



35-39 FRIAR STREET, READING

RESIDENTIAL TRAVEL PLAN

09 June 2022



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PROJECT DETAILS

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1. Introduction

1.1. Context

- 1.1.1. Evoke Transport Planning Consultants Ltd (Evoke) has been commissioned by Shaviram Group to produce a Residential Travel Plan Statement to accompany a planning application for the proposed redevelopment of 35-39 Friar Street, Reading, RG1 1DX. The proposals include the demolition of the existing buildings to enable the proposed mix use development comprising 103 residential units and 1,752 sqm floorspace in Class E Use (retail, food and drink and co-working) as well as landscaping and other associated works to provide a mixed-use residential-led scheme. The local planning authority (LPA) and the local highway authority (LHA) are Reading Borough Council (RBC).
- 1.1.2. The site is located within Reading town centre approximately 300m south of Reading railway station. The site is bound by the Station Hill development to the north and west, retail units to the east and Friar Street to the south. The location of the site is shown in Figure 1 below.

Figure 1 – Site Location Plan



Source: Google Earth

- 1.1.1. The existing building at 35-39 Friar Street comprises the following:
- 35-38 Friar Street which is occupied by Cosmo restaurant on the ground and basement floors (GIA 1,452sqm) and office accommodation (which is currently vacant) on the three upper floors (total GIA 1,616sqm)
 - 39 Friar Street which is occupied by 9 Round fitness studio (GIA 244sqm) at ground floor with office use on the upper floors (total GIA 180sqm).
- 1.1.2. The total GIA of the site is 3,492sqm, including 1,452sqm retail (Cosmo), 244sqm fitness studio and 1,796sqm office space.

- 1.1.3. No car parking is currently provided within the site, however a car park with informal, ad hoc parking is provided to the rear of the site accessed from Merchants Place which is owned by the Applicant. The car park is located outside of the site boundary, however the client has full rights of access over the car park.

1.2. Proposed Development

- 1.2.1. The proposed redevelopment comprises a basement, ground plus 10 storeys mixed-use scheme comprised of public uses at part basement, ground floor and mezzanine level and a mix of residential dwellings (41 x one-bed, 56 x two-bed and 6 x three-bed apartments) on the upper levels.
- 1.2.2. The ground floor will be accommodated by Use Class E units, including re-providing the existing restaurant use, in addition to three Use Class E units. Residential co-working space will be provided on the first floor.
- 1.2.3. On the upper levels, apartments will be provided (a mix of private and affordable housing) within a range of apartment types, with communal rooftop terraces for residents.
- 1.2.4. The proposed development will be car-free with the exception of three disabled parking spaces provided within the basement. The development will provide cycle parking in excess of RBC's standards.

1.3. Scope of Travel Plan

- 1.3.1. This Residential Travel Plan (RTP) has been prepared alongside the Transport Statement (TS) for the planning application for the site. The implementation of measures set out within this Travel Plan and the targets within it will assist in promoting and encouraging the uptake of sustainable travel modes by future site users with a particular focus on active travel.
- 1.3.2. It is of note that this RTP is an evolutionary document and forms the starting point for the Travel Plan process at the site. This RTP will be revised following a survey of baseline travel habits undertaken at 75% occupation or 6 months post first occupation, whichever is sooner. This will ensure that travel patterns have been set by future residents and a representative sample will be achieved. At this time, the travel characteristics of future end users can be more readily determined and the RTP can be refined as necessary to influence the travel habits of future occupants.
- 1.3.3. In this way, the RTP process can be reviewed and tailored to take account of ongoing changes in travel patterns. It is therefore intended that this RTP is a starting point for the TP process and that the TP in operation should be reviewed and updated on a biennial basis.

1.4. Report Structure

- 1.4.1. Following this introduction, the RTP is structured as follows:

- **Section 2: Policy Context** – outlines the policy context behind the RTP;
- **Section 3: Existing Conditions** – describing the baseline conditions of the Site;
- **Section 4: Proposed Development** – outlines the proposed development and access strategy for all modes of travel;
- **Section 5: Aims and Objectives** – describes the aims and objectives of the RTP;
- **Section 6: Travel Plan Measures** – outlines the site-wide measures that will be put in place;
- **Section 7: Travel Plan Implementation and Monitoring** – describes the implementation of the Travel Plan site-wide monitoring plan;
- **Section 8: Action Plan** – sets out the action plan;
- **Section 9: Summary and Conclusions** – Summarises the key aims, measures and objectives outlined within this RTP.

