leisure opportunities across West Berkshire and beyond, and helping to deliver sustainable transport for the community.

Where possible we will look to introduce more frequent, evening and weekend services ensuring that the bus is an attractive mode of transport for all.



3. Current Offer to Bus Passengers

3.1. Local Public Bus Services

Bus services in West Berkshire are currently operated by a number of companies:

- Go-Ahead (Salisbury Reds, Thames Travel)
- Horseman Coaches
- Reading Buses (Newbury & District, Reading Buses)
- Stagecoach (Hampshire, Swindon)

In addition to those services run under an Operator's Licence, another group of services are provided using Section 22 Community Bus Permits. As these provide vital links in the district's transport network, they are also included within the BSIP:

- Carebus
- Going Forward
- Ramsbury Community Transport
- West Berkshire Council

An overview of each of the services is included in Tables 3.1, 3.2 and 3.3. Journeys (per week) are current (May 2024), whilst patronage (per month) is at March 2024. All data relates to travel within West Berkshire only.

Operator	Service		Journeys/week	Patronage/month
Reading Buses	Jet Black 1	Newbury-Reading	412	Individual data not shown at request of major operator
Reading Buses	Lime 2	Reading – Mortimer	203	
Stagecoach in Hampshire	2	Baughurst-Basingstoke	754	
Newbury & District	3c	Thatcham-Hungerford	10	
Reading Buses	15	Reading-Calcot	327	
Reading Buses	16	Reading-Purley	582	
Reading Buses	26	Reading-Calcot	922	
Reading Buses	33	Reading-Tilehurst	627	
Totals	8		3,837	120,854€

Table 3.1 Current bus services without any direct subsidy within West Berkshire

Key/Notes: € = Estimated; Stagecoach in Hampshire 2 – only one stop in West Berkshire.

Operator	Service		Funded by	Journeys/week	Patronage/month
Newbury & District	1a	Newbury – Thatcham	WBC	127	6564
Newbury & District	1c	Newbury -Thatcham	WBC	135	6850
Newbury & District	1d	Newbury – Thatcham	WBC	5	149
Newbury & District	2/2a/2c	Newbury–Pigeons Farm	WBC	162	5013
Newbury & District	3/3a/3x	Newbury-Hungerford	WBC	72	2916
Newbury & District	4/4a/4b/4c	Newbury-Lambourn	WBC	106	4282
Newbury & District	6/6a	Newbury-The Ilsleys	WBC	84	3041
Stagecoach in Hampshire	7/7a	Newbury-Andover/Burghclere	HCC	68	1021
Newbury & District	8	Newbury-Greenham	WBC	123	2597
Newbury & District	9	Newbury-Racecourse	WBC	148	1862
Swindon’s Bus Company	X20	Newbury – Marlborough	WCC	2	Individual data withheld
West Berkshire Council*	41	Newbury-Theale	WBC	24	211
West Berkshire Council*	44	Thatcham-Calcot	WBC	32	474
Stagecoach in Swindon	46/X46	Hungerford – Swindon	SC, WCC	40	201
West Berkshire Council*	47	Lambourn-Swindon	WBC	55	375
Carebus Volunteer Group*	75	Theale-Newbury	S22	2	80
Newbury & District	103/a/b	Newbury – Greenham BP	BDPC & GCT	130	3730
Swindon’s Bus Company	110,120	Hungerford-Marlborough	WCC	20	Individual data withheld

Operator	Service		Funded by	Journeys/week	Patronage/month
Salisbury Reds	Wiltshire Connect	Marlborough – Hungerford	RMF	Demand responsive	Individual data withheld
Going Forward Buses	133	Goring – Wallingford	S22	8	19
Thames Travel	143	Reading – Upper Basildon	WBC, BPC, PPC, PPC	60	931
Going Forward Buses	145	Goring – Reading	S22	5	6
Horseman Coaches	154	Reading – Beech Hill	WoBC, BDPC, BHPC	2	25
Ramsbury Community Transport	Flyer	Aldbourn/Ramsbury – Hungerford	S22	4	125
Totals				1,414	40,472 (Est)

Table 3.2 Bus services wholly or partially funded to operate (non-BSIP funding only)

Key:

Funded by: WBC = West Berkshire Council; HCC = Hampshire County Council; *= section 22 operation; SC = Swindon Borough Council; WCC = Wiltshire County Council; RMF = Rural Mobility Fund; BDPC = Basingstoke & Deane Parish Council; BPC = Basildon Parish Council; GCT = Greenham Common Trust; PPC = Purley Parish Council; PPC = Pangbourne Parish Council; WoBC = Wokingham Borough Council; BHPC = Beech Hill Parish Council; S22 = Section 22 operation. Est = Estimated

Operator	Service		BSIP funding	From	Journeys/week	Patronage/month
Newbury & District	1e	Newbury – Thatcham	WBC	Sep-23	14	340
Reading Buses	Lime 2a*	Reading – Mortimer	WBC	Sep-23	215	Individual data withheld
Thames Travel	X34	Newbury –Harwell	WBC, OCC	Jul-23	166	1080
Stagecoach in Hampshire	32*	Newbury-Basingstoke	WBC, HCC	May-24	230	Individual data withheld
West Berkshire Council	West Berkshire Community Connect	Northwest Downlands	WBC	Jan-24	Demand responsive	131
West Berkshire Council	Community Connect A	Newbury-Brightwalton	WBC	Jan-24	10	107
Totals	6				635	17,141€

Table 3.3 Bus services funded by BSIP Phase 1 and 2 funding.

