



Wokingham Insight Study Corridor Analysis

Ozgun Ozkan

July 2025

agilysis

Report Details

Report prepared for:	Jennifer Gale, Wokingham Borough Council
Project name:	Wokingham Insight Study
Copyright:	©Agilysis Limited
Report date:	July 2025
Report status/version:	Final version
Project manager:	Suzanne Coles
Report authors:	Ozgun Ozkan

DOCUMENT AMENDMENTS

This document has been amended and issued as follows:

Version	Date	Description	Editor(s)
1.0	11/7/2025	First Draft	OO
1.0	18/4/2025	Final version – no edits	SC

Document last saved on:	18/7/25
Document last saved by:	SC

CONTENTS

.....	1
Contents.....	3
Introduction	4
Corridor Analysis	5
1. A329 Reading Road	5
Who?.....	6
What?	9
Where?	10
When?.....	12
Why?.....	12
2. A329(M)	13
Who?.....	14
What?	16
Where?	17
When?.....	19
Why?.....	20
3. A329 Wokingham Road.....	21
Who?.....	22
What?	24
Where?	25
When?.....	27
Why?.....	28

INTRODUCTION

This report has been commissioned by Wokingham Borough Council to provide insight into the collisions and casualty trends associated with crashes that have occurred along three corridors in Wokingham. Insight Studies have previously been commissioned focusing on collisions involving specific road user groups across Wokingham. This Insight Study however seeks to provide better understanding into the patterns and characteristics of collisions involving a variety of road users and vehicle types within three smaller, more closely defined areas.

The following three study corridors were defined for analysis;

- A329(M), Bader Way to London Rd
- A329 Wokingham Road, borough boundary to Reading Rd
- A329 Reading Road, Showcase Roundabout to Barkham Rd

This report uses STATS19 data from Wokingham's CrashMap Local, an online visual display tool detailing the circumstances of collisions that have occurred across Wokingham. The three corridor boundaries were prepared as polygons and using spatial matching details of the collisions that have occurred within each corridor over a 5-year period, 2019 to 2023, have been selected and extracted for analysis. Additional data for the part year of 2024, January to October (inclusive) has also been included in the analysis.

Insight into the patterns and trends of the collisions is provided for each corridor in turn by considering which road users have involved in collisions; what vehicles were involved in those collisions; examining in detail where along each corridor collisions have occurred and when. Finally, analysis has been undertaken on the contributory factors (CFs) attributed to each collision with a view to gaining some understanding of why the collisions may have occurred.

In considering who has been involved in the collisions, we have examined the post codes of the casualties involved. For the purposes of this study we have defined Wokingham residents as those with a postal code of RG40 or RG41.

The findings of this analysis may be used to inform further more focused investigations, consideration of physical features within each corridor that may be contributing to the event of a collision and remedial measures to address areas of risk or targeted interventions to certain road users to address patterns identified.

CORRIDOR ANALYSIS

1. A329 READING ROAD

The A329 Reading Road is a single carriageway between the Showcase Roundabout and Barkham Road, with a total length of 5 km. The road lies predominantly within a residential area and connects the central zone to the peripheral region.

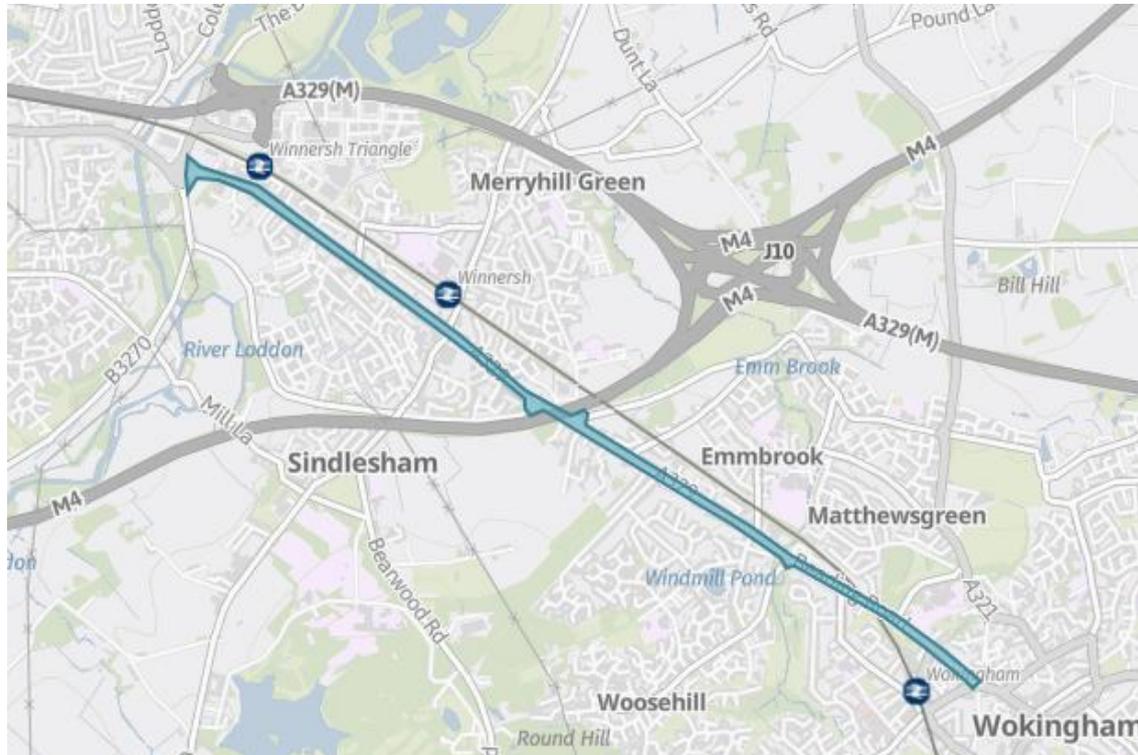


Figure 1. A329 Reading Road, 2019-24 (Source: CrashMap Interactive Map, ArcGIS Online)

An analysis of collision statistics reveals that a total of 64 collisions occurred along this route between 2019 and 2024(part). The yearly distribution of these collisions is presented below. Whilst the number of collisions in 2024 only includes 10 months of data, it appears that unless some significant collisions occurred in the last two months of the year overall there is a declining trend in collisions along this route.

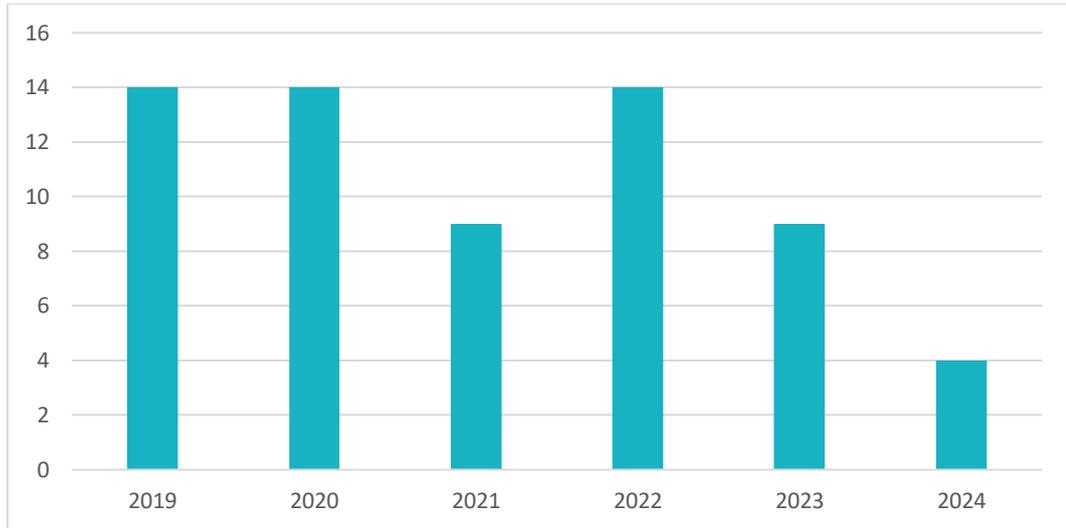


Figure 2. Collisions in the A329 Reading Road, 2019-24

WHO?

Between 2019 and 2024, a total of 77 casualties were reported as a result of traffic collisions along this corridor. Of these casualties, 11 were classified as KSI (Killed or Seriously Injured), while the remaining 66 were recorded as slight injuries.

Table 1. Casualties in the A329 Reading Road, 2019-24

Year	KSI	Slight	Total
2019	1	14	15
2020	3	16	19
2021	1	11	12
2022	2	16	18
2023	4	5	9
2024	-	4	4
2019-24	11	66	77

The analysis of casualties by age group shows that the highest number of casualties were aged 25 to 54, followed by those aged 55 to 64. Further details are presented in Figure 3.

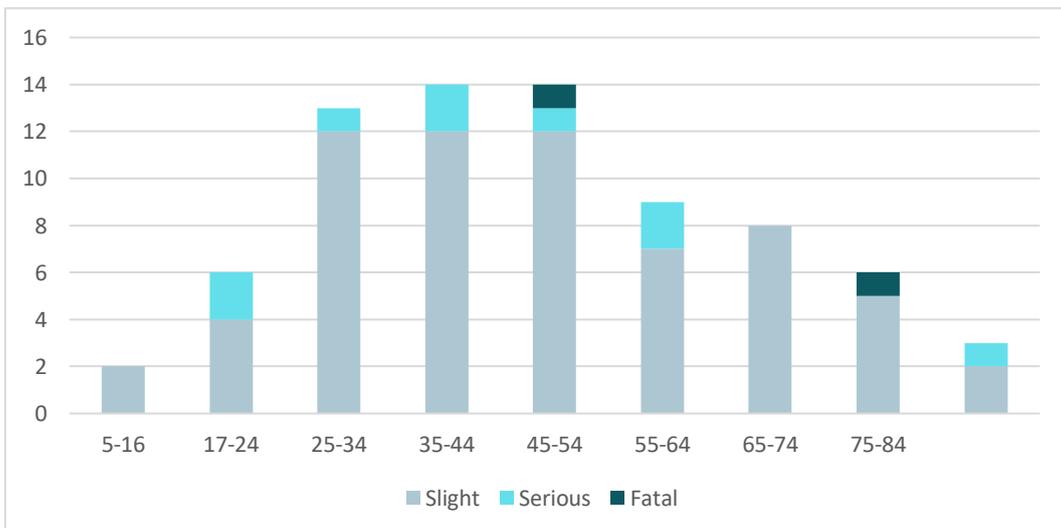


Figure 3. Casualties in the A329 Reading Road by age group and severity, 2019-24¹

An analysis based on travel mode and age distribution reveals that riders constitute the majority of casualties on this road. Of these riders, 13 were motorcyclists and 20 were pedal cyclists. Notably, adults aged 25 to 64 account for the highest number of casualties across all three travel modes, as shown in Figure 4.

