



Portman Road, Reading West

Travel Plan Statement

Client: Ridgepoint Homes

i-Transport Ref: DS/LJ/ITB17217-003C R

Date: 15 May 2023

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Quality Management

Report No.	Comments	Date	Author	Authorised
ITB17217-003	Draft	12 January 2023	DS/LJ	DS
ITB17217-003A	Draft	16 January 2023	DS/LJ	DS
ITB17217-003B	Planning Issue	7 February 2023	DS/LJ	DS
ITB17217-003C	Layout Amends	15 May 2023	DS/LJ	DS

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Contents

SECTION 1	Introduction	1
SECTION 2	Principles, Objectives and Benefits	3
SECTION 3	Existing Conditions	5
SECTION 4	Existing Travel Characteristics	9
SECTION 5	Measures	13
SECTION 6	Management and Implementation	18
SECTION 7	Summary and Conclusions	20

Figures

FIGURE 3	Local Facilities Plan
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Appendices

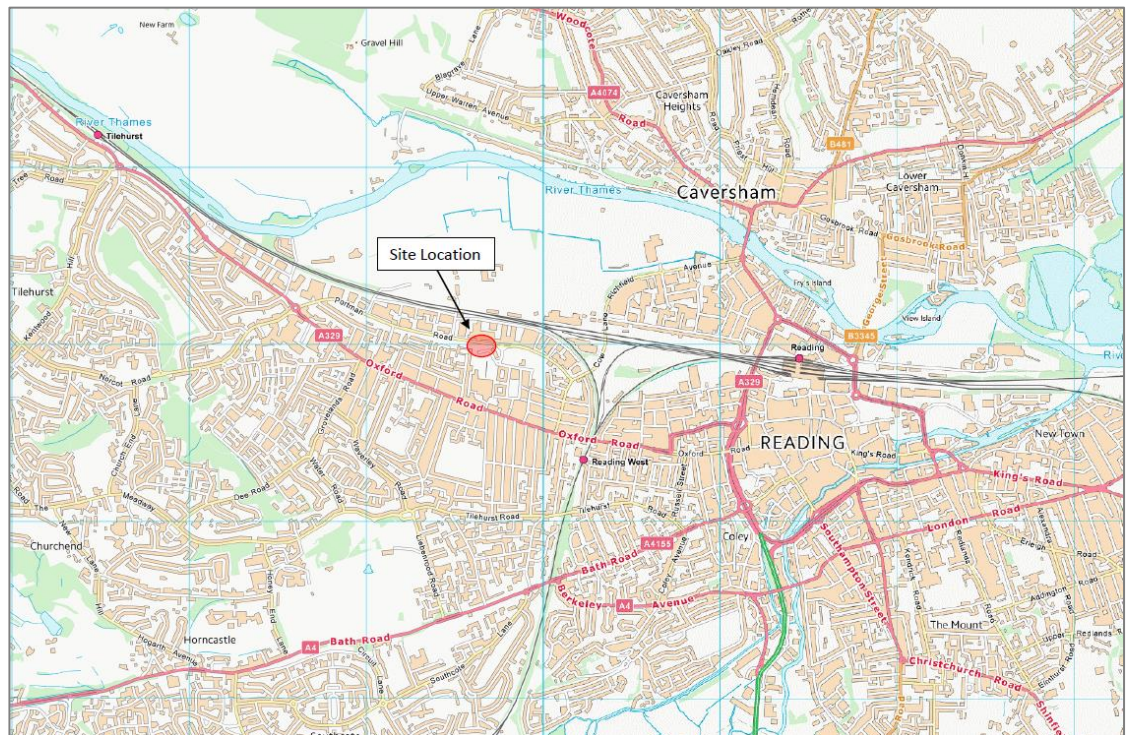
APPENDIX A.	Reading Cycle Route Map
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SECTION 1 Introduction

1.1 Overview

- 1.1.1 Ridgepoint Homes has appointed i-Transport to provide highways and transport advice in relation to the development of a site on land at Portman Road, Reading. The proposal is to develop the site to provide 80 apartments with parking, bin, and bike stores.
- 1.1.2 Having regard to the requirements of the National Planning Policy Framework (NPPF), this Travel Plan Statement (TPS) has been prepared to accompany the planning application and should be read in conjunction with the Transport Statement accompanying the planning application (ref: ITB17217-003 Transport Statement).
- 1.1.3 The application site is located to the south of Portman Road, immediately north of Tesco Extra. The site is bounded to the south by the Tesco Extra car park and Portman Road to the north. A site location plan is provided as **Image 1.1**.

Image 1.1: Site Location



Source: Open Street Map

1.2 **Structure**

1.2.1 The remainder of this TPS is structured as follows:

- Section 2 describes the principles of the TPS, as well as its objectives and benefits;
- Section 3 considers the existing accessibility of the site by walking, cycling and public transport;
- Section 4 sets out the existing travel characteristics for the area;
- Section 5 sets out the measures that will be provided to encourage sustainable travel to the site and to manage travel demand;
- Section 6 provides a strategy for the implementation and management of the TPS; and
- Section 7 provides a summary of the TPS.

SECTION 2 Principles, Objectives and Benefits

2.1 Principles

- 2.1.1 The TPC focuses on promoting sustainable lifestyles amongst new residents, through reducing the need for travel by private car; providing non-car mode travel options for local journeys; and influencing modal choice.

