



## DECISION BOOK

**Issue: 294      Date: 31 July 2009**

Decisions set out in the book have been made under delegated powers by the Chief Executive, Corporate Directors or the Chief Finance Officer and Monitoring Officer, in consultation either with the Cabinet or the relevant Lead Councillor.

This issue of the decision book will be in public circulation up until **Monday 10 August 2009**. During that period three Councillors may request in writing to the Chief Executive that a decision should be referred either to the Cabinet, or to the Council (as appropriate) for formal resolution.

The decision book is open to public inspection at the Civic Offices between 9.00 am and 5.00 pm, Mondays to Fridays.

The officer reports accompanying the decisions are attached.

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## DECISION BOOK - ISSUE 294 - 31 JULY 2009

### 1. REVISION OF MADEJSKI PARK & RIDE, GREEN PARK & KENNET ISLAND BUS FARES

<u>DECISION</u>	<u>LEAD COUNCILLOR(S)</u>	<u>WARDS AFFECTED</u>	<u>PAGE NO.</u>
1. REVISION OF MADEJSKI PARK & RIDE, GREEN PARK & KENNET ISLAND BUS FARES	COUNCILLOR PAGE	BOROUGHWIDE	1

This report sets out the decision to revise the fares charged on Madejski Park & Ride, Green Park and Kennet Island buses.

It is the decision of the Director of Environment, Culture and Sport, in consultation with the Lead Councillor for Planning and Transport that Reading Borough Council revise fares on the Madejski Park & Ride, Green Park and Kennet Island bus services with effect from 1 September 2009 as follows:

Adult single - no change at £1.70	(same fare as RTL)
Child single increased by 10p to £1.00	(11%)
Adult return increased by 20p to £3.00	(7.1%)
Child return increased by 10p to £1.50	(7.1%)
Family 5 ticket increased by 20p to £4.50	(4.6%)
Fastsaver 12 increased by 60p to £15.60	(4%)
Fastsaver 26 increased by £1.30 to £33.60	(4%)
Fastsaver 40 increased by £2.00 to £50.20	(4.1%)
Monthly pass increased by £1.90 to £49.50	(4%)
Quarterly pass increased by £6 to £139.00	(4.5%)
New Fasttrack weekly ticket introduced for £12.00	

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT, CULTURE AND SPORT

LEAD COUNCILLOR:	COUNCILLOR PAGE		
DATE:	31 JULY 2009		
TITLE:	REVISION OF MADEJSKI PARK & RIDE, GREEN PARK & KENNET ISLAND BUS FARES		
SERVICE:	TRANSPORT	WARDS:	BOROUGHWIDE
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1. EXECUTIVE SUMMARY

- 1.1 This report sets out the decision to revise the fares charged on Madejski Park & Ride, Green Park and Kennet Island buses.

2. DECISION

- 2.1 It is the decision of the Director of Environment, Culture and Sport, in consultation with the Lead Councillor for Planning and Transport that Reading Borough Council revise fares on the Madejski Park & Ride, Green Park and Kennet Island bus services with effect from 1 September 2009 as set out in paragraph 4(b).

3. POLICY CONTEXT

- 3.1 The introduction of premium 'Track' bus services was in the context of introducing ways to make public transport more attractive. In conjunction with the town centre parking strategy it is a key way of managing demand for parking and promoting alternatives to the private car. This is an identified and agreed policy of the Local Transport Plan 2001-2006, approved by Council on 18 July 2000 (Minute 24 refers), and of the subsequent Local Transport Plan 2006-2011 approved by Cabinet on 20 March 2006 (Minute 197 refers).

#### 4. THE PROPOSAL

##### (a) Current Position

Fares charged on the Madejski Park & Ride, Green Park and Kennet Island bus services were last increased in September 2008 (Decision Book Issue 266, published on 8 August 2008 refers). Since that time contract costs have increased.

The Kennet Island bus service is currently charged at the Reading Buses fare scale, but with additional services for Kennet Island (from 1 September 2009) scheduled to operate using some Green Park Fasttrack buses, the fares charged for Kennet Island residents will need to be those on the Fasttrack fare scale. The Kennet Island shuttle bus service provided through developer's contributions will be supplemented with some Green Park Fasttrack buses. This will enhance the service, patronage of which is growing due to increases in the number of residents and is likely to encourage further growth in bus use.

##### (b) Options Proposed

In order to absorb Kennet Island, it is proposed to revise fares which, whilst increasing the Fasttrack fares scale, would actually offer some reductions as well as some increases for Kennet Island residents. A new weekly ticket is proposed which would offer additional flexibility to the Fasttrack ticket range. The increases shown below refer to the change from the existing Fasttrack fares scale.

Adult single - no change at £1.70 (same fare as RTL)	
Child single increased by 10p to £1.00	(11%)
Adult return increased by 20p to £3.00	(7.1%)
Child return increased by 10p to £1.50	(7.1%)
Family 5 ticket increased by 20p to £4.50	(4.6%)
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The current Kennet Island fares are on the Reading Transport fares scale but cannot continue on this scale if the additional services are to be provided (as otherwise different fares would apply to different times of the same service). The effect on residents of Kennet Island will be a reduction in Day Return and multi-journey fares but an increase in the equivalent weekly ticket cost.

**(c) Other options considered**

An alternative to the above increases would be a reduction in service or complete withdrawal, neither of which is a practical option that could be offered to the business partners who also contribute to the costs of the services. Business park partners have agreed that the proposed increases are reasonable and are thus happy to continue with their contributions.

**5. CONTRIBUTION TO STRATEGIC AIMS**

- 5.1 The continued development of high quality 'Track' bus services is an integral part of the Council's transport strategy to help develop Reading as a Green city with a sustainable environment and economy at the heart of the Thames Valley

**6. COMMUNITY ENGAGEMENT AND INFORMATION**

- 6.1 The public will be informed by notices on buses and at stops.

**7. LEGAL IMPLICATIONS**

- 7.1 There are no legal implications from this proposal.

**8. FINANCIAL IMPLICATIONS**

- 8.1 The proposed fares increase is expected to increase Fasttrack and Kennet island revenue by around 3.9%. However known and expected inflationary increases in the bus contracts will need to be paid from this.

**9. BACKGROUND PAPERS**

- 9.1 Decision Book Issue 266 - 8 August 2008.  
9.2 Local Transport Plan 2006-2011.