TRAVEL MODES	 Children (0-15 years)	 Young people (16-24 years)	 Adults (25-64 years)	 Older people (over 65 years)	TOTAL
 Driver	-	3	19	6	28
 Rider	3	11	15	-	31
 Vehicle or pillion passenger	2	-	7	1	10
 Pedestrian	2	-	4	2	8
TOTAL	7	14	45	9	77

Figure 4. Casualty modes in the A329 Reading Road by age group, 2019-24²

The analysis indicates that the majority of casualties recorded on A329 Reading Road between 2019 and 2024 were male riders. When viewed overall, there is a noticeable predominance of male road users in both KSI and slight injury categories. The distribution of travel modes by gender and severity is shown in Figure 5 below.

² The ages of two casualties (riders) were not reported.

Travel Modes	♂		♀	
	KSI	Slight	KSI	Slight
 Driver	-	14	1	13
 Rider	5	21	1	4
 Vehicle or pillion passenger	-	4	-	6
 Pedestrian	2	3	2	1
TOTAL	49		28	

Figure 5. Casualty modes in the A329 Reading Road by gender and severity, 2019-24

Finally, using the recorded postcodes of the casualties involved, 28 out of the 77 casualties were residents of Wokingham (Figure 6). The remainder were residents elsewhere.

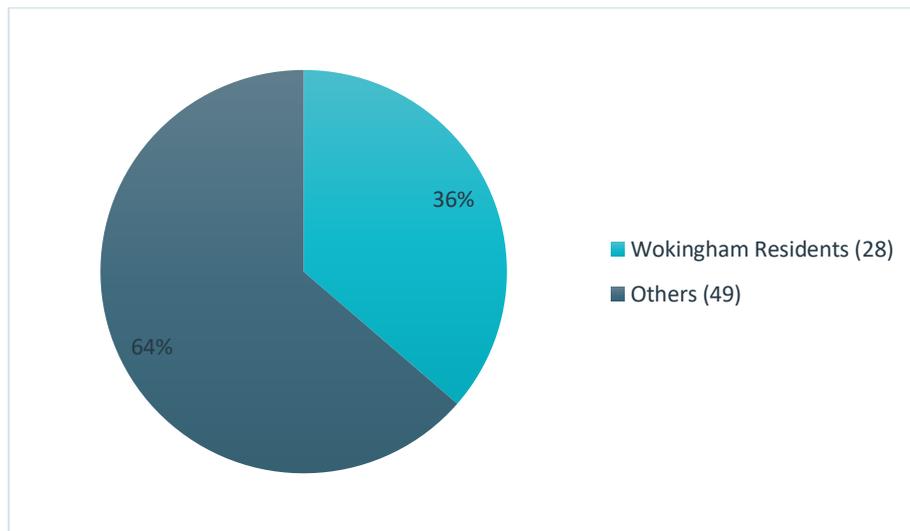


Figure 6. Casualties in the A329 Reading Road by residency, 2019-24

WHAT?

The types of vehicles involved in these collisions are presented in the visual below. The majority of the vehicles involved in the collisions were cars. This is followed by pedal cycles, motorcycles, vans or goods vehicles, buses or coaches, and other vehicles, respectively.

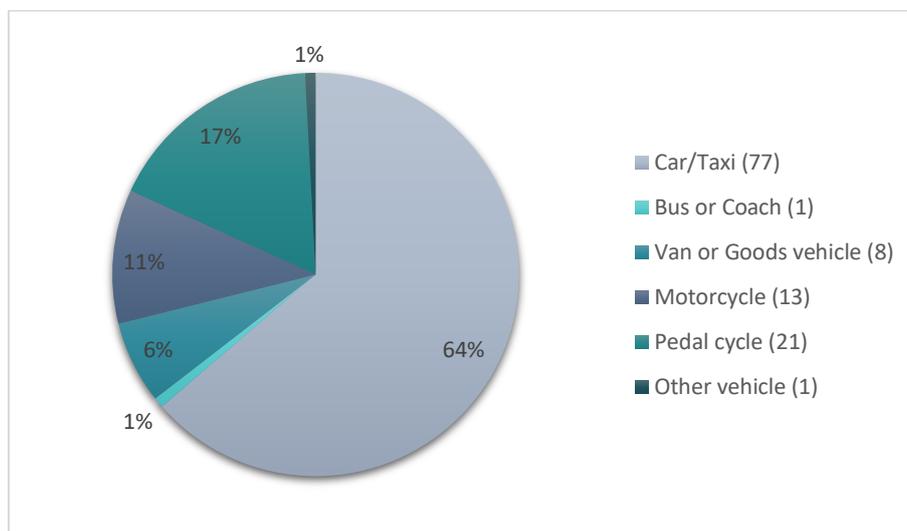


Figure 7. Vehicle types involved in collisions, 2019-24

An analysis of 121 vehicles involved in reported collisions on A329 Reading Road between 2019 and 2024 shows that the front of the vehicle was the most common initial point of impact, accounting for over half of the incidents. This suggests that many of the collisions occurred in situations involving forward motion or following vehicles (Figure 8).

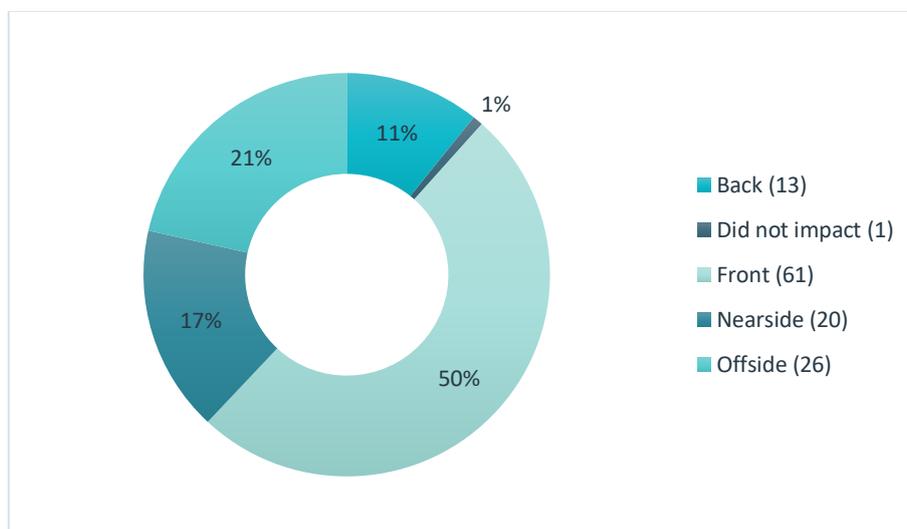


Figure 8. First point of impact in the collisions, 2019-24

In terms of vehicle manoeuvres at the time of the collision:

- A majority of vehicles (71) were proceeding normally along the carriageway.
- A significant number (22) were in the process of turning right—a manoeuvre known to carry increased risk in UK driving conditions due to crossing opposing traffic.

- Smaller proportions were recorded while waiting to turn, turning left, changing lanes, or reversing.

WHERE?

The graph in Figure 9 illustrates the distribution of collisions by junction detail along the route.

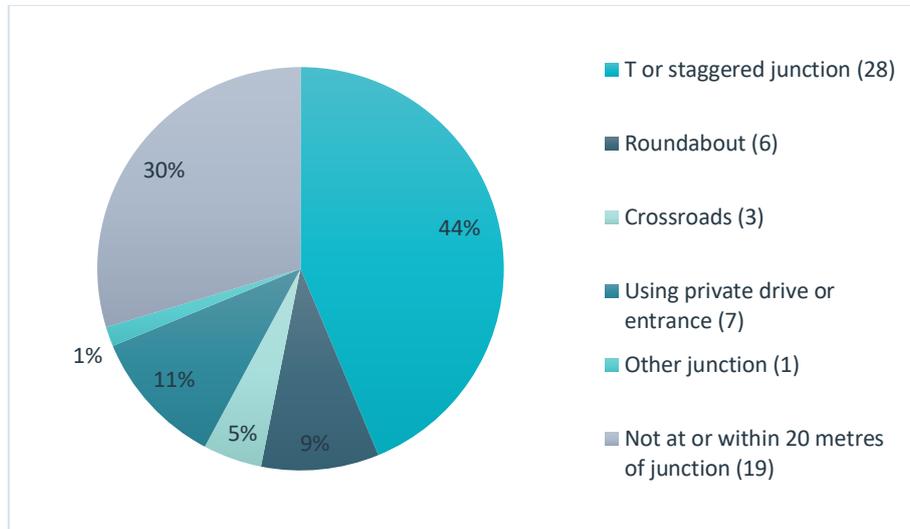


Figure 9. Collisions in the A329 Reading Road by junction detail, 2019-24

To provide spatial context, the corresponding junction layout of the road is presented in the image below.

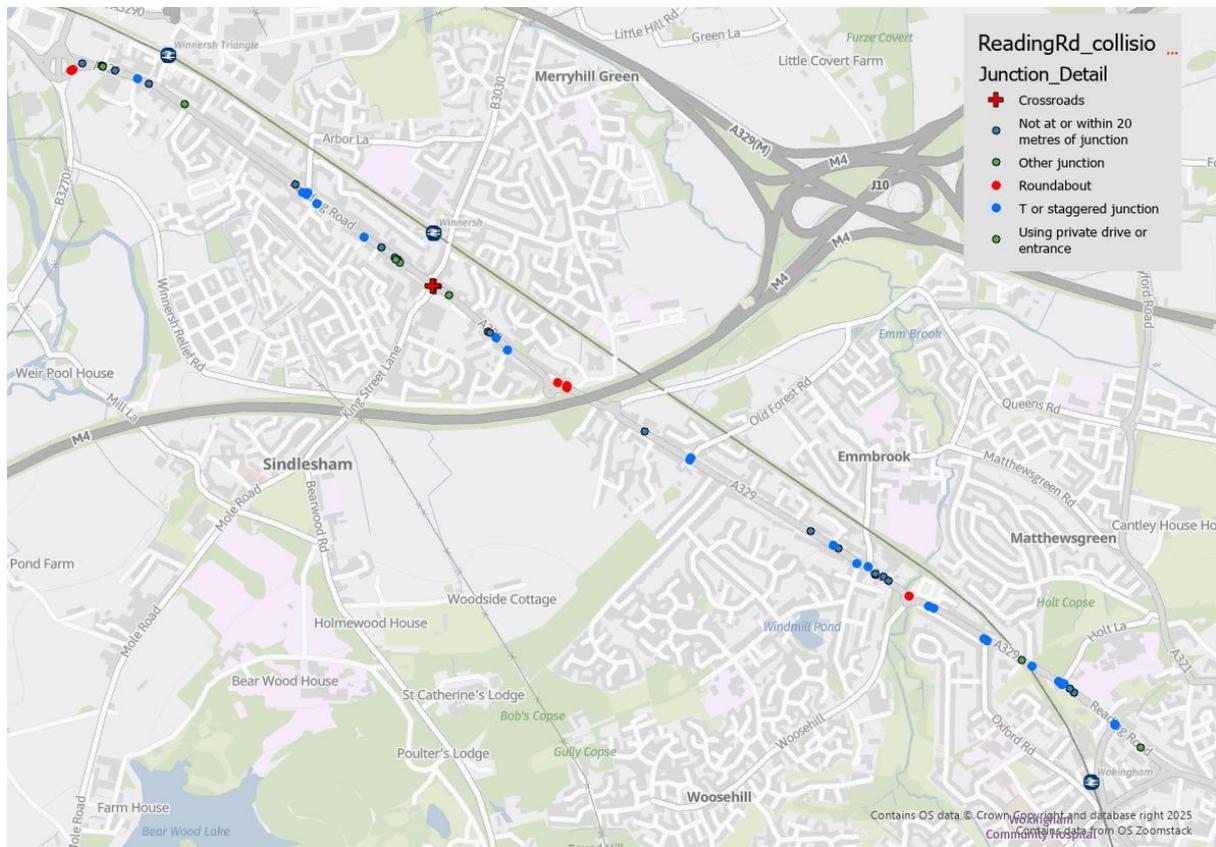


Figure 10. The junction layout of A329 Reading Road (Source: CrashMap Interactive Map, ArcGIS Online)

Collisions that occurred at T or staggered junctions (28) make up the majority. Among these, 21 were classified as slight, 5 as serious, and 2 as fatal.

