

READIPOP, 15
TRAFFORD ROAD,
READING, RG1 8JP

Transport Statement
J190132

Readipop

31st October 2022



Grange Transport Consulting



Readipop, 15 Trafford Road, Reading, RG1 8JP

Transport Statement

J190132

October 2022

Client: Readipop

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CONTENTS

1. INTRODUCTION	1
1.1 General	1
1.2 Site Location	1
2. SITE DESCRIPTION	2
2.1 General	2
2.2 Site Access	3
2.3 Vehicle Parking Arrangement	3
3. HIGHWAY NETWORK	4
3.1 Local Highway Network	4
4. SUSTAINABLE TRAVEL	6
4.1 Walking and Cycling	6
4.2 Bus	7
5. THE DEVELOPMENT	9
5.1 General	9
5.2 Car and Cycle Parking	10
5.3 Access to the site	10
6. TRIP GENERATION	11
6.1 Existing Trip Generation	11
6.2 Proposed Trip Generation	14
7. SUMMARY AND CONCLUSION	17
7.1 Summary	17
7.2 Conclusion	18

APPENDIX A SITE LAYOUT PLANS

APPENDIX B TRAFFORD ROAD PHOTOGRAPHS



1. Introduction

1.1 General

- 1.1.1 Readipop has commissioned Grange Transport Consulting (GTC) to prepare a Transport Statement (TS) to support the planning application for the development at 15 Trafford Road, Reading.
- 1.1.2 Following pre-application discussions with Reading Borough Council (RBC), it has been requested that a TS is included as part of the application submission.
- 1.1.3 Readipop is a specialist music and arts charity. Projects provide the experience of making and enjoying music and achieving social impact. Readipop offers to deliver specialist music provision for a range of partners that achieves outcomes for the community, in particular individuals experiencing complex social issues. The current focus in the community is to assist underprivileged social groups, such as: the socially excluded and isolated, young offenders, senior citizens, those with disabilities and mental health system users.
- 1.1.4 It is proposed to retain the extant use of the site. The scheme will refurbish and expand the existing music studio in Reading, in order to provide an appropriate building for the current activities of the music studios. This includes improved fire escape routes, improved lighting, a balcony, accessibility lift, and shower facilities.
- 1.1.5 The scheme involves a minor increase of the Ground Floor area and an increase to the First Floor similar to the Ground Floor footprint.
- 1.1.6 There are no proposed changes to the vehicular access for the site.

1.2 Site Location

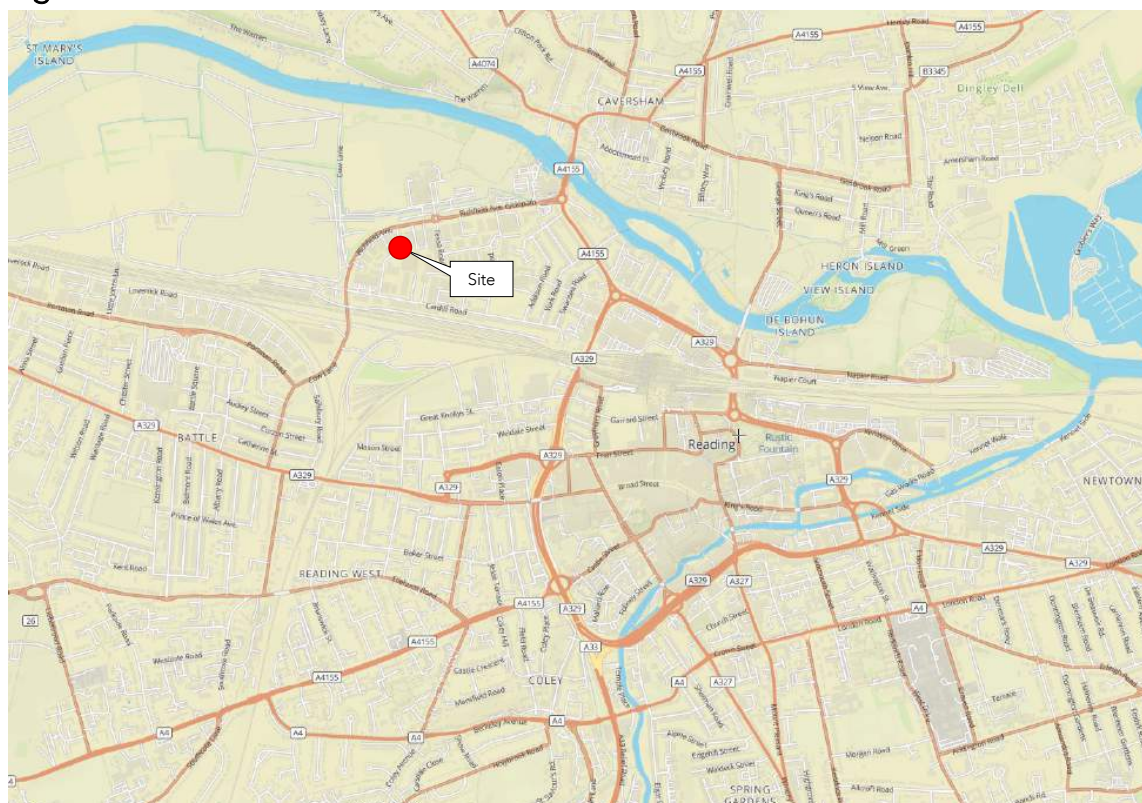
- 1.2.1 The site is located within the Richfield Avenue and Cardiff Road Industrial Areas (Core Employment Area). Vehicular access is via Cardiff Road and subsequently Trafford Road. As such the building is surrounded by adjacent industrial units and businesses.

