



Thackeray Estates Reading Investments Ltd

1-15 Queen Victoria Street & 145-148 Friar Street, Reading

Delivery and Servicing Plan

August 2022



Thackeray Estates Reading Investments Ltd

1-15 Queen Victoria Street & 145-148 Friar Street, Reading

Delivery and Servicing Plan

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1. Introduction

1.1 Document Context

- 1.1.1 This Delivery and Servicing Plan (DSP) has been prepared by mode transport planning on behalf of Thackeray Estates Reading Investments Ltd and accompanies a planning application for the redevelopment of 1-15 Queen Victoria Street and 145-148 Friar Street, Reading to provide a 104-bed apart-hotel and retained retail uses on the ground floor.
- 1.1.2 The site is located within Reading town centre, under the jurisdiction of Reading Borough Council (RBC), who also operate as the local highway authority.
- 1.1.3 The site will be retained as car-free given its town centre location and excellent accessibility by sustainable transport modes providing the opportunity for guests and staff to travel by sustainable means.
- 1.1.4 Servicing and deliveries will take place using existing infrastructure, from Queen Victoria Street, Friar Street or Station Road.
- 1.1.5 Discussions are currently taking place with RBC to provide a daytime loading window and extended dwell time restriction to the loading bay on Friar Street along the site frontage to provide an efficient delivery strategy for the proposed hotel. This is detailed further in [Section 4](#). Notwithstanding the proposed amendments, this DSP reviews the existing local loading arrangements.

1.2 Document Purpose

- 1.2.1 The purpose of the DSP document is to ensure that delivery and servicing activity associated with the apart-hotel can take place in a safe, efficient and sustainable manner. It has been developed in accordance with best practice guidance and national and local policies.
- 1.2.2 The DSP identifies the following aspects in relation to the future site operation:
- Types of servicing vehicles accessing the site;
 - On-site servicing arrangements;
 - Frequency and timing of servicing activity;
 - Proposed service vehicle routing; and
 - Occupier management mechanisms to ensure efficient and safe servicing activity occurs at the site.
- 1.2.3 The remainder of this report is structured under the following chapter headings:

- Section 2 the freight-based policy context;
- Section 3 outlines the local site context;
- Section 4 outlines the site-specific servicing arrangements;
- Section 5 outlines the proposed servicing details, measures and initiatives;
- Section 6 sets out a monitoring and review strategy; and
- Section 7 provides a summary.

1.2.4 This DSP is applicable to all delivery vehicles servicing the apart-hotel. Compliance and implementation of the DSP will be monitored and reviewed by the management of the apart-hotel. This guidance is based on lessons learnt from Quiet Deliveries trials held by DfT, Freight Transport Association (FTA) and Noise Abatement Society (NAS) in 2010-11.

2. Policy Context

2.1 National Policy

2.1.1 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. The NPPF was published in March 2012 and has since been revised, most recently in July 2021.

2.1.2 Paragraph 110 of the NPPF states that when assessing specific sites used for development applications, it should be ensured that:

- *“Appropriate opportunities to promote sustainable transport modes can be - or have been – taken up, given the type of development and its location;*
- *Safe and suitable access to the site can be achieved for all users; and*
- *Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”*

2.1.3 Paragraph 111 of the 2019 NPPF ultimately states the following for transport:

- *“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or residual cumulative impacts on the road network would be severe.”*

2.1.4 Paragraph 112 states that development should *“allow for the efficient delivery of goods, and access by service and emergency vehicles.”*

2.2 Local Policy

2.2.1 The Reading Borough Local Plan (RBLP) was adopted in November 2019 and details planning policies for development in Reading until 2036.

2.2.2 Policy TR1 sets out goals for Achieving the Transport Strategy. It states, *“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”.*

2.2.3 Policy TR3 encompasses access and traffic-related matters, and states that *“development will only be permitted where:*

- *Accesses and works to the highway comply with the adopted standards of the Transport Authority;*
- *The development would not have a material detrimental impact on the functioning of the transport network;*
- *The proposals would not be detrimental to the safety of users of the transport network, including pedestrians and cyclists;*

- *The proposal would not generate regular movement of heavy goods vehicles (HGVs) on unsuitable roads, or on roads without easy access to the Classified Highway Network; and*

2.2.4 Section 5.78 of the Reading Transport Strategy 2036 Consultation Draft – March 2020 relates to the objectives of the RBC, to support sustainable distribution methods that bring economic benefits to Reading while reducing environmental impacts and social nuisance and covers the need:

- To work with freight operators to help them operate a service that reduces impacts on the town in terms of noise and air pollution and also minimises carbon emissions;
- To develop the content and delivery of local travel and route choice information for freight operators;
- To manage the loading and unloading of goods to improve the efficiency and operation of the surrounding network;
- To promote measures that minimise the impact of freight transport on road maintenance and road safety; and
- To continue to evaluate and, where appropriate, enable consolidation and interchange options between freight modes to reduce the number of freight trips within Reading.

2.3 Good Practice Guidance

2.3.1 The Quiet Deliveries Good Practice Guide published by DfT in April 2014, covers the key problems for retailers, freight operators, local authorities and community stakeholders, reducing congestion and delays that affect freight and retail business, as well as local communities, particularly residents. This guidance is based on lessons learnt from Quiet Deliveries trials held by DfT, Freight Transport Association (FTA) and Noise Abatement Society (NAS) in 2010-11 and from the experience during the London 2012 Games.

