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Units 2 and 6, Reading Retail Park, Oxford Road, Reading

Threadneedle UK Property Authorised
Investment Fund

Travel Plan

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1 Introduction

General

- 1.1 Rappor Consultants Ltd have been instructed by Threadneedle UK Property Authorised Investment Fund to prepare a Travel Plan (TP) as part of a planning application concerning the redevelopment of the Unit 2 and Unit 6, Reading Retail Park, Oxford Road, Reading, RG30 1PR.
- 1.2 The TP outlines the range of opportunities available to encourage sustainable travel and behaviour change to reduce reliance on single occupancy car journeys through effective implementation, monitoring and management.

Development Proposals

- 1.3 Planning permission is sought for the proposed amalgamation of Unit 2 and Unit 6 to accommodate a discount food retailer (Gross Internal Area (GIA) 2,013sq.m). As part of the development proposals, the existing mezzanine in Unit 6 (542sq.m) shall be removed, whilst the wider retail park's parking provision and means of access shall be retained as per existing arrangements.
- 1.4 The proposed site layout plan is provided in **Appendix A** of this report.

Site Location and Composition

- 1.5 The application site is Unit 2 (Carpetright) and Unit 6 (Halford) of Reading Retail Park, which is located off the southern side of Oxford Road, Reading, RG30 1PR. It is situated amongst existing commercial / retail uses, as well as other complimentary services in the surrounding area.
- 1.6 In addition to the occupants of application site, Reading Retail Park is also occupied by Wickes Building Supplies, The Gym, Wren Kitchens, B&M, Pets at Home, and KFC.
- 1.7 Both vehicular and servicing / delivery access are achieved from the priority junction arrangement with Oxford Road, which is located at the northern boundary of Reading Retail Park. This features a ghost-island right turn access and a left-turn only egress arrangement onto Oxford Road, whilst the internal retail park network is subject to 10mph speed limit and comprises traffic calming measures and zebra crossing points throughout.



- 1.8 In terms of parking provision, Reading Retail Park benefits from 427 car parking spaces (inclusive of 408 standard spaces, 16 accessible spaces, and three trailer spaces), which are provided on an unallocated basis to serve all the units situated in the retail park.
- 1.9 In terms of cycle parking, Reading Retail Park benefits from six cycle parking spaces from a total of 16 cycle parking spaces, in the form of three sheltered Sheffield stands in the vicinity of the application site frontage and five sheltered Sheffield stands in the vicinity of the nearby Wickes store.
- 1.10 The site and its relationship with immediate adjoining areas is illustrated in the site location plan provided at **Appendix B**.

Travel Plans

- 1.11 Travel planning has the ability to create more sustainable developments, which will assist the development to comply with national, regional and local planning policies.
- 1.12 TPs detail the means by which sustainable travel to / from the site by staff is encouraged. This may be achieved through the reduction in the number of individual private vehicle trips; and / or the encouragement of public transport, walking and cycling as travel alternatives. Success in this respect will help to mitigate the impact of additional traffic generated by the proposed development, reducing carbon footprint, and encourage travel in a more acceptable way.
- 1.13 The principal objective of the TP is to promote and provide alternative sustainable modes of transport and to ensure staff are fully aware of the sustainable travel options available to them.

Aims and Scope of Travel Plan

- 1.14 This TP sets out the initiatives and measures to be provided before the development is occupied, in order to influence future staff / visitor travel behaviour at the outset and therefore minimise single occupancy car journeys and encourage staff / visitors to use other sustainable modes of travel.
- 1.15 The main objective of this TP is to consider positive ways and methods by which the impact of the users of the site and the associated vehicle movements can be minimised, and the accessibility improved through the implementation of the TP.
- 1.16 The main aims of this TP are:
 - a) To reduce the overall amount of car travel to the site;



- b) To increase the use of public transport;
- c) To increase the use of walking and cycling; and
- d) To minimise the impact of the development on the local area and transport infrastructure.

1.17 The structure of the remainder of the TP is as follows:

- a) **Section 2:** details the TP context and management structure;
- b) **Section 3:** provides a site assessment in relation to the walking, cycling and public transport opportunities;
- c) **Section 4:** provides overarching objectives of this TP;
- d) **Section 5:** identifies the travel survey methodology and details the modal shift targets to be achieved;
- e) **Section 6:** details the Action Plan which sets out the measures and initiatives that will influence the modal shift;
- f) **Section 7:** identifies the monitoring and review schedule; and
- g) **Section 8:** sets out the funding of the proposed development and TP.



2 Travel Plan Context

Introduction

- 2.1 A TP is a long-term management strategy built on a package of site-specific measures that seeks to deliver sustainable transport objectives with an emphasis on reducing reliance on single occupancy car journeys and facilitating travel by sustainable modes which is articulated in a document that is regularly reviewed.
- 2.2 To be successful, it is crucial that the TP is a dynamic process that grows and develops with time. This TP will need to be flexible to allow for changes to be made in line with the performance of the plan, changing circumstances of the site and environment in which it works and to tailor it to the needs of staff and visitors of the site.
- 2.3 The TP is primarily focused at encouraging sustainable travel behaviour to and from the site by staff, whilst visitors may also benefit from certain measures and initiatives detailed later in this report.

