
Land East of Lodge Road, Hurst: Proposed Bus Improvement Strategy

Ref: SJ/TW/BB/19328-004C TN
Date: 10 July 2025

SECTION 1 Introduction and Background

1.1 Mactaggart and Mickel Strategic Land (Mac Mic) is proposing to develop land at Tape Lane in Hurst. A pre-application meeting was held with WBC in December 2023 in relation to the Site. The Site has a recent planning history, with a planning application submitted in February 2022 (*Ref: 220458*) for a development of up to 200 homes. The application was refused planning permission and was subsequently dismissed at Appeal in March 2023 for the following primary reasons:

- The scale of the scheme proposed was too large for Hurst to accommodate sustainably.
- Inadequacy in sustainable connections to the wider area, including Twyford, and locally within Hurst village, leading to a lack of genuine travel choices.
- The package of improvements was insufficient to ensure opportunities are taken up.

1.2 In recognition of the reasons for the dismissal of the earlier Appeal, a revised scheme has been prepared which directly and positively responds to these matters and promotes a significant enhancement of the sustainable transport offer. This includes providing a comprehensive bus improvement strategy to improve bus connections from the village towards Twyford to the north (and its railway station).

1.3 The purpose of this report is to set out the options for a bus improvement strategy that will be delivered alongside the development proposals.

SECTION 2 **Bus Improvement Strategy - Background**

2.1 **Introduction**

- 2.1.1 This section of the report sets out the context for the bus improvement strategy, including key aims and objectives of the strategy.

2.2 **Wokingham Bus Service Improvement Plan 2 (2023-2040)**

- 2.2.1 The WBC Bus Service Improvement Plan was updated in January 2023 and provides a long-term strategy for the transformation of the Boroughs' bus network. The document sets out a number of key objectives, including:

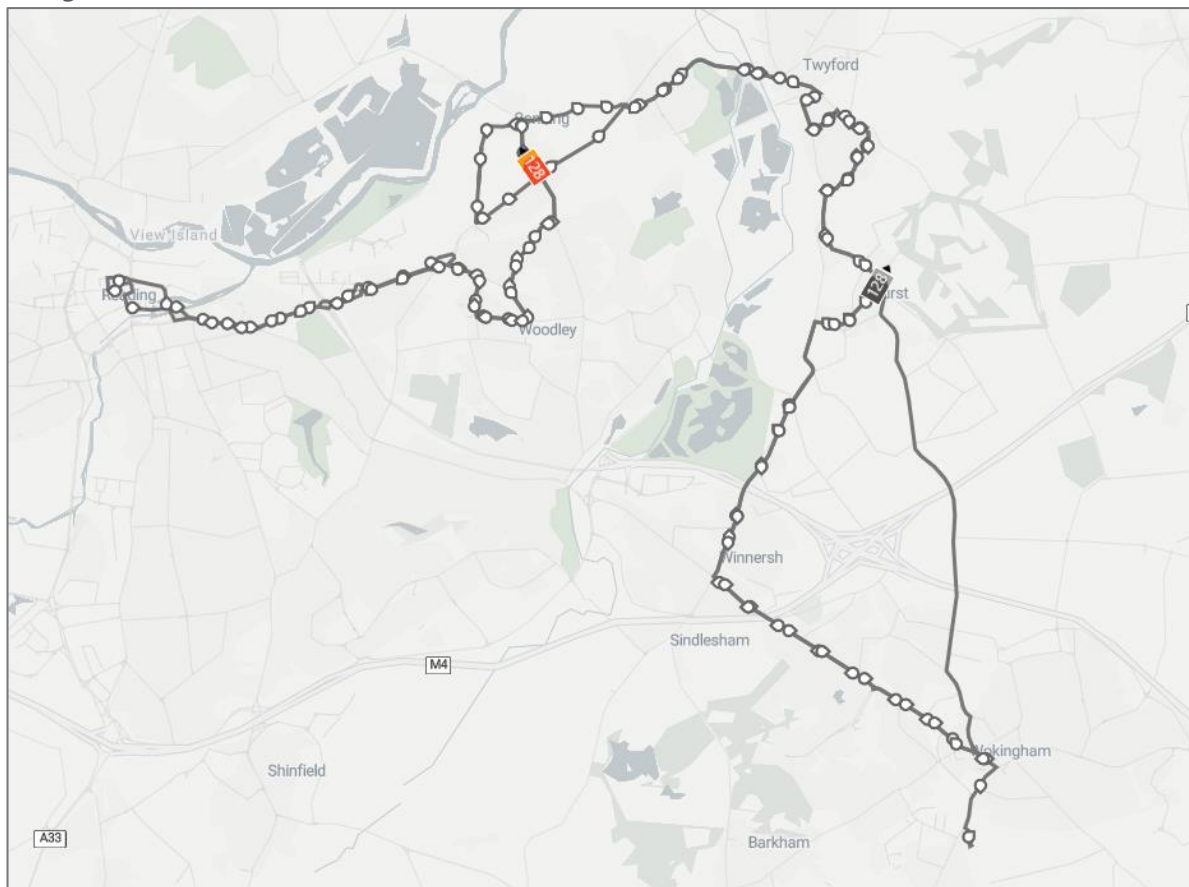
- To grow passenger numbers to pre-pandemic levels and continue that growth.
- To improve bus journey times, reliability and punctuality.
- To improve bus integration with rail passengers, cyclists, pedestrians and car drivers.
- To improve accessibility to transport services and the local bus network for communities in more rural and low-density areas.

- 2.2.2 The document also makes it clear that funding for all Council services is challenging, and that the delivery of the plan will be subject to suitable funding being secured. The proposed development at what is now the Appeal site in Hurst therefore offers a significant opportunity to assist WBC in the delivery of their Bus Service Improvement Plan. Specifically, the delivery of the key objectives listed above.

