

Venta PropCo 1 Limited

Eaton Court, Reading

Residential Travel Plan

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1 INTRODUCTION

Overview

- 1.1 Caneparo Associates has been appointed by Venta PropCo 1 Limited ("the Applicant") to provide traffic and transportation advice in relation to the proposed redevelopment at 104-112 Oxford Road, Eaton Court ("the Development"), located within Reading Borough Council (RBC).
- 1.2 This Residential Travel Plan has been prepared to support an application for full planning permission for the:
- "Demolition and residential redevelopment to provide three buildings comprising residential units (Use Class C3) along with car parking, cycle parking and associated landscaping, amenity space, plant and refuse areas, and access arrangements."*
- 1.3 The proposed development will comprise 120 residential dwellings (Use Class C3) with associated amenity space, provided across three buildings which will rise between five to seven storeys. A total of 14 car parking spaces (6 disabled spaces for use by residents) will be provided on the Development.
- 1.4 Travel Plans provide long-term strategies aimed at changing travel habits away from unsustainable use of the private car to more sustainable modes such as walking, cycling, public transport and car sharing. Travel Plans also encourage a shift from sustainable modes such as public transport, to more active modes such as walking and cycling, particularly in areas of high accessibility where car use is already low.
- 1.5 The aim of this Travel Plan is to put in place the management tools that are necessary to enable residents at the Development to make informed decisions about their travel. This will, in effect, minimise the adverse impacts of their travel to / from the Development on the environment.
- 1.6 Changing travel habits can be achieved through measures such as the distribution of travel information, provision of facilities, and the promotion of incentives to travel sustainably, all of which reflects current central and local government policy.

Scope

1.7 The remainder of this document is structured as follows:

- Section 2 - accessibility of the Development and existing travel patterns;
- Section 3 - lists the objectives and targets of the Travel Plan;
- Section 4 - sets out the Travel Plan management;
- Section 5 - identifies the Travel Plan measures;
- Section 6 - outlines the monitoring and review programme;
- Section 7 - sets out the Action Plan; and,
- Section 8 - includes useful contacts and information.

2 ACCESSIBILITY

Development Location

- 2.1 The Development is located within central Reading and is approximately 380m west of Reading's pedestrianised town centre. The Development is bound to the east by Eaton Place, to the south by Oxford Road, to the west by a new residential development and is bound to the north by Eaton Place and neighbouring commercial properties.
- 2.2 The existing site comprises a part 2, part 3 storey office property (ground, 1st and 2nd floors), providing 3,550sqm (GIA) of office floorspace. The site also provides on-site car parking at the rear of the property, with 106 spaces provided within a multi-storey car park, accessible from Eaton Place to the north. The location of the Development is shown at **Figure 2.1**, below.

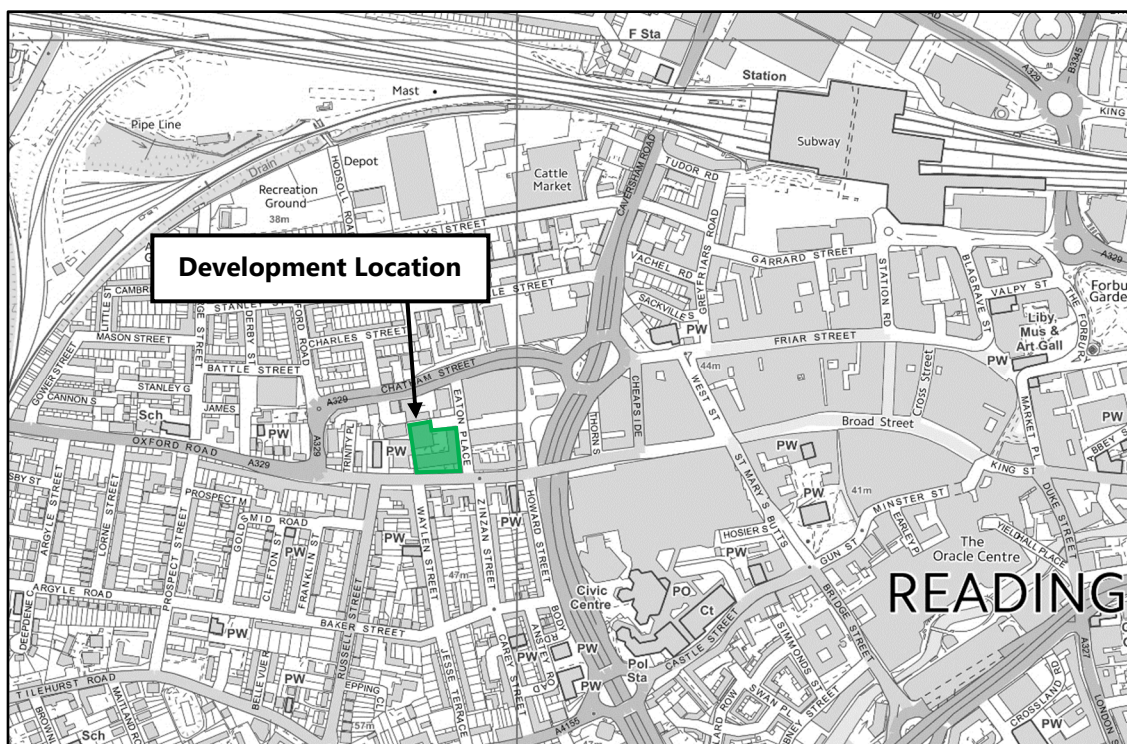


Figure 2.1: Development Location

© Crown copyright and database rights Ordnance Survey

- 2.3 The Site is located approximately 850m to the southwest of Reading Station, which provides access to regular services operated by Cross Country Trains, South Western Railway, Great Western Railway and Transport for London (TfL) Elizabeth Line services. The Site is located in an area which benefits from numerous residential amenities in close proximity, with retail and community amenities as well as a good public transport network.

Local Highway Network

Oxford Road

- 2.3.1 Oxford Road is a two-way single carriageway road which operates along the southern boundary of the Development in a broadly east to west orientation between the roundabout junction with West Street / Broad Street / St Mary's Butts to the east, and continues west for circa 6km, providing access to Tilehurst Station and Reading Retail Park. Oxford Road is designated as a red route, one of Reading's first red routes, which includes double red line kerbside restrictions of no stopping at any time. Single and double yellow blips are also present on the kerbside, prohibiting loading activity on the route. Delineated pay-by-phone parking spaces (operational 08:00-20:00) are available on some sections of the red route, including in the immediate vicinity of the Site, where parking is permitted for 2 hours (no return within 2 hours).