Key/Notes:

BSIP Funding: WBC = West Berkshire Council; OCC = Oxfordshire County Council; HCC – Hampshire County Council

Service: Lime 2a* – Sunday extension to Mortimer funded by WBC BSIP; 32* (previously The LINK) - WBC BSIP funding Sunday extension, additional evening journey to Newbury and peak-time journeys.

Please note that that the journey numbers for the 32 (formerly The LINK) are reflective of the May-24 changes, however, patronage is from March 2024 before changes occurred.

Patronage: € = Estimated

3.2. Key Metrics of Bus Performance

6-monthly progress reports on journey time, reliability, passenger growth, customer satisfaction and vehicle emissions are published at [Enhanced Partnership \(for local bus services\) – West Berkshire Council](#).

Passenger numbers for the district for financial year 2023/24 rose to 2,168,208, and were just 2.44% down on 2019/20 figures.

However, overall customer satisfaction rates dropped in the last year (in particular with a noted rise in dissatisfaction in waiting environments) and overall reliability rates also fell, with essential roadworks and flooding contributing to disruption to services. Additional focus will be applied in 2024/25 to these areas of concern.

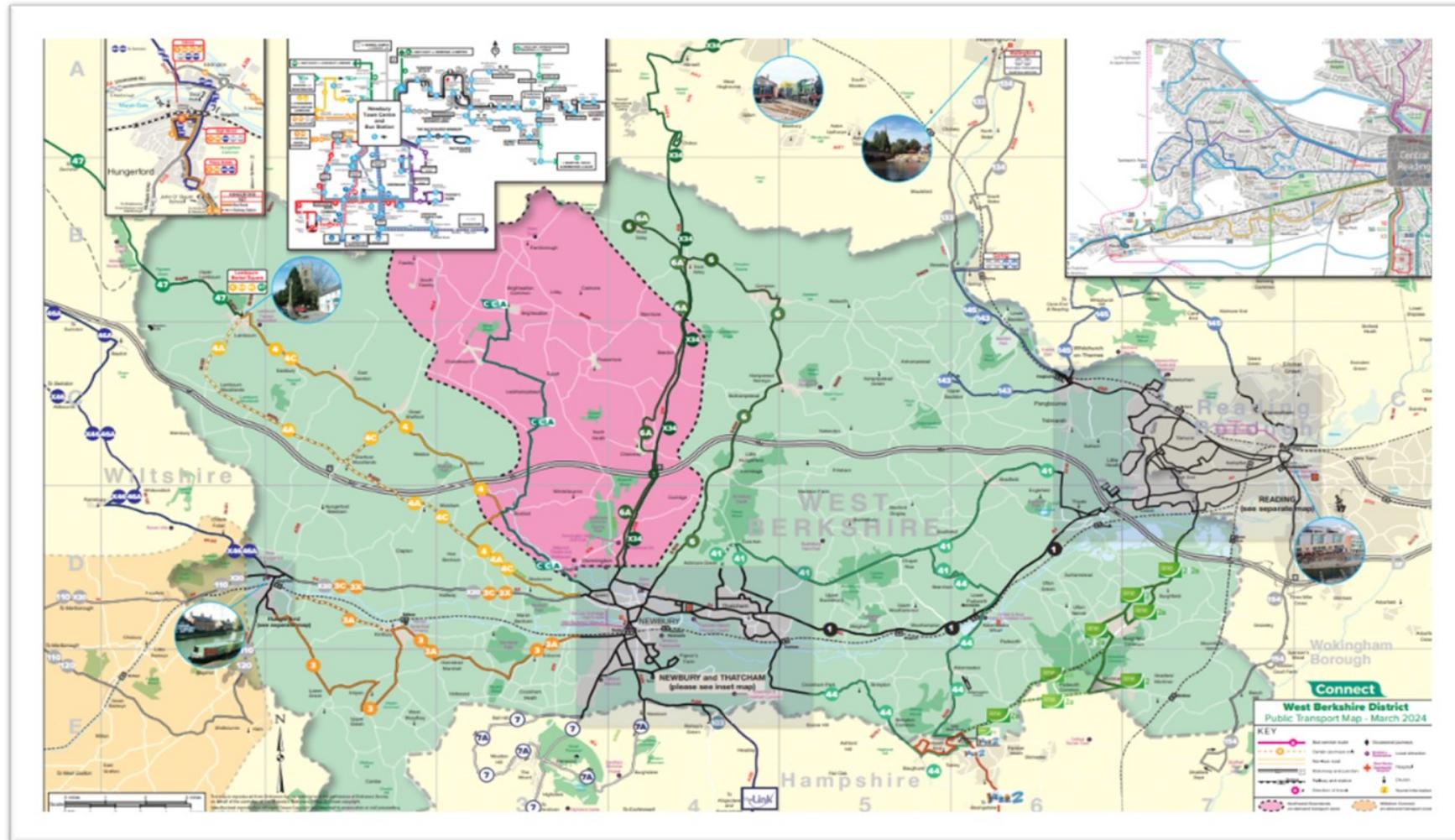
Further details on the key metrics can be found in section 6 of this report.

