



Former George & Dragon, Reading

TRAVEL PLAN

for Proposed Drive-Thru / Bakery Unit
on behalf of Greene King Commercial Investments Ltd.

2023/6488/TP01

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1 INTRODUCTION

1.1 Report Context

1.1.1 RGP is instructed by Greene King Commercial Investments Ltd. to provide planning and highways advice with regards to the redevelopment of the former George & Dragon public house, Bath Road, Reading, RG30 2HA ("the site").

1.1.2 The site has historically operated as an amenity public house / restaurant with an accompanying area of car parking, although has ceased trading and hence is therefore not currently operational. The development proposals can be summarised as follows:

"Demolition of existing pub/ restaurant and erection of 1 no Drive Thru retail / bakery unit (Class E) including erection of supporting structures, together with alterations to means of access, car parking, landscaping and associated works"

1.1.3 It is proposed that the unit would be operated under the Greggs brand. A copy of the proposed site layout is attached hereto at hereto at **Appendix A** for reference.

1.1.4 As background to this Travel Plan, RGP has prepared a Transport Assessment (Document ref. 2023/6488/TA01) to support the planning application. It is therefore recommended that the two reports are read alongside one another.

1.1.5 The preparation of this Travel Plan meets the Building Research Establishment's Environmental Assessment Methodology (BREEAM) requirements for credits associated with Tra01 Transport Assessment and Travel Plan and Tra02 Sustainable Transport measures under BREEAM UK New Construction V6 Scheme (2022). It is noted that this document includes additional information that would usually be contained within the Transport Assessment to ensure compliance within the requirement of Tra01, without the need to refer to a separate document.

1.2 Policy Context

1.2.1 In preparing this Travel Plan, RGP has reviewed relevant national guidance and best practice documents outlining the benefits of Travel Plans in new and expanded developments:

- Lessen congestion and therefore improve safety on local roads by promoting alternatives to the car;
- Reduce highway capacity problems by promoting sustainable travel choices;
- Local environmental improvements from reduced congestion, carbon emissions, pollution and noise, making the site more attractive to potential occupiers / users;
- Increase opportunities for active healthy travel (walking and cycling);
- Reduce demand for parking spaces, enabling land to be put to more cost-effective or commercially beneficial use and freeing space for active travel initiatives;
- Improve travel choice, quality and affordable access to services for all users; and

- Increase opportunities for employers to feed into corporate social responsibility or sustainability initiatives.
- 1.2.2 The need to manage transport in new developments is embedded within national, regional and local policy, with the need to reduce car dependency, increase travel choices and encourage sustainable travel supported by the National Planning Policy Framework (NPPF) which states that all developments which will generate significant amounts of movement should be required to provide a Travel Plan (Paragraph 113).
- 1.2.3 This Plan has been developed in the context of the government planning policy regarding travel plans and their delivery of sustainable transport objectives including:
- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
 - Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists; and
 - More environmentally friendly delivery and freight movements.
- 1.2.4 The Reading Borough Local Plan (RBLP) was adopted in 2019 and is the primary policy document for how Reading will develop up to 2036. The Plan identifies the amount of development that will take place, the areas and sites where development is expected to be accommodated, and where it will be restricted, and sets out policies for how planning applications will be decided.
- 1.2.5 Chapter 4.5 discusses transport matters and Policy TR1 states development proposals should *“implement measures to promote and improve sustainable transport facilities, such as through provision to encourage walking, cycling and the use of public transport; and through agreed travel plans, safe routes to local facilities and services, including schools and parks, and similar measures.”*
- 1.2.6 RBC state *“travel Plans should include robust measures to ensure that the proposals in them are implemented, monitored and reviewed as necessary.”*
- 1.2.7 This Travel Plan is a strategy for monitoring multi-modal access to the site with a focus on sustainable modes. The Travel Plan forms an agreements between the site and RBC to promote and provide facilities to encourage a modal shift towards alternative non-car modes of transport and to enhance the sustainable travel credentials of the site as a whole.

2 TRAVEL PLAN CONTEXT

- 2.1.1 In determining whether a Travel Plan will be needed for a proposed development, local planning authorities should take into account the following considerations:
- The Travel Plan policies (if any) of the Local Plan;
 - The scale of the proposed development and its potential for additional trip generation (smaller applications with limited impacts may not need a Travel Plan);
 - Existing intensity of transport use the availability of public transport;
 - Proximity to nearby environmental designations or sensitive areas;
 - Impacts on other priorities / strategies (such as promotion walking and cycling);
 - The cumulative impacts of multiple developments within a particular area;
 - Whether there are particular types of impacts around which to focus the Travel Plan (e.g. minimising traffic generated at peak times); and
 - Relevant national policy and best practice guidance.
- 2.1.2 Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.
- 2.1.3 Travel Plans should also set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development and they should seek to fit in with wider strategies for transport in the area.
- 2.1.4 A Travel Plan should evaluate and consider:
- Benchmark travel data including trip generation databases;
 - Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
 - Relevant information about existing travel habits in the surrounding area;
 - Proposals to reduce the need for travel to and from the site via all modes of transport; and
 - Provision of improved public transport services.
- 2.1.5 For staff and customers, a Travel Plan can:
- Help provide less stressful options for travel, with the ability to socialise;
 - Present opportunities to build healthy exercise into daily life; and
 - Reduce the cost of travel.

2.1.6 For the local community, a Travel Plan can:

- Make local streets less congested, less dangerous, less noisy and less polluted;
- Enhance public transport;
- Improve the environment and the routes available for walking and cycling; and
- Help create a place which is better to live in, work in and visit, which in turn can attract investment.

2.1.7 The objective of this Travel Plan, as far as is reasonable, is to encourage alternative modes of travel related trips to and from the proposed Drive-Thru unit.

2.1.8 Key benefits of Travel Plan documents to Drive-Thru operators include:

- Satisfying local planning and highway authorities;
- Improved 'green credentials' and strengthening of an operators brands as seen by customers and local community;
- Improved corporate social responsibilities, above that of competitors;
- Financial savings for operators and operator staff and customers;
- Improved staff retention and morale.

2.1.9 Through the development of a Travel Plan, issues relating to congestion, road safety and inappropriate parking can be addressed bringing benefits to staff, customers and the local community.