Benefits of a Travel Plan

- 2.4 TPs help to reduce the cost of travel for individuals and reduce the impact of travel on the local highway network as well as the environment. They also help to:
 - a) Inform the design and operation of the development;
 - b) Improve the health of all users on-site through promoting walking and cycling measures;
 - c) Create improvements for public transport, pedestrians and cyclists;
 - d) Reduce reliance on the car through facilitating and promoting sustainable transport initiatives;
 - e) Reduce the cost of travelling to and from the site through promotion of car sharing or alternative travel modes;
 - f) Reduce congestion by minimising car use, thereby reducing local noise pollution and harmful vehicle emissions such as carbon monoxide; and
 - g) Save energy through the reduced use of fossil fuels.
- 2.5 In summary, TPs should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.



Policy

- 2.6 In developing this TP, care has been taken to ensure that full regard has been given to best UK practice methods and these have been applied. Key policy documents (national, regional and local) have been taken into account to help deliver the maximum possible uptake of sustainable transport modes.

National Policy

- 2.7 The National Planning Policy Framework (NPPF) (July 2021) sets out the principal objective under Section 9: Promoting Sustainable Transport, which is to ensure that development *“should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes”* (paragraph 105).
- 2.8 Paragraph 104 of the NPPF further states that transport issues should be considered from the earliest stages so that *“the potential impacts of development on transport networks can be addressed”* and *“opportunities to promote walking, cycling and public transport use are identified and pursued”*.
- 2.9 Paragraph 112 states that development applications must commit to the following:
- a) *‘Give priority first to pedestrians and cycle movements;*
 - b) *Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
 - c) *Create places that are safe, secure and attractive;*
 - d) *Allow for the effective delivery of goods, and access by service and emergency vehicles; and*
 - e) *Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.’*
- 2.10 The NPPF promotes sustainable development and paragraph 113 states that development which generates significant amounts of movement should be required to provide a Travel Plan.
- 2.11 The Government’s planning practice guidance to the NPPF was launched as a web-based resource by the Department for Communities and Local Government (DCLG) in March 2014. The guidance highlights that *“Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.”*
- 2.12 The application site has existing walking, cycling and public transport links (**Section 3**), the use of which will be further enhanced by the development of this TP.



Local Policy

- 2.13 Policy LTP SC3 of West Berkshire Councils' Smarter Choices Strategy *"requires developers to submit travel plans with all major planning applications, or where it is considered a development will have a major impact on the transport network."*
- 2.14 The Council will continue to ask for travel plans through the planning process, using the national thresholds set out within the Department for Transport's Guidance on Transport Assessment document.
- 2.15 Their Active Travel Strategy goes on to state that all businesses are required to submit a Travel Plan as part of their application for planning permissions. *"These travel plans include measures to promote walking to work, or for short local journeys...and have other benefits for both the businesses, community and for individuals."*
- 2.16 The Smarter Choices Strategy will help to support the promotion of walking by setting out how Travel Planning will be delivered in West Berkshire. Travel Planning forms an important part of promoting and encouraging walking, by providing sticks and carrots to business, schools and individuals.

Summary

- 2.17 In summary, the requirement for a TP is recognised within both national and local policy and it is within the context that this TP is prepared.



3 Baseline Site Accessibility

Introduction

- 3.1 In order to ensure that the site can operate sustainably in terms of minimising the overall level of daily vehicular trips to and from the site, particularly single-occupancy vehicle trips, it is essential to consider what alternative sustainable travel opportunities are present to enable future employees and visitors to choose to travel by non-car modes, as well as identifying what local services and amenities are located in proximity of the site, which may assist in promoting linked trips.
- 3.2 The site is an existing commercial unit, which is located within a wider retail / commercial area. Therefore, it can be considered to be sustainably located and so a detailed assessment of facilities for non-car travel is not required. Notwithstanding this, a brief summary of local services, amenities, and infrastructure is provided below.

Proximity to Local Services and Amenities

- 3.1 A range of existing services and amenities are located within 1km of the application site - with some located within the wider retail park - which may be beneficial to existing and future staff during their lunch break. These include a KFC, Shell fuel filling station / convenience store, and gymnasium. These local retailers and services will also provide the opportunity for customers and staff to undertake linked trips.
- 3.2 In addition to the above, it should be noted that there are a number of residential areas within proximity to the site; therefore, the location of the application site also affords an opportunity for future staff and visitors to travel to the site by modes other than private car.

Walking and Cycling

Guidance

- 3.3 Walking is the most important mode of travel at a local level as it offers the greatest potential to replace short car trips. The 'National Travel Survey (NTS) 2019' (DfT) found that 80% of all trips of less than 1 mile (1.6km) were made on foot. It should be noted that a new NTS for 2020 has been published which found that 82% of trips under 1mile (1.6km) are undertaken on foot. However, due to COVID-19 the 2020 NTS had less than half the response rate and experienced substantial missing data, the highway conditions could not be classed as 'normal' which is likely to have impacted on how people travel. NTS therefore state that the 2020 NTS should be interpreted with caution.