3.3. Bus Connectivity Assessment (BCA)

A Connectivity Assessment is also being completed in 2024 to review West Berkshire local bus services and access to essential services for residents.

3.4. Public Bus Route Map

West Berkshire Council has produced a public bus route map which shows routes of public bus services within in the district. The [latest version](#) of the map was produced in March 2024, is published on the Council's website and is also shown below.



4. Improvements Made to Bus Services since 2021

The following outlines all the improvements that have been made to local public bus services in West Berkshire since 2021.

4.1. General Improvements

- The West Berkshire [Enhanced Partnership \(EP\) Plan & Scheme](#) commenced in April 2022, a legal agreement between West Berkshire Council and local bus operators.
- The EP Forum meets at least three times each year and is also attended by neighbouring local authorities, community transport, and user-representative groups. Notes from meetings are published on the [Council's website](#).
- One of 31 (out of 76) BSIPs to be awarded BSIP Phase 1 funding. £2.6m awarded in total with the first payment released in December 2022. Additional £480k BSIP Phase 2 funding awarded in May 2023. BSIP funding lasts until March 2025.
- BSIP updated each year, and progress on targets reported every six months and published on the [Council's website](#)
- A new [Council Strategy](#) has been adopted and a draft [Parking Strategy](#) prepared. [Town Centre Masterplans](#) are now in place for [Newbury](#), [Thatcham](#) and [Hungerford](#). All of these give a clearer focus on the Council's ambitions for public transport.
- New key developments are progressing well in Newbury at Market Street 'urban village' and new housing at Donnington Heights and Shaw Valley.
- Vodafone have significantly reduced their office campus reflecting the overall change in working from home across West Berkshire which had increased from 13% in 2011 to 42% in 2021.
- Council funding for bus services has increased by almost 10% to maintain services impacted by the pandemic and rising costs in the bus sector. Passenger numbers have increased to pre-covid levels.

- Relevant Council Officers have joined the Bus Centre of Excellence, become members of the Chartered Institution of Highways & Transportation, and have attended Local Authorities DRT Forum, Bus Strategy Forum and neighbouring local authority Enhanced Partnership meetings - all with a view to developing the workforce, improving knowledge and training in the sector and sharing in best practice.
- Local Bus Operators have apprenticeship/graduate programmes available and offer training programmes for existing employees.

4.2. Bus Priority Infrastructure

- BP2. Atherton Road, Hungerford. Overgrown vegetation restricting road width, holding up vehicles terminating in Hungerford. This has now been cut-back and the property owner will continue to provide regular maintenance allowing buses to pass freely. Funding from BSIP was not required.
- BP5. Bus congestion hotspots. New or replacement bus stop clearway signs and carriageway markings have been introduced at 27 (as of May-2024) locations throughout south Newbury and Hungerford as the first phase of a wider project to prevent inappropriate parking holding up buses across West Berkshire.

4.3. Other Bus Infrastructure

- Real Time Passenger Information (RTPI) screens were upgraded in Thatcham (2) and Theale (1) in 2022, and a new screen has been added at Newbury Rail Station.
- Installed barriers, improved signage and line markings at Newbury Wharf bus station in 2023 to help improve customer safety at the site.

4.4. Bus Service Support

The following new bus services have commenced have since 2021:

- **1e** service operated by Newbury & District between Newbury and Thatcham
 - Friday and Saturday evenings, from September 2023.
 - Funded by BSIP but expected to be commercial from April 2025.

- **Lime 2/a** extension operated by Reading Buses to Mortimer on Sunday from Reading.
 - 2-hourly Sunday services, from September 2023.
 - Funded by BSIP but expected to be commercial from April 2025.

- **32** (formerly The LINK) operated by Stagecoach in Hampshire between Newbury and Basingstoke has been enhanced significantly:
 - Later evening services, Sunday service and additional peak time journeys from May 2024.
 - Funded by BSIP funding from West Berkshire Council and Hampshire County Council

- **X34** operated by Thames Travel between Newbury – Harwell – Didcot
 - Hourly Monday to Saturday, from July 2023.
 - Funded by BSIP and developer contributions.
 - Joint venture with Oxfordshire County Council.
 - Funding available for at least 5 years. Provides connections to/from Oxford.

- **110, 120** operated by Swindon Bus Company between Hungerford – Marlborough
 - 3 journeys Monday to Friday, from October 2023.
 - Funded by Wiltshire County Council.
 - Replaced services 20, 22.

