

Matthew Metcalfe
West Berkshire Council

26 October 2021

To whom it may concern,

West Berkshire Council Bus Service Improvement Plan

I write to confirm that we have been involved in discussions around the Bus Service Improvement Plan with West Berkshire Council, attending various project meetings, and putting forward various suggestions that would help support the provision of improved bus services in the area.

The proposals for bus priority will be a welcome contribution to making buses quicker and more reliable, as will the authorities' willingness to review road conditions to rectify small-scale changes to help buses. The proposed improvements to passenger information, both static and real-time, will increase the overall quality of experience, making bus services both more attractive and easier to use.

Coupled with the proposals for tap on tap off ticketing, and the opportunity to develop services with pump prime funding, the plan will promote easier access to employment, health, education and leisure opportunities, and modal shift from private vehicles.

We look forward to working with the Council to deliver the plan through the proposed Enhanced Partnership, and hope that the Department for Transport will look favourably on the proposals under the National Bus Strategy, the levelling up agenda, and the decarbonisation agenda.

Yours sincerely,



Robert Williams
Chief Executive Officer