



**LOGICOR PARK DEVELOPMENT
ROSE KILN COURT, ROSE KILN LANE
READING**

STAFF TRAVEL PLAN

APRIL 2023



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Logicor Park Development
Rose Kiln court, Rose Kiln Lane
Reading
Staff Travel Plan

List of Contents

Sections

1	Introduction	1
2	Objectives & Motivations	3
3	Site Description	5
4	Accessibility	8
5	Travel Plan Management	11
6	Travel Plan Measures	13
7	Travel Plan Objectives and Targets.....	18
8	Monitoring & Review	22

Figures

Figure 1.1: Site Location Plan	1
Figure 3.1: Site Layout	5
Figure 4.1: Local Cycle Routes.....	8

Tables

Table 3.1: Schedule of Site Units	6
Table 3.2: On-Site Parking Facilities	7
Table 4.1: Accessible Bus Services.....	9
Table 7.1: Staff Travel Targets	19
Table 7.2: Travel Plan 'Action' Targets.....	21

Appendices

APPENDIX A: Cycling in Reading Leaflet	
APPENDIX B: Sample Staff Travel Survey Form	
APPENDIX C: Staff Travel Survey Results	

1 Introduction

- 1.1 Mayer Brown Ltd has been commissioned by Redwood (Light Industrial) Propco Sarl to prepare this Staff Travel Plan for the Logicor Park development at the site known as Rose Kiln Court in Reading (hereafter also referred to as the 'site').
- 1.2 Vehicular and pedestrian access to the site is taken from Royal Kiln Lane via a simple priority junction. Vehicular access to the site is controlled by gatehouses and barriers.
- 1.3 The site's location in relation to the existing highway network is illustrated in the following figure:



Figure 1.1: Site Location Plan

- 1.4 A well-developed Travel Plan can help to mitigate the adverse traffic impacts of a development and encourage a reduction in the number of single occupancy car journeys made by staff travelling to and from a site. It can also assist in meeting a range of other objectives, as discussed elsewhere in this document.

- 1.5 This Travel Plan is a long-term management strategy that seeks to deliver sustainable transport objectives, articulated in a document that is regularly monitored and reviewed.
- 1.6 The Travel Plan identifies an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys.

2 Objectives & Motivations

2.1 Governmental guidance has highlighted the requirement for a reduction in car usage, particularly single occupancy journeys and an increase in the use of public transport, walking, cycling and car sharing.

2.2 This Travel Plan is required as per paragraph 113 of the National Planning Policy Framework (NPPF) (2021):

“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.”

2.3 Regarding workplace Travel Plans, policy TR1 of the Reading Borough Council (RBC) Local Plan (2019) states that:

“Proposed development should contribute appropriately to meeting the objectives of the most up-to-date Local Transport Plan or any successor document, including sub-strategies, specific projects identified and the local action plans.

Planning permission will not be granted for major development proposals unless there is a commitment to 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.

All development proposals should make appropriate provision for works and contributions to ensure an adequate level of accessibility and safety by all modes of transport from all parts of a development, particularly by public transport, walking and cycling, in accordance with any agreed transport assessment submitted as part of the application.”

2.4 As the occupiers of the site are unknown at this time, this Travel Plan constitutes an Interim Workplace Travel Plan that will be used as a template upon which the occupiers of each unit at the site will base their Full Workplace Travel Plan at the time that the site is occupied.

Objectives

- 2.5 The objective of this Travel Plan is to implement a long-term change in staff travel patterns as:
- staff will comprise the vast majority of trips to the site
 - the site operator/employer will have a high level of control and influence over the travel habits of their staff
- 2.6 The primary objective of this Travel Plan is to encourage the utilisation of sustainable modes of travel when accessing the site and, in turn, reduce unnecessary vehicular trips (primarily single occupancy private car travel) where suitable alternative modes of travel are available.
- 2.7 It is envisaged that this objective will be achieved through:
- making staff aware of the benefits and advantages of sustainable travel
 - introducing a package of physical and managerial measures to encourage and facilitate sustainable travel at the site

Motivations

- 2.8 This Travel Plan will be in operation for the first occupation of this site. This is an ideal and opportune time in which to implement a new Travel Plan, as staff may not yet have established a favoured mode of travel to access the site.
- 2.9 The promotion of sustainable travel modes will provide many benefits for staff, including health, fitness and monetary benefits, in addition to assisting staff recruitment, flexibility and retention.
- 2.10 The utilisation of sustainable travel modes will therefore encourage a healthier and more productive workforce and assist in reducing traffic levels and parking demand within the site and on the local highway network.
- 2.11 The measures and initiatives implemented as part of this Travel Plan will not only benefit staff of the site but will also benefit the local community by helping to reduce vehicle movements and parking demand in the area.

3 Site Description

- 3.1 The site is located near the Reading Link Retail Park, circa. 2km to the south of Reading Station, in an a well-established commercial/retail area.
- 3.2 The site covers an area of 0.69ha (1.7 acres) and is occupied by seven light industrial units in three blocks, with a total GFA of circa. 3,081sqm.
- 3.3 The site layout is illustrated in Figure 3.1 below:



Figure 3.1: Site Layout

3.4 The site comprises the following units:

Unit	Light Industrial GFA (sqm)	Office GFA (sqm)	Total GFA (sqm)	Loading Bays
Block A				
Unit A1	209	70	279	1
Unit A2	194	70	264	1
Unit A3	251	74	325	1
Block B				
Unit B1	558	139	697	1
Block C				
Unit C1	344	93	437	1
Unit C2	247	74	321	1
Unit C3	247	74	321	1
Unit C4	344	93	437	1
Total	2,394	687	3,081	8

Table 3.1: Schedule of Site Units

3.5 A total of 12 cycle parking spaces are provided within a covered and secure and well-overlooked cycle store within the site. In addition, two cycle hoops are provided within each unit providing an additional 32 cycle spaces. Disabled car parking spaces is located close to main entrances of each unit.