- **CCA** operated by West Berkshire Council Transport Services between Brightwalton – Newbury
 - 2 journeys per day Monday to Friday, from January 2024.
 - Funded by BSIP.
 - Replaces 5 service.

- New on-demand bus services have also been introduced:
 - [Wiltshire Connect](#), from October 2023 – serving Hungerford and Wiltshire.
 - Operates Monday to Saturday.
 - Funded by Wiltshire County Council and Hungerford Town Council.
 - [West Berkshire Community Connect](#), from January 2024 – serving Northwest Downlands.
 - Operates Monday to Friday.
 - Funded by BSIP.
 - Enhances former services 5a, 5c.
- Commercial services 1a, 1c Thatcham – Newbury have been retained with additional Council support to offset the impacts of the covid pandemic.
- Eight-year contract awarded to Newbury & District Ltd for Newbury-based supported bus services commencing September 2024.

4.5 Fares Support

FT1. Simplified fares and improved ticketing

Free bus travel:

- Offered at Christmas 2021, 2022 and 2023.
- Easter and Jubilee weekends 2022 (additional services also operated on bank holidays).
- World Car Free Day 2022 and 2023.

National bus fare cap:

- From January 2023, there has been a [£2 fare cap](#) on all major services in West Berkshire as part of the national single fare cap scheme.
- The EP has committed to allow users to pay for travel using cash if they choose to, whilst improving payment options with the wider introduction of on-bus card payments.

- Supported bus fares not increased since 2016.
- Car parking charges increased from April 2024 (first increase since 2018).
- Since 2023, all operators have given clear information on fares on their websites, including those for young people; Council has also provided information on [website](#).

4.6 Ticketing Reform

FT1. Simplified fares and improved ticketing

Group tickets:

- Introduced in summer 2022 for up to four people to travel together as part of the *Connect* multi-operator scheme.

Early-bird tickets:

- Introduced in January 2023, providing discounted travel for ENCTS passholders before 9.30am Monday to Friday.

Reading All-Bus tickets:

- Multi-operator ticketing introduced in March 2023.

Connect multi-operator tickets:

- Thames Travel added to scheme in July 2023.

4.7. Other Schemes and Measures

- Use of the *Connect* brand has been enhanced with:
 - Council minibuses clearly displaying Community Connect branding.
 - The new on-demand bus service advertised as Community Connect.

- All-operator [Travel Guides](#) have been updated regularly, and printing recommenced in September 2023.

- Public Transport Map now available on the [Council's website](#).

- All operator information (including s22 operations) included on BODS and Traveline.

- Planned road closures and works are co-ordinated to minimise disruption to bus services.

- Timetables of key services have been reviewed to improve reliability and punctuality.

- Since 2021 the Council has conducted an annual survey to identify satisfaction with bus services, as well as seeking information on what else is required to make bus services more attractive. Information about 2023 survey can be found [here](#).

- All buses (except some minibuses operated under s22 permits) now have on-board next stop audio-visual announcements, wi-fi, USB charging facilities, and CCTV.

- [Passenger charter](#) launched and published in Travel Guide and on Council and operator websites.

- The average vehicle age of all vehicles providing bus services in West Berkshire is younger than the average for England.
 - 95% of vehicles meet at least Euro V emissions standards, whilst 77% are at least Euro VI.

- All vehicles provide level boarding.
- The ability of operators to introduce zero-emission vehicles was an important consideration in the 2024 bus service tender.
- The Council submitted an unsuccessful bid to introduce zero-emission vehicles in Newbury as part of the Zebra 2 funding.
- Continued support for [community transport](#) as a vital service for those unable to use conventional buses.
- Community transport operator Downlands Volunteer Group took delivery of Berkshire's first electric community transport minibus in December 2023 with most funding provided by the Council.
 - This vehicle also provides wheelchair access, the first time this has been available in this area.
 - Its operation is being monitored closely by the other community transport providers.
- Trials of car sharing (using [Liftshare](#)) have been promoted in Chaddleworth, East Garston, Great Shefford and Hungerford to improve travel options.

5. Improvements Programme to 2025

The following outlines the improvements that the Enhanced Partnership will look to introduce up until March 2025 it includes details about the BSIP programme and other initiatives that we will look to introduce.

5.1. Bus Priority Infrastructure

BP3. Robin Hood Roundabout, Newbury.

- To improve reliability, we will install equipment to prioritise late-running buses through this junction.
- This will particularly improve reliability on the Jet Black 1 route.
- Services 1a, 1c, and 6 will also benefit.

BP4. Bath Road, Calcot.

- Similar to BP3, equipment will be installed to prioritise late-running buses through traffic signals, improving reliability for Jet Black 1.
- Services 15 and 26 will also benefit.

BP5. Bus congestion hotspots.

- By March 2025, we will have introduced or updated signs and road markings to 27 (as of May 2024) bus stops to improve reliability.
- We also anticipate reducing congestion at some locations with more detailed traffic engineering.

Bus Gate(s)

- A new bus gate will be in operation between Love Lane and the new Donnington Heights development in Newbury from Autumn 2024.
- It will be enforced by ANPR camera.

5.2. Other Bus Infrastructure

BP6. Passenger waiting environment.