2. Site Description

2.1 General

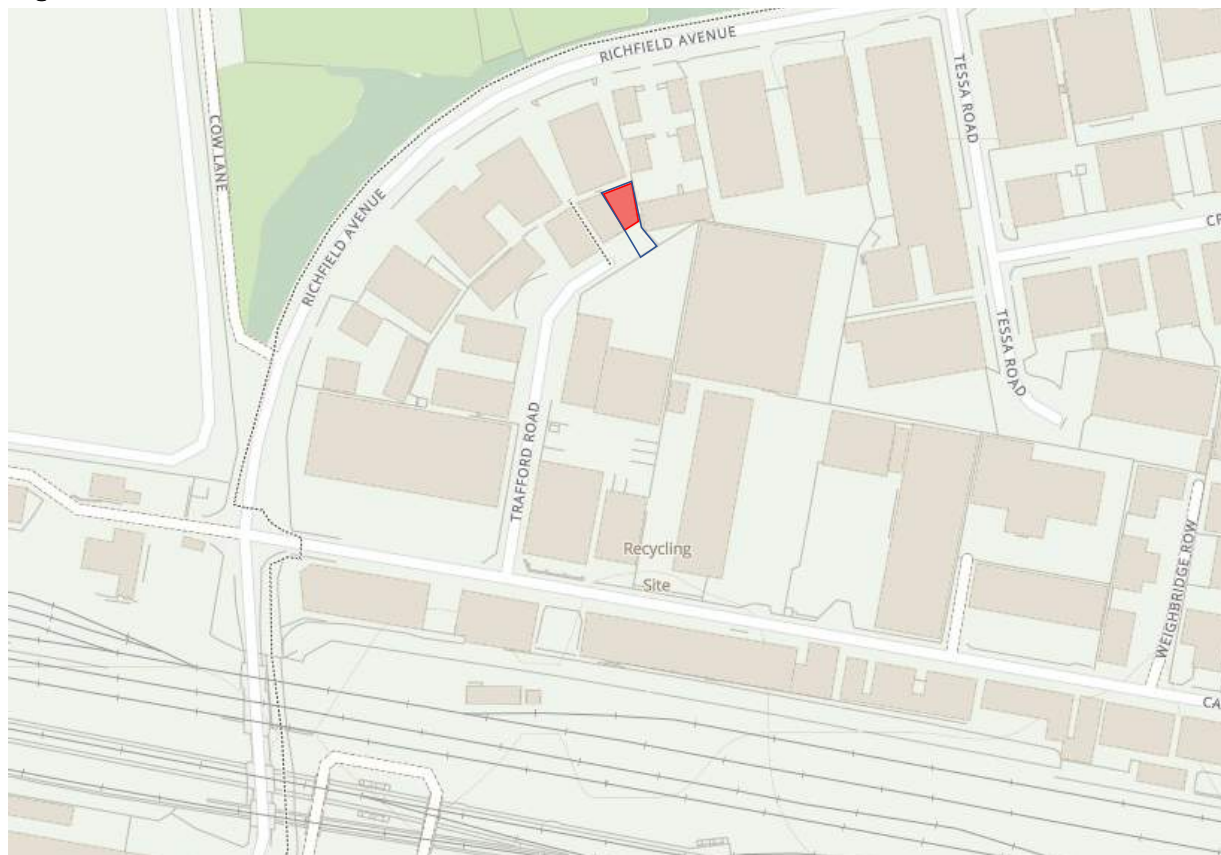
- 2.1.1 The application site is currently occupied by the existing of building associated with Readipop. The building has a generally trapezoidal footprint of c.150 sqm, and a total Gross Floor Area (GFA) of c.199sqm for Sui Generis use.
- 2.1.2 The site is situated to the north of the railway line and northwest of Reading centre. Readipop is located within the Richfield Avenue and Cardiff Road Industrial Areas.
- 2.1.3 The Readipop building part of a larger building comprising of three units. A private parking area is located to the southeast of the building, where designated parking space is provided for each unit. The parking area leads to Trafford Road to the southwest.
- 2.1.4 The site location is illustrated in **Figures 2.1 and 2.2** below.

Figure 2.1 – Site Location



Source: Scribblemaps

Figure 2.2 – Site Context



Source: OSmaps

2.2 Site Access

- 2.2.1 The vehicular access to the site is via Trafford Road which routes northbound from Cardiff Road. Trafford Road leads towards the site car park.
- 2.2.2 Pedestrian access is available via footways on both sides of Trafford Road to the south, and a footpath to Richfield Avenue to the north of the site.

2.3 Vehicle Parking Arrangement

- 2.3.1 A shared private parking area is located directly to the south of the READIPOP building. Currently, this car park can accommodate 6no. vehicles including staff and visitors. Parking bays are not currently demarcated.
- 2.3.2 A total of 4No. cycle parking spaces are available on site. These are in the form of Sheffield stands.