2. Policy Context

2.1. Introduction

- 2.1.1. This section of the RTP reviews and analyses the relevant current and emerging transport planning policy and policy guidance in relation to the Site. It examines national and local policies.
- 2.1.2. The policies outlined below demonstrate the ways in which this RTP is consistent with the policy objectives at National, Regional and Local levels. The relevant policies include:

National Policy

- Government's National Planning Policy Framework (NPPF) (2021);
- Department for Transport (DfT) The Future of Mobility (2019);

Local Policy

- Reading Local Plan (2019)
- Reading Transport Strategy 2036. Consultation Draft (2020);
- Reading Borough Local Development Framework. Revised Parking Standards and Design. Supplementary Planning Document (2011).

2.2. National Policy

National Planning Policy Framework (NPPF) (July 2021)

- 2.2.1. The NPPF was revised in July 2021 and sets out the government's planning policies for England and how these are expected to be applied. The NPPF recognises that transport policies have an important role to play in wider sustainability and health objectives as well as their direct influence on development. It seeks to ensure that the transport system is balanced in favour of sustainable transport modes giving people a real choice about how they travel.
- 2.2.2. Paragraph 111 states that all developments that generate significant amounts of movement should be required to provide a Travel Plan, and applications should be supported by Transport Statements or Transport Assessments. It also mentions that when 'assessing sites that may be allocated for development in plans or specific applications for development, it should be ensured that:
 - Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
 - Safe and suitable access to the site can be achieved for all users; and
 - Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.'

Planning Practice Guidance (PPG) – Travel Plans, Transport Assessments and Statements in Decision-taking (March 2014)

- 2.2.3. The Guidance states that Transport Assessments, Transport Statements and Travel Plans can positively contribute to encouraging sustainable travel, lessening traffic generation and its detrimental impacts and reducing carbon emissions and climate impact. In doing so they can create accessible, connected, inclusive communities with improved road safety, health and quality of life.
- 2.2.4. The Guidance states that Transport Assessments, Transport Statements and Travel Plans should be proportionate to the size and scope of the proposed development, be tailored to particular local circumstances and be established at the earliest practicable possible stage of a development proposal.

Additionally, the Guidance states that Travel Plans should be considered in parallel to the development proposals and integrated into the design of the occupation of a site rather than retrofitted after occupation wherever possible.

DfT's Future of Mobility: Urban Strategy (2019)

- 2.2.5. The strategy looks to make the UK a world leader in mobility innovation by embracing technology. The strategy outlines how new technology and business models could deliver substantial benefits for society, the environment and the economy;

➤ Social Benefits: Safer streets.

- A more inclusive transport system;
- Smoother journeys; and
- Boosting active travel and public transport.

➤ Environment Benefits:

- Reduce emissions;
- Tackling noise pollution;
- Unlocking spatial opportunities; and
- Tackling congestion.

➤ Economic Benefits:

- Improve productivity;
- Attracting investment and creating jobs; and
- Boosting UK exports.

- 2.2.6. In facilitating innovation in urban mobility for freight, passengers and services, the Government's approach will be underpinned as far as possible by the following Principles:

- New modes of transport and new mobility services must be safe and secure by design.
- The benefits of innovation in mobility must be available to all parts of the UK and all segments of society.
- Walking, cycling and active travel must remain the best options for short urban journeys.
- Mass transit must remain fundamental to an efficient transport system.
- New mobility services must lead the transition to zero emissions.
- Mobility innovation must help to reduce congestion through more efficient use of limited road space, for example through sharing rides, increasing occupancy or consolidating freight.
- The marketplace for mobility must be open to stimulate innovation and give the best deal to consumers.
- New mobility services must be designed to operate as part of an integrated transport system combining public, private and multiple modes for transport users.
- Data from new mobility services must be shared where appropriate to improve choice and the operation of the transport system.

2.3. Local Policy

Reading Borough Local Plan (November 2019)

- 2.3.1. The Reading Borough Local Plan is the main planning document for Reading and contains the policies for development up to 2036. Part of the vision focuses on providing the right infrastructure to enable people to "easily move around the town with a comprehensive network of public transport, walking and cycling".

- 2.3.2. Objective 5 of the Local Plan is to “ensure new development and existing areas are accessible and sustainable, in accordance with the sustainability and appraisal objectives, including reducing its effects on, and adapting to, climate change”.
- 2.3.3. Policy TR1: Achieving the Transport Strategy states “Planning permission will not be granted for major development proposals unless there is a commitment to implement measures to promote and improve sustainable transport facilities, such as through provision to encourage walking, cycling and the use of public transport; and through agreed travel plans, safe routes to local facilities and services, including schools and parks, and similar measures”.
- 2.3.4. Travel Plans will be required for developments that are likely to have significant transport implications. These will involve undertakings from developers and occupiers to implement measures for promoting and supporting the use of sustainable transport, in accordance with best practice. Measures will vary from scheme to scheme, and innovative solutions will be encouraged. Travel Plans should include robust measures to ensure that the proposals in them are implemented, monitored and reviewed as necessary. Major residential proposals should also examine and include proposals to enable the promotion and support of safe routes to schools, as well as sustainable travel to local services and facilities, including access to and provision of public transport.