Eaton Place

- 2.3.2 Eaton Place is a two-way single carriageway road which operates along the eastern boundary of the Development in a north to south orientation between the A329 Chatham Street to the north and Oxford Road to the south. Eaton Place provides access to the on-site rear car park. Double yellow line kerbside restrictions are present throughout, except for a circa 14m strip of single yellow line adjacent to the northern boundary of the Development, with general restrictions in place prohibiting stopping (with the exception of loading activity) between 08:00 – 18:30, Monday to Saturday.
- 2.3.3 Town centre car parking is available at the 'Q Park Chatham Place' car park, which takes access from Eaton Place and accommodates up to 586 car parking spaces including 30 disabled parking bays.

Chatham Street

- 2.4 Chatham Street operates in an east to west orientation to the north of the Development and Eaton Place, providing a direct connection between Oxford Road and the roundabout junction with the A329 and Friar Street. All eastbound traffic along Oxford Road other than taxis and buses must make use of Bedford Road/Chatham Street to continue eastbound towards central Reading. Chatham Street provides access to Eaton Place from the north and is anticipated to be the primary route of arriving vehicles to the Development via Eaton Place.

Accessibility by Active Modes

Access by Foot

- 2.5 Generally, a person's willingness to walk is dependent on many factors including; access to a car, safety, road congestion, weather, gradients, parking, health, direction of route, and purpose of journey. The Chartered Institution of Highways and Transportation (CIHT) guidance suggests that 80 per cent of trips under 1 mile (1.6km) are undertaken on foot (Planning for Walking, April 2015).
- 2.6 All local roads are provided with footways and streetlighting on either side of the road. The nearest formal signalised crossing is located approximately 120m west of the Development along Oxford Road, which is provided with colour contrasted tactile paving, dropped kerbs and rotating cones.
- 2.7 **Table 2.1** sets out details of approximate distances between the proposed development site and local amenities, where an average walk speed of 80 metres/minute is assumed. The Table illustrates that there are a number of local amenities located within 1.6km walking distance of the Development.

Table 2.1 Approximate Walk Distances to Surrounding Local Amenities			
Amenity	Location	Distance (metres)	Approximate Walking Time (minutes)
Facilities and Amenities			
Saood Pharmacy	Eaton Place	20	<1
Anytime Fitness Gym	Chatham Place	100	1
The Nags Head Pub	Russell Street	200	2
Chatham Street Surgery	Chatham Street	200	3
Tesco Express Supermarket	Oxford Road	290	4
Bank	Oxford Road	350	4
Broad Street Mall	Oxford Road	350	4
Oxford Road Community School	Oxford Road	550	7
Fairview Community Centre	Great Knolly Street	600	8
Public Transport Opportunities			
'Waylen Street' Eastbound Bus Stop	Oxford Road	20	<1
'Waylen Street' Westbound Bus Stop	Oxford Road	20	<1
Reading West Station	Oxford Road	700	9
Reading Station	Blagrove Street	950	12

- 2.8 As shown above, the Development has excellent levels of pedestrian accessibility to local services including retail facilities and public transport nodes.

Access by Cycling

- 2.9 Guidance on Cycling can be found in the 'Cycle Friendly Infrastructure' guidelines published by the CIHT. This guidance highlights previous research by the DfT that three quarters of all journeys are less than 5 miles (8 kilometres), of which 60% are undertaken by private cars.
- 2.10 The guidelines highlight that there is a 'substantial potential' for substituting cycling for driving for distances up to 5 miles. A 5-mile (8 kilometre) distance from the Development offers potential access to central Reading and the outskirts of the town.
- 2.11 Reading has a dedicated cycle network located in and around the town. The Development is located in proximity to the R5 and the R60 routes which can be accessed from Oxford Road and George Street, respectively. The R5 route provides access to Reading town centre, while the R60 route links to southwest Reading Coley Park & Southcote. The Reading cycle map has been included in **Appendix A**.

Accessibility by Public Transport

Bus Services

- 2.12 The nearest bus stops to the Development are located adjacent to and opposite the Development on Oxford Road. **Table 2.2** below shows the bus services that are available within walking distance of the Development. A copy of the Reading bus map is also included at **Appendix C**.

Table 2.2: Summary of Bus Service Frequency				
No.	Bus Route	Frequency (minutes')		
		Weekday	Saturday	Sunday
1	Newbury to Reading	30	30	60
2/2a	Central Reading to Burghfield Common	30	30	60
15/15a	Central Reading to Calcot	15	15	30
16	Central Reading to Purley	20	20	30
17	Wokingham Road (Three Tuns) to Tilehurst (Water Tower)	8-15	8-30	10-20
26	Reading Station to Calcot	10-12	12	20
33	Central Reading to Turnham's Farm	15	15	30

Rail Services

- 2.13 The Site is located within proximity to two mainline rail stations. Reading West Station is located approximately 700m to the west of the Site on Oxford Road. The Station provides access to Great Western Railway services operating between Reading, Newbury and Basingstoke. Approximately 7 services depart each hour.
- 2.14 Reading Station is also located approximately 950m to the northeast of the Site providing access to rail services operated by a range of providers including Cross Country Trains, South Western Railway and Great Western Railway. Regular destinations from Reading Station include London Waterloo, Bournemouth, Penzance, Newbury, Carmarthen, Manchester Piccadilly, Bristol Temple Meads and Swansea. Approximately 36 services depart the station each hour.
- 2.15 TfL Elizabeth Line services are also available from Reading Station, operating towards Paddington and Abbey Wood via Maidenhead, Taplow, Slough and Ealing Broadway.

Baseline Travel Patterns

- 2.16 A Baseline mode split will be taken from the initial travel survey after first occupation. This survey will accurately identify how residents to/from the Development. The results of the survey will be known as Year 0. The survey will be undertaken no later than six months after the Development is occupied.
- 2.17 The current predicted modal split for future residents is based upon data from the 2011 Census; specifically, the Method of Travel to Work data for the Middle Layer Output Area: Reading 011 where the Development is located. This mode split has been adjusted to better reflect the parking provision proposed at the Site. The predicted modal split is set out below in **Table 2.3**.

Table 2.3: Baseline Residential Modal Split	
Method of Travel	Percentage
Train	29.3%
Bus	16.6%
Taxi	0.6%
Motorcycle	0.5%
Driving a Car	5.0%
Car Passenger	0.5%
Bicycle	5.0%
On foot	42.5%
Total	100%

- 2.18 For the purpose of this Residential Travel Plan, the mode split shown in **Table 2.3** will be used for monitoring and target setting purposes until a Travel Survey can be undertaken.

3 OBJECTIVES AND TARGETS

Introduction

3.1 This Section sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the Travel Plan can be found at **Section 6**.

- **Objectives** are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed.