2.3 **Existing Bus Provision in Hurst**

- 2.3.1 The village of Hurst is served by the existing 128/129 bus service. The service is operated under tender by Thames Valley Buses (TVB) and connects Reading and Wokingham via Woodley, Twyford and Hurst (**Image 2.1**).

Image 2.1: Bus Service No. 128/129 Route



Source: Bustimes.org

- 2.3.2** The service operates hourly Monday to Friday and once every 2 hours on a Saturday. TVB operate 2 vehicles (3 during the peaks) along the route to provide a roughly 70-minute headway. A timetable indicating the operation of the existing 128/129 bus service from the nearby bus stops on Broadwater Lane in Hurst (within close vicinity of the site) is presented in **Table 2.1**.

Table 2.1: Summary of Bus Services and Frequency

Route	Destination	Service Frequency		
		Weekday	Saturdays	Sundays
128 / 129	Wokingham – Winnersh – Hurst – Twyford – Woodley – Reading	First service at 07:23 then every 65 minutes between 09:32 and 14:59	Hourly service between 08:41 and 09:38, then circa every two hours until 17:21	No service
	Reading – Woodley – Twyford – Hurst – Winnersh – Wokingham	Service every hour between 09:09 until 19:27	Service every two hours between 10:08 and 18:25	No service

Source: Bustimes.org

2.3.3 The existing 128/129 bus service provides an important connection to key destinations, including:

Within Reading

- Reading town centre;
- Reading College;

Within Twyford

- Twyford town centre;
- Twyford Railway Station;

Within Hurst

- Colleton Primary School;
- Hurst Bakery and Village Shop;
- St Nicholas CE Primary School;

Within Winnersh and Wokingham

- The Forest School and Sixth Form;
- The Emmbrook Secondary School and Sixth Form;
- The Holt Secondary School;
- Winnersh town centre; and
- Wokingham town centre.

2.3.4 Two separate meetings have been held with Thames Valley Buses to discuss the operation of the existing 128/129 service, which identified the following key issues:

- i The service is not commercially viable and relies on significant subsidy from WBC. TVB suggest that this subsidy equates to approximately half of the overall operating costs of the service, which are c. £500k p/a (so £250k p/a subsidy).
- ii The service faces various constraints and network issues which impact its reliability, including:
 - (a) Congestion in Reading and Sonning Bridge, as well as some delays at the Twyford Crossroads.
 - (b) Ongoing roadworks along the route, in particular at the Cemetery junction in Reading.
 - (c) Poor waiting facilities at Twyford Railway Station.
- iii Patronage in Hurst is relatively low at approximately 2-3% and this number is supported by concessionary fare passengers. The introduction of Crossrail at Twyford has increased bus demand, as have the application of £2 fares, but patronage remains below the national average (c. 5%). TVB's view is that a wider demographic brought about by a mixed housing development could increase patronage in Hurst.
- iv Despite these issues, the core 128/129 service is considered one of the better subsidised routes and TVB's view is that WBC are keen to maintain / improve the service.

2.3.5 The above key issues provide a significant opportunity to deliver a comprehensive bus improvement scheme as part of the development proposals at the Appeal site to strengthen bus provision and infrastructure within Hurst and secure a long-term sustainable solution.

2.3.6 As set out above, this improvement strategy would form part of the wider comprehensive sustainable transport package that will be delivered alongside the proposed development at the application site. This wider strategy includes proposals to deliver a cycle route to Twyford Railway Station and implement improved bus waiting facilities at the station.

2.4 Goals and Objectives

2.4.1 As part of the comprehensive improvement strategy for bus services and infrastructure within Hurst, the scheme will look to deliver improved connectivity to:

- 1 Rail Services at Twyford Railway Station – including infrastructure improvements to the existing bus waiting facilities.
- 2 Local Schools.
- 3 Local facilities and services within Twyford.

Improved Connectivity to Railway Services

2.4.2 Twyford Railway Station is a critical local service hub and provides rail services to key destinations including London, Reading and Slough and others involving a change including Oxford, Southampton and Basingstoke. The Elizabeth Line also now operates over 5 services per hour to London and Reading.

2.4.3 A summary of these services and the average journey times to each destination is presented in **Table 2.2**.

Table 2.2: Summary of Rail Services and Frequency

Station	Destination	Frequency		Average Journey Duration
		Peak	Off-Peak	
Twyford	London Paddington	6	5-6	25-40 minutes
	Oxford	3	4	44 minutes
	Reading	6	4	9 minutes
	Southampton Central	2	2	1 hours 20 minutes
	Basingstoke	3	3	41 minutes

Source: Trainline

2.4.4 Whilst the existing 128/129 bus route provides a connection to Twyford Railway Station from Hurst, only a single service currently departs from the village during the traditional morning commuter periods, arriving at Twyford Railway Station at 07:34. The existing 128/129 bus service timetable therefore currently limits the opportunities for residents within Hurst to access numerous railway services to onward destinations as part of a longer commute.

2.4.5 A key aim will therefore be to deliver an improvement strategy that provides more opportunities for residents of Hurst to align their bus journeys with onward rail services to key destinations, i.e. to London and Reading. This will provide a significant betterment to the public transport offering within Hurst and will provide genuine opportunities for residents to travel long distances to key locations by sustainable modes.

Improved Connectivity to Local Schools

2.4.6 Wokingham does not provide a singular catchment school for each location within the Borough. Instead, various designated areas for schools overlap one another, with parents able to choose from numerous schools.

