



Knowles Construction Limited

Proposed Retirement Living, Henley Road, Caversham

Travel Plan Statement

February 2022



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Travel Plan Statement

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1. Introduction

1.1 Document Context

- 1.1.1 This Travel Plan Statement (TPS) has been prepared by mode transport planning (mode) on behalf of Knowles Construction Limited. It accompanies a planning application for 59 retirement living units accessed from Henley Road, Caversham. The application site is located within the Reading Borough Council (RBC) local planning authority and local highway authority area.
- 1.1.2 The development proposals include the demolition of nos. 205-213 Henley Road and rear gardens of nos. 205-219 Henley Road, for the erection of 2 retirement living apartments blocks (C3 use-age restricted) comprising 59 apartments, including communal spaces with supporting car parking, open space, landscaping and associated infrastructure. A site layout plan is provided in [Appendix A](#).
- 1.1.3 The proposed retirement living will provide for managed, market accommodation for residents over the age of 60. A House Manager will be responsible for providing general assistance to residents. Communal lounge areas will be provided within each block for use by all residents of each building.
- 1.1.4 Residents will typically satisfy the majority of their day-to-day needs by way of being within walking distance of a number of local facilities and amenities. Nevertheless, some residents will retain ownership of a car to maintain a lifestyle they may already have, including trips to further afield destinations. These may otherwise be less accessible by sustainable travel modes by some or all of the elderly residents.
- 1.1.5 It is often the case with retirement living, that many residents give up car ownership for various reasons within the first 12-18 months of initial occupancy. The placement of the development proposal in a highly accessible location, well suited to walking as a travel mode to satisfy a variety of day-to-day needs, will assist residents in making this transition.

1.2 Document Purpose

- 1.2.1 A TPS is considered to be an important tool to help deliver accessible, sustainable communities and offers clear benefits to all parties involved.

- 1.2.2 This TPS will act as a long-term management strategy for travel planning at the development site, aiming to minimise travel to and from the site by single-occupancy car trips by residents. It will be promoted and managed over a 5-year period post first occupation (and can continue to be used thereafter at the discretion of the developer).
- 1.2.3 Given the scale and nature of development and limited potential for any meaningful degree of traffic impact (as confirmed in the TS), this TPS does not represent a full Travel Plan. As such, there is no commitment with regard to mode share targets, with the emphasis instead being on promoting sustainable travel choices and where necessary managing facilities available to future residents. This is a proportionate and positive intervention on behalf of the developer in planning terms.

1.3 Overarching Aim

- 1.3.1 Adoption of this TPS aims to ensure that future residents will be made aware of the modal choices available to them, upon occupation of their residence, therefore providing the tools to inform travel choices to be made. Whilst residents are entitled to own a private car, the strategy outlined in this TPS is aimed at minimising private car use for everyday journeys (albeit recognising that the elderly residents will typically be less active).

1.4 Key Objectives

- 1.4.1 This TPS and the travel planning process in general sets out several key objectives, which include:
- Reducing the need to travel to and from the development;
 - Reducing single occupancy car travel to and from the development;
 - Promoting walking (and where appropriate cycling) as a healthy and sustainable way of travelling to and from the development; and
 - Encouraging the use of public transport.
- 1.4.2 This TPS outlines a package of measures that can be tailored to the needs of the individual site with the main focus on reducing dependence on the private car. It incorporates a set of measures that aim to reduce the impact of travel and transport on the environment, whilst bringing other benefits for residents, including cost and health benefits.
- 1.4.3 The TPS generally aims to make changes to the way people choose to travel. This will be expected to result in a better environment for pedestrians and cyclists, including cleaner air and less congested local streets.

1.4.4 The contents of this TPS and related objectives have the support of the applicant Knowles Construction Limited.

1.4.5 A Transport Statement (TS) has also been prepared to accompany the planning application. It is recommended that both the TPS and the TS are considered together. Specific crossovers between the two documents are referenced accordingly in each.