Objectives

3.2 The Travel Plan's overriding objective is:

"To engage with and encourage residents to use more sustainable ways of travelling to / from the Development, through more effective promotion of sustainable modes of travel. This will minimise the impact of the Development on the surrounding highway network. "

3.3 The sub-objectives are:

- Sub-objective 1: To increase residents' awareness of the advantages and availability of sustainable / active modes of transport;
- Sub-objective 2: To promote the health and fitness benefits of active travel to residents and where necessary, to visitors;
- Sub-objective 3: To introduce a package of physical and management measures that will facilitate travel by sustainable modes; and therefore,
- Sub-objective 4: To reduce unnecessary use of the car, and public transport where possible, for journeys made to and from the Development.

Targets

- 3.4 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring the progress and success of the Travel Plan. Targets should be 'SMART' – Specific, Measurable, Achievable, Realistic and Time-related.
- 3.5 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time, while Aim Targets are quantifiable and generally relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

- 3.6 The key action targets are set out below:
- To appoint a Travel Plan Coordinator prior to first occupation of the Development.
 - To launch this Travel Plan when the Development becomes occupied.
 - To Issue a Welcome Pack to all residents upon occupation of the development.
 - To undertake a Baseline Travel Survey no later than 6 months after occupation.
 - Each monitoring survey will occur within one month of the anniversary of the baseline survey in each survey year (i.e. Years, 1, 3 and 5).

Aim Targets

- 3.7 The Aim targets of this Travel Plan are focused predominantly on residents living at the Development.
- 3.8 **Table 3.1** outlines the Aim Targets set out for the Development. The targets are set to measure progress towards the main objectives over five years.
- 3.9 The baseline figures are taken from the predicted mode split, as detailed in **Section 2**. This Travel Plan recognises that it is not possible to set out accurate targets far in the future, even when based on actual modal share data (i.e. when the baseline survey has been undertaken). As such, it should be acknowledged that the targets may change over time as results from on-going monitoring become available.

Table 3.1: Travel Plan AIM Targets			
Target	Mode Split		
	Year 1	Year 3	Year 5
Achieve an 8% reduction in the mode share for public transport trips	45.9%	41.9%	37.9%
Achieve a 4% increase in the mode share for cycling trips	5%	7%	9%
Achieve a 4% increase in the mode share for walking trips	42.5%	44.5%	46.5%
Maintain blue badge holder only private car use at the Development	-	-	-

- 3.10 It is considered more constructive to set Action type targets for measures aimed at promoting sustainable transport to visitors whose travel habits will be changeable, rather than mode split Aim targets.

4 TRAVEL PLAN STRATEGY

Travel Plan Co-ordinator

- 4.1 A Travel Plan Coordinator will be appointed to implement and administer the Travel Plan. The details of the TPC will be included below when appointed prior to occupation. The details of the TPC will be provided below and to RBC once appointed.

Name: _____

Company & Position _____

Telephone: _____

Email: _____

- 4.2 The Travel Plan Coordinator will be responsible for all aspects of the Travel Plan and their primary functions will include:

- Undertake the Baseline Travel Survey;
- Undertake Residents Travel Surveys during Years 1, 3 and 5;
- Take responsibility for data collection and review of the Travel Plan;
- Oversee the development and implementation of the Travel Plan on a day-to-day basis;
- Design and implement effective marketing and awareness-raising campaigns to promote the Travel Plan;
- Act as a point of contact for all residents requiring information; and
- Ensure the travel information available is always up to date.

Time Allocation

- 4.3 The TPC will undertake the management of the Travel Plan in addition to their normal duties, (this will be confirmed once a building management team has been put in place). The person undertaking the role will be allowed the time necessary to enable this Travel Plan to achieve its objectives.

Marketing Strategy

- 4.4 All residents will be made aware of the existence of the Travel Plan. A Welcome Pack will be issued to all residents at the commencement of their residence, which will provide a summarised version of the Travel Plan, including information on public transport, car clubs, the local walking and cycling network and contact details for taxi operators. The Travel Plans objectives in enhancing the environment and the role of individuals in achieving the objectives of the Travel Plan will be explained.
- 4.5 Contact details of the TPC will be advertised in the event that residents wish to discuss specific matters directly.

5 TRAVEL PLAN MEASURES

Introduction

- 5.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.

Walking

- 5.2 Walking is a truly sustainable method of travel which offers residents predictable journey times and a range of physical and psychological benefits.
- 5.3 The TPC will develop marketing materials to highlight the health benefits of walking and will implement the following measures to encourage walking:
- Residents will be provided with information and advice concerning safe pedestrian routes to / from the Development;
 - National Walk to Work Day / Month will be promoted amongst residents; and
 - Health benefits of walking to be promoted e.g. '10,000 steps a day campaign'.

Cycling

- 5.4 Cycling is a healthy, low cost, environmentally friendly way to travel and keep fit.
- 5.5 Cycle parking spaces will be provided for residents within secure and well-lit cycle stores located at the ground floor of each residential block. A total of 71 long-stay spaces will be provided for residents in the form of two-tier racks and Sheffield stands across the Development, inclusive of space within each building for accessible cycle parking.
- 5.6 The usage of the cycle parking facilities will be monitored to determine whether additional parking is required once the Development is occupied.

5.7 Specific cycle promotions will include the following:

- Promotion of the health benefits of cycling;
- Cycle routes and other cycling information provided within Residents Welcome Packs etc.;
- Setting up a Residents Bicycle User Group (BUG), or similar, if demand warrants;
- The promotion of National Cycle to Work Day / Bike Week.

5.8 RBC offer weekly 'Cycling for Health' classes at Palmer Park Velodrome, for cyclists of varying ability. 'Everybody Active' Cycling Sessions are also available through RBC, specifically for disabled users and their helpers. The TPC will promote these cycling classes to future residents.

Public Transport

5.9 Up-to-date details of the bus, underground and taxi services, including route information and service frequencies, will be provided on the Residents online portal. National Rail information, enquiry phone numbers and journey planner tools such as <http://www.reading-travelinfo.co.uk/>.

5.10 The TPC will also offer a personalised travel planning session to all residents that request it. The service will be advertised as a residential benefit.

Welcome Pack

5.11 All residents within the Development will be given information about the Travel Plan and travel options in the form of a Welcome Pack. The Welcome Pack will contain at least the following information:

- A summarised version of the Travel Plan document, that sets out the purpose and benefits etc.;
- Timetables and route maps for public transport, particularly buses;
- Contact numbers and web details for National Rail Enquiries;
- Local taxi company details; and,
- Cycling maps for the local area.

Car Club

- 5.12 Car clubs help to reduce reliance on car ownership, providing an opportunity for residents to use a car on occasions where car travel is the most suitable, without having to own a car. The Development will be providing a car club bay locally on-street, for the benefit of the local community and future residents. A copy of the proposal to deliver a car club bay from Enterprise Car Club is included at **Appendix C**.
- 5.13 Through promotion by the TPC and information outlining in Welcome Packs, the TPC will offer car club membership to residents for one year. This will enable residents to make a shift away from private car ownership and will also enable residents who currently own a car and will move to the Development, a means to travel by car without keeping their vehicle.