Draft Reading Transport Strategy 2036 (Consultation Draft – May 2020)

- 2.3.5. The Draft Reading Transport Strategy summarises the plans and policies to help achieve the overall vision for a step-change in sustainable travel choices in Reading. The supporting transport vision for this strategy is to “deliver a sustainable transport system in Reading that creates an attractive, green and vibrant town with neighbourhoods that promote healthy choices and wellbeing. Future mobility options will enable everyone in Reading to thrive, enjoy an exceptional quality of life and adapt to meet future challenges and opportunities”.
- 2.3.6. Policy RTS1: Sustainable Transport emphasises “we will prioritise sustainable travel modes to offer an attractive and realistic alternative to the private car and we will increase the capacity of the sustainable transport network by reallocating road space to sustainable modes”.
- 2.3.7. Policy RTS4: Development Control requires new developments to demonstrate how they will deliver healthy streets and make a positive contribution to the walking, cycling and public transport network and support sustainable travel, such as initially subsidising bus services, through the development and implementation of travel plans.
- 1.1.3. Policy RTS29: Travel Information states:
- “We will support and promote the use of a wide range of data and technology to influence travel behaviour and manage the transport network.
 - We will work with businesses, and other key destinations, to support them in delivering their travel plans and providing sustainable travel advice to their workforce”.

Reading Borough Local Development Framework. Revised Parking Standards and Design. Supplementary Planning Document (2011).

- 2.3.8. A travel plan is defined as a package of measures produced by developers to encourage future staff/ residents to use alternatives to single-occupancy car-use. Such a plan could include car sharing schemes; a commitment to improve cycling facilities; a dedicated bus service or restricted car parking allocations. It might also promote flexible-working practices such as remote access and video conferencing.

- 2.3.9. Travel plans can offer real benefits through relieving local parking or congestion problems or improve public transport connections.
- 2.3.10. RBC expect all major development applications to include a travel plan as part of their submission. The Travel plan should comply with the latest DfT requirements.

2.4. Summary

- 2.4.1. This RTP has been prepared to support the proposed use of the site, however, considers the above planning policy and TP guidance to ensure that the site and its' sustainability goals adequately align with local and national government agendas; specifically with regards to travel accessibility, sustainability and climate change.

3. Existing Conditions

3.1. Introduction

- 3.1.1. This section of the RTP describes the existing transport and highway conditions at the site and in the immediate surrounding areas, with a particular focus on the availability of sustainable transport opportunities.

1.2. Site Location and Existing Use

- 1.2.1. The site is located to the north of Friar Street, within Reading Town Centre. The site is bordered to the north and west by the Station Hill development, retail units to the east and Friar Street to the south.
- 3.1.2. The existing building at 35-39 Friar Street comprises the following:
- 35-38 Friar Street which is occupied by Cosmo restaurant on the ground and basement floors (GIA 1,635sqm) and office accommodation (which is currently vacant) on the three upper floors (total GIA 1,616sqm)
 - 39 Friar Street which is occupied by 9 Round fitness studio (GIA 244sqm) at ground floor with office use on the upper floors (total GIA 180sqm).
- 1.2.2. The total GIA of the site is 3,675sqm, including 1,635sqm retail (Cosmo), 244sqm fitness studio and 1,796sqm office space. No car parking is currently provided.
- 1.2.3. Access to the site is currently only available for pedestrians from entrances located along Friar Street.
- 3.1.3. No car parking is provided within the red line boundary of the site, however a private gated car park with circa 15 car parking spaces is provided to the rear of the site accessed from Merchants Place via a traffic light controlled entry which is owned by the applicant, outlined in Figure 2 below. The car park is located outside of the site boundary, however the client has full rights of access over the car park.

Figure 2 – Merchants Place Car Park



3.2. Walking and Cycling Network

- 3.2.1. To enable an assessment of the viability of walking and cycling as realistic modes for trips to and from the site as an alternative to the private car, it is appropriate to establish the maximum distance that people are generally prepared to walk and cycle and the destinations that exist within these distances.
- 3.2.2. The Institute of Highways and Transportation's (IHT) guidance, 'Guidelines for Providing for Journeys on Foot (2000)' states in paragraph 3.32 that the preferred maximum walking distance to facilities and

local services is two kilometres. The guidelines for distances for various land uses are summarised in Table 1.