- 3.4 The 2019 NTS results detailed above are supported by the definition of a 'walkable neighbourhood' within Manual for Streets whereby facilities required on a day-to-day basis should ideally be located within an 800m walk distance. It also states however that there is not an upper limit and PPG13, whilst although now superseded, continues to set the benchmark in defining that 2km is an appropriate distance that occupiers or visitors to a site could be reasonably expected to walk to access a particular service or amenity.
- 3.5 Cycling also has the potential to substitute for short car trips, further facilitating sustainable travel. Whilst the NTS 2019 (Table NTS0306) notes that the average cycle trip is approximately 3.5 miles (5.6km), the Local Transport Note 1/04: Policy, Planning and Design for Walking and Cycling (page 15), produced by the Department for Transport (DfT) indicates that journeys three times the average distance are not uncommon for regular commuters. The growth of electric bikes is also increasing the propensity to cycle and reducing journey times.

Existing Infrastructure

- 3.6 The application site benefits from a good level of permeability to the surrounding pedestrian footway network, with c.1.2m footways linking from Reading Retail Park to the existing footway provision on the southern side of Oxford Road.
- 3.7 Oxford Road benefits from illuminated, surfaced footway provision c.2m wide – which increases in width along various sections in the vicinity of the Reading Retail Park site frontage – and numerous, signalised pedestrian crossing points. The footways present on both sides of the carriageway also benefit from dropped kerbs and associated tactile paving.
- 3.8 In terms of cycling, delineated cycle lanes are present on either side of the carriageway in the vicinity of the Reading Retail Park site frontage, whilst Advanced Stop Lines are also present at the signal junction to the northwest of the Oxford Road / Reading Retail Park priority junction.
- 3.9 The site is within a comfortable catchment of up to 5km to a range of residential estates / areas and, therefore, it is anticipated that both employees and visitors will be able to both walk and cycle to / from the site.
- 3.10 In addition to the above, the local highway network is of suitable geometry and speed limit for cyclists to travel along the carriageway adjacent to vehicular traffic, without detriment to highway safety.

Public Transport

- 3.11 The nearest bus stops in relation to the development site are located in the vicinity of the Retail Park access junction on Oxford Road. Both the westbound and east stops provide sheltered seating, printed timetable information, flag and pole, raised kerbs and on-carriageway markings.
- 3.12 A summary of the existing bus services operating from the stops detailed above is provided below in **Table 3.1**, whilst full timetable information is provided at **Appendix C**.

Service No.	Route	Days of Operation	Service Summary		
			First Service	Frequency	Last Service
143	Reading – Upper Basildon / Goring (North-Westbound)	Mon to Fri	07:42	Six (c. every two hours)	17:46
		Sat	09:12	Five (c. every two hours)	16:43
		Sun	No services		
	Upper Basildon / Goring – Reading (South-Westbound)	Mon to Fri	09:59	Five (c. every two hours)	18:35
		Sat	09:59	Five (c. every two hours)	17:29
		Sun	No services		
BB3	Reading – Langtree School (North-Westbound)	Mon to Fri	07:42	Once	07:42
		Sat	No services		
		Sun	No services		
	Langtree School – Reading (South-Westbound)	Mon to Fri	15:54	Once	15:54
		Sat	No services		
		Sun	No services		

Table 3.1: Bus Services and Frequencies (source: www.travelinesw.com May 2022).

- 3.13 As detailed above in **Table 3.1**, the application site benefits from regular local bus services that operate throughout the week and Saturday between the application site, Reading and the surrounding settlements of Upper Basildon and Goring.
- 3.14 Furthermore, given the operational periods of the services, it is considered that future staff and visitors may be able to utilise public transport in favour of private car journeys when travelling to / from the application site.



Summary

- 3.15 In summary, the site to be sustainably located with accessibility to a wide range of local services and amenities to promote linked trips, supported by local public transport services. Future employees and visitors will therefore be presented with a range of suitable travel choices to access the site and will be able to link trips with other pre-existing retail offerings within the vicinity of the site.



4 Aims and Objectives

Introduction

- 4.1 It is important that the TP has a focus and direction in what it is trying to achieve. This can be accomplished through the identification of objectives, which are realistic and site specific.
- 4.2 It is essential that there is an agreed set of objectives that can be adopted and thereby influence all actions arising from the TP. The following objectives are informed by best practice guidance but also reflect local circumstances and stakeholder requirements.

Objectives

- 4.3 The four main objectives of this TP is set out below:
- a) To achieve a high awareness of the sustainable travel options available amongst staff and visitors, which is to be maintained during the build-up of the site. It is vitally important that the users of the development are made fully aware of the sustainable transport choices available to them from the opening of the site so that sustainable travel habits are established from the outset;
 - b) To increase the health of all users of the site by increasing the proportion of active travel (i.e. walking and cycling). Current Government advice for living a healthier lifestyle is to engage in moderate exercise (that raises you breathing and heart rate) for 30 minutes a day;
 - c) To encourage less reliance on the car, wherever practical, particularly for single occupancy car journeys. The measures set out in this TP not only encourage and facilitate pedestrian and cycle use, but also make better use of the car through initiatives such as car sharing; and
 - d) Engage staff in critical thinking regarding their travel choices.
- 4.4 These objectives will be implemented through a package of measures that are discussed at **Section 5**.

