

PROPOSED STANDALONE POD UNIT

HYPERION TRADE PARK, ROSE KILN LANE, READING

Travel Plan

August 2022

Proposed Standalone Pod Unit
Hyperion Trade Park, Rose Kiln Lane, Reading
BREEAM Travel Plan

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1.0 INTRODUCTION

1.1 Background

- 1.1.1 Travel Plans are strategies for managing multimodal access to a site or development, that focus on maximising the potential for travel by sustainable modes of transport.
- 1.1.2 As part of proposals for a Standalone Pod Unit (within use Class E) to be occupied by Greggs at Hyperion Trade Park, Rose Kiln Lane, Reading, a Travel Plan to focus primarily on staff travel will be implemented.

1.2 Travel Plan Background

- 1.2.1 Travel Plans are strategies for managing multimodal access to a site or development, that focus on maximising the potential for travel by sustainable modes of transport. They set out the objectives of the Plan, a range of measures to be implemented to achieve the objectives and the means by which the success of the Plan will be monitored.
- 1.2.2 The document Delivering Travel Plans through the Planning Process¹ has been reviewed with reference to the development of the units Travel Plan.
- 1.2.3 Research² commissioned by the Department for Transport, which examined the effectiveness of the Travel Plans of 26 organisations (local and national government departments, hospitals, universities and private companies) drew a conclusion of an average 17.8% reduction in traffic. Additional benefits of travel plans were found to be as follows:
- Increases in walking and cycling, with associated health gains.
 - Improved social inclusion.
 - Better conditions for employees.
 - Improved staff recruitment and retention.
 - The opportunity to contribute to environmental management standards such as ISO 14001.
 - Good PR for businesses.
 - Financial savings.
 - Increases in bus use and associated ticket revenue.
 - Better estate management.
 - Less noise, congestion and pollution, and better conditions for freight distribution associated with reductions in car use.
 - Better security and less fear of crime from better car parking management.

1.3 References

- 1.3.1 The Travel Plan has been prepared with reference to the following documents: -
- The Essential Guide to Travel Planning, Ian Taylor for The Department for Transport, March 2008.

¹ Delivering Travel Plans through the Planning Process, Department for Transport, April 2009

² Smarter Choices – Changing the Way we Travel, Cairns et al, 2004

- A Guide on Travel Plans for Developers, Transport Energy, September 2006.
- A Travel Plan Resources Pack for Employers, Transport Energy Best Practice Report.
- Transport 2000 Making Travel Plans Work: Lessons From UK Case Studies, July 2002.
- Reading Borough Council Local Transport Plan 3: Strategy 2011-2026, April 2011
- Reading Transport Strategy 2036 – Draft for consultation March 2020.
- SD5078: BREEAM UK New Construction 2018 Technical Manual.

1.3.2 This Travel Plan has been prepared with due regard to the Government's National Planning Practice Guidance note 'Travel Plans, Transport Assessments, and Statements in Decision-Taking'. The guidance note provides advice on when transport assessments and travel plans are required and what they should contain.

1.3.3 Under the heading 'What are Travel Plans?' the guidance indicates the following:

"Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets."

1.3.4 Under the heading 'How do Travel Plans, Transport Assessment and Statements relate to each other?' the guidance goes on to say the following:

"The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. As noted above, though, they should not be used as way of unfairly penalising drivers."

1.4 BREEAM Assessment

1.4.1 BREEAM or Building Research Establishment Environmental Assessment Method is a sustainability assessment method. Launched in 1990, by the Building Research Establishment it sets standards for the environmental performance of buildings through the design, specification, construction and operation phases and can be applied to new developments or refurbishment schemes.

1.4.2 The BREEAM Assessment utilises a system of credit scoring to determine the level of sustainability and environmental impact of a development. Credits are collated from a set of environmental sections and issues outlined in the 'SD5078: BREEAM UK New Construction 2018' Technical Manual to give an overall BREEAM rating. These sections and issues include Management, Health & Wellbeing, Energy, Transport, Water, Materials, Waste, Land Use Ecology, Pollution and Innovation.

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- 1.4.3 The 'Tra 01 Transport Assessment and Travel Plan' section of the 'SD5078: BREEAM UK New Construction 2018' Technical Manual outlines a set of values that aim to raise awareness of the existing local transport network and amenities, and identify ways to improve transport sustainability.
- 1.4.4 A maximum of two credits are rewarded if development proposals include a Transport Assessment or Statement and an associated Travel Plan during the feasibility or design stages. Both a Transport Statement and Travel Plan have been produced for this development, thereby earning two credits for Tra 01.
- 1.4.5 The 'SD5078: BREEAM UK New Construction 2018' Technical Manual states that a Travel Plan should: -
- *"Provide a long-term management strategy which encourages more sustainable travel.*
 - *Include measures to increase or improve more sustainable modes of transport and movement of people and goods during the building's operation see Methodology.*
 - *If the occupier is known, involve them in the development of the travel plan.*
 - *Demonstrate that the travel plan will be implemented and supported by the building's management in operation."*
- 1.4.6 The 'SD5078: BREEAM UK New Construction 2018' Technical Manual goes on to state that the following measures should be considered when developing a Travel Plan: -
- *"Negotiation with local bus, train or tram companies an increase in the local service provision for the development.*
 - *Provision of a public transport information system in a publicly accessible area.*
 - *Provision of electric recharging stations*
 - *Provision of parking priority spaces for car sharers*
 - *Consultation with the local authority on the state of the local cycling network and on improvements*
 - *Provision of dedicated and convenient cycle storage*
 - *Provision of cyclists' facilities*
 - *Lighting, landscaping and shelter to create pleasant pedestrian and public transport waiting areas*
 - *Restrictions or charging for car parking*
 - *Pedestrian and cyclist friendly (for all types of users regardless of the level of mobility or visual impairment) with the provision of cycle lanes, safe crossing points, direct routes, appropriate tactile surfaces, good lighting and signposting to other amenities, public transport nodes and adjoining off-site pedestrian and cycle routes*
 - *Provision of suitable taxi drop-off or waiting areas*
 - *Ensure rural buildings have appropriate access to transport to serve the local community adequately (where procured to do so, e.g. community centre)."*
- 1.4.7 The above measures have reviewed and measures specific to the development are provided later in the Travel Plan.
-

1.5 Objectives / Aims

1.5.1 The plan is a strategy for reducing dependence of staff on travel by private car. The primary objective / aims of the strategy is to:

- Increase awareness and encourage use of environmentally friendly modes of transport amongst staff and customers.
- Introduce a package of management measures that will help to facilitate staff travel by sustainable modes of transport.
- Reduce single occupancy, single purpose vehicle use by staff.