Table 1 – IHT Walking Distance Guidance

Definition	Town Centre	Commuting/ School	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred Maximum	800m	2000m	1200m

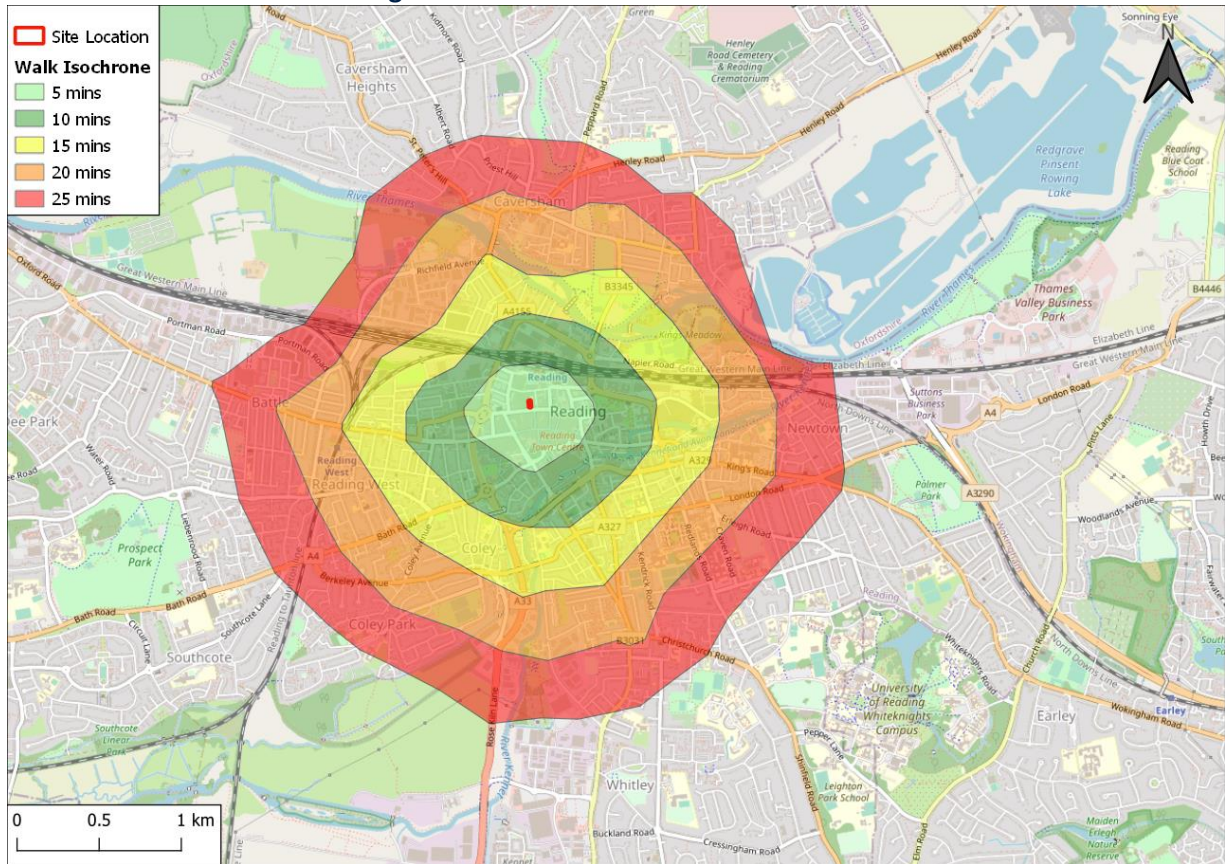
- 3.2.3. It should be noted that the site is located within Reading Town Centre and therefore within IHT's desirable walking distance to a Town Centre and the range of amenities and facilities it contains.
- 3.2.4. Wide footways of good standard are available directly outside the site along both sides of Friar Street. Approximately 25m to the east and 35m to the west of the site, non-signalised pedestrian crossings equipped with tactile paving and dropped kerbs are provided across Friar Street, with the northern side of the carriageway benefiting from kerb build-outs to minimise the crossing distance. In addition, approximately 100m east and 130m west of the site, signalised Puffin crossings are provided across Friar Street, equipped with dropped kerbs and tactile paving. The local pedestrian infrastructure along Friar Street is shown in Figure 3.