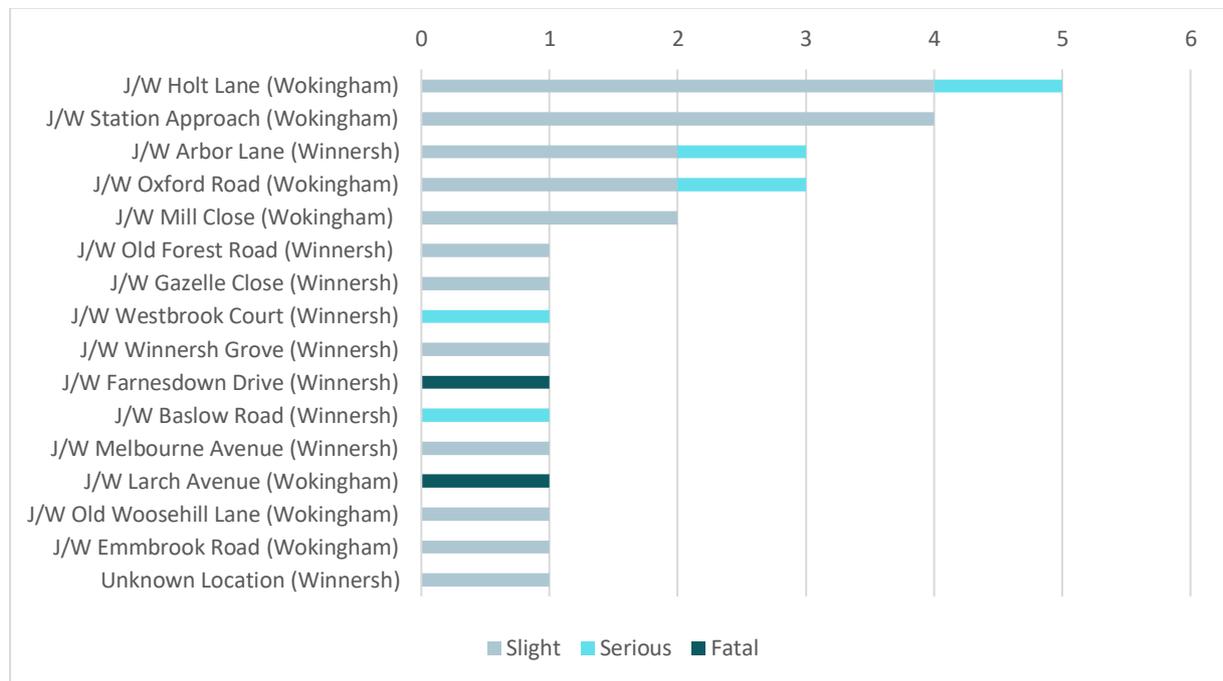


Figure 11. Collision frequency and severity at T or staggered junctions in the A329 Reading Road by location, 2019-24

These are followed by collisions that occurred not at or within 20 metres of a junction (19). Of those, 2 were reported as serious, while the remaining were classified as slight.

An analysis of collision locations shows that the number of collisions recorded as 'not at or within 20 metres of a junction' appears to be notably higher in the area approximately 150 metres northwest of Robin Hood Lane and King Street Lane (3), as well as in the area southeast of Emmbrook Road (3), compared to other areas.

In addition, two collisions were also reported near and to the southeast of the Holt Lane junction, which had the highest number of recorded collisions during the given time period. From this perspective, the area around the intersection of A329 Reading Road and Holt Lane also stands out in terms of collision frequency.

An analysis of the 7 collisions that occurred at private drives or entrances shows that 3 of them took place near King Street Lane and Robin Hood Lane. 2 collisions occurred in an area near the roundabout, southeast of the junction of Reading Road (A329) and Lower Earley Way (B3270).

Additionally, two of the six roundabout collisions occurred in the same area, southeast of the junction of Reading Road (A329) and Lower Earley Way (B3270). Another notable location for roundabout collisions is the junction of A329 Reading Road and Longdon Road in Winnersh.

Finally, during the given time period, 3 collisions were recorded at the junction of A329 Reading Road and B3030 Robin Hood Lane in Winnersh, along with 1 collision at other types of junctions.

When examining the locations of collisions along A329 Reading Road, it can be said that a higher number of collisions were reported in the areas around the intersections with King Street Lane and Robin Hood Lane, the junction with Emmbrook Road, Station Approach and the intersection with Holt Lane, compared to other locations.

Among the pedestrian-involved collisions, 6 pedestrians were injured while crossing the carriageway at locations other than designated pedestrian crossings. All of these collisions—except one, which occurred close to the junction of A329 Reading Road and Robin Hood Lane—took place at the different junctions. 2 pedestrians were injured while crossing on a pedestrian crossing facility.

WHEN?

Of the collisions recorded along A329 Reading Road, 49 occurred during daylight and 15 occurred at night when streetlights were lit. There is no indication that darkness was a factor for involved in collisions on A329 Reading Road. In addition, there is a clear dominance of collisions occurring on weekdays (Monday to Friday).

When considering seasonal variations, it was observed that fewer collisions were reported during the spring season compared to the other seasons.

The majority of the 64 analysed collisions were concentrated during peak traffic hours, particularly in the morning (07:00–09:00) and in the midday to early evening periods (11:00–13:00 and 16:00–18:00).

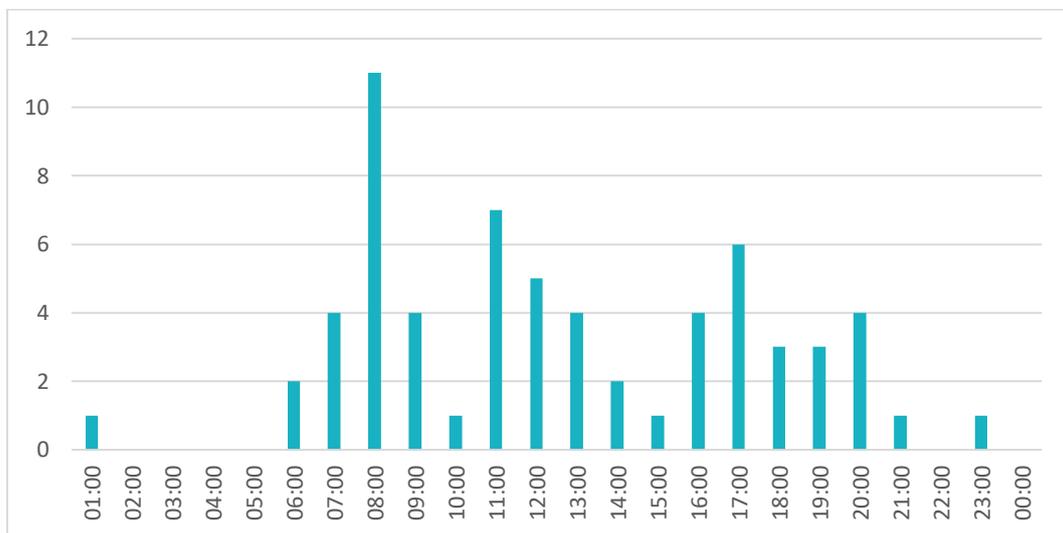


Figure 12. Collision frequency in the A329 Reading Road by hour, 2019-24

Weekday collisions mostly occur in the morning, especially between 07:00 and 09:00. This time overlaps with the morning rush when people are travelling to work or school. During these hours, traffic is heavier and drivers may feel more time pressure, which seems to increase the risk of collisions. On the other hand, weekend collisions appear to be more concentrated during the midday period (11:00–13:00).

WHY?

An analysis of contributory factors indicates that the majority of the collisions were attributed to driver or rider error or reactions. By far the most frequently reported contributory factor was the driver or rider's failure to look properly (31). These were followed by: failing to judge the other person's path or speed (6), in-vehicle distraction (4), dazzling sunlight (4), and pedestrians failing to look properly (4). Overall, the most significant contributory factor appears to be a lack of attention on the part of the driver or rider. Apart from these factors, contributory factors related to driver violations and injudicious actions have either very limited impact on the reported collisions or are not present at all.

2. A329(M)

The A329 (M) is a dual carriageway between Bader Way and London Road, with a total length of 7.5 km. The dual carriageway is bordered by different types of land use on either side. On one side, the road runs adjacent to a residential area, which is separated by a physical barrier and a strip of woodland. On the opposite side, the surrounding land consists of open agricultural fields, with another narrow belt of trees providing a natural buffer along the edge of the road.

