

Unit 6, Reading Gateway

Framework Travel Plan

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Final for Submission to Reading Borough Council

Abrdn Standard

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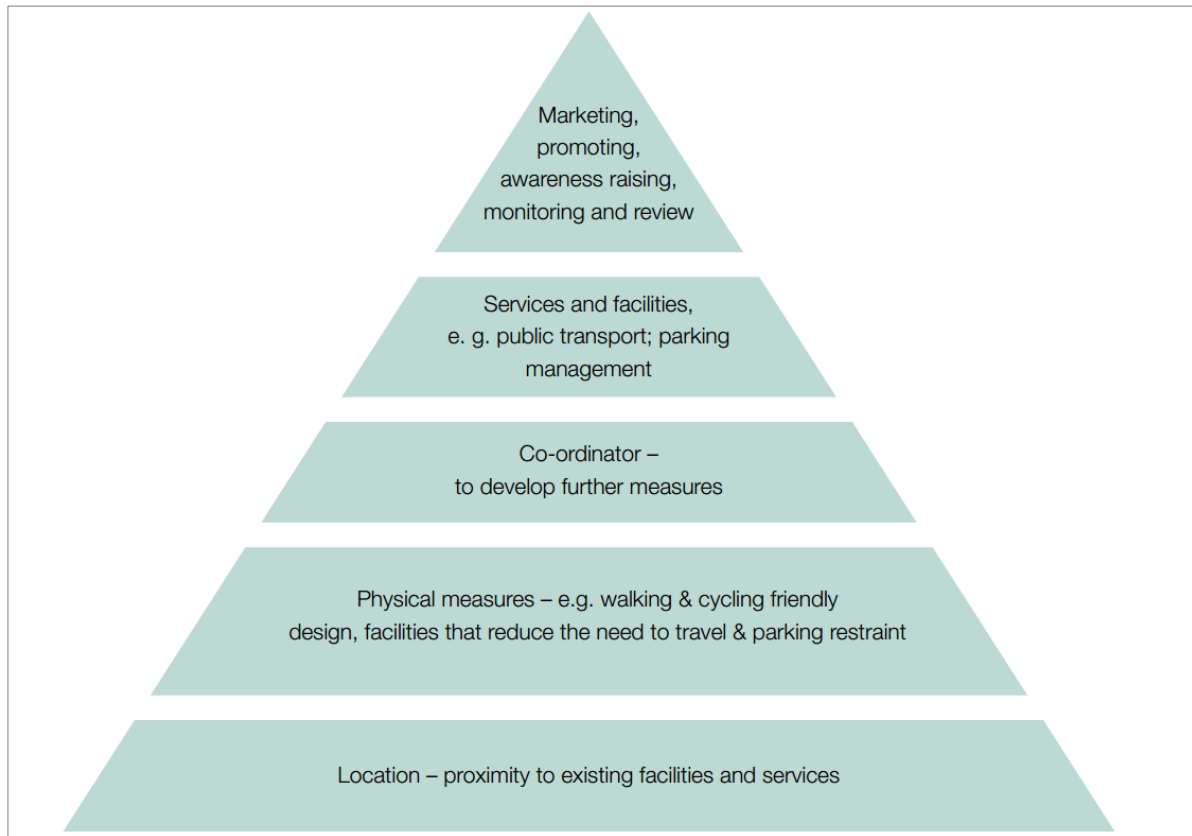
1 INTRODUCTION

- 1.1 Tetra Tech has been commissioned by Ayr Standard to prepare a Framework Travel Plan (FTP) in support of the redevelopment of land known as Unit 6, Reading Gateway, located within Reading Gateway Retail Park, to the south of Reading Town Centre.
- 1.2 The FTP is intended to provide a comprehensive means of managing the transportation impacts of the development by providing a series of suitable measures and objectives designed to encourage site users to use more environmentally friendly modes of transport than the private car when making journeys to and from the site. It provides a mix of incentives to travel by public transport, on foot and by bicycle, and disincentives to driving a car as a single occupant.
- 1.3 The FTP has a set of clear objectives which underpin the purpose for having a FTP and guide the selection of Travel Plan measures.

WHAT IS A TRAVEL PLAN?

- 1.4 A Travel Plan is a long-term management strategy that seeks to deliver sustainable transport objectives through positive action. It ensures that the development is sustainable and integrated with local transport strategies.
- 1.5 The Plan involves identifying a site-specific package of measures aimed at promoting and raising awareness of sustainable travel and reducing the reliance on single occupancy car trips. The document should be treated as a live strategy being reviewed and updated throughout its lifespan.
- 1.6 The principles of what determines an effective Travel Plan is depicted in the Travel Plan Pyramid presented in **Figure 1.1**. The foundation of an effective Travel Plan is a sustainable location, with physical measures building upon this. At the top of the pyramid is promotion and marketing and ensures that communication with all those affected is undertaken effectively and consistently.

Figure 1.1 **Travel Plan Pyramid**



Source: Figure 4.2, pg. 53 of 'Delivering Travel Plans through the Planning Process' (DfT, 2006)

- 1.7 This FTP considers and appropriately provides for each stage of the pyramid, to ensure that an effective FTP is secured.

REPORT STRUCTURE

- 1.8 The report structure is as follows:
- Chapter 2 outlines the National and Local Policy relating to Travel Plans;
 - Chapter 3 outlines the site location and the existing sustainable travel provision in the vicinity of the proposed development;
 - Chapter 4 outlines the aims, objectives, and targets of the Travel Plan;
 - Chapter 5 outlines the strategy and responsibility of the Travel Plan;
 - Chapter 6 details the proposed measures to be implemented by the Travel Plan;
 - Chapter 7 sets out the implementation, monitoring, and review process of the Travel Plan; and,
 - Chapter 8 summarises and concludes the report.