3 KEY AIMS OF THE TRAVEL PLAN

- 3.1.1 This Travel Plan represents a long-term strategy to promote more sustainable travel and to offer realistic transport choices for all journeys associated with the Drive-Thru, these include, commuting journeys by staff; journeys by customers to and from the Drive-Thru and servicing movements associated with the Drive-Thru.
- 3.1.2 The key aims of the Travel Plan are to:
- Provide staff and customers with greater information as to the alternative modes of travel available when travelling to and from the Drive-Thru;
 - Identify opportunities to provide new infrastructure to support sustainable modes of travel for staff and customers;
 - Promote the use of alternative modes of travel; and
 - Support staff and customers to achieve a shift in travel behaviour away from single occupancy car travel towards more sustainable modes of transport.
- 3.1.3 The overall aim of the Travel Plan therefore is to reduce reliance upon the private car and promote active modes of travel (walking and cycling) by increasing awareness of the alternative modes and promoting the associated benefits of sustainable transport.
- 3.1.4 The objectives of the Travel Plan can be summarised as follows:
- Establish travel behaviour patterns and recognise any barriers to change;
 - Identify measures to reduce reliance on the car to minimise traffic generation arising from the Drive-Thru;
 - Introduce measures to limit delivery trips;
 - Foster awareness of and 'buy in' to the Travel Plan amongst staff and customers; and
 - Implement a package of physical and management measures that will facilitate and actively encourage the use of sustainable modes.
- 3.1.5 The Department for Transport's research study 'Making Travel Plans Work' found that the most basic travel plans can achieve 3-5% reductions in the numbers of employees travelling to work alone by car, with more comprehensive plans achieving 15-30% reductions over a two-to-four-year period.
- 3.1.6 A Travel Plan is never complete, it is an evolving document and process which requires continuous input and monitoring, as well as on-going commitment from all users of the site. The figure below illustrates the "Life Cycle" of the Travel Plan from its inception through to the implementation and monitoring stages.

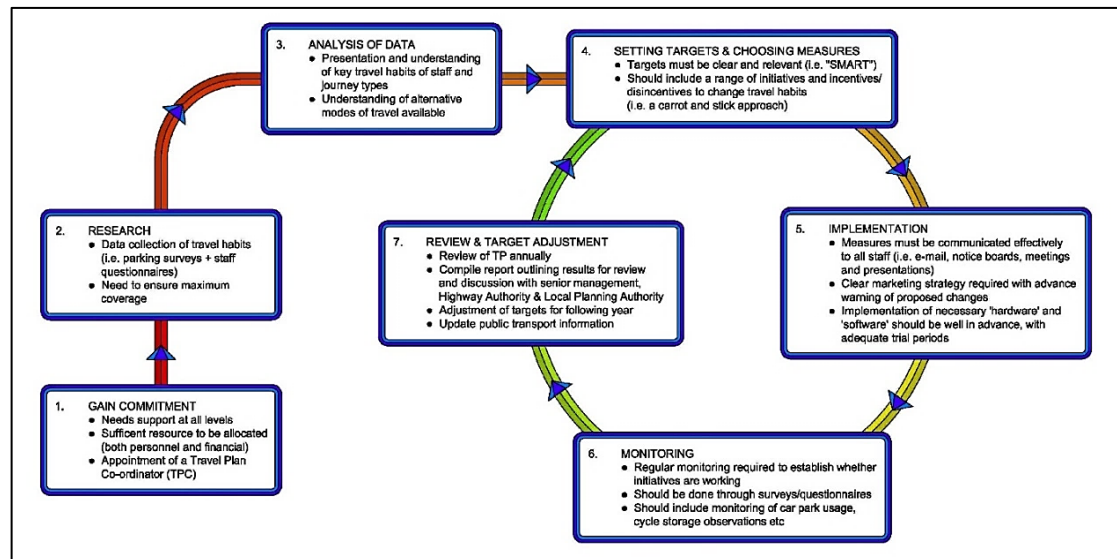


Figure 1 – Travel Plan 'Life Cycle'

4 BASELINE CONDITIONS

4.1 Site Location & Local Highway Network

- 4.1.1 The site is located to the west of Reading town centre to the northern side of the A4 Bath Road. The peripheries to the site are generally characterised by residential dwellings, resulting a high level of permeability to / from the site on foot. The figure below illustrates the site location and local neighbourhood context.



Figure 2 – Site Location

- 4.1.2 Bath Road offers a key route towards and away from Reading town centre, characterised by a general single-carriageway arrangement and subject to a 30mph posted speed limit. Circa 15m to the east of the site lies the signalised junction between Bath Road and Burghfield Road which offers pedestrian crossing facilities including tactile paving and a central refuge.
- 4.1.3 Adjacent to the single point of vehicular access to the site, a bus and cycle lane is provided along the westbound carriageway with a right-turn facility provided for vehicles entering the site.
- 4.1.4 A shared footway / cycleway is provided along the frontage of the site with tactile paving and dropped kerbs at key crossing points. A similar arrangement is provided along the southern flank of Bath Road.

4.2 Accessibility Credentials

4.2.1 To assess the potential for staff and customers trips to be completed by active and sustainable modes, a review of existing local footway, cycleway and public transport infrastructure has been undertaken.

4.2.2 The table below summarises amenities available within 500m of the site as defined within the BREEAM (2022) guidance. The table includes general walk times in accordance with the Chartered Institution of Highways and Transportation (CIHT) guidelines of 80 metres per minute walking speed.

Amenity	Name	Location	Distance	Time
Food Outlet	Tesco Express	Southcote Service Station, RG30 2EU	300m	4-minutes
	ALDI	Bath Road, RG30 2HB	300m	4-minutes
	LIDL	Bath Road, RG30 2HB	300m	4-minutes
Access to Cash	Tesco Express	Southcote Service Station, RG30 2EU	300m	4-minutes
Outdoor Open Space	Prospect Park	Liebenrood Road, RG30 2ND	500m	7-minutes
Recreation/Leisure Facilities	Prospect Park	Liebenrood Road, RG30 2ND	500m	7-minutes
Postal Service	Postbox (Worlds End)	RG30 2EU (In front of Capital Tyres)	300m	4-minutes
Pharmacy	N/A	N/A	N/A	N/A
Childcare/School	Manor Primary School	110 Ashampstead Road, RG30 3LJ	500m	7-minutes

Figure 3 – BREEAM Amenities within 500m

4.2.3 The review confirms the development meets BREEAM assessment option no.9, as a result of there being more than three existing amenities present within 500m walk of the site. The figure overleaf illustrates the location of the amenities.