1.5 Document Structure

1.5.1 The remainder of the TPS has been structured as follows:

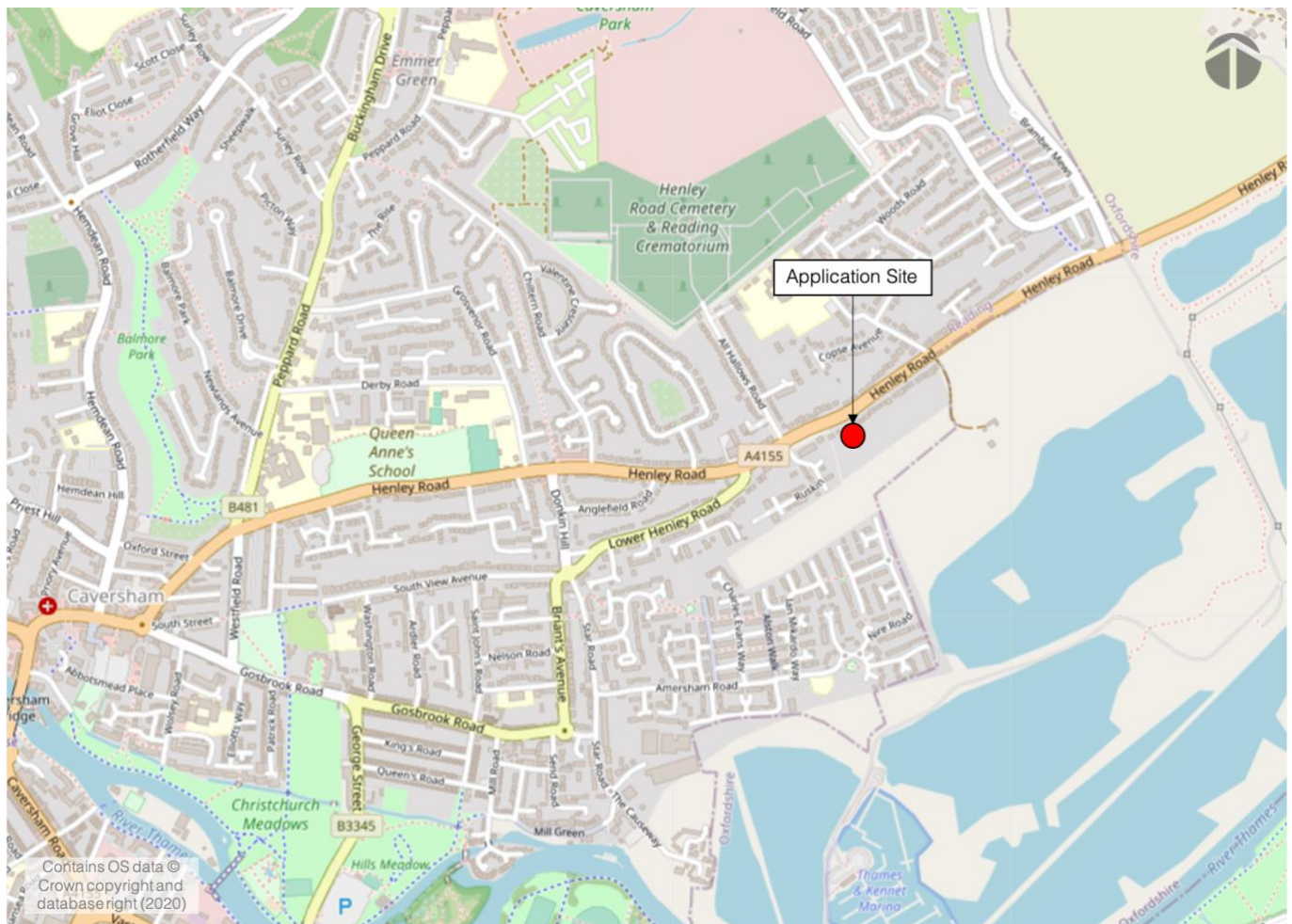
- **Section 2:** Site Audit;
- **Section 3:** Management and Coordination;
- **Section 4:** Initiatives and Measures; and
- **Section 5:** Action Plan.

2. Site Audit

2.1 Location

2.1.1 The development site is located to the south of the A4155 Henley Road in Caversham and is bound by residential properties to the north and east. A permitted care home neighbours the site to the west and the land to the south of the site remains undeveloped. The context of the site is shown on **Figure 2.1**.

Figure 2.1 Site Location



2.2 The Development

2.2.1 The development proposals comprise the construction of 59 retirement living units along with 46 car parking spaces. The site layout plan is provided in **Appendix A**.

2.2.2 The retirement living units will be divided into two blocks. Block A fronts on to Henley Road providing 37 apartments and Block B will be located to the rear of the site providing 22 apartments.

