



Dwyer Road

Travel Plan

For Reading Borough Council

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1. INTRODUCTION

1.1 Background

- 1.1.1 This Travel Plan (TP) has been prepared by Hydrock on behalf of Reading Borough Council to accompany a planning application for the proposed redevelopment of a site to provide social houses and flats on land north of Dwyer Road.
- 1.1.2 This TP has been prepared in conjunction with a Transport Statement (TS) which is submitted as a separate document (26888-HYD-XX-XX-RP-TP-4001).
- 1.1.3 The TP has considered guidance within the National Planning Policy Framework (NPPF) in relation to Travel Plans as well as the Somerset County Council Future Transport Plan and Supplementary Planning Guidance.

1.2 Aims and Objectives of the Plan

- 1.2.1 This TP is part of a long-term management strategy which includes a package of measures that will aim to promote more sustainable travel choices and reduce reliance on the private car.
- 1.2.2 This overarching aim will be achieved by completing the following objectives:
- Minimise single occupancy car travel to and from the development.
 - Increase the attractiveness of alternative, more sustainable modes of travel to and from the developments.
 - Create a structured framework to monitor and develop the travel behaviours of those travelling to and from the development.

1.3 Travel Plan Coordinator

- 1.3.1 Reading Borough Council will manage the site following construction so will take on the responsibility for the management of the TP and a Travel Plan Coordinator (TPC) will be appointed.

2. TRAVEL PLAN MANAGEMENT

2.1 Management

- 2.1.1 The success of the TP will be dependent upon engagement from the occupants of the development, and the processes put in place to support, implement and develop the measures outlined.
- 2.1.2 A TPC will be appointed at the earliest opportunity and will manage the administration of the Travel Plan.
- 2.1.3 The TPC role will be appointed at least three months prior to the occupation of the development so that the TPC can be fully briefed on their role. This will allow the TPC to have sufficient time to gather information and prepare a resident welcome pack upon initial occupation.

2.2 The TPC Role

- 2.2.1 The TPC will promote the benefits of travel planning as a positive step towards a healthy and more sustainable lifestyle.
- 2.2.2 The TPC will be the first point of contact for matters regarding travel to the site.
- 2.2.3 The main responsibilities of the TPC will be:
- Overseeing the development and implementation of the TP;
 - Promoting and marketing the objectives and benefits of Travel Planning;
 - Provide every resident with a Travel Information Pack (TIP) as well as up-to-date travel and transport information;
 - Act as point of contact for residents requiring information;
 - Potentially organise the formation of a resident travel forum;
 - Undertake travel surveys to monitor the effectiveness of Travel Plan measures;

- Provide annual reports giving updates on the TP, its measures and its effectiveness.