3. Highway Network

3.1 Local Highway Network

- 3.1.1 As mentioned above, the site is located within the Richfield Avenue and Cardiff Road Industrial Areas to the north of Reading centre, as illustrated in **Figures 2.1** and **2.2** above.
- 3.1.2 Trafford Road is a cul-de-sac. It is approximately 6.5 metres in width and serves industrial/commercial units. A turning head is provided at the northern extent of Trafford Road. No parking restrictions are in place on Trafford Road and on site observations reveal that errant parking occurs on the western side. However, this practice does allow sufficient space on the carriageway for vehicles to proceed in both directions.
- 3.1.3 To the south Trafford Road connects with Cardiff Road at a simply priority controlled T-junction. Cardiff Road is subject to a 30mph speed limit and routes in an easterly direction to serve the southern portion of the industrial estate. Cardiff Road circa 6.5 metres in width with parking restrictions in the vicinity of the Cardiff Road/Trafford Road junction, in the form of double yellow lines. On-street parking occurs along the majority of Cardiff Road, along with errant parking on the southern side directly outside business frontages.
- 3.1.4 Approximately 350 metres to the east of the Trafford Road junction, a pinch point and bollard are positioned on Cardiff Road. This prevents cars and larger vehicles proceeding in an easterly direction.
- 3.1.5 The western extent of Cardiff Road connects with Cow Lane at a large priority controlled junction. To the south Cow Lane is subject to a 30mph speed limit and routes underneath the railway line to connect with Portman Road and Beresford Road. Portman Road follows the alignment of the railway and routes westbound to serve industrial and residential areas. Width restrictions are in place on Beresford Road to prevent large vehicles except buses. Beresford Road routes southbound to serve residential dwellings and connects with the A329 Oxford Road.



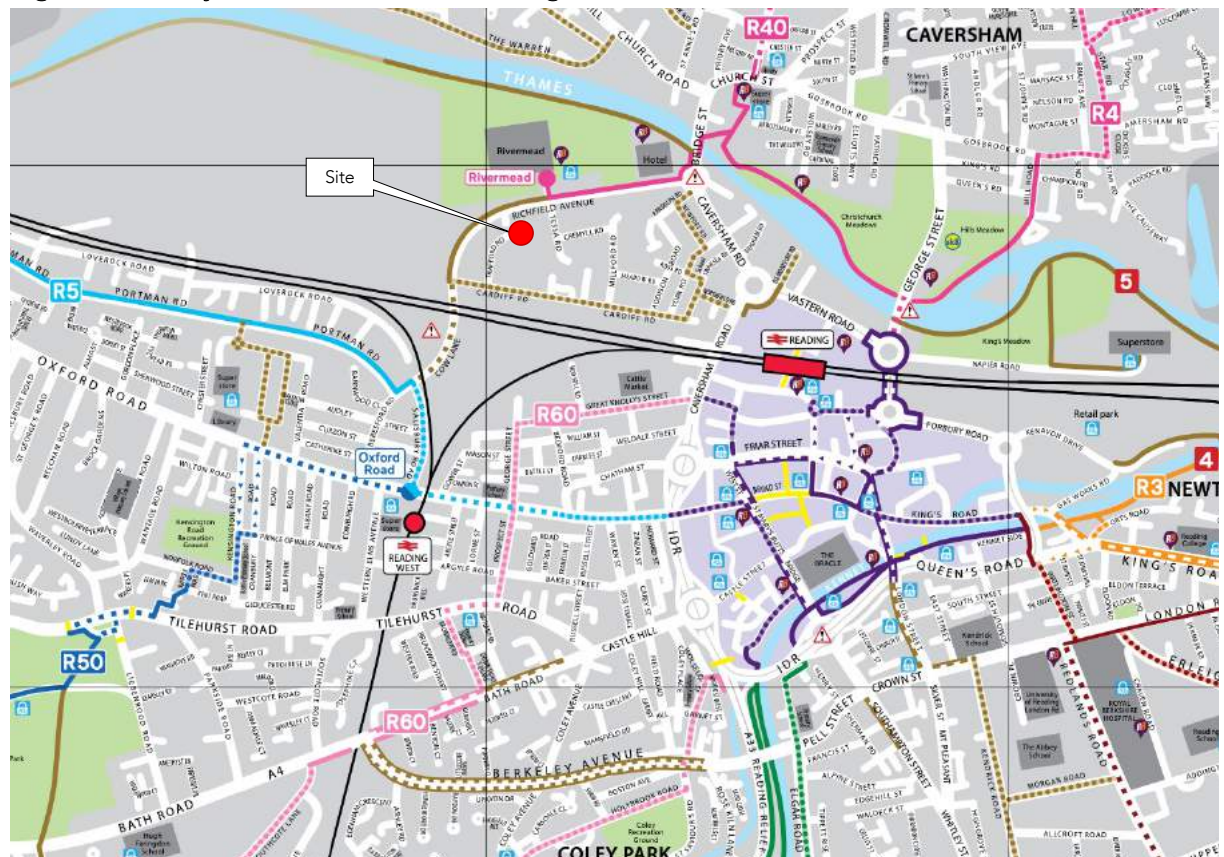
- 3.1.6 To the north Cow Lane continues and becomes Richfield Avenue and follows the northern perimeter of the industrial estate. It is subject to a 30mph speed limit and connects with Tessa Road to form a 4-arm roundabout and to serve the Rivermead Leisure Centre to the north. Richfield Avenue continues to the east to connect with the A4155 Caversham Road at a 4-arm roundabout.
- 3.1.7 To the north the A4155 routes over the River Thames and towards Caversham, Henley and Marlow. To the south of Richfield Avenue the A4155 connects with the A329 Caversham Road and under the railway towards Reading centre, before continuing as the A33 towards the M4 at junction 11.
- 3.1.8 The roads in the vicinity of the site currently experience on-street parking and errant parking, primarily associated with the motor trade businesses located in the area. On-site observations revealed that these parked vehicles are typically customer vehicles, which are parked on-street in order to provide working space. These vehicles are stored inside the business premises during the night, consequently after 18:00 hours weekdays and all weekend there is significant spare capacity on the surrounding roads for parking. Example photographs of Trafford Road are shown at **Appendix B**.