Visitors

- 5.14 Visitors will be advised to travel by modes other than private car wherever possible. Visitor travel will be managed through the information provided on any electronic materials promoting the development, where clear details on how to reach the Development by public transport modes will be provided. This will ensure that as many visitors as possible travel to the Development using sustainable modes.
- 5.15 In the event that visitors are required to use a car to travel to and from the Development, a public Q-Park car park is located approximately 120m northeast of the Development on Eaton Place, where a total of 586 car parking spaces are provided.

6 MONITORING AND REVIEW

Monitoring

- 6.1 In order to establish the travel patterns of residents, an initial baseline travel survey will be undertaken within 6 months of first occupation. The surveys will examine the use of existing modes of travel, attitudes towards sustainable modes of transport and the most effective measures to promote sustainable travel. These surveys will be known as 'Year 0'. Further surveys will be carried out in Years 1, 3 and 5.
- 6.2 The Travel Survey should largely remain the same throughout the life of the Travel Plan to ensure consistency in the results and information and the ability to measure the effectiveness of the Travel Plan measures.
- 6.3 The monitoring of the Travel Plan will also include the collection of 'soft' analytical data in the form of general feedback and correspondence. The monitoring process will evolve over time, but is likely to include the following:
- Monitor demand for additional residents' cycle parking;
 - Monitor the take up of any cycling discounts and participation in Bicycle User Groups;
 - Monitor the usage of on-site disabled car parking; and,
 - Record comments received from management and residents relating to the operation and implications of the Travel Plan.
- 6.4 The Travel Plan will be amended in light of any developing circumstances and reviewed for accuracy of content. This will incorporate the results of the surveys to include feedback from residents.

Review and Reporting

- 6.5 The Travel Plan will be monitored for a period of five years. Travel Plan reviews will be undertaken after the baseline survey in Year 0 and also in Years 1, 3 and 5 and will be scheduled to be on, or about, the anniversary of the introduction of the Travel Plan.

- 6.6 The purpose of the reviews will be to ensure that the Travel Plan is on track and that the targets have substantially been met and also to identify any ways to improve and develop the Travel Plan to ensure that all possible measures have been implemented, also considering new measures that could replace those that were not successful or effective.
- 6.7 A major element of the review will involve the re-issue of the resident's travel survey, which will provide the opportunity to gather new information about wider attitudes to travel. Analysis of the survey will also yield updated modal-split information for comparison with data derived at the introduction of the Travel Plan, free of seasonal bias. The TPC will compile a report outlining the results of on-going monitoring throughout the preceding period. The report will be filed for record.
- 6.8 The Travel Plan is a living document which may need to evolve over time to meet requirements. If for any reason analysis of travel patterns reveal that the targets are not being met, the TPC will liaise with RBC in the first instance to ascertain an appropriate way forward. This Travel Plan will lay the foundations for sustainable travel to and from the Development.

Consultation

- 6.9 Consultation with residents will occur as part of the monitoring process. This will include travel surveys for completion by the residents as well as providing an opportunity (e.g. a meeting or forum) for residents and the TPC to identify a common set of objectives for the effective encouragement of users of the Development to make better use of public transport and active modes of travel and discuss matters such as bicycle user groups or car clubs.
- 6.10 The TPC on behalf of the site owner will also consult with the outside bodies including RBC and transport operators, when appropriate. This will ensure the Travel Plan remains up to date and takes account of any changes in accessibility in the local area, such as new pedestrian or cycle routes and / or revised public transport services and timetables.

Securement and Funding

- 6.11 The site owner is fully committed to the implementation of the Travel Plan and will provide all reasonably necessary funding to ensure that the agreed targets can be achieved. A provisional funding budget will be made available by the site owner, confirmation of which will be provided in the final Travel Plan.

- 6.12 Funding from the budget will be provided for the TPC, travel surveys and implementation of all necessary measures. The TPC's funds will provide for the production and circulation of Welcome Packs to residents, with an opportunity given to apply for additional funding to ensure the continued and improved implementation of sustainable initiatives where relevant and of a clear benefit to residents.

7 ACTION PLAN

7.1 The Action Plan is outlined below in **Table 7.1**. The Action Plan will be revised following each Travel Plan review if considered necessary or appropriate.

Table 7.1 – Action Plan				
Measures	Notes	Status/ Target Date	Method of Monitoring	Responsibility
General				
Appoint Travel Plan Coordinator	To develop, implement and monitor the Travel Plan and its measures	Prior to first occupation	N/A	Developer / Site Management
Undertake Baseline Travel Surveys	To monitor the progress of the Travel Plan	Within 6 months of occupation	TPC / RBC	TPC
Administer Residents Travel Surveys	To monitor the progress of the Travel Plan and update the results of the Baseline Survey	During Years 1, 3 and 5 on or about the anniversary of the baseline survey	TPC / RBC	TPC
Information Provision				
Welcome Packs for all residents	All residents will receive a Welcome Pack outlining the sustainable options for travelling to the Development, the existence and purpose of the Travel Plan and location of cycle parking etc.	Upon commencement of occupation	N/A	TPC
Cycling				
Promotion of cycle facilities available as part of the Welcome Pack	Cycle parking to be provided for residents and visitors	Once facilities are installed	Spot checks as part of maintenance rounds	TPC
Provide cycle route maps and other information relating to cycle facilities as part of the Welcome Pack	Greater cost if bespoke information needs to be printed. Less if existing maps etc. are used	Upon first occupation	TPC to monitor uptake	TPC
Encourage cycling through promotion of RBC sessions and awareness events such as National Bike Week and the creation of a Bicycle Users Group as part of the Welcome Pack	To encourage those who are not confident cycling alone to participate with others	Annual event – summer and spring	TPC to monitor participation levels and interest	TPC

Walking				
Community days, social walking events, promotion of Walk to Work Day / Month	Health and financial benefits advertised	Spring and Summer (annually)	TPC to monitor uptake	TPC
Residents to be provided with information related to safe walking routes	Included within Welcome Packs	Prior to building being occupied and on-going through Welcome packs	N/A	TPC
Public Transport				
Residents to be provided with public transport information as part of the Welcome Pack.	As part of Welcome Packs	Prior to building being occupied and on-going through Welcome Packs	N/A	TPC
Car Clubs				
Promote the use of Car Clubs and provide a year of free car club membership to residents	As part of Welcome Packs and ongoing consultation with residents	Upon occupation of each residential unit	TPC to monitor uptake	TPC