Travel Surveys

- 4.5 Baseline surveys for future employees, in the form of questionnaires, will be carried out within three months of the development opening (Year 1). Surveys will also be undertaken in the third (Year 3) and fifth years (Year 5) to ascertain modal splits and determine if the targets and objectives of this TP are being met.



- 4.6 As a 'living document', measures within the TP can be adjusted/enhanced year-on-year in response to the travel survey results to ensure that the targets are being met. These are important as they provide the base from which comparisons can take place and they provide a focus for what the TP is trying to achieve.
- 4.7 Undertaking the surveys will be the responsibility of the Travel Plan Co-ordinator (TPC). The TPC will supply WBC with updated statistical data show how staff travel to and from the site.
- 4.8 An example travel survey has been provided at **Appendix D**.

Modal Shift Targets

- 4.9 Targets enable progress to be measured against aims and objectives and will be challenging to ensure continual improvement in managing development travel demand. The TP will need to be monitored to ensure it is still relevant, up-to-date and influencing sustainable travel use on the site, which is discussed in **Section 7**.
- 4.10 The introduction of a range of measures to support sustainable travel in favour of travel by private car, in particular single occupancy car journeys, will result in modal shift.
- 4.11 Targets for the scale of modal shift against which the success of the TP can be measured will accord with the following SMART principles:
 - a) **Specific** (identify what is to be achieved);
 - b) **Measurable** (over the target period);
 - c) **Achievable** (linked to overall objectives and aims);
 - d) **Realistic** (must be achievable over time allocated); and
 - e) **Time-bound** (a defined action plan including dates for achievement).
- 4.12 Accurate modal split targets will be identified once the baseline travel survey has been undertaken. Initial modal split targets have been set based on Census 2011 travel to work data for the Workplace Zone Reading: E33040124 within which the site is contained.
- 4.13 Initial modal shift targets are based on DfT guidance of a 5% modal shift from car trips to more sustainable modes, such as public transport, cycling and walking. A target of 5% is considered feasible considering the measures in place, set out in **Section 5** together with the sustainable location of the site. **Table 4.1** sets out initial modal split targets based on a 5% reduction in single occupancy car journeys.



Mode of Travel	Baseline Target / Year 1	Year 3 Target	Year 5 Target
Car Driver	61.5%	60.0%	58.4%
On foot	11.3%	11.8%	12.3%
Bus, Minibus or Coach	11.0%	11.4%	11.9%
Car Passenger	9.1%	9.4%	9.8%
Bicycle	2.9%	3.0%	3.2%
Train	1.9%	2.0%	2.1%
Motorcycle, Scooter or Moped	1.3%	1.3%	1.3%
Other Method	0.7%	0.7%	0.7%

Table 4.1: Percentage Modal Shift Targets based on 2011 Census Data (E33040124).

- 4.14 Whilst the targets have potential to change once the site is occupied, they are able to broadly set out what is able to be achieved as a result of implementing the TP. It is proposed that the above targets should be achieved over a five-year time period from the opening of the site.
- 4.15 It is not considered appropriate to set specific targets for customers, other than to encourage customers to travel sustainably.



5 Travel Plan Management and Measures

Travel Plan Co-ordinator

- 5.1 The key to any effective TP is to have an identified person responsible for its operation and monitoring. In order for the TP to be effective and responsive, it must be kept up to date and relevant, otherwise it may become ineffective.
- 5.2 In order to maintain and develop the TP, it is important to designate a member of staff from the site to be the TPC. The TP will be managed and monitored by the TPC who will work to deliver the content of this TP and ensure the measures are carried out effectively.
- 5.3 It will be the responsibility of the developer to ensure the appointment and funding of a suitably qualified person to perform the role of the TPC. They will be appointed following opening of the development and their role will be ongoing for period of five years, following the opening of the development.
- 5.4 The responsibilities of the TPC will include the following:
 - a) Marketing and promoting the TP;
 - b) Providing sustainable travel information to staff;
 - c) Liaising with the council, transport operators and specialist groups where necessary;
 - d) Arranging and undertaking of travel surveys; and
 - e) Providing monitoring updates to WBC.

Marketing and Promotion

- 5.5 The TPC will be responsible for marketing and promotion of the TP and sustainable travel opportunities and benefits and will establish communication between those who are responsible for delivery and those who benefit from the implementation of the TP.
- 5.6 The provision of information to staff, which is both accessible and available in varied formats, is an important measure of the TP.
- 5.7 This would be achieved through a co-ordinated marketing and communications strategy including information within a notice board within the staff area, and Travel Information Pack (TIP) for staff on commencement of their employment.



Travel Plan Measures

- 5.8 The TP is effectively a set of measures, directed at staff and visitors and intended to maximise sustainable travel for journeys to / from the site. The proposed TP measures focus on maximising the site's accessibility and sustainability as part of the development proposals.

Travel Information Pack

- 5.9 A TIP will be created and distributed to all staff on commencement of their employment. The TIP will include various travel information, with the intention of encouraging staff to engage with sustainable transport modes. The TIP will contain the following:

- a) A cycle / pedestrian route map;
- b) Contact details of the TPC;
- c) Details of nearby bus stops and the most recent bus timetables;
- d) Details of public transport fares and operators;
- e) Benefits of car sharing; and
- f) Links to relevant sustainable travel apps.