1.5.2 Secondary objectives / aims are to:

- Minimise the impact on the local community of traffic associated with the units by minimising noise and pollution.
- Show a commitment to improving traffic conditions within the local area.
- Reduce the adverse effects on health associated with increased car use.
- Reduce air pollution and the consumption of fossil fuels.
- Increase the attractiveness and hence the proportion of journeys made to and from the units by sustainable modes of transport such as walking, cycling and public transport.
- Promote walking and cycling as a health benefit to staff.
- Promote social inclusion by widening the travel options available for non-car owning staff.
- Reduce the cost to staff of their journey to work by promoting alternatives that are both cheaper and more environmentally friendly.
- Reduce the perceived safety risk associated with the alternatives of walking and cycling.

1.5.3 The Travel Plan will also be of benefit to the operator from a business perspective. By minimising the number of car-based staff journeys to the units, optimum use will be made of the unit's car park by maximising the number of spaces which are available for the use by customers. The adoption of the Plan will also help the operator to project a more environmentally friendly image to both its staff and the local community. Therefore, it will be beneficial for the operator to fully support the adoption of the Travel Plan at the units.

1.6 Travel Plan Content

1.6.1 A key feature of the any Travel Plan is a review of existing staff travel patterns, which is detailed in Section 2.0 of this report.

1.6.2 The Travel Plan will be implemented by a Travel Plan Co-ordinators / Champions. These roles are described in Section 2.4.2.

1.6.3 The measures by which the Travel Plan objectives and targets will be achieved are the key component of the Plan and are described in Section 4.0. The means by which the Plan will be monitored are set out in Section 4.8.2.

1.6.4 The remainder of this report is divided into four further sections, which are as follows: -

Section 2.0 Current Travel Patterns

Section 3.0 Travel Plan Administration

Section 4.0 Travel Plan Measures

Section 5.0 Travel Plan Monitoring

2.0 CURRENT TRAVEL PATTERNS

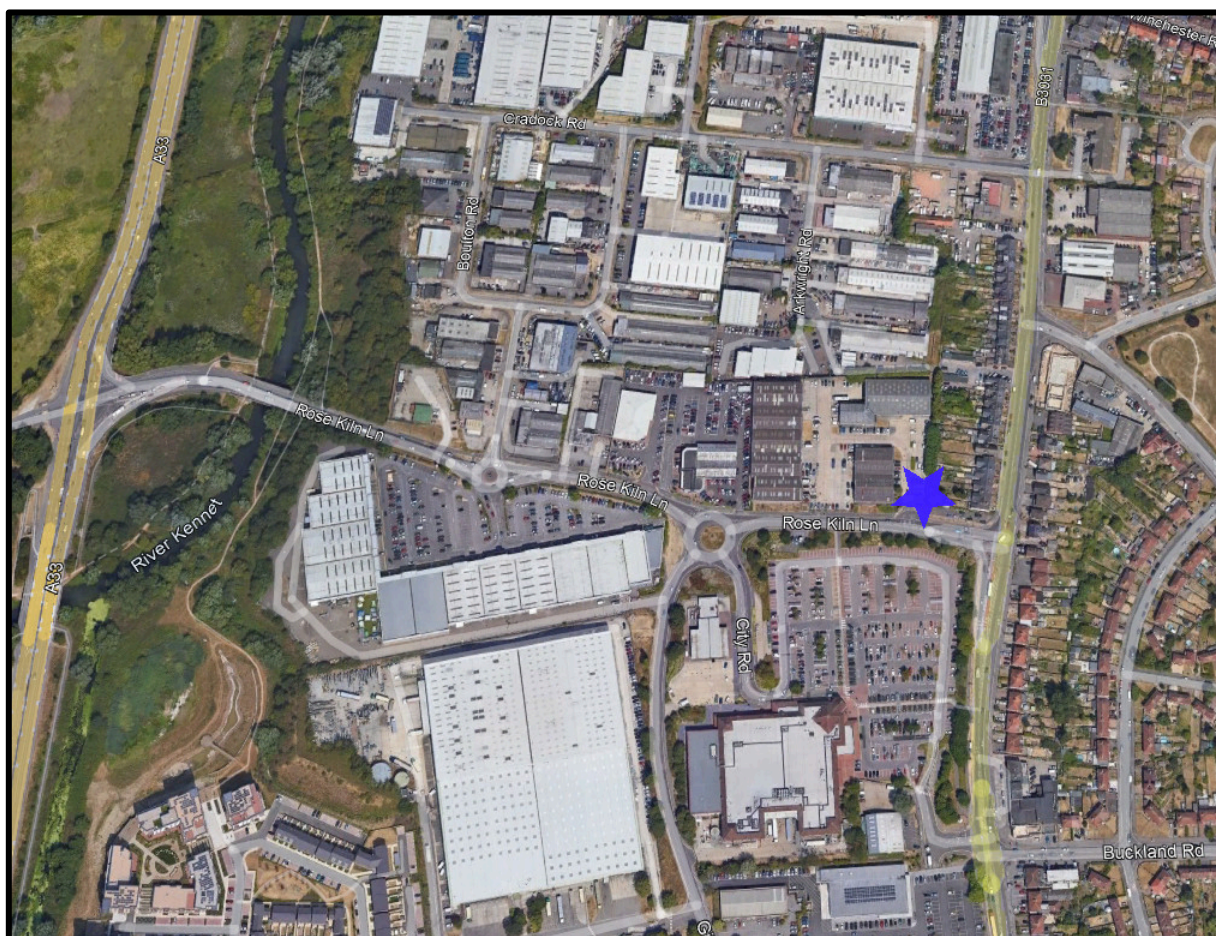
2.1 Introduction

- 2.1.1 The success of the Travel Plan will primarily be judged by its progress towards the target for the modal split of staff travel to the units. This section of the Travel Plan provides details of the existing travel opportunities along with local modes of travel which are currently used for employment purposes, based on local Census statistics.