4. Sustainable Travel

4.1 Walking and Cycling

- 4.1.1 Footways and street lighting are provided on both sides of Trafford Road. On the western side the footway is around 3 metres in width. These connection with the footways on both sides of Cardiff Road, where street lighting is also provided. A pinch point and bollard are installed centrally on Cardiff Road to prevent through-traffic, whilst allowing cycles to proceed.
- 4.1.2 On Cardiff Road, bollards are also installed east of the junction with Addison Road. The speed limit to the east of Addison Road is 20mph. Cardiff Road forms part of the Reading Cycle Routes - Linking Route.
- 4.1.3 The western extent of Cardiff Road is a shared footway/cycleway and continues onto the east side of Cow Lane in the southern direction. In the northeastern direction the shared footway/cycleway is provided on the northern side of Cow Lane/ Richfield Avenue (Reading Cycle Route 4), whilst a footway is provided along the southern side. Numerous pedestrian refuge crossing facilities are provided along the length of Richfield Avenue. A pedestrian route is available adjacent to the site, to allow connect to Richfield Avenue.
- 4.1.4 To the south of the site shared footway/cycleway are provided along Portman Road as part of Reading Cycle Route 5. This route links Reading town centre, Oxford Roadn and Tielhurst station. The above cycle facilities are illustrated in **Figure 4.1**.

Figure 4.1 – Cycle facilities surrounding the site



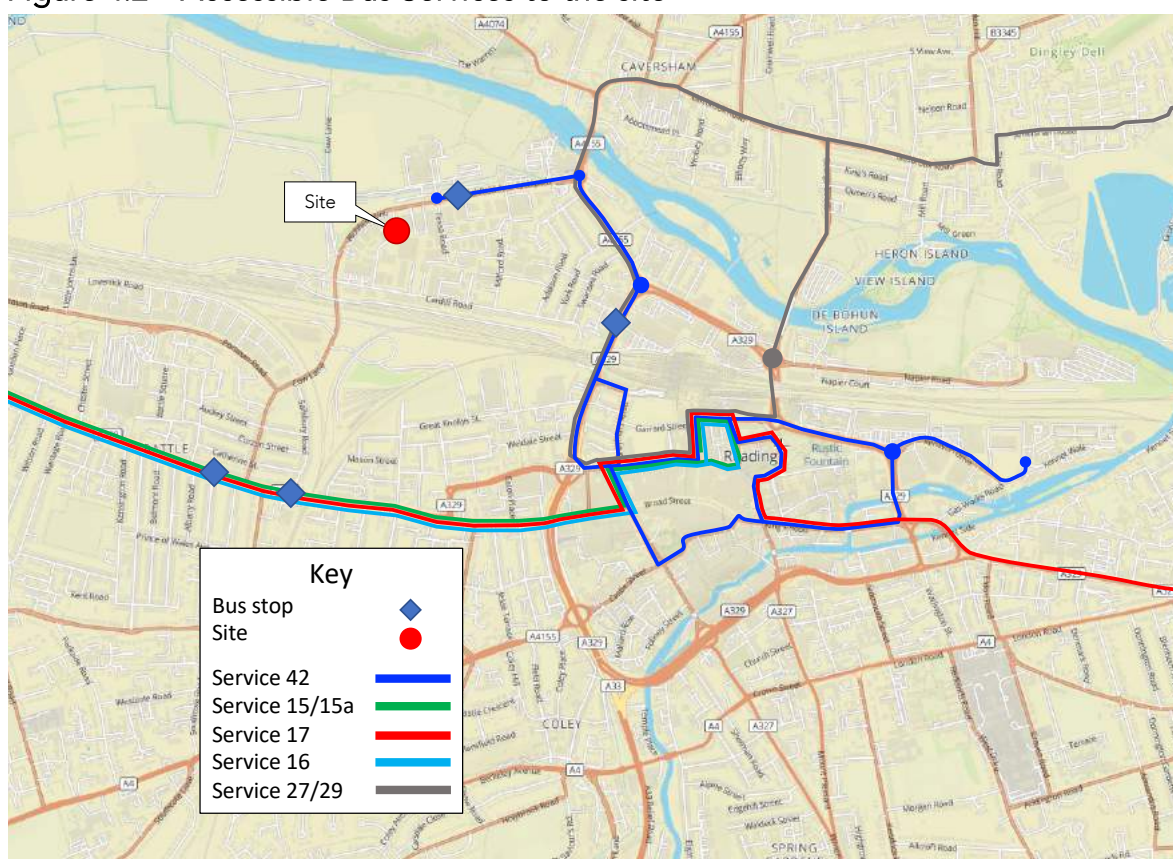
Source: travel Reading live

4.2 Bus

- 4.2.1 The nearest bus stop is located on Richfield Avenue (outside of Rivermead Leisure Centre) to the northeast of the site and approximately a walking distance of 370 metres. This stop serves as the start of Reading Buses Service 42.
- 4.2.2 Service 42 operates Monday to Saturday, between Rivermead and Kenavon Drive, via Friar Street, Blagrove Street, and Kings Road. Regular journeys are provided at 1 hourly frequency.
- 4.2.3 Service 15/15a operates every day, between Reading centre and Theale, via Friar Street, Oxford Road to the south of the site. Regular journeys are provided at a 20-minute frequency.