- 5.10 The TPC will keep the TIP up-to-date to reflect changes, for example when revised bus timetables are issued.

Walking / Cycling Measures

- 5.11 All pedestrian and cyclist infrastructure included as part of the development will be completed to a high standard. Details of the health benefits of walking, will be included in the TIP.
- 5.12 The TPC will be responsible for promoting events such as National Bike Week and European Mobility Week to encourage staff to cycle.
- 5.13 The TIP will contain information that will actively promote the use of bicycles as a regular and reliable transport mode and illustrate the physical health benefits of regular exercise to all site users.
- 5.14 The Cycle to Work scheme will be offered to all staff and details will be provided within the TIP.
- 5.15 Secure cycle parking will be provided at the development.



- 5.16 Furthermore, staff will be made aware of walking and cycling initiatives they can get involved with, such as www.livingstreets.org.uk and www.sustrans.org.uk.

Public Transport Measures

- 5.17 Good public transport provision is important to achieving sustainable transport targets. By encouraging staff to use existing bus services, additional revenue will be generated, and the quality of services could improve and also allow 'at risk' services to be maintained.
- 5.18 The use of public transport will be promoted through the TIP. This will include information on local bus routes, timetables and location of stops.
- 5.19 Public transport use will be encouraged by the introduction / promotion of the following measures by the TPC:
- a) Provision of current information on bus routes, bus times and location of bus stops;
 - b) Provision of information on tickets;
 - c) Promotion of local bus services as attractive access options; and
 - d) Regular review of any changes to timetables, routes or fares.

Car Measures

- 5.20 The most unsustainable mode of transport is single occupancy car travel. Car sharing can result in considerable cost savings and other benefits. Car sharing not only reduces an individual's transport costs, by fuel costs being shared, but also reduces the number of cars on the roads and reduces the need for a private car.
- 5.21 Staff will be made aware of car sharing websites such as liftshare.com and blablacar.co.uk, which is free to access and helps to facilitate car-sharing amongst anyone that lives in the surrounding area. The scheme can benefit anyone who regularly commutes to work by trip matching drivers, pedestrians, cyclists and taxi users.
- 5.22 The TPC will ensure that all staff are advised of the financial savings, which can be achieved through car sharing and will ensure that all staff are provided with details of the car share scheme.



6 Travel Plan Action Plan

Introduction

- 6.1 Key to the success of the TP is the identification of viable transport alternatives and these can be identified through the Action Plan. This is the package of site-specific measures that will encourage a shift away from single occupancy car use and increase accessibility to and from the site.
- 6.2 This section outlines measures that will be implemented as part of this TP. These measures will include making best use of the current facilities, as well as creating further incentive for staff use sustainable transport modes of travel. The implementation of the TP and the measures contained within it will be flexible.

Action Plan

- 6.3 A comprehensive set of initiatives and measures is set out on the following pages. The recommended measures have been drawn from best practice, Travel Plan guidance and case studies throughout the UK.
- 6.4 The Action Plan has been broken down into four main strategy sections relating to the scope of the TP, which comprise the following:-
- a) Walking and cycling strategy;
 - b) Public transport strategy;
 - c) Car user strategy; and
 - d) Additional TP support measures.
- 6.5 The measures and initiatives identified in the strategy section aim to directly influence staff of the site. Furthermore, some of the measures have an influence on visitor trips to the site, and where this is the case, this has been identified in each strategy section.
- 6.6 Measures contained within the Action Plan also indicate where the responsibility lies in relation to each measure, timeframe and estimated costs.



Walking and Cycling Strategy

	Measure	Action	Staff	Visitors	Timeframe	Cost	Responsibility
WC1	Implement cycle parking facilities	The quantum of cycle parking is in line with local planning guidance	✓	✓	During construction phase	As part of build costs	Developer
WC2	Shower and changing facilities	Showers, changing facilities and lockers will be provided are part of the development to further encourage cycling to the site	✓		During construction phase	Part of construction costs	Developer
WC3	Walking and Cycling Route Maps to Facilities	Walking and cycling route maps will be available on noticeboards and within the TIP	✓	✓	Prior to completion / updated bi-annually	Designer's time and printing costs - TBC	TPC
WC4	Promotion of Walking and Cycling Events / Websites	Promotion of events such as 'Walk to Work Week' and websites such as livingstreets.org.uk and sustrans.org.uk	✓		Ongoing for the lifetime of the TP	TPC's Time	TPC
WC5	Promote Cycle to Work Schemes	All staff will have access to the Government's Cycle to Work Scheme that provides a financial incentive for staff to cycle (tax discounts on cycles and equipment).	✓		Ongoing for the lifetime of the TP	TPC 's Time	TPC

Table 6.1: Walking and Cycling Action Plan



Public Transport Strategy

	Measure	Action	Staff	Visitors	Timeframe	Cost	Responsibility
PT1	Promotion of Bus Services	Up to date bus information to be provided to staff and visitors in the TIP	✓	✓	Prior to completion / updated bi-annually for the lifetime of the TP	Designer's time and printing costs	TPC
PT2	Promotion of Travel Apps	Public transport apps will be promoted as part of personalised journey planning in the TIP	✓		Prior to completion / for the lifetime of the TP	Designer's time and printing costs	TPC
PT3	PT Information on Noticeboard	Provide up-to-date public transport information on noticeboard in the staff office	✓		Updated bi-annually	Printing costs	TPC