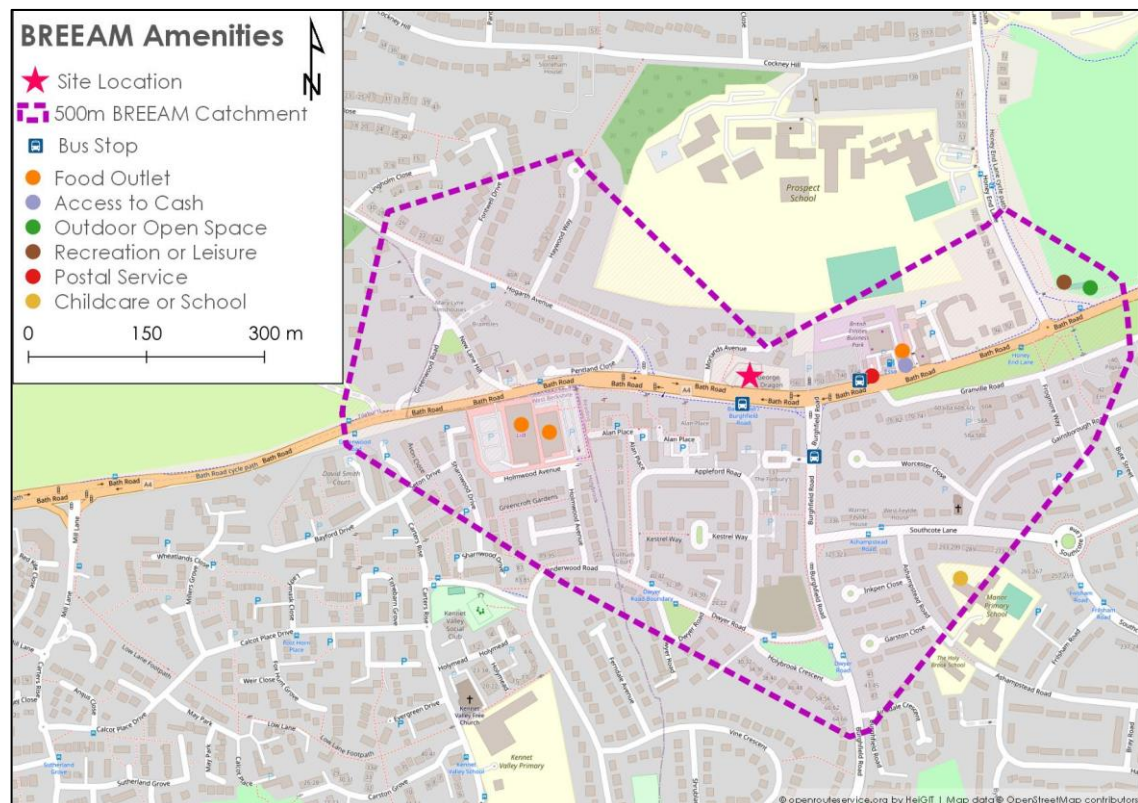


Figure 4 – BREEAM Amenities within 500m (Map)

Walking

- 4.2.4 It is commonly accepted that walking is the most important mode of travel at local level; offering the greatest potential to replace short car trips. Walking yields numerous personal benefits such as health and fitness improvements, complementing the positive impact from an environmental standpoint.
- 4.2.5 The 'Planning for Walking' guidance (2015) produced by the Chartered Institution of Highways and Transportation (CIHT) has been considered as part of this Statement which provides information on the characteristics of pedestrian journeys, the benefits of walking and the legal framework that applies to pedestrians.
- 4.2.6 Further guidance set out within the CIHT guidance 'Providing for Journeys on Foot' (2000) has also been considered, in particular the section relating to desirable / acceptable / maximum walking distances. The table below outlines relative distances for different journey purposes from the guidance.

Standard	Town Centre	Commuting / School	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1km	800m
Preferred Maximum	800m	2km	1.2km

Figure 5 – Maximum / Desirable Walking Distances (CIHT, 2000)

- 4.2.7 An indicative 2km walking catchment has been produced for the site in light of the above guidance and is illustrated below.