- We will commence a programme of introducing and improving bus shelters across West Berkshire to address low (and declining) satisfaction of the waiting environment.
- We will also do more to upgrade existing bus stops including installing hard-standing, and improved lighting.

BP6. Real Time Passenger Information (RTPI)

- Screens will be installed at more key bus stops and facilities upgraded at some existing stops.
- Additional bus stops will be added in the new Donnington Heights/Shaw Valley developments.

5.3. Bus Service Support

- New supported bus services contracts will be introduced in September 2024:
 - Replacing all existing contracts, and
 - Continuing Council support for public transport for another eight years.
- New service provision will be introduced to support developments at Shaw Valley and Donnington Heights in the north of Newbury from September 2024.
- Further on-demand bus services will be introduced east of Thatcham to provide additional support to potential bus users. It is expected that these will cover:
 - Cold Ash, Bucklebury, Chapel Row, Bradfield Southend, Beenham, Aldermaston, Brimpton Common, Brimpton, and Crookham.

5.4. Fares Support and Ticketing Reform

FT1. Simplified fares and improved ticketing

Free bus travel.

- Will continue to take place on selected days to boost local bus use, work with neighbouring authorities to increase coverage.

Zonal fares.

- Bus fares on Council-supported bus services will be reviewed to simplify the fare structure into simple zones rather than incremental fares.
- This will also apply to the *Connect* multi-operator period tickets.

National bus fare cap.

- Operators will continue to support the £2 national single fare cap scheme,
- Subject to adequate compensation from the Department for Transport.

Local fare cap.

- If this scheme ends in December 2024, a slightly higher-priced cap will be retained in West Berkshire until at least March 2025.

Tap-on, tap-off readers.

- TOTO readers will be on every major bus service in West Berkshire in readiness for multi-operator fare capping.

Fare Revenue Campaigns

- Reduced ticket prices of Council supported tickets over summer of 2024 are being planned.

Connect multi-operator tickets.

- Stagecoach to be added allowing tickets to be used on all Newbury services.

Connect ticket zones.

- *Connect* tickets will be revised to match new fares zones (FS2). This will include a new urban day ticket for travel within Newbury and Thatcham.

5.5. Other Schemes and Measures

- We will improve marketing of bus services, including promoting buses to visitor attractions and using the bus for leisure purposes.
- Individual bus service timetables will highlight more clearly the community transport alternatives for those unable to use conventional buses.
- Oxfordshire County Council's success in its Zebra 1 bid will mean that newer less polluting vehicles are cascaded onto Thames Travel services in West Berkshire.
- A Council-operated electric minibus for bus operation is due in 2024 which will test its effectiveness in a rural area.

6. Ambitions and Proposals for 2025-2030 and Beyond

The West Berkshire Enhanced Partnership has ongoing ambitions for improvements to public transport in the district, and these are detailed below.

Most of these initiatives will require additional investment (through external funding) to allow them to be realised.

6.1. Service Level and Network Coverage

Service Enhancements

- Further service enhancements will be progressed as funding (either through fares or subsidy) is available. Our ambitions are shown in the following table.

Current frequency	Proposed frequency		Services
	2030	2040	
Every 12 mins	Every 10 minutes		26 (peak)
Every 15 mins	Every 10/12 mins	Every 10 mins	26 (off-peak)
Every 20 mins	Every 15 mins	Every 12 mins	16, 33
Every 30 mins	Every 20 mins	Every 15 mins	Jet Black 1, Lime 2/a
Every 30 mins	Every 30 mins	Every 20 mins	15 (peak)
Every hour	Every 30 mins	Every 20 mins	1a, 1c, 2, 8, 9, 15 (off-peak), 103, 32
Every hour	Every hour	Every 30 mins	X34
Every 2 hours	Every hour	Every 30 mins	143 Pangbourne to Reading
Every 2 hours	Every hour		3, 4, 6
Every 2 hours	Every 2 hours		47
Every 2 hours	Demand-responsive		143 Upper Basildon to Pangbourne
Less frequent	Demand-responsive		6a, 41, 44
Less frequent	Less frequent		7, 7a, X20, 46a, X46, 110, 120, 133, 145, 154
Demand-responsive	Demand-responsive		Community Connect, Wiltshire Connect

Reading services

- Will seek to restore pre-covid frequencies. Only service 33 (every 15 minutes) is yet to meet this target.

Evening and Sunday services

- Should be introduced, at least within the Newbury/Thatcham area.

103 service (Newbury to Greenham Business Park)

- Extending Monday-Friday 103 service to include a Saturday service.

Connections to railways in district

- Improved bus connections to Newbury Station, as well as new links to Thatcham (from North-East Thatcham) and Mortimer stations. Other stations will also be considered.

New Public Bus Links

- New links where potential demand exists such as Hambridge Road, Newbury.
- Establish connections to new housing developments when S106 funding is provided and continue to seek developer contributions where new sites are proposed.

On-Demand Bus Services

- Further expansion of on-demand bus services until all rural areas are covered. There may also be scope for on-demand bus services in some urban areas.