2.2 The Site and the Surrounding Area

- 2.2.1 The proposal site is located to the east of Hyperion Way within Hyperion Trade Park, to the south of central Reading.
- 2.2.2 Hyperion Trade Park is accessed from Rose Kiln Lane to the south of the proposal site. Rose Kiln Lane connects with the B3031 Basingstoke Road to the east of the site and the A33 Rose Kiln Lane to the west. Both provide routes to central Reading to the north and M4 to the south.
- 2.2.3 Hyperion Trade Park includes nine industrial units (including Screwfix and City Plumbing) alongside 140 parking spaces.
- 2.2.4 The location of the proposal site, in the context of the urban area, is presented at Figure 2.1 below.

Figure 2.1 – Site Location Plan



Source: Google Earth

- 2.2.5 A number of other industrial parks are located to the north and west of Hyperion Trade Park.
- 2.2.6 A Morrisons Supermarket (including café) is located to the south of Hyperion Trade Park, which is accessed off Rose Kiln Lane, as well as Brunel Retail Park to the southwest of the site. Brunel Retail Park includes units such as Pets at Home, Go Outdoors and B&M, as well as Costa and Subway units.
- 2.2.7 The 0.04-hectare proposal site currently consists of nine existing car parking spaces, a brick wall fronting Rose Kiln Lane and Screwfix signage as shown below.

Figure 2.2 – Proposal Site – Current Use



Source: Google Earth

- 2.2.8 A gated access is present along the site frontage as well as yellow box markings and speed humps on Hyperion Way adjacent to the proposal site.

2.3 Local Transport Facilities

Walking

- 2.3.1 The Department for Transport's (DfT) document titled 'Manual for Streets' dated 2007 provides guidance in relation to walk distances. Section 4.4 gives the following advice: -

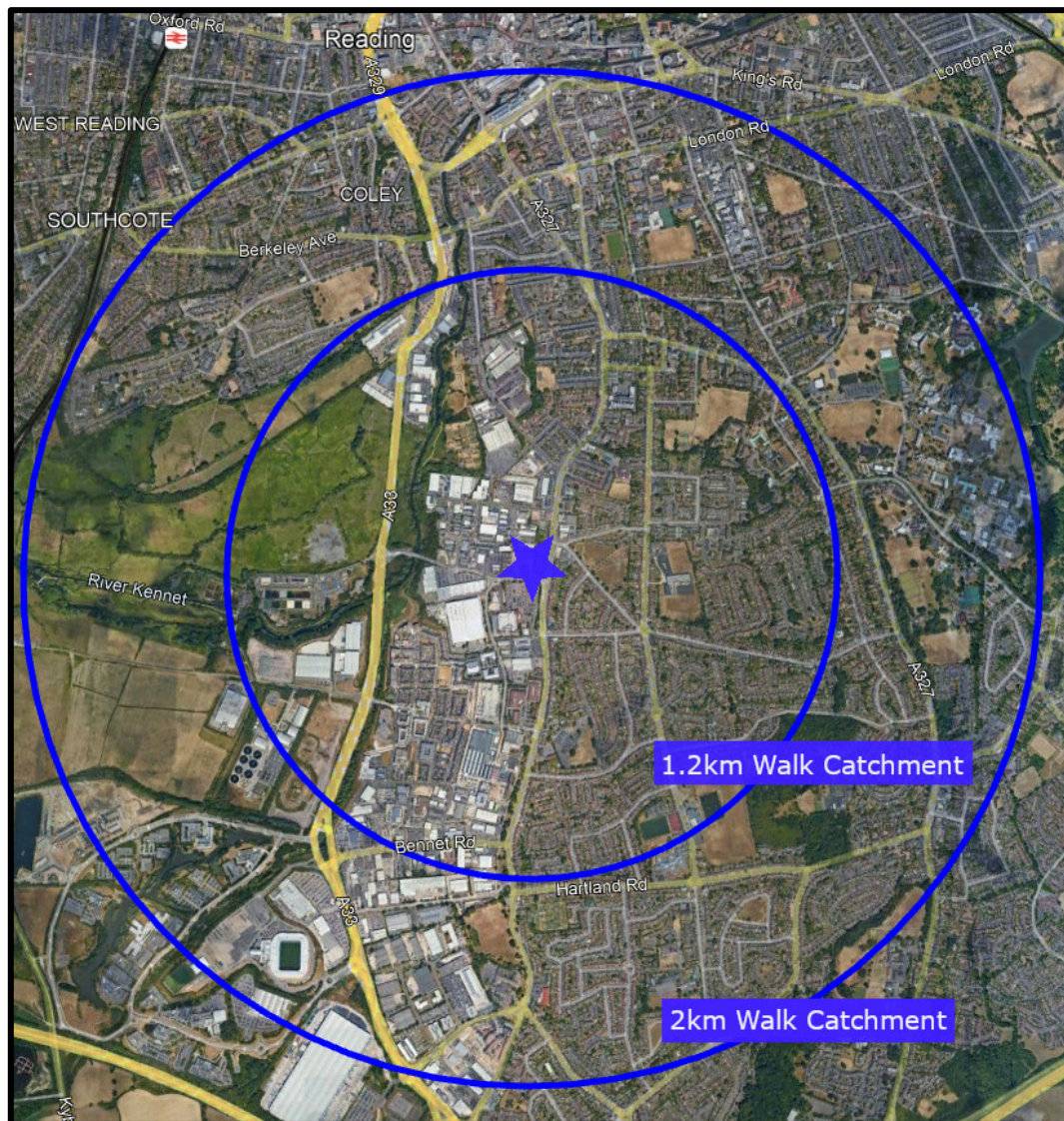
"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot".