2 POLICY REVIEW

INTRODUCTION

- 2.1 This chapter of the Framework Travel Plan reviews and analyses the relevant current and emerging transport planning policy and policy guidance in the context of the Site and the proposals on a national and local level.

NATIONAL PLANNING POLICY

- 2.2 This document sets out the Government's planning policies for England and how these should be applied, providing a framework within which locally prepared plans for housing and other development can be produced. NPPF was formally updated July 2021.
- 2.3 Paragraph 104 identifies the transport issues that should be considered from the earliest stages of plan making and development proposals, so that:
- The potential impacts of development on transport networks can be addressed;
 - Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;
 - Opportunities to promote walking, cycling and public transport use are identified and pursued;
 - The environmental impacts of traffic and transport infrastructure can be identified, assessed, and considered – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and,
 - Patterns of movement, streets, parking, and other transport considerations are integral to the design of schemes and contribute to making high quality places.
- 2.4 Paragraph 113 sets out that all developments that will generate significant amounts of movement should be required to provide a Travel Plan.

National Planning Practice Guidance

- 2.5 The Government's National Planning Practice Guidance (NPPG) was launched on 6th March 2014 by the Department for Communities and Local Government, and updated July 2018.
- 2.6 NPPG sets out the requirement for 'Travel Plans, Transport Assessment and Statements in the decision-making section.
- 2.7 PGG considers that Travel Plans evaluate and consider:
- Benchmark travel data including trip generation databases;
 - Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
 - Relevant information about existing travel habits in the surrounding area;
 - Proposals to reduce the need for travel to and from the site via all modes of transport; and,
 - Provision of improved public transport services.

LOCAL POLICY

Reading Borough Local Plan (2019)

- 2.8 Reading Borough Council adopted its Local Plan in November 2019, replacing previous development plans for the region. The Local Plan sets out how Reading will develop up to 2036 and identifies the amount of development that will take place, where development is to be accommodated and details the policies for how applications will be decided.
- 2.9 Chapter 4.5 of the Local Plan contains general policies pertaining to transport, requiring that any proposed development contributes to meeting the objectives of the Local Transport Plan. These objectives are outlined below:
- To facilitate more physically active travel for journeys in a healthy environment;
 - To improve personal safety on the transport network;
 - To provide affordable, accessible, and inclusive travel options for everyone;
 - To ensure that the transport network operates safely and efficiently to meet the needs of all users;
 - To align transport and land use planning to enable sustainable travel choices, improve mobility, reduce the need to travel and preserve the natural environment;
 - To deliver balanced packages of value for money transport solutions and make best use of existing transport investment;
 - To offer sustainable transport choices for the Travel to Work Area and beyond, integrating within and between different types of transport;
 - To improve journey times, journey time reliability and the availability of information; and
 - To reduce carbon emissions from transport, improve air quality and create a transport network which supports a mobile, affordable low-carbon future.
- 2.10 Policy CS20 states that it is a requirement of proposed developments to contribute appropriately to the provision of a balanced transport network. It is evident from the improved walking, cycling and public transport infrastructure on the Reading Gateway site that this was considered under the previous consent. Therefore, this change of use application will benefit from these improvements.

EMERGING POLICY

Reading Transport Strategy 2036: Local Transport Plan 4 (2020-36) Consultation Draft (2020)

- 2.11 A draft version of Reading Transport Strategy 2036 was submitted in May 2020, set to act as the fourth Local Transport Plan (LTP4) for Reading. The LTP4 sets out the key transport policy for the period 2020-2036.

- 2.12 The purpose of LTP4 is to work towards an accessible, affordable, reliable, sustainable, and integrated transport network that promotes healthy choices and wellbeing for its communities, and allows for Reading to become a smart, connected town of the future.
- 2.13 All travel plans should include a series of objectives which outline what the travel plan will achieve. Typically, these objectives are broad statements of intent that provide the travel plan with direction and focus. All targets included within a travel plan should be ambitious and SMART:
- 2.14 Regarding Travel Plan Guidance, under Policy RTS4, the LTP4 states that:
- *‘4.3: New developments be will required to demonstrate how they will deliver healthy streets and make a positive contribution to the walking, cycling and public transport network and support sustainable travel, such as initially subsidising bus services, through the development and implementation of travel plans.’*

