



**TRAVEL PLAN
PROPOSED RESIDENTIAL DEVELOPMENT
Soane Point, 3-10 Market Place, Reading, RG1
2EG**

September 2022

Tene Living UK (Reading) Ltd

TPS Transport Consultants Ltd | TPS Business Hub | Stonebridge Court | 151-153 Wakefield Road | Wakefield | WF4 5HQ



tpsconsultants.co.uk



info@tpsconsultants.co.uk



+44 1924 664638

Registered number: 05973261



Document Record

Project Name	P1633_20220712_ 3-10 Market Place, Reading – Travel Plan			
	Issue 1	Revision 2	Revision 3	Revision 4
Date:	27/07/2022	26/08/2022	07/09/2022	08/09/2022
Prepared by:	JA	JA	JA	JA
Checked by:	JT	JT	JT	JT
Authorised by:	GS	GS	GS	GS

Copyright Statement

This report is the copyright of TPS Transport Consultants Ltd.

The information, ideas and other intellectual property set out in this report and supporting technical appendices are the property of TPS Transport Consultants Ltd and are for the sole benefit of Tene Living (Reading) Ltd in respect of a planning application at 3-10 Market Place, Reading.

TPS Transport Consultants Ltd. requires that the information, ideas and other intellectual property set out in this report are:

- Not shared with third parties and particularly with direct or indirect competitors of TPS Transport Consultants Ltd;
- Not conveyed to other consultants or personnel without the prior approval of TPS Transport Consultants Ltd; and
- Not copied in part or in whole.



Contents

Chapter	Title	Page
1.	INTRODUCTION	1
	Introduction	2
	Context	3
	Developer's Commitment to Travel Planning	3
	The Travel Plan Vision	3
	Travel Plan Aims and Objectives	4
	Report Format	4
2.	POLICY REVIEW	5
	What is a Travel Plan?	5
	National Policy Context	5
	Local Policy	6
3.	ACCESSIBILITY	8
	Introduction	8
	Active Travel Options	8
	Public Transport	13
	Car Club	16
	Local Amenities	17
	Summary	19
4.	TRAVEL PLAN MEASURES	20
	Introduction	20
	Travel Plan Budget	20
	Travel Plan Coordination	20
	Resident Engagement and Information Provision	21
	Promotion and Support of Sustainable Travel Options	22
	Walking	22
	Cycling	22
	Public Transport	23
	Sustainable Car Use	24
5.	TARGETS, MONITORING AND REPORTING	25
	Introduction	25
	Travel Plan Targets	25
	Monitoring	26



EXECUTIVE SUMMARY

This Travel Plan is submitted in support of a planning application for development at Soane Point, 3 – 10 Market Square, Reading, RG1 2EG.

The proposals are for external works to the existing building, including partial replacement of the existing façades fronting Market Place and Abbey Square alongside other external works to the building; set back single-storey extension above part of block fronting Market Place, part two, part three-storey extensions above other blocks; and conversion and alterations to ground floor reception and car parking area. Together, the works will deliver 38 new homes and (internal and external) residential amenity areas, with associated car parking.

This report clearly sets out the commitment of the developer to delivering a scheme that promotes and facilitates sustainable travel and minimises traffic impact, in line with the requirements of both national and local transport policy. It confirms a range of measures to be delivered (and timescales for doing so), along with SMART targets and mechanisms for monitoring and reporting on progress.

1. INTRODUCTION

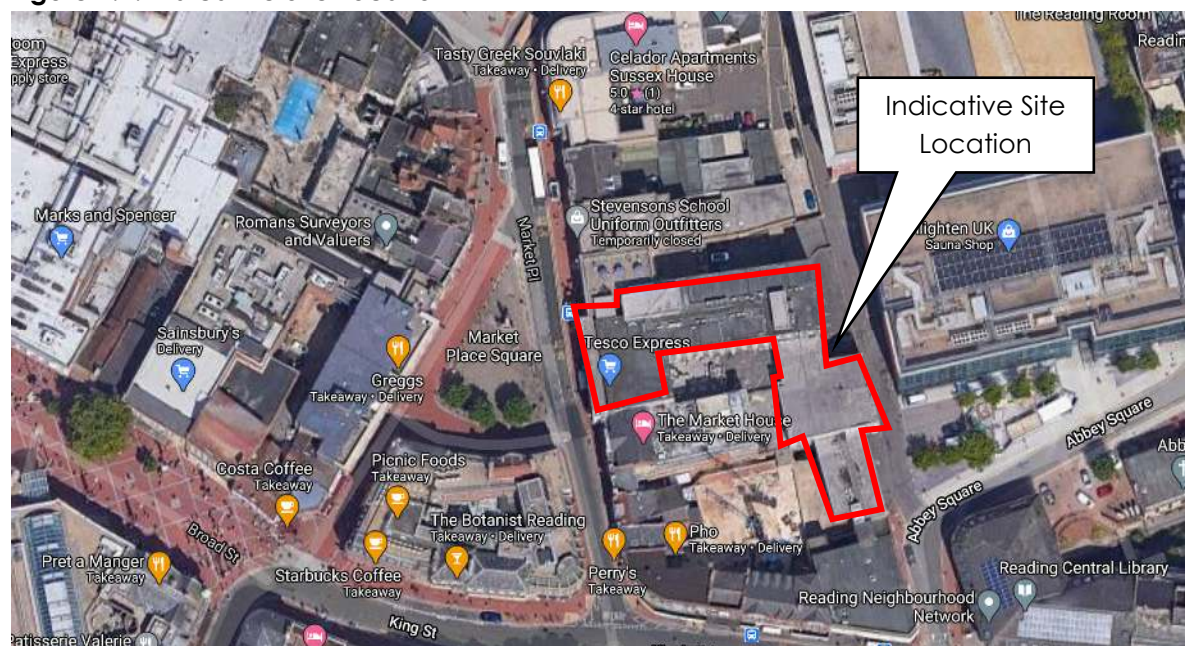
INTRODUCTION

- 1.1 TPS Transport Consultants Ltd. (TPS) has been appointed by Tene Living (Reading) Ltd to prepare a Travel Plan to accompany a planning application for 38 dwellings at 3-10 Market Place, Reading.

Site Location and Development Proposals

- 1.2 The site is located in Reading town centre, within the main retail area and is bound to the north, east and south by retail and commercial uses, whilst to the west it is bound by Market Place Square. The site location is shown in **Figure 1.1** below, whilst the proposed site layout is provided at **Appendix A**.