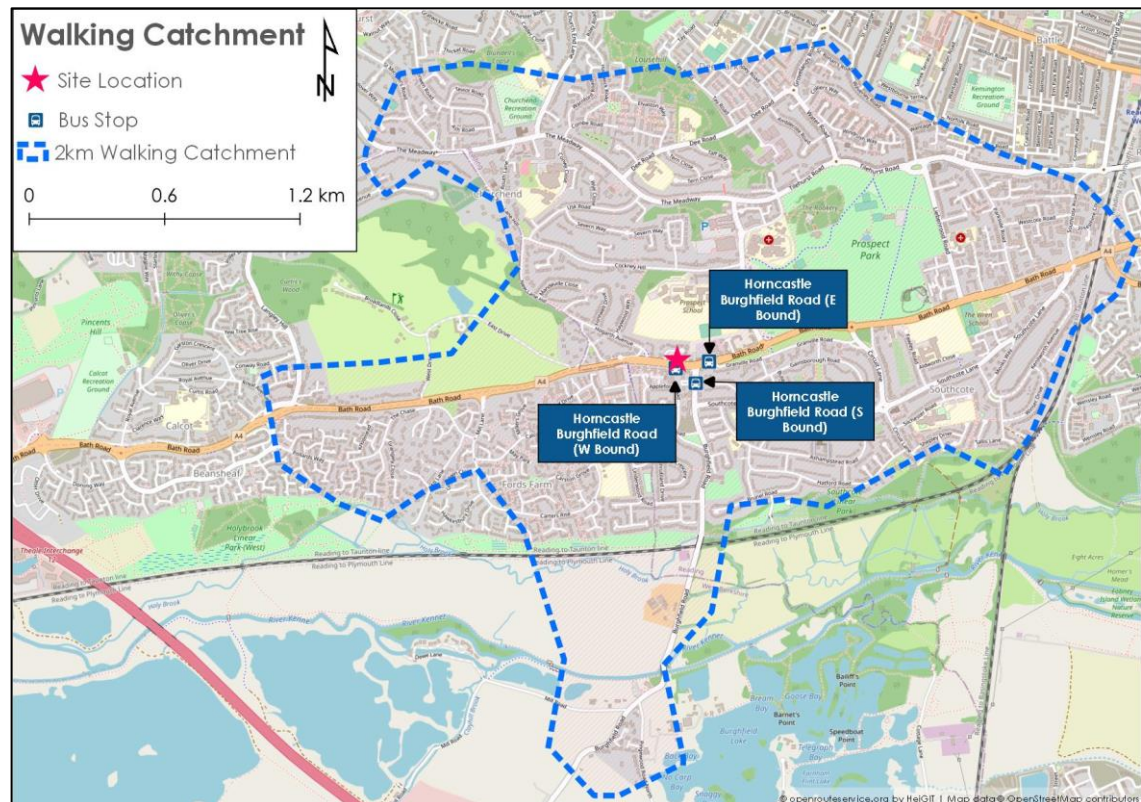


Figure 6 – Indicative 2km Walking Catchment

- 4.2.8 As illustrated, there is a significant residential catchment within the walking catchment which could offer an alternative means of accessing the site for staff and additionally customers. This includes south east Reading and Calcot, with access facilitated by the provision of pedestrian-oriented infrastructure within the immediate vicinity of the site as described above.
- 4.2.9 Although the development proposals are principally car-oriented, there would be scope to undertake journeys via alternative means where feasible.

Cycling

- 4.2.10 Cycling is an important part of the national and local transport policy agenda. An increased perception of cycling as a real alternative mode of transport to the car and growth in cycling as a leisure activity has increased demand for cycling.
- 4.2.11 Traditional DfT guidance outlines that many utility cycle trips are less than 3 miles (approximately 5km), but for commuter journeys a distance of over 5 miles (approximately 8km) is not uncommon. The CIHTs publication 'Cycle Friendly Infrastructure' (1996), suggests that reasonable fit individuals can comfortably cycle a distance of 8-km to workplace destinations.
- 4.2.12 The figure overleaf illustrates an indicative 5km cycling catchment around the site.

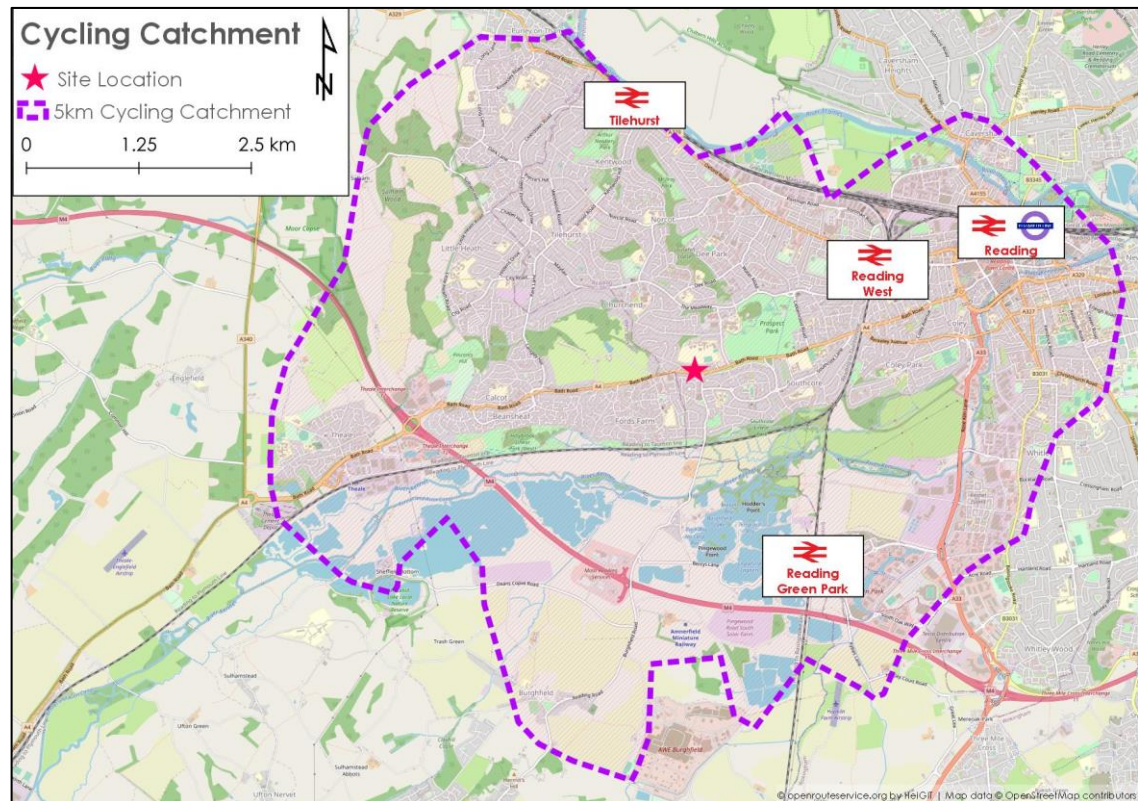


Figure 7 – Indicative 5km Cycling Catchment

- 4.2.13 As with the walking catchment, there is a large residential land use within the catchment to include Southcote, Tilehurst and Reading town centre. Staff and customers living within the catchment could travel by bicycle as an alternative means of accessing the site, facilitated by the provision of cycle parking as part of the development, full details of which are provided in **Section 5**. National Cycle Network (NCN) route 422 passes along the frontage of the site and has recently been implemented and improved to create a continuous route across the County of Berkshire.

Public Transport

- 4.2.14 The closest bus stops are located on Bath Road and Burghfield Road, circa 125m from the site (see **Figure 6** above). All stops are marked by a flag and pole arrangement with accompanying timetable information. Access to the stops on foot is facilitated by the dedicated local pedestrian infrastructure as previously outlined.
- 4.2.15 The provision of bus services at the local stops to the site is summarised in the table overleaf.

Stop Id.	Route / Provider	Route	Peak Frequency		
			Wk.	Sat.	Sun.
Horncastle Burghfield Road (E Bound)	1 – Reading Buses	Newbury – Reading Town Centre	2bph.	2bph.	1bph.
	2 – Reading Buses	Brimpton Common – Reading Town Centre	1bph.	1bph.	1bph.
	2a – Reading Buses	Brimpton Common – Reading Town Centre (Wk.) Mortimer – Reading Town Centre (Sat.)	1bph.	1bph.	
Horncastle Burghfield Road (W Bound)	1 – Reading Buses	Reading Town Centre – Theale (Wk. & Sat.) Reading Town Centre – Newbury (Sun.)	2bph.	2bph.	1bph.
Horncastle Burghfield Road (S Bound)	2 – Reading Buses	Reading Town Centre – Mortimer	1bph.	1bph.	
	2a – Reading Buses	Reading Town Centre – Mortimer (Wk. & Sat.) Reading Town Centre – Burghfield Common (Sun.)	1bph.	1bph.	1bph.