2.3 Marketing and Communications Strategy

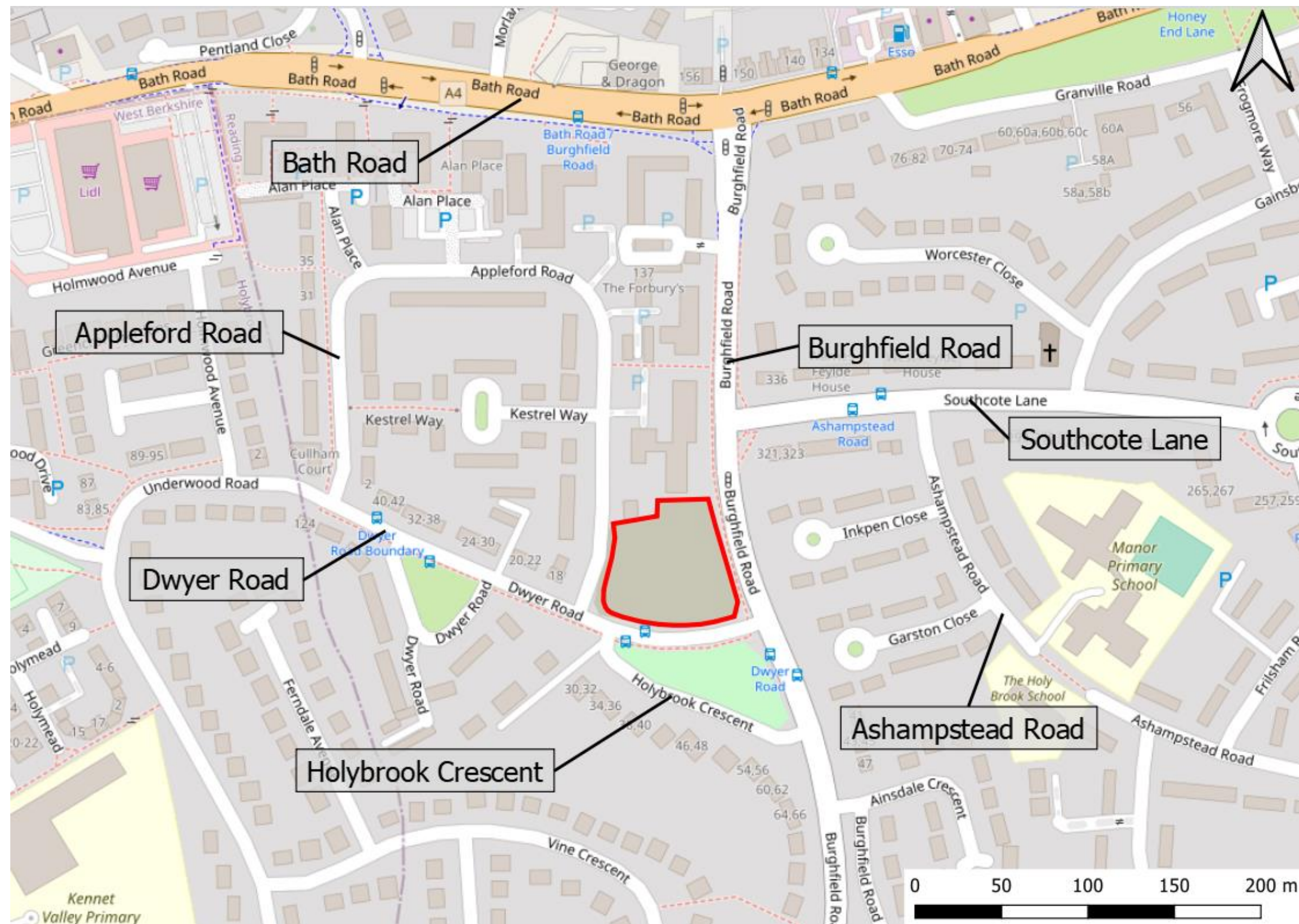
- 2.3.1 The marketing and communication strategies are likely to include the following elements:
- Travel information packs - for residents;
 - Travel information on websites - detailing sustainable travel information; and
 - Periodic newsletters with travel information.

3. SITE DESCRIPTION

3.1 Site Location

- 3.1.1 The site occupies 0.48 hectares of land and is located approximately 3.6km south west of Reading town centre and 3.9km east of Theale.
- 3.1.2 The site is bounded by Appleford Road to the west, Burghfield Road to the east, Dwyer Road to the south and residential dwellings to the north. The site's location is shown in Figure 3.1
- 3.1.3 The site was formerly occupied by an elderly care home. The buildings have been demolished and the site has been vacant for some time.
- 3.1.4 Vehicular access to the site is currently provided from Appleford Road via a simple priority junction.
- 3.1.5 Access to the Strategic Road Network (SRN) is available at the M4 junction 12 some 3.7km west of the site.

Figure 3.1: Site Location



4. SITE ACCESSIBILITY AND CONNECTIVITY BY NON-CAR MODES

4.1 Introduction

4.1.1 This chapter sets out the connectivity of the site to the surrounding area by sustainable modes of travel and demonstrates the accessible location of the site.

4.2 Pedestrian and Cycle Connectivity

4.2.1 The site lies within a suburban environment, surrounded by roads with good pedestrian facilities, street lighting and crossing facilities. Its proximity to residential areas means that walking and cycling would be practical and attractive modes for travel

4.2.2 Cycle access to the site is good, with National Cycle Route 4 running in an east-west orientation approximately 1.3km south of the site. This 698km long route links London to Fishguard. Locally, the route connects the site to Reading town centre in the east and Thatcham and Newbury to the west.