Figure 1.1: Indicative Site Location



(Source: Google Maps)

- 1.3 The proposed development is to be made up of 38 apartments; a mix of 1, 2 and 3 bedroom dwellings. The development proposals will also provide 20 car parking spaces in the existing basement car park.



CONTEXT

- 1.4 The highly accessible location of the development means residents can take advantage of the excellent public transport services and connectivity within the town centre. The provision of cycle storage on site is expected to contribute to the uptake in sustainable modes of transport.
- 1.5 The Travel Plan strategy set out within this report details the specific delivery mechanisms that the eventual operator of the development will implement at the site, along with the specific tools that will be utilised by the Travel Plan Coordinator, who will be appointed to oversee its ongoing implementation.
- 1.6 TPS is a specialist Travel Plan consultancy with extensive experience of developing and implementing Travel Plans throughout the UK. The content of the Travel Plan and the specific measures proposed, therefore, pays due regard to national and local travel planning guidance (Section 2), and the experiences of TPS in delivering Travel Plans at other similar developments.

DEVELOPER'S COMMITMENT TO TRAVEL PLANNING

- 1.7 It is recognised that by submitting and implementing a Travel Plan, sustainable travel patterns can be established from first occupation of a development and then are more likely to continue over time, minimising the impact that a development has upon local infrastructure and the environment and ensuring that, where possible, all residents make informed journey choices.
- 1.8 Travel Plans can deliver a wide range of benefits to developers themselves, as well as to employees and the wider community, helping to facilitate development that does not require residents to own / use a car.
- 1.9 Individuals can benefit through the use of sustainable travel options include financial gains, improved health and fitness and reducing the environmental impact of their travel.
- 1.10 Recognising these benefits, the developer is fully committed to the process of securing this Travel Plan in taking the development forward.

THE TRAVEL PLAN VISION

- 1.11 The vision for this Travel Plan is:

"To make the development a place that facilitates and supports residents to make fully informed travel choices about how they travel and, in doing so, minimise as far as possible the need to travel by car and the resultant impact upon the local environment."



TRAVEL PLAN AIMS AND OBJECTIVES

- 1.12 To achieve this vision, the aim of this document is to:
- Minimise the impact the development has upon the environment and local highway network by promoting the use of sustainable travel options above less sustainable modes.
- 1.13 Reflecting this aim, the objectives of this Travel Plan document are to:
- Identify the range of travel options available to residents;
 - Maximise the use of sustainable travel modes amongst residents through effective promotion and engagement; and
 - Use suitable monitoring and reporting mechanisms to assess, over time, the impact of the measures within this Travel Plan.
- 1.14 Due to the location and nature of the site, it is likely that the proportion of trips by sustainable modes will be high, and therefore, it is likely that any significant uplift in non-car modes (from a baseline position) will be negligible.

REPORT FORMAT

- 1.15 Following this introductory section, this document outlines the principles and strategic benefits of effective travel planning, then explores the nature of the transport infrastructure surrounding the development, before going on to highlight the facilities to be provided and Travel Plan measures to be implemented at this site. The report then sets out targets for a reduction in single occupancy car trips and a monitoring methodology to complement this.
- 1.16 Effective Travel Plans are those that contain a range of specific measures, targeted at the demographic of a site and backed up by a communications strategy that ensures people are made aware of the range of opportunities available to them. This document outlines both the measures to be implemented by the eventual operator and also discusses the way in which travel by each mode of transport will be supported and encouraged through promotion of existing opportunities.



2. POLICY REVIEW

WHAT IS A TRAVEL PLAN?

- 2.1 A Travel Plan is a general term for a package of measures tailored to the needs of an individual site or organisation and aimed at promoting greener, cleaner travel choices and reducing reliance on the car. It involves the development of a set of mechanisms, initiatives and targets that, together, can enable a developer or organisation to reduce the impact of travel and transport on the environment, whilst also bringing a number of other benefits to individuals.
- 2.2 A Travel Plan is a dynamic process that will grow and develop with time and in accordance with the changing circumstances of a site and the environment in which it is to be delivered.
- 2.3 Whilst this Travel Plan report is, therefore, being developed as a planning requirement, it will need to be flexible enough to take account of the evolving requirements and circumstances of the individual development to which it applies and the actions within it will, therefore, be reviewed and updated on a regular basis.

NATIONAL POLICY CONTEXT

National Planning Policy Framework (NPPF – DCLG, July 2021)

- 2.4 The revised National Planning Policy Framework was published in July 2021 and sets out the government's planning policies for England and how these are expected to be applied. It continues to encourage development through the planning system, with a presumption in favour of sustainable development.
- 2.5 The NPPF states that *"Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe"* (Paragraph 111). Paragraph 112 sets out that development proposals should seek to:
 - *"Give priority first to pedestrian and cycle movements, both within the scheme and connecting with neighbouring areas; and second – so far as possible – to facilitate access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
 - *Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*



- *Create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- *Allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- *Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations."*

2.6 This Travel Plan will demonstrate how future residents can take full advantage of existing facilities for sustainable travel, locally, contributing to the aims of NPPF.

LOCAL POLICY

Reading Borough Local Plan, Adopted November 2019

2.7 The Local Plan is the document which guides development in Reading to 2036 and will be used to play a decisive role in how Reading evolves over the next two decades. It identifies the amount of development that will take place, the areas and sites where development is expected to be accommodated, and where it will be restricted, and sets out policies for how planning applications will be decided.

2.8 The following policies have been identified as relevant to the development proposals and this Travel Plan:

- **Policy CC6 – Accessibility and the Intensity of Development:** *"The scale and density of development will be related to its level of accessibility by walking, cycling and public transport to a range of services and facilities, with the densest and largest scale development taking place in the most accessible locations."*
- **Policy TR1 - Achieving the Transport Strategy:**
 - *"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; and

- *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."*

- **Policy TR4 - Cycle Routes and Facilities:** *"Developments will be expected to make full use of opportunities to improve access for cyclists to, from and within the development and to integrate cycling through the provision of new facilities. Development of new facilities for cycling, such as cycle hire points and cycle parking, will be acceptable.*
- **Policy TR5 – Car and Cycle Parking and Electric Vehicle Charging:** *"Development should provide car parking and cycle parking that is appropriate to the accessibility of locations within the Borough to sustainable transport facilities, particularly public transport."*

2.9 The Local Plan goes on to state that for developments which are likely to have a significant transport implications, Travel Plans will be sought. Travel plans should include robust measures to ensure that the proposals in them are implemented, monitored and reviewed as necessary.

2.10 It is considered that the development proposals will complement the policy objectives and aspirations outlined within the Reading Borough Local Plan. **Section 3** outlines the existing opportunities for travel by non-car modes to the site, which will be utilised by residents.