Figure 8 – Local Bus Service Information

- 4.2.16 The closest railway station to the site is Reading West located approximately 3.5km to the north-west of the site and is accessible by a cycle ride or bus journey. The station has a ticket office / machine and bicycle parking. Frequent links to local destinations include Newbury and Basingstoke and Reading Station, providing onward travel across the south of England.
- 4.2.17 It is not expected that public transport would serve as a primary mode of travel to the site by customers given its nature as a Drive-Thru unit. Nevertheless, staff residing within the local area could utilise the services on offer in an alternative arrangement to using the private car, hence reducing stresses on car parking at the site.

Accessibility Index

- 4.2.18 The site records an Accessibility Index (AI) score of 2.54, the output for which is attached hereto at **Appendix B** for reference.
- 4.2.19 The score is based on calculating the proximity of the site to bus stops within 650m (of which there are three served by three bus services) and railway stations within 1,000m (which are not applicable at this location) and averaging the frequency of each service for a given timeframe (in this instance a 15-hour period 06:00 and 21:00).
- 4.2.20 The AI therefore does not qualify the site for an additional BREEAM credit under Tra 02.

Accessibility Summary

- 4.2.21 While the development proposal is principally oriented around car travel, the site is well-located to encourage journeys by means of other travel than the private car both by staff and customers.

5 TRAVEL PATTERNS

- 5.1.1 It is necessary to collect data to establish and understand the travel habits against which the Travel Plan's progress can be measured.
- 5.1.2 Site-specific baseline travel information is not available at this time, and hence in lieu of this information an assessment has therefore been undertaken utilising data from the 2011 Census.
- 5.1.3 Statistics from the 'WU03EW - Location of usual residence and place of work by method of travel to work' category have been extracted for the national workplace population employed within the Reading 015 Middle-Layer Super Output Area (MSOA), in which the site is located. Full data output is attached hereto at **Appendix C**, with the mode share summarised in the table below.

Method of Travel	Mode Share
Train	2%
Bus	9%
Car Driver	64%
Car Passenger	5%
Cyclist	3%
Pedestrian	16%
Other	1%
Total	100%

Figure 9 – Method of Travel to Work (Reading 015 MSOA)

- 5.1.4 It is demonstrated that the most popular mode of travel for staff at the site would likely be the private car, although there are a notable proportion of trips that could be expected by public transport or on foot. The measures and initiatives contained within this document will aim to increase the proportion of trips undertaken by alternative modes to the private car.
- 5.1.5 This information obtained is considered to be a suitable starting point for formulating appropriate measures and targets for staff travel. However, site-specific surveys will be undertaken to establish both staff and guest-specific travel behaviours in due course.

6 AIMS, OBJECTIVES & TARGETS

6.1 Aims & Objectives

- 6.1.1 It is now widely accepted that it is not possible to build our way out of congestion. Instead, the approach has to be to reduce the need to travel by increasing travel choice and awareness, therefore, the overall aim of this Travel Plan is this:

To reduce reliance upon the private car, by effecting a change in attitude to travel by increasing awareness of sustainable travel modes and their associated benefits.

- 6.1.2 To achieve this aim, objectives should be provided that reflect the challenges of the site and focus the role of the Travel Plan and support the Local and Highway Authority policy aims.

- 6.1.3 The objectives of this document are two-fold:

Objective 1: Actively encourage sustainable travel to and from the site; and

Objective 2: Provide infrastructure to facilitate sustainable travel.

6.2 Targets

- 6.2.1 To support the aim and objectives, targets have been set to focus the delivery of the Travel Plan. To support the objectives of a Travel Plan, the Department for Transport (DfT) recommends that targets set should be **SMART**, as summarised below:

Specific – Target increase / decrease in mode share over a set timescale;

Measurable – The mode share of staff and customers will be measured and monitored using travel surveys;

Achievable and Realistic – The targets, taking into account preferred travel modes, and general travel plan promotion, need to be achievable and realistic; and

Time-bound – The targets are to be monitored on a regular basis and met within 5 years of the Travel Plan implementation.

- 6.2.2 The table below outlines the targets for the Travel Plan which will support the overall aim and two objectives. These should be achieved 3 and 5 years from approval of the Travel Plan and initially, they will be assessed against data presented in **Section 5** of this Plan where appropriate.

Action	Year				
	1	2	3	4	5
Decrease the proportion of journeys made by single-occupancy car journeys	2%	3%	4%	5%	6%
Increase the proportion of staff journeys undertaken to / from the site via active travel (walking, cycling) by...	2%	4%	5%	6%	7%

Figure 10 – Travel Plan Targets

- 6.2.3 Following baseline surveys targets will be reviewed and amended based on site-specific data obtained.
- 6.2.4 The targets stated above will be reviewed regularly and should be achieved by the target dates specified. If they have been attained before the target date, they will be modified to provide further, more challenging targets.
- 6.2.5 Travel related concerns raised by staff / customers and any identified barriers to sustainable travel will be ascertained by way of regular travel surveys and routine monitoring. Further bespoke measures and changes could then be introduced to address these barriers, if necessary, and to ensure that the Travel Plan continues achieving its targets and overall aim.
- 6.2.6 Further targets will be established through a process of consultation with Reading Borough Council (RBC) and the site management / operators to ensure that they are appropriate in the context of the objectives, yet realistic and achievable.

7 TRAVEL PLAN MEASURES

- 7.1.1 An Action Plan outlining the proposed Travel Plan measures and actions identified for the site, along with responsibilities, estimated costs and implementation timescales is attached hereto at **Appendix D**. The Action Plan also divides the measures into user groups i.e., staff, customers or all users of the site.
- 7.1.2 The Action Plan pinpoints the objective that each measure will support to ensure that any initiative is targeted to achieving the overall aim of the site.
- 7.1.3 The Action Plan includes the following measures:

Objective 1 – Promote and actively encourage sustainable travel to and from the site

- Appointment of a Travel Plan Coordinator (TPC);
- Local Recruitment Policy;
- Bicycle Purchase Scheme;
- Public Transport Information; and
- Staff Welcome Packs.

