

Meeting with Reading Buses

I met the new Chief Executive of Reading Buses today to discuss local services.

I asked him for more information on how they can assess demand and maximise fare paying passengers on local routes, discussing service frequency, bus itineraries and patterns of demand. I also pointed out some of the difficulties for buses and other road users where routed on narrow country roads.

He has promised to come back with more information about the current pattern and some ideas on how to improve.