2.2 Objectives

- 2.2.1 The plan has the following objectives:
- i To support a range of sustainable transport alternatives to provide residents with options for travel to/from the site;
 - ii To develop an awareness of the options for sustainable travel to and from the site amongst residents;
 - iii To promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlighting the health and environmental benefits of using sustainable travel modes; and
 - iv To manage car parking demand across the development, and to minimise the impacts of car-based travel on the local and strategic highway network and environment.

2.3 Benefits

- 2.3.1 The development of a TPS has a number of benefits for future residents as well as the existing local community and surrounding environment.

Residents

- Improved health and fitness through increased levels of walking and cycling;
- Increased travel flexibility offered through wider travel choices;
- The social aspects of sharing transport with others; and
- A better environment within the site and its immediate area as vehicular movements are minimised and parking pressures are reduced.

Local Community and Environment

- 2.3.2 The sustainable transport strategy for the development proposal will benefit existing residents in the local area in a number of ways, e.g.:

- The impact of the development on the local environment will be lessened, in terms of reducing congestion, noise and atmospheric pollution created by vehicle trips to and from the site; and
- A reduction in vehicular movements to and from the site will reduce pollution levels and contribute to a reduction in vehicular turning movements to/from the site. This will contribute to both local air quality management and national climate change reduction targets.

SECTION 3 Existing Conditions

3.1 Introduction

- 3.1.1 This section of the TPS describes the existing accessibility of the site by walking, cycling and public transport and should be read in conjunction with the Local Facilities Plan (**Figure 3**), provided at the end of this TPS.

3.2 Site Location

- 3.2.1 The site is located approximately 400m from Oxford Road shops and restaurants with Tesco Extra situated immediately to the south. Portman Road borders the site to the north with residential development to the east and west.
- 3.2.2 The site currently comprises unused grass land with a small recycling waste facility, accessed by a right-turn lane from within the Tesco car park, and the north-western area of the Tesco car park. Situated immediately to the east of the site is a pedestrian link that provides a connection between Portman Road and Tesco.

3.3 Walking and Cycling

Walking

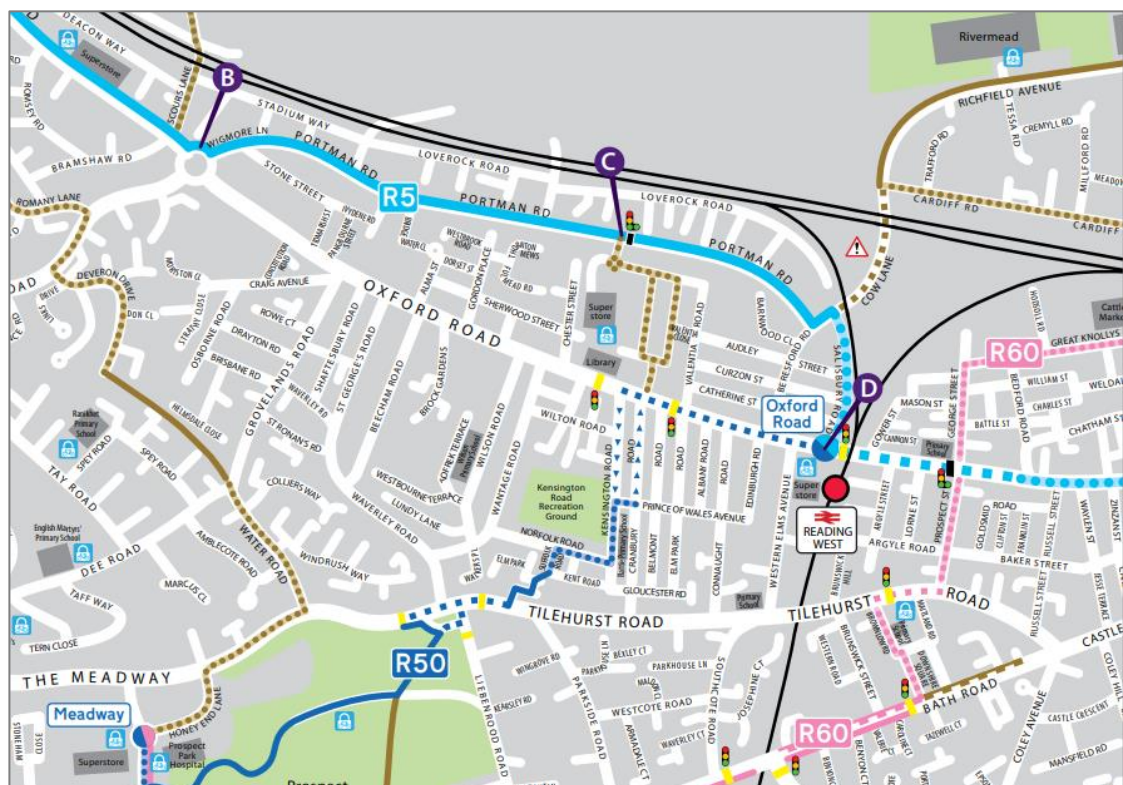
- 3.3.1 There is no pedestrian infrastructure along the Tesco Extra service road, from which vehicular access is to be taken. The footway network commences at the northern extent of the site frontage, where Portman Road has footways on both sides of the carriageway as well as signalised crossings at its junction with the main Tesco access road.
- 3.3.2 To the east of the site, Portman Road meets the junction with Portman Way via a small roundabout; from here, pedestrians can access the off-road footpath known as Moultsford Mews, leading south to Oxford Road.
- 3.3.3 To the west of the site, there are dropped kerbs and tactile paving across the Tesco Service Road where a footpath continues west to a residential area and playground. This footpath is separated from the carriageway by a grass verge and trees, and the residential area has footways on both sides of the carriageway, as well as low traffic flow and speed.