- 2.3.2 The CIHT document 'Planning for Walking' (April 2015) reiterates the advice presented in 'Manual for Streets', Section 6.4 of 'Planning for Walking' states the following:

"Walking neighbourhoods are typically characterised as having a range of facilities within 10 minutes' walking distance (around 800 metres). However, the propensity to walk or cycle is not only influenced by distance but also the quality of the experience; people may be willing to walk or cycle further where their surroundings are more attractive, safe and stimulating. Developers should consider the safety of the routes (adequacy of surveillance, sight lines and appropriate lighting) as well as landscaping factors (indigenous planting, habitat creation) in their design."

- 2.3.3 Furthermore, 'Planning for Walking' indicates that approximately 80% of journeys shorter than 1 mile (1.6km) are made wholly on foot.
- 2.3.4 Table 3.2 of The Institute of Highways and Transportation (IHT) guidance document titled 'Providing for Journeys on Foot' identifies a maximum walk distance of 2.0km for commuter, school and sightseeing walk trips, 800m for town centre walk trips and 1.2km for trips elsewhere.
- 2.3.5 The actual distance that people will be prepared to walk will vary depending on the trip purpose and other factors such as the presence of road crossings, terrain, and the attractiveness of the environment.
- 2.3.6 Based on a maximum walk distance of 1.2km for customers and 2km for employees, the approximate walk catchments are shown at Figure 2.3.

Figure 2.3 – 1.2km and 2km Walk Catchment



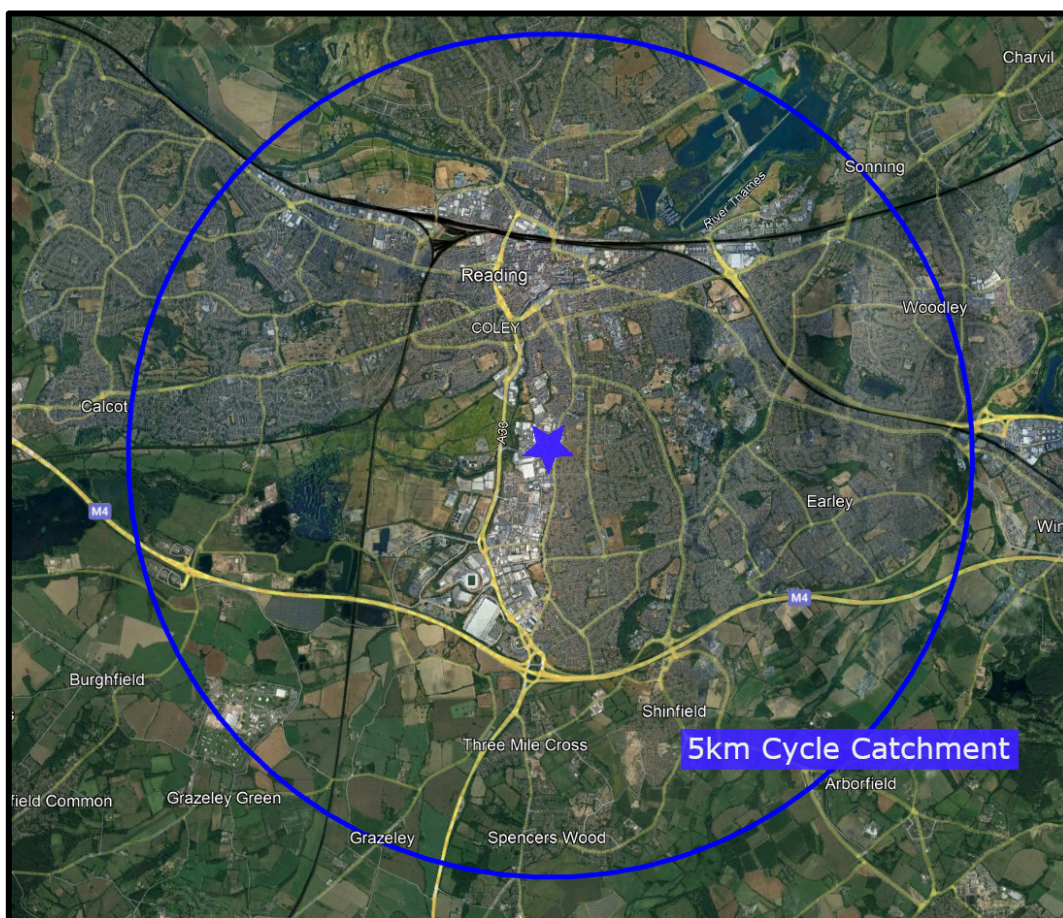
Source: Google Earth

- 2.3.7 The walk catchments above indicate that a number of commercial units and residential dwellings are located within the 1.2km walk catchment with further commercial units and dwellings located within the 2km walk catchment.
- 2.3.8 Rose Kiln Lane is flanked by footways connecting the site with the local pedestrian network.
- 2.3.9 A signalised pedestrian crossing is present at the B3031 Basingstoke Road / Rose Kiln Lane junction c60m east of the proposal site.
- 2.3.10 The pedestrian access c50m west of the site provides a walk route to the Morrisons supermarket to the south of the site. Pedestrian access to Brunel Retail Park is provided to the east of the Morrisons roundabout access junction.
- 2.3.11 In light of the local pedestrian facilities, the site is well connected to the local pedestrian network with opportunities for customers to make trips by foot. There are also good opportunities for future staff members to walk to work.

Cycling

- 2.3.12 The 2020 National Travel Survey table NTS0303 identifies average journey lengths, by cycle in England of c.6.6km. The CIHT document titled 'Planning for Cycling' (October 2014) indicates that 80% of cycling trips are less than five miles (8km) and 40% are less than two miles (3.2km). This suggests that cycling can offer an alternative to car travel particularly for trips of less than 5km.
- 2.3.13 Based on a maximum cycle distance of 5km, the approximate cycle catchment is shown at Figure 2.4 below.