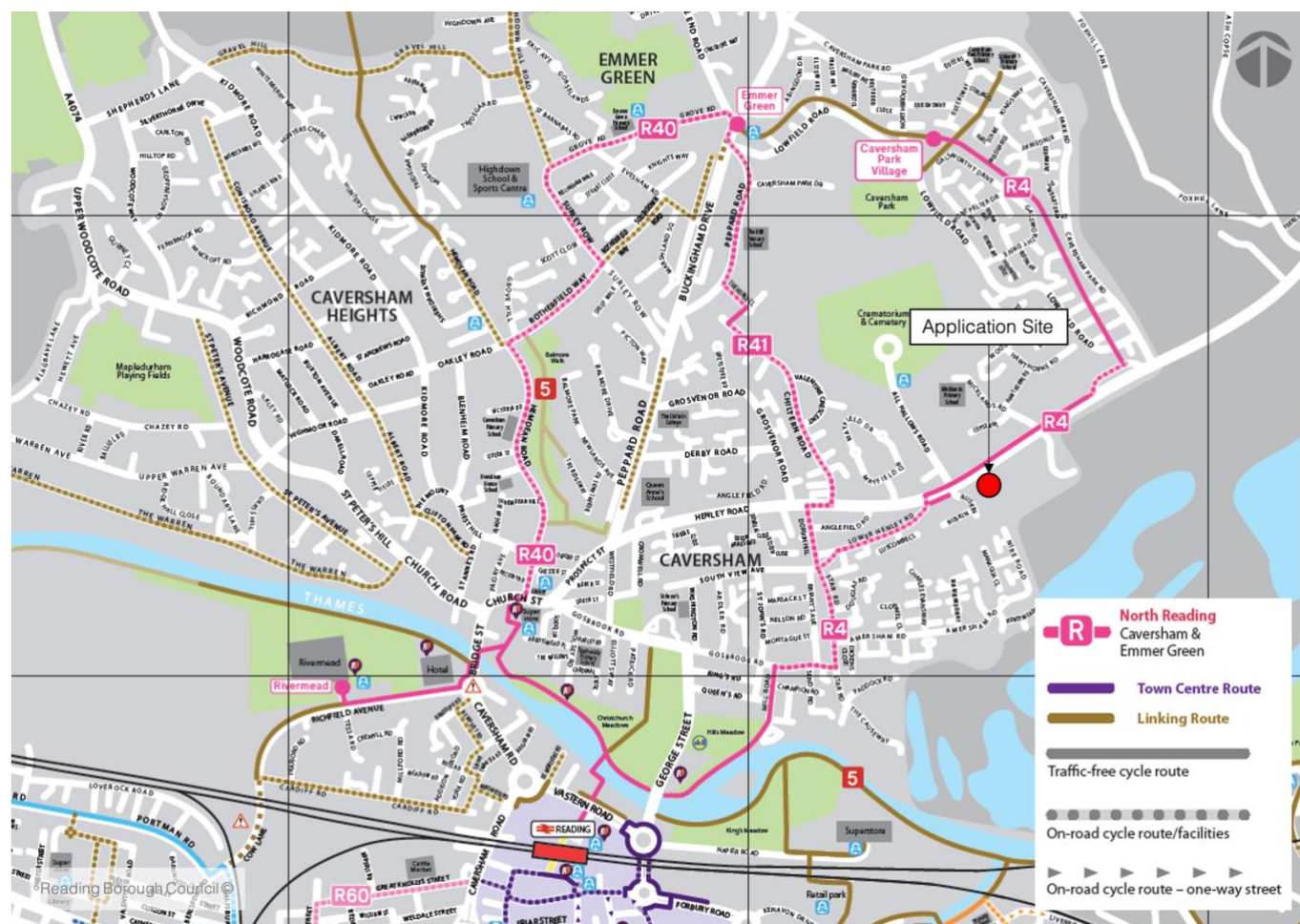
- 2.2.3 The site will be served from the approved access arrangements for the neighbouring consented care home from Henley Road (LPA ref. 190835).
- 2.2.4 Three pedestrian connections will be provided connecting the site directly to Henley Road from the external terrace of Block A, of which two will provide stepped connections and the third will provide an accessible bridge link suitable for mobility impaired residents.
- 2.2.5 The creation of these links enhances the pedestrian connectivity of the site and prospective residents will benefit from direct connections on to Road providing easy access to bus stops and nearby local amenities.
- 2.2.6 These designated pedestrian connections will be linked to Block B by the provision of walkway that will run alongside the eastern elevation of Block A, following pedestrian desire lines to the main entrance of Block B. Mobility impaired residents would be able to utilise the lifts provided within Block A to reach the accessible bridge link.
- 2.2.7 The proposed retirement living units will be provided with a total of 46 car parking spaces, including 1 disabled bays.
- 2.2.8 It should be acknowledged that cycling as mode of travel may be less relevant given the nature of the development proposals. Typically, retirement living units tend to have a greater buggy ownership compare with bicycles to satisfy mobility needs. On this basis, communal stores will be provided within both blocks which will provide for buggy space and 6 cycle spaces in each block.