3. ACCESSIBILITY

INTRODUCTION

- 3.1 This section of the Travel Plan describes the existing opportunities for travel by non-car modes which could be utilised by residents at the site.

ACTIVE TRAVEL OPTIONS

Pedestrian Access

- 3.2 Guidance provided by the Institute for Highways and Transportation (IHT) on the preferred maximum walking distance by journey type is provided in **Table 3.1**, below; for commuting to work, this is two kilometres.

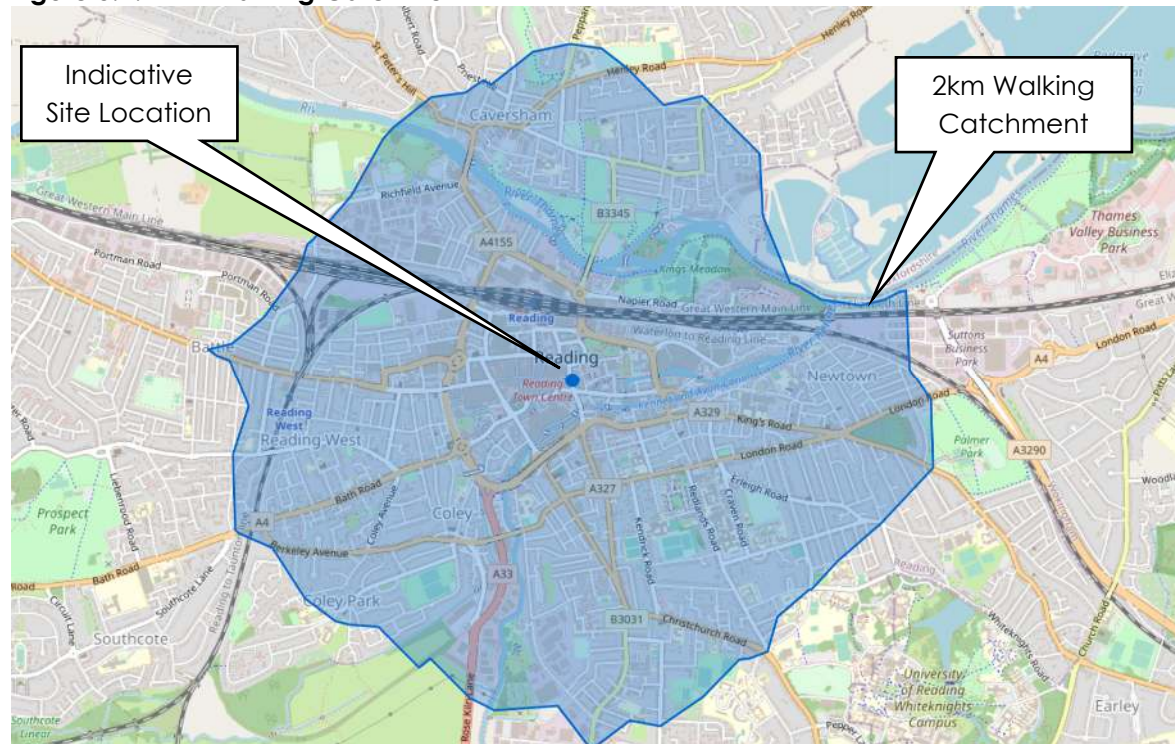
Table 3.1: Walking Distances by Journey Type

Criteria	Town Centres	Commuting / School
Desirable	200m	500m
Acceptable	400m	1000m
Preferred Maximum	800m	2000m

(Source: IHT)

- 3.3 A 2km walking catchment from the site includes the entirety of Reading town centre and the surrounding areas of Newtown, Coley, Caversham, and Reading West. This 2km walking catchment is illustrated in **Figure 3.1** overleaf.

Figure 3.1: 2km Walking Catchment



(Source: Open Street Map)

- 3.4 Given the location of the site within Reading town centre, there are a range of pedestrian routes available to the site. Market Place benefits from footways on both sides of the carriageway, which are lit, whilst Market Square Place is a pedestrianised area to the west of the site.
- 3.5 To the north of Market Place (and Market Place Square), there is a pedestrian route north towards Friar Street / Blagrove Street via another pedestrianised area (Town Hall Square). This route can be used to access amenities to the north of the site and towards Reading train station. A further pedestrian route continues northeast from Market Place, via footways along The Forbury; this route can be used to access amenities to the northeast of the site.
- 3.6 The pedestrian route eastward from the site is via the footways along King's Road, which can be accessed to the south of the site on Market Place, from the dedicated pedestrian access from Abbey Square. These footways are located on both sides of the carriageway, and are lit. To facilitate safe pedestrian movement across King's Road, there are uncontrolled pedestrian crossing points with dropped kerbs and tactile paving at the junctions of High Street and London Street, as well as across King's Road.
- 3.7 To the south of the site, the principal pedestrian route would be taken via London Street. There are footways on both sides of London Street, which are lit and facilitate a route to



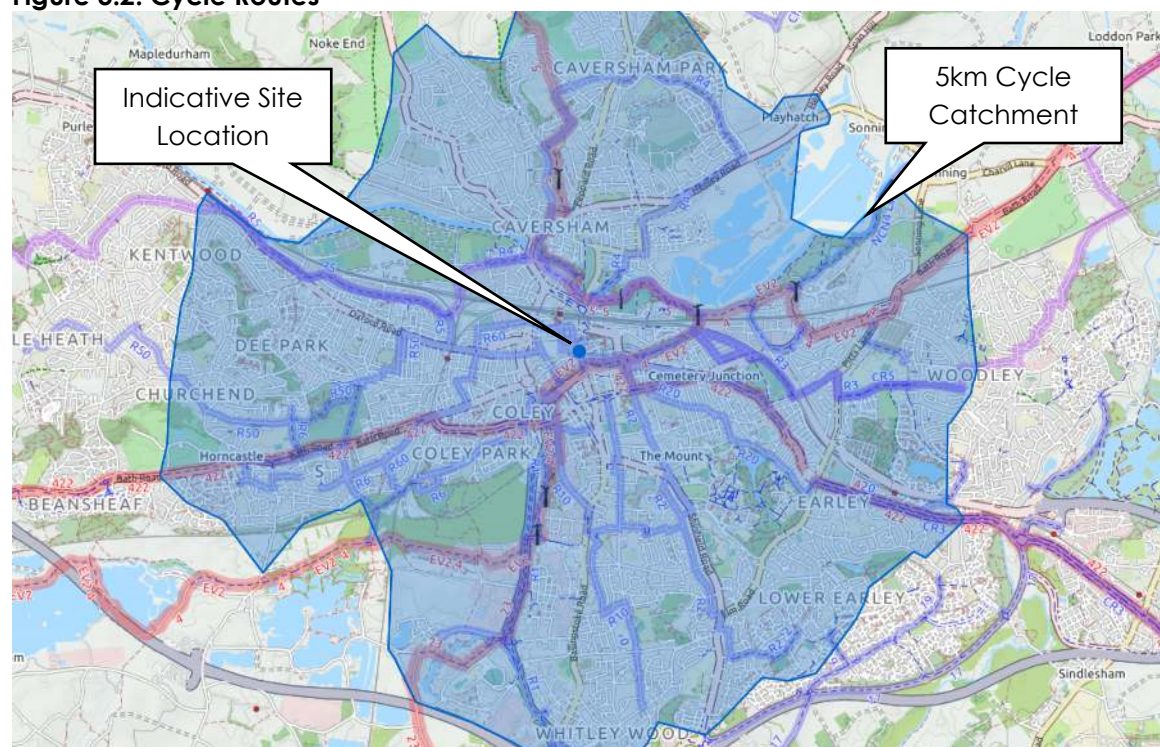
amenities to the south of the site and the Riverside Shopping Centre. The aforementioned pedestrian crossing points on King's Road can also be used to safely access these footways.