Table 6.2: Public Transport Action Plan



Car User Strategy

	Measure	Action	Staff	Visitors	Timeframe	Cost	Responsibility
CU1	Promoting Car Sharing Websites	Information included in the TIP and online with details on car sharing	✓	✓	Ongoing for the lifetime of the TP	TPC's Time	TPC
CU2	Reduce Single Occupancy Car Travel	Reduce the level of single occupancy car travel through the promotion of this TP and on-going monitoring	✓	✓	Ongoing for the lifetime of the TP	TPC's Time	TPC
CU3	Provide Electric Vehicle Charging	Electrical vehicle charging to be provided	✓	✓	During the construction phase	Construction costs	Developer

Table 6.3: Car User Action Plan



Travel Plan Support Measures

	Measure	Action	Staff	Visitors	Timeframe	Cost	Responsibility
TP1	Appoint a TPC	A TPC to be appointed for the lifetime of the time	✓	✓	Prior to completion	TBC	Developer
TP2	TIP	A TIP is to be created and distributed to staff upon commencement of employment	✓		Prior to completion / updated bi-annually for lifetime of the TP	Designer's time and printing costs - TBC	TPC
TP4	Transport Noticeboards	Install noticeboard detailing sustainable travel information in staff area	✓		During construction / information updated regularly	Cost of signage and printing	Developer / TPC

Table 6.4: Additional Support Action Plan

7 Monitoring and Review

- 7.1 An effective monitoring and review process is important to establish how successful the TP has proved to be. Monitoring involves collecting data and information, and the review process involves the consideration of these details to determine whether or not the TP targets have been met.
- 7.2 As set out in **Section 5**, the TPC will be appointed prior to completion of the proposed development and will liaise with the relevant officers at WBC. The TP will be actively managed and monitored by the TPC for a period of five-years, following completion of the development.
- 7.3 Based on the monitoring and review process, it will then be necessary for the TPC, in conjunction with WBC, to decide what, if any, amendments are required to the TP. As part of the monitoring process, it is important to establish the baseline conditions.

Travel Plan Monitoring

- 7.4 For the on-going management of the TP to be successful and to deliver the desired outcomes, it is important that the parties involved in the delivery of the TP, which means the Developer / TPC and WBC, work effectively in partnership to achieve the desired results.
- 7.5 Monitoring of travel patterns over time, to ascertain whether the initiatives of the TP are proving successful and whether there has been a shift to more sustainable modes of transport, requires on-going travel surveys to be undertaken.
- 7.6 A baseline staff travel survey will be undertaken within three months of completion of the development (Year 1). Follow up monitoring surveys will then be conducted in Year 3 and Year 5, as shown in **Table 7.1**. The results of the initial surveys will be used to inform targets, objectives and measures and the monitoring surveys will be used to assess the progress of the TP against the objectives and targets.

	Year 1	Year 2	Year 3	Year 5	Year 5
Travel Survey	✓		✓		✓

Table 7.1: Programme of Surveys



- 7.7 Monitoring reports will be issued to WBC within six weeks of the survey results, to demonstrate how the TP has been implemented for the year. The reports will outline future monitoring strategies, a confirmation and revision of targets if necessary and also discuss the travel surveys and analyse the responses.



8 Funding

- 8.1 Infrastructure for the proposed development, including the on-site pedestrian / cycle facilities, will be secured through appropriate mechanisms within the planning process.
- 8.2 The funding of all aspects of the TP, including the introduction of measures, employing of TPC, monitoring and reporting will be the responsibility of the developer. This responsibility will be maintained for the full life of the TP.

Appendix A – Site Layout Plan



CAR PARK ZONE 1 ALTERED TO ALLOW FOR PARENT/CHILD AND DISABLED CAR PARK SPACES. NET LOSS OF 5 CUSTOMER PARKING SPACES.

DASHED LINE INDICATING CANOPY EXTENT OVER TROLLEY BAY.

SERVICE YARD AREA ALTERED TO ALLOW FOR STAFF CAR PARKING, NEW LOADING RAMP AND LOADING DOCK EXTENSION FOR PROPOSED UNIT. NET GAIN OF 22 STAFF PARKING SPACES.

PROPOSED PAVING TO MATCH EXISTING.

PROPOSED NEW PEDESTRIAN CROSSING. EXISTING KERBS MODIFIED TO ALLOW FOR DROPPED KERBS AND TACTILE PAVING.

CAR PARK ZONE 4 ALTERED TO ALLOW FOR SERVICING MANEUVERS. NET LOSS OF 5 STAFF PARKING SPACES.