2.3.2 The Core principles of the DfT document on quiet deliveries is:

- *“about enabling businesses and organisations to make and receive deliveries outside the main working day. The flexibility will generate multiple benefits for all affected parties, such as reduced congestion, lower emissions and business efficiency.”*

2.3.3 Through pilot schemes and case studies it was found that:

- *“If delivery times are extended into the evenings/night-time periods in a well-managed manner, that schemes can work effectively with minimal or negligible disturbance to residents and surrounding communities.”*

2.4 Summary

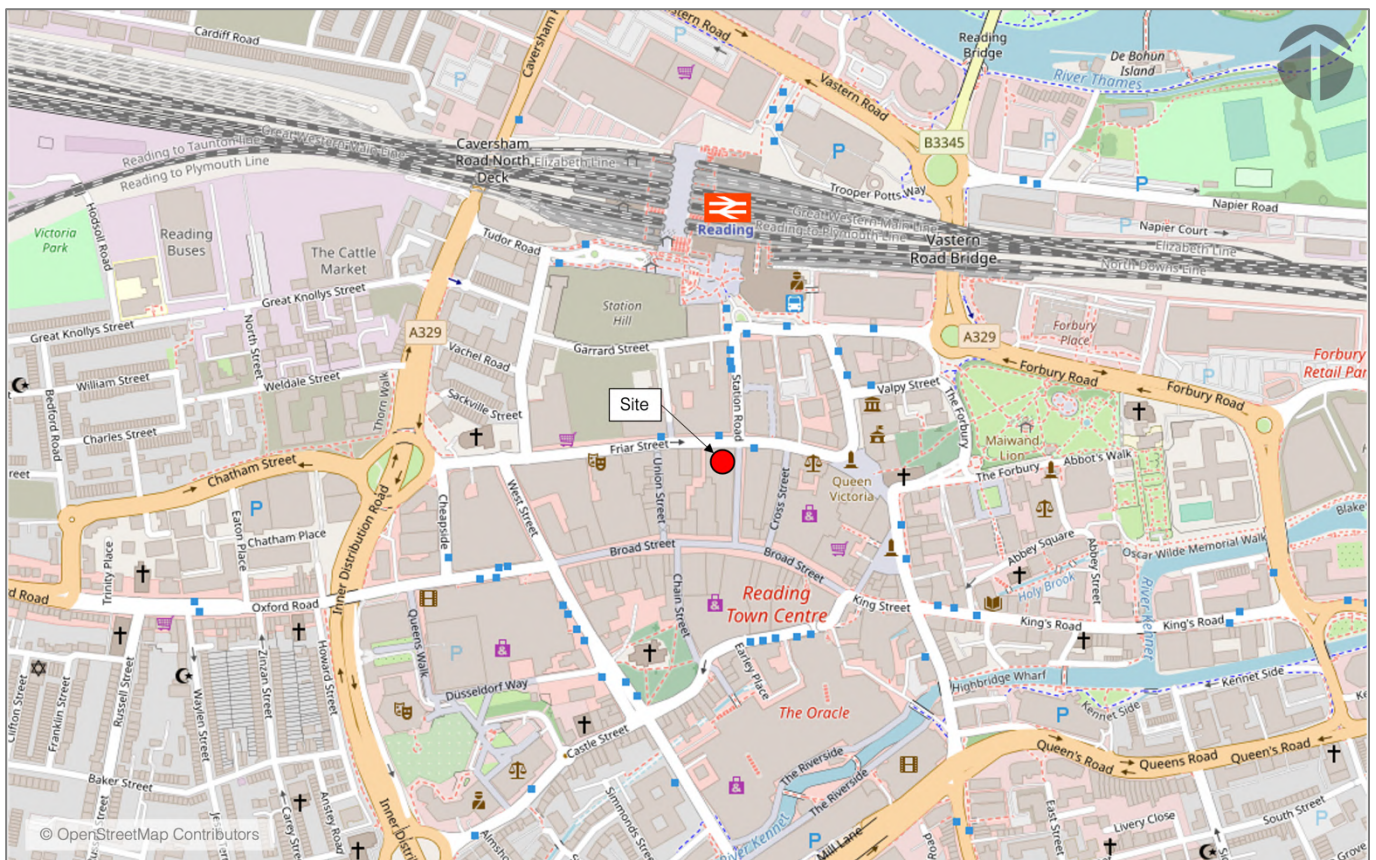
2.4.1 The DSP accords with the relevant national and local level transport policy and has adopted the recommended good practice guidance to further its effectiveness. The DSP will ensure that all deliveries are managed to minimise their impact on the local road network.

3. Local Context

3.1 Site Location

3.1.1 The site is located on the corner of Queen Victoria Street, which is pedestrianised, and Friar Street which is a predominantly bus focused red route. The location of the site is illustrated on **Figure 3.1**.