- 3.8 The westward pedestrian route from the site would be taken via King Street and Butter Market, which join onto Broad Street. It should be noted that Butter Market forms part of the pedestrianised Market Place Square. Broad Street is the main pedestrianised route within Reading town centre and one of the principal retail areas within Reading. It is considered that this route would be an extremely attractive route to access many of the retail / leisure and employment amenities within the town centre.
- 3.9 Given the location of the site within Reading town centre, there are a range of amenities accessible within walking distance of the site which would be utilised by residents. Details of the amenities accessible within walking distance of the site are provided in the latter part of this section.

Cycle Access

- 3.10 Cycling can be a substitute for car trips, particularly those of up to 5km, as well as forming part of a longer journey by public transport. Cycling, therefore, plays an important role in reducing the need to travel by car. A 5km catchment of the site includes Reading town centre, Caversham, Coley, Coley Park, Earley, Dee Park, Lower Earley and Whitley Wood. **Figure 3.2** illustrates a 5km cycle isochrone from the site.

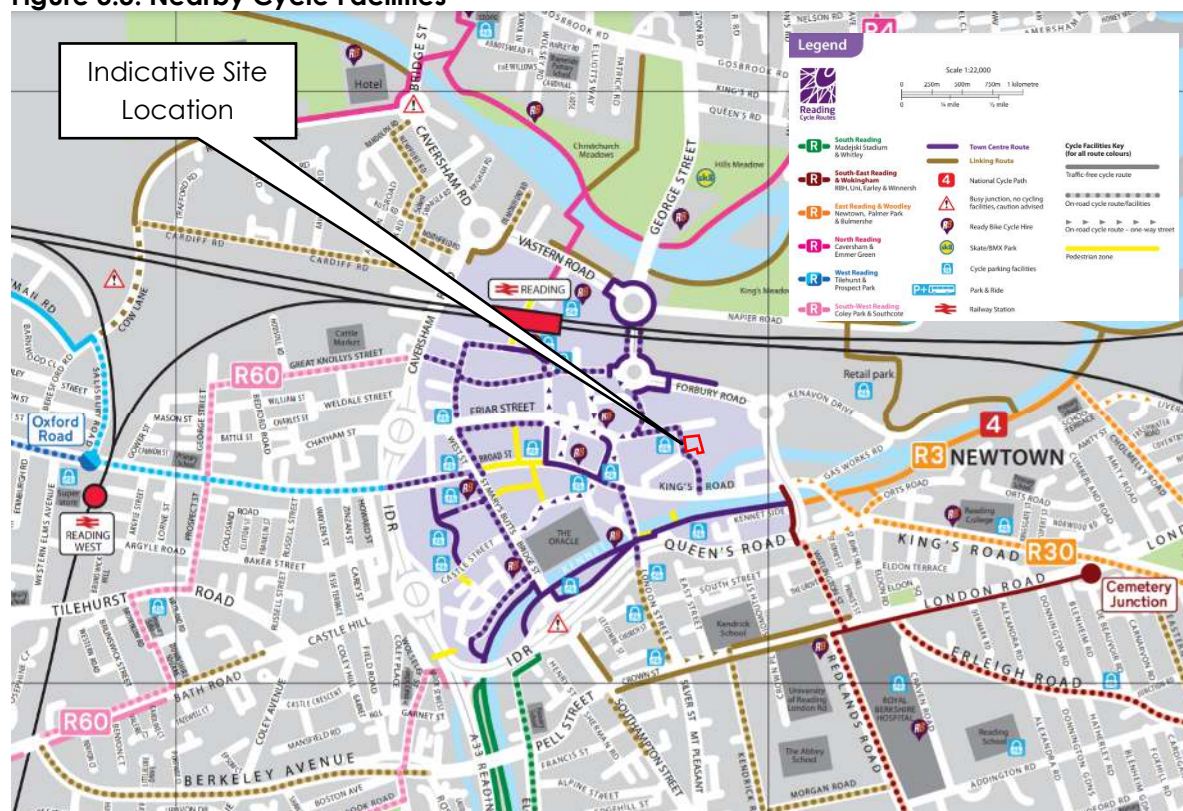
Figure 3.2: Cycle Routes



(Source: Open Street Map)

- 3.11 As can be seen in **Figure 3.2**, the site is well located to access a number of nearby cycle routes. **Figure 3.3**, illustrates, in more detail, those located within close proximity of the site.

Figure 3.3: Nearby Cycle Facilities



(Source: Reading Cycle Map)

- 3.12 As can be seen in **Figure 3.3** above, given the location of the site in Reading town centre, there are a wide range of cycle routes and facilities in the immediate vicinity of the site.
- 3.13 The closest cycle routes to the site are located to the immediate northeast, west and south of the site along Forbury Road, Market Place and Kings Road; these form the town centre route of the Reading cycle network. This town centre route runs along a number of streets within the town centre and can be utilised to access a range of amenities, including The Oracle shopping centre and the train station.
- 3.14 In addition to facilitating a cycle route across Reading town centre, the town centre cycle route facilitates connections to a number of cycle routes across Reading. To the north of the site, the town centre can be used to access the North Reading route this can be used to access the areas of Caversham and Emmer Green. West of the site, the East Reading and Woodley Route can be accessed; this route can be reached via on-road cycling along Kings Road or via the town centre route to the south of the site.
- 3.15 More broadly, further cycle routes within the Reading cycle network can be reached to the west and south east of the site. The West Reading cycle route can be reached via the town centre route and is located to the west of Broad Street; this route can be used to access



Tilehurst and Prospect Park. The South East Reading route can also be accessed to the southeast of the site, this route can be accessed via a linking route from the main town centre route. Destinations including Reading University and Earley can be reached via this route.