PROPOSED CAR PARKING SCHEDULE								
ZONE	STD	DDA	P&C	VANS	TRAILERS	STAFF	TOTAL	
1	40	14	9	9	0	0	92	
2	73	2	3	0	0	8	86	
3	155	9	0	0	0	0	164	
4	0	0	0	0	0	75	75	
5	0	0	0	0	0	22	22	
TOTAL	287	25	12	9	0	105	439	
TOTAL CUSTOMER PARKING (including standard, disabled, p&c, vans, trailers)							334	
TOTAL STAFF PARKING (excluding standard, disabled, p&c, vans, trailers)							105	

01 PROPOSED SITE PLAN
1:500

A	22/04/2022	GENERAL REVISION	DP	DRW
Rev	Date	Description	Rev By	Chk'd By
Project Title				
UNIT 2 & UNIT 6, READING RETAIL PARK 709-731 OXFORD ROAD READING RG30 1PR				
Client				
COLUMBIA THREADNEEDLE INVESTMENTS				
Status				
PLANNING				
Scale		Drawing Size		
1:500		A1		
Date	20/06/2022	Drawn By	DP	Checked
		DRW		
Drawing Title				
PROPOSED SITE PLAN				
Job/Dwg No		15044-1-108		Rev
				A
☐ 2 St. Johns North, Wakefield, WF1 3GA t. 01924 291800 ☐ Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG t. 0161 2388555 ☐ The Old Rectory, 79 High Street, Newport Pagnell, MK16 8AB t. 01908 211577 ☒ 101 London Road, Reading, RG1 8BY t. 0118 9507700 ☐ 10 Gess Court, St Christophers Place, London, W1U 1JJ t. 0207 4091215				

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Appendix B – Site Location Plan



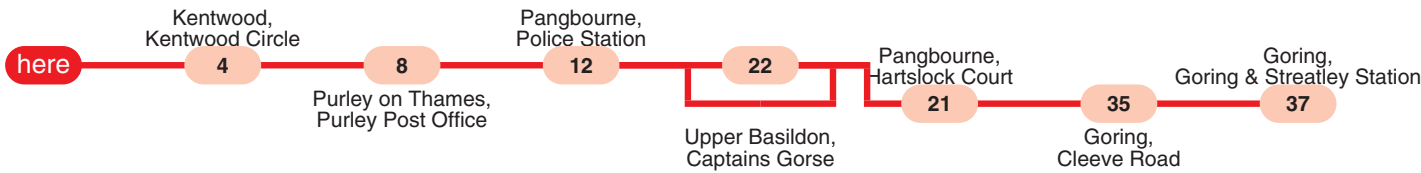
01 SITE LOCATION PLAN
1:1250

- APPLICATION SITE BOUNDARY
(7,459 sqm / 1.84 acres)
- OTHER LAND IN APPLICANTS OWNERSHIP

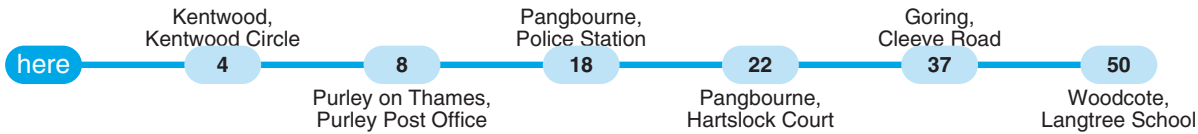
	dd-mm-yy	-----	---	---
Rev	Date	Description		Rev By Chk'd By
Project Title		PROPOSED DEVELOPMENT UNIT 2 & UNIT 6, READING RETAIL PARK 709-731 OXFORD ROAD READING RG30 1PR		
Client		COLUMBIA THREADNEEDLE INVESTMENTS		
Status		PLANNING		
Scale		1:1250	Drawing Size A3	
Date	20/06/2022	Drawn By	DP	Checked DRW
Drawing Title		SITE LOCATION PLAN		
Job-Dwg No		15044-1-102		Rev -
☐ 2 St. Johns North, Wakefield, WF1 3QA t. 01924 291800 ☐ Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG t. 0161 2388555 ☐ The Old Rectory, 79 High Street, Newport Pagnell, MK16 8AB t. 01908 211577 ☒ 101 London Road, Reading, RG1 5BY t. 0118 9507700 ☐ 10 Gees Court, St Christophers Place, London, W1U 1JJ t. 0207 4091215				
			THE HARRIS PARTNERSHIP ARCHITECTS www.harrispartnership.com	

Appendix C – Bus Timetables

143 Reading - Upper Basildon / Goring Thames Travel



BB3 Reading - Langtree School (Woodcote) Thames Travel



The numbers circled indicate approximate timings in minutes from Norcot, Norcot Junction

Mondays to Fridays Bus times as at 3rd May 2022

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note			
0742	143	1,3,SH	0742	BB3	Sch	1042	143		1242	143		1413	143	1,3,SH	1413	143	1,2,Sch	1746	143	

Saturdays Bus times as at 7th May 2022

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0912	143		1042	143		1242	143		1443	143	3	1643	143	

Sundays

No Service

Notes: **Sch** - Oxfordshire School Day **SH** - Oxfordshire School Holidays
1 - does not serve Upper Basildon, Captains Gorse **2** - terminates at Goring, Cleeve Road **3** - terminates at Goring, Goring & Streatley Station
 Times shown in italics are approximate times

BY SMS

Bus times by
text message



**Get the times of the next four buses
from this stop on your phone**

Scan the QR code or send the stop code below to:

84268

Return texts cost up to 25p, plus normal text messaging charge.
Normal mobile internet charges apply.