4.2.3 NCN 44 routes along Bath Road in an east-west orientation to the north and provides access to Reading town centre and Wokingham

4.3 Public Transport Accessibility

4.3.1 The site benefits from its proximity to a number of local bus services, which are provided within 400m (or an 8-minute walk) of the site.

4.3.2 There are bus stops on both sides of Dwyer Road, approximately 90m walk south of the site access. These stops are named Holybrook Crescent and served by the 26 Yellow and the school services 86, 87 and 90.

4.3.3 Additional stops are located on Burghfield Road approximately 190m south west of the site. These stops are named Dwyer Road and are served by the 2 lime and 2a lime.

4.3.4 Stops are also located on Bath Road, 400m to the north of the site, offering Jetblack 1 services between Reading and Newbury.

4.3.5 Reading West station is situated 3.7km walk from the site. This station is served offers services to a range of local destinations including Newbury and Basingstoke.

4.3.6 Reading station is served by the 26 Yellow bus. This station offers frequent services to national destinations including London Paddington, Bristol, Cardiff, Birmingham and Manchester, as well as Central London via the Elizabeth Line.

4.4 Local Facilities and Amenities

4.4.1 Guidance on suitable walking and cycling distances to facilities is set out within TA91/05 'Provision for Non-Motorised Users' (2005) and DfT guidance set out in LTN1/20 'Cycle Infrastructure Design' (2020), which suggest that 3.2km and 8km are acceptable distances for walking and cycling respectively. It's worth noting that whilst TA91/05 is superseded by CD143, CD143 is silent in respect of recommended walking and cycling distances. The guidance contained within TA91/05 remains relevant for this purpose therefore.

4.4.2 However, in order to be more robust a review of local facilities and amenities within 2km and 5km only for walking and cycling distance of the site respectively has been undertaken.

4.4.3 Local facilities in the vicinity of the site are displayed at Figure 4.1, along with walking and cycling distances from the site. The demonstrate that the site has good accessibility to local facilities.

Table 4.1: Distances to selected local amenities

Amenity	Distance (km)
Tesco Esso Express	0.5
Manor Primary School	0.5
ALDI	0.6
Kennet Valley Caterpillars Pre School	0.6
Southcote Clinic	0.9
Southcote Pharmacy	1
Blessed Hugh Faringdon Catholic School	1.6
Coley Park Post Office	3.1

