



Amethyst Lane

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 housing and a respite centre on a site north of Amethyst Lane.
- 1.1.2 This TP has been prepared in conjunction with a Transport Statement (TS) which is submitted as a separate document (26887-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

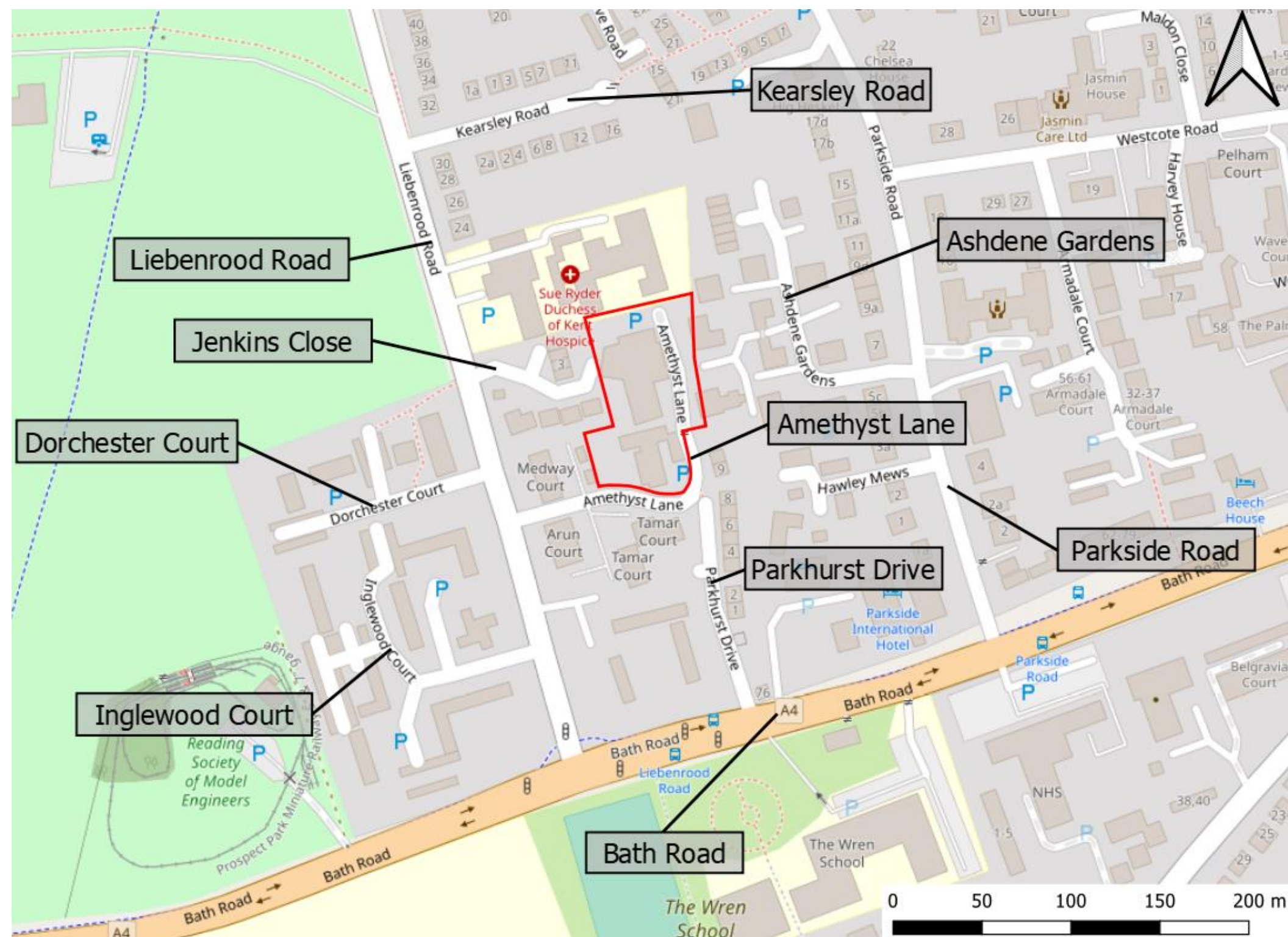
- 2.3.1 The marketing and communication strategies are likely to include the following elements:
- Travel information packs - for residents;
 - Travel information on websites - detailing sustainable travel information; and
 - Periodic newsletters with travel information.

