

WHITCHURCH BRIDGE COMPANY

Change to Bridge Card Top-up Amount

As from Monday 29th June 2009, the Bridge Card top-up amount will change from £5 for 36 crossings to £10 for 72 crossing.

The reasons for this are as follows:

1. This change was suggested by a parishioner at the Whitchurch-on-Thames Annual Parish Meeting in April 2009. The Company subsequently undertook a written survey of 100 random Bridge Card users doing a top-up, with the following results:

52% - change top-up amount from £5 to £10

34% - retain top-up amount at £5

14% - no preference

So there is a clear preference for a £10 top-up. For technical and operational reasons we can only offer one top-up amount.

2. The change will halve the number of top-up transactions, thus reducing delays to Bridge users and the workload for our Toll Collectors.

We will also increase the upper limit at which top-ups are allowed from 22 to 40 remaining crossings.

Geoff Weir
Company Secretary

Company of Proprietors of Whitchurch Bridge
Registered Office: The Toll House, Whitchurch Bridge, Pangbourne, Reading, RG8 7DF
Registered in England and Wales No. ZC0000184
www.whitchurchbridge.com

WHITCHURCH BRIDGE COMPANY

Change to Bridge Card Top-up Amount

As from Monday 29th June 2009, the Bridge Card top-up amount will change from £5 for 36 crossings to £10 for 72 crossing.

The reasons for this are as follows:

1. This change was suggested by a parishioner at the Whitchurch-on-Thames Annual Parish Meeting in April 2009. The Company subsequently undertook a written survey of 100 random Bridge Card users doing a top-up, with the following results:

52% - change top-up amount from £5 to £10

34% - retain top-up amount at £5

14% - no preference

So there is a clear preference for a £10 top-up. For technical and operational reasons we can only offer one top-up amount.

2. The change will halve the number of top-up transactions, thus reducing delays to Bridge users and the workload for our Toll Collectors.

We will also increase the upper limit at which top-ups are allowed from 22 to 40 remaining crossings.

Geoff Weir
Company Secretary

Company of Proprietors of Whitchurch Bridge
Registered Office: The Toll House, Whitchurch Bridge, Pangbourne, Reading, RG8 7DF
Registered in England and Wales No. ZC0000184
www.whitchurchbridge.com