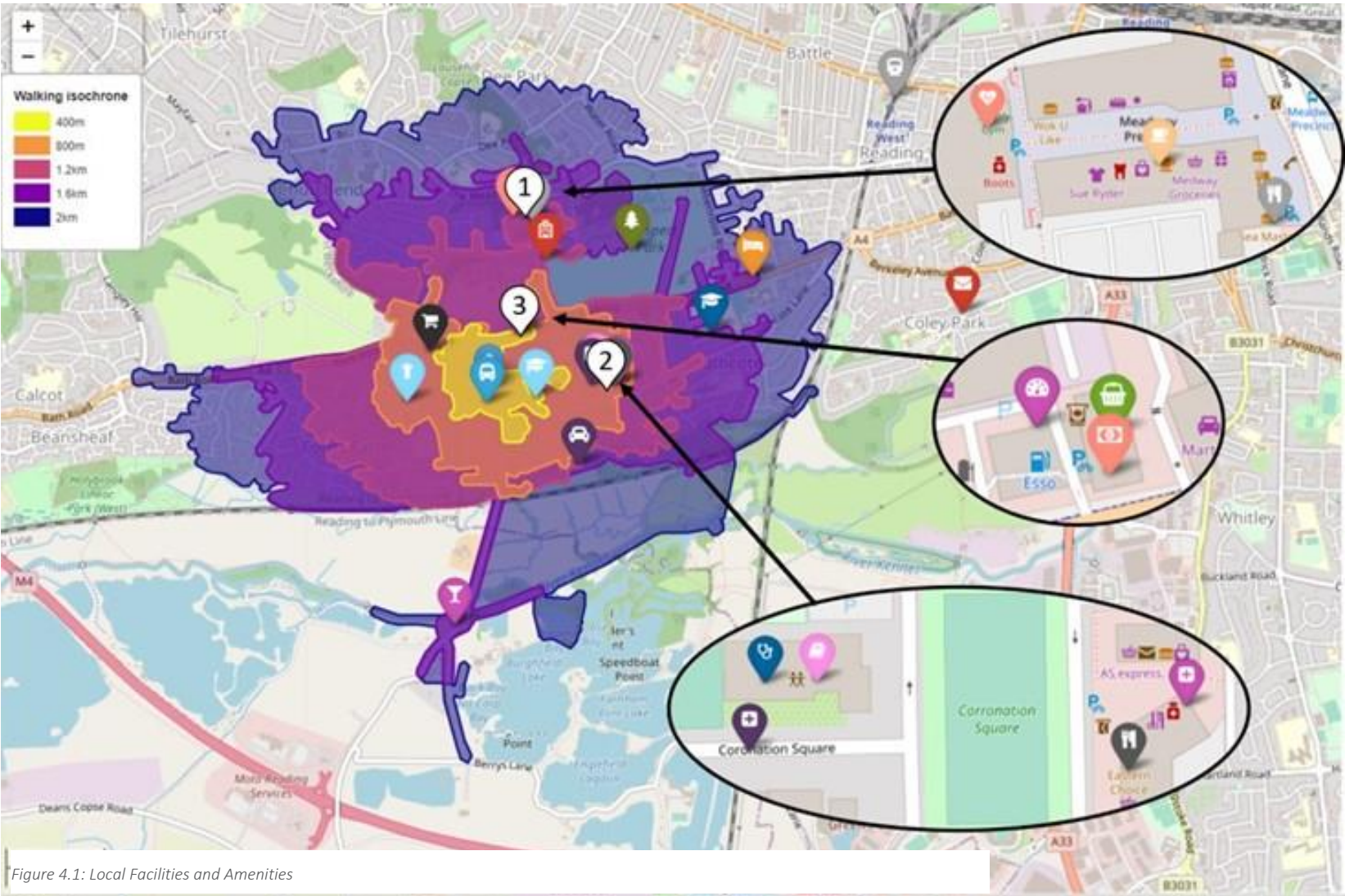


Figure 4.1: Local Facilities and Amenities

5. DEVELOPMENT PROPOSALS

5.1 Overview

- 5.1.1 The masterplan for the proposed development is shown in Figure 5.1. This shows that the site will accommodate vehicle access will be 31 dwellings, consisting of 15 x one beds, 9 x three beds, 6 x four-beds and 1 x five-bed houses.
- 5.1.2 The masterplan is split into five homes which front Dwyer Road, and the remaining would be accessed via a mews cul-de-sac. Vehicle access to the mews will be from Appleford Road and pedestrian/ cycle access would be possible from both Appleford Road and Burghfield Road. There is no vehicle access between the mews and Burghfield Road.
- 5.1.3 The masterplan has evolved through an extensive pre-planning process which has required multiple, and often competing (for space) technical requirements, to be carefully considered and a balanced planning position adopted which requires compromises.

5.2 Pedestrian and Cycle Access

- 5.2.1 Pedestrian and cycle access to the mews is possible from both Appleford Road and Burghfield Road. The properties fronting Dwyer Road will have direct access.

5.3 Site vehicle access

- 5.3.1 Vehicular access to the mews will be taken from a priority junction with Appleford Road to the west of the site.

The properties fronting Dwyer Road will have direct access with driveways/ crossovers being provided.

5.4 Car Parking Provision

- 5.4.1 The development proposes 27 spaces overall, in the following locations:

- 21 spaces in the mews
- 6 spaces for the homes on Dwyer Road

- 5.4.2 Two of the car parking bays in the mews will be designed to accommodate blue badge bays. These have been designed in accordance with Reading Borough Council requirements (Reading Borough Local Development Framework, Revised Parking Standards and Design (October 2011)) and measure 2.4m x 4.8m plus a 1.2m clear zone to the side and front of the bays. Two the bays in the mews would also be available for visitor parking.

- 5.4.3 EV charging is provided to each bay, with the exception of the two bays at the five bedroom home, which will have one EV charger. This provision is line with Part S of the Building Regulations.