- 4.2.4 Service 17 operates every day, between Tilehurst and Earley, via Friar Street, Oxford Road to the south of the site. Regular journeys are provided at 8/15 minute frequencies.
- 4.2.5 Services 27/29 operate every day, between Nire Road and Reading centre, via Caversham Road and Friar Street to the east of the site. Regular journeys are provided at a 30-minute frequency.
- 4.2.6 **Figure 4.2** illustrates the relationship between the site and the nearby bus services, along with bus stops.

Figure 4.2 – Accessible Bus Services to the site



5. The Development

5.1 General

- 5.1.1 The proposed development site is approximately trapezoidal in shape, and will occupy a similar footprint as the existing building.
- 5.1.2 It is proposed to refurbish the building to accommodate the current activities of Readipop. Due to specific and unique requirements of the individuals visiting Readipop, the building refurbishment requires larger spaces within each studio/room. This includes a large theatre/production room designed to allow individuals to perform choreography, performances, recitals etc in a secure and safe environment, which otherwise would not be financially or logistically viable for the Readipop charity to maintain.
- 5.1.3 The Ground Floor improvements will consist of 172sqm, where the minor increase to the GFA comprises of a porch at the front of the building. The First Floor improvement will consist of 175sqm to utilise the full footprint of the building. An additional 113sqm is proposed for the Roof space, primarily in order to access potential installation of solar panels.
- 5.1.4 In terms of floor space for studio/performance uses, the proposed increase equates to a total of 148sqm i.e. 347sqm (Ground Floor + First Floor) minus the existing 199sqm, where the roof space has not been counted. The floor plans for the proposed scheme are contained at **Appendix A**.
- 5.1.5 The proposed refurbishment scheme includes:
- A large performance studio (very infrequent use)
 - Recording studio with Vic-Booth Ultra
 - Office
 - Studio
 - Central room with 2no. large Vic-Booth Ultra, kitchen area, accessibility lift
 - XOX studio and XOX Display room (weekend/evening use only)
 - Shower facilities and accessible toilet facilities
 - Refreshment/Breakout space



- 5.1.6 The layout and scale of the proposals incorporates spaces and positioning of rooms to enable separation of visitors, who may not be able to interact with other individuals.

5.2 Car and Cycle Parking

- 5.2.1 It is intended to maintain the same level of car parking at the Readipop site as existing. However, in order to ensure the parking spaces are used efficiently, it is proposed to demarcate the staff parking bays at the southern extent of the parking area. These will be incorporated within a covered structure which will provide protection from dust, debris etc emanating from the surrounding industrial activities.
- 5.2.2 The remaining area in the car park will be allocated for visitors to Readipop, including carers who transport young visitors and parents dropping off their children. This area will accommodate two to three vehicles and the spaces will not be delineated. A plan of the parking area is included at **Appendix A**.
- 5.2.3 It is proposed to improve the current cycle parking facilities. Additional cycle parking facilities will be provided and located in the vicinity of the staff car parkign area. A total of 12 cycle parking spaces will be available. These will also be located within the covered structure to provide weather protection.

5.3 Access to the site

- 5.3.1 It is not anticipated to change the access arrangements to the site under the latest proposals. The existing access to Readipop is provided via Trafford Road to the south for vehicles.
- 5.3.2 Pedestrian access is available to the south via the footways along Trafford Road. Additional pedestrian access is provided via a footpath to the west of the building and leads to Richfield Avenue to the north where a cycle route and bus service are available.

6. Trip Generation

6.1 Existing Trip Generation

- 6.1.1 The extant use at the site is for a music studio (Sui Generis). The total floor area of the Readipop building is circa 199 sqm GFA. It should be noted that Readipop only operates daytime 1-2-1 sessions during school term times.
- 6.1.2 Following an interrogation of the latest TRICS database (v7.9.2), it was revealed that no similar or appropriate site surveys are available for this use type within the database.
- 6.1.3 Data has been provided by Readipop in relation to the number of sessions currently run throughout the week, group and individual clients, modes of travel to site. A summary of which is set out as follows.

Staff members

- 6.1.4 Currently there are a total of 6no. staff members. A flexible shift system is in place incorporating working from home. Typically, 4no. staff members will come to the studio during weekdays and work from 10:00 to 18:00 hours. Only 3no. staff members use a car as a mode of travel to work, whilst others cycle, walk, bus to site.
- 6.1.5 From the information above, it can be seen that during the AM (08:00-09:00 hours) and PM (17:00-18:00 hours) peaks, Readipop generates 0 vehicular trips on the highway network. It is noted that 4 arrival and 4 departure trips are generated for the site outside of the typical AM and PM peaks.

Single Visitors

- 6.1.6 During day time weekdays Readipop only run 1-2-1 sessions for younger visitors who are referred by schools. Typically these visitors are aged between 10 and 18 years of age. These sessions are staggered in order to minimise contact/interactions between individuals. Typically weekday session periods are run at the following times, with 15 minutes separation between each session:
- 10.30 to 11.30 hours
 - 11:45 to 12:45 hours
 - 13:00 to 14:00 hours
 - 14:15 to 15:15 hours



- 6.1.7 It can be seen that the above session times do not occur at or near typical weekday peak periods. Hence the vehicular trip generation is 0 and 0 during the AM and PM peaks respectively.
- 6.1.8 In addition, the younger visitors and those referred by schools do not own a car and hence do not drive to Readipop themselves. Instead they arrive on foot/cycle/bus (20%), get a lift from taxi, parent, teacher (60%), or get a lift from carer who stays on site (20%).
- 6.1.9 Given the timetabling of sessions (see **para. 6.1.6** above) only 1 carer vehicle will arrive and park during any of the 4no. available sessions. Hence the maximum trip generation in any hour in the day is 2 trips (arrival for sessions and departure for previous session).