- 3.3.4 To the south of the site, a footpath with bollards either side leads through Tesco car-park with direct access to the superstore as well as access to Moultsford Mews, a public footpath leading to Oxford Road. Oxford Road is a 30mph, well-lit retail area with shops and restaurants. There are footways on both sides of the carriageway with various controlled and uncontrolled crossing points.

Cycling

- 3.3.5 A shared footway/cycleway route is located on the northern side of Portman Road (Route R5) from Tilehurst Rail Station to Reading West Rail Station. Although there are currently no cycling infrastructure within the residential development to the west, the roads have low traffic flows and speeds and so is suitable for on-road cycling.
- 3.3.6 Cyclists are also able to use the Moultsford Mews footpath through the Tesco car-park onto Oxford Road and to the east of the site, Portman Way also holds suitable conditions for on-road cycling and leads into Valentia Road providing an alternative access to Oxford Road.
- 3.3.7 These routes described are presented on the Reading Cycle Route map which can be found in **Appendix A**. An extract of this map is shown on **Image 3.1**.

Image 3.1: Reading Cycle Route Map



Source: Reading Cycle Route Map R5

3.4 Public Transport

Bus

3.4.1 The nearest bus stops are located on either side of Oxford Road, approximately 500m south of the site. Bus stops are present on both sides of the carriageway and the bus stop infrastructure includes flag poles, timetable information, raised kerb height, bus shelters with associated seating and on-road bus cages.

3.4.2 The bus stops are served by Reading Buses and Thames Travel with the route destinations and frequencies summarised in **Table 3.1**.

Table 3.1: Summary of Local Bus Services

Service	Route	Frequency		
		Weekdays	Saturday	Sunday
15	Central Reading - Calcot	Hourly (first service 05:15, last service 23:00)	Hourly (first service 06:15, last service 23:00)	Every 30 minutes (07:53, last service 23:00)
15a	Central Reading – Tilehurst	Every 30 minutes (first service 07:01, last service 18:23)	Every 30 minutes (first service 07:23, last service 17:50)	-
16	Central Reading – Purley	Every 20 minutes (first service 05:28, last service 23:30)	Every 20 minutes (first service 06:02, last service 23:30)	Every 30 minutes (first service 07:28, last service 23:30)
17	Wokingham Road - Tilehurst	Every 8-10 minutes (first service 04:18, last service 23:51) hourly service through the night (00:18-03:18)	Every 10 minutes (first service 04:19, last service 23:51) every 30 minutes from 00:18-04:18	Every 12 minutes (first service 06:19, last service 23:04) hourly service from 00:18-03:18
143	Reading – Goring Railway Station	Five services a day (07:39, 10:38, 12:38, 14:09, 17:42)	Five services a day (09:08, 10:38, 12:38, 14:39, 16:39)	-

Source: Bustimes.org

3.4.3 The site is very well connected to the local bus network, ensuring that residents will be offered frequent and realistic opportunities to travel to/from the site to a range of destinations including Central Reading, Tilehurst and Calcot.

- 3.4.4 Four of the bus services summarised in **Table 3.1** operate at less than hourly frequencies, whilst the number 17 service operates at an 8-minute frequency throughout a typical weekday.

Rail

- 3.4.5 The nearest railway station is Reading West which is located approximately 1km to the east of the site and therefore within a reasonable walking distance. The station is served by Great Western Railway, which offer frequent services to, Newbury, Basingstoke, and London Paddington. **Table 3.2** summarises the rail services available from Reading West Railway Station.

Table 3.2: Summary of Local Rail Services

Destination	Frequency		Approx. Journey Time
	Peak	Off-Peak	
Newbury	2	2 – change at Reading	24-29 minutes
Basingstoke	2	2	24 minutes
London Paddington	3	2 – change at Reading	32-40 minutes

Source: National Rail Enquiries

- 3.4.6 In addition, Reading West provides 4-5 services per hour to Reading railway station throughout the week. From here, Reading provides frequent services to a number of additional destinations, including Oxford, London Paddington, and Bournemouth.
- 3.4.7 The information in **Table 3.2** shows that there are numerous frequent rail services available within a short distance of the site. The services stop at a number of key destinations and so will provide residents realistic opportunities to travel to/from the site by train.

SECTION 4 Existing Travel Characteristics

4.1 Journey Purpose

- 4.1.1 The Department for Transport's (DfT) National Travel Survey identifies the proportion of all trips by purpose as set out in **Table 4.1**.