2.4.7 The Appeal site within Hurst is located within the designated area / catchment of 8 primary schools, the nearest of which is St Nicholas CE Primary School. The school is located some 450m to the southeast of the site on School Road and is therefore accessible within a comfortable walking distance.

2.4.8 The site is also located within the designated area / catchment of 6 secondary schools. These schools include The Piggott CE School in Twyford and four further schools in Winnersh / Wokingham area.

2.4.9 As set out above, the existing 128/129 bus service routes within the vicinity of a number of these catchment schools. A summary of the available bus services to local schools in relation to school start and finish times is presented in **Table 2.3**.

Table 2.3: Existing 128/129 Bus Service Connections to Local Secondary Schools

School	School Times		Outbound	Inbound	Cycle Distance	Walk from Bus Stop
	Start	Finish				
Forest School	08:30	15:00	07:57	15:45	<1 minute	2 minutes (200m)
Emmbrook School	08:25	14:55	07:54	15:38	3 minutes	8 minutes (700m)
Holt School (Girls) plus boys in 6 th form	08:40	15:30	07:54	15:54	2 minutes	7 minutes (600m)
Piggott School	08:50	15:00	07:23	16:23	6 minutes	19 minutes (1.6km) ¹

¹ Which is not a convenient journey option

Source: Bustimes.org

2.4.10 The existing 128/129 bus service offers genuine opportunities to access secondary schools to the south of the site within Winnersh / Wokingham respectively, including the Forest School, Emmbrook School and Holt School. The services call at bus stops within a reasonable walking distance of each school and arrive/depart at times that align well with school start/finish times.

2.4.11 However, the service does not provide a convenient connection to Piggott CE School, which is located to the north of the site within Twyford. Therefore, a key aim of the bus improvement strategy will be to greatly improve the bus connections to Piggott School, thereby offering residents of the site and Hurst genuine opportunities to access the school by bus services.

Improved Connections to Twyford Centre

2.4.12 Twyford is located c. 2.5km to the north of Hurst and is an important service centre, providing a range of high-quality facilities and services including (but not limited to):

- Twyford Railway Station;
- A health club;
- A library;
- A GP surgery;
- A dental practice; and
- A town centre offering a range of shops and restaurants, including a Tesco Express and Waitrose Supermarket.

2.4.13 The facilities and services within Twyford will fulfil the day-to-day needs of local residents at the site and within Hurst. The existing 128/129 bus service currently provides an hourly service to Twyford and, whilst offering a useful connection, there is a significant opportunity to increase the frequency of bus services to this key local service centre.

SECTION 3 Bus Improvement Strategy - Options for Improvement

3.1 Introduction

3.1.1 This section of the report sets out the options to deliver a comprehensive bus improvement strategy for the village of Hurst as part of the development proposals at the application site. Four potential options are provided and are considered in turn below.

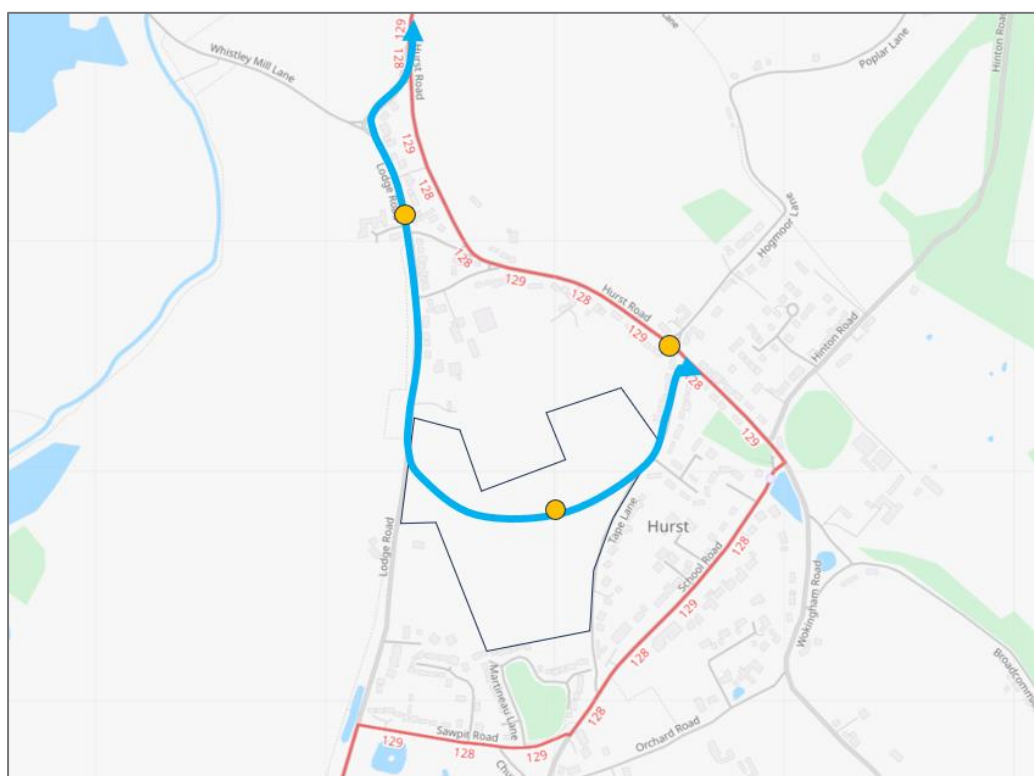
3.1.2 It is important to note that all options would be delivered alongside the comprehensive cycle improvement scheme to Twyford Railway Station, which includes a suite of improvements to the existing waiting facilities for bus passengers and cycle parking facilities.

3.2 Option 1 – No Improvement

3.2.1 This option would see no direct improvements being delivered to the existing 128/129 bus service within Hurst. However, as part of the development proposals, the developer would fund a minor route diversion through the application site to provide improved permeability and better connect the 128/129 bus service to key population demographics within Hurst.