- 5.4.4 The car parking spaces in the mews are 2.5m x 5m with 6m of road width behind the bays. This is also in accordance with the parking SPD.

5.1 Cycle parking

- 5.1.1 Cycle parking provision is to be provided in line with requirements in the Reading Borough Council Revised Parking Standards and Design SPD.



Figure 5.1: Site masterplan

5.2 Deliveries and servicing

- 5.2.1 The deliveries and servicing requirements for the site has been considered. A turning head has been included in the site at the request of the Reading Borough Council Highways and Waste teams. This allows the aforementioned design vehicles to enter and exit the site in forwards gears and allow the access requirements for waste and fire access set out in Manual for Streets to be achieved.

6. TRAVEL PLAN MEASURES

6.1 Introduction

- 6.1.1 A range of measures and actions will be implemented to encourage walking, cycling, public transport use and car sharing in accordance with national and local policies.
- 6.1.2 All Travel Plans should include measures appropriate and proportional to the size and impact of the proposed development, with those selected determined by the specific locality and nature of the site.
- 6.1.3 The following measures are linked back to the overarching aim and associated objectives and address site-specific transport issues, with the aim of improving accessibility and offering viable sustainable travel choices.
- 6.1.4 The measures outlined below are intended to be reviewed and monitored following completion of subsequent travel surveys.

6.2 Measures / Initiatives to Promote Sustainable Transport and Travel

- 6.2.1 Travel initiatives used to encourage journeys by non-car modes must be suitable for review and monitoring and need to be practicable for implementation by those involved.

Travel Information Pack (TIP)

- 6.2.2 A Travel Information Pack (TIP) will be produced and provided to all future residents to outline the benefits of sustainable travel i.e. health and the environment and to give residents maximum choice in choosing how to travel.
- 6.2.3 The TIP will contain information on the alternatives to single-occupancy car use available to residents and include various information for different modes of travel outlined below.
- 6.2.4 This Travel Pack will include the following information, with illustrated route maps for the relevant public transportation information:
 - Timetables and route maps for public transport. This should include isochrone maps showing schedules, journey times and timetable information;
 - Cycling and walking maps for the local area and the contact details of local and national cycling organisations, such as Sustrans;
 - Details of the car sharing schemes in area;
 - Details for any community travel sites and community forum sites.

Walking

- 6.2.5 Evidence shows that people who are physically active in their daily lives are more productive and take less time off sick. The C3 Collaborating for Health 'Choosing Health: Making healthy choices easier' (2012) document, recognised the health benefits of walking and / or cycling. Active travel as part of a Travel Plan enables people to enjoy these health benefits as part of their daily routine as well as reducing environmental impacts and saving money.
- 6.2.6 Walking advice and local pedestrian routes will be provided within the TIP.

Cycling

- 6.2.7 Cycle parking spaces will be provided for residents in a secure location within the curtilage of each property. The use of these stands will be monitored by the TPC and if demand dictates, the potential for increasing provision will be considered if this is possible.
- 6.2.8 Cycle information and guidance will be contained within the TIP to support and encourage cycling.
- 6.2.9 The TPC will endeavour to negotiate discounts with local cycle shops (and outdoor clothing shops) which could benefit from the implementation of the TP. The locations of nearby outlets would be identified in the TIP.

Car-Sharing

- 6.2.10 Car sharing with other residents or other individuals who are carrying out the same journey represents a key method of minimising single occupancy car journeys to the site allowing residents to travel by car as part of a wider journey.
- 6.2.11 By increasing the number of occupants for any given car trip, the sustainability of that trip can increase above that of public transport. Potential benefits to be gained from an effective car sharing scheme are considerable.
- 6.2.12 The TPC will encourage registration on the Liftshare website www.liftshare.com and to increase the options for employees to car share.

Promotion of Public Transport Use

- 6.2.13 TIP's will include promotional material covering public transport options for residents.
- 6.2.14 Information would also be provided within the TIP relating to nearby bus stops, the routes served and timetable of services.

Promotion of Local and National Travel Events

- 6.2.15 The TPC will promote local and national cycle events such 'Car Free Day' and 'Walk to Work Week' within the Travel Information Packs.