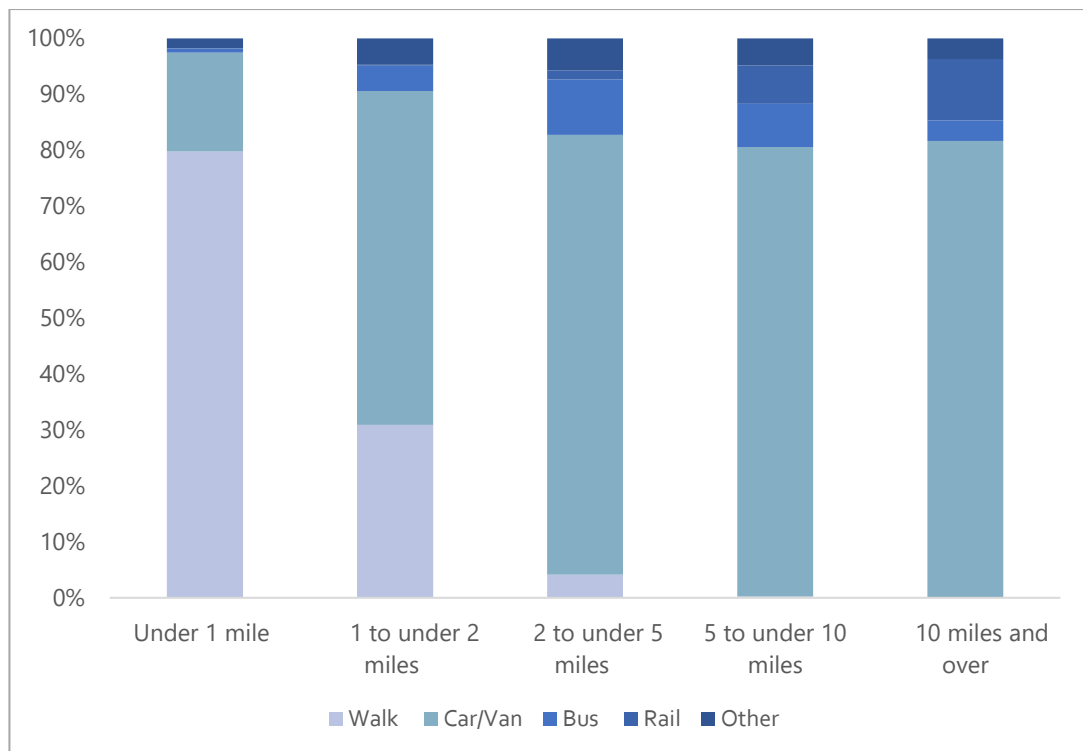
Table 4.1: Proportion of Trips per Year by Journey Purpose

Journey Purpose	Proportion of Trips
Leisure	26%
Shopping	19%
Commuting / Business	18%
Education/Escort Education	12%
Personal Business	10%
Other Escort	9%
Other (Including just Walk)	6%

Source: Table TSGB104 (NTS0409) of Transport Statistics Great Britain

- 4.1.2 The main reasons for travelling include leisure, shopping, commuting / business, and education / escort education trips, which together account for around two thirds of all journeys. The National Travel Survey (NTS) 2019 identifies the mode share of journeys of different lengths, as shown in **Image 4.1**.

Image 4.1: Mode Share of Trips by Main Mode for Different Trip Lengths: England, 2019



Source: NTS2019

4.1.3 The majority (80%) of all trips up to one mile (1.6km) are undertaken on foot and 30% of all journeys between one and two miles are also made on foot (1.6km to 3.2km).

4.1.4 Against this background, and taking into consideration the location of the proposed site within Reading, the following distances have been used for assessing the likelihood of walking journeys to and from the sites:

- 800m – ‘comfortable’ walking distance;
- 1.6km – ‘reasonable’ walking distance; and
- 3.2km – ‘maximum’ regular walking distance.

4.1.5 In terms of cycle distance, 3 miles (5km) represents a reasonable everyday cycle distance, with 5 miles (8km) being a likely everyday upper distance. NTS 0303 identifies that average cycle trips are 3.3miles, or 5.3km. Cycling also frequently forms part of a longer journey in combination with public transport. These distances are supported by Government cycling guidance including ‘Gear Change’.

4.2 Accessibility to Local Services and Facilities

4.2.1 The key destinations for future residents of the proposed development within the local area are provided in **Table 4.2**.

Table 4.2: Local Services and Facilities

Facility	Destination	Distance (m)	Walking Journey Time	Cycling Journey Time
Employment	Loverock Road Industrial Estate	370	4	1
	Bridgewater Close	720	9	3
	Oxford Road	520	6	2
	Reading Retail Park	1320	16	5
	Deacon Way Industrial Estate	1420	17	5
Education	The Honey Bee Preschool	620	7	2
	Battle Primary Academy	820	10	3
	Wilson Primary School	1020	12	4
	Oxford Road Community School	1320	16	5
Retail	Tesco Extra	170	2	1
	Oxford Road	520	6	2
	Lidl	1020	12	4
	Waitrose	1720	20	6
	Reading Retail Park	1320	16	5
	Reading Town Centre	1920	23	7
Leisure	Portman Road Park	420	5	2
	Red Kangaroo Trampoline Park	770	9	3
	Oxford Road Community Centre	570	7	2
	Kensington Park	720	9	3
	Rivermead Leisure Complex and Gym	1620	19	6
Health	Tesco Pharmacy	170	2	1
	Western Elms Surgery & Pharmacy	770	9	3
	Medicare Practice	820	10	3
	Grovelands Medical Centre	1120	13	4