3.6 The following parking facilities are provided at the site:

Unit	Car Parking Spaces	Loading Bays
Block A		
Unit A1	5 (inc. 1 disabled & 1 EV spaces)	1
Unit A2	2 (inc. 1 disabled & 1 EV spaces)	1
Unit A3	4 (inc. 1 disabled & 1 EV spaces)	1
Block B		
Unit B1	9 (inc. 1 disabled & 1 EV spaces)	1
Block C		
Unit C1	5 (inc. 1 disabled & 1 EV spaces)	1
Unit C2	2 (inc. 1 disabled & 1 EV spaces)	1
Unit C3	2 (inc. 1 disabled & 1 EV spaces)	1
Unit C4	4 (inc. 1 disabled & 1 EV spaces)	1
Total	33 (inc. 8 disabled & 8 EV spaces)	8

Table 3.2: On-Site Parking Facilities

Local Area

- 3.7 The site is bordered by the Holy Brook stream and residential dwellings to the north, the A33 dual carriageway to the east/southeast, an office building which has recently been converted to residential use to the south (Cadogan House) and Rose Kiln Lane and the Reading Link Retail Park to the west.
- 3.8 The site is accessed off Rose Kiln Lane via a simple priority junction with large radii suitable for articulated HGV use leading to a gated access into the site.
- 3.9 Rose Kiln Lane is a single carriageway road with a posted 40mph speed limit providing access to the A33 to the south via a signalised gyratory junction, and to Berkeley Avenue to the north via a signalised junction.
- 3.10 The A33 is a dual carriageway road providing access to industrial, commercial and leisure/retail areas (i.e. the Reading International Business Park and Madejski Stadium) and the M4 to the south, and access to the centre of Reading to the north.

4 Accessibility

Pedestrian and Cycle Accessibility

- 4.1 Rose Kiln Lane benefits from 2m wide footways and regularly spaced street lighting, providing safe and convenient pedestrian links to local bus stop facilities and access to the nearby facilities.
- 4.2 Pedestrian crossing facilities are provided at the Rose Kiln Lane/A33 junction to the south of the site including dropped kerb crossings with tactile paving and a signalised Toucan crossing providing convenient pedestrian access over the A33.
- 4.3 A signalised pedestrian crossings is also provided at the Berkeley Avenue/Rose Kiln Lane junction to the north of the site.
- 4.4 Regarding the cycle accessibility of the site, as illustrated below numerous Reading cycle routes are located within easy access of the site:

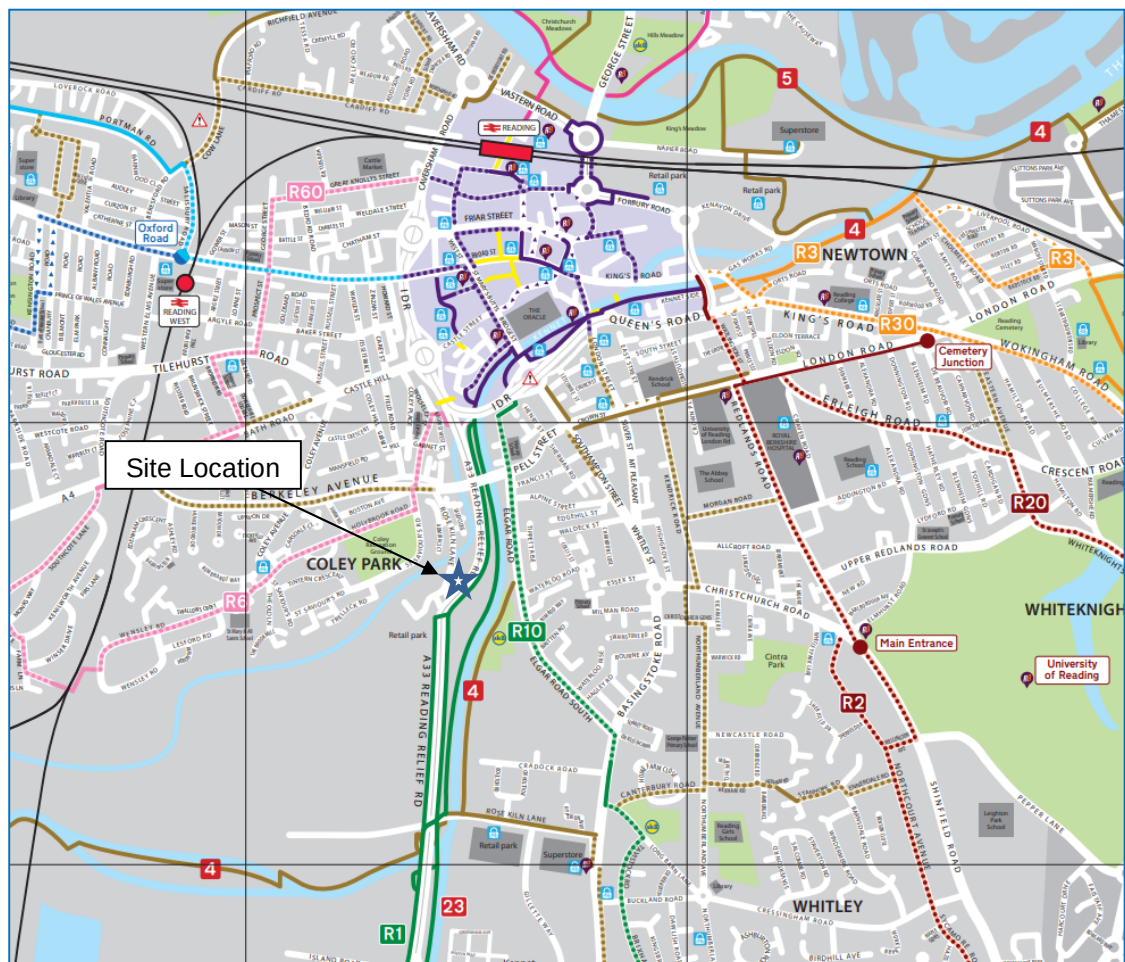


Figure 4.1: Local Cycle Routes

- 4.5 The R1 cycle route is a shared footway/cycleway facility running past the site along the A33 between the Reading International Business Park and Madejski Stadium to the south and Reading town centre to the north.
- 4.6 As illustrated on Figure 4.1 above, there are numerous cycle routes located within Reading town centre.
- 4.7 National Cycle Path 4 is also located close to the site. This national route is a long-distance cycling route from London to Fishguard in west Wales. Between Reading and Bath it follows the Kennet & Avon Cycle Route mainly via canal towpaths.
- 4.8 Reading town centre can be accessed via a circa. 20-minute walk or 8-minute cycle ride (assuming a leisurely walking speed of 80m/min and cycle speed of 260m/min).

Bus Accessibility

- 4.9 The closest bus stops to the site are the Boston Avenue bus stops (a 450m walk to the south) and the Katsgrove Lane stops, which are a walking distance of 450m and 500m respectively to the north of the site.
- 4.10 These bus stops are served by the 11 Bronze bus (operated by Reading Buses), which runs in a circular route between the centre of Reading and Coley Park.
- 4.11 The 11 Bronze services runs at a frequency of 3 services per hour during weekday and Saturdays (and 2 services per hour on Sundays), providing convenient bus accessibility between the site and Reading town centre and Reading Station.
- 4.12 The frequency of the 11 Bronze bus services is summarised in Table 4.1 below:

Bus	Route	Weekday Peak Frequency		Weekend Peak Frequency	
		AM	PM	Sat	Sun
11 Bronze	St Mary's Butts – Friar Street – Balgrave Street – Market Place – London Street Foot – Crown Street – Crown Street, Pell Street – Latesgrove Lane – Boston Avenue – Shaw Road – Roundhead – Coley Park House – Wensley Road Flats – Wensley Road West – Coley Park Terminus	3 per hour	3 per hour	3 per hour	2 per hour

Table 4.1: Accessible Bus Services

Rail Accessibility

- 4.13 The nearest rail station to the site is Reading Railway Station, located circa. 2km to the north (a 24-minute walk, or an 8-minute cycle ride from the site).
- 4.14 Reading Railway Station is a major transport hub and is managed by Network Rail and served by four train companies; Great Western Railway, CrossCountry, South Western Railway and the Elizabeth Line.
- 4.15 Reading Railway Station provides access to a huge number of rail services to numerous destinations across the country. In summary the station serves the Great Western Main Line which runs between London Paddington and the west country and South Wales. Other main lines provide access to Birmingham and northern England, and to destinations in southern England including Basingstoke, Winchester, Southampton and Bournemouth. The newly opened Elizabeth Line runs from Reading through central London to Abbey Wood. The Elizabeth Line also provides access to Heathrow Airport.
- 4.16 Secondary lines provide access to Guildford, Reigate, Redhill and Gatwick Airport, Basingstoke, Newbury, Bedwyn, Oxford, London Paddington, Wokingham, Bracknell, Ascot, Staines, Richmond, Clapham Junction and London Waterloo.

Summary

- 4.17 The site is located within a well-established commercial and retail area which is easily accessible by pedestrians, cyclists and public transport users.
- 4.18 Numerous pedestrian and cycle facilities are provided in the local area, providing safe walking and cycling route routes to local amenities and the centre of Reading.
- 4.19 It is therefore evident that the site is located in an area that is accessible by sustainable and active travel modes.

5 Travel Plan Management

5.1 A Travel Plan Co-ordinator (TPC) will be appointed by each unit to manage and implement the Travel Plan. The TPC is to be appointed prior to occupation to ensure that any Travel Plan measures and initiatives that can be implemented prior to occupation are in place. It is expected that the TPC role will nominally be undertaken by a nominated member of staff.

5.2 The role of the TPC will include:

- overall responsibility for the Travel Plan
- taking a lead role in the development, implementation and review process of the Travel Plan, with assistance/support from management as required
- promotion and marketing of the Travel Plan to staff members
- assisting and providing support to staff in relation to personal journey planning as and when required
- monitoring on-site facilities and infrastructure to ensure it is fit for purpose and investigate possible improvements
- acting as a point of contact for the Travel Plan and addressing staff questions and concerns regarding travel to and from the site and within the site
- entering into discussions with the Local Authority and public transport operators

Marketing and Promotion

5.3 All staff will be made aware of the existence of the Travel Plan including its aims and objectives.

5.4 The Travel Plan and its associated measures will be promoted to staff on an on-going basis through the use of e-mails, posters, leaflets and newsletters. Employee feedback on existing and potential future travel initiatives will be included as a discussion point on the agenda at any internal team meetings.

5.5 As appropriate the TPC will attend management/staff team meetings and/or provide appropriate materials for distribution to promote the Travel Plan and its associated measures. Staff will be requested to highlight any current issues or suggestions in relation to the Travel Plan or travel to and from the site in general.

5.6 In addition, feedback/suggestion boxes may be set up for staff to use to voice their opinions and comments. These would be located in accessible locations within the site and regularly emptied/reviewed.

Resources

- 5.7 Suitable resources will be provided for the implementation of the Travel Plan and its associated measures and initiatives.
- 5.8 Certain measures and initiatives, including travel noticeboards and staff welfare facilities will form part of the development construction and fitting out stages, and as such their associated costs are included within these stages.
- 5.9 In relation to the TPC role, as mentioned previously, this role will be fulfilled by a nominated member of staff as part of their existing role and as such there would be no extra funding requirements to fulfil this role.
- 5.10 The TPC role includes liaison with the local authority, public transport operators and other third parties as appropriate, and as such the Travel Plan includes a number of outlined measures where items such as cycle training details/availability, discounted public transport tickets and car share schemes require investigation/liaison with these parties.
- 5.11 With regards to printing or similar costs for materials such as travel packs, leaflets and updated timetables/mapping information, these are envisaged to be minimal and will be funded through general administration costs or similar.