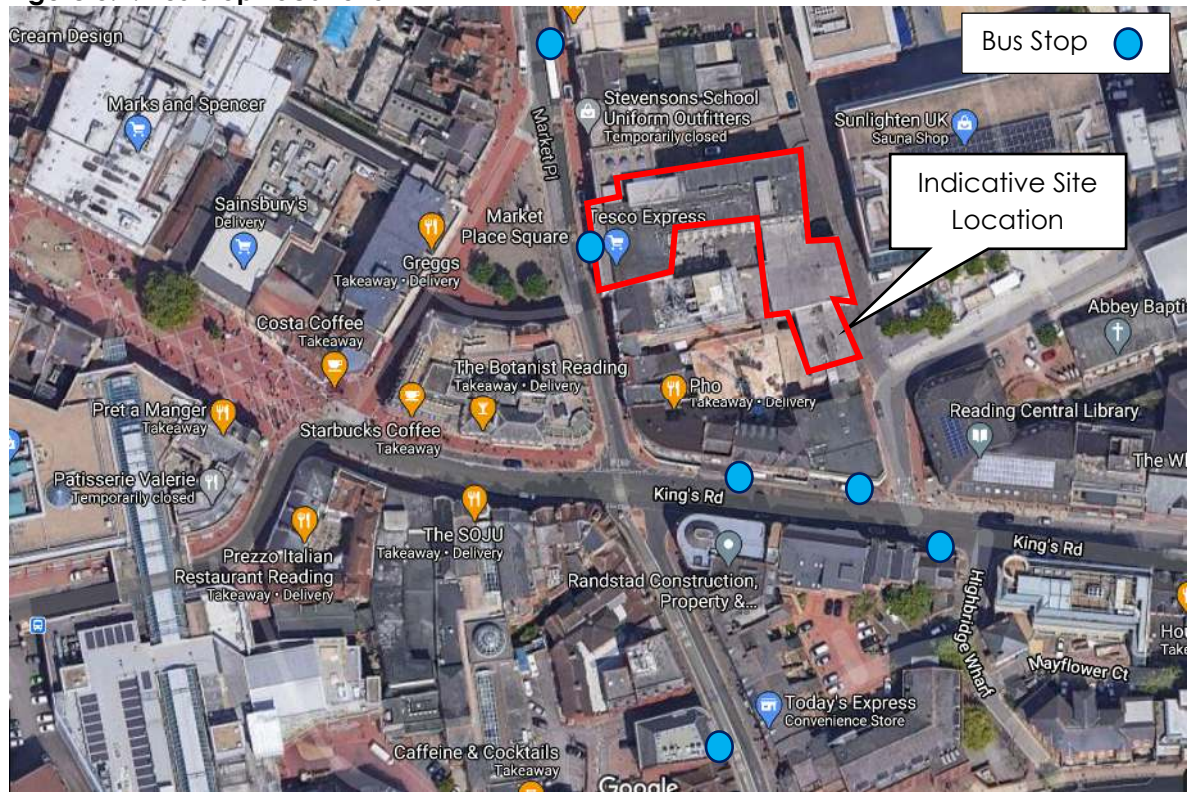
- 3.16 Given the proximity of the site to nearby cycle facilities and routes which facilitate cycle routes across the local area, it is considered that cycling would represent an attractive travel option for future residents at the site.

PUBLIC TRANSPORT

Bus Services

- 3.17 Given the location of the site within Reading town centre, the site is extremely well located for bus travel.
- 3.18 The closest bus stops to the site are on Market Place, to the immediate west of the site, where 3 bus stops are located. These bus stops all benefit from waiting shelters, bus cages and timetable information and are served by southbound services only. The corresponding northbound bus services for many of the bus services stopping at Market Place stop at bus stops on London Street, approximately 120m south of the site (1-minute walk); this stop benefits from a flag and timetable information.
- 3.19 Further bus services can also be accessed from King's Road to the southeast of the site. On King's Road, there are two eastbound stops and a corresponding westbound stop. The eastbound stops benefit from waiting shelters, raised kerbs, bus cages and timetable information; whilst the westbound stop benefits from a flag, pole, bus cage, raised kerbs and timetable information.
- 3.20 **Figure 3.4** illustrates the locations of the bus stops on Market Place, London Street and King's Road, whilst **Table 3.2** summarises which bus services stop at these bus stops.

Figure 3.4: Bus Stop Locations



(Source: Google Maps)

Table 3.2: Bus Services Frequency Summary

Service		Frequency (per hour)		
		Weekday	Saturday	Sunday
Market Place / London Street				
3	Reading – Wokingham	3 services	3 services	1 service
5	Reading Station – Northumberland Avenue Terminus	6 services	6 services	6 services
6 / 6A	Reading Station – Whitley Wood	6 services	6 services	3 services
7	Reading Station – Fleet	1 service	1 service	-
8	Central Reading – Spencer's Wood via Royal Berkshire Hospital	2 services	2 services	1 service
9	Central Reading – Spencer's Wood via Royal Berkshire Hospital	1 service	1 service	-
10	Central Reading – Kennet Island	2 services	2 services	2 services
11	Central Reading – Coley Park	3 services	3 services	2 services
19A	Central Reading – Loddon Bridge	1 service	1 service	-
19B	Central Reading – Lower Earley	1 service	1 service	-
19C	Loddon Bridge – Central Reading	1 service	1 service	-
21	Reading Station – Lower Earley via University	3 services	3 services	3 services
50	Central Reading – Green Park	3 services	3 services	-
244	Shinfield – Wokingham	1 service daily	-	-
600	Central Reading – Mearoak Park and Ride	3 services	3 services	-
TVP	Reading Station – Thames Valley Park	2 services	-	-
H1	NH1 Staff Only Shuttle	3 services	-	-
King's Road				
4	Reading – Bracknell via Wokingham	3 services	3 services	2 services
13 / 14	Reading Station – Woodley (Circular)	2 services	2 services	1 service
17	Wokingham Road – Tilehurst via Central Reading	8 services	6 services	6 services
42 / 42A	Rivermead – Kenavon Drive via Central Reading	3 services	2 services	-
127	Reading – Maidenhead	-	1 service	-
128 / 129	Wokingham – Reading	-	1 service	-
850	High Wycombe Bus Station - Reading Town Centre	1 service	1 service	-

(Source: Public Transport Operator Websites)

- 3.21 As can be seen in **Table 3.2**, there are a large number of frequent bus services available within a short walk from the site which could easily be utilised by residents of the site.