Figure 3.1 Site Location



3.2 Local Highway Network

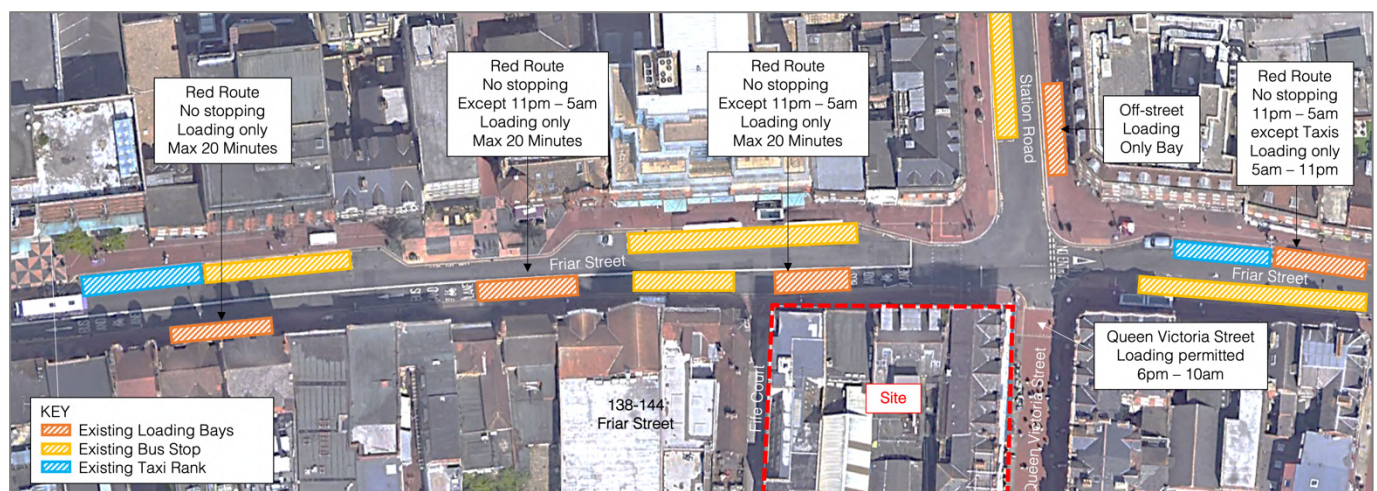
3.2.1 The site is located on the corner of Queen Victoria Street, which is pedestrianised, and Friar Street which prohibits access by motor vehicles (except buses and wheelchair accessible taxis) travelling westbound. Vehicles travelling eastbound are restricted to access between 7am – 11am and 4pm – 7pm with the exception of buses, wheelchair accessible taxis and permit holders. These restrictions determine that direct access to the site via private car is not realistic, supporting the existing, and proposed, car-free operation of the site.

3.2.2 The pedestrianised area to the east and south of the site, on Queen Victoria Street and Broad Street, restricts vehicular movements except for loading between 6pm and 10am.

3.2.3 Friar Street is also a red route which restricts stopping at any time except for in designated loading bays or where signage permits. The red route which also continues along Station Road and Blagrove Street.

3.2.4 Designated loading bays are provided on Station Road, which is located off-street with no restrictions, and on Friar Street to the west of the site where loading is permitted between 5am and 11pm. Additional loading bays are located on Friar Street to the west of the site. The locations of the loading bays in the context of the site are illustrated in **Figure 3.2** demonstrating that there are numerous loading options within a short distance of the site.

Figure 3.2 Loading Bays and Red Route Restrictions



3.2.5 The section of Friar Street to the west of the site is a single carriageway comprising an eastbound and westbound bus lane and to the east Friar Street is subject to one-way circulation. Station Road, to the north of the site, is a one-way street which leads to Blagrove Street where vehicles can join the local highway network via Forbury Road or re-join the one-way system to the south of Reading via Valpy Street or via Friar Street for relevant bus routes.

3.2.6 In terms of the surrounding highway network, Friar Street links to the A329 Caversham Road to the west of the site, which forms part of the ring road surrounding Reading town centre.

3.2.7 To the north of the ring road are the two main Thames crossings in Reading: Caversham Bridge and Reading Bridge, accessed via the A4155 Caversham Road and B3345 George Street respectively. These routes link into Caversham and into the district of South Oxfordshire.

3.2.8 To the east, the A329 continues to the dual carriageway of the A3290 and provides access to the strategic highway network via the A329(M) and onto the M4, via junction 10. The A329(M) continues to become the A322 towards Bracknell.

3.2.9 To the south, the A329 connects to the A33 which is a major access route into and out of Reading town centre and leads to junction 11 of the M4, before continuing as the A33 to Basingstoke.

3.2.10 To the west, the A329 connects with Oxford Road which provides access to the west of the town and onwards to Tilehurst and Pangbourne. The A4 Bath Road leads towards Theale and junction 12 of the M4.

4. Site Specific Servicing Arrangement

4.1 Development Proposal

- 4.1.1 The development proposals comprise the retention of the existing ground floor use of retail (Class E) and the redevelopment of the upper floors from office and commercial space to a 104-bed apart-hotel units. A copy of the site layout plan is included as **Appendix A**.
- 4.1.2 The proposed apart-hotel will be provided on a car-free basis as per existing conditions of the site.