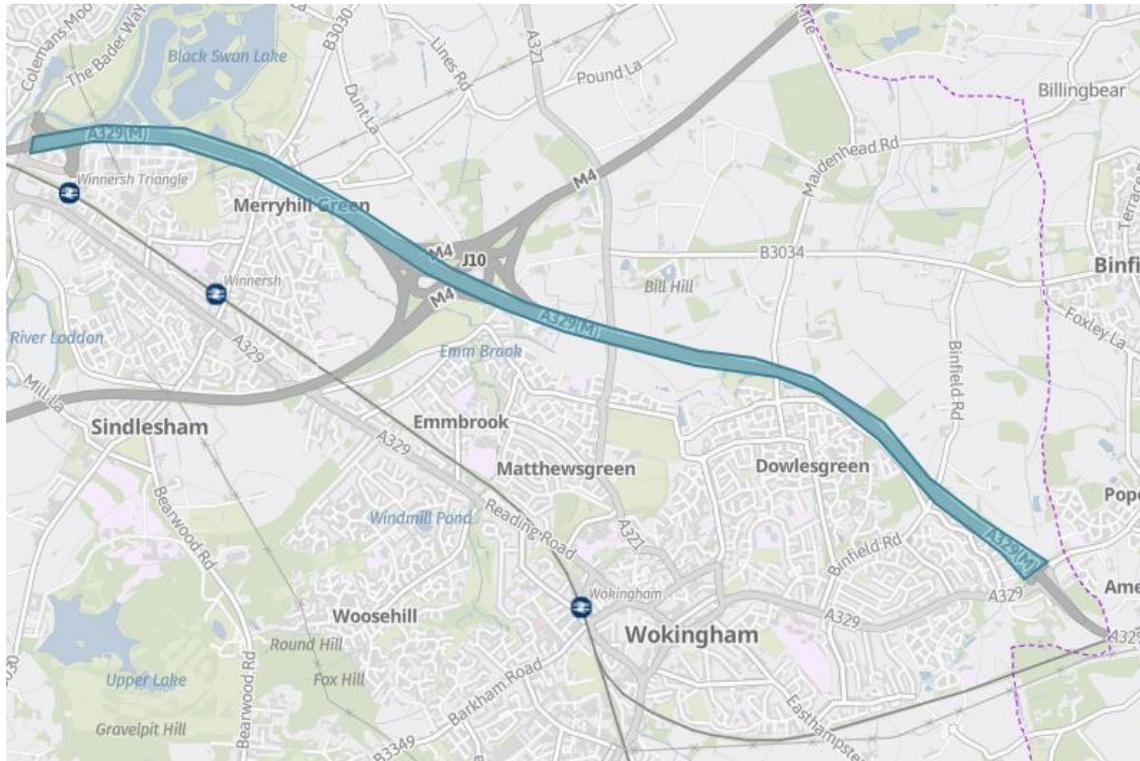


Figure 13. A329 (M), 2019-24 (Source: CrashMap Interactive Map, ArcGIS Online)

An analysis of collision statistics reveals that a total of 33 collisions occurred along this route between 2019 and 2024 (until 31st October). The yearly distribution of these collisions is presented below.

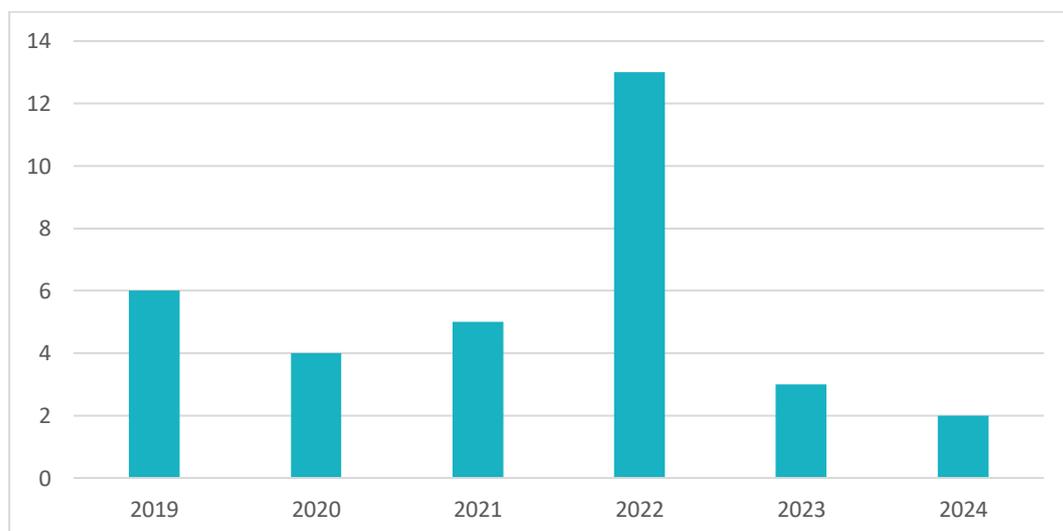


Figure 14. Collisions in the A329 (M), 2019-24

WHO?

Between 2019 and 2024, a total of 52 casualties were reported as a result of traffic collisions along this corridor. Of these casualties, 5 were classified as KSI (Killed or Seriously Injured), while the remaining 47 were recorded as slight injuries.

Table 2. *Casualties in the A329 (M), 2019-24*

Year	KSI	Slight	Total
2019	1	8	9
2020	1	7	8
2021	1	7	8
2022	2	18	20
2023	-	4	4
2024	-	3	3
2019-24	5	47	52

When looking at the age distribution, the majority of casualties reported on the A329(M) occurred among individuals aged 25–34. This is followed by casualties in the 17–24 and 35–44 age groups. Further details on the age distribution and severity are presented in Figure 15.

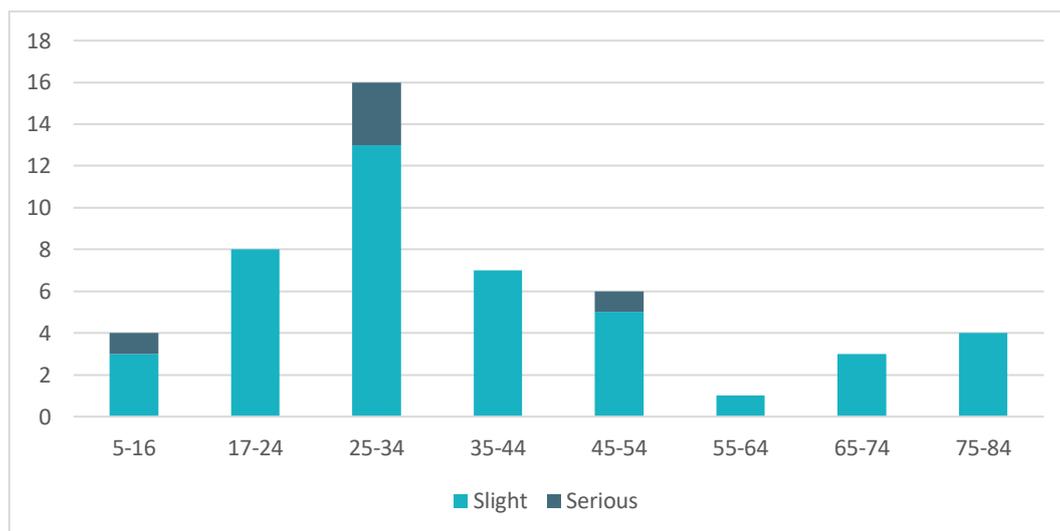


Figure 15. *Casualties in the A329 (M) by age group and severity, 2019-24³*

When casualty modes are examined in relation to age groups, the majority are found to be drivers. Notably, adults aged 25 to 64 account for the highest number of casualties across all three travel modes, as shown in Figure 16.

³ The ages of three casualties were not reported.

TRAVEL MODES	 Children (0-15 years)	 Young people (16-24 years)	 Adults (25-64 years)	 Older people (over 65 years)	TOTAL
 Driver	-	5	25	3	34
 Vehicle or pillion passenger	2	4	4	4	16
 Pedestrian	1	-	1	-	2
TOTAL	3	9	31	7	52

Figure 16. Casualties in the A329 (M) by age group, 2019-24⁴

The analysis indicates that the majority of casualties recorded on A329 (M) Road between 2019 and 2024 were male drivers. In contrast to A329 Reading Road, the casualty numbers are more balanced between genders. Details of the distribution of travel modes by gender and severity are provided in the Figure 17 below.

TRAVEL MODES				
	KSI	Slight	KSI	Slight
 Driver	2	17	-	15
 Vehicle or pillion passenger	-	7	1	8
 Pedestrian	1	-	1	-
TOTAL	27		25	

Figure 17. Casualty modes in the A329 (M) by gender and severity, 2019-24

Lastly, data indicates that most of the casualties recorded on this road were non-residents of Wokingham (see Figure 18).

⁴ The ages of 3 casualties (1 driver, 2 vehicle or pillion passengers) were not reported.

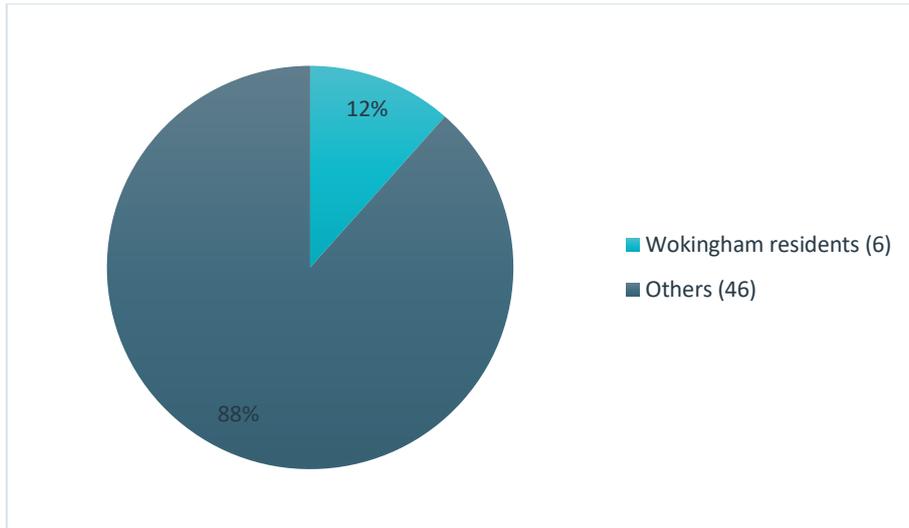


Figure 18. Casualties in the A329 (M) by residency, 2019-24

WHAT?

The figure below shows the types of vehicles involved in collisions on the A329(M). On this road, the vehicles involved in collisions were reported only as cars and vans or goods vehicles.

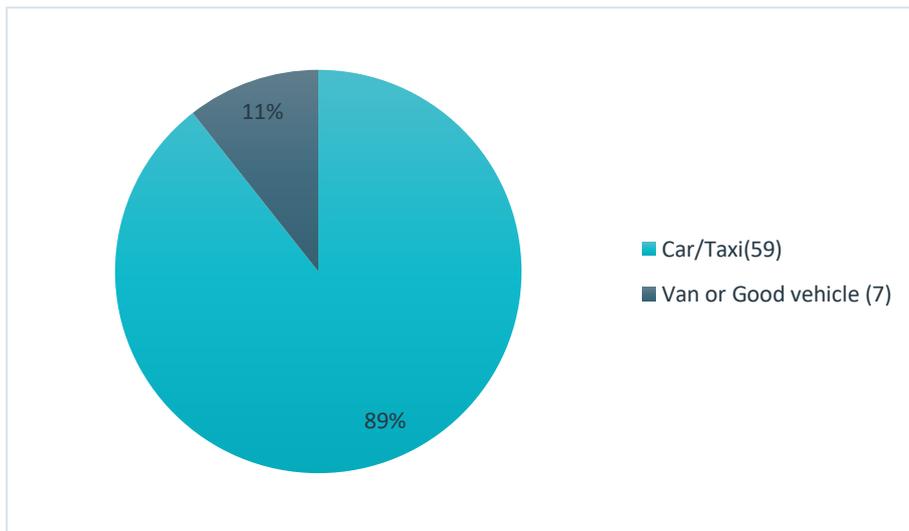


Figure 19. Vehicle types involved in collisions, 2019-24

Collision data from A329(M) between 2019 and 2024 indicates that the most frequent points of initial impact were evenly distributed between the front and the rear of vehicles, each accounting for 39% of cases. Side impacts were less common, with nearside and offside accounting for 11% and 6% respectively.