8 CONTACTS AND USEFUL INFORMATION

Contacts

Travel Plan Coordinator (TPC) - TBC

Useful Websites

Department for Transport (DfT) – www.dft.gov.uk

Liftshare.com – www.liftshare.com

National Rail – www.nationalrail.co.uk

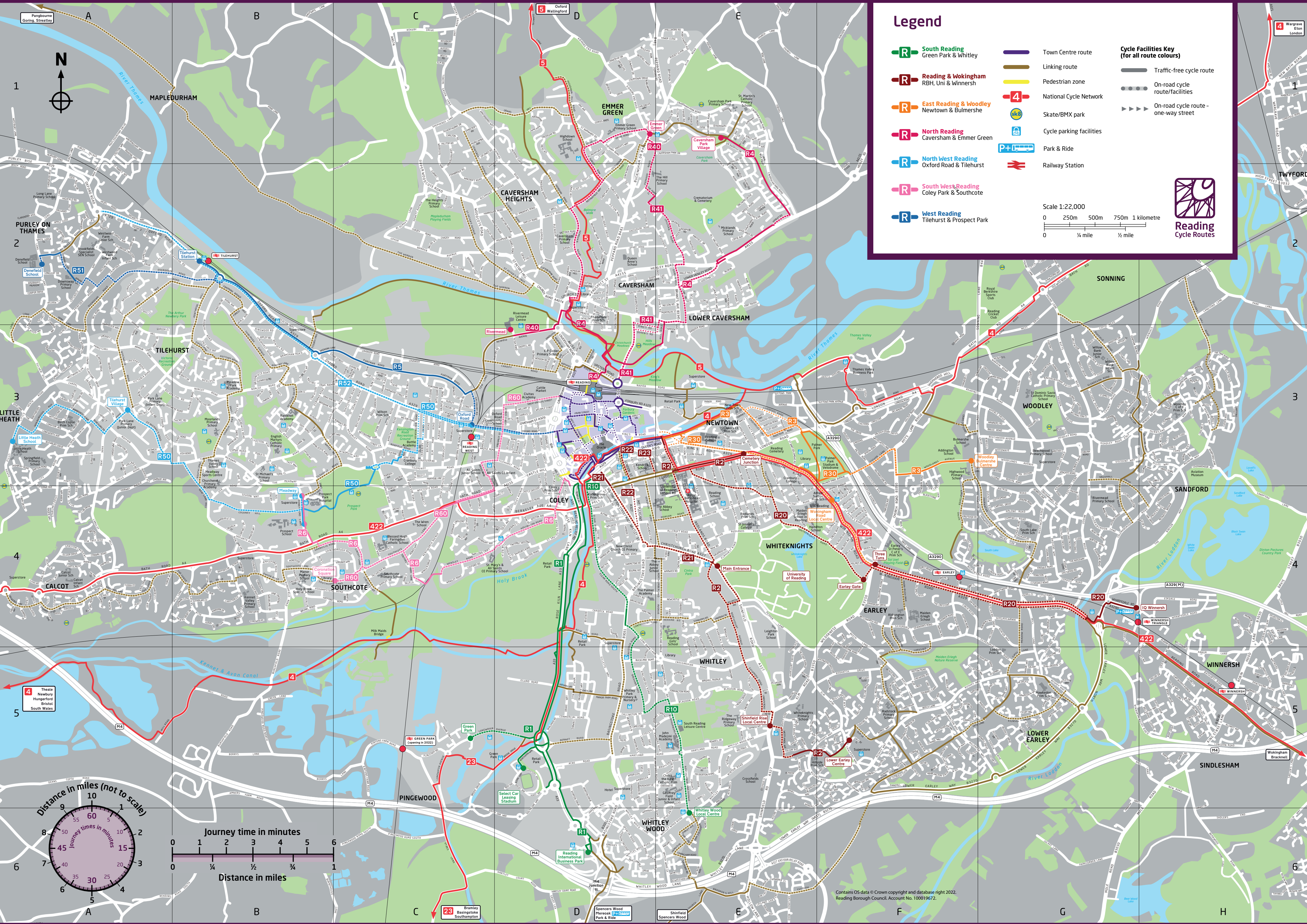
Reading Council - <https://www.reading.gov.uk/>

Bus Maps – <https://www.reading-buses.co.uk/services>

Cycle Maps - <http://www.reading-travelinfo.co.uk/cycling/routes.aspx>

Enterprise Car Clubs - <https://www.enterprisecarclub.co.uk/gb/en/home.html>

Appendix A



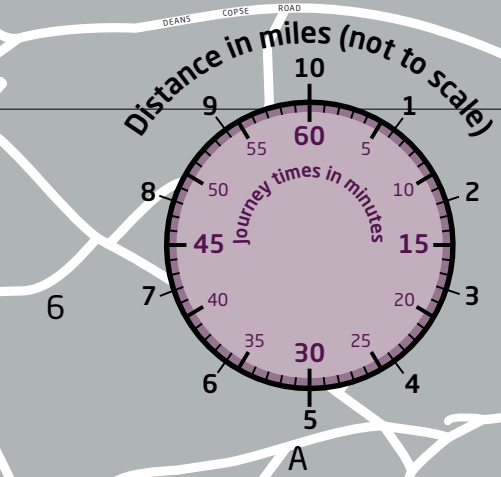
Legend

- 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**
- National Cycle Network**
- Skate/BMX park**
- Cycle parking facilities**
- Park & Ride**
- Railway Station**