4.2 Servicing Arrangements

- 4.2.1 Servicing and deliveries to the retained retail units will continue to take place as per existing arrangements, either from Queen Victoria Street, Friar Street or Station Road.
- 4.2.2 The combination of the loading bay options on Friar Street and Station Road, and access from Queen Victoria Street provides sufficient opportunity to continue to service the existing retail units on the ground floor of the site and to accommodate the additional deliveries and servicing requirements generated by the change in use of the upper floors of the site to an apart-hotel.
- 4.2.3 The operator of the apart-hotel will work with suppliers to determine the requirements for deliveries and servicing which will be within the parameters of the local restrictions (or as agreed via a TRO with RBC). The anticipated delivery schedule and anticipated types of vehicles is provided in **Table 4.1**. Of note, the use of 4.6T vehicles is subject to agreement with local suppliers.

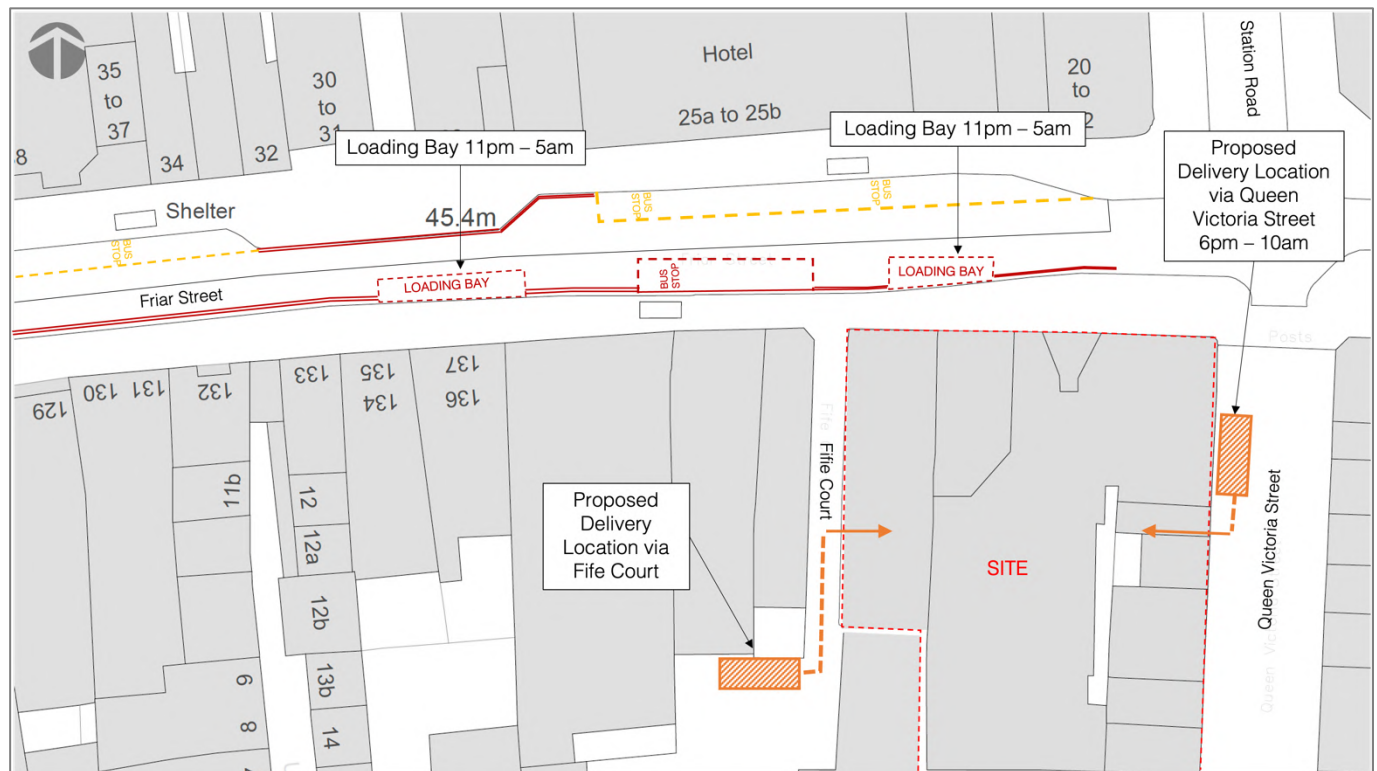
Table 4.1 Delivery Types and Vehicles

Delivery Type	Frequency	Dwell Time	Vehicle Type
Linen Collection / Delivery	Daily	1 hour	4.6T Van
Food (Fresh / Dry Goods)	Daily	30 minutes	4.6T Van
Drinks	Weekly	1 hour	Small Rigid

- 4.2.4 Staff of the apart-hotel will utilise the deliveries store, located on the ground floor, to move items from the upper floors to help ensure smooth turnaround of servicing and deliveries. The deliveries store can be accessed on foot via the pedestrian access on Queen Victoria Street or from Fife Court.
- 4.2.5 It is proposed that linen collection/delivery and food deliveries would take place from Fife Court with vehicles sizes not exceeding a 4.6T van due to existing access constraints along Fife Court.