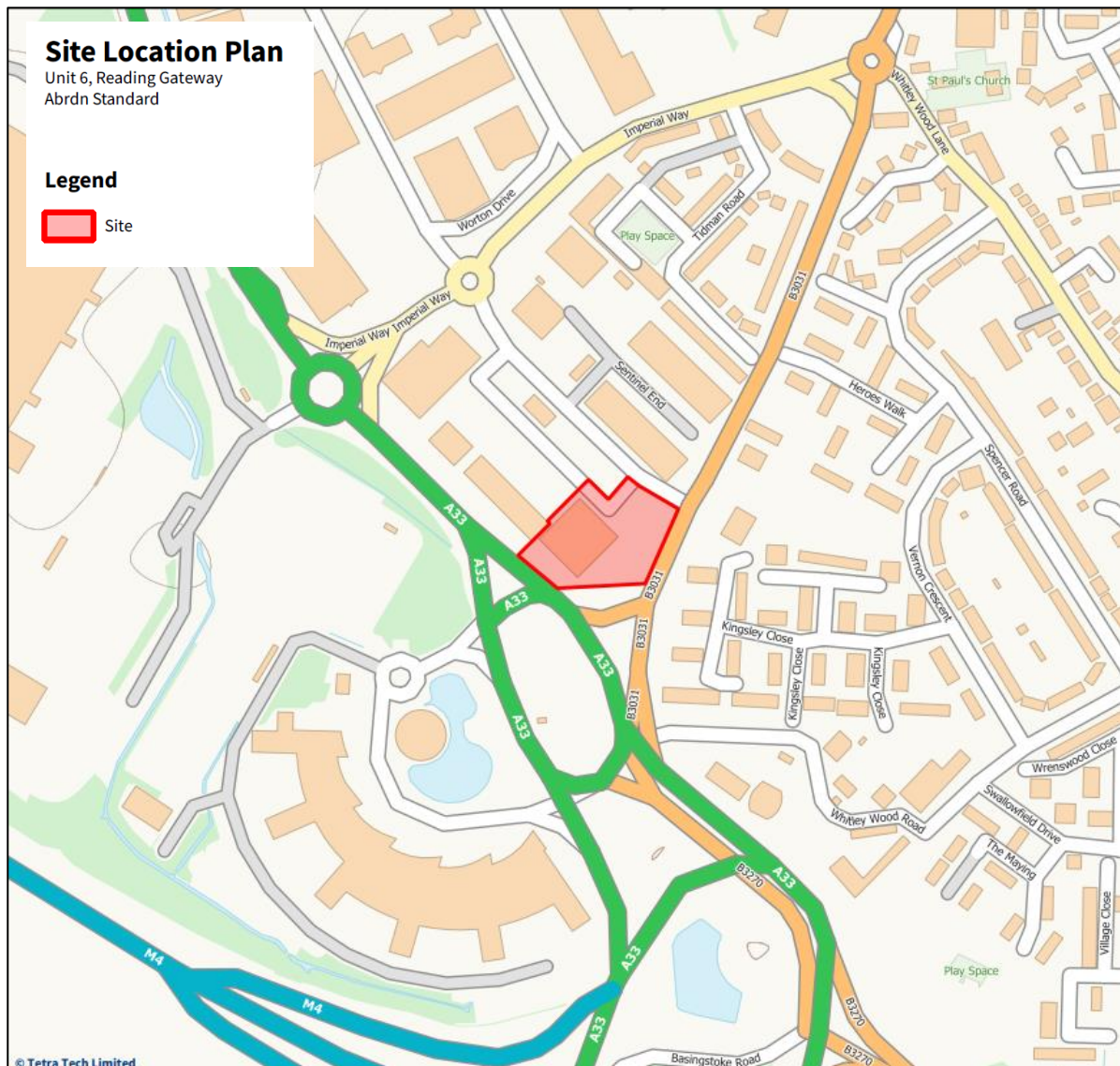
3 EXISTING CONDITIONS

- 3.1 This section of the report sets out the site location and access via sustainable modes of travel.

SITE LOCATION

- 3.2 The proposed development site is located within Reading Gateway Retail Park, to the south of Reading town centre, and north of the M4 motorway. Reading Gateway is bound by Basingstoke Road to the south and east, Sentinel End to the north, and Imperial Way to the west. Unit 6 resides within the southernmost corner of the Retail Park, adjacent to Basingstoke Road, and is accessible via both Sentinel End and a pedestrian connection to the footway along the A33.
- 3.3 The location of the Site is illustrated in **Figure 3.1**.

Figure 3.1 Site Location



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ACCESSIBILITY GUIDANCE

- 3.4 When considering the sustainability audit within the Transport Assessment, Tetra Tech reviewed the nationally available accessibility guidance prepared by central government and professional transport institutions for both walking and cycling.
- 3.5 The 2019 National Travel Survey (NTS) (published August 2020) identifies that walking is a favourable option for short trips, with the average person walking for an average time of 17 minutes. Given the IHT guidance that pedestrians travel at a speed of 1.4m/s, pedestrians are therefore likely to walk to areas within approximately 1.4km of their origin. The 2019 NTS (NTS0308 dataset) also identifies that 80% of all trips under 1.6km are made on foot, as are 31% of trips that are 1.6 to 3.2km.
- 3.6 The Institution of Highways and Transport (IHT) guidance document 'Planning for Walking' (April 2015) states that 80% of journeys shorter than 1.6km are made wholly on foot with 20% for journeys that are 1.6km to 3.2km long also being undertaken on foot.
- 3.7 Although the exact percentages reported by both bodies differ, both the National Travel Survey and IHT guidance come to a similar conclusion in that walking offers the opportunity to provide for shorter distance trips of up to 1.6km with up to a third of people prepared to walk up to a maximum of 3.2km. These walking distances have been used as a measure for what is an acceptable distance to access local facilities.
- 3.8 The 2019 National Travel Survey recorded that an average person cycles for an average time of 23 minutes (6.1km). It also recorded that 82% of all cycle trips are up to 8km with 94% trips comprising 16km.
- 3.9 The Department for Transport; Local Transport Note 1/20 'Cycle Infrastructure Design' (2020) states that urban cycling speeds average between 10 and 15 mph (16 - 24kph) when on a flat route. It is therefore considered that 16kph is an appropriate average travel speed, given the time spent negotiating the urban realm (e.g., manoeuvring through junctions).
- 3.10 On this basis taking the journey time for the NTS and DfT cycling speeds, the average person is willing to cycle 23 minutes equating to 6.2km. In terms of 82% of trips being up to 8km, this would equate to a cycling time of 30 minutes.
- 3.11 The Institution of Highways and Transport (IHT) guidance document 'Planning for Cycling' (October 2015) states most cycling trips are for short distances, with 80% being less than 8km and with 40% being less than 3.2km. However, most trips by all modes are also short distances (67% are less than 8km, and 38% are less than 3.2km). The bicycle is therefore a potential mode for many of these trips.
- 3.12 Both the National Travel Survey and IHT guidance come to a similar conclusion in that cycling provides the opportunity to provide for shorter distance trips of up to 8km with many of the population prepared to cycle 3.2km. These cycling distances have been used as a measure for what is an acceptable distance to access local facilities.