Newbury Town Services

- Many urban areas of Newbury are only served by the infrequent rural routes that pass through them. The buses interwork between these services to get maximum operating efficiency with minimum resources. This is not ideal as frequencies are lower than where dedicated urban services exist. Examples include Service 3 in West Fields, service 4 in Speen, and service 6 in Donnington.

- Ideally, additional resource will allow us to have more dedicated urban services, as well as slightly improving journey times on the longer-distance routes.
- We will undertake a review of services in South Newbury (including service 2) to explore whether efficiencies can be introduced.

Coach Services

- Two departure bays in the Wharf Bus Station are dedicated for coach use, allowing integration with bus services. Whilst excursions and tours operate, we wish to see the return of scheduled long-distance coach services which ceased at the outset of the covid pandemic.

6.2. Bus Priority

BP1. Pangbourne bus turning circle.

- Following a feasibility study and identification of possible sites, concerns over potential ongoing revenue costs has delayed introduction of this original BSIP scheme.
- It is still the intention to introduce this to enable an enhanced bus service between Pangbourne and Reading, and to support an on-demand bus service in neighbouring villages.

BP5. Bus congestion hotspots.

- Work will continue to introduce bus stop clearways and provide more detailed solutions where clearways alone will not relieve the congestion.
- Currently identified congestion hotspots can be found in the [EP Scheme](#) (2K in the facilities list).

BP7. Mortimer station.

- The station is just over a mile from the nearest bus stop and a turning circle near to the station will allow the bus service to be extended.

BP8. Theale bridge.

- A replacement bridge between Theale and Calcot over the M4 would allow for active and sustainable travel and relieve buses from congestion at the M4 junction 12 roundabout.
- Delivery of this option may be a longer-term project.

6.3. Fares Support and Ticketing Reform

FT1. Simplified fares and improved ticketing

Free bus travel.

- We will continue to offer free or reduce price bus days when the opportunity allows to encourage ongoing patronage.

Multi-operator fare capping

- Once operators have TOTO readers, and the national platform is operating, we will seek to introduce multi-operator fare capping.

Standardised Ticketing

- We will look to standardise the reduced-price tickets between commercial and contracted operations, including the age limits such tickets relate to (i.e. young people). We support calls for regional and national uniformity of such tickets.
- We will continue to support the PlusBus scheme and support developments that allow the purchase of tickets on buses that can then be used on the rail network.
- We will continue discussions with the Department for Work and Pensions (DWP) regarding options for job seekers tickets.
- We will consider alternative ticket options that meet passenger needs.

6.4. Waiting and Interchange Facilities

BP6. Passenger waiting environment & RTP1.

- These programmes will continue, improving further locations.

Rail stations.

- Buses serving rail stations will be kept under review to make them more useful.
- Improved information will be provided signposting nearest buses at rail stations and we will continue to investigate available funding through the Great Western Community Fund (or equivalent scheme).

Bus station.

- If we are in a position where more bus services operate in Newbury, or frequencies increase, we will need to review operation at Newbury Wharf bus station, including expanding the site footprint.

- We would also seek to make improvements to the passenger facilities.

6.5. Bus Information and Network Identity

- We will continue marketing bus services including seeking discounted travel for visitors to tourist attractions. We aim to be more ambitious with the messages and channels used.
- All bus stops where passengers are likely to board will have information on bus departure times. QR codes will be added to displays to allow users to link directly to real-time information of their bus.
- Fares will be added to BODS information.
- We will review through the annual connectivity assessment process, whether there is any data that the Council and operators don't readily collect, and identify options for facilitating this to enable future assessments and performance monitoring to be easier.

6.6. Bus Passenger Experience

- We will expect that all buses have working next stop audio-visual announcements, Wi-Fi and USB charging facilities, with the latter facilities expected as standard by younger people.
- We will also investigate an app for all bus travel, possibly as part of a wider multi-modal app to provide more choice for travellers.
- A review of the West Berkshire Passenger Charter will be conducted in conjunction with the Enhanced Partnership to ensure that it is still relevant.

6.7. Bus Fleet

- Stagecoach and Go Ahead are both aiming to have zero emission UK bus fleets by 2035. The Council's [Environment Strategy](#) seeks to make the district carbon neutral by 2030.
- We will continue to support bus companies to replace their older and most polluting vehicles with zero-emission buses including bidding for any future DfT Zero Emission Bus Regional Areas (Zebra), or alternative, schemes.
- We will also support non-ZE upgrades and have set targets for this. A key part of vehicle upgrades is likely to involve retrofitting improved engines to existing buses.
- We are also keen to explore whether the Council can fund or facilitate carbon-neutral refuelling stations, whether that is electricity, hydrogen, or other alternatives, although this is likely to be a longer-term initiative.
- We have no current plans to allow bicycles to be carried on buses, however we will keep this option under review.

6.8. Accessibility and Inclusion

- [Community transport](#) is an important part of the passenger transport network and we will continue to support the groups and highlight their services to those who may struggle to use local buses.
- It is hoped to expand car sharing across West Berkshire to improve travel options, as well as introducing the current [car club](#) to further locations.