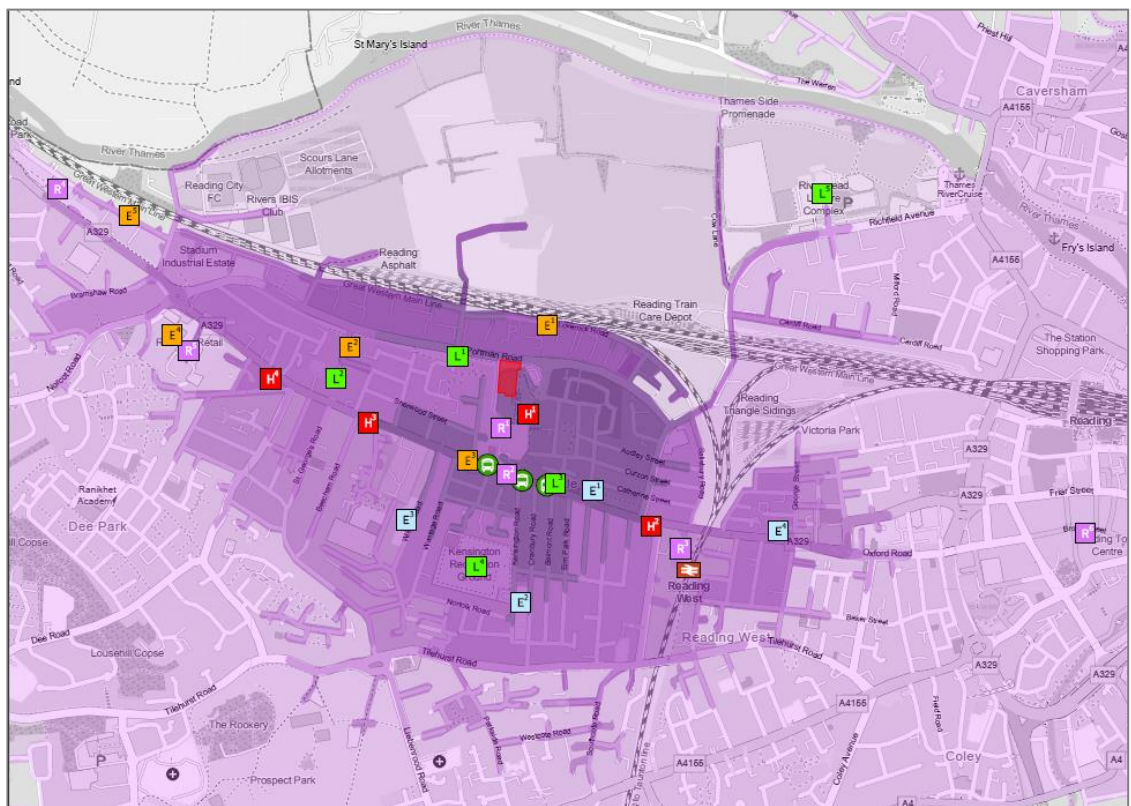
Source: Consultants Estimates

Key

	Comfortable walking distance (800m)
	Reasonable walking distance (1.6km)

- 4.2.2 **Table 4.2** demonstrates that due to the close proximity to Oxford Road, there are a number of services and facilities located within a comfortable walking distance. Those that are located further afield are still within a reasonable walking distance and can also be easily accessed by bike.
- 4.2.3 A plan showing the locations of the key local shopping, education, leisure, health, and employment facilities is included in **Figure 3**, (extracted in **Image 4.2** below) which identifies walking catchments based on the guidance above.

Image 4.2: Local Facilities Plan



SECTION 5 Measures

5.1.1 This section of the TPS describes the non-infrastructure or 'soft' Travel Plan measures that will be developed and promoted for the residents for the new development. It covers:

- Measures to encourage new residents to walk and cycle;
- Measures to encourage the use of public transport;
- Measures to encourage future residents to car shares;
- Information provision; and
- A new residents travel pack.

5.1.2 The strategy for a Travel Plan Co-ordinator, implementation, funding, and management of the TPS is provided in Section 6.

5.2 Promotion of Walking and Cycling

5.2.1 The development will be designed to facilitate walking and cycling, in particular, for local journeys to key destinations. All dwellings will be provided with cycle parking in line with current local parking standards.

5.2.2 Information on the walking and cycling routes, national awareness events (e.g., Bike Week and Walk to School Week) and facilities within the development will be made available to new residents through the residents' welcome pack and displayed on a notice board in a communal area within the development site (e.g., the lobby). For example, this will include using the information on Reading Borough Council's website which provide maps and guides of local walking and cycling routes in and around the town centre.

5.2.3 The health, financial and environmental benefits of sustainable travel will be promoted and encouraged within the Welcome Pack, as well as a poster being added to a communal area of the building.

5.3 Promotion of Public Transport

5.3.1 Information on the public transport routes, facilities and timetables serving the new development, as well as national aware events such as Catch the Bus Week, will be made available to new residents through the residents' Welcome Pack and displayed on a notice board in a communal area of the development. Visitors travelling to the site will also be encouraged to use sustainable modes where appropriate by using the information mentioned above.

- 5.3.2 Residents will be made aware of dedicated journey planning websites that provide route information and journey times. Further information about public transport from Reading Borough Council's website will also be provided.

5.4 **Home Deliveries**

- 5.4.1 Residents will be encouraged to reduce the number of deliveries to the site. For this, supermarket delivery services will be promoted through the Welcome Pack.

5.5 **Car Sharing Scheme**

Car Share

- 5.5.1 Car sharing will be promoted amongst new residents of the development, particularly in relation to journeys to work. Not only does car sharing cut the costs of travel to work for the individual, but it reduces the numbers of residents making similar journeys at the same time, thereby reducing peak hour congestion on routes between the site and local employment areas. This in turn helps to reduce vehicle emissions, contributing to meeting local air quality targets.
- 5.5.2 Residents will therefore be provided with information about car sharing via the liftshare website (www.liftshare.com) and a leaflet explaining the benefits of the car share scheme and how to register will be included in the Welcome Pack. This provides an easy and safe way for potential car sharers to identify people undertaking similar journeys.