- 3.13 It should be noted that the Chartered Institution of Highways and Transport (IHT) guidance document ‘Buses in Urban Developments’ (January 2018) recommends a maximum walking distance to bus stops of 400 metres when accessing single high-frequency routes. The National Travel Survey (NTS) 2014 (September 2015), recorded that pedestrians will walk on average 624m to bus stops, when using a local bus as the main part of a local trip.

ACCESS BY WALKING

- 3.14 Pedestrian access for the development is gained via Sentinel End. Sentinel End benefits from lit shared-use paths that provide connections to the footways along Basingstoke Road and Imperial Way. An additional pedestrian connection is also provided to the footway along the A33.
- 3.15 Both Imperial Way and Basingstoke Road form part of the local pedestrian network and benefit from footways, pedestrian refuges and dropped kerbs, providing a continuous pedestrian link from the Site to the surrounding area.
- 3.16 Imperial Way connects to the A33 which provides a shared-use path leading towards Reading town centre, accessible via a signalised crossing between the A33 / Imperial Way roundabout and A33 / South Oak Way roundabout. A signalised crossing is also present on the Sentinel End / Basingstoke Road junction to the east of the site, facilitating pedestrian connections to the east.
- 3.17 The site benefits from being located within the local pedestrian network of Reading, providing multiple opportunities to travel to and from the site by foot.

ACCESS BY CYCLING

- 3.18 Cycle access to Unit 6 is gained via Sentinel End with shared-use paths provided on both sides of the carriageway.
- 3.19 These shared-use paths connect to the South Reading Cycleway, which provides a dedicated cycle route from the Madejski Stadium and Whitley to Reading town centre. At the A33 / Longwater Avenue / Northern Way / Bennett Road roundabout, circa 1.3km northwest, a connection is provided from the South Reading Cycleway to National Cycle Route 23, which runs from Reading to Southampton via Basingstoke.
- 3.20 These cycle links provide connections from the site to the wider Reading cycle network.
- 3.21 Reading Gateway is also the starting point of the King Alfred’s Way cycle route, which runs due south to Petersfield via Farnham and Riseley.
- 3.22 The Reading cycle network is a combination of traffic-free cycle routes, shared-use paths, and on-road cycle routes, with the network map provided at **Appendix A**.
- 3.23 The site benefits from being located within the local cycle network of Reading, providing multiple opportunities to travel to and from the site by bicycle.

ACCESS BY BUS

- 3.24 The nearest bus stops to the Site are located directly adjacent to Unit 6, along the A33 / Basingstoke Road, with further stops available along the B3031 / Basingstoke Road, located approximately 400m (5-minute walk) north of the Site, as well as at Campus Reading International, approximately 600m (7-minute walk) southwest of the Site.
- 3.25 The A33 / Basingstoke Road bus stop provides access to the '600 park & ride' service travelling southbound, with the Campus Reading International stops providing access to this service in both directions on weekdays, and the Three Mile Cross Hartley Court Turn bus stops (located approximately 1.1km (13-minute walk) south of the Site) providing access to this service in both directions from Monday to Saturday.
- 3.26 The B3031 / Basingstoke Road bus stops provide access to the '6 / 6a emerald services'.
- 3.27 **Table 3.1** provides a summary of bus services accessible within the vicinity of the site.

Table 3.1 Bus Service Summary

Service	Route	Average Frequency		
		Day of Operation	First / Last Bus	Average Frequency
600	Reading Centre – Campus Reading International – Mere oak P&R – Shinfield - Risley	Mon-Sat	05:38 / 23:16	15 mins
		Sat	05:38 / 23:16	15 mins
	Risley – Shinfield - Mere oak P&R – Campus Reading International – Reading Centre	Mon – Fri	09:42 / 23:44	15 mins
		Sat	05:58 / 22:00	15 mins
6a	Reading Centre – Whitley Wood	Mon-Sat	05:20 / 21:37	7 per day
		Sun	05:28 / 21:43	6 per day
	Whitley Wood– Reading Centre	Mon-Sat	06:15 / 22:22	7 per day
		Sun	06:17 / 22:22	6 per day
6	Reading Centre – Whitley Wood	Mon-Sat	00:27 / 23:39	12 mins
		Sat	00:27 / 23:58	12 mins
		Sun	00:27 / 23:27	20 mins
	Whitley Wood– Reading Centre	Mon-Sat	00:01 / 23:24	12 mins
		Sat	00:01 / 23:33	12 mins
		Sun	00:01 / 23:56	20 mins

- 3.28 **Table 3.1** demonstrates that there are multiple opportunities for future site users to use the bus when travelling to and from the wider area.