6 Travel Plan Measures

- 6.1 A range of physical, managerial and awareness measures are detailed in this section. These will be implemented at the site in order to promote and facilitate use of sustainable modes of travel when accessing the site.
- 6.2 It should be noted that this list is non-exhaustive with the TPC free to investigate other potential measures and initiatives.

Staff Travel Pack

- 6.3 All new employees will be provided with a Staff Travel Pack as part of a Welcome/Employee Handbook. The Travel Pack will highlight the existence of the Travel Plan and provide information regarding all of the sustainable travel options staff members can use to access the site in order to ensure that all staff are able to make an informed choice on the mode of travel they use to commute to the site and use for any local journeys.
- 6.4 The Staff Travel Pack will include:
- a summary of the Travel Plan objectives and targets
 - details of local walking and cycling routes and facilities
 - local public transport information, including route maps and timetable information
 - details of the benefits of car sharing, car sharing opportunities among existing employees and local car share websites
 - contact details of the currently nominated TPC
- 6.5 The information contained within the Staff Travel Pack will be checked and updated annually by the TPC to ensure it remains relevant and up to date. In case staff require additional or replacement copies of the Staff Travel Pack, spare copies will be kept on-hand by the TPC.

Staff Working Hours

- 6.6 Management will endeavour to accommodate colleague requests for minor amendments to their working hours to facilitate the use of sustainable modes of transport wherever possible.

Travel Noticeboard

- 6.7 Staff travel information will be provided on noticeboards in appropriate/prominent locations within the building, the information on which will be regularly updated to display relevant and useful information about travel options and events, including:
- promotional material in relation to the health, financial and environmental benefits of sustainable travel use
 - national and regional sustainable travel campaigns/events such as Walk to Work Week, National Bike Week, and World Car Free Day. The TPC will investigate the possibility of providing rewards to staff members who participate in these events
 - information and leaflets showing local walking routes, cycling routes and public transport timetable information
 - details of useful travel/journey planning websites such as Traveline
 - a list of local taxi companies, including their contact details. Taxis provide an alternative means of transport for trips when other modes of transport may not be available and walking or cycling may not be preferable
- 6.8 Contact details for the TPC will also be displayed on the noticeboard in order that staff can contact them with any issues/concerns or suggestions on additional content which they believe would be beneficial to the travel noticeboard.
- 6.9 The TPC will also work with management to provide as much of the above information as possible on the company website.

Walking & Cycling

- 6.10 In addition to providing details in relation to walking and cycling routes in the vicinity of the site as part of the Staff Travel Pack and on travel noticeboards, the following measures will be implemented in order to encourage travel to and from the site on foot and bicycle.

Staff Welfare Facilities

- 6.11 To encourage walking and cycling, the TPC will ensure that the following staff welfare facilities are provided on-site:
- staff showing and changing facilities
 - lockers for the storage of wet weather gear and cycling clothing/equipment etc.

Cycle Parking

- 6.12 Covered and secure cycle stores will be provided on-site
- 6.13 Cycle parking use by staff will be monitored annually, and cycle storage facilities will be increased as necessary to meet staff demand.

Cycle Training

- 6.14 Details of local adult cycle training courses, specifically aimed at adults who have never cycled before or for those who would like to increase their cycling confidence, will be displayed on the travel noticeboards.
- 6.15 RBC offers free adult cycle training and also free adult bike maintenance training (provided by Avanti Cycling).
- 6.16 Staff will be provided with a copy of the Cycling in Reading leaflet, a copy of which is provided at Appendix A of this report.

Bike 2 Work Scheme

- 6.17 The TPC will work investigate the Bike 2 Work Scheme. This may allow staff to save up to 42% on the cost of bicycles and equipment.

Staff Bicycle Pool

- 6.18 The TPC will monitor staff demand for a communal pool of company bicycles for staff to use.

Local Authority Liaison

- 6.19 The TPC will liaise with the local authority as appropriate to pass on comments / concerns received from staff in relation to local walking/cycling routes.

Public Transport

- 6.20 In addition to providing local public transport route and timetable information as part of the Staff Travel Pack and on travel noticeboards, the following measures will be implemented in order to encourage travel to and from the site by public transport.

Journey Planning

- 6.21 Details of useful public transport journey planning websites and mobile applications will be put on display to allow staff to easily plan their journeys to and from site. A selection of suggested websites and mobile applications are detailed below:

Website

- **Reading Buses** <https://www.reading-buses.co.uk/> - providing public transport timetables and map/routes as well as journey planning information

Mobile Resources

- **Reading Buses application** – RBC's bus app which provides journey planning, timetable information and bus location tracking, as well as ticket purchasing
- www.traveline.info – Mobile version of Traveline website for use on the move
- **NextBuses** – mobile friendly website (www.mytraveline.mobi) providing details of the next departure from any bus, enabling passengers to search for buses based on post code, street or bus stop name

Park & Ride

- 6.22 Staff will be informed of the Park & Ride bus services in the area. Currently a Park & Ride site is located at MereOak just south of Junction 11 on the M4 (just off the A33). The number 600 bus runs every 15 minutes from the Park & Ride site into Reading Town Centre running along bus lanes on the A33.
- 6.23 Currently there are no bus stops near the site at which the Park & Ride service stops at, and therefore, if public transport use by staff is low, the TPC could discuss with RBC the feasibility of adding Park and Ride bus stops at the nearby Reading Link Retail Park.