Car Club

- 5.5.3 There are two existing car club vehicles located within close proximity to the site. One is run by Co-Wheels on Oxford Road, and the other is Enterprise on Cow Lane, north of Portman Road. The locations are identified in **Image 5.1** and **5.2**.

Image 5.1: Co-Wheels Car Club Location

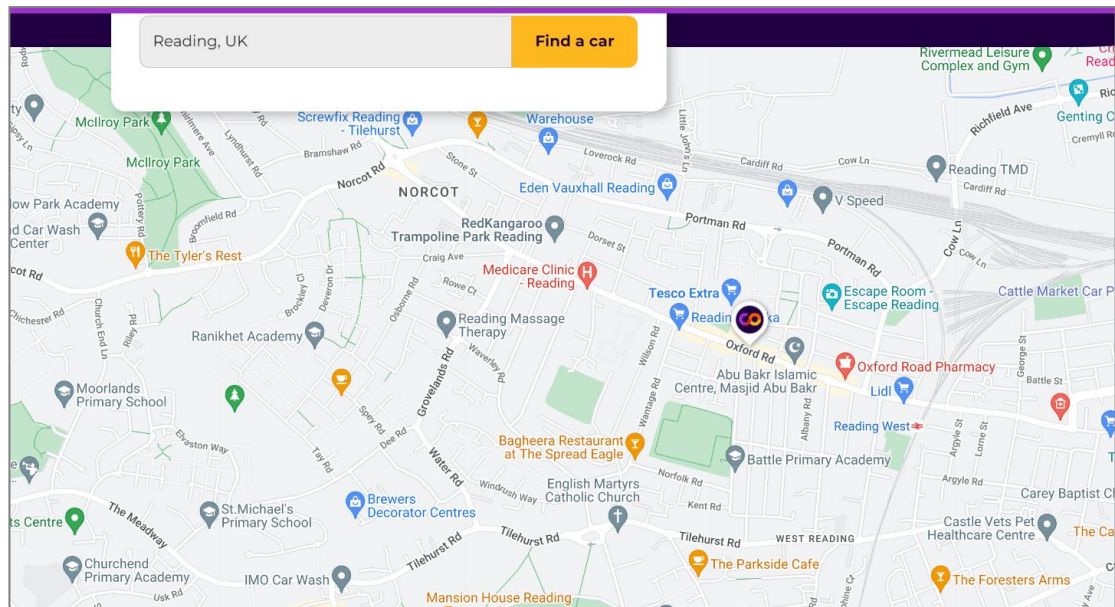
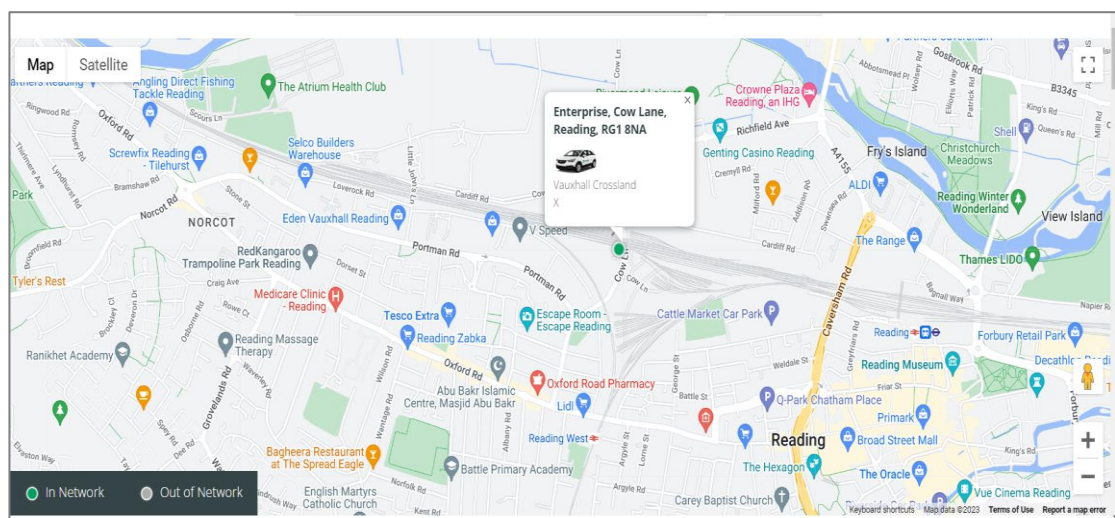


Image 5.2: Enterprise Car Club Location



- 5.5.4** A car club is a member-based organisation that provides access to pay as you drive vehicles. These can be hired for as little as 30 minutes, up to several days at a time. The cars can be booked via an online booking system or over the phone.
- 5.5.5** Insurance, cleaning, and service is included, and users only pay for the hire time, ensuring there is a minimum of a quarter tank remaining at the end of the booking. Members must be 21 years+ and have held a full British driving license for a minimum of 24 months.
- 5.5.6** As part of the Travel Plan, the Travel Plan Coordinator will promote the existing Car Clubs to residents.

5.6 Welcome Packs

5.6.1 New residents will be provided with travel information during the purchase of their property. The initial sales pack will include a leaflet about the sustainability credentials of the development and sales staff will be briefed on the sustainable travel options afforded by the site.