ACCESS BY RAIL

- 3.29 Reading Railway Station is located approximately 5.3km north of the Site and is accessible within a 20-minute cycle or by using the Number 6, 6a or 600 bus services and a short walk.

3.30 Reading Railway Station is located on the Great Western Mainline between London Paddington and Didcot Parkway, operated by Great Western Railway and South Western Railway. The station benefits from:

- 344 cycle parking spaces;
- 1,387 car parking spaces (with 14 accessible parking spaces);
- Ticket office and ticket machines; and,
- Step free access to all platforms.

3.31 **Table 3.2** provides a summary of the rail service from Reading Station.

Table 3.2 Reading Railway Station Service Summary

Destination	Average Travel Time (minutes)	Average Frequency
Bristol Temple Meads	72	3 per hour
Cardiff Central	82	2 per hour
London Paddington	44	Every 3-5 minutes
Basingstoke	23	3 per hour

3.32 **Table 3.2** shows that Reading Railway Station typically benefits from 3 services per hour to Bristol Temple Meads and Basingstoke, with 2 services per hour to Cardiff Central and a service every 3-5 minutes to London Paddington. Intermediate destinations are available to Bath Spa, Swindon, Didcot Parkway and Newport.

3.33 Direct trips are provided from Reading Station towards Birmingham and Manchester, with these services run less frequently.

3.34 The rail services available from Reading Station provide opportunities for future site users to use the train when travelling to and from the wider area.

GreenPark Railway Station

3.35 A new railway station is being constructed on the Reading to Basingstoke line at GreenPark as part of the GreenPark development and is forecast to open in early 2023. It will be served by local trains between Reading and Basingstoke. The station will be located approximately 1.5km to the west of the site and it is anticipated that new or re-routed bus routes will be provided connections from the Reading Gateway and the wider area to the proposed station.

3.36 This new facility will enhance the opportunities for future site users to use rail, when travelling to and from the site.

SUMMARY

3.37 This review shows that the site is well located to integrate into the local pedestrian, cycle, and public transport networks. The site is located approximately 4.5km south of Reading Town Centre and is within proximity of key services and facilities which can be accessed by sustainable modes of transport.

4 AIMS, OBJECTIVES AND TARGETS

INTRODUCTION

- 4.1 This chapter outlines the objectives and targets of the FTP for the food-retail development at Unit 6, Reading Gateway.

FRAMEWORK TRAVEL PLAN AIMS

- 4.2 The main aims of this FTP are as follows:
- Reduce congestion;
 - Reduce emissions and improve air quality;
 - Promote healthier lifestyles;
 - Seek a reduction in single occupancy vehicles; and,
 - To increase the number of journeys by sustainable transport.

FRAMEWORK TRAVEL PLAN OBJECTIVES

- 4.3 The main objective of this FTP is to:
- Seek to minimise the number of single occupancy car journeys made to and from the site, to promote travel by the more sustainable modes of transport, and to manage the overall transport impacts of the development.
- 4.4 Beneath this headline objective, several other related objectives have been identified as follows:
- **Objective 1:** Reduce the need to travel by car;
 - **Objective 2:** Promote walking / cycling and health and wellbeing to reduce car trips;
 - **Objective 3:** Promote public transport;
 - **Objective 4:** Provide information that is conducive towards promoting sustainable travel and changing travel behaviour;
 - **Objective 5:** Promote car sharing.

PROPOSED TRAVEL CONTEXT: STAFF

- 4.5 To provide an initial baseline Travel Plan target, the 'Method of Travel to Work' 2011 Census Data has been obtained for the workplace zone E33040199, as the workplace zone covering the area this is located within. This information provides an indication of the likely travel patterns of staff related to the site and has been used to assist in preparing preliminary baseline targets and is set out at **Table 4.1**.
- 4.6 Baseline targets will be reviewed and if necessary updated following completion of post occupation baseline travel surveys.

Table 4.1 Forecast Mode Share (E33040199: Reading dataset)

Mode of Travel	Mode Share
Car Driver	84%
Bus	5%
Train	3%
Car Sharing/Passenger	3%
Cycling	2%
Walking	2%
Taxi	1%
Total	100%

*All figures subject to rounding, targets to be reviewed and if necessary updated following completion of post occupation baseline travel surveys

- 4.7 **Table 4.1** shows that approximately 87% of the trips forecast to be generated by the proposed development are likely to be undertaken by car (inclusive of car passengers), with the remaining 13% undertaken by sustainable or active travel modes.

FRAMEWORK TRAVEL PLAN TARGETS: STAFF

- 4.8 The indicative mode share targets for staff employed at Unit 6 are set out in **Table 4.2**.

Table 4.2 Mode Share Targets: Staff

Objectives	Baseline Mode Share	Target Mode Share	Shift
Aim Targets			
Reduce the need to travel by car	84%	76%	-10%
Promote alternatives to single occupancy car travel	16%	24%	+50%
Action Targets			
To improve the awareness of alternative travel options amongst staff, through the dissemination of marketing material and by undertaking promotional activities through the Travel Plan period			
Improve awareness of the sustainable travel facilities available to staff through the Travel Plan period			

- 4.9 As seen in **Table 4.2**, this FTP will endeavour to achieve a 10% reduction in single occupancy vehicle trips whilst simultaneously increasing the use of alternatives to single occupancy car travel.
- 4.10 The baseline staff travel survey will be undertaken 3 months after occupation to confirm the Travel Plan Targets. Surveys will thereafter be repeated annually to monitor the success of the Travel Plan.