National Rail Services

Reading Train Station

- 3.22 The closest national rail services to the site can be accessed from Reading train station, which is located around 400m north of the site; it is accessible in around a 5-minute walk or a 2-minute cycle.
- 3.23 Reading train station is a major national rail hub, which is located on the Great Western Main Line and benefits from a number of regular services to destinations including: London Paddington, Bristol Temple Meads, Bath, Chippenham, Swindon, Birmingham New Street, Southampton, Manchester Piccadilly, Exeter and Newcastle; as well as many other local, regional and national destinations. It should also be noted that Reading station forms the terminus of Crossrail, which offers frequent services into London Paddington.
- 3.24 Facilities at the station include a ticket office, ticket machines, shops / cafes, public toilets, 344 cycle parking spaces and there are customer help points. Step-free access is available throughout the entire station.

CAR CLUB

- 3.25 Car clubs provide those who do not have access to a private car with the ability to use a vehicle over short rental periods, and at short notice. They are ideal for those who do not need to use a car on a regular basis, but who wish to have access to a car for occasional trips. This, for many people, can avoid the need to own and pay for a car. They also have the potential to bring about wider benefits to the environment and result in less congestion, by reducing the number of private cars on the road.
- 3.26 The closest Car Club vehicle to the site is operated by Co-wheels Car Club and is located 800m east of the site at Filbert Street, Bakers Yard North. **Figure 3.5** illustrates the location of the Car Club vehicle in relation to the site.

3.5: Car Club Vehicle Location



(Source: Co-Wheels Car Club)

LOCAL AMENITIES

3.27 Given the site location within Reading town centre, there are a range of facilities located within walking and cycling distance which could be easily accessed by future residents.

Table 3.3 details these local facilities, along with their corresponding distance and journey time, by mode.

Table 3.3: Local Facilities

Amenity	Distance	Walk Time	Cycle Time
Health Amenities			
Dentist (on-site)	-	-	-
Atos Health Centre	90m	1 min	1 min
Friar Street Dental Practice	240m	3 mins	2 mins
Reading Walk-in Health Centre	270m	3 mins	2 mins
Superdrug Pharmacy	300m	4 mins	2 mins
Boots Pharmacy	600m	7 mins	2 mins
Vesta Dental Care	650m	8 mins	2 mins
Kendrick View Dental Practice	750m	10 mins	2 mins
Saood Pharmacy	800m	10 mins	2 mins
Reading Health Centre	850m	11 mins	2 mins
Chatham Street Surgery	1km	12 mins	4 mins
Reading Dental	1km	13 mins	4 mins



Abbey Medical Centre	1.1km	14 mins	4 mins
Whitley Villa Surgery	1.3km	18 mins	7 mins
Royal Berkshire Hospital	1.4km	18 mins	7 mins
Bupa Health and Dental Centre Reading	1.4km	18 mins	7 mins
Milman Road Health Centre	1.5km	21 mins	9 mins
Castle Hill Dental & Health Care	1.5km	21 mins	9 mins
Tesco Pharmacy	1.5km	21 mins	9 mins
Orange Pharmacy	1.8km	22 mins	9 mins
Ereleigh Rd Pharmacy	1.9km	25 mins	9 mins
Parkside Family Practice	2.8km	36 mins	11 mins
Whitley Health Centre	2.9km	38 mins	12 mins
Education Amenities			
Kendrick School	600m	8 mins	2 mins
The University of Reading – London Road Campus	800m	10 mins	3 mins
Katesgrove Primary School	950m	12 mins	3 mins
The Abbey School	1km	13 mins	4 mins
Civitas Academy	1.2km	15 mins	5 mins
Reading College	1.2km	15 mins	5 mins
EP Collier Primary School	1.2km	15 mins	5 mins
St John's C of E Primary School	1.3km	16 mins	5 mins
Reading School	1.6km	20 mins	8 mins
New Town Primary School	1.6km	20 mins	8 mins
The Abbey Junior School	1.6km	21 mins	10 mins
The Palmer Academy	2.1km	27 mins	11 mins
The University of Reading	2.1km	28 mins	11 mins
St Joseph's College	2.3km	29 mins	12 mins
Retail / Leisure			
Market Place Square (Tesco Express / Shops / Bars)	10m	1 min	1 min
King Street (Restaurants / Shops / Cafes)	90m	1 min	1 min
The Oracle Shopping Centre (Shops / Cinema / Restaurants)	95m	1 min	1 min
John Lewis	220m	3 mins	1 min
Reading Central Library	220m	3 mins	1 min
Broad Street (Shops / Post Office / Cafes)	300m	4 mins	1 min
The Hexagon Theatre	650m	8 mins	2 mins
Forbury Retail Park	650m	8 mins	2 mins



Broad Street Mall (Shopping Centre)	750m	9 mins	2 mins
The Station Shopping Park	1km	13 mins	5 mins
Tesco Extra Reading	1.5km	19 mins	6 mins
Lidl / McDonald's	1.6km	20 mins	7 mins
Reading Link Retail Park	1.9km	24 mins	9 mins
Tesco Extra – Portman Road	2.7km	33 mins	10 mins
Brunel Retail Park	2.7km	34 mins	11 mins
Morrison's / Aldi / Gym	2.7km	34 mins	11 mins
Aldi / Costa Coffee	2.9km	37 mins	14 mins
Reading Retail Park	3.4km	42 mins	14 mins
Employment			
Apex Plaza (Offices)	400m	5 mins	1 min
Thames Tower (Offices)	400m	5 mins	1 min
Forbury Place Office Blocks	450m	6 mins	2 mins
Tessa Road Industrial Estate	1.8km	23 mins	7 mins
Loverock Road Industrial Units	2.6km	32 mins	10 mins
Suttons Business Park	2.9km	37 mins	11 mins
Thames Valley Park	3.2km	40 mins	11 mins

(Source: Google Maps)

- 3.28 As can be seen above, there are a wide range of amenities available within walking and cycling distances from the site. It is considered the close proximity of amenities and employment opportunities within Reading town centre would encourage residents to live at the site.

SUMMARY

- 3.29 Overall, it is considered that the site is located within an excellent location for access by non-car modes. There are excellent opportunities for walking and cycling locally, with a wide range of amenities accessible within Reading town centre. Furthermore, residents and users of the site can benefit from regular public transport services with frequent bus services available within a short walk of the site to destinations across Reading and the surrounding region. Reading train station is also accessible within a 5-minute walk, which is a major national rail hub that can be utilised for more long distance journeys.