5.6.2 The first occupier of each household will be provided with a Welcome Pack. The pack will pull together information on the above listed measures and contain information about the objectives of the TPS, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport.

5.6.3 It is proposed that the following items will be included in the Welcome Pack:

- An information leaflet about the TPS and its aims and objectives.
- Travel Plan mapping leaflets showing location of key services and facilities and walking / cycling time isochrones to demonstrate to residents how long it will take to walk or cycle to these destinations;
- Links / web address details for local cycle route maps;
- Bus and rail maps and timetable information;
- Details of national awareness events;
- Information about journey planning services;
- Information about car sharing and local car club vehicles;
- Details regarding the provision of broadband to enable easy access to local home delivery services and home working; and
- Information about the home delivery services offered by supermarkets in the local area.

5.7 Infrastructure

5.7.1 In addition to the measures outlined above, the proposed development will also provide for the following:

- Pedestrian accessibility to Portman Road at 2 points; and
- Secure cycle parking for 44 bicycles.

5.8 **Summary**

- 5.8.1 Measures are proposed to promote the use of walking, cycling and public transport amongst new residents for local journeys and to make more efficient use of the private car through the development of car sharing and car club initiatives.
- 5.8.2 The proposed measures aim to ensure that the objectives set out in Section 2 of this TPS are met and to help reduce single occupancy car travel to and from the site. A range of information and marketing initiatives are also put forward to encourage awareness and participation in the TPS amongst residents from the outset.
- 5.8.3 The proposed development will provide a number of physical infrastructure improvements to underpin the sustainable transport strategy of the site. This includes the provision of secure cycle parking and pedestrian access to Portman Road.

SECTION 6 Management and Implementation

6.1 Introduction

6.1.1 This section of the report describes the framework through which the measures contained herein will be implemented and managed.

6.2 TPS Management

6.2.1 A Travel Plan Co-ordinator (TPC) will be appointed for the site prior to first occupation. Contact details will be supplied to RBC upon their appointment.

6.2.2 The role of the TPC will be as follows:

- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site; and
- To manage the delivery of the measures contained in Section 5 of the TPS. Involvement of Residents

6.2.3 The involvement of residents will be key to the success of the sustainable transport measures. The first owner of each dwelling will be provided with Travel Plan information by the sales office and provided with the Welcome Pack on completion of their purchase.

6.3 Framework of Implementation

6.3.1 The TPC will be appointed in advance of first occupation of the new development, in order to commence development of the initial TPS measures in time for the first occupations. **Table 6.1** provides an initial framework for implementation of the measures set out in Sections 5 of this TPS.

Table 6.1: Framework for Implementation

Measures		Timescale
Travel Plan Co-ordinator		Appointed in advance of 1 st occupation.
Cycle Parking		As part of implementation of development.
Information Development and Provision	Training of sales team about the Travel Plan	Training as part of induction process.
	Production of Travel Plan information for sales packs	To be developed before 1 st occupation.

Measures		Timescale
	Production of Welcome Packs	To be developed before 1 st occupation.
Updated Welcome Packs		Should Local Conditions Change During Occupations

Source: Consultant

SECTION 7 Summary and Conclusions

- 7.1 Ridgepoint Homes has appointed i-Transport to provide highways and transport advice in relation to the development of a site on land at Portman Road, Reading. The proposal is to develop the site to provide 80 apartments.
- 7.2 Having regard to the requirements of the National Planning Policy Framework (NPPF), this Travel Plan Statement (TPS) has been prepared to accompany the planning application.
- 7.3 The TPS aims to promote sustainable lifestyles amongst new residents, through reducing the need for travel by private car and, in particular, reducing single occupancy car journeys; providing non-car mode travel options for local journeys; and influencing modal choice.
- 7.4 In line with current guidance, sustainable transport measures will be incorporated as an integral part of the site masterplan. Car and cycle parking is proposed in line with local standards, and the layout of the site is designed to provide connectivity for pedestrians and cyclists to the local network.
- 7.5 The TPS puts forward a range of non-infrastructure or 'soft' measures aimed at influencing modal choice for travel to the site, including:
- Measures to promote walking and cycling, including provision of plans showing walking and cycling routes to local facilities, and a bicycle user group;
 - Promotion of public transport, including provision of public transport timetable and route information;
 - Promote car sharing through the liftshare website;
 - Promote Enterprise and Co-Wheels Car Club membership to residents; and
 - A resident's Welcome Pack.
- 7.6 A framework for management and implementation of the TPS is proposed. A Travel Plan Co-ordinator will be appointed by the developer prior to first occupation to oversee the implementation of the proposed measures. A suggested timetable for the implementation of these measures has been identified

FIGURES

APPENDIX A. Reading Cycle Route Map

R5

Avoid congestion through the Oxford Road local centre by cycling along the off-road cycle path on **Portman Road** and **Oxford Road** west all the way to **Tilehurst Station**. Remember that traffic is moving slowly, usually less than 20mph past **Oxford Road Primary School**, so if you want to move quickly, pass vehicles on their right. To get into the bus lane towards town, position yourself in the centre of the road.