2.3 Pedestrian and Cycle Connections

- 2.3.1 Henley Road benefits from a shared footway / cycleway along its northern side and white lining separates pedestrians and cyclists. The shared provision continues east, reverting to footway at the Caversham Park Road / Henley Road signalised junction.
- 2.3.2 Lit footways of 3-4m wide are provided along the southern side of Henley Road along the site frontage. On approach to the All Hallows Road / Ruskin / Henley Road signalised junction, shared footway / cycleway provision is present along the south side of Henley Road which reverts to footway along both sides of Henley Road at the B3345 Lower Henley Road / Henley Road signalised junction.
- 2.3.3 Approved access arrangements serving the neighbouring consented care home and subsequently the application site, extends the footway infrastructure from Henley Road. Footways will flank the internal access road providing pedestrian infrastructure between the application site and Henley Road.

- 2.3.4 Notwithstanding the above, as detailed earlier in this section, the development proposals have been designed to prioritise a more direct and level walking route onto Henley Road, by way of high-quality footway provision between the two apartment blocks and a sky-bridge onto Henley Road. This will significantly improve pedestrian connectivity to bus stops and local facilities and amenities, over and above the already very good facilities that will be available on the above-mentioned access road.
- 2.3.5 The All Hallows Road / Ruskin / Henley Road signalised junction, located c. 110m to the west of the application site, provides designated pedestrian and cycle crossing facilities on all arms of the junction with the exception of the western arm of Henley Road.
- 2.3.6 Additional signalised pedestrian crossing facilities are provided on all arms of the B3345 / Henley junction and a further signalised pedestrian crossing is provided opposite the local parade of shops, located c. 600m to the west of the application site.
- 2.3.7 Approximately 70m to the east of the application is an uncontrolled pedestrian crossing with a refuge island. A signalised crossing is provided on Henley Road at the Micklands Road / Henley Road junction.
- 2.3.8 It should be recognised that the relevance of cycle connectivity is limited due to the nature of the development proposals, with end users in the most part being less active elderly residents. Other than for the potential for occasional leisure activity by a very low minority of such residents, the apartment block will have limited staff presence as well. Visitors may realistically be the most likely to travel to and from the site by cycling.
- 2.3.9 Notwithstanding the above, the application site is well placed to enable access by cycling with various cycle connections in the local area which is demonstrated on [Figure 2.2](#) and shows an extract of the RBC cycle route map.

Figure 2.2 Local Cycle Routes



Local Amenities

2.3.10 A key element in considering the accessibility of the application site is the proximity to a range of local services and facilities, which may help elderly residents fulfil a variety of day-to-day journey purposes. A range of facilities within a reasonable walking distance of the application site is summarised in [Table 2.1](#).

Table 2.1 Summary of Local Amenities

Amenity	Walk Distance	Walk Time	Amenity	Walk Distance	Walk Time
BP PFS & Londis	220m	2 minutes	Bakery	600m	8 minutes
The Traveller's Rest PH	270m	3 minutes	Takeaway Restaurants	600m	8 minutes
Co-operative	600m	8 minutes	Pharmacy	600m	8 minutes
Post Office	600m	8 minutes	The Village Dentists	1.2km	20 minutes

Hair Salon	600m	8 minutes	Balmore Park GP Surgery	1.7km	22 minutes
			Waitrose	1.8km	23 minutes

Public Transport Accessibility

2.3.11 The closest bus stops to the application site are located on Henley Road immediately west and adjacent to the application site. As discussed above, the proposed pedestrian sky-bridge will provide a direct route onto Henley Road and further increase accessibility to these bus stops.