4. TRAVEL PLAN MEASURES

INTRODUCTION

- 4.1 The key to successful travel planning is to identify the most suitable modes of transport that are realistic and practical for residents at the site such as this to adopt, before making these modes as attractive as possible. There is no single solution to any one person's transport needs. Different people will respond to different measures, whilst some may not react to any. A range of measures is therefore proposed, which residents can pick and choose from as they consider appropriate.
- 4.2 The following section will first discuss Travel Plan management and coordination before highlighting the range of measures that will be delivered as part of this TP. These measures and the anticipated timescales are summarised in the Action Plan at **Appendix B**.

TRAVEL PLAN BUDGET

- 4.3 By submitting this TP, the developer is committed to strategically implementing the measures contained within this document, monitoring the progress of the plan, amending it where necessary. To achieve this, necessary resources and funding will be made available to the Travel Plan Coordinator.

TRAVEL PLAN COORDINATION

- 4.4 The developer is committed to promoting the measures contained within the TP and supporting the broader sustainable travel programme through the provision of a dedicated Travel Plan Coordinator. The developer will appoint a TPC who will contact the Council once appointed.
- 4.5 The TPC will be in post for 3 years after first occupation of the site. The role of the TPC will include (but not be limited to):
- Preparation and distribution of travel information and marketing material, including liaising with the sales team to ensure easy dissemination;
 - Engaging with residents on travel and transport related issues;
 - Delivering annual monitoring in line with Council requirements; and
 - Responding to travel issues/questions.



RESIDENT ENGAGEMENT AND INFORMATION PROVISION

- 4.6 One of the principal aims of this travel plan is to ensure that the range of sustainable travel options are effectively promoted to all residents, both prior to moving to the site and also following occupation.
- 4.7 Whilst promotion of individual travel modes is set out further on in this section, the following sets out the engagement techniques that will be utilised in delivering this information to residents.

Marketing Strategy 1: Travel Guide

- 4.8 Prospective residents at the development will be provided with information about the local area, public transport options, and active travel options prior moving to the site. Travel information will be made available in a travel guide, to be distributed with sales information. An example of a travel guide for a residential development can be found in **Appendix C**.

Marketing Strategy 2: Provision of Travel Information Online

- 4.9 One of the key elements to the Travel Plan will be sign posting residents to up to date travel information online, whether on the website for the development (if appropriate) or on a development-specific travel information website. This information will contain, but not be limited to:
- Site location information;
 - Details of local cycle routes, cycle shops and cycle parking information;
 - Public transport maps, timetables, and destination information;
 - Link to the Liftshare online car sharing database;
 - A range of links to local and national travel information websites; and
 - Contact information for the Travel Plan Coordinator.

Marketing Strategy 3: Personalised Journey Plans

- 4.10 In order to increase residents' awareness of the options available to them in respect of commuting trips, residents will be offered the option of a Personalised Journey Plan (PJP) which will be prepared by the TPC. The offer of a PJP will be included in the Travel Information Guides - this will also be offered to any new residents within the Travel Plan period and will fall within the remit of the TPC.



Marketing Strategy 4: Annual Residents' Sustainable Travel Newsletter

- 4.11 To ensure continued engagement with residents, after they initially move into their property, a sustainable travel newsletter will be issued to all occupied dwellings on an annual basis; an example of a sustainable travel newsletter for another developer is provided in **Appendix D**. The newsletter offers the opportunity to re-promote the various local transport options and to update residents on any changes to local infrastructure / services.

PROMOTION AND SUPPORT OF SUSTAINABLE TRAVEL OPTIONS

WALKING

- 4.12 Walking contributes towards maintaining fitness levels and research indicates that 30 minutes of brisk walking per day could half the risk of heart disease. Given the location of the site and its proximity employment opportunities and other key local amenities, travelling on foot will likely be the primary mode of travel for most residents.

Walking Strategy 1: Promote and encourage walking through the distribution of promotional material which outlines the benefits

- 4.13 Walking options will be promoted through the aforementioned communication channels. In particular this marketing will include:
- Promotion of benefits to health, financial, social etc;
 - Provision of a map illustrating key local walking routes;
 - Promotion of national schemes and initiatives; and
 - Promotion of local facilities within walking distance of the development.

CYCLING

- 4.14 Cycling has many benefits in terms of health and fitness, mental wellbeing and reliability. In periods of traffic congestion and over short distances cycling offers competitive journey times with motorised transport. Furthermore, cycling is recognised as having the potential to significantly contribute towards reducing car parking demand and peak hour congestion.

Cycle Strategy 1: Promote and encourage cycling by distributing or displaying promotional material which outlines its benefits through a variety of media

- 4.15 Cycling and its various benefits will be marketed through the aforementioned communication channels. In particular, the marketing will include:
- The benefits of cycling (health, financial, environmental etc);



- Details of local cycle routes, including a link to RBC's cycle maps;
- Access to online cycle journey planners, such as www.cyclestreets.net;
- Details of destinations that can be easily accessed by bike; and
- Details of local cycling groups.

Cycling Strategy 2: Provision of secure cycle parking and suitable facilities

- 4.16 The development will include secure cycle parking spaces, which will be available to all residents in the basement car park.

Cycling Strategy 3: Promote free cycle training available through Reading Borough Council Bikeability Scheme

- 4.17 In partnership with Avanti Cycling, free and low cost cycle ride and cycle maintenance training is available to anyone living or working within the Reading Borough and will be promoted through the travel information guides and newsletters. The training is for cyclists of all ages and competencies from complete beginners, to experienced cyclists cycling standards.
- 4.18 Further information can be found at [Cycling - Reading Borough Council](#)

PUBLIC TRANSPORT

- 4.19 New residents at the development may initially be unaware of their public transport options. Through the provision of easy to use travel information, residents can be encouraged to use bus / rail / tram services. With this in mind, information on public transport opportunities will be made available to residents via the range of communication channels identified earlier.
- 4.20 Furthermore, with a range of user friendly, easily accessible journey planning tools now available online, it is quick and simple to plan a journey whether for commuting or leisure purposes.

Public Transport Strategy 1: Public Transport will be marketed as a sustainable and practical method of transport

- 4.21 Travel by public transport will be marketed through the communication channels identified earlier, and in particular will include the following:
- Access to relevant bus timetables and maps in electronic copy from the Reading Buses website [Routes & times - Reading Buses \(reading-buses.co.uk\)](http://reading-buses.co.uk);
 - Ticketing information;



- Live departure information from [Reading Buses \(reading-buses.co.uk\)](https://reading-buses.co.uk);
- Details of online public transport journey planners; and
- A plan showing the location of the nearest bus stops, tram stops and railway station to the site.