6.9. Longer-term Transformation of the Network

- Schemes BP4 and BP8 will enhance the viability of any Park and Ride provision for services into Reading.
- It is recognised that not everything within this section will be delivered by 2030, especially without additional external funding, so anything outstanding will form the basis of our future plans.

7. Targets, Performance Monitoring and Reporting

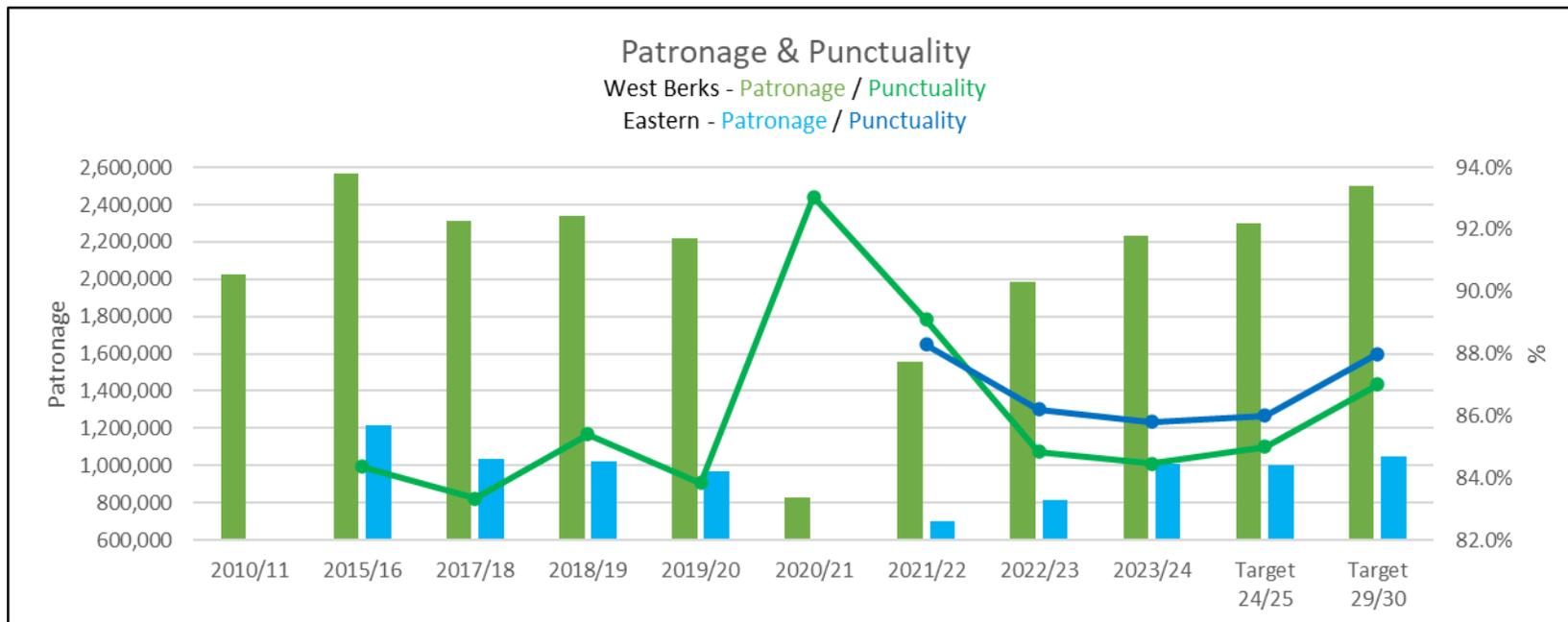
The Council has produced 6 monthly progress report as required by BSIP process outlining progress against targets set out in the BSIP. This includes patronage, reliability, satisfaction, and vehicle emissions.

These reports were first published in April 2022, have continued on 6-monthly cycle with latest being published in [April 2024](#) and are published on the Council's [website](#).

Below is an overview of the targets and actuals set out in the progress reports.

7.1. Patronage and Punctuality

7.1.1. The following chart shows the Patronage and Punctuality statistics for the whole of West Berkshire and the Eastern Area from 2010/2011 to the present.



Note: Eastern Area refers to the east of district from Theale to the boundary with Reading Borough. It comprises Purley-on-Thames, Tilehurst, Calcot and Theale.

7.2. Customer Satisfaction

7.2.1. The council has conducted annual bus user surveys since 2021 and from 2022 questions on satisfaction with bus services have been asked, the results of the surveys are outlined in subsequent editions of the Bus Service Improvement Plan (BSIP). Below is a table outlining results from the survey as published in April 2024:

Customer Satisfaction	Actuals 2018/19	Actuals 2019/20	Actuals 2021/22	Actuals 2022/23	Target for 2024/25	Target for 2029/30
Council survey (bus users)	No survey		65.9%	59.7% (71.1%)	67.9%	69.9%
Council survey (all respondents)	No survey		46.8%	43.6% (70.6%)	Not set	
NHT survey (all respondents)	60%	n/a	59%	56%	62%	64%

7.3. Vehicle Emissions

7.3.1. Information about vehicle emissions for public bus services has been collected since 2022. Below is a table outlining the results from the survey has published in April 2024:

Vehicle Emissions	Actuals 2018/19	Actuals 2019/20	Actuals 2021/22	Actuals 2022/2023	Actuals 2023/2024	Target for 2024/25	Target for 2029/30
At least Euro V	Not recorded			96%	95%	All vehicles	
At least Euro VI	Not recorded			49%	77%		All vehicles

7.4. Targets for the BSIP were set for the 2021 BSIP, it is now the intention of the partnership to review these targets.