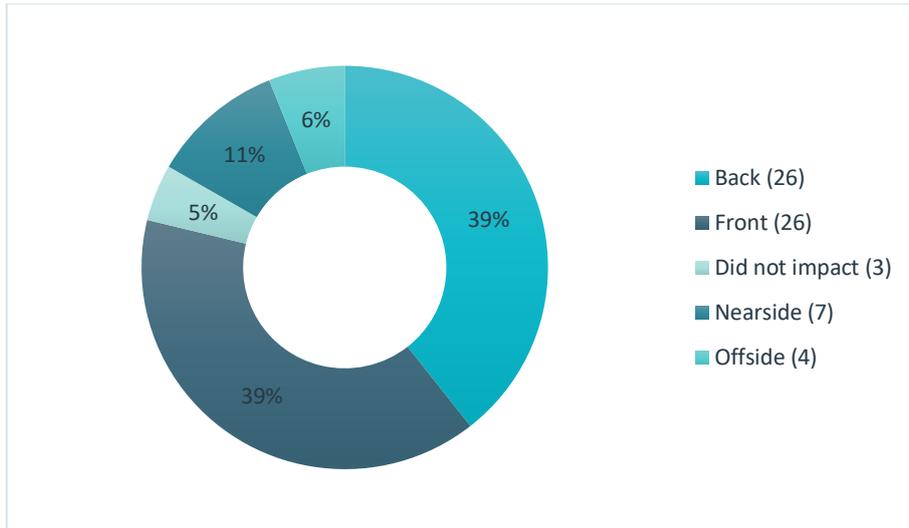


Figure 20. First point of impact in the collisions, 2019-24

In terms of vehicle manoeuvres at the time of impact:

- A significant majority (45) were proceeding normally along the carriageway on a straight section of road.
- 6 vehicles were slowing down or stopping, while 7 were held up in traffic but intended to proceed.
- Only a small number of incidents occurred during lane changes (3 left, 3 right) or turning (1 right turn).

WHERE?

The distribution of collisions by junction detail is shown in the graph below (see Figure 21).

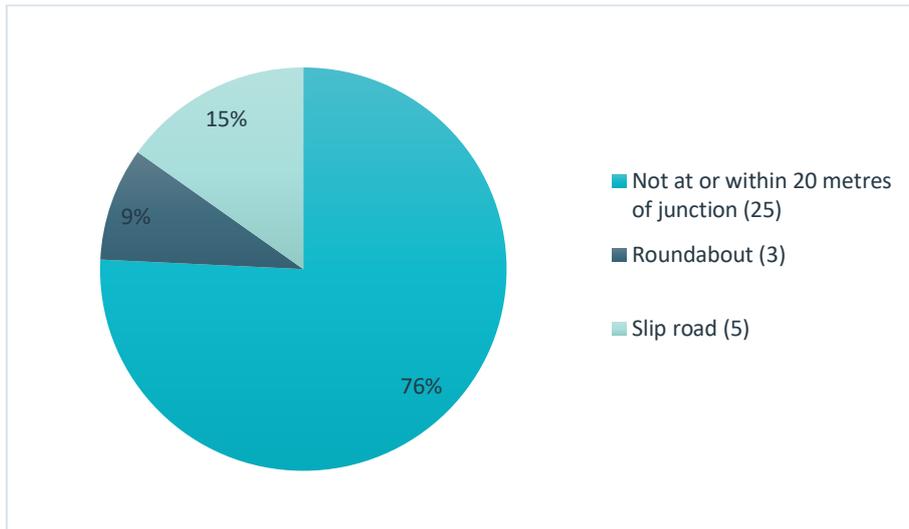


Figure 21. Collisions in the A329 (M) by junction detail, 2019-24

To provide spatial context, the corresponding junction layout of the road is presented in the image below.



Figure 22. The junction layout of A329(M) (Source: CrashMap Interactive Map, ArcGIS Online)

Due to the structure of the road, most collisions occurred along straight sections. Within this corridor, certain areas show notably higher concentrations of collisions, suggesting potential hotspots or areas of elevated risk.

The most prominent of these is the section of the A329(M) between the junction with Binfield Road and milepost 13/3B, where 6 slight and 4 serious collisions were recorded over the reporting period. This is followed by the area between milepost 8/8A and the junction with the M4 entry slip road, which saw 6 slight collisions. The junction of the A329(M) and A329 London Road recorded 3 slight collisions, making it the third most affected location.

2 pedestrian casualties were recorded on this road: one involved a pedestrian crossing elsewhere within the carriageway, and the other involved a pedestrian in the carriageway but not crossing. Both were classified as serious. Collision frequency and severity for the other locations are also presented in Figure 23.

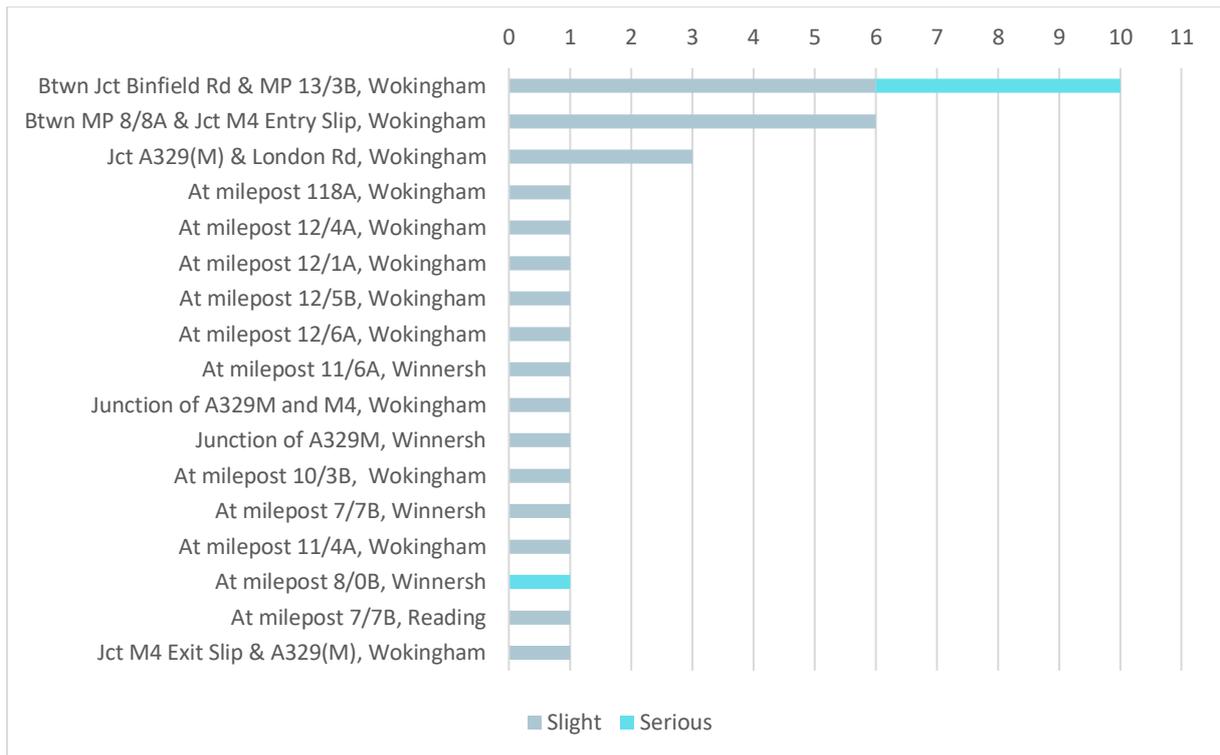


Figure 23. Collision frequency and severity in the A329(M) by location, 2019-24

WHEN?

Of the 33 collisions recorded on the A329(M), 15 occurred during daylight, while 18 took place during darkness. Notably, 12 of the collisions that occurred in darkness happened in areas without street lighting.

A significant portion of the collisions that occurred in areas without street lighting were concentrated between the junction with Binfield Road and milepost 13/3B. Notably, 3 out of the 6 serious casualties recorded on the A329(M) also took place in this poorly lit area.

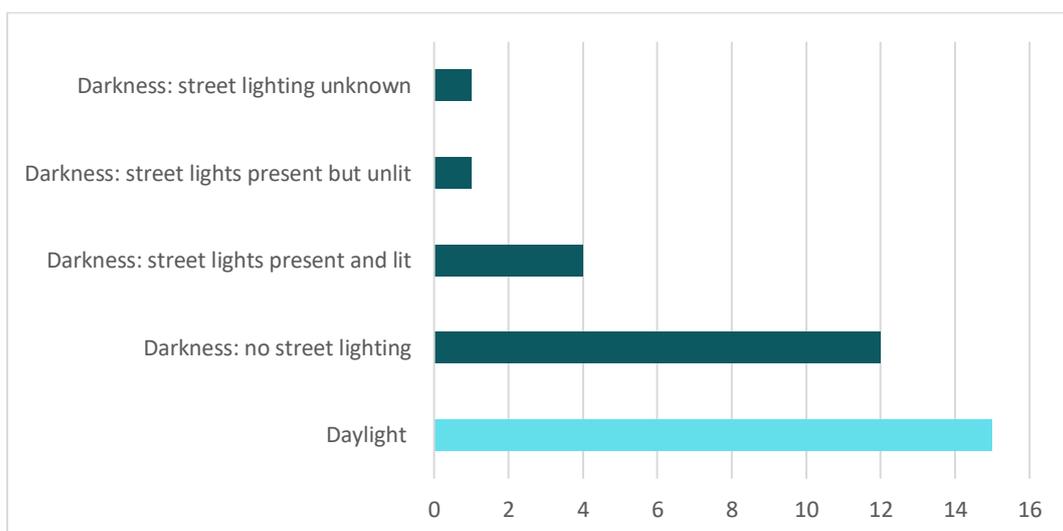


Figure 24. Collision frequency in the A329(M) by light conditions, 2019-24

An analysis of the distribution of collisions by day of the week shows that, while more collisions were recorded on weekdays, the relatively high number of collisions occurring over the weekend is also notable (see Figure 25).