- 4.2.6 Vehicles will reverse from Friar Street along Fife Court with the aid of banksman and pull up alongside the rear of 138-144 Friar Street. The swept path analysis for a 4.6T van reversing along Fife Court and exiting in a forward gear is illustrated in **mode drawing 32-5429-TK01**, included as **Appendix B**. It should be noted that a planning application has been submitted 138-144 Friar Street which proposed a hotel which will be operated by the same operator as the apart-hotel. In this way, deliveries can be coordinated to ensure that deliveries for the apart-hotel do not coincide with deliveries associated with 138-144 Friar Street.
- 4.2.7 Drinks deliveries will take place on a weekly basis from Queen Victoria Street. Goods will then be trolleyed to Fife Court to the service entrance located at the rear of the hotel. The arrangement and carry distance will be agreed between the apart-hotel operator and the supplier.
- 4.2.8 Scheduling of the arrival of servicing vehicles to the site will take place in order to restrict waiting times and allow for efficient turn-around. With regards to the apart-hotel, the scheduling will take other functional needs of the apart-hotel into consideration to ensure minimal conflict with guests as well as ensure that the restrictions on Queen Victoria Street / Friar Street are always adhered to. The scheduled times will be communicated to staff of the apart-hotel to ensure preparations can be made to assist servicing.
- 4.2.9 The delivery locations outlined above are illustrated in **Figure 4.1**.

Figure 4.1 Proposed Delivery Arrangements



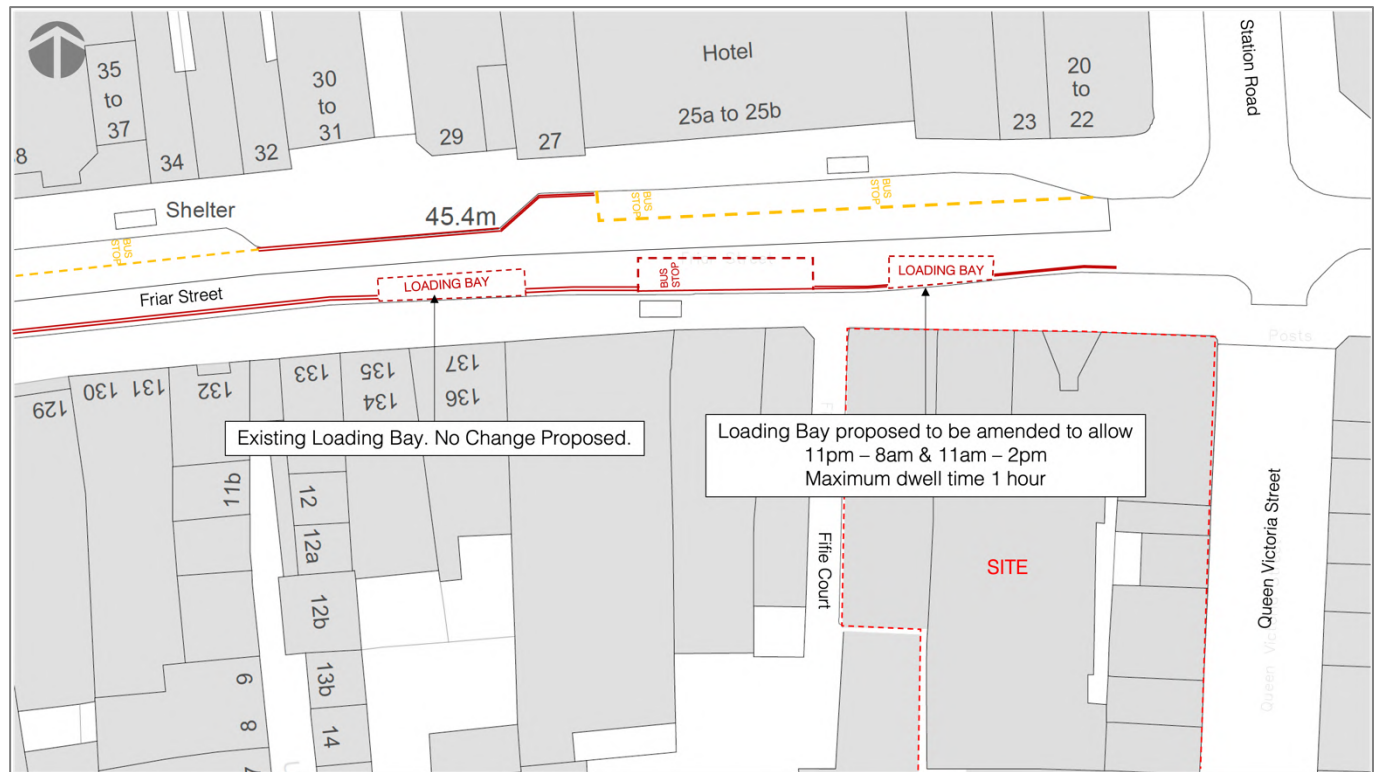
Refuse Collection

- 4.2.10 Refuse collection will also continue to take place as per existing conditions for the retail units and therefore there will be no change to the demand for refuse collection vehicles visiting the retail units.
- 4.2.11 Refuse collection for the apart-hotel units will take place from the loading bay located on Friar Street outside the site frontage in accordance with the existing restrictions.
- 4.2.12 It is proposed that refuse collection would be undertaken by a private contractor. Bins will be wheeled from the designated refuse store on Fife Court to Friar Street and the collection arrangements and carry distances would be agreed with the appointed contractor.