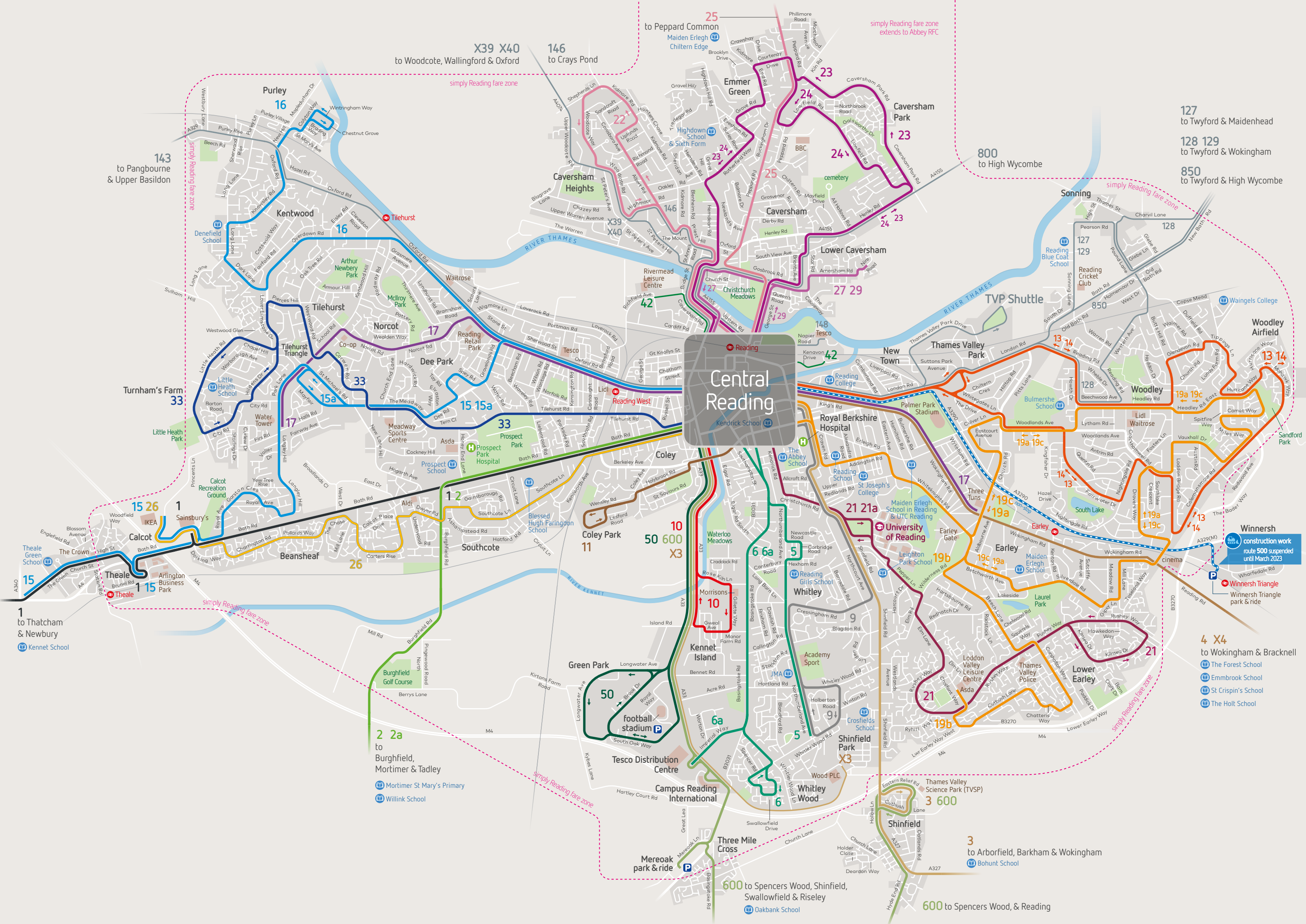
- Cycle Facilities Key
(for all route colours)**
- Traffic-free cycle route
 - On-road cycle route/facilities
 - On-road cycle route - one-way street



Scale 1:22,000
0 250m 500m 750m 1 kilometre
0 1/4 mile 1/2 mile



Appendix B



143
to Pangbourne
& Upper Basildon

X39 X40
to Woodcote, Wallingford & Oxford

146
to Crays Pond

25
to Peppard Common
Maiden Erlegh
Chiltern Edge

simply Reading fare zone
extends to Abbey RFC

800
to High Wycombe

127
to Twyford & Maidenhead

128 129
to Twyford & Wokingham

850
to Twyford & High Wycombe

simply Reading fare zone

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850
to Twyford & High Wycombe

simply Reading fare zone

Appendix C



Car Club proposal for Eaton Court, Reading, RG1 7LL

January 2023



Eaton Court Car Club - Introduction

Enterprise Car Club is an hourly, self-service car rental company, available to members 24/7/365. Vehicles can be picked up in and around a city or region and booked in advance or at the last minute. Located in over 180 UK cities and communities our 100,000+ members have access to over 2,500 cars and vans.

Enterprise Holdings is the parent company of Enterprise Car Club. A car club is a natural extension of the local car-rental service that Enterprise Rent-A-Car has pioneered in the UK over the last 20 years.

Enterprise Car Club will be able to provide new communities with a wider variety of vehicles backed by the Enterprise Rent-A-Car neighbourhood network and award-winning customer service.

Enterprise Car Club already hosts over 150 vehicles at developments across the UK. These range from City Centre residential developments in London and major regional cities (e.g. Manchester, Leeds, Bristol, Edinburgh, Glasgow and Newcastle), to mixed use developments, business parks and non-city centre locations on the fringes of cities or outside major conurbations.

The mobility decisions and behaviour of residents of new developments/communities (business or private) are influenced by their mobility needs in and around their new location, but also across the region and country. A good range of mobility solutions in one and not the other risks travel behaviours remaining focussed on vehicle ownership and far lower adoption of more sustainable and multi-modal options.