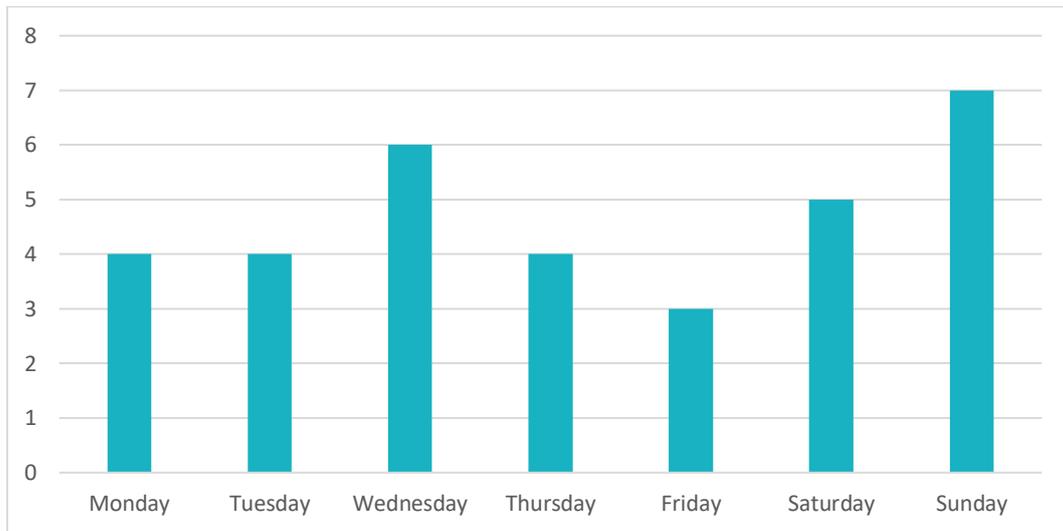


Figure 25. Collision frequency in the A329(M) by day of the week, 2019-24

Additionally, collisions on the A329(M) tend to occur most frequently during the peak hours of 16:00 to 18:00 (see Figure 26). The collisions recorded during this time period occurred on weekdays.

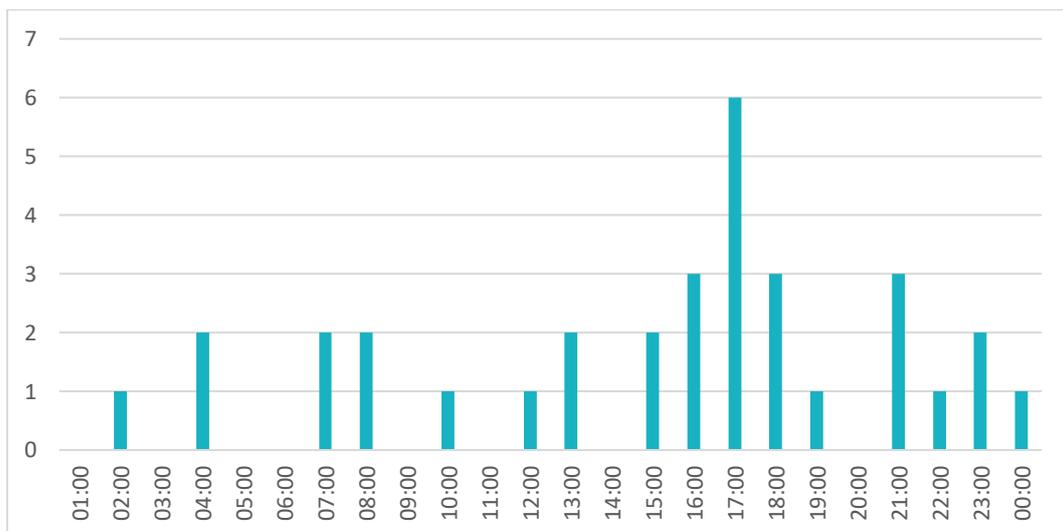


Figure 26. Collision frequency in the A329(M) by hour, 2019-24

WHY?

An analysis of the collision records at this location indicates that the most frequently reported contributory factors were related to driver error or reaction. The top factors included 'failed to look properly' (12), 'failed to judge other person's path or speed' (9), and 'loss of control' (6). These were followed by 'following too closely' (5) and 'driving carelessly, recklessly, or in a hurry.' Finally, 'rain, sleet, snow, or fog' (5) was also cited as a contributory factor. Apart from these factors, deliberate violations and injudicious actions by drivers have an almost negligible impact on the reported collisions.

3. A329 WOKINGHAM ROAD

The final area examined in this report is A329 Wokingham Road. This road is a 2.5 km long urban route located between the borough boundary and Reading Road. Similar to the A329 Reading Road, this route also lies primarily within a residential area.

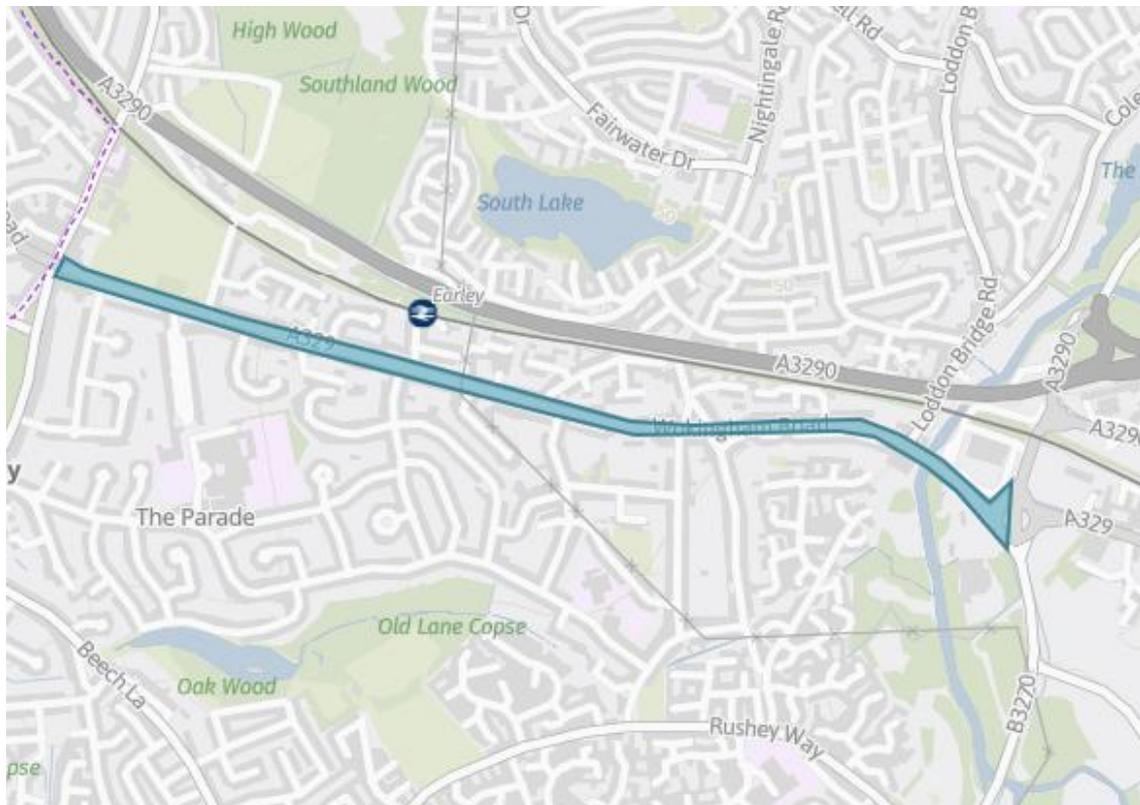


Figure 27. A329 Wokingham Road, 2019-24 (Source: CrashMap Interactive Map, ArcGIS Online)

According to the analysis, a total of 26 collisions were reported on this road between 2019 and 2024 (until 31st October). The yearly distribution of these collisions is shown in the figure below.

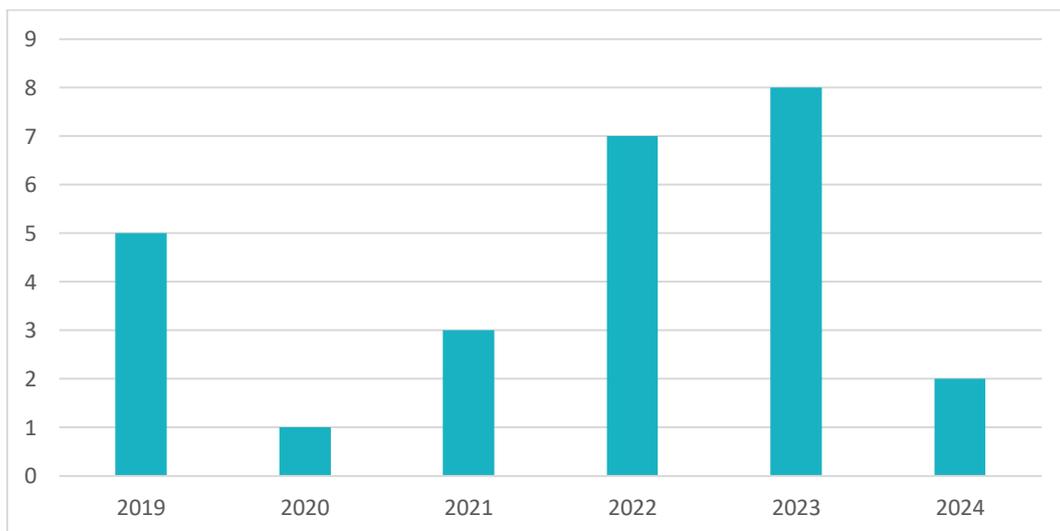


Figure 28. Collisions in the A329 Wokingham Road, 2019-24

WHO?

Over the given time period, 32 casualties were reported on this road. Of these, 4 were classified as KSI (Killed or Seriously Injured), while 28 were recorded as slight injuries (see Table 3).

Table 3. *Casualties in the A329 Wokingham Road, 2019-24*

Year	KSI	Slight	Total
2019	-	7	7
2020	-	3	3
2021	-	3	3
2022	3	6	9
2023	1	7	8
2024	-	2	2
2019-24	4	28	32

An analysis of casualties by age group shows that the highest number was reported among individuals aged 35–44, followed by the 25–34 and 5–24 age groups. A detailed breakdown of casualties by age group and severity is presented in the figure below.