3.2.2 The possible minor bus route diversion is indicated in **Image 3.1**.

Image 3.1: Potential Minor 128/129 Bus Service Diversion



- 3.2.3 The potential diversion would be facilitated through the delivery of a bus/emergency vehicle only access onto Tape Lane and the re-provision of the existing bus stops serving Whistley Green and Hogmoor Lane respectively. The proposals would also see the inclusion of a mobility hub within the application site to provide a quality interchange for both existing and future residents in Hurst.
- 3.2.4 The impact of the proposed diversion and reprovision of bus stops is illustrated in **Image 3.2** and **Image 3.3** respectively.

Image 3.2: Existing Bus Stop Accessibility along 128/129 Bus Route in Hurst – (400m Walking Catchment)

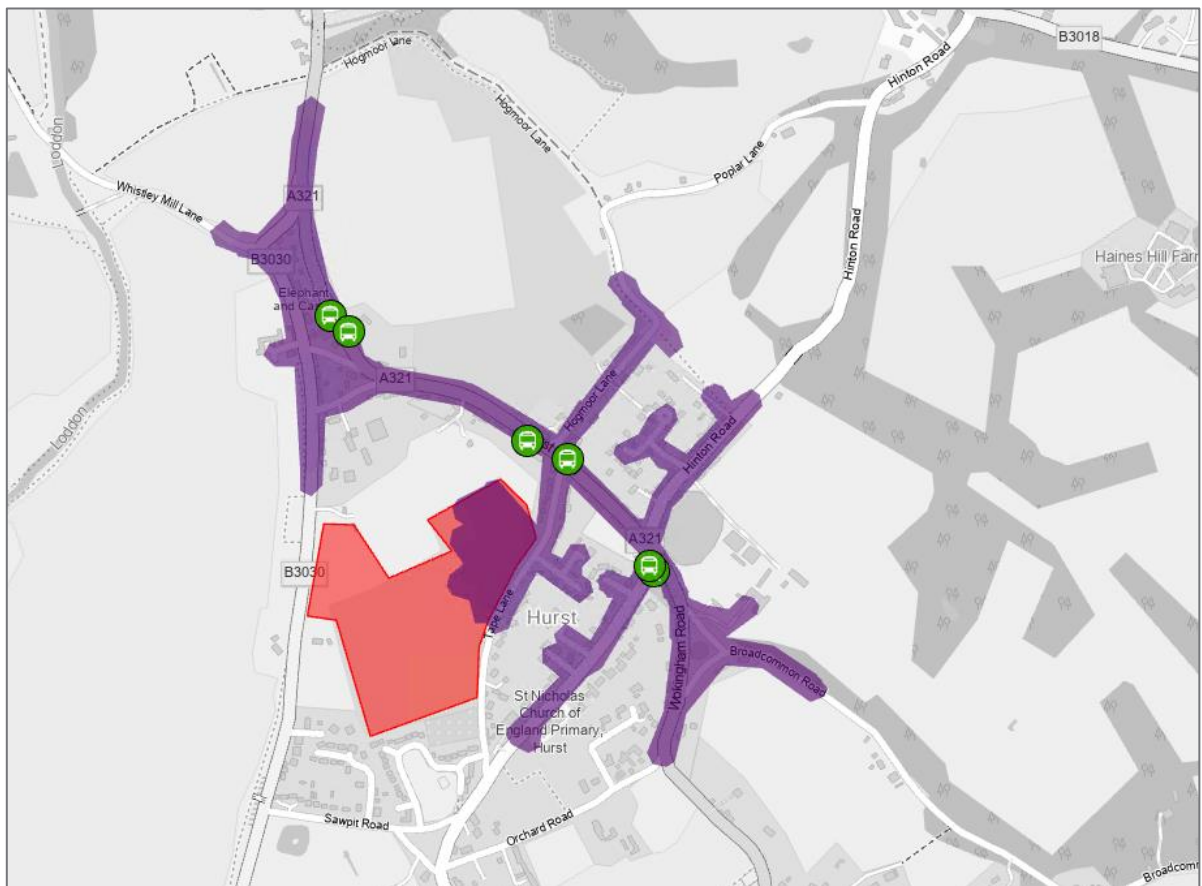
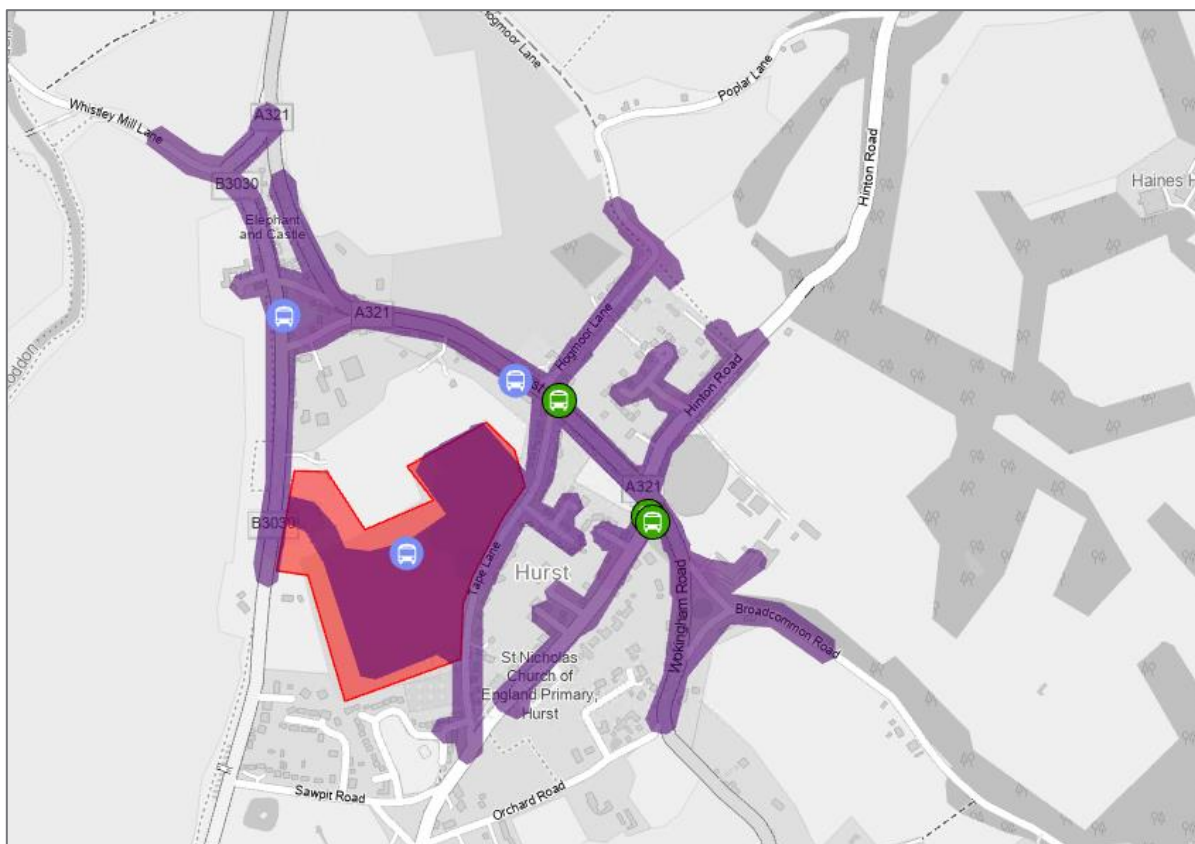