2.3.12 The westbound bus stop is provided with shelter, seating and real time passenger information and the eastbound stop is provided with pole, flag and timetable information.

2.3.13 Prospective residents will be able to utilise the existing signalised pedestrian crossing at the All Hallows Road / Ruskin / Henley Road junction to conveniently access the eastbound bus stop.

2.3.14 A summary of the bus services operating from these bus stops is provided in [Table 2.2](#).

Table 2.2 Local Bus Services

Service No.	Frequency (no. buses per hour)			Route
	Monday – Friday	Saturday	Sunday	
24 (berry)	2	2	1	Reading – Emmer Green – Caversham Park
800	2	1	1	High Wycombe – Marlow – Henley – Caversham – Reading

2.3.15 The application site is well located in terms of proximity to frequent public transport services and established pedestrian / cycle routes. Together, these provide access to a range of local amenities and the opportunity for prospective residents and visitors to travel to and from the development by means other than the private car.

2.4 Summary

2.4.1 The development is well located in terms of proximity to frequent public transport services and established pedestrian / cycle routes which provides access to a range of local amenities and the opportunity for prospective residents and visitors to travel to and from the development by means other than the private car.

3. Management and Coordination

3.1 Overview

- 3.1.1 This TPS will be managed by the developer. This will involve implementing the contents of this TPS and in doing so, fulfilling the role of Travel Plan Coordinator (TPC) at the site.
- 3.1.2 The TPC will play an integral part in the successful delivery of TPS. The TPC will work closely with the relevant RBC travel planning officers if required, as well as residents of the development to ensure the TPS works effectively.

3.2 Travel Plan Co-Ordinator Responsibilities

- 3.2.1 The TPC will be responsible for the marketing and managing of the TPS, being the first point of contact for residents wishing to find out more about travel planning initiatives, motivating others, negotiations with stakeholders and updating the TPS if necessary.
- 3.2.2 At least initially, the TPC may be a part time position undertaken by an appropriate individual, likely to be a member of the developer's on-site marketing team. Following this, the developer may employ a more dedicated member of staff to fulfil the TPC role, or alternatively may appoint a consultant.
- The TPC's main initial tasks prior to first occupation will be to:
 - Liaise with and train sales staff about sustainable transport provision at the site;
 - Liaise with the relevant TBC Travel Planning Officer;
 - Create Welcome Travel Packs for residents to advise on travel options from the site; and
 - Ensure that up-to-date travel details and site accessibility are included in relevant marketing information.
- 3.2.3 Once residents begin to occupy the site, the TPC will work alongside any emerging resident groups. The TPC's tasks at the initial occupation stage will otherwise be to:
- Continue to disseminate Welcome Travel Packs to residents when requested;
 - Display and update public transport, cycle, car share and walking information in any communal areas (e.g. on noticeboards) and provide updated information via email newsletter / bulletin; and
 - Act as a point of contact to respond to any transport related queries and provide personalised travel advice to residents, if requested.

4. Initiatives and Measures

4.1 Overview

- 4.1.1 This section provides a series of appropriate and targeted measures to encourage sustainable travel at the development and minimise car-based travel patterns. These initiatives cover all modes of travel (car sharing, walking, cycling and public transport) and are targeted at all residents' journey purposes.
- 4.1.2 Incentives are also provided for the use of Electric Vehicles (EV). Whilst this may not necessarily change mode share, the reductions to air pollution support the objectives of this TPS.

4.2 Marketing and Information Strategy

- 4.2.1 To ensure that potential residents of the site are informed about the TPS from the earliest stage, the marketing suite of the development will include details of access by sustainable travel modes. Travel information will be provided in the marketing office for potential future residents. This may indeed encourage residents to occupy units who are already well suited to the sustainable travel opportunities on offer.
- 4.2.2 The marketing staff will be given training to promote the TPS as an asset and selling point of the development and key concepts relating to accessibility included in marketing particulars.
- 4.2.3 For committed residents, a Welcome Travel Pack will be produced and disseminated to all residential units on first occupation. This will help influence residents in making their personal travel decisions from the on-set. New residents will be presented with the Welcome Travel Pack by the TPC setting out details of the following:
- An overview of the TPS measures and its objectives and targets;
 - Plans of walk and cycle routes in the area;
 - Details of WalkBUDi and BikeBUDi matching services;
 - Details of car sharing services and car clubs;
 - Contact details for local cycling groups and cycle shops;
 - Site specific public transport information for services in the vicinity of the site and onward connections, including bus and rail timetables and route maps;
 - Contact details for the bus / rail operators and ticket ordering; and

- Contact details for the TPC and other useful contacts for travel information.