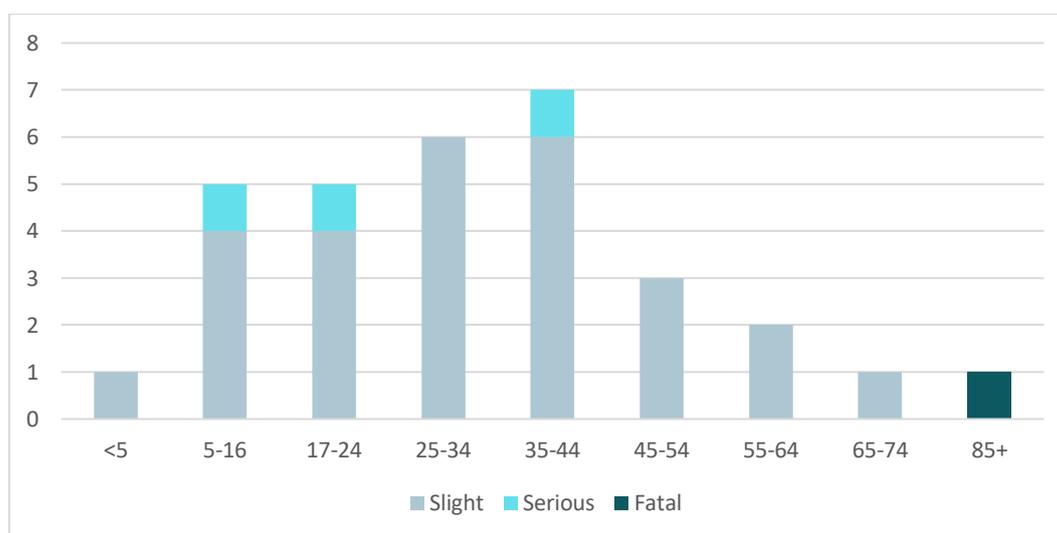


Figure 29. *Casualties in the A329 Reading Road by age group and severity, 2019-24⁵*

When casualty travel modes are analysed by age group, the highest number of casualties is observed among drivers aged 25–64. This age group also has the highest number of casualties across all travel modes (see Figure 30).

⁵ The age of one casualty was not reported.

TRAVEL MODES	 Children (0-15 years)	 Young people (16-24 years)	 Adults (25-64 years)	 Older people (over 65 years)	TOTAL
 Driver	-	3	9	2	14
 Rider	1	1	6	-	9
 Vehicle or pillion passenger	2	1	1	-	4
 Pedestrian	2	1	2	-	5
TOTAL	5	6	18	2	32

Figure 30. Casualty modes in the A329 Wokingham Road by age group, 2019-24⁶

As with the other routes, the number of male casualties recorded on this route is higher than that of female casualties. Detailed information on casualty gender and severity is provided in the graph below.

Travel Modes				
	KSI	Slight	KSI	Slight
 Driver	-	7	1	6
 Rider	-	8	-	1
 Vehicle or pillion passenger	-	-	1	3
 Pedestrian	1	2	1	1
TOTAL	18		14	

Figure 31. Casualty modes in the A329 Wokingham Road by gender, 2019-24

Finally, the majority of casualties reported on this road were non-residents of Wokingham.

⁶ The age of one casualty (rider) was not reported.

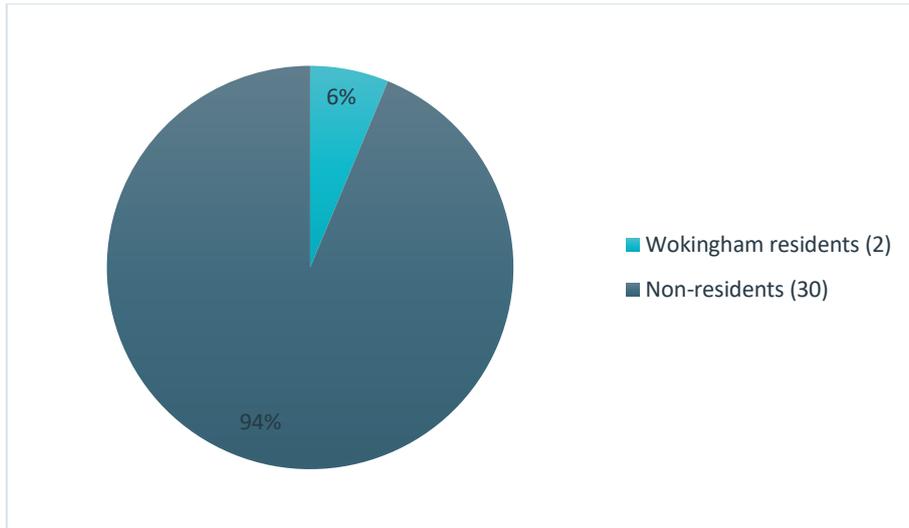


Figure 32. Casualties in the A329 Wokingham Road by residency, 2019-24

WHAT?

The majority of the vehicles involved in the collisions were cars. This was followed by pedal cycles, vans or goods vehicles, motorcycles, and minibuses, respectively.

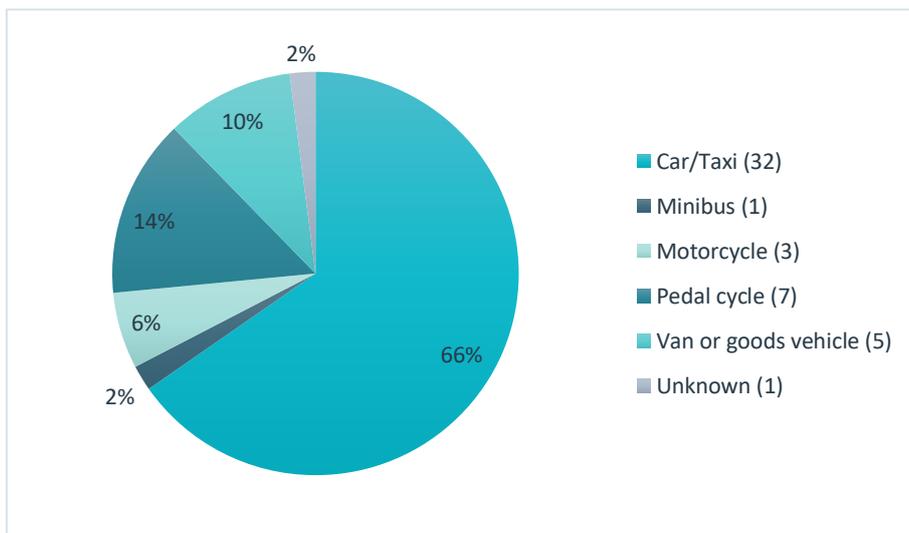


Figure 33. Vehicle types involved in collisions, 2019-24

Among the 49 vehicles involved in incidents on A329 Wokingham Road between 2019 and 2024, the front of the vehicle was the most common point of initial impact, accounting for almost half of all reported cases (see Figure 34).

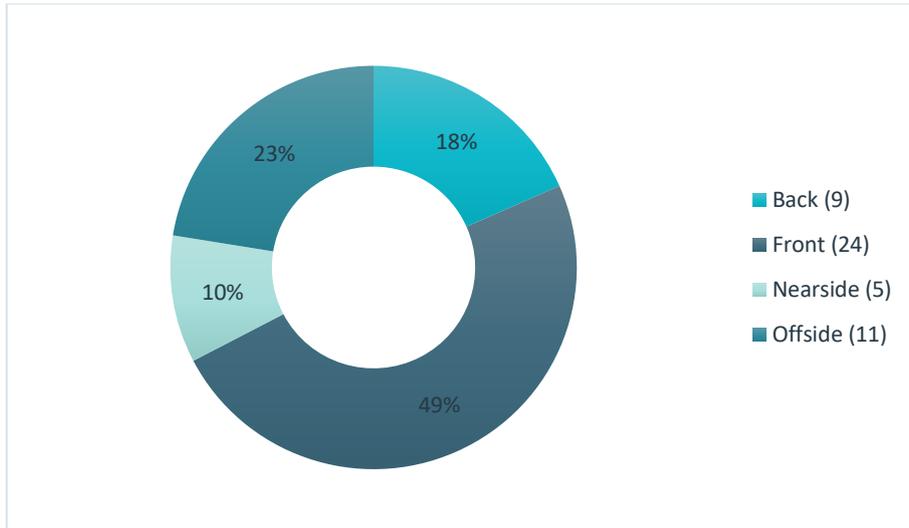


Figure 34. First point of impact in the collisions, 2019-24

In terms of manoeuvres at the time of collision:

- 31 vehicles were travelling normally along the carriageway without performing any specific manoeuvre.
- 6 vehicles were actively turning right – a manoeuvre frequently associated with increased collision risk due to opposing traffic.
- Other actions included turning left (3), stopping/slowing (2), U-turn (1), reversing (1), or being held up in traffic (2). One incident occurred while changing lane to the right.

WHERE?

The distribution of collisions by junction detail is shown in the graph below (see Figure 35).

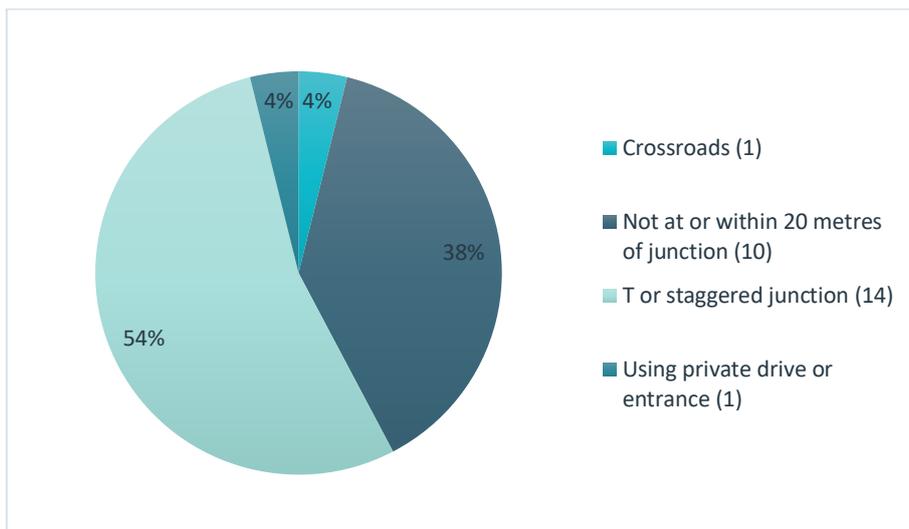


Figure 35. Collisions in the A329 Wokingham Road by junction detail, 2019-24

To provide spatial context, the corresponding junction layout of the road is presented in the image below.