Image 3.3: Proposed Bus Stop Accessibility along 128/129 Bus Route in Hurst – (400m Walking Catchment)



3.2.5 The repositioning of bus stops within Hurst, as well as the diversion of the existing 128/129 bus service through the site, would result in a greater number of properties within Hurst being within 400m of a bus stop. This would be a clear improvement to the accessibility of public transport services.

3.2.6 Subject to more detailed discussions with WBC, initial engagement with TVB has indicated that they would support the diversion of the existing 128/129 bus service for the following key reasons:

- 1 The bus service would continue to serve existing users within Hurst.
- 2 The diverted bus service would connect to new residents and key population demographics within Hurst (as illustrated in **Image 3.2** and **Image 3.3**).
- 3 The potential diversion would be minor (amounting to no more than c. 400m from the existing route).

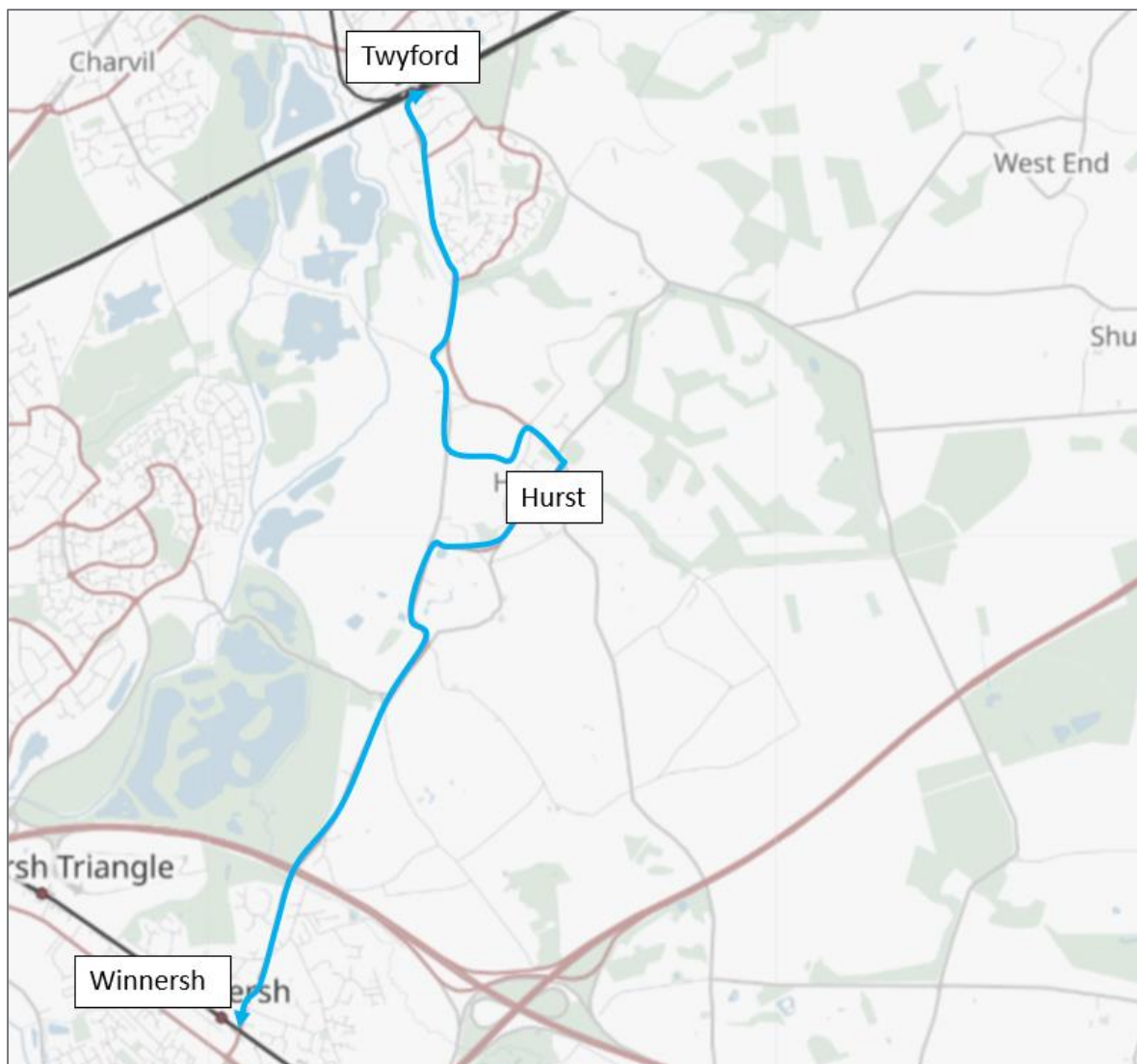
3.2.7 However, whilst potentially improving the demand for the existing 128/129 bus service, the key fact remains that the service is not currently commercially viable. As such, this option would do little to secure a long-term sustainable bus strategy for Hurst and deliver on the key objectives of WBC's Bus Improvement Plan.