8. BSIP Schemes and Proposals Overview Table

Name of Local Authority or Authorities	West Berkshire Council
Enhanced Partnership(s) and/or Franchising Scheme(s) covered by the BSIP	West Berkshire Enhanced Partnership Plan and Scheme v3 (change to v4)
Date of publication	June 2024
Web address (URL) of the published BSIP	Enhanced Partnership (for local bus services) - West Berkshire Council

Improvements programme to 2025	List of named schemes and measures
Bus priority infrastructure	BP1. Pangbourne Bus Turning Circle. Project has been postponed. BP2. Atherton Road, Hungerford. Remedial works to allow buses to pass without obstruction. BP3. Robin Hood Roundabout, Newbury. Traffic-signal priority for late-running buses. BP4. Bath Road, Calcot. Traffic-signal priority for late-running buses. BP5. Bus congestion hotspots. Wider use of bus stop clearways to keep bus stops clear of parked vehicles.
Other bus infrastructure	BP6. Passenger waiting environment. Installation of bus shelters and other bus stop infrastructure improvements to address low satisfaction ratings and Real Time Passenger Information (RTPI). Screens to be installed at more key bus stops.
Bus service support	BS1. Downlands transport. New on-demand bus service launched. BS2. Pangbourne transport / East Thatcham transport. New on-demand bus services to be launched. BS3. Newbury to Harwell. New hourly service introduced. BS4/6. Support for Council supported services. BS5. Introduction of evening & weekend services. For 1e, Lime 2/2 and Sunday service for Newbury to Basingstoke route. BS7. Support services enhancements for current services. BS8. Donnington Heights. New bus service for housing development.
Fares support	FT1. Simplified fares and improved ticketing.
Other schemes & measures	Marketing. Department for Transport (DfT) Capacity Funding. Transport Officer (Bus Improvement Programme). Temporary post until March 2025. Transport Officer (Capital Scheme Implementation). Temporary post until March 2025. CT1. Community transport support. Ongoing funding guaranteed.

The proposals outlined below are subject to available funding.

Ambitions and proposals for 2025-2030 and beyond	Description (60 words max) Description of proposals listing named schemes/measures with location, where appropriate
Service level and network coverage	BS10. Improved service frequencies, including Saturday 103 service. BS11. Evening and Sunday services, Newbury & Thatcham. BS12. Evening and Sunday services, rural areas. BS13. New services to meet demand, including better rail connections. BS14. Expanded on-demand bus services across the rural areas.
Bus priority	BP5. Continued work on Bus congestion hotspots. BP1. Recommence work on Pangbourne bus turning circle. BP7. Commence work on Mortimer station if operators onboard with an extended bus service and subject to outcome of feasibility study BP8. Prepare feasibility reports for Theale bridge.
Lower and simpler fares	FS1. Continued work on Free bus travel. FS6. Implement Multi-operator fare capping. FS7. Continue to offer multiple channels for payment.
Ticketing	TR6. Work will continue to ensure that tickets are available to best meet travel requirements. Costs for ticketing are likely to be shared with improvements to fares.
Waiting and interchange facilities	OI1. Continued work on Passenger waiting environment. OI2. Continued work on Real Time Passenger Information (RTPI). OI3. Commence work on Rail stations. OI4. Commence work on Bus station if required.
Bus information and network identity	BI1. Improved marketing of bus services, including to tourist attractions.
Bus passenger experience	TR7 Bus (or multi-modal transport) app.
Bus fleet	BF1. Upgrading all vehicles to at least Euro VI (or Euro VII). BF2. Upgrade all vehicles to Zero-emission. BF3. Carbon-neutral refuelling facilities.
Accessibility and inclusion	CT1. Continued support of Community Transport.

Ambitions and proposals for 2025-2030 and beyond	Description (60 words max) Description of proposals listing named schemes/measures with location, where appropriate
Longer term transformation of the network	Longer-term proposals not costed.

9. Note on latest version of the full BSIP (Bus Service Improvement Plan)

The full 2023 West Berkshire BSIP (the latest version) can be found at the following link on West Berkshire Council's website - [West Berkshire Enhanced Partnership \(for local bus services\)](#)

10. Local Bus Operator Support

Local Bus Operators signified their support for this summary document at the West Berkshire Enhanced Partnership Forum held on 23 May 2024.

The notes from the forum confirm this and can be found at the following link on West Berkshire Council's website - [West Berkshire Enhanced Partnership \(for local bus services\)](#)