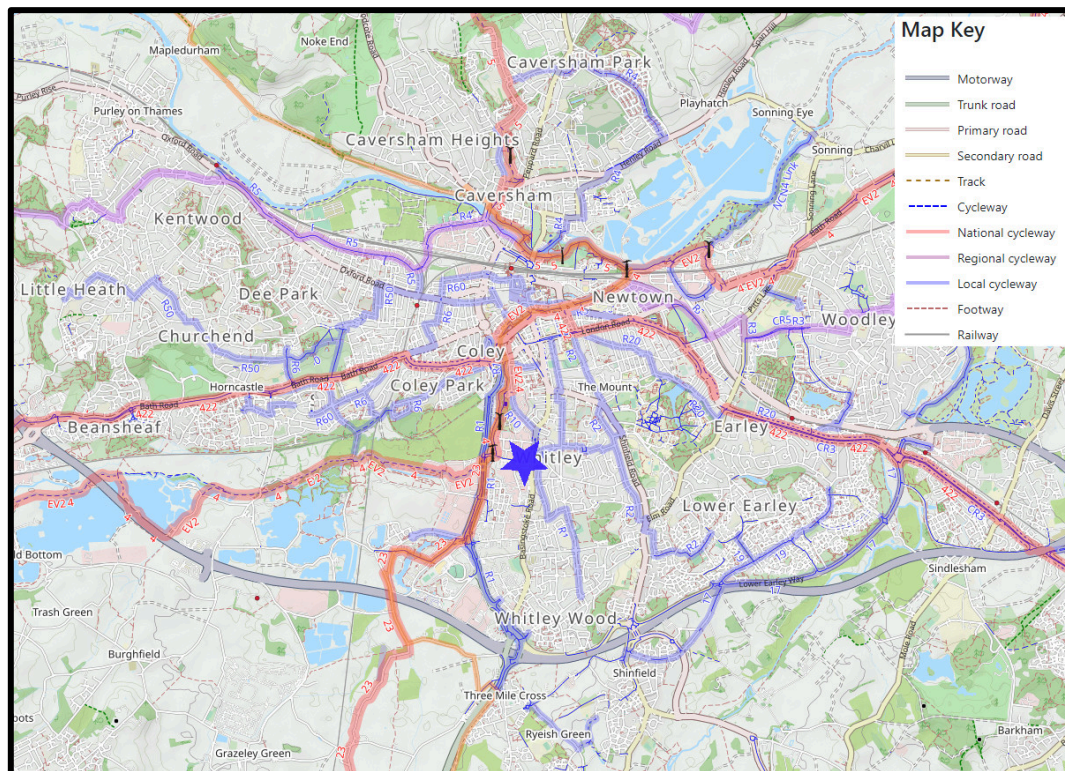
Figure 2.4 – Cycle Catchment Area



Source: Google Earth

- 2.3.14 The 5km cycle catchment includes the majority of Reading and a number of surrounding towns / villages. This provides a significant local population within cycle distance of the site.
- 2.3.15 Figure 2.5 below, shows a cycle map for Reading taken from OpenStreetMap, showing local and national cycle ways in the area.

Figure 2.5 – Reading Cycle Map



Source: OpenStreetMap. N.B. The proposal site is indicated by a blue star.

- 2.3.16 Rose Kiln Lane on its northern side is flanked by a footway / cycleway connecting the site to the local cycle network.
- 2.3.17 As shown above, Local Cycle Routes R10 and R1 run in close proximity to the site, connecting it with central Reading.
- 2.3.18 National Cycle Network route 23 also runs in close proximity to the site, connecting it with central Reading to the north and Basingstoke to the south.
- 2.3.19 A number of other cycle routes are available within Reading as shown above at Figure 2.5.
- 2.3.20 Considering that the roads local to the site are urban in character, the presence of a footway / cycle way and local cycle routes, and that the local topography is generally gentle, cycling provides an opportunity to access the pod unit by a sustainable mode of transport for potential customers and staff members.

Bus Access

- 2.3.21 The publication 'Planning for Public Transport in Developments' produced by the Institution of Highways and Transportation (IHT) specifies that new developments should be located within 400m of the nearest bus stop.
- 2.3.22 The nearest bus stop to the site is the 'Long Barn Lane' bus stop on the B3031 Basingstoke Road, which is c220m north-east of the site. Alternatively, the 'Brunel Retail Park' bus stop is located c275m south-west of the site. Both bus stops are within the IHT recommended distance for new developments.
- 2.3.23 The stops are served by the 6, 6a, 7, 10 and 154 services which provides to locations such as central Reading, Whitley Wood, Beech Hill and Kennet Island as often as every 10 minutes.

2.3.24 Having regard to the proximity of the bus stops, the frequency of buses and the areas that the existing local buses serve, the site is accessible by bus.

Linked Trips

2.3.25 There are a number of commercial units within Hyperion Trade Park as well as to the north of the site, whilst Morrisons and Brunel Retail Park are located to the south and southwest of the site. This provides significant potential for pass-by and linked trips to occur.

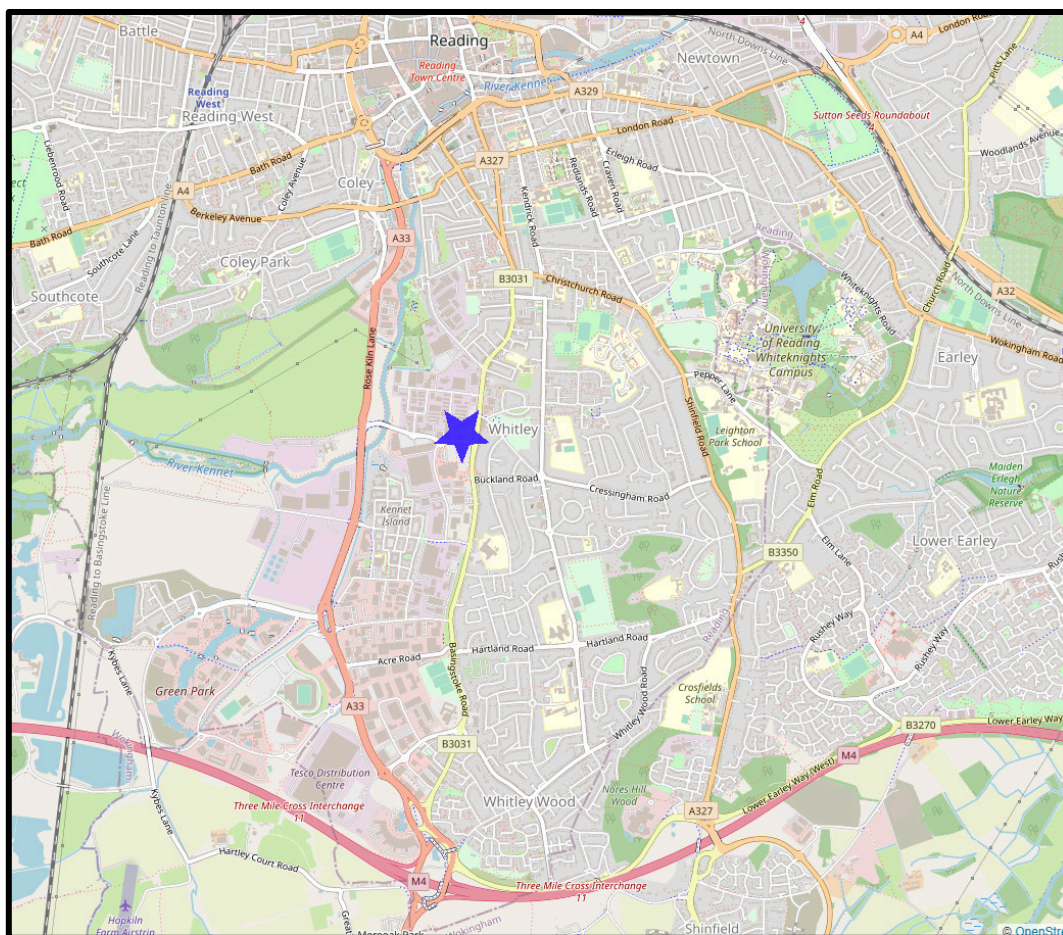
Vehicular Access and the Local Highway Network