3.3 **Option 2 – Provide Support to Existing 128/129 Bus Service**

- 3.3.1 As set out in Section 2, initial discussions with TVB have helped to ascertain that the existing 128/129 bus service is not commercially viable. At present, the service covers approximately only half its annual running costs (which are c. £500k p/a) and therefore relies on significant subsidy from WBC (in the region of £250k p/a).
- 3.3.2 In addition to providing all measures presented in Option 1, i.e. a minor diversion to the service through the site, this option would see the developer providing additional subsidy to the service. The funding would be secured through Section 106 Contributions and would assist in securing the long-term operation of the service.
- 3.3.3 However, whilst assisting in securing the long-term viability of the service, this option would do little to deliver on the wider objectives of WBC's Bus Improvement Plan, including the improvement to frequencies, journey times or integration with other modes of sustainable transport.

3.4 **Option 3 – Delivery of an Additional Tendered Service**

- 3.4.1 In addition to the measures set out in Option 1, this option would see the delivery of an additional tendered bus service within Hurst. The potential service would operate:
- Monday-Saturday (06:30-19:30) and therefore during similar operational hours to the existing 128/129 bus service. This would allow the new service to supplement the existing 128/129 service.
 - Along a route between Twyford and Winnersh via Hurst (**Image 3.4**) allowing a c. 30-45 minute headway and providing opportunities for the new service and existing 128/129 service to dovetail (subject to timetabling).

Image 3.4: Potential Route for Additional Tendered Service

3.4.2 Initial engagement with TVB has identified that the delivery of a new service would be the most viable improvement solution and could strengthen the existing 128/129 service by unlocking latent demand within Hurst through offering improved services and connectivity to Twyford and Winnersh respectively. The delivery of the additional tendered service would also assist WBC in the delivery of a number of their key objectives within their Bus Improvement Strategy.

3.4.3 However, whilst delivering a substantial improvement the exiting public transport offering in Hurst, the introduction of a new tendered service would likely face the following issues:

- i The cost of running such a service is estimated to be c. £200k p.a.² for a single bus, with pump-priming anticipated over a 5-year period.

² Established through initial engagement with TVB

- ii In a similar manner to the existing 128/129 bus service, the new service is unlikely to be fully self-financing, despite the additional revenue that will be generated by residents of the new development and the unlocking of additional latent demand within Hurst.
- iii It is therefore likely that further subsidy would be required for the service following an initial five-year period and therefore the option may not deliver a sustainable long-term model.

3.4.4 Points ii and iii can be demonstrated clearly through initial revenue forecasting, the results of which are summarised below:

Table 3.1: Initial Revenue Forecast – Additional Tendered Bus Service

No. of Dwellings	Estimated Population	Development Demand (Daily)			Estimated Annual Fare Revenue (£2.50 Fare)	
		Total All Mode Trips	Bus Trips (3%) ⁽³⁾	Bus Trips (5%) ⁽³⁾	3% Bus Trips	5% Bus Trips
99	238 ⁽¹⁾	1734 ⁽²⁾	52	87	£26,017	£43,362

1) Estimated population assuming an average number of persons per household of 2.4 (ONS Census 2021)

2) Calculated using the total person TRICS trip rates summarised in Table 5.2 of the Transport Assessment.

3) Estimated bus trip mode share, based on discussions with TVB.