R5 Route Gradients

Metres

30
40
50



A

6 mins



Norcot Road Junction

B

4 mins



West Village (Battle Hospital Development)



D

3 mins

Reading West Station



3 mins

Chatham Place



E



C

West Reading

R5

Tilehurst Station, The West Village & Oxford Road to Reading Town Centre



Reading Cycle Routes

Other Cycle Maps

R1 **R10**

South Reading Green Park & Whitley

R50

West Reading Tilehurst & Prospect Park

R6 **R60**

South-West Reading Coley Park & Southcote

Reading Network

Available from:



0118 939 0900
www.reading.gov.uk

Winter/Spring 2010



Reading Cycle Routes

Legend



Reading Cycle Route

Town Centre Route

Linking Route

4

National Cycle Path



Busy junction, no cycling facilities, caution advised



Cycle parking facilities



Cycling prohibited



Railway Station



Pedestrian Light Controlled Crossing



Toucan (Cycle) Light Controlled Crossing



Underpass/Subway

Cycle Facilities Key (for all route colours)

Off-road cycle route (tarmac or path)

Off-road cycle route (gravel or rough surface)

On-road cycle route – traffic-calmed or quiet residential road

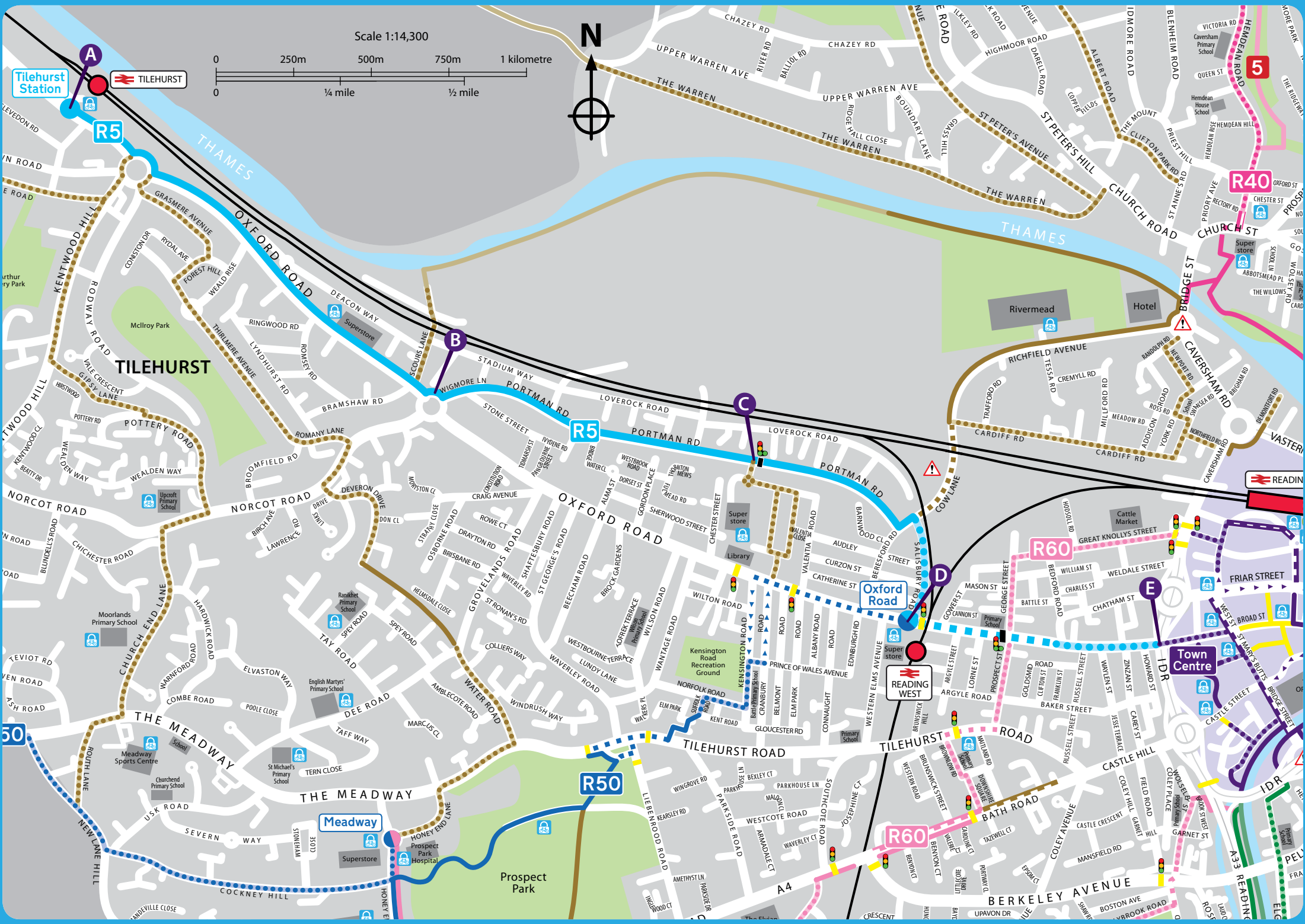
On-road cycle route – one-way street

On-road cycle way / shared bus lane (one direction)

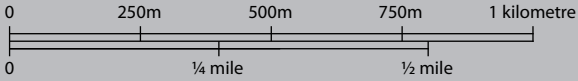
On-road cycle way / shared bus lane (both directions)

On-road route without dedicated facilities

Pedestrians only, cyclists dismount



Scale 1:14,300



Tilehurst Station

R5

TILEHURST

R5

R50

Meadway

Oxford Road

READING WEST

TILEHURST

R60

R60

5

R40

R60

Town Centre

R60

R60

R60