SUSTAINABLE CAR USE

- 4.22 Twenty car parking spaces will be provided on site, with 10% (2 spaces) of that provision being allocated to electric vehicles. Given the location of the site and the ease of accessibility, it is not anticipated that all residents will own a vehicle. It may be unrealistic, however, to expect that all journeys will, or even could, be undertaken by sustainable modes of transport. Sometimes the only option available to a resident is to travel by car and in such instances the aim of the Travel Plan should be to identify ways in which travel by car can be achieved in a more sustainable way.

Sustainable Car Use Strategy 1: Promote Car Sharing

- 4.23 Car sharing is when two or more people share a journey by car and travel together. It allows people to take advantage of the benefits of using the car, whilst at the same time reduces the overall number of vehicle trips made, and subsequently the impact on the environment. On a personal level, car sharing allows individuals to significantly reduce the cost of travelling by car. It is possible to register on car sharing schemes even if you don't have a car and are hoping to find a match to drive you to your destination.
- 4.24 A great deal of car sharing is arranged informally; however, to assist residents that wish to make more formal arrangements to find a lift to and from the development, Liftshare ([Car share from near Reading, UK - Liftshare.com, share your ride!](https://www.liftshare.com)) will be promoted. The scheme will be promoted to residents by way of the aforementioned travel information guide.

Sustainable Car Use Strategy 2: Promote Local Car Clubs

- 4.25 Car Clubs give the convenience of a vehicle, without the hassle and expense of owning one. Residents will be made aware of the benefits of Car Club vehicles, together with locations of the closest vehicles found through Co-wheels ([Reading | Co Wheels \(co-wheels.org.uk\)](https://www.co-wheels.org.uk)), with the closest located 1.5km east of the site at Cemetery Junction.



5. TARGETS, MONITORING AND REPORTING

INTRODUCTION

- 5.1 Successful travel planning is dependent upon ongoing monitoring and evaluation. Therefore, there will be a structured monitoring programme in place.

TRAVEL PLAN TARGETS

- 5.2 Targets are essential to ensure that everyone involved in the Travel Plan process knows what needs to be done and to enable progress to be assessed. Targets should be SMART (see below) and can take the form of 'aim-type' targets and 'action-type' targets:

- Specific;
- Measurable;
- Achievable;
- Realistic;
- Time-bound.

Action-type Targets

- 5.3 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved. The action-type targets specified to this Travel Plan have been outlined in the action plan contained at **Appendix D**, which identifies key delivery timeframes and responsibilities.

Aim-type Targets

- 5.4 Aim-type targets are quantifiable targets against which the effectiveness of the Travel Plan in achieving its stated aims and objectives can be measured. In order to set aim-type targets it is first necessary to have a 'baseline' modal split against which progress can be assessed. Clearly this information is not available currently, however, it is proposed that it is collected through an initial travel survey questionnaire, within 3 months of first occupation at the site.
- 5.5 Indicatively, it is proposed to set a target of a 10% reduction in residents commuting by car alone. The aim will be to achieve this within five years of first occupation and to maintain this thereafter.
- 5.6 Notwithstanding a lack of data, 2011 Method of Travel to Work data has been reviewed to provide an indicative baseline mode split, prior to the results of the baseline travel survey. **Table 5.1** summarises the 2011 Census travel to work data and the indicative target.



Table 5.1: Census Journey to Work Data and Indicative 5-Year Target

Mode	Estimated Baseline	Target
Driving a car or van	31%	28%
Train	21%	+10% shared between other modes
Bus, minibus or coach	12%	
Passenger in a car or van	3%	
Bicycle	4%	
On foot	30%	

(Source: NOMIS)

MONITORING

Monitoring and Review Strategy 1: Baseline Travel Survey & Monitoring Report

- 5.7 The baseline mode split will be confirmed by a travel survey that will be undertaken within 12 months of first occupation of the development. This will be organised by the TPC and administered online.
- 5.8 The results of the baseline survey will be presented in a short report for submission to the Local Authority, within 1 month of the survey period closing. The Travel Plan targets will be confirmed as appropriate with the Local Authority, reflecting the baseline survey data. The report will also confirm the Travel Plan measures that have been introduced prior to / since first occupation of the site.

Monitoring and Review Strategy 2: Annual Travel Survey and Reporting

- 5.9 On the anniversary of the baseline survey, a follow-up survey will be undertaken in two further years. This will follow the same format as the baseline survey, such that comparisons can be made with the initial survey.
- 5.10 The results of the annual surveys will be presented in an annual Monitoring Report for submission to the Local Authority, within 1 month of the survey period closing and will, again, confirm travel planning activities undertaken in the preceding year.



Appendix A

Indicative Site Layout



Appendix B

Action Plan



Area	Action	Responsibility	Target Delivery Date / Channel
Travel Plan Management	Appoint a Travel Plan Coordinator (TPC)	Developer	From 3 months following occupation
Marketing Strategy			
Marketing Strategy 1:	Travel Information Guide	TPC	From initial occupation, on an ongoing basis
Marketing Strategy 2:	Provision of Travel Information Online	TPC	From initial occupation, on an ongoing basis
Marketing Strategy 3:	Personalised Journey Plans	TPC	From initial occupation, on an ongoing basis
Marketing Strategy 4:	Annual Residents' Sustainable Travel Newsletter	TPC	From initial occupation, on an ongoing basis
Walking Strategy			
Walking Strategy 1:	Promote and Encourage Walking Through the Distribution of Promotional Material Which Outlines the Benefits	TPC	Inclusion in above marketing materials
Cycling Strategy			
Cycle Strategy 1:	Promote and Encourage Cycling Through the Distribution of Promotional Material Which Outlines its Benefits	TPC	Inclusion in above marketing materials
Cycle Strategy 2:	Provision of secure cycle parking and suitable facilities	Developer	Prior to first occupation
Cycle Strategy 3:	Promote Free Cycle Training Available Through Reading Borough Council Bikeability Scheme	TPC	Inclusion in above marketing materials
Public Transport Strategy			
Public Transport Strategy 1:	Public Transport Will Be Marketed as a Sustainable and Practical Method of Transport	TPC	Inclusion in above marketing materials
Sustainable Car Use Strategy			
Sustainable Car Use Strategy 1:	Promote Car Sharing	TPC	Inclusion in above marketing materials
Sustainable Car Use Strategy 2:	Promote the use of Local Car Clubs	TPC	Included in marketing materials