Objective 2 – Provide the on-site infrastructure to facilitate sustainable travel

- High-Visibility Clothing/Personal Attack Alarms/Umbrellas;
- Bicycle Security;
- Puncture Repair Kit; and
- Travel Noticeboard/Information Point.

7.2 Effectiveness of Travel Plan Measures

- 7.2.1 The specified measures and initiatives should act to achieve the overall aim of the Travel Plan, consequently increasing the use of sustainable modes and achieving the targets set.

7.3 Travel Plan Coordinator

- 7.3.1 A Travel Plan Coordinator (TPC), who is responsible for taking the lead for travel planning at their site, will be appointed upon completion of the proposed extension. It will be their responsibility to raise awareness of sustainable travel, promote initiatives and monitor the overall effectiveness.
- 7.3.2 It should be ensured that there are adequate resources available to fully implement the Travel Plan.
- 7.3.3 The main responsibilities of the TPC are as follows:

Manage the day to day running of the Travel Plan, liaising with management should any additional budget be required;

Analyse survey data as to travel behaviour;

Delegate certain tasks of the TPC to other staff;

Ensure the necessary review and monitoring is undertaken on an annual basis;

Investigate further Travel Plan / sustainable initiatives; and

Train staff to deal with travel related queries from customers.

- 7.3.4 All staff should be informed of the Travel Plan through the induction programme and an electronic copy of this Travel Plan made available for reference on any internal intranet / computer system or a physical print copy in any staff / backroom areas.

7.4 BREEAM

- 7.4.1 The proposed development meets BREEAM Tra 01 (2 credits) with the production of this Travel Plan, which also incorporates all of the necessary elements required for inclusion within the Transport Assessment.

- 7.4.2 The measures proposed within this Travel Plan also seek to ensure that a further four credits within Tra 02 are applicable for this development, these are:

- **Assessment Option 4** - Provide electric recharging stations;
- **Assessment Option 7** – Install compliant cycle storage;
- **Assessment Option 9** – At least three existing accessible amenities are present; and
- **Assessment Option 10** – Ensure a minimum of one new accessible amenity.

- 7.4.3 In line with BREEAM Tra 01 and Tra 02, the following elements have not been considered applicable for this site:

- The site does not achieve an existing AI over the prescribed threshold;
- The site does not demonstrate an increase over the existing AI through negotiation or provision of dedicated public transport service;
- No provision is made for a public transport information system;
- No provision is made for the implementation of a car sharing group;
- Reading Borough Council have not been engaged in consultation regarding local cycling or pedestrian routes; and
- There is no implementation of one site-specific improvement measure.

8 REVIEW & APPROVAL

8.1 Implementation & Funding

- 8.1.1 Prior to the occupation of the site, a Travel Plan Coordinator (TPC) will be appointed to oversee the management of the Travel Plan and ensure it seeks to achieve its stated aims. It is anticipated that the TPC would fall within the role of an existing member of staff, although specific tasks would become the responsibility of other member of staff, following instruction from the TPC.
- 8.1.2 The TPC will be responsible for the Travel Plans management to include the implementation, review and promotion of the Travel Plan. It is anticipated this role would take 3-5 hours per month.
- 8.1.3 The TPC will further be responsible for managing the agreed budget for the Travel Plan. Aside from infrastructure works associated with the developments construction costs, funding is required to cover initial set up, printing and marketing. This is estimated to amount to circa £500 annually and would be paid for by the site operator.
- 8.1.4 This investment in resources, in terms of appointment of a TPC and monetary, support the implementation, management and review of the Travel Plan and mitigate against any financial burden that may be imposed as a consequence of failure to meet the agreed targets.

8.2 Monitoring

- 8.2.1 An important part of any Travel Plan is the collection of data relating to the modes of travel used by both staff and customers of the site, in order to identify and understand travel habits and how the site operates.
- 8.2.2 It is anticipated that this information would be collected within 3 months of the site becoming operational, from this, a baseline modal split would be identified for the site, for which all future targets will be based.
- 8.2.3 Following the initial surveys, monitoring will be undertaken annually by the TPC. The TPC will be responsible for comparing the results year on year and adjusting the targets and initiatives accordingly, they will also take into account travel related feedback received from staff and customers. In addition, the TPC will prepare an annual progress report and ensure that the results are displayed for all to see.
- 8.2.4 An overview of the monitoring and management process is illustrated in the figure overleaf.

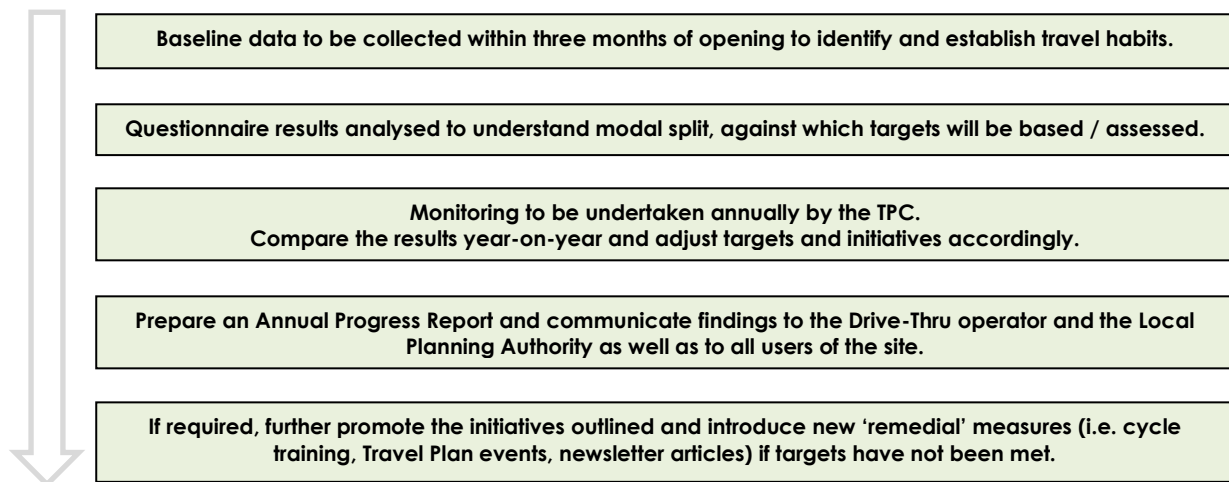


Figure 11 – Travel Plan Monitoring and Management Process

8.2.5 Furthermore, the following items will be monitored by the TPC annually:

- Demand for cycle parking; and
- Comments made by staff and customers relating to transport and the Travel Plan.