Discounted Ticketing

- 6.24 Information and details on available local ticketing offers, such as weekly, monthly and annual ticket options which offer cheaper travel for longer term tickets will put on display. If requested by staff, the TPC will investigate providing discounted season ticket travel for staff through liaison with local public transport operators.

Public Transport Operator Liaison

- 6.25 The TPC will liaise with local public transport providers as appropriate to pass on comments/observations/concerns received from staff and customers in relation to local public transport routes.

Car Sharing

- 6.26 Car sharing can represent a convenient sustainable travel option for staff living in areas with limited access to public transport, or those who want to save on fuel costs. The TPC will provide promotional material to employees to raise awareness of the cost benefits of car sharing, in addition to information and frequently asked questions relating to car sharing.

Internal Car Share Scheme

- 6.27 Car sharing will be encouraged through the creation of a car share noticeboard where staff can advertise if they are willing to give a lift from a particular area or for those who are looking for a lift. This information will be replicated within the Staff Travel Pack.
- 6.28 The Travel Plan Coordinator will identify colleague matches which may be suitable to participate in a car sharing scheme, based on their home postcodes and working hours. Where suitable matches are found, the members of staff involved will be informed and encouraged to car share if possible.
- 6.29 Where possible, employee shifts will also be designed to accommodate and encourage existing/potential car-sharing arrangements.

Public Car Share Scheme

- 6.30 Staff will also be encouraged to sign up to a local car share scheme, allowing staff to simply and securely find car share partners for regular trips to/from the site.
- 6.31 Staff will be provided with details for appropriate car share websites (such as www.liftshare.com or www.blablacar.co.uk/ride-sharing/reading). These sites provide information in relation to car sharing, i.e:
- the benefits
 - how it works
 - potential financial savings
 - help with finding a car share partner

Employee Travel / Visitors

- 6.32 Employees travelling from the site to meetings etc. will be encouraged to use sustainable modes of travel such as public transport and car sharing where practical.
- 6.33 Similarly, where possible, visitors will be provided with information on sustainable transport modes that can be used to access the site.

7 Travel Plan Objectives and Targets

- 7.1 The primary objective of the Travel Plan is to encourage the utilisation of sustainable modes of travel when accessing the site and discouraging single occupancy private car travel, resulting in reduced vehicular trips and parking demand.
- 7.2 In order to measure progress towards achieving this objective, appropriate staff travel targets will be set in the Travel Plan.

Aim Targets

- 7.3 In accordance with the primary objective, the staff travel targets set out in the Travel Plan should aspire to:
- reduce the percentage of staff travelling by single occupancy private car to and from the site
 - increase the percentage of staff utilising active modes (walking/cycling), public transport and car sharing to access the site
- 7.4 In order to identify a baseline modal split for staff travel, an initial (Year 0) travel survey will be undertaken within 3 months of the occupation of the site. A sample staff travel survey form is included in Appendix B; however this is a draft document and can be amended by the TPC to better reflect the site specifics once it is operational.
- 7.5 This Travel Plan contains a set of 'SMART' (Specific, Measurable, Achievable, Realistic, Time-bound) targets which link to the objectives of the plan.
- 7.6 Targets will be set for the levels of travel by single occupancy car trips. It is not considered appropriate to set specific modal targets for foot, bike, car share or bus, as the Travel Plan is interested in the change from private car (single occupancy journeys) to sustainable methods, and these all represent a significant improvement on the current situation. However, the use of non-car modes of travel will be monitored and recorded.
- 7.7 As no surveys can be carried out until the site is occupied, preliminary temporary targets will be set based on the results of travel to work 2011 census data for the Reading area.
- 7.8 This data indicates that circa. 49% of journeys to employment in the Reading area were by car or van. This figure is taken as the "baseline" figure for the staff travel targets, but will be amended following the results of the initial Travel Plan survey.

7.9 A preliminary target will therefore be set that for 12 months after the opening of the new accommodation (i.e. at Year 1), travel by private car will be at 2% below the figure reported by the initial survey, which is considered a reasonable and achievable target given likely staff numbers. It is likely that the largest change in modal split will happen immediately after the Travel Plan is implemented. Beyond the initial 2% reduction, the target will be that private car travel will reduce by 1% per year, bearing in mind the shift patterns of staff, which may not be conducive to sustainable travel. These levels of reduction will remain in place following receipt of the staff survey results.

7.10 Preliminary temporary targets for changing modal split are therefore:

- Baseline figure from census: 49% of trips alone by private car
- Year 1: 47% of trips alone by private car
- Year 2: 46% of trips alone by private car
- Year 3: 45% of trips alone by private car
- Year 4: 44% of trips alone by private car
- Year 5: 43% of trips alone by private car

7.11 Once the staff travel surveys have been carried out within one month of opening, these targets for staff travel will be reviewed and revised to more appropriate site-specific rates, based on the results of the surveys. The proposed rates of reduction (initial 3% reduction in single occupancy car travel to Year 1, followed by 1% per year) will remain in place following receipt of the staff survey results.

7.12 The travel plans targets are set out in Table 7.1 below:

Main Mode of Travel	Target Change by Year 1	Target Change by Year 2	Target Change by Year 3	Target Change by Year 4	Target Change by Year 5
Car (driver alone)	-2%	-3%	-4%	-5%	-6%
Car share (as driver)	+2%	+3%	+4%	+5%	+6%
Car share (as passenger)					
Walk					
Cycle					
Bus					
Rail					
Motorcycle/moped	-	-	-	-	-
Taxi	-	-	-	-	-
Other	-	-	-	-	-

Table 7.1: Staff Travel Targets

- 7.13 From a parking perspective, motorcycles and taxis represent a slight improvement compared to single occupancy car use, however targets have not been set for these modes because a modal shift towards these travel modes is not considered beneficial to the Travel Plan, and as they typically make up a small proportion of the modal split. If the Travel Plan surveys demonstrate an increase in taxi or motorcycle use, targets should be adjusted to reflect the need to reduce them.
- 7.14 Following the initial staff surveys, the targets below should be filled out by the TPC:
- Baseline figure from survey: __% of trips alone by private car
 - Year 1: __% of trips alone by private car
 - Year 2: __% of trips alone by private car
 - Year 3: __% of trips alone by private car
 - Year 4: __% of trips alone by private car
 - Year 5: __% of trips alone by private car
- 7.15 If the targets are not met in the future annual reviews, consideration will be given to additional remedial measures which will help to reduce car usage. Once the initial surveys are carried out, these results will highlight which travel modes are the most and least popular and which modes need to be focus upon – for example, if walking levels are low despite high levels of local residence by staff, focus can be given to encouraging travel by this mode.