2.3.26 Hyperion Trade Park is accessed from Rose Kiln Lane to the south of the proposal site. Rose Kiln Lane connects with the B3031 Basingstoke Road at a signal junction c60m to the east of the site and the A33 Rose Kiln Lane at a signal junction c600m to the west.

2.3.27 Both the B3031 Basingstoke Road and A33 Rose Kiln Lane provide routes to central Reading c2km to the north and M4 Junction 11 c2.5km to the south.

2.3.28 Figure 2.6 below shows the site in its local highway context.

Figure 2.6 – Highway Network



Source: OpenStreetMap.org

2.3.29 Overall, the site has a prominent location in relation to the local road network from which it is readily accessible.

2.4 Accessible Amenities

2.4.1 Figure 2.7 below shows a plan of the local amenities, as identified in Table 3 of the 'SD5078: BREEAM UK New Construction 2018' Technical Manual, within a radius of 500m of the proposal site.

Figure 2.7 – Accessible Amenities Plan



Source: Google. N.B. the site is denoted by a blue star. The 500m radius is signified by the blue circle.

- 2.4.2 The plan above shows a number of amenities within 500m walk distance of the development.
- 2.4.3 As part of the BREEAM assessment, it is necessary to also calculate the Accessibility Index (AI) of the development site. The AI functions as an indicator for the accessibility and density of the public transport network relevant to the development site.
- 2.4.4 The AI is described in the 'SD5078: BREEAM UK New Construction 2018' Technical Manual as follows: -

“The index is influenced by the proximity and diversity of the public transport network and the frequency of services at the accessible nodes. The greater the number of compliant nodes, services and their proximity to the building, the higher the AI.”

2.4.5 The proposal site has a AI of 5.06 (between the range of 0 (worst) to 40 (best)).

2.5 Staff Travel Patterns

2.5.1 In order to establish the initial travel patterns of staff, a comprehensive staff travel survey will be conducted six months after occupation of the units.

2.5.2 One of the key outputs of the survey will be the modal split for the journey to work. A list of subjects that will be surveyed have been provided:

- Name, home location, and gender.
- Usual mode of travel, travel distance and travel time.
- Why they travel by the mode they do, and as appropriate, what measures might help them to switch to a more sustainable travel mode.

2.5.3 An example staff travel survey questionnaire is provided at Figure 2.8 below.

Figure 2.8 – Example Survey Questionnaire

CONFIDENTIAL

STAFF TRAVEL SURVEY

1. Name (BLOCK CAPITALS):

2. Home Post Code (BLOCK CAPITALS):

3. What are your typical working hours?

3I. Start Time:

3II. Finish Time:

3III. Do your hours vary significantly from the above?

☐ Yes
☐ No

3IV. How many days do you typically work a week?

3L. What is your main mode of transport when travelling to work?
(i.e. The mode that makes up the majority of your trip)

☐ Walk
☐ Cycle
☐ Public Transport (Bus / Train)
☐ Drive Private Vehicle Alone (Car / Motorbike)
☐ Carshare
☐ Other (Please Specify in the box below):

3II. If you carshare, do you:

☐ Share with other members of staff
☐ Share with non-staff (e.g. Partners, Friends)
☐ Share with both staff & non-staff

3IV. If you drive to work, do you:

☐ Drive to work for Health / Disability reasons
☐ Drive as part of your job (Outside of Commuting)
☐ Regularly visit other destinations as part of your trip (e.g. a School, Partner's workplace)
☐ Drive to work for an alternate secondary purpose (Please specify in the box below):

4I. What would encourage you to walk to work?

☐ A walking buddy
☐ Showers and Locker Facilities at work
☐ Information on Walk Routes
☐ Nothing, not willing to walk
☐ Alternative Incentive
(Please Specify in the box below):

4II. What would encourage you to cycle to work?

☐ A cycling buddy
☐ Ability to purchase bicycles at a discount
☐ Showers and Locker Facilities at work
☐ Improved Cycle Parking at Work
☐ Information on Cycle Routes
☐ Nothing, not willing to cycle
☐ Alternative Incentive
(Please Specify in the box below):

4III. What would encourage you to take Public Transport?

☐ Information on local bus routes
☐ Discounted Bus Tickets
☐ Nothing, not willing to take public transport
☐ Alternative Incentive
(Please Specify in the box below):

4IV. Would you be interested in joining a staff Carshare scheme?

☐ Yes
☐ No

5. Do you have any other comments regarding your journey to work?

- 2.5.4 Once the questionnaires have been completed and the results analysed, the modal split information for the unit will be inserted here.