Group Sessions

- 6.1.10 Group sessions are run between 19:00 and 23:00 hours during weekdays. During the weekends group sessions start from 11:00 hours and are available up to 23:00 hours.
- 6.1.11 The groups who attend Readipop comprise of 2 to 4 adults, and typically travel together and car share to arrive on site. On average during the weekday evening there are 2 vehicle arrivals associated with group sessions.
- 6.1.12 A summary of the typical weekday and weekend hourly trip generation is shown in **Table 6.1**.

Table 6.1: Existing vehicle trip generation at Readipop				
	Typical Weekday		Typical Weekend	
Time	Arrive	Depart	Arrive	Depart
8-9	-	-	-	-
9-10	-	-	-	-
10-11	5	0	4	0
11-12	1	1	-	-
12-13	1	1	-	-
13-14	1	0	0	4
14-15	0	1	-	-
15-16	0	1	-	-
16-17	-	-	-	-
17-18	-	-	-	-
18-19	2	4	-	-
19-20	-	-	-	-
20-21	0	2	-	-
21-22	-	-	-	-
22-23	-	-	-	-

6.1.13 From the information in **Table 6.1** above, it can be seen that the music studio generates 0 vehicle trips during both the AM and PM peaks. It can also be seen that minimal trips occur throughout the day.



6.2 Proposed Trip Generation

- 6.2.1 As described above the proposals consist of refurbishment of the existing building to better serve the current visitors to Readipop. The proposed total floor area of the Ground Floor and First Floor will be 347sqm.
- 6.2.2 The proposals are not designed to significantly intensify the use of the site. Nonetheless, the refurbished building and potentially one additional staff member will allow an opportunity to provide more sessions during the day, evening and weekends.
- 6.2.3 The following provides a description of the proposals and the resultant trip generation due to the refurbishment.

Staff

- 6.2.4 It is intended to recruit an additional 1no. staff member locally in order to maximise the opportunity of sustainable travel. Nonetheless, there is potential for this staff member to generate 1 arrival and departure trip similar to existing staff i.e. outside of AM and PM peak.
- 6.2.5 Consequently, it is considered that the traffic impact will be negligible during the AM and PM peaks.

Single Visitors

- 6.2.6 Additional daytime 1-2-1 sessions for younger visitors who are referred by schools are proposed. These will run concurrently with the existing staggered 1-2-1 sessions for individuals. When individuals from the same school attend the additional sessions, car sharing will be employed, hence the trip generation will remain the same as existing (see **paras. 6.1.7 – 6.1.9** above).
- 6.2.7 When individuals from different schools attend the additional 1-2-1 sessions, these will be coordinated and scheduled to ensure that only one arrives in a vehicle and the other by walking, cycle or public transport. Again, the trip generation will not increase due to the proposals.
- 6.2.8 Consequently, it is considered that the traffic impact will be negligible during the AM and PM peaks.

Group Sessions

6.2.9 An additional Group session during weekday evenings will be accommodated by the refurbishment, typically between 20:00 – 22:00 hours on Tuesdays for up to 40 people equating to a total of 20 vehicles arrivals and departures. It should be noted that this is an existing group (running for over 25 years) and currently using facilities on nearby Milford Road, hence no new trips are generated on the highway network, rather transferred to the vicinity of the site.

6.2.10 During the weekends, approximately only 4-8 times per year, weekend group sessions are proposed from 11:00 hours and are available up to 23:00 hours. A maximum group size of up to 50 people are anticipated, equating to 25 arrivals and departures.

6.2.11 A summary of the proposed typical weekday and weekend hourly trip generation is contained at **Table 6.2** below.

Table 6.2: Proposed vehicle trip generation at Readipop				
Time	Typical Weekday		Typical Weekend	
	Arrive	Depart	Arrive	Depart
8-9	-	-	-	-
9-10	-	-	-	-
10-11	6	0	4	0
11-12	1	1	2**	-
12-13	1	1	20**	-
13-14	1	0	1**	4
14-15	0	1	2**	-
15-16	0	1	-	-
16-17	-	-	-	-
17-18	-	-	-	-
18-19	2	5	-	-
19-20	20*	-	-	20**
20-21	0	2	-	2**
21-22	0	20*	-	2**
22-23	-	-	-	1**

* Tuesday only

** 4-8 times per year



6.2.12 It is evident from **Table 6.2** above that the proposals for the music studio will continue to generate 0 vehicle trips during both the AM and PM peaks. Vehicle trips generated outside of the peak periods remain minimal both during the weekday and weekends. Furthermore, significant spare parking is available on the surrounding roads during these times (see **Appendix B**).