Action Targets

7.16 **Table 7.2** sets out the measures and actions discussed previously within this Travel Plan alongside their implementation targets dates:

Target Date	Action / Measure
Prior to occupation	• Appointment of Travel Plan Coordinator • Provide staff shower changing & storage facilities • Provide cycle parking facilities • Install travel noticeboards with appropriate information, including local walking and cycling routes, public transport information, journey planning and local taxi providers • Put travel information on company websites • Produce Staff Travel Packs • Investigate public transport discounts that may be available to staff
Within 3 months of trading	• Undertake initial (Year 0) staff travel survey • Promote and encourage staff participation in car share schemes • Investigate and promote availability of local cycle training courses • Investigate Bike 2 Work scheme at the site
Annually	• Undertake updated staff travel surveys and review the Travel Plan and its associated measures/targets accordingly
Ongoing	• Consultation and liaison with local authority and public transport operators regarding infrastructure and services in the vicinity of the site as appropriate • Promote Local/National Awareness Events • Updating as required, the information provided within the Staff Travel Packs and on the travel noticeboards and company website • Investigate the demand for a staff bicycle pool

Table 7.2: Travel Plan 'Action' Targets

8 Monitoring & Review

- 8.1 The monitoring and review of the Travel Plan will be undertaken by the TPC.

Monitoring

- 8.2 Monitoring of the Travel Plan includes the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence.
- 8.3 Monitoring of the Travel Plan is required annually over a minimum of five years to ensure that progress towards the Travel Plan targets is achieved and to allow sufficient time to meet its primary objective.

Staff Travel Survey

- 8.4 Updated staff travel surveys will be undertaken on or around the annual anniversary of the initial (Year 0) staff travel survey, to provide travel data for comparison with data derived at the introduction of the Plan, free of seasonal bias.
- 8.5 The staff travel survey will target a response rate of at least 60% of existing staff. If any of the surveys do not meet this response rate they will need to be retaken until an acceptable response rate is achieved.
- 8.6 The staff travel survey results will be shared with the local planning authority upon request in order to refine and agree the Travel Plan's measures and initiatives moving forward and to ensure targets remain SMART (Specific, Measurable, Achievable, Realistic and Time-bound).
- 8.7 Staff Travel survey results are to be contained in Appendix C of the Travel Plan and key data will also be made available to staff on-site via the Travel noticeboards.

Traffic Counts

- 8.8 In addition to the questionnaire surveys, it is the TPC's role to determine if traffic count surveys are also necessary. The results would be compared with both the traffic count surveys from the previous year's monitoring, and the expected traffic generation set out in the development's Transport Statement.

Ongoing Monitoring

8.9 The TPC will undertake ongoing monitoring, recording/addressing any pertinent information to be considered as part of the development of the Travel Plan. Ongoing monitoring would include, but is not limited to:

- staff feedback relating to any concerns or comments regarding travel to/ from the site and within the site
- ensuring internal pathways are kept clean and clear for pedestrian use
- the condition and use of staff locker and changing facilities
- counts of cycles parking onsite, including formal and informal locations
- the uptake of staff on any discounts/schemes promoted by the TPC, e.g. awareness events, cycle training, car share schemes and ticketing discounts

Review

8.10 This Travel Plan is not a fixed document, and the strategy and measures contain herein will require reviewing over the period of the Plan to ensure the document remains relevant and to accommodate changes in circumstances, however the main objective of the Travel Plan will not change.

8.11 If, through the monitoring process, the TPC considers that there is a justifiable reason to undertake a review of the Travel Plan and its objectives, targets and measures, they will liaise with RBC accordingly in order to agree in writing any amendments to the Travel Plan.

APPENDIX A: Cycling in Reading Leaflet



Reading
Cycle Routes



Reading
Borough Council
Working better with you

Cycling in Reading

Route Map and Facilities Guide 2022

Cycling Safely

Whether you are an experienced or inexperienced cyclist you must obey the Highway Code – it applies to cyclists as much as to motorists. Below you will find an outline of some of the points illustrated in the code.

On-Road

You MUST abide by all traffic signs and traffic light signals.

Bus lanes may be used by cyclists only if the signs include a cycle symbol. Be very careful when overtaking or leaving a bus lane as you will be entering a busier traffic flow.

The law requires that you must have lights and reflectors when on the road between sunset and sunrise.

Advanced Stop Lines enable cyclists to position themselves ahead of other traffic at traffic signal junctions.

Off-Road

Look out for footpaths designated as shared-use for pedestrians and cyclists. These may be segregated by a white line or unsegregated.

Take care when passing pedestrians, especially children, elderly or disabled people and allow them plenty of room. Always be prepared to slow down and stop if necessary.