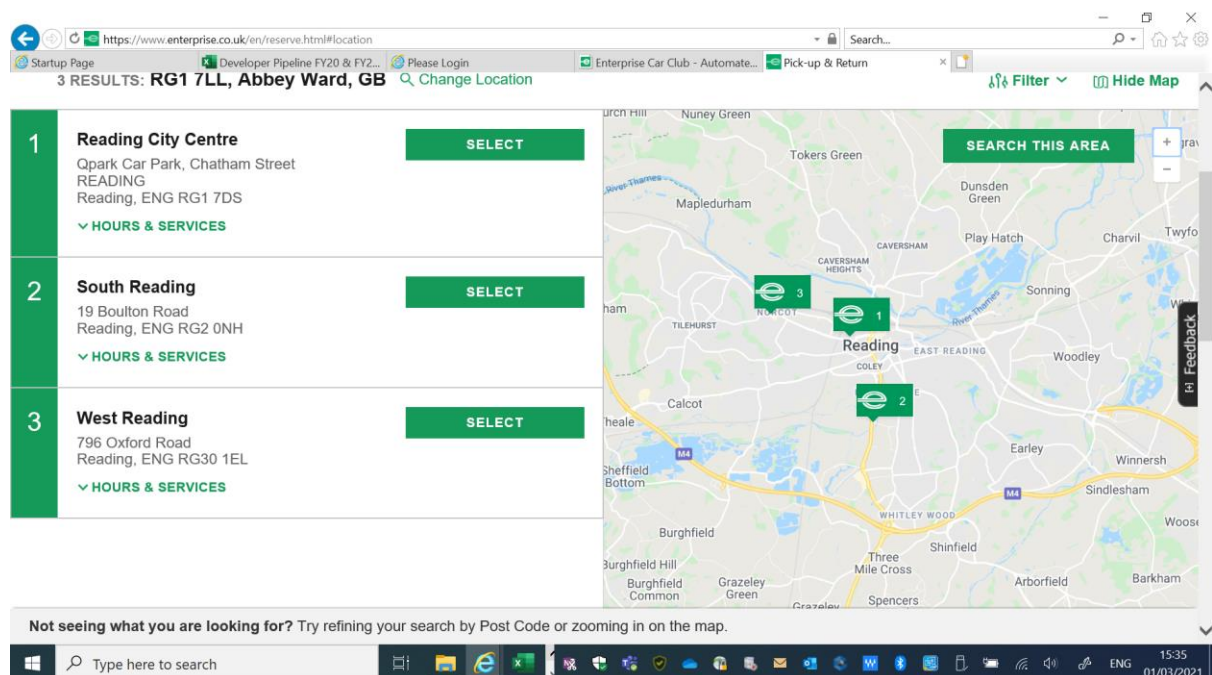
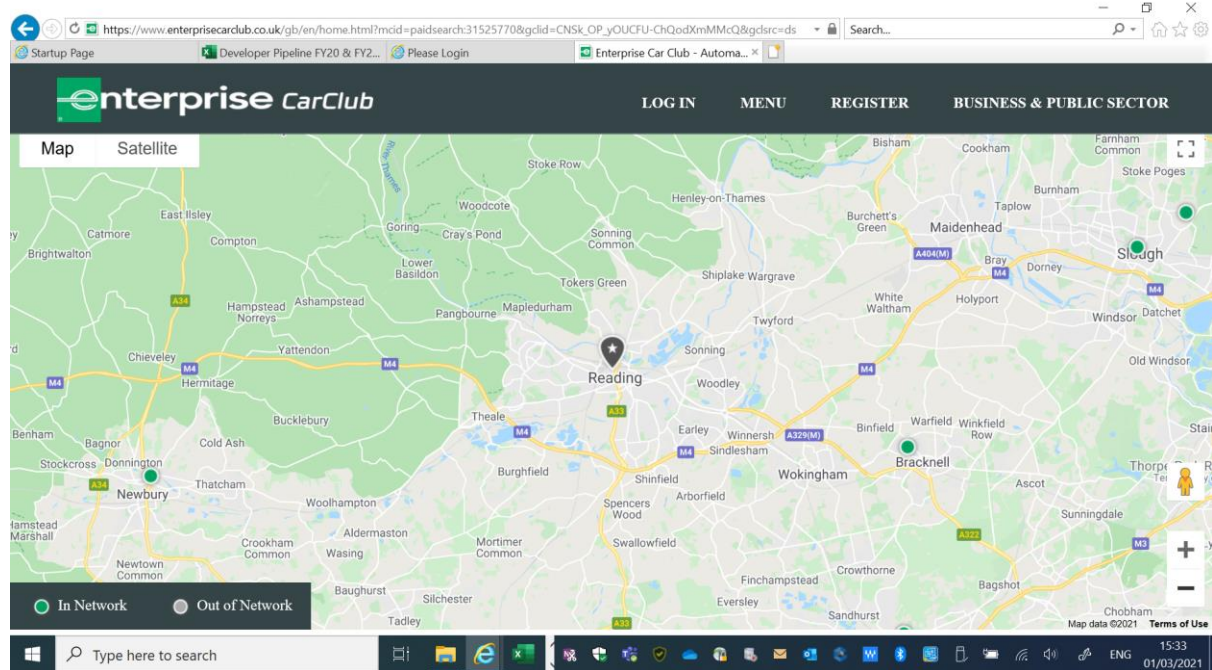
Enterprise has an already established and rapidly expanding national car club and car rental network providing shared mobility from Inverness to the Isle of Wight, Northern Ireland to East Anglia. Large urban centres are covered but towns and smaller communities are also now served by Enterprise Car Club and Enterprise Rent-A-Car. By the time this new development starts to be occupied mobility solutions from Enterprise will be available across the UK integrated physically and digitally alongside other sustainable modes such as public transport, active travel and shared mobility options. Enterprise Car Club already has vehicles within 500 metres of 181 UK train station. These stations represent 34% of UK national rail journeys.

Enterprise Car Club is integrated with Enterprise Rent-A-Car as a brand, business and proposition for residents of the development. This means that personal members of Enterprise Car Club will receive a discount with Enterprise Rent-A-Car and can access all its services in the immediate area around the development and across the UK. Together this integrated approach provides the most powerful alternative to car ownership for individuals and businesses.

Enterprise in the area around Eaton Court, Reading, RG1 7LL

Currently Enterprise Car Club does not have a presence in the development area, closest current vehicle in Bracknell(see first map). Discussions are ongoing to expand this in partnerships with council's, train operators and developers. This car club presence is supported by a strong branch presence (see second map below) and Enterprise also has "[month or more](#)" and commercial vehicles options in the region via [Enterprise Flex-E-Rent](#).

Combined these options make Enterprise the best possible mobility partner for the Eaton Court community whether residents need a car for a few hours, days or months.



The National Car Club

Eaton Court residents will also have access via their Car Club membership to over 2,500 vehicles across the UK. The map below shows the current Enterprise Car Club network which is expanding rapidly.

Eaton Court residents who join Enterprise Car Club can use any of these vehicles and if bookings are cancelled more than 5 hours in advance there are no charges. Enterprise locates car club vehicles with public transport in mind enabling members to travel in combination with public transport and only driving for the smallest possible portion of the journey. One example of this is Enterprise Car Club's presence along the LNER network connecting York to Darlington, Durham, Newcastle, Berwick-upon-Tweed and Edinburgh to the north and Wakefield, Doncaster, Newark, Peterborough and London Kings Cross to the south.



Car Club Proposal for Eaton Court, Reading, RG1 7LL

Given the scale of the development (120 units) and the lack of car clubs locally we advise the following:

- Minimum car club – 1 vehicle on a 12-month rolling contract
- Vehicle provided – petrol/hybrid – preference would be Hybrid – EV's can be supplied provided correct charging infrastructure with minimum 7kw charging in place.
- Total cost - £10,000 ex VAT.
- Additional vehicles can be provided when commercially viable to do so at no additional cost. Enterprise and the client will develop a utilisation model which will trigger additional vehicles in response to demand. This model will consider utilisation levels above 25% and the distribution of demand across the week and working week. If you wish for a larger car club fleet on site when the above model does not deem it commercially viable, additional vehicles can be provided at £10,000 ex VAT.
- Incentive for site only residents – 1 year's free membership of Enterprise Car Club for and £50 drive time.
- The offer will be provided to multiple residents at the same address and throughout the contracted period.
- All residents joining would also be able to get a discount with Enterprise Rent-A-Car. The combination of car club and car rental is very attractive to people as an alternative to car ownership. This would be promoted via a leaflet customised to the offer (see below example), via digital/social media marketing and events
- Any Businesses located at the development site will be provided with free Enterprise Car Club membership for themselves and their employees
- Attendance at sales and promotional events
- Dedicated 24/7 Clubhouse Team and 24/7/365 online reservation system available, by phone or on our app.
- Creation of reports and statistics for the developer and council.
- Zero vehicle maintenance and cleaning responsibilities.
- Dedicated personal development account manager.
- Car Club personal members will receive discount on rentals with Enterprise-Rent-A-Car. Details of nearest branch are below which offers a free "We'll pick you up service".
- Car Club members holding both a corporate and personal membership can link their accounts, so they can have a single sign on to the car club booking system.