7. TARGETS, MONITORING AND REVIEW

7.1 Targets

- 7.1.1 To be effective a Travel Plan is required to have targets which need to be Specific, Measurable, Achievable, Realistic and with Time scales fixed, i.e. SMART. To be measurable, initial modal split figures should be identified as a starting point.
- 7.1.2 Therefore, occupiers of the new site will be subject to a Travel Survey at the earliest opportunity which will enable the setting of site-specific targets. The TPC will liaise with appropriate local authority officers to confirm the modal shift targets as presented in this document, or if necessary, agree new targets based upon the site-specific data.
- 7.1.3 In order for the targets to be meaningful, these will be set following the survey and during the production of the next iterations of the TP.

7.2 Monitoring

- 7.2.1 The monitoring period will be from the first occupation of the site with biennial surveys for 5 years. Monitoring will include the issue of bespoke travel surveys for residents.
- 7.2.2 The biennial surveys will show the trends in travel behaviour and allow for targets to be appropriately refined. This review process will identify the most effective measures and key motivators influencing people's travel choices. This will enable the TPC to keep track of the progress that the TP is making against its targets.
- 7.2.3 The developer will produce a biennial monitoring report to coincide with the travel surveys. The report shall demonstrate how the TP has been implemented during the previous years and include:
- Site information;
 - Measures introduced and actions taken to promote the travel plan;
 - A statistical summary of the modal split of residents disclosed by the monitoring surveys;
 - The progress of the travel plan in achieving targets and identifying any amendments; and
 - A plan for future actions to be implemented.
- 7.2.4 The TPC will be responsible for coordinating the monitoring activities.

7.3 Travel Plan Review

- 7.3.1 On a biennial basis (years three and five), the TPC will undertake a review of the TP.
- 7.3.2 The TP will be updated following the results of the travel surveys to determine whether the proposed objectives and targets have been met.

8. ACTION PLAN AND BUDGET

Measure	Delivery Agent	Timescale	Monitoring Indicator	Notes
Management and Coordination				
Appoint TPC	Developer	3 months prior to occupation of the site	-	Nominated TPC to be in position 3 months prior to occupation
Travel Plan Launch	TPC	On first occupation	-	
Promotion and Marketing				
Travel Information Pack	TPC	On occupation by each resident		
Car Travel				
Promotion of Car Sharing	TPC	Upon the completion of the development and occupation	Included within travel information packs,	
Public Transport				
Provision of Information on Local Stops and Services as well as Relevant Apps and Websites	TPC	On completion of the development and occupation	Included within travel information packs	
Cycling				
Provision of Secure Cycle Parking	Developer	During construction	Completion of proposed works	
Potential Cycle Shop Discounts	TPC	Prior to occupation	-	
Walking				
Provision of On-Site Facilities	Developer	During construction	Completion of proposal works	
Promotion of Travel Events				
Promotion of Local and National Travel Events	TPC	Post occupation and ongoing	-	Events promoted travel information packs
Monitoring and Review				
Baseline Survey	TPC	Within first 3 months of site operations/ occupation		
Biennial Survey	TPC	Years 3 and 5		
Final Report	TPC	Year 5		

9. SUMMARY AND CONCLUSION

9.1 Summary

- 9.1.1 This Travel Plan (TP) has been produced by Hydrock Consultants Ltd on behalf of Reading Borough Council to accompany a planning application for the proposed redevelopment of a site to provide social houses and flats on land north of Dwyer Road.
- 9.1.2 The Measures, Targets and Actions presented in this Travel Plan are considered to be appropriate in the short term, with sufficient evidence being presented to suggest that the initial TP will be effective and provide a sound basis for developing and maintaining a sustainable attitude towards travel by residents and regular visitors to and from the site.

9.2 Conclusion

- 9.2.1 This Travel Plan's purpose is to raise the profile of sustainable travel options and support these sustainable options through marketing, delivering suitable infrastructure and establishing an ethos of sustainability at the site that goes beyond transport, influencing the attitudes and behaviour of residents and visitors with regards to a more sustainable lifestyle.

Hydrock Consultants Ltd.