Proposed TRO

- 4.2.13 As noted in [Section 1](#), discussions are currently ongoing with RBC with regards to amending the existing loading restrictions along Friar Street via a TRO to allow for an extended dwell time and a daytime loading window in order to offer an efficient and flexible servicing strategy of the apart-hotel, if the use of 4.6T vehicles with local suppliers is not possible.
- 4.2.14 The loading bay proposed to be amended is identified in [Figure 4.2](#). It is considered that the existing loading bay east of the bus stop would be appropriate as it would have the least impact on bus movements as there is additional carriageway space for buses to manoeuvre compared with the loading bay located west of the bus stop. In this way, dwell times could be kept to a minimum as the carry distance for operatives would be shorter compared with utilising other loading bays along Friar Street.
- 4.2.15 It is proposed that the amendments would allow for a dwell time of up to 1 hour, extending the existing hours of 11pm-5pm to 11pm – 8am and 11am – 2pm. This avoids the peak operational hours of the local highway network (e.g. 8am – 9am and 5pm – 6pm).

Figure 4.2 Proposed Loading Bay to be Amended



4.3 Vehicle Routing

- 4.3.1 Deliveries to the site are anticipated to route via M4 as part of the strategic highway network. From the east, vehicles will access the site via the A329(M) and A329; the A33 will provide access from the south and the A4 will allow vehicles to reach the internal highway network of Reading town centre.
- 4.3.2 Servicing vehicles will access the site from the A329, entering Friar from the west or the east depending upon where they are delivering from. On exit, vehicles would turn north on to Station Road following the one-way system on Station Road / Blagrove Street, to return to the wider highway network via the Forbury Road / Vastern Road roundabout.

5. Measures and Initiatives

5.1 Overview

5.1.1 This section of the DSP outlines the specific management measures to be implemented at the proposed development. The measures aim to manage the impact of delivery and servicing activity.

5.2 Management of the Plan

5.2.1 A member of staff will be appointed to oversee the management, development and monitoring of the DSP. The DSP principles and measures will be promoted to staff of the apart-hotel and delivery drivers associated with the premises.

5.2.2 The key principles of the DfT Quiet Deliveries Good Practice Guide would be adopted, which would include:

General Servicing Best Practice

- Making sure all equipment (vehicles and servicing area) is in good working order and maintained to minimise noise;
- Identify timings for deliveries in advance so both driver and store operatives are prepared for the arrival;
- Seek to ensure that delivery vehicles spend as little time possible attempting to access the service area; and
- Ensure all staff are briefed and trained to follow the company code of practice.

Operation of the Servicing Area

- Schedule regular servicing and delivery times, with store staff forewarned when the delivery is expected;
- During out of hours servicing switch off any bells/alarms/speakers when the servicing area doors are open;
- Avoid where possible cages banging together or against servicing equipment;
- Switch off reversing alarm for out of hours deliveries; and
- Turn off service vehicle engines when not manoeuvring to prevent idling.

5.2.3 The above list is not exhaustive, and the DSP can be updated as necessary, but nevertheless provides an indication of the measures that would be put in place.

6. Monitoring and Review

6.1 Monitoring

- 6.1.1 The appointed member of staff will be responsible for the ongoing monitoring of the DSP.
- 6.1.2 The monitoring process will generate information by which the success of the DSP can be evaluated. The monitoring process will enable the DSP to be modified as appropriate, to respond to any issues as they arise.
- 6.1.3 A record will be kept of any incidences, comments or feedback from staff or delivery drivers.

6.2 Review

- 6.2.1 The apart-hotel operator will undertake an annual review of the DSP and will make any necessary changes or alterations as a result of this review. Stakeholders will be consulted where appropriate.

7. Summary and Conclusion

7.1 Summary

- 7.1.1 This Delivery and Servicing Plan (DSP) has been prepared by mode transport planning on behalf of Thackeray Estates Reading Investments Ltd and accompanies a planning application for the redevelopment of 1-15 Queen Victoria Street and 145-148 Friar Street, Reading.
- 7.1.2 The servicing and delivery operation for the development of the apart-hotel will take place within existing restrictions and allowances on Friar Street.
- 7.1.3 The operator of the apart-hotel will manage arrivals to ensure a low impact on the local highway network and efficient operation of servicing, in alignment with other commercial properties in the vicinity of the site. This includes the collection of waste.
- 7.1.4 It is considered that there is sufficient capacity on Queen Victoria Street / Friar Street / Station Road to accommodate the delivery and servicing requirements generated by the development proposals.
- 7.1.5 Discussions are currently ongoing with RBC with regards to amending the existing loading restrictions to the loading bay on Friar Street along the site frontage via a TRO to allow for an extended dwell time and a daytime loading window in order to offer flexibility and effectively service the proposed apart-hotel from Friar Street if suppliers do not have 4.6T vehicles.
- 7.1.6 The DSP has been drafted in accordance with local and national policy in relation to the movement of freight. It will remain a live document that will evolve over time to ensure that objectives are met in the most appropriate manner.