Figure 3.1: Site Location

3. SITE DESCRIPTION

3.1 Site Location

- 3.1.1 The site is located approximately 2.2km south west of Reading town centre.
- 3.1.2 Amethyst Lane, from which the site is accessed, routes to the south of the site. Residential properties are located to the north and east. Liebenrood Road and Jenkins Close are to the west.
- 3.1.3 The site was formerly occupied by a council-operated adult social care centre. The property has been vacant for some time.



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 is located within a built-up residential area with footways provided on both sides of most local roads.
- 4.2.2 Local roads are subject to a 30mph speed limit and feature streetlighting.
- 4.2.3 Amethyst Lane, from which the site is served, features footways on both sides measuring approximately 2.0m, street lighting and dropped kerbs on pedestrian desire lines at junctions.
- 4.2.4 Parkhurst Drive, which routes in a north-south orientation to the south of the site allows for pedestrian and cycle movements from Amethyst Lane, but prevents vehicles. Parkhurst Drive operates as a shared surface and provides a connection to Bath Road.

4.3 Public Transport Accessibility

- 4.3.1 The site benefits from local bus services within walking distance of the site.
- 4.3.2 The closest bus stop to the site is located on Bath Road (Liebenrood Road stop), approximately a 180m walk south of the site via Parkhurst Drive.
- 4.3.3 Buses from this stop include the 1 Jet Black which routes between Reading town centre and Newbury approximately every 30 minutes and the 2/2a Lime, which route between Reading town centre and Mortimer.
- 4.3.4 An additional stop is located 650m walk to the north on Tilehurst Road (Waverley Road stop). This stop is served by the 33 Royal Blue which runs approximately every 20 mins from Reading town centre to Little Heath.
- 4.3.5 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.
- 4.3.6 The closest railway station to the site is Reading West, which is located approximately 1.0km north east of the site. Services are

provided by GWR and travel to destinations including Newbury and Basingstoke.

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)
The Wren School	0.3
Little Dragons Nursery	0.5
GP	1.1
Southcote Primary School	1.1
Convenience store	1.3
Southcote Pharmacy	1.3
Dentist	1.4
Lidl	1.6
Salisbury Road Post Office	1.7



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. The proposal is for the construction of 21 dwellings (18 x three bed and three four-bed) and a six-bedroom respite facility.
- 5.1.2 It is proposed that vehicular access will be provided from Amethyst Road as per the current junction configuration with Liebenrood Road.

5.2 Pedestrian and Cycle Access

- 5.2.1 Pedestrian access to the site is to be taken from the main vehicular access. Footways are present on both sides of Amethyst Lane, which will lead into the site.
- 5.2.2 Cycle access to the site is to be taken from the main site access.

5.3 Site vehicle access

- 5.3.1 Vehicular access to the residential element of the site will be taken from a continuation of Amethyst Lane. The entrance to the small car parking area for the respite centre will be from the existing section of Amethyst Lane.
- 5.3.2 A turning head at the northern end means that vehicles can enter, turn, and exit the site in a forward gear.

5.4 Car Parking Provision

- 5.4.1 The masterplan for the proposed development is shows that 21 car parking spaces would be provided for the 21 homes within the development.
- 5.4.2 EV charging is provided to each bay. This provision is line with Part S of the Building Regulations.

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.

5.2 Deliveries and servicing

- 5.2.1 The deliveries and servicing requirements for the site has been considered and the design vehicles are able to enter and exit the site in forward gears.



Figure 5.1: Site masterplan

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 at Amethyst Lane.
- 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.