Table 2.1 – Modal Split of Staff Travel

Mode of Travel	Percentage of Staff
Car driver alone	
Carshare	
Public Transport	
Cycle	
Walk	
Other	
Total	100%

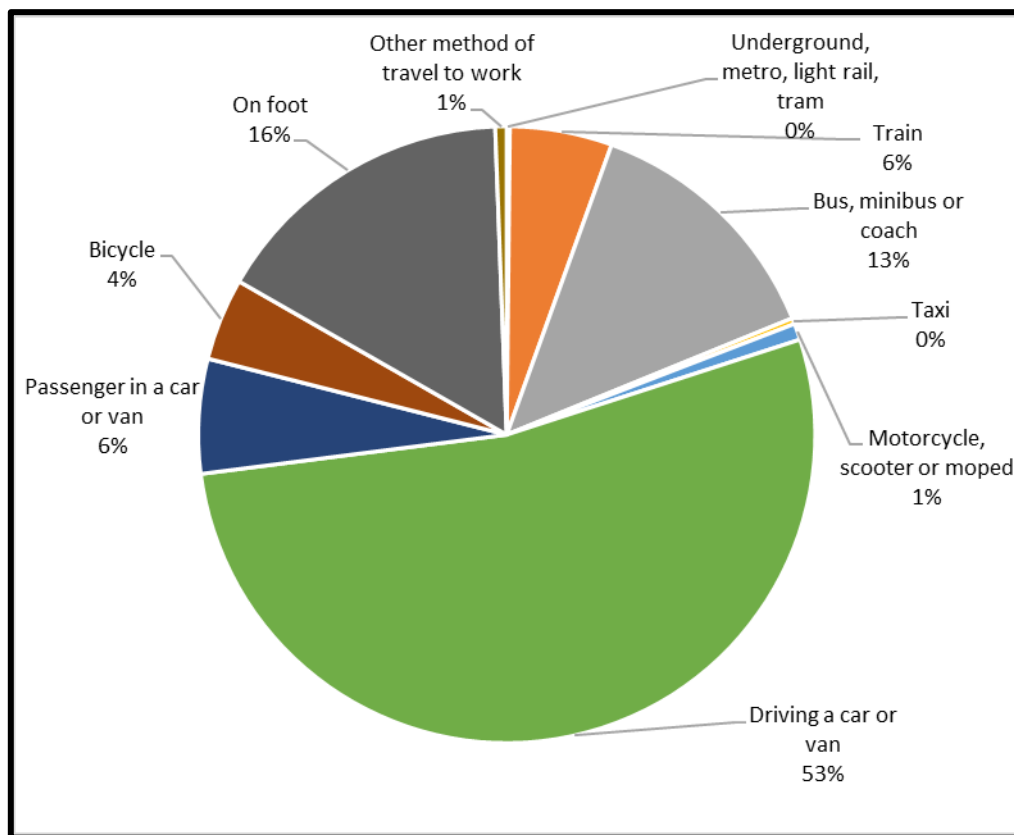
- 2.5.5 Following the staff survey, a comprehensive analysis of the results of the staff survey will be included here.

2.6 Census Review and Targets

Census Review

- 2.6.1 As the development is not yet been built or occupied, a preliminary review of local community travel habits has been undertaken to establish an initial indication of how future staff may travel to the development.
- 2.6.2 The Census data shows that 59% of employees travel to work by car (driver or passenger), with 19% utilising public transport and 20% travelling to work by either foot or cycle.
- 2.6.3 Based on the above, the majority of employee trips in 'Reading 017' are undertaken by car, as shown at Figure 2.9 below.

Figure 2.9 – Census Data



Source: Nomis

Targets

- 2.6.4 The Travel Plan targets should be SMART, i.e. Specific, Measurable, Achievable, Realistic and Time-bound.
- 2.6.5 The initial target of the Travel Plan (i.e. the results of the first travel survey) will be to achieve a modal split in line with the average figures at Figure 2.9 above, and to then reduce the proportion of staff driving single occupancy single purpose private car journeys to work by 5%, absolute, within five years of the Travel Plan being adopted. However, the future target will take into consideration the modal split identified from the initial staff surveys.
- 2.6.6 Targets for individual mode shares have been set; however, the reduction of single occupancy private car journeys, with an associated transfer to *any* non-single-occupancy, single-purpose car mode of transport (inclusive of car sharing) will contribute towards achieving the main objective of the Travel Plan.

3.0 TRAVEL PLAN ADMINISTRATION

3.1 Introduction

- 3.1.1 The role of Travel Plan Co-ordinator / Champion (TPC) will be carried out by each of the unit's on-site manager. The TPC is responsible for implementing and administering the plan. The manager will be responsible for implementing the Travel Plan on-site and will be allocated sufficient time to complete all of their TPC duties, as well as for investigating potential Travel Plan measures and sustainable travel opportunities. The amount of time needed for this is likely to vary from week to week.
- 3.1.2 The TPC will be provided with a copy of the Travel Plan, and will be encouraged to develop ideas of how to best promote and evolve the Travel Plan, over the five-year lifetime.
- 3.1.3 Once appointed, the contact details of the TPC will be inserted below: -

TPC Name: _____

TPC Email Address: _____

TPC Phone Number: _____

3.2 Duties

- 3.2.1 The duties of the TPC are permanent. The TPC will be responsible for the operation and implementation of the Travel Plan, which includes the following actions:
- Implementing the Travel Plan.
 - Monitoring the Travel Plan.
 - Liaison with the local Authority and Travel Plan Coordinators where appropriate.
 - Liaison with the local bus operators where appropriate.
 - The preparation of subsequent update Travel Plan reports for submission to the Local Authority.

3.3 Promotion of the Travel Plan

- 3.3.1 All staff, including new employees upon commencement of employment, will be made aware of the existence of the Travel Plan, its objectives and their role as individuals in achieving these objectives.
- 3.3.2 On confirmation of employment, new staff will be provided with information on sustainable travel and the options available to them, so that they can begin planning their journey prior to commencement of employment.

4.0 TRAVEL PLAN MEASURES

4.1 Introduction

- 4.1.1 This section of the Plan outlines the specific physical and management measures to be implemented as part of the Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Plan.
- 4.1.2 The list is not exhaustive and the TPC will be free to investigate other potential initiatives. An Action Plan has been included at Section 5.0.