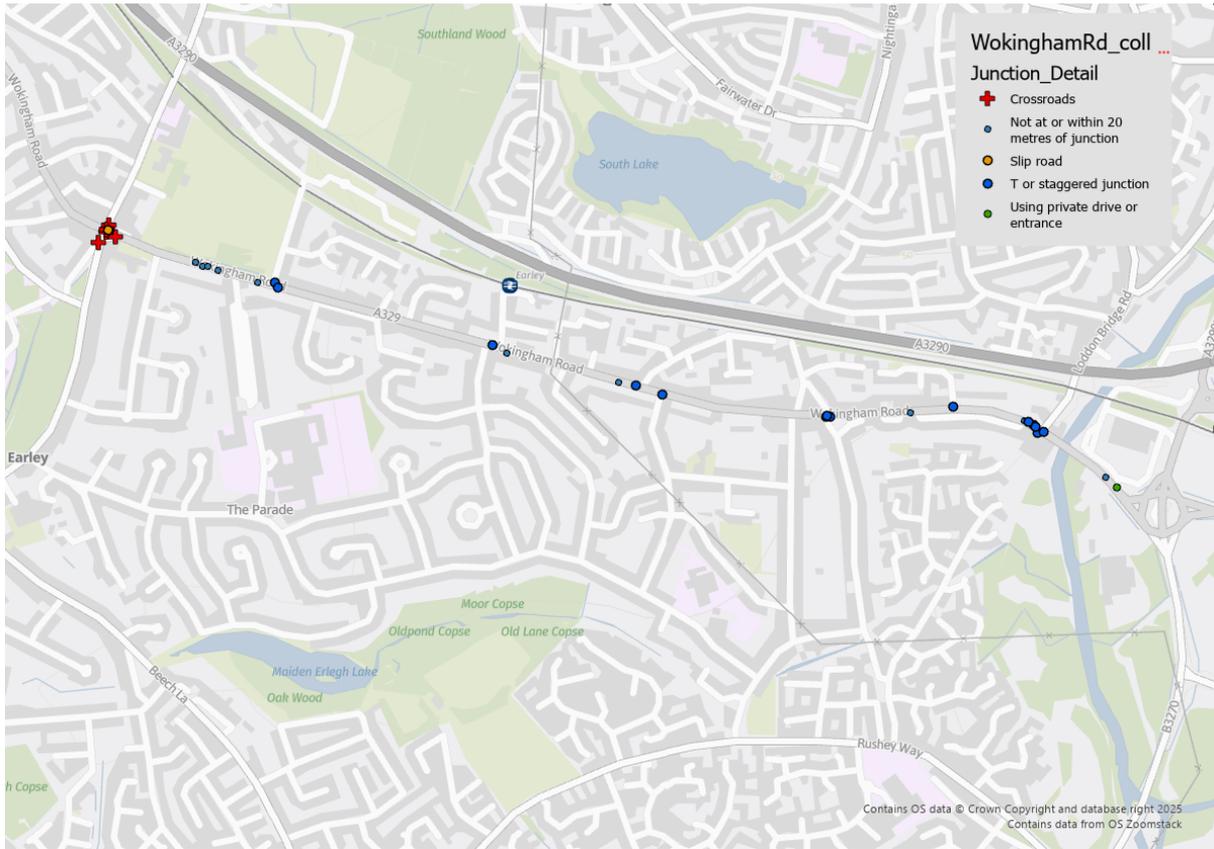


Figure 36. The junction layout of A329 Wokingham Road (Source: CrashMap Interactive Map, ArcGIS Online)

Collisions that occurred at T or staggered junctions (14) make up the majority. This was followed by collisions that occurred not at or within 20 metres of a junction (10).

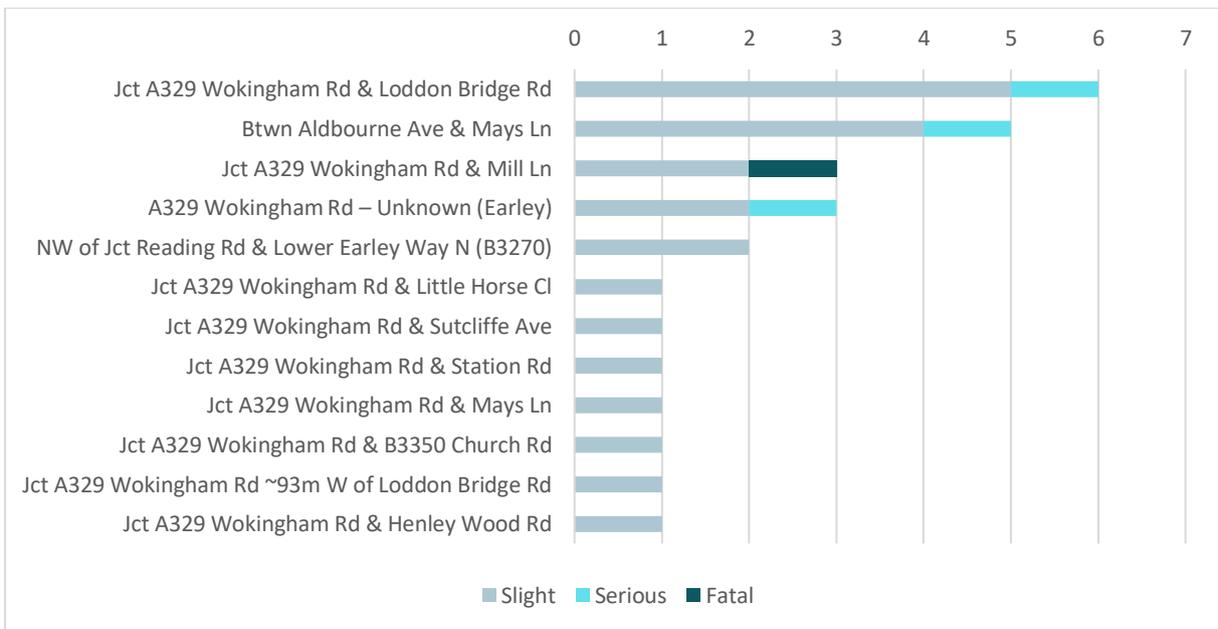


Figure 37. Collision frequency and severity in the A329 Wokingham Road by location, 2019-24

Some sections along this road stood out due to higher concentrations of collisions. The first of these locations was the junction of A329 Wokingham Road and Loddon Bridge Road (6), followed by the area between Aldbourne Avenue and Mays Lane (5). In addition, a higher number of collisions were also reported at the junction of A329 Wokingham Road and Mill Lane (3). The figure below illustrates the collisions reported at various locations along the route, along with their respective severity levels. In general, it has been observed that collisions with higher severity also occur at locations with a higher number of collisions.

Out of the five pedestrian casualties reported on this route, two occurred in the previously mentioned areas: the section between Aldbourne Avenue and Mays Lane, and the junction of A329 Wokingham Road and Loddon Bridge Road. Another casualty was recorded at the junction of A329 Wokingham Road and B3350 Church Road, while the remaining one was in the Earley area (see Figure 37).

WHEN?

Of the collisions recorded along A329 Wokingham Road, 19 occurred during daylight and 7 occurred at night when streetlights were lit.

When examining the distribution of collisions by day, it is observed that although more collisions were reported on weekdays overall, the highest number of collisions occurred on Sunday (see Figure 38).

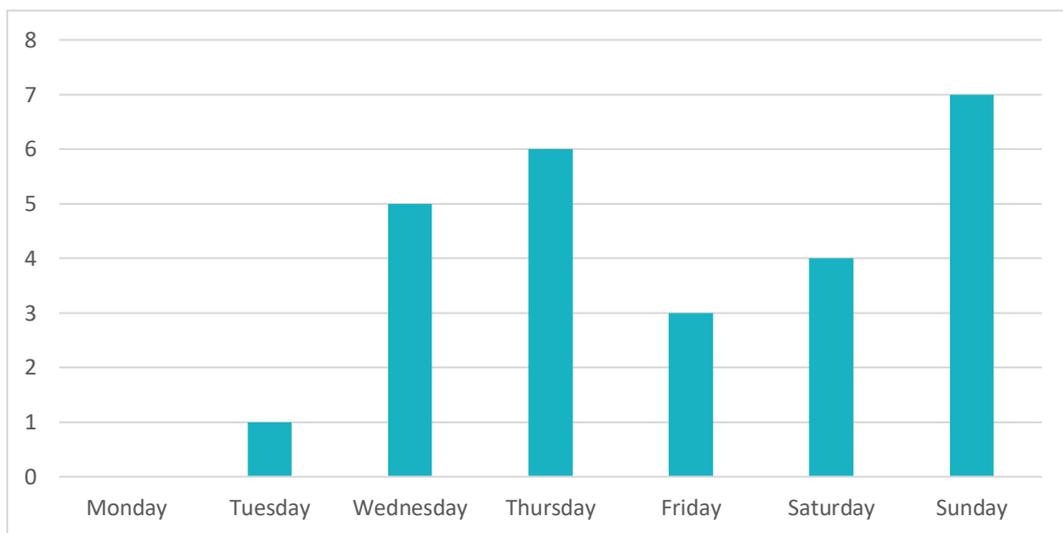


Figure 38. Collision frequency in the A329(M) by day of the week, 2019-24

An analysis of the time distribution of collisions reported along this route reveals peaks between 11:00–13:00 and 15:00–17:00. Additionally, collisions were also recorded during the morning rush hour (Figure 39).

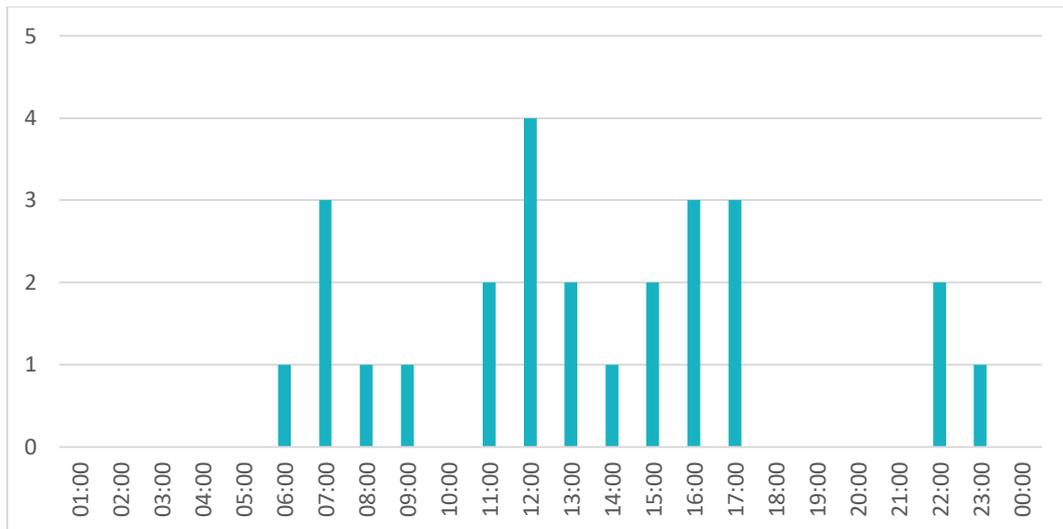


Figure 39. Collision frequency in the A329(M) by hour, 2019-24

WHY?

An analysis of the contributory factors for collisions on A329 Wokingham Road shows that, consistent with other routes, the most frequently reported factors are related to driver error and inattention. At the top of the list is "Failed to look properly" (9), followed by "Failed to judge other person's path or speed" (3) and "Poor turn or manoeuvre" (3). From the pedestrian perspective, "Failed to look properly" (3) also appears as a commonly reported contributory factor. Similar to the other routes, no impact of deliberate violations or injudicious actions by drivers has been observed in the collisions reported on A329 Wokingham Road.