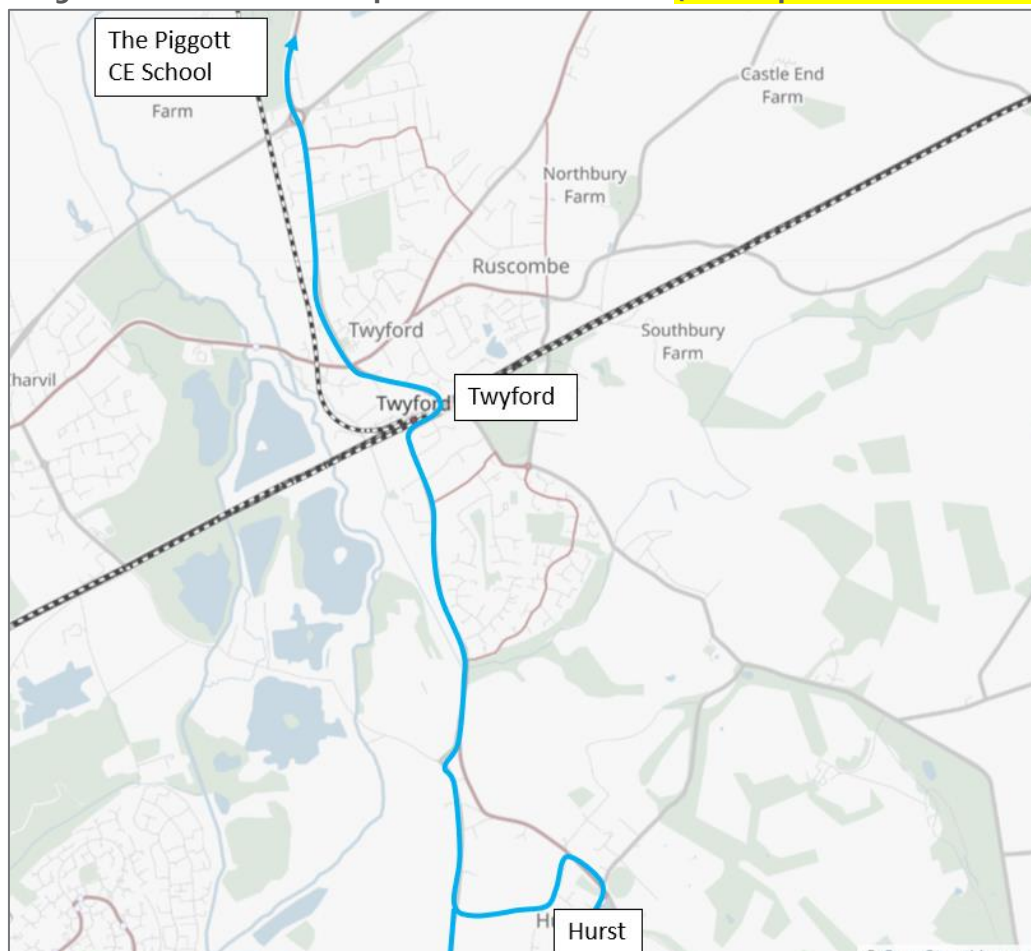
3.4.5 Assuming a bus modal share of between 3%-5%, an annual fare revenue of some £26k-£43k could be expected to be generated by residents of the proposed development. This would cover only around 13%-21% of the annual cost to operate the service. The additional tendered service would therefore rely of significant subsidy to continue to operate beyond the initial five-year funding period.

3.5 Option 4 – Delivery of a New Private Bus Service with option for WBC to call on funds (Recommended option)

3.5.1 This option would see the delivery of a bespoke new private bus service operating from the application site. The potential service would operate:

- As a large mini-bus (16-seater) Monday to Saturday (07:00-10:00) and (15:00-19:00).
- Along a bespoke route between Hurst and Twyford, calling at Twyford Railway Station, Twyford town centre and the Piggott CE School (**Image 3.5**).

Image 3.5: Potential New Bespoke Bus Service Route (To be updated / centralise mapping)



3.5.2 The tailored operational hours will allow for a twice per hour service being attainable between Hurst and Twyford (and its railway station) and the delivery of a sustainable connection to a local secondary school that is not well served by the existing 128/129 bus service. The new bespoke service would supplement the existing 128/129 service and would provide a significant betterment to the existing public transport connections to/from Hurst.

3.5.3 In response to WBC comments previously raised on the proposed operation of the proposed private bus service:

- The private bus service would be operated by an independent contractor – companies that have been contacted to date for quotations include Thames Valley Buses, ABC Coaches and Your Coach Hire.
- The private bus service will operate along a fixed route, with a bespoke timetable.
- All quotations obtained to date include all operational costs, including driver salaries and mileage costs.

3.5.4 Initial engagement with TVB has identified that the cost to operate such a bespoke service would be c. £173k p.a. The funding for the service would be secured in the following manner:

- 1 **A developer bus fund** – this would comprise a £1.5m contribution to the bus fund which would be lodged in an interest-bearing account, accessible only to the Management Company.
- 2 **Service charge contributions** – these would be on-going contributions provided by residents of the proposed market dwellings (49 dwellings) as part of their normal service charge. A service charge of £20 per month would be included in the sale arrangements.

3.5.5 Based on these assumptions, it is forecast in **Table 3.2** that the Bus Service Fund would deliver the service for around 14-15 years depending on the cost of service and market rates, a very significant period.

Table 3.2 – Bus Service Funding

Year	Interest (3%)	Service Charge	Service Cost		Capital	
			£100k p/A	£170k p/a	Low	High
0	£0	£0	£0	£0	£1,500,000	£1,500,000
1	£45,000	£5,000	£100,000	£170,000	£1,450,000	£1,380,000
2	£45,000	£12,863	£105,000	£178,500	£1,402,863	£1,259,363
3	£40,874	£13,506	£110,250	£187,425	£1,306,610	£1,229,435
4	£39,198	£14,181	£115,763	£196,796	£1,244,227	£1,086,018
5	£37,327	£14,890	£121,551	£206,636	£1,174,893	£1,089,808
6	£35,247	£15,634	£127,628	£216,968	£1,098,146	£923,721
7	£32,944	£16,416	£134,010	£227,816	£1,013,497	£919,690
8	£30,405	£17,237	£140,710	£239,207	£920,429	£728,125
9	£27,613	£18,099	£147,746	£251,167	£818,395	£714,973
10	£24,552	£19,004	£155,133	£263,726	£706,818	£494,803
11	£21,205	£19,954	£162,889	£276,912	£585,087	£471,064
12	£17,553	£20,952	£171,034	£290,758	£452,557	£218,811
13	£13,577	£21,999	£179,586	£305,296	£308,547	£182,837
14	£9,256	£23,099	£188,565	£320,560	£152,338	-£105,367
15	£4,570	£24,254	£197,993	£336,588	-£16,831	-£155,426
16	-£505	£25,467	£207,893	£353,418	-£199,762	-£345,287

3.5.6 It is recognised that this funding commitment would not provide a wider benefit to the local community nor improve existing services, and that the bus market is changeable, and within the lifetime of the development will inevitably change.