4.2.4 In addition to the Welcome Travel Packs issued to each resident, a sustainable travel information board will be located in the sales office to provide early awareness of travel options in the local area. The board will include access details for all modes of travel, including cycle route maps, bus timetables etc.

4.3 Car Sharing Measures

4.3.1 Encouraging the uptake of car sharing provides the opportunity to reduce the number of cars on the road and therefore reduce the impact of car travel on the environment. It is recognised that for some trips, using a private car is the only option and car sharing is as an effective measure which allows use of the private car, but reduces the number of trips created by the development.

4.3.2 Car sharing will be publicised and promoted in terms of the potential cost savings as part of the information strategy, including the Reading lift share scheme:

- <https://liftshare.com/uk/search/from/reading-uk>

4.4 Walking Measures

4.4.1 Walking is a healthy, low cost, non-polluting mode of transport that is available to most people regardless of age or income. Walking plays a significant role in an integrated transport system and as a sustainable smarter travel choice. It also offers the opportunity to deliver a quick, effective mode shift. Walking (or indeed use of buggies) will be encouraged, particularly for journey purposes that can be satisfied within short distances.

4.4.2 Walking plans will be provided in the Welcome Travel Pack that show the local walking network. This information will also be provided on the sustainable travel information board.

4.4.3 The TPC will further encourage residents to walk or use buggies to and from the site, by:

- Informing residents of routes and travel times to key destinations;
- Providing details of WalkBUDi matching services (www.walkbudi.liftshare.com); and
- Provide suitable support in relation to accessing the on-site buggy store.

4.5 Cycling Measures

4.5.1 The promotion of cycling as an alternative mode will be made to all residents. This will include the following initiatives:

4.5.2 Publicity material including details of cycle routes will be provided by the TPC and made available to residents within the Welcome Travel Pack and on the sustainable travel information board. Advice will be provided on appropriate routes to key destinations by bicycle and of the health benefits of cycling:

- Residents will be made aware of free cycle training courses made available by the local authorities;
- The TPC inform residents of any existing discount schemes organised by the local authorities;
- Cycle parking will be provided within safe, sheltered and secure locations, which can accommodate residents' bicycles; and
- Details of the BikeBUDi matching service will be provided to each resident within the Welcome Pack (www.bikebudi.liftshare.com). The system matches cyclists up with others taking the same route, so they can ride together.

4.6 Public Transport Measures

4.6.1 The publicity, marketing, and promotion of available public transport services in the local area will inform residents as to the benefits of travelling by bus and rail.

4.6.2 The TPC will ensure that residents are aware of the public transport routes and timetables for services operating in the vicinity of the site, through provision of the Welcome Travel Pack and keeping the sustainable travel board up-to-date. National Rail and Traveline journey planner websites, smartphone applications ("apps") and enquiry phone numbers will also be promoted by all relevant means.

4.7 Electric Vehicle Measures

4.7.1 The use and ownership of EVs will be promoted by the TPC and be supported through suitable provision of EV charging points in the development by the developer.

4.7.2 EV measures will likely evolve over the travel planning process for the site given the status of the technology and current uptake in the market, both in terms of EV sales and availability of infrastructure. At this stage, potential incentives could comprise the following:

- Sale of units to make inclusion for understanding future residents' ability to own an EV. Any preference to own and park an EV should be welcomed and arrangements to having access to the charging point facilities prioritised as part of assigning on-site car parking permits;
- Education and promotion of the benefits of EV to residents by the TPC as part of the information strategy and ongoing contact with residents; and
- Car sharing initiatives to prioritise and encourage the use of EV as far as practical.

5. Action Plan

5.1.1 An Action Plan provides a useful summary of the key measures, timescales and responsibilities in one place for executing the TPS. This is outlined in [Table 5.1](#).