6.2.13 Consequently, it is considered that the traffic impact will be negligible during the AM and PM peaks.

6.2.14 It is concluded that the refurbishment proposals will have a negligible traffic impact on the highway network.



7. Summary and Conclusion

7.1 Summary

- 7.1.1 Readipop is a specialist music and arts charity providing specialist music provision for a range of individuals experiencing complex social issues. The current focus is to assist underprivileged social groups.
- 7.1.2 The proposed refurbishment of the building will better serve the current visitors and activities of the music studios (Sui Generis - music studio use).
- 7.1.3 The refurbishment proposals consist a total area of 460sqm, which includes for 113sqm roof space access. In terms of floor area for studio/performance uses this will comprise a total of 347sqm GFA, which includes a large theatre/production room allowing individuals to perform choreography, performances, recitals etc in a secure and safe environment. The scheme also includes improved fire escape routes, improved lighting, accessibility lift.
- 7.1.4 The music studio site is accessible by a range of sustainable modes of travel including walking, cycling, and bus. The refurbishment includes shower facilities to encourage cycling to the site.
- 7.1.5 Young visitors attending 1-2-1 sessions do not drive, instead they arrive by walking, cycling, bus or are giving a lift by a parent, taxi or carer. Adult group session visitors use car-sharing to arrive to site in the evenings and weekends.
- 7.1.6 Currently the AM and PM trip generation is 0 for both peak periods, with minimal trips generated outside of the peak times and at the weekend. The proposals will also generate 0 peak period trips, whilst negligible additional trips will be generated during the daytime. On Tuesday evenings only a maximum of 20 arrivals and 20 departures are forecast. At weekends (4 – 8 times per year) a maximum of 25 arrivals and 25 departures are forecast between 11:00 and 23:00 hours due to the proposals.
- 7.1.7 There is sufficient parking onsite to accommodate the level of vehicles arriving at site in the daytime. During the evening and at weekends the surrounding roads are clear of parked cars, hence significant spare capacity is available if necessary.

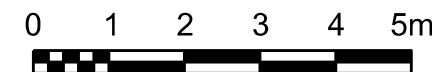


7.2 Conclusion

- 7.2.1 The refurbishment proposals for the Readipop charity involves an increase to the overall floor area of the building, which accommodates larger rooms to improve the experience for the individuals and groups using the music studio.
- 7.2.2 The parking arrangements are sufficient to accommodate the proposed level of vehicle movements. No peak hour trips will be generated by the development and the traffic impact will be negligible.
- 7.2.3 It is concluded that the refurbishment proposals will not affect the safe operation of the highway network.

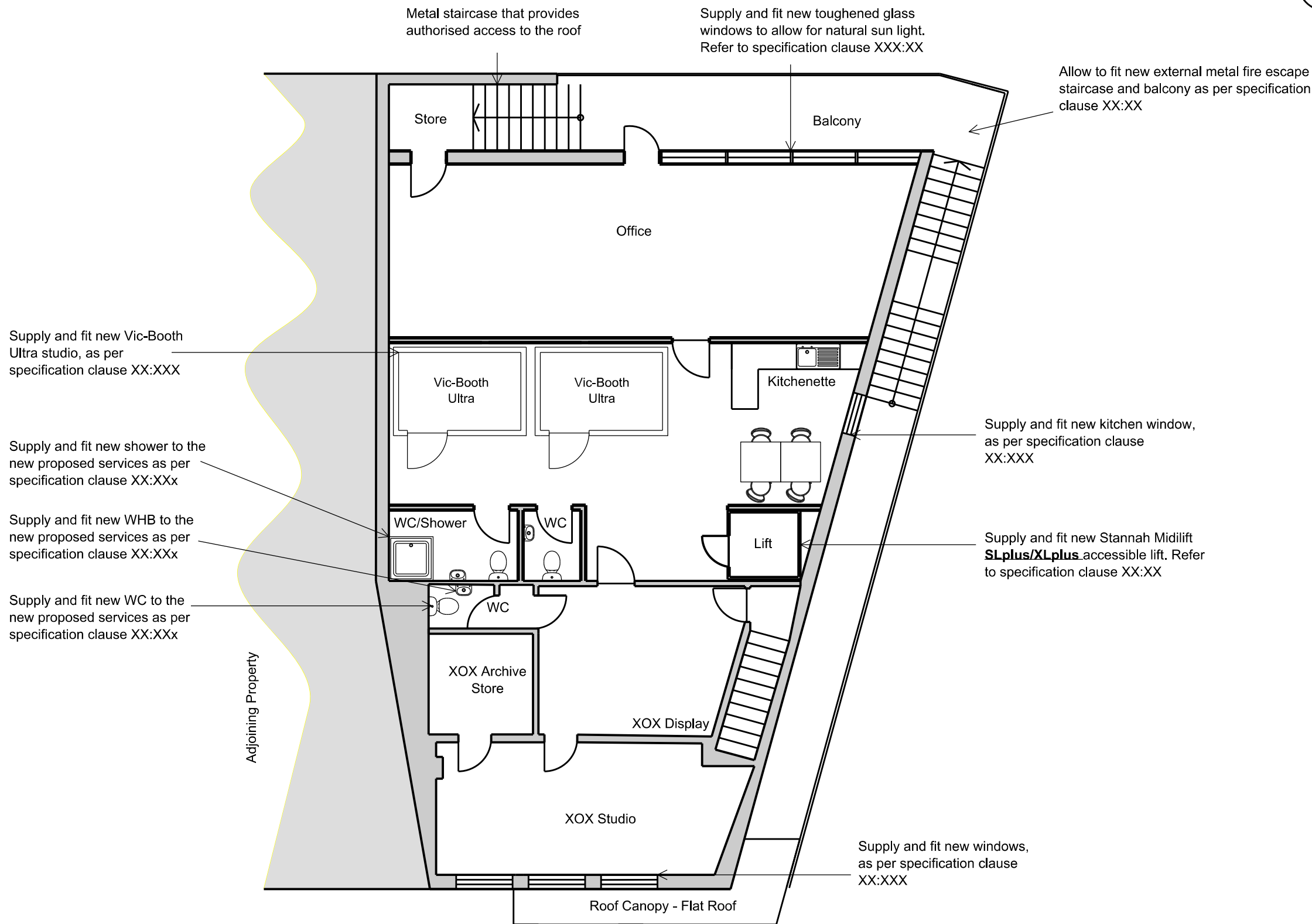
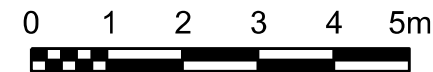


Appendix A Site Layout Plans



Please refer to the door schedule for door information.