8.2.6 To support this process, surveys will be undertaken annually to establish the travel patterns of all site users. To maintain the emphasis of the Travel Plan, the results of the monitoring and review process will be communicated by way of an on-site Travel Plan noticeboard.

8.3 Approval

8.3.1 This Travel Plan is hereby approved for implementation at the following development:

Former George & Dragon, Bath Road, Reading, RG30 2HA

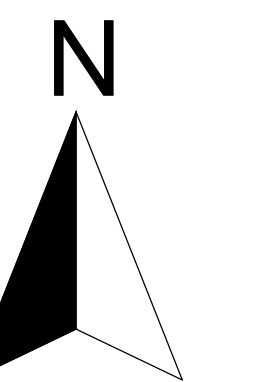
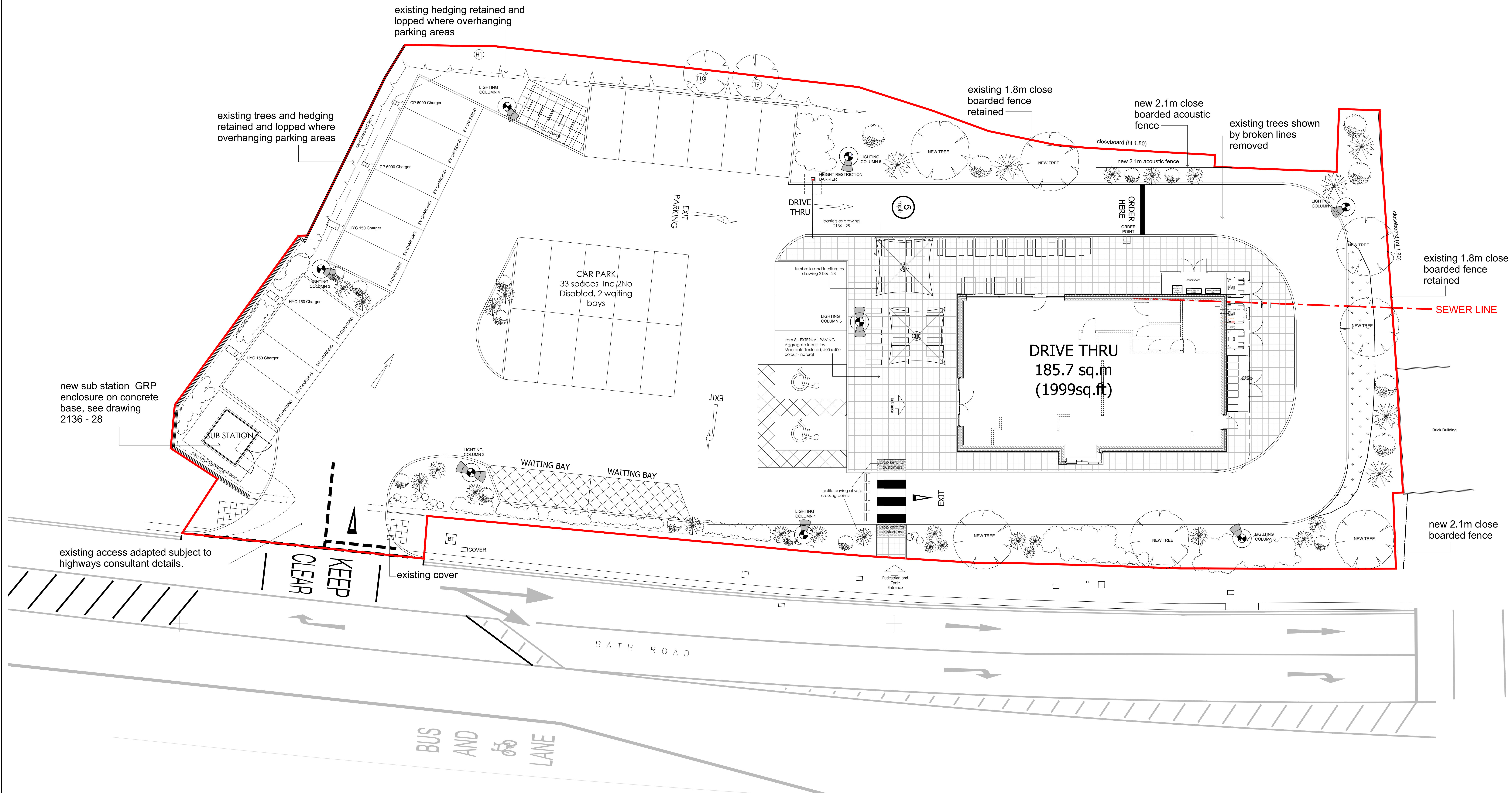
Name	Company / Organisation	Date
SDH	RGP	28/02/2023
tbc	TPC	tbc

8.3.2 As noted, this is a 'live' document and will be subject to continuous updates and amendments over the course of its implementation.

APPENDIX A

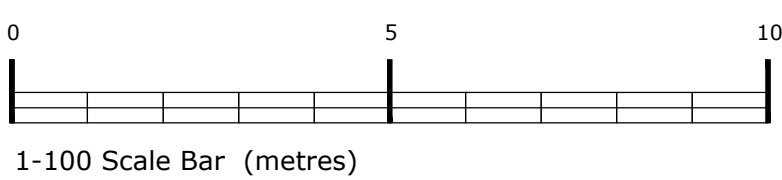
NOTES
The designers and details on this drawing are copyright and must not be reproduced without the written permission of the designer.
Contractors are to check all sizes and dimensions before setting out any site or structure. Any errors or discrepancies to be reported to the designer.
Do not scale off this drawing.