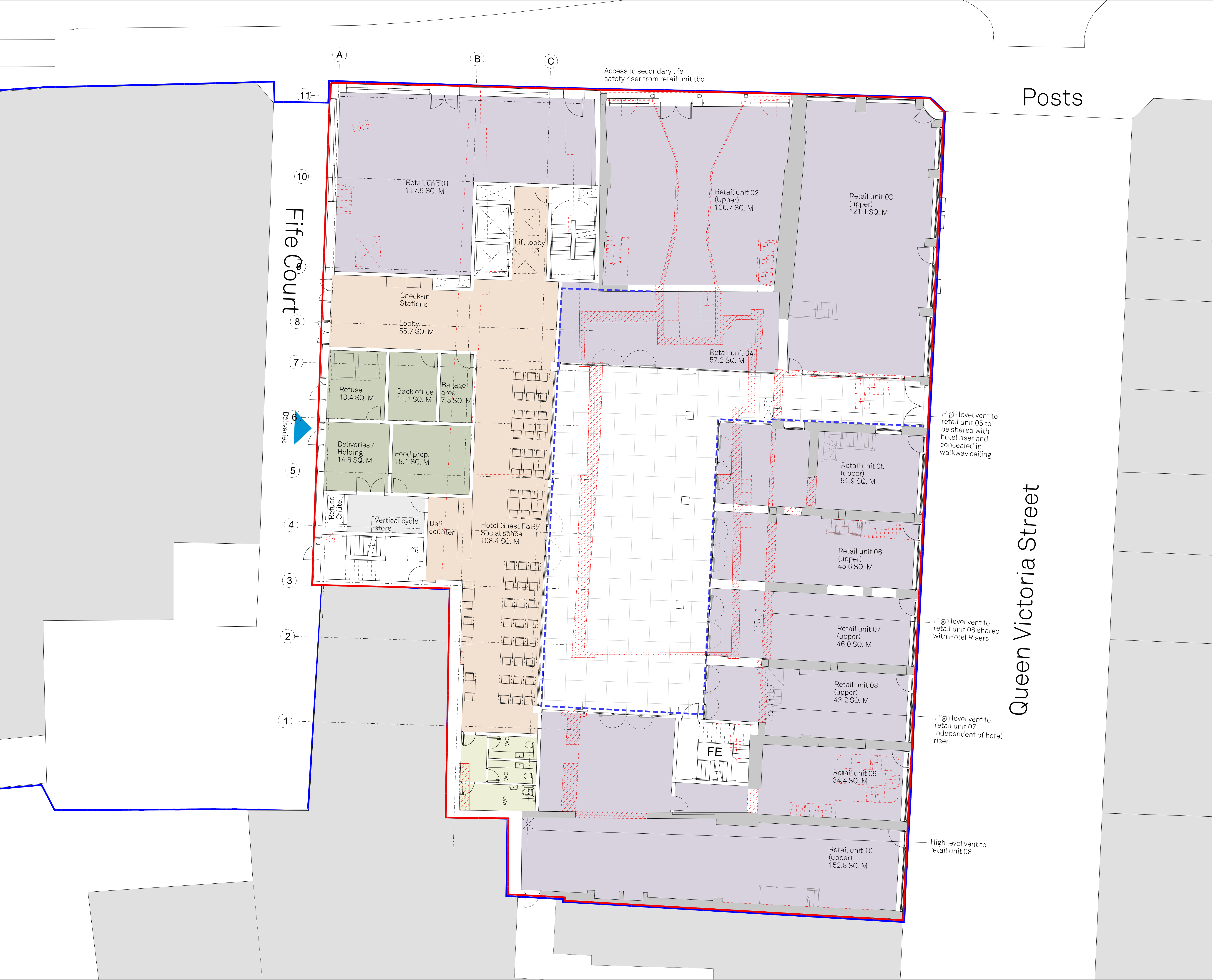
7.2 Conclusion

- 7.2.1 The measures set out within this DSP will ensure the successful and efficient operation of delivery and servicing activity on a day-to-day basis, minimising the impact of servicing movements on the road network.

APPENDICES

APPENDIX A

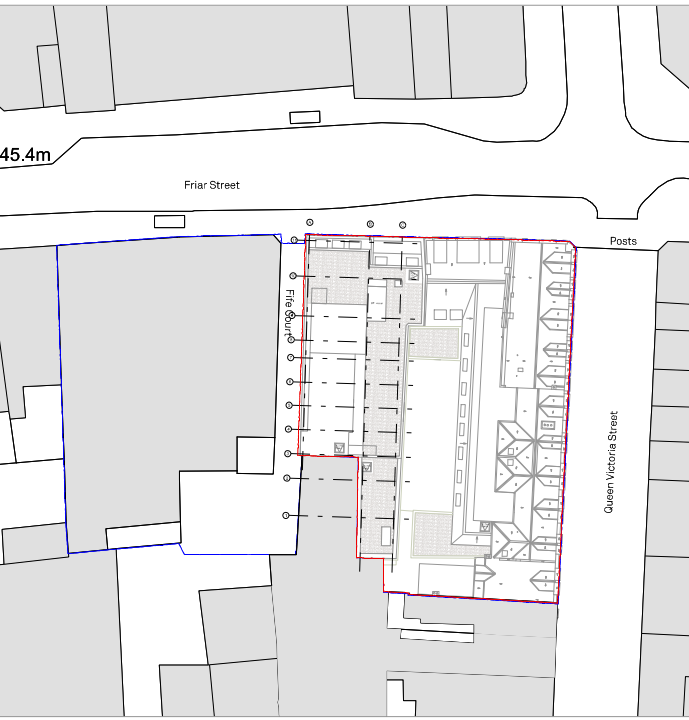
Site Plan



Notes
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All drawing measurements shall not be obtained by scaling. Any discrepancies on this document to be immediately reported to the Architect. Verify all dimensions and levels prior to construction. This Document shall be read in conjunction with related documents, specifications and associated models.