Top Safety Tips

- Aim to be seen by other road users- wear bright or reflective clothing
- Wear a helmet that conforms to current regulations
- The law requires that you must have lights and reflectors when on the road between sunset and sunrise

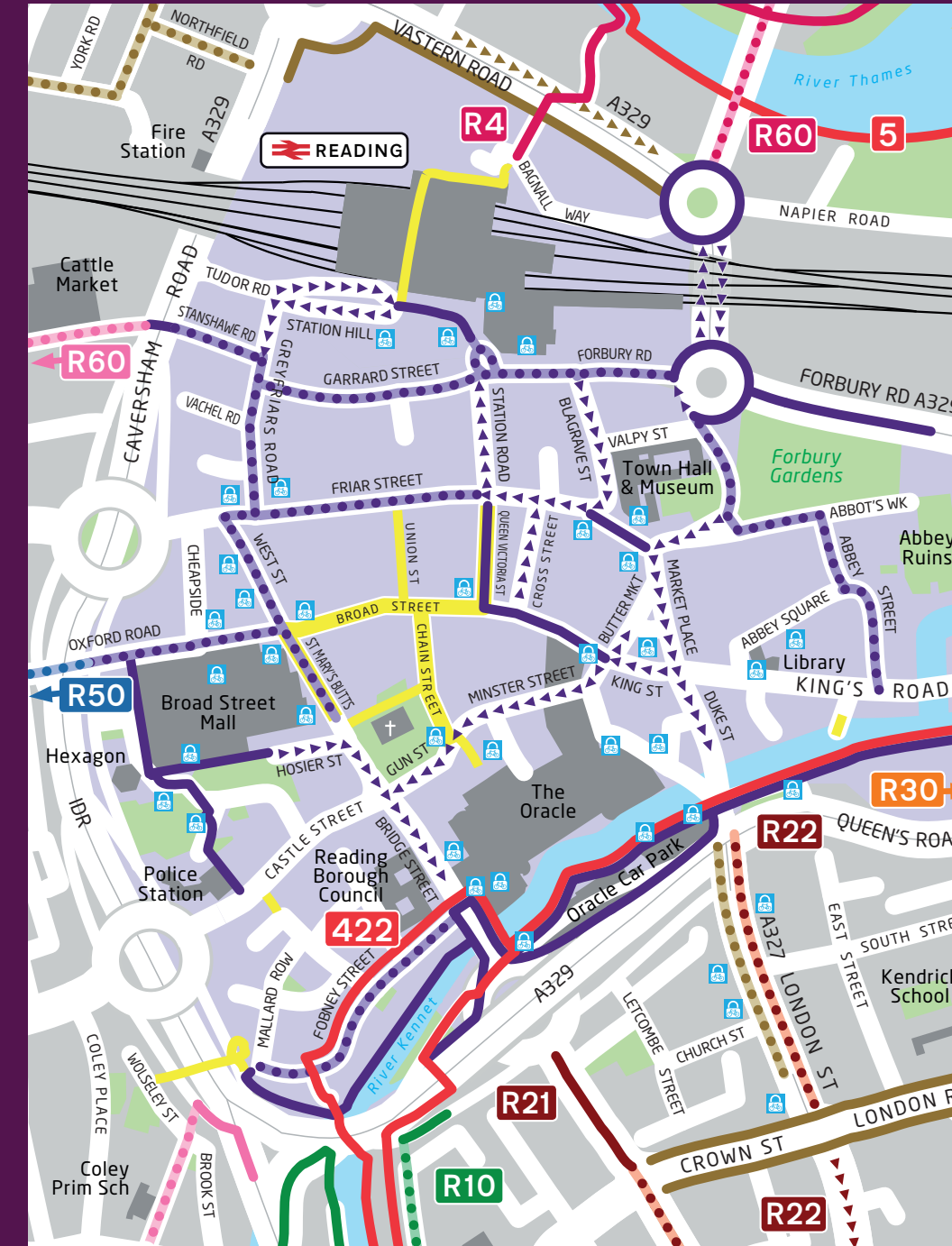
Considerate Cycling

- Follow the Highway Code
- Cycle only on pavements designated as shared-use
- Use your bell to make other road users aware of your presence as not all pedestrians can see you
- Make eye contact with other road users
- Signal when carrying out turning manoeuvres and check your blind spots
- Cycle at an appropriate speed dependent upon the facilities being used
- Be prepared to stop or slow down particularly where other road users are present

More information on the Highway Code can be found at gov.uk/guidance/the-highway-code/rules-for-cyclists-59-to-82



Cycle Routes in Central Reading



Legend

- Town Centre route
- Linking route
- Pedestrian zone
- Reading Cycle Route
- National Cycle Network
- Cycle parking facilities
- Railway Station

Cycle Facilities Key (for all route colours)

- Traffic-free cycle route
- On-road cycle route/facilities
- On-road cycle route - one-way street