4.2 Walking

- 4.2.1 The TPC will promote walking as a healthy and cheap means by which to travel. In order to encourage travel to the units on foot; the following measures will be implemented:
- A promotional poster highlighting the benefits of walking will be displayed.
 - The TPC will liaise with the Highway Authority to report any issues with local pedestrian walk routes.
 - Staff will be provided with an area / locker for storage of outside clothes, umbrellas, etc.
 - Walk to Work Week will be promoted by the TPC. Information will be obtained from www.livingstreets.org.uk.

4.3 Cycling

- 4.3.1 Cycling is a cheap, quick and sustainable mode of transport that provides benefits for personal health as well as reducing road congestion. In order to encourage travel to the units by cycle, the following measures will be implemented:
- Cycle parking will be provided for staff and customers. The use of cycle parking facilities will be monitored. The possibility of providing additional cycle parking spaces will be investigated should demand by either staff or customers warrant it.
 - The government's 'Cycle to Work' scheme will be promoted by the TPC.
 - The TPC will liaise with the Highway Authority to report any issues with local cycle routes.
 - Promotional material on bicycle maintenance will be available to staff.
 - Bike week will be promoted by the TPC. Information can be obtained from www.bikeweek.org.uk.

4.4 Bus Services

- 4.4.1 Measures for encouraging bus travel will include:
- Up to date information on bus services, including route information and service frequencies, will be available.
 - The TPC will liaise with the local authority and the local bus operators to ensure that the information remains valid.
 - The TPC will bring to the attention of the relevant bus operators any issues raised periodically by staff.

4.5 Taxis

- 4.5.1 Taxis have an important role in providing for staff trips when other modes of transport may not be available, such as during late evenings when buses may not be running, or when a car-share arrangement fails on a particular occasion.
- 4.5.2 A list of local taxi companies' contact details will be available to staff.

4.6 Car Sharing

- 4.6.1 Car sharing represents a relatively convenient alternative form of travel. It can reduce the total vehicle mileage by staff, and therefore reduce fuel consumption and vehicle emissions, which is beneficial to both staff members and the environment.
- 4.6.2 Some staff members may be concerned about the logistics and security of car sharing, so to maximise the potential pool for members of staff who are interested, staff members will be encouraged to register with appropriate car sharing websites, such as www.liftshare.com/uk
- 4.6.3 National Liftshare week will be promoted by the TPC. Information will be obtained from the Liftshare website.

4.7 General

- 4.7.1 Upon commencement of employment each staff member will be provided with a Travel Plan Information Pack. This pack will contain all the information an individual will need in order to make an informed choice on the mode of travel to be used for work-based journeys. The pack will comprise the following:
- A summary page introducing the Travel Plan.
 - Copies of local bus timetables and maps.
 - Contact details for local taxi companies.
 - Promotional material about walking and cycling.
 - Promotional material about public transport.
 - A plan showing local walk and cycle routes.
 - A promotional leaflet about car sharing.
 - A list of informative websites which promote sustainable travel.
 - Information on personal travel planning options such as the Traveline / TfL website.
- 4.7.2 The TPC will be responsible for organising involvement in travel planning days/events for all modes of sustainable travel. The TPC will be free to investigate other potential ways of encouraging customers to travel by sustainable modes.

5.0 TRAVEL PLAN MONITORING AND REVIEW

5.1 Introduction

5.1.1 A programme of monitoring has been designed to generate information by which the success of the Plan can be evaluated. Monitoring will be the responsibility of the TPC.

5.2 Monitoring

5.2.1 The outputs of an on-going monitoring programme will be used to inform the content of the Travel Plan reports (as detailed in Section 3.2) and will include the following: -

- Monitoring the use of the cycle parking.
- Monitoring the demand for additional cycle parking by staff.
- Monitoring the demand for additional electric vehicle charging.
- Monitoring the number of staff registered for car sharing.
- Recording of comments received from staff on transport and travel to the units.
- Monitoring of the number of staff vehicles, if permitted, in the car park.

5.3 Process and Review

5.3.1 Within six months of the units opening, the operator will conduct travel surveys to assess the existing travel patterns of employees. Three months from that date a copy of the updated Travel Plan will be submitted to the Local Authority.

5.3.2 A staff survey will be conducted annually after the initial survey, after each of which a Travel Plan Review Report will be submitted to the Local Authority.

5.3.3 The Travel Plan Review Report will be produced following the results of each staff survey, and will include the following:

- Analysis of the latest questionnaire responses.
- The latest targets (existing targets will need evaluation and refinement in light of the updated staff survey results. The success in achieving existing targets will also be considered).
- Any additional measures and any changes or refinements to existing measures.
- Evaluation of the success of the various measures implemented to date.

5.4 Action Plan

5.4.1 The Action Plan for the Travel Plan is provided at Table 5.1.

Table 5.1 – Travel Plan Action Plan

Action	When	Date(s) Completed
Appoint Travel Plan Co-ordinator / Champion (TPC)	3 months prior to the launch of the Plan	TBC
Display promotional walking material	Before the Launch of the Plan	TBC
Display promotional cycle maintenance poster	Before the Launch of the Plan	TBC
Display bus and rail timetables	Before the Launch of the Plan	TBC
Display contact details for local taxi companies	Before the Launch of the Plan	TBC
Check on-site cycle parking facilities	Before the Launch of the Plan	TBC
Check Staff lockers	Before the Launch of the Plan	TBC
Issue Staff Travel Packs	At the Launch of the Plan	TBC
Organise the initial staff travel survey	6 Months after the Launch of the Plan and then annually for a period of 5 years	TBC
Analyse results of annual staff travel surveys, conduct annual review and produce Full Travel Plan (or prepare annual review report as appropriate)	Within 3 Months of each Travel Survey	TBC
Report any relevant findings from the staff travel survey to the Local Authority	Within 3 Months of each Travel Survey	TBC
Record and address any comments made verbally	On-going	-
Report any problems with local pedestrian or cycle routes to Local Authority	On-going	-
Inform new staff about Travel Plan and issue them with a Staff Travel Plan Pack	On-going	-
Monitoring of cycle parking, staff registered with car share websites, and staff parking on-site	On-going	-