KEY PLAN



- External Wall Demolished
- Internal Wall Demolished
- Extent of Consented Scheme
- Extended Floor Plate
- P/s

P01 09.08.22 EF CC First Issue
Rev: | Date: | By: | Chk By: | Rev Note:

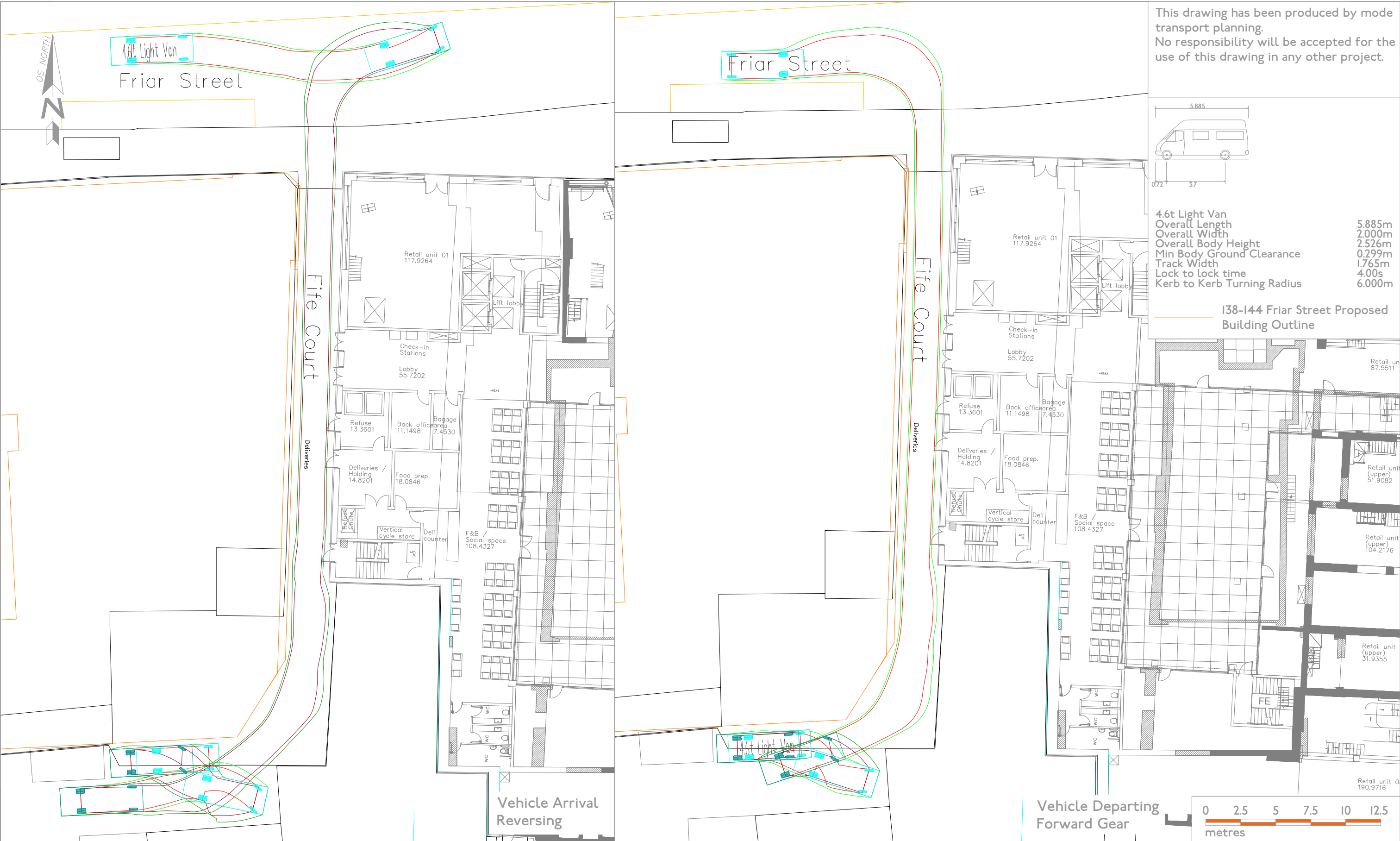
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145-148 Friar Street, 1-15 Queen Victoria Street
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Thackeray Group
Drawing Title
Proposed Ground Floor Plan
Drawing No.
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P22-018
Issue suitable for:
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APPENDIX B

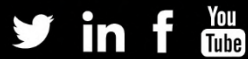
Swept Path Analysis



drawing title Swept Path Analysis 4.6T Van Fife Court	client Thackeray Estates Reading Investments Ltd	mode transport planning Quadrant House Broad Street Mall Reading RG1 7QE	mode transport planning	scale 1:250 @ A3		rev by	chk by	date	remarks
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				drawing no. J32-5429-TK01					



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