- 4.11 Baseline targets will be reviewed during the Year 1 Baseline Survey, to ensure that targets remain SMART. Revised targets may be proposed and agreed with the Reading Borough Travel Plan Officers, as part of the Year 1 Monitoring Report.

FRAMEWORK TRAVEL PLAN TARGETS: VISITOR AND DELIVERIES

- 4.12 The TP sets the following targets to encourage visitors to travel sustainably to and from the site:
- The FTP will provide information to visitors and other site users over the lifespan of the FTP to encourage regular trips to be undertaken by walking, cycling and by public transport; and,
 - The FTP will also encourage the occupier to manage the movement of deliveries to minimise trips by part filled vehicles and reduce the number of miles driven by delivery vehicles.
- 4.13 The strategy for implementing this target is set out within Chapter 5, and the measures set out in Chapter 6.

5 FRAMEWORK TRAVEL PLAN STRATEGY AND RESPONSIBILITY

- 5.1 One of the most important development aspects of achieving a sustainable development is ensuring that sustainable travel opportunities are in place at the outset.

FRAMEWORK TRAVEL PLAN STRATEGY

- 5.2 The FTP will be treated as a 'live' document, ever changing, and evolving to best suit the needs of the occupier, with a range of measures included such as marketing and raising awareness to promote sustainable travel opportunities.
- 5.3 The occupier will sign up to the principles of the FTP as a condition for occupation and will therefore be responsible for implementing and managing the FTP as part of the agreement. The developer will use reasonable endeavours to ensure that the FTP is being appropriately implemented.

FRAMEWORK TRAVEL PLAN RESPONSIBILITY

Occupier Travel Plan Coordinator

- 5.4 The occupier will appoint a Travel Plan Coordinator (TPC) to oversee the FTP. The appointment of the TPC is a key measure of the FTP and is considered essential for the management and successful implementation of measures associated with FTPs.
- 5.5 The role will likely be part time and likely be taken on by an existing employee within the Occupiers company. Appropriate funding and time will be made available for the TPC to manage and coordinate the running of the FTP to fulfil their role:
- Ensure that the measures set out in the plan are implemented;
 - Collect appropriate information and distribute it to employees;
 - Conduct travel surveys and publish regular reports detailing progress towards targets; and,
 - Provide reports / available data to the Reading Borough Council Officers.

6 FRAMEWORK TRAVEL PLAN MEASURES

- 6.1 This FTP outlines the possible measures which can be incorporated into the design of the scheme, and those which can be provided to promote sustainable travel choices together with new ways of organising activities to minimise the need to travel. These measures will be primarily aimed at reducing single occupancy car journeys.
- 6.2 Travel planning measures and initiatives at the proposed development will be provided to enable the scheme to meet the specified targets. Details of these measures are outlined in the following sections of this chapter and summarised within the Action Plan at **Table 6.1**.

STAFF TRAVEL PLAN MEASURES

Marketing

- 6.3 The principles of the FTP will be promoted to the Occupier and the requirements which will need to be met to accord with the Framework Travel Plan. This will allow the Occupier to find out what forms of sustainable travel will be readily available to them when they move in and allow them to consider how to market the Travel Plan to future staff.

Staff Travel Information Pack

- 6.4 Reasonable endeavours will be used to encourage the Occupier to provide their staff with a Staff Travel Information Pack, to ensure that staff know what sustainable travel options are available when considering how to travel to and from the workplace.
- 6.5 A key driver in behavioural change and travel planning is to provide high quality information concisely, with the Staff Travel Information Pack likely containing:
- Details of the TP measures, objectives, and targets;
 - Contact details for the TPC;
 - Generalised public transport information for the local area;
 - Information of car sharing arrangements (e.g., www.liftshare.com);
 - Maps on how to access areas by walking, cycling and public transport; and,
 - Promotional material on the benefits of active travel.

Travel Plan Website

- 6.6 Reasonable endeavours will be used to encourage the Occupier to provide Travel Plan initiatives on their company website or staff intranet (if available). The website could outline site specific information, to encourage trips generated by the proposed development to be undertaken by sustainable travel.

- 6.7 The site could be actively marketed via several communication mechanisms (Staff Travel Information Pack, noticeboard) and will likely contain the following information:
- Maps showing how to access the local and wider area by walking, cycling and public transport;
 - Information on active travel and the associated health benefits;
 - Information on car sharing;
 - Contact details for the TPC; and,
 - Provide a facility for on-going promotion of sustainable travel events.
- 6.8 It will be the responsibility of the TPC to ensure that the information contained on the website is relevant and up to date. It is considered that the provision of such a facility would enable visitors and staff to appropriately organise their travel to / from the site via sustainable modes.

Personal Travel Planning

- 6.9 Reasonable endeavours will be made to encourage the Occupiers to provide Personal Travel Planning facilities.
- 6.10 Personalised Travel Planning is an established approach that enables people to think about the way they currently travel and provides them with the information, advice, and motivation to walk, cycle and use public transport more often.
- 6.11 Personalised Travel Planning is a key process of the Travel Plan, as it can be used as a mechanism to ensure the promotion of:
- Sustainable travel opportunities;
 - Promotion the monitoring period and explain its purpose; and,
 - Provide a forum for staff to ask questions and have their concerns addressed.
- 6.12 It is anticipated that the TPC will take on the role of the interviewer for the Personalised Travel Planning and undertake the procedure at least once per year, or when requested by staff across the entire site.
- 6.13 The facility of Personalised Travel Planning will be widely promoted via several communication mechanism such as (but not limited to) the TPC, Staff Travel Information Pack, noticeboard, staff meetings or website, etc.