REVISIONS	DATE
REV - A Boundary treatments updated, landscaping updated site entrance updated	24/02/23 MT
REV - B Minor amendments as agreed with planning consultant	02/03/23 MT
REV - C Knee rail fence added back to western boundary lighting columns 5 & 6 adjusted Sub station updated. Condensor store relocated	23/03/23 MT
REV - D Charging points updated	28/03/23 MT
REV - E Bin Store layout updated	31/03/23 MT



GENERAL NOTES
PROPOSED SITE AREA = 2504 m² , 0.25 ha
PROPOSED GIA = 185.7 m², 1999sq ft

SCHEME



DRAWING DESCRIPTION
PROPOSED SITE PLAN
GREGG'S DRIVE THRU

JOB TITLE
GEORGE & DRAGON
162 BATH STREET ROAD
READING RG30 2HA
CLIENT
GREENE KING

DRAWN BY	M. Taylor	SCALE	1:100@A0
DATE	Apr 2022	DRAWING NO.	2136 - 23
CHECKED		REVISION	E

John Dixon & Associates Ltd.
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WEB : www.jda-design.com



APPENDIX B

Using the drop down boxes make the relevant selections and press the 'Select' button

Building type

Retail

No. nodes required

2

Select

NODE 1 - Horncastle Burghfield Road (W Bound)

Public transport type	Bus										
Distance to node (m)	70										
	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7	Service 8	Service 9	Service 10	
Average frequency per hour	2										

NODE 2 - Horncastle Burghfield Road (W Bound)

Public transport type	Bus									
Distance to node (m)	230									
	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7	Service 8	Service 9	Service 10
Average frequency per hour	1	1								

Accessibility Index	2.54
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APPENDIX C

WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)

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population	All usual residents aged 16 and over in employment the week before the census
units	Persons
usual residence	England and Wales (country)
place of work	E02003403 : Reading 015 (2011 super output area - middle layer)

Method of travel to work	2011	
Underground, metro, light rail or tram	2	0%
Train	59	2%
Bus, minibus or coach	223	9%
Taxi	7	0%
Motorcycle, scooter or moped	14	1%
Driving a car or van	1,668	64%
Passenger in a car or van	132	5%
Bicycle	69	3%
On foot	422	16%
Other method of travel to work	3	0%
	2,599	100%

APPENDIX D

Action Plan - George and Dragon, Reading - 6488

OBJECTIVE	MEASURE	DETAILS	RESPONSIBILITY	ESTIMATED COST / BUDGET	OUTCOME / IMPLEMENTATION TIMESCALES
Objective 1: Promote and actively encourage sustainable travel to and from the site	Travel Plan Coordinator (TPC)	TPC to be appointed prior to occupation and trained to ensure they are fully aware of their responsibilities.	Site Operator / Management Company	3-5 hours per month. Staffing budget	To be appointed prior to occupation.
	Local Recruitment Policy	Adoption of a local recruitment policy, where possible (i.e. within a 5 mile radius for the majority of staff) to facilitate non-car use.	Site Operator / TPC	Part of TPC role (up to 4 hours a year) £60 annually	Prior to occupation and then ongoing for all new staff for the 5 years of the plan.
	Bicycle Purchase Scheme	Implement a Cycle2Work (cycle purchase) scheme which is promoted to staff.	Site Operator to agree / TPC to promote	Costs met by savings in tax and National Insurance Contributions. Part of TPC role to promote (3 hours a year) £45 annually	Promote the scheme as part of the staff induction/training process.
	Public Transport Information	Publicise public transport routes, timetables and fare information (travelcard/contactless payment) to all site users.	TPC	Part of TPC role (4 hours a year) £60 annually	Prior to occupation and then quarterly review for the 5 years of the plan.
	Staff Welcome Packs	Travel information will be communicated via a welcome pack.	TPC	Estimated printing costs of £1 per pack, with preparation costs of £500	Prepare and introduce to staff prior to opening. Review regularly and introduce to all new staff at induction.
Objective 2 – Provide the on-site infrastructure to facilitate sustainable travel	High-Visibility Clothing/Personal Attack Alarms/Umbrellas	Items such as high visibility clothing, personal attack alarms and umbrellas will be made available to those walking/cycling to/from the site to enhance their comfort and safety.	TPC	High Vis Jackets £2-£5 Personal Attack Alarms c.£5 Umbrellas £4-£6	Prior to opening, then as required.
	Bicycle Security	Promotion of cycle security and bike marking schemes to reduce theft.	TPC	Part of TPC role (3 hours a year) £45 annually	Ongoing for the life of the Travel Plan.
	Puncture Repair Kit	A puncture repair kit, pump and geared bike maintenance equipment will be made available to borrow from the site office/reception.	TPC	Initial outlay of c£20 for pump, c.£3 for the puncture kits and c.£30 for the bike maintenance equipment. Replace puncture repair kit as required at c.£3 a set.	Prior to opening, then as required.
	Travel Noticeboard / Information Point	A Travel Noticeboard / Information Point will be established in a prominent place on-site (e.g. within the staff room). This will include walking and cycling maps/routes, bus and rail timetable information.	Site Operator / TPC to install	Noticeboard costs - variable	Prior to opening and reviewed quarterly.
Monitoring	Travel Surveys	Collection of baseline data relating to the modes of travel used by site users in Year 1, repeating in Years 3 and 5. This includes residents' travel questionnaires, travel diaries, parking surveys, cycle parking use and car club use, as appropriate.	TPC	c. £2000-£4000 per annum	To be completed for baseline in Year 1 and then repeated in Years 3 and 5 after occupation.
	Interim Monitoring	'Snapshot surveys' and review of car and cycle parking usage.	TPC	Part of TPC role (4 hours a year) £60 annually	To be completed during Years 2 and 4 after occupation.
	Target Review	Set targets in Year 1 and then review all targets in Years 3 and 5 to establish whether the targets are being met. Revise measures/targets accordingly.	TPC	Responsibility of TPC to arrange	Targets to be set in Year 1, following completion of the corresponding Travel Survey and reviewed in Years 3 & 5.
	Update Report	Produce a Full Travel Plan for the site in Year 1, then prepare an Update/Progress Report to summarise the travel surveys/target review in Years 3 and 5, identifying if any significant amendments are required to the content of the Travel Plan, from that originally agreed in Year 1. Issue report to relevant Council Officers.	TPC	Responsibility of TPC to arrange	Full Travel Plan to be prepared and issued in Year 1 and Progress Reports produced in Years 3 & 5 within 3 months of Travel Surveys.
	Additional / Remedial Measures	Further promotion of above initiatives and possible introduction of new initiatives (cycle training, travel plan event, press release) if targets are not met.	TPC / Site Operator	TBC	Annually for 5 years following Biennial and Snapshot Travel Surveys being completed.



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