Figure 3 – Local Pedestrian Infrastructure along Friar Street



- 3.2.5. All carriageways in the vicinity of the site benefit from wide footways of good standard on both sides of the carriageway with various crossing points facilitating safe and direct pedestrian movement around the town centre to services and local amenities. Figure 4 shows a walk isochrone which demonstrates the areas that can be reached within a 25-minute walk of the site (at 5-minute intervals).

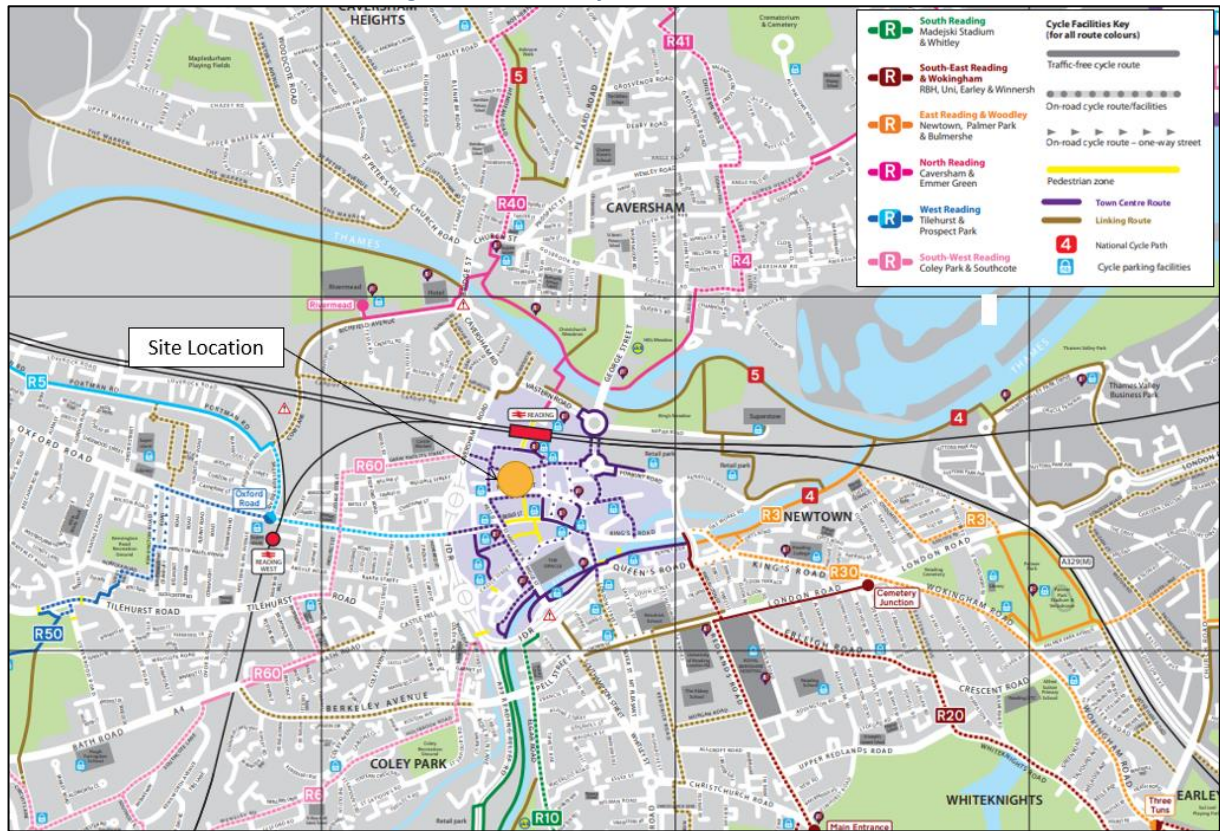
Figure 4 – Pedestrian Isochrones



Source: QGIS and Openroute Service (Walk speed 5kph)

- 3.2.6. The isochrone demonstrates that Reading Town Centre and Railway Station are within a five minute walk of the site whilst the neighbouring centres of Caversham, Reading West, Coley, Battle and Newtown are all accessible within a 25-minute recommended walking distance of the site.
- 3.2.7. Cycling is an important mode of sustainable travel and is generally considered suitable for distances of up to 3 miles (4.8km) for regular journeys in urban areas, and 5 miles (8.0km) for commuting journeys (source: LTN 2/08, Cycle Infrastructure Design).
- 3.2.8. Being within Reading Town Centre, the local road network is conducive to travel by cycle due to the low vehicular speeds, pedestrianized areas and shared surface routes. In addition, there are various formalised routes in the vicinity of the site, as shown in Figure 5. This shows that there are on and off road carriageway routes in close proximity to the site.