Cycling in Reading

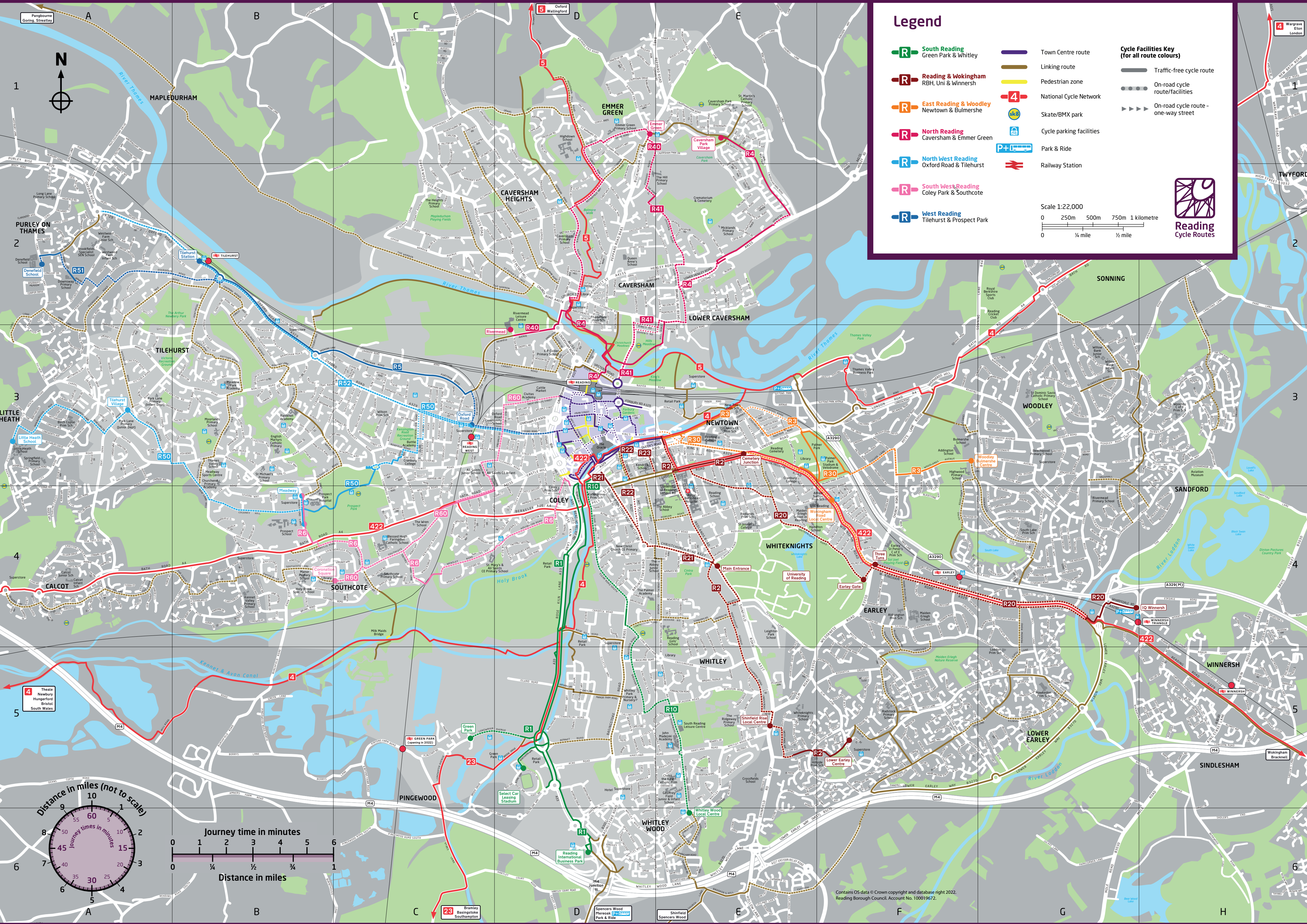
Bikes are the most energy-efficient form of transport and can be faster and more predictable than car or bus for short journeys.

For example, at a relatively comfortable 10mph, you can cycle from Green Park to The Oracle in 15 minutes - burning around 100 calories in the process.

Cycling regularly can keep you fit, save you money (no tax, no fuel, no fares) and it's one of the most environmentally-friendly ways to travel.

Whether you are an experienced or inexperienced cyclist, planning a journey to work, school or for leisure. Reading Borough Council is happy to provide copies of this cycle map. Please call **0118 937 3787** or email tansport@reading.gov.uk for hard copies. Alternatively, you can find it is online at reading.gov.uk/transport/cycling





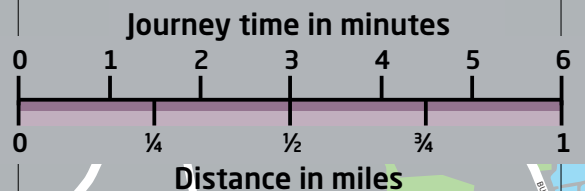
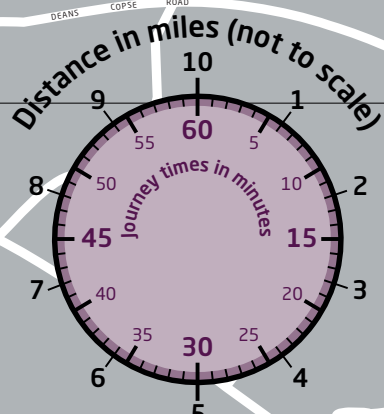
Legend

- South Reading**
Green Park & Whitley
- Reading & Wokingham**
RBH, Uni & Winnersh
- East Reading & Woodley**
Newtown & Bulmershe
- North Reading**
Caversham & Emmer Green
- North West Reading**
Oxford Road & Tilehurst
- South West Reading**
Coley Park & Southcote
- West Reading**
Tilehurst & Prospect Park
- Town Centre route
- Linking route
- Pedestrian zone
- National Cycle Network
- Skate/BMX park
- Cycle parking facilities
- Park & Ride
- Railway Station

- Cycle Facilities Key
(for all route colours)**
- Traffic-free cycle route
 - On-road cycle route/facilities
 - On-road cycle route - one-way street



Scale 1:22,000
0 250m 500m 750m 1 kilometre
0 ¼ mile ½ mile



APPENDIX B: Sample Staff Travel Survey Form

2023 Staff Travel Survey

Travel Questionnaire

1: Name?.....

2: Home postcode?.....

3: Does a disability affect your travel options?.....

4: Are you a Blue Badge holder? (Yes/No)

5: Method of travel - indicate below the single main mode of transport used for your commute:

Car/Van (Driver)	Bus
Car (Passenger)	Train
Taxi / Minicab	Bicycle
Motorcycle	Walk
Mini-bus Shuttle	Other (please specify)

6: Do you currently car share?

7: Distance Travelled?

< 1 mile	10 - 20 miles
1 - 2 miles	20 - 30 miles
2 - 4 miles	30+ miles
4 - 10 miles	

8: Finally, do you have any comments/suggestions regarding improvements to the travel facilities at the site or on how to better encourage sustainable travel by staff (i.e non-car travel)?

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APPENDIX C: Staff Travel Survey Results