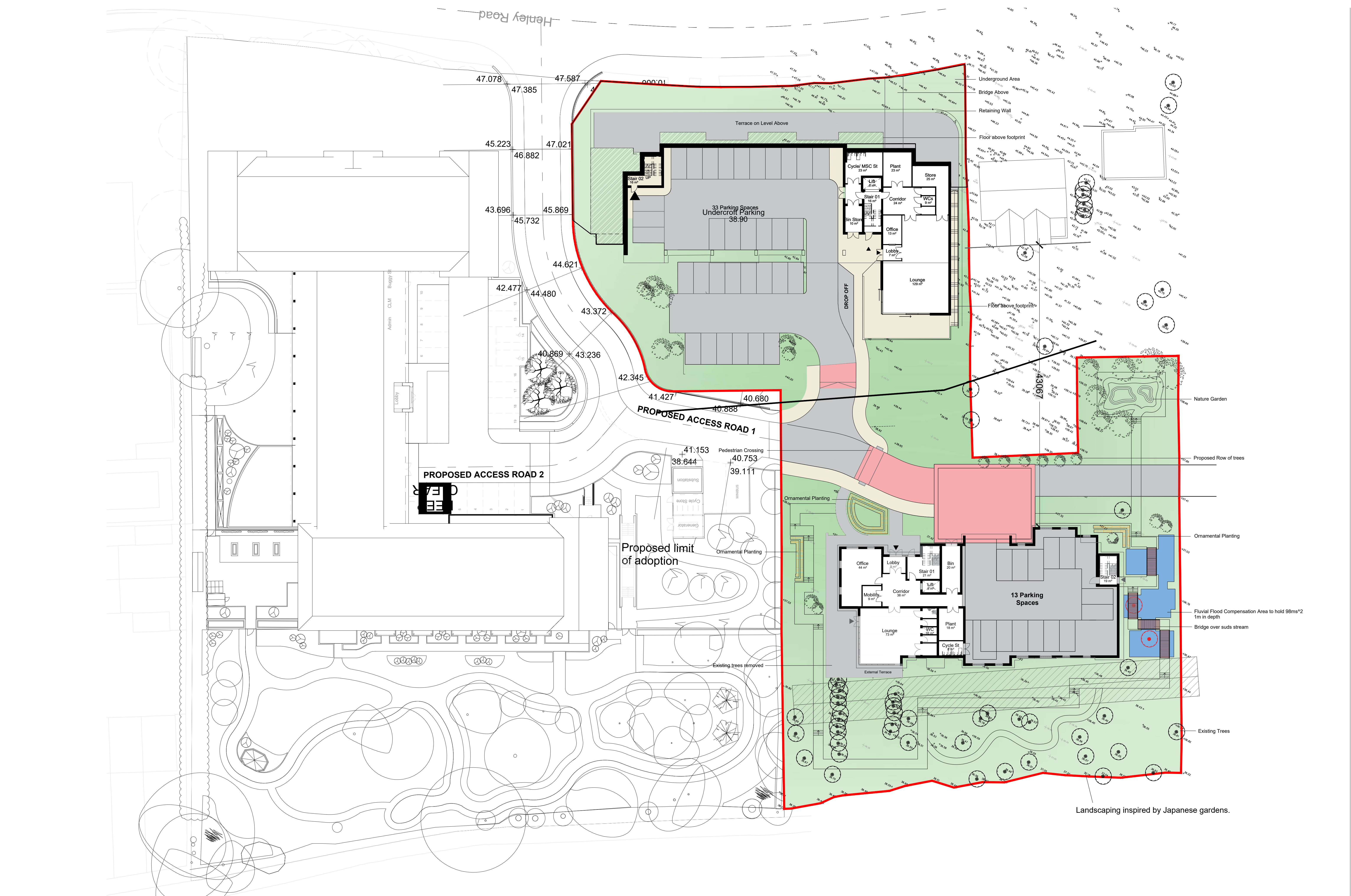
Table 5.1 Action Plan

Measure	Timescale	Responsibility
Appoint TPC	Prior to or upon occupation of the development marketing suite	Developer
Provide TPC details to relevant local authority travel plan officer, if necessary	Upon appointment of TPC	Developer
Provide on-site buggy and cycle parking	During construction to be completed prior to occupation	Developer
Prepare sustainable travel information for effective use by sales staff	Upon opening of sales office	TPC
Prepare Welcome Travel Packs to be issued to new residents	Prior to first occupation	TPC
Prepare sustainable travel notice boards for communal areas	Prior to first occupation	TPC
Continued promotion of car share, walking, cycling, public transport and EV measures	Ongoing	TPC

APPENDICES

APPENDIX A

Site Layout Plan





keep up with mode:



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