3.5.7 Therefore, this option (which is the recommended option for the Bus Improvement Strategy) proposes to provide an alternative mechanism where WBC can at any point, call on the remaining balance of the Bus Service Fund to deliver improvements to bus services that benefit the Appeal site. Such measures could include:

- Enhance the frequency of the 128/129 service
- Delivery of new services alongside other growth opportunities
- Support for the already subsidised 128/129 service to ensure its longer-term security
- Incentivisation and promotional measures in line with the BSIP³.

3.5.8 The recommended Bus Improvement Strategy offers substantial benefits over all other options:

- i The service has a sustainable long-term financing model, with ongoing costs met in part by investing developer funding and in part by the levying of ongoing service charges to private dwelling residents of the proposed development and additional local revenue. The service therefore offers a sustainable long-term solution.
- ii By operating along a bespoke route, the service will be able to attain a twice hourly frequency during operational hours. This is a significant improvement over the existing hourly 128/129 service and will provide genuine additional opportunities for users to align bus journeys with onward rail services to key destinations, i.e. Reading and London.
- iii The service will call directly at Twyford town centre, enhancing connections to this important service centre.
- iv The service will also offer a direct connection to The Piggott CE School. In combination with the existing 128/129 bus service, the new bespoke service will ensure that reliable bus service connections are achievable to a range of secondary schools that have catchment areas that encompass the application site.

3.5.9 The proposed Bus Improvement Strategy offers the best solution to improving bus connectivity within Hurst, delivering on all three key objectives set out in Section 2 of this report and assisting WBC in the delivery of their Bus Improvement Plan

3.5.10 The Bus Improvement Strategy also provides flexibility to the Council to deliver on its ambitions in the Bus Service Improvement Plan.

³ Bus Service Improvement Plan

SECTION 4 **Summary and Conclusions**

4.1 Mactaggart and Mickel Strategic Land (Mac Mic) is proposing to develop land at Tape Lane in Hurst. A pre-application meeting was held with WBC in December 2023 in relation to the Site. The Site has a recent planning history, with a planning application submitted in February 2022 (Ref: 220458) for a development of up to 200 homes. The application was refused planning permission and was subsequently dismissed at Appeal in March 2023 for the following primary reasons:

- The scale of the scheme proposed was too large for Hurst to accommodate sustainably.
- Inadequacy in sustainable connections to the wider area, including Twyford, and locally within Hurst village, leading to a lack of genuine travel choices.
- The package of improvements was insufficient to ensure opportunities are taken up.

4.2 In recognition of the reasons for the dismissal of the earlier Appeal, a revised scheme has been prepared which directly and positively responds to these matters and promotes a significant enhancement of the sustainable transport offer. This includes providing a comprehensive bus improvement strategy to improve bus connections from the village towards Twyford to the north (and its railway station).

4.3 This report has set out options for a Bus Improvement Strategy that will be delivered alongside the development proposals.

4.4 The village of Hurst is served by the existing 128/129 bus service. The service is operated under tender by Thames Valley Buses (TVB) and connects Reading and Wokingham via Woodley, Twyford and Hurst. The service operates hourly Monday to Friday and once every 2 hours on a Saturday.

4.5 Whilst providing a useful and important connection for residents in Hurst, initial discussions with TVB have identified that the service suffers from a number of issues. Critically, these include the fact that the service is not commercially viable and relies on significant subsidy (upwards of 50%) to sustain its operation.

4.6 The proposed development at the application site therefore offers a significant opportunity to deliver a comprehensive bus improvement scheme as part of the development proposals to strengthen bus provision and infrastructure within Hurst and secure a long-term sustainable solution for bus travel.

4.7 Four options to deliver an improvement have been considered, with Option 4 being the most comprehensive and offering the greatest potential to deliver a long-term sustainable solution. The option would:

- i Deliver a bespoke private bus service between the site, Twyford and The Piggott CE School, operating twice per hour Monday to Saturday between the hours of 07:00-10:00 and 15:00-19:00. This would supplement the existing 128/129 service.
- ii Have a sustainable long-term financing model, with ongoing costs met in part by investing developer funding and in part by the levying of ongoing services charges to residents of the proposed development.
- iii Provide genuine additional opportunities for users to align bus journeys with onward rail services to key destinations, including Reading and London.
- iv Enhance connections to Twyford town centre, which is an important local service centre.
- v Deliver a direct connection to The Piggott CE School which, in combination with the existing 128/129 bus service, would ensure that reliable bus service connections are achievable to a range of secondary schools that have catchment areas that encompass the application site.
- vi Enable WBC at any point, to call on the remaining balance of the Bus Service Fund to deliver improvements to bus services that benefit the Appeal site. Such measures could include:
 - Enhance the frequency of the 128/129 service
 - Delivery of new services alongside other growth opportunities
 - Support for the already subsidised 128/129 service to ensure its longer-term security
 - Incentivisation and promotional measures in line with the BSIP .

4.7.2 Initial engagement with TVB has identified that the cost to operate such a bespoke service would be c. £173k p.a. The proposed revenue model for the private bus service is summarised in **Table 3.2** and would ensure that the bespoke service runs for at least 13 years or the significant funds (£1.5m) could be used by WBC for improved bus connectivity or support to existing services within Hurst for a long period of time which would deliver on all three key objectives set out in Section 2 of this report and assisting WBC in the delivery of their Bus Improvement Plan.