Staff Meetings

- 6.14 The Occupier will co-ordinate a meeting for staff to discuss Travel Plan initiatives, procedures, and results to ensure that staff fully engage with the Travel Plan. The meeting will most likely be chaired by the TPC and will likely occur once per year.

Staff Noticeboard

- 6.15 The TPC could organise a sustainable travel information noticeboard, located within an area which is highly trafficked by staff. The noticeboard could provide walking and cycling maps for the area as well as local

public transport information. It can also be used as a facility to promote sustainable travel events / initiatives.

- 6.16 It will be the responsibility of the TPC to ensure that the information contained on the board is relevant and up to date.

Promotion of Sustainable Transport

Walking

- 6.17 The TPC will promote travel by walking via several communication mechanisms such as (but not limited to) the Staff Travel Information Pack, noticeboard, staff meetings or website. These can include information on:
- Maps identifying key pedestrian routes; and,
 - Information promoting active travel and the associated health benefits of walking.

Cycling

- 6.18 The site will provide cycle parking and their location will be promoted via several communication mechanisms such as (but not limited to) the Staff Travel Information Pack, noticeboard, etc.
- 6.19 The TPC will promote travel by cycling via several communication mechanisms such as (but not limited to) the, Staff Travel Information Pack, noticeboard, staff meetings or website. These can include information on:
- Information promoting active travel and the associated health benefits of cycling;
 - Provision of local cycle maps; and,
 - Safe cycling practice.

Public Transport

- 6.20 The TPC will use reasonable endeavours to encourage the Occupier to promote travel by public transport via several communication mechanism such as (but not limited to) the TPC, Staff Travel Information Packs, noticeboard, staff meetings or website, the information provided will include:
- Information promoting active travel and the associated health benefits of cycling;
 - Provision of local public transport maps and timetables; and,
 - Promotion of key public transport websites (www.traveline.info).

Car Sharing

- 6.21 Car sharing has the potential to enable future employees to save money, reduce stress and increase the opportunities for socialising. It provides a cost saving and reduces the number of single occupancy cars on the local road network, therefore alleviating congestion and providing a benefit to air quality.
- 6.22 The benefits of car sharing could be widely promoted to future employees through a variety of communication mechanisms (such as the TPC, Staff Travel Information Packs, Noticeboards etc).

VISITOR AND DELIVERY MEASURES

- 6.23 It should be noted that this category relates to visitors and deliveries.

Email and Telecommunication

- 6.24 The developer will use reasonable endeavours to encourage the Occupier to promote to site visitors how the site can be accessed sustainably. This information could be provided over the phone, via the company website or via email when arranging a meeting.

ACTION PLAN

- 6.25 The Action Plan for the proposed development site is set out in **Table 6.1**.

Table 6.1 Framework Travel Plan Action Plan

Measure	Timeframe	Responsibility	Meet Objectives
Staff Framework Travel Plan Measures			
Marketing	Pre and at occupation	Developer	1, 2, 3, 4, 5
Staff Travel Information Pack	At employment / Ongoing	Occupier / TPC	1, 2, 3, 4, 5
Travel Plan Website	At employment / Ongoing	Occupier / TPC	1, 2, 3, 4, 5
Personal Travel Planning	Within 12 months / Ongoing	Occupier / TPC	1, 2, 3, 4, 5
Staff Meetings	Within 12 months / Ongoing	Occupier / TPC	1, 2, 3, 4, 5
Staff Noticeboard	Within 3 months / Ongoing	Occupier / TPC	1, 2, 3, 4, 5
Promotion of Sustainable Transport	Within 6 months / Ongoing	Occupier / TPC	1, 2, 3, 4, 5
Car Sharing	Within 6 months / Ongoing	Occupier / TPC	5
Car Park Management	Within 3 months / Ongoing	Occupier / TPC	4
Visitor and Delivery Framework Travel Plan Measures			
Email / Telecommunications	Within 3 months / Ongoing	Occupier / TPC	1, 2, 3, 4
Green Management of Site Deliveries	Within 3 months / Ongoing	Occupier / TPC	1
Other Framework Travel Plan Measures			
Vehicle Fleet Management	Within 3 months / Ongoing	Occupier / TPC	1, 4

7 IMPLEMENTATION, MONITORING AND REVIEW

INTRODUCTION

- 7.1 This chapter sets out the implementation, monitoring, and review process of the Framework Travel Plan.

IMPLEMENTATION

- 7.2 One of the key aspects of the Travel Plan is the provision of travel information for site users. It will be the responsibility of the TPC to ensure that the strategy and proposed measures are implemented.
- 7.3 The TPC will prepare an updated Action Plan to set out responsibilities and timescales for implementation and monitoring of the progress of the initiatives proposed by the TP. The interim Action Plan is provided at **Table 6.1**.
- 7.4 It will also be the role of the TPC to monitor and evaluate the impacts of the TP and report findings to the Reading Borough Council Officer.

MONITORING AND REVIEW

- 7.5 It is important to recognise that Travel Plans are live documents and as such develop over time with changing conditions. It will be necessary to review the TP and associated initiatives following full occupation of the site. Regular monitoring over the five-year life span on the TP will ensure that progress towards meeting the objectives and targets is measured and will help identify those areas of the TP that may not be working particularly well, and conversely, those aspects which are performing better than expected.
- 7.6 The first travel survey will be undertaken within approximately three months of occupation and will be repeated annually over a five-year period.
- 7.7 These surveys will enable the TPC to monitor how successful the TP has been in introducing a modal shift away from single occupancy cars and enable a review of the measures deployed so that they can be adjusted and where necessary new measures introduced.
- 7.8 The surveys will be undertaken in a neutral month such as April, May, June, September, or October and will not coincide with school holidays.