Code for this stop: rdgdgdm

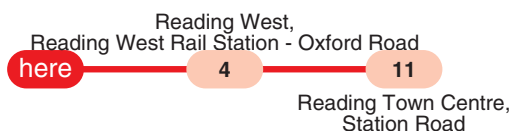
NextBuses

Bus times by
mobile browser



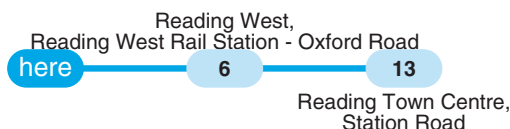
143 Upper Basildon / Goring - Reading

Thames Travel



BB3 Langtree School (Woodcote) - Reading

Thames Travel



The numbers circled indicate approximate timings in minutes from Norcot, Norcot Junction

Mondays to Fridays

Bus times as at 3rd May 2022

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0959	143		1129	143		1329	143		1554	143	SH	1554	BB3	Sch	1835	143	

Saturdays

Bus times as at 7th May 2022

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0959	143		1129	143		1329	143		1604	143		1729	143	

Sundays

No Service

Notes: **Sch** - Oxfordshire School Day **SH** - Oxfordshire School Holidays
Times shown in italics are approximate times

BY SMS

Bus times by
text message



**Get the times of the next four buses
from this stop on your phone**

Scan the QR code or send the stop code below to:

84268

Return texts cost up to 25p, plus normal text messaging charge.
Normal mobile internet charges apply.

Code for this stop: rdgdgdj

NextBuses

Bus times by
mobile browser



Appendix D – Example Travel Survey

Example Staff Travel Survey

1. Gender:

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

2. Age:

- | | |
|--------------------------------|-------------------------------|
| ☐ Under 20 | ☐ 30 - 39 |
| ☐ 20 - 24 | ☐ 40 - 49 |
| ☐ 25 - 29 | ☐ 50 + |

3. Do you have a disability which affects your travel arrangements?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

4. What are your usual work start and finish times? please tick one AM and one PM box)

- | | |
|---|--|
| ☐ 07:00 - 07:29 | ☐ 15:00 - 15:29 |
| ☐ 07:30 - 07:59 | ☐ 15:30 - 15:59 |
| ☐ 08:00 - 08:29 | ☐ 16:00 - 16:29 |
| ☐ 08:30 - 08:59 | ☐ 16:30 - 16:59 |
| ☐ 09:00 - 09:29 | ☐ 17:00 - 17:29 |
| ☐ 09:30 - 10:00 | ☐ 17:30 - 18:00 |
| ☐ Other (please specify) | |

5. How do you mostly travel to work?

- | | |
|--|---|
| ☐ Car Driver (alone) | ☐ Bicycle |
| ☐ Car driver (with passenger(s)) | ☐ On Foot |
| ☐ Car Passenger | ☐ Motorbike / Moped |
| ☐ Train | ☐ N/A |
| ☐ Bus | |
| ☐ Other (please specify) | |

6. How far do you travel to work?

- | | |
|---|--|
| ☐ Up to 1 mile | ☐ Over 5 miles to 10 miles |
| ☐ Over 1 mile to 2 miles | ☐ Over 10 miles |
| ☐ Over 2 miles to 5 miles | |

7. How far do you travel to work?

- | | |
|--|-------------------------------|
| ☐ Up to | ☐ Bus |
| ☐ Car Driver (with passenger(s)) | ☐ Bicycle |
| ☐ Car Passenger | ☐ On Foot |
| ☐ Car (with school peers) | ☐ N/A |
| ☐ Train | |
| ☐ Other (please specify) | |

8. Would any of the following changes encourage you to cycle to work?

- | | |
|--|---|
| ☐ YES - Improved cycle paths on the journey to work | ☐ YES - Cycle training |
| ☐ YES - Improved cycle parking at work | ☐ YES - Discounts on bike equipment and accessories |
| ☐ YES - Improved cycle changing facilities & lockers at work | ☐ NO |
| ☐ Other (please specify) | |

9. Would any of the following changes encourage you to use public transport to get to work?

- | | |
|--|--|
| ☐ YES - More direct bus routes | ☐ YES - Cheaper bus tickets |
| ☐ YES - More frequent bus services | ☐ YES - More information on public transport information i.e. routes/timetables etc. |
| ☐ YES - Better lighting at bus stops and on footpaths between work | ☐ NO |
| ☐ YES - Bus stops closer to work | |
| ☐ Other (please specify) | |

10. What is your main reason for using a car to get to work? Please tick one box only

- | | |
|--|---|
| ☐ Additional stops to / from work i.e. dropping children at school | ☐ Convenience |
| ☐ Get a lift | ☐ Public transport is not frequent enough |
| ☐ Health reasons | ☐ No direct public transport routes |
| ☐ Takes the least amount of time | ☐ I don't use the car to get to work |

11. Would you be prepared to car share?

- ☐ Yes - as the driver
- ☐ Yes - as the passenger
- ☐ Yes - both
- ☐ No

12. Would any of the following changes encourage you to car share?

- ☐ YES - Help finding car share partners with similar work patterns
- ☐ YES - More information on the benefits of car sharing?
- ☐ YES - Free lift home if let down by car sharer
- ☐ NO
- ☐ YES - Reserved parking for car sharers
- ☐ Other (please specify)

13. Do you have any further comments regarding commuting and other work related journeys?

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