One Enterprise and Future Mobility

Car Club usage can be supported and supplemented day traditional car rental (typically for longer journeys) via a local branch and the free “We’ll pick you up service” or a delivery service to the business park. One-way hires are available via the traditional Enterprise Rent-A-Car network.

Enterprise has developed “Enterprise Travel Direct” ETD to assist businesses wishing employees to have access to both car club and daily rental mobility options alongside the use of employee’s own cars for business mobility (grey fleet). ETD allows businesses to load the parameters of their travel policy/hierarchy into the system to manage and direct their employees to the travel option most suitable to their needs in terms of cost, carbon savings etc.

Enterprise is developing Mobility as a Service and Ridesharing services which can also assist business parks provide efficient mobility for residents.

Globally, Enterprise is at the forefront of new mobility solutions and over \$2 billion has been invested in a variety of businesses and technologies that will be critical in solving many of the current and future mobility challenges. Enterprise is seeking to bring innovative Mobility as a Service (MAs) platforms to cities and large sites that will provide users with transport on demand across all modes. Employees could receive “Mobility Credits” from employers and the platform could be white labelled to the location or business.

In response to the changing mobility required by employers in 2020-21 due to the COVID19 situation Enterprise is working to evolve new solutions for employers to assist with employee mobility during the working day and for the employees commute to work. More information can be made available. Enterprise also has implemented a clean car pledge because of the current COVID19 situation. See below for more details.

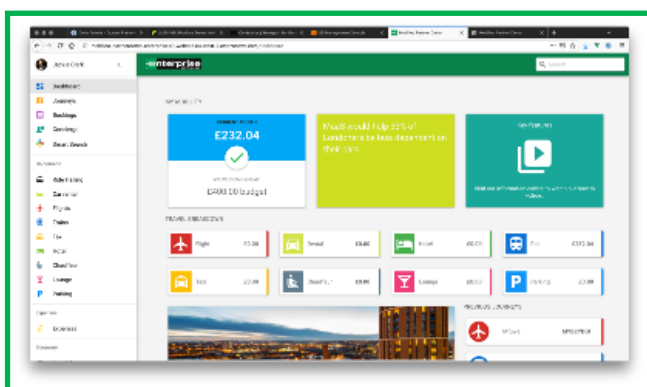
Complete Clean Pledge

Today and every day, we are committed to maintaining the highest standards of cleanliness in the industry. Now more than ever, our customers and employees deserve to know we stand behind that commitment with the Complete Clean Pledge. We pledge to go above and beyond our already rigorous cleaning protocols, including strict sanitizing procedures to protect the health and safety of all.

Learn more about our [Complete Clean Pledge](#).

Below are details on our modified services and the steps we are taking company-wide to protect customers and employees while remaining available to those who need us during this challenging time.

Looking to rent a car? [Find a location near you](#).



Enterprise 9 Seat Minibus

- Low Emission Zone Compliant
- Department for Transport Approved
- Compact and Easy to Drive
- Climate Control
- Side Load Cassette Step
- Drive on Standard Licence (B1)
- Speed Limited to 62 mph
- Single Seats
- Reverse Camera
- M1 Vehicle – Approved for Passenger Transportation
- Adjustable and Fully Flexible Seating Layout



Example Marketing Leaflet

Lawrence Green Residents offer:

Join today for £10

Annual membership usually £60

+ **£10** Free Driving Credit*

+ **5%** off Enterprise-Rent-A-Car

EnterpriseCarClub.co.uk/LAWRENCE

Quote the offer code:

LAWRENCE



enterprise
CarClub

Your property
comes with a car



enterprise
CarClub

**£10 first year
membership***

Annual membership usually £60

*First year's membership for only £10 (usually £60+VAT). £10 driving credit applied once application is approved. Offer ends on 31/03/2025. For Lawrence Green residents only. Hourly price is based on 24 hour rental, based on the UK average Friday-Sunday daily rate of our vehicles as of 01/01/2025. Mileage charge based off UK wide fleet majority as at 01/01/2025. Drive time expires after 90 days of joining. Members must complete their first Car Club rental to qualify for 5% discount code. Full terms and conditions at www.enterprise.co.uk/terms. enterprise.co.uk/terms 12/02/2020 Enterprise Car Club. K02461 03.20 GB



Your nearest car is:
Wallshut Wood,
Bristol, BS16 1GJ



Rent by the hour from
£2.50/hr* & 21p/mile



Fuel, taxes and
servicing included



Access 1,400+
vehicles nationwide

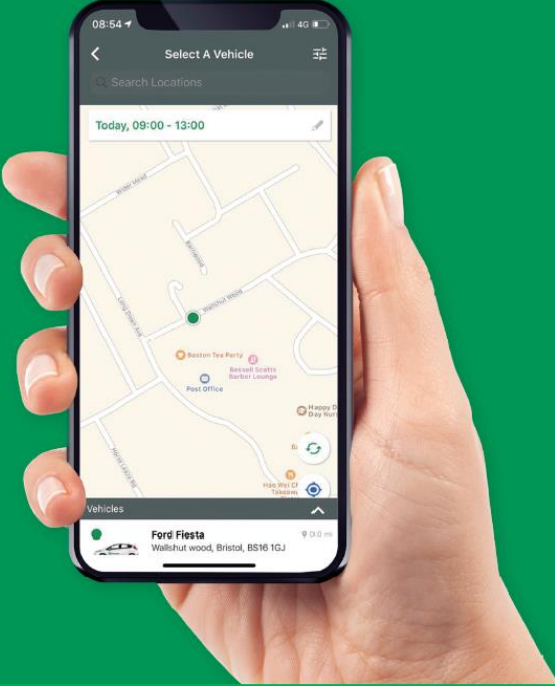


24/7 access
year round

Book & Unlock

from the palm of your hand

Use our app to access cars and vans parked on streets, at train stations, car parks and Enterprise Rent-A-Car branches across the UK. Membership includes fuel, insurance and breakdown cover, meaning you only pay for a vehicle when you need it.



1. Join

Become a member online or on the app



2. Reserve

Book in advance or on the go, online or using the app



3. Unlock & Go

Access the vehicle via the app and retrieve the keys using the PIN-PAD in the glovebox



4. Return

Once back at the original parking bay, lock the vehicle via the app





[Join Now](#)

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