REPORTING

- 7.9 The results of this survey will be collated and reported on in annual monitoring report, a copy of which will be submitted to the Reading Borough Council Officers within three months of a survey being completed.
- 7.10 Through the monitoring programme any discrepancy between the recorded modal splits and the progress towards the long-term targets will be identified and discussed in detail with the Reading Borough Council Officer and any other senior management deemed appropriate.

8 SUMMARY AND CONCLUSION

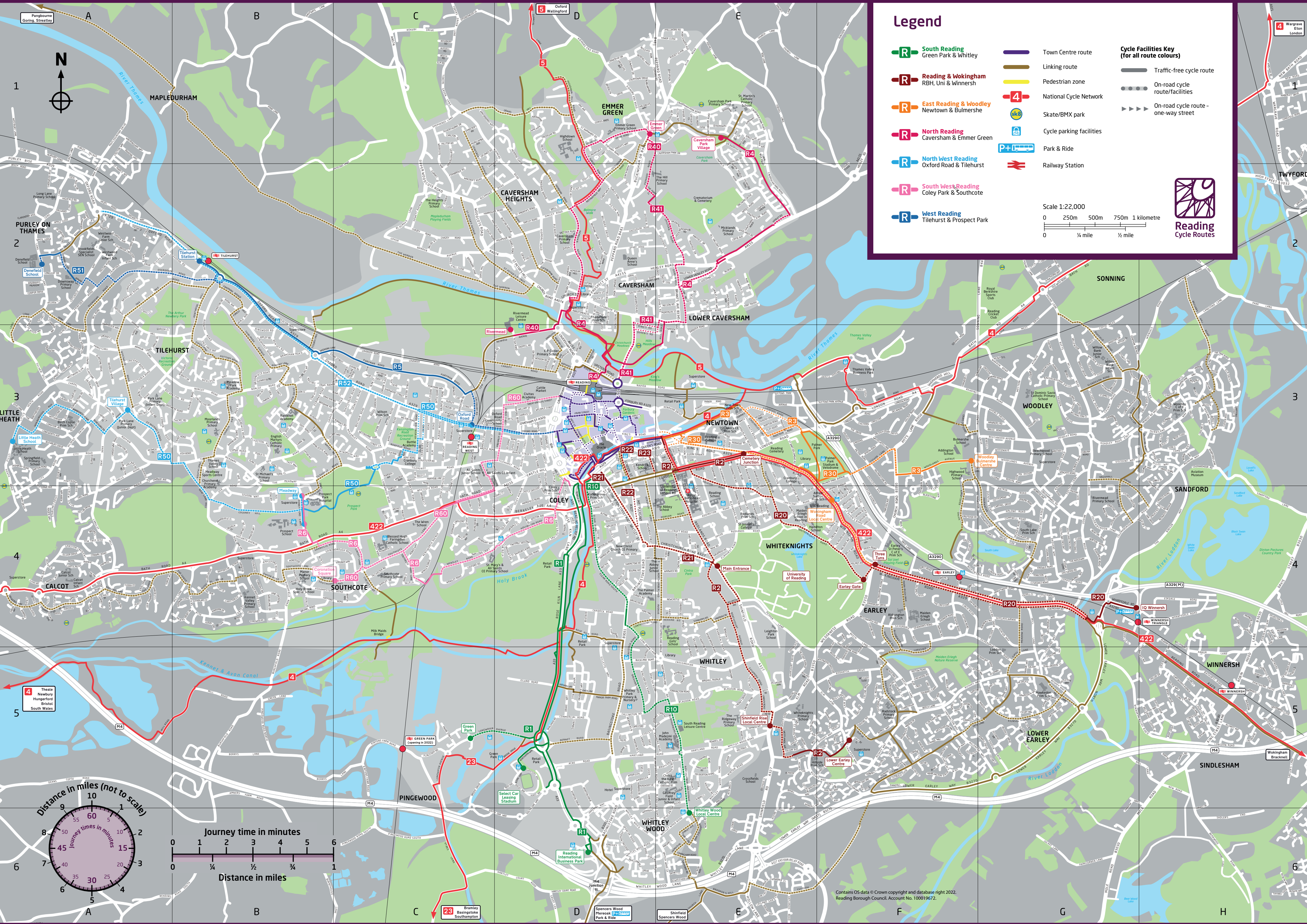
SUMMARY

- 8.1 Tetra Tech has been commissioned by ABRDN Standard to prepare a Framework Travel Plan (FTP) in support of the redevelopment of land known as Unit 6 located within Reading Gateway Retail Park, to the south of Reading Town Centre.
- 8.2 This FTP sets out aims and objectives for the occupier, with the aim to reduce congestion, improve air quality and promote healthier lifestyles by reducing the number of single occupancy trips generated by the occupier.
- 8.3 The FTP provides a site-specific package of measures which can be used to promote access by sustainable modes to / from the site.
- 8.4 Management and monitoring of this FTP will be overseen by a TPC who will raise awareness of sustainable travel and promote the principles of the FTP to future occupiers.

CONCLUSION

- 8.5 This Framework Travel Plan outlines a package of measures with the aim of creating a holistic transport environment which encourages sustainable travel over travel by car.

APPENDIX A – READING CYCLE NETWORK



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