7043.210



First Floor Plan

Notes

- Allow to **stain or paint** door architraves and skirtings as per specification clause XX:XX
- Supply and fit new Howdens Greenwich white smooth kitchen cabinets (ensuring soft close hinges are installed) Refer to specification clause XXX:XX
- Supply and fit new Howdens Greenwich white high kitchen cabinet (ensuring soft close hinges are installed) Refer to specification clause XX:XXX
- Supply and fit Howdens Charcoal 38mm work top. Refer to specification clause XXX:XX
- Supply and fit new Howdens Standard sink with the appropriate fixings. Refer to specification clause XX:XXX
- Please refer to the door schedule for door informaiton.

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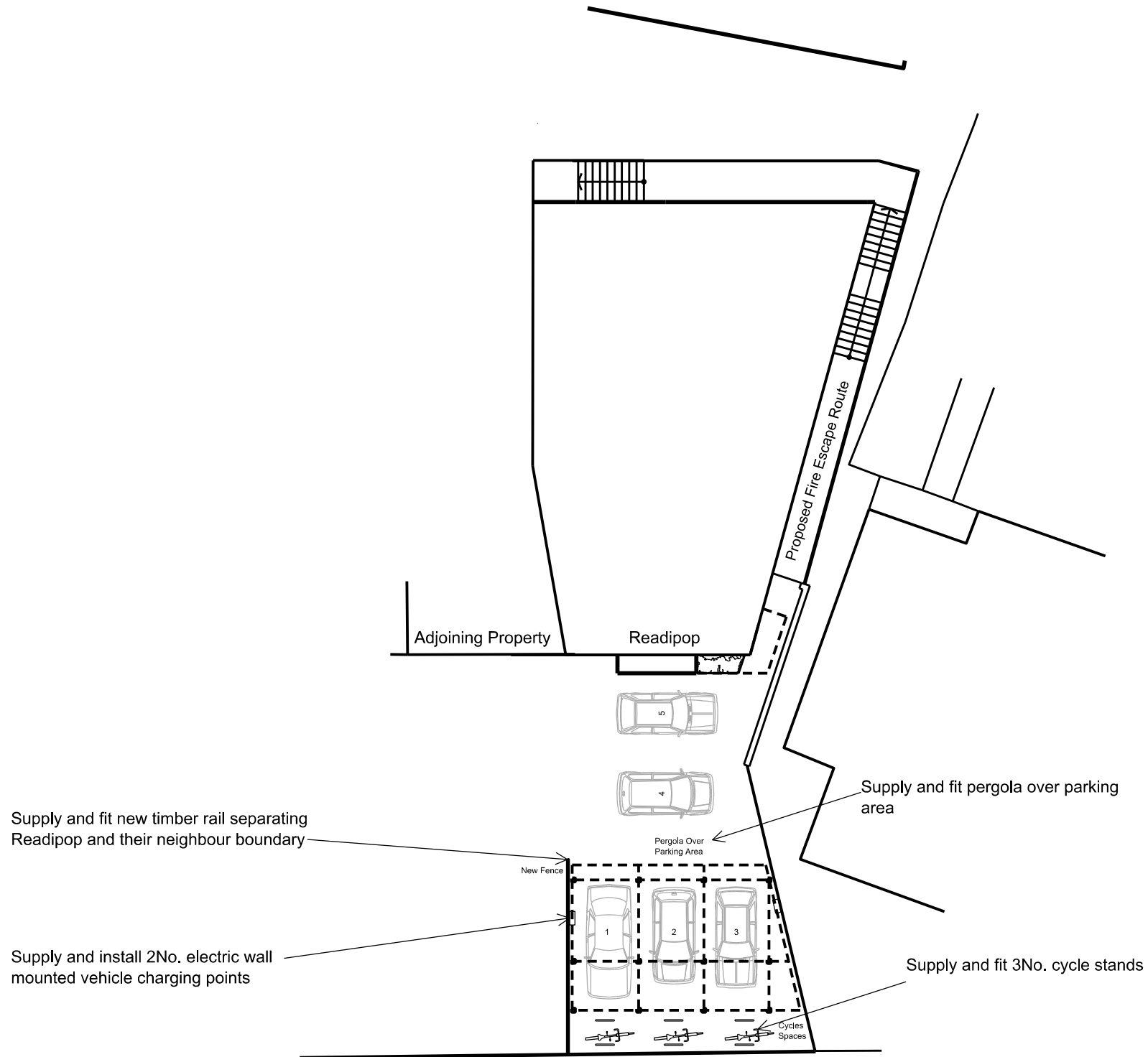
Readipop
15 Trafford Road
Reading, RG1 8JP

Proposed First Floor Plan

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Site Plan

Notes

Allow for external ground surface works (if required) to ensure level access.

Allow for parking bay lines to be painted out for spaces 1-3. Spaces 4 & 5 are for drop off zones only and cars will only be permitted to stop for maximum 5No. minutes.

revision	by	date	index
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Appendix B Trafford Road Photographs



Trafford Road - Sunday morning



Trafford Road - Sunday morning



Trafford Road - Sunday morning



Traford Road - Tuesday evening



Traford Road - Tuesday evening



Traford Road - Tuesday evening



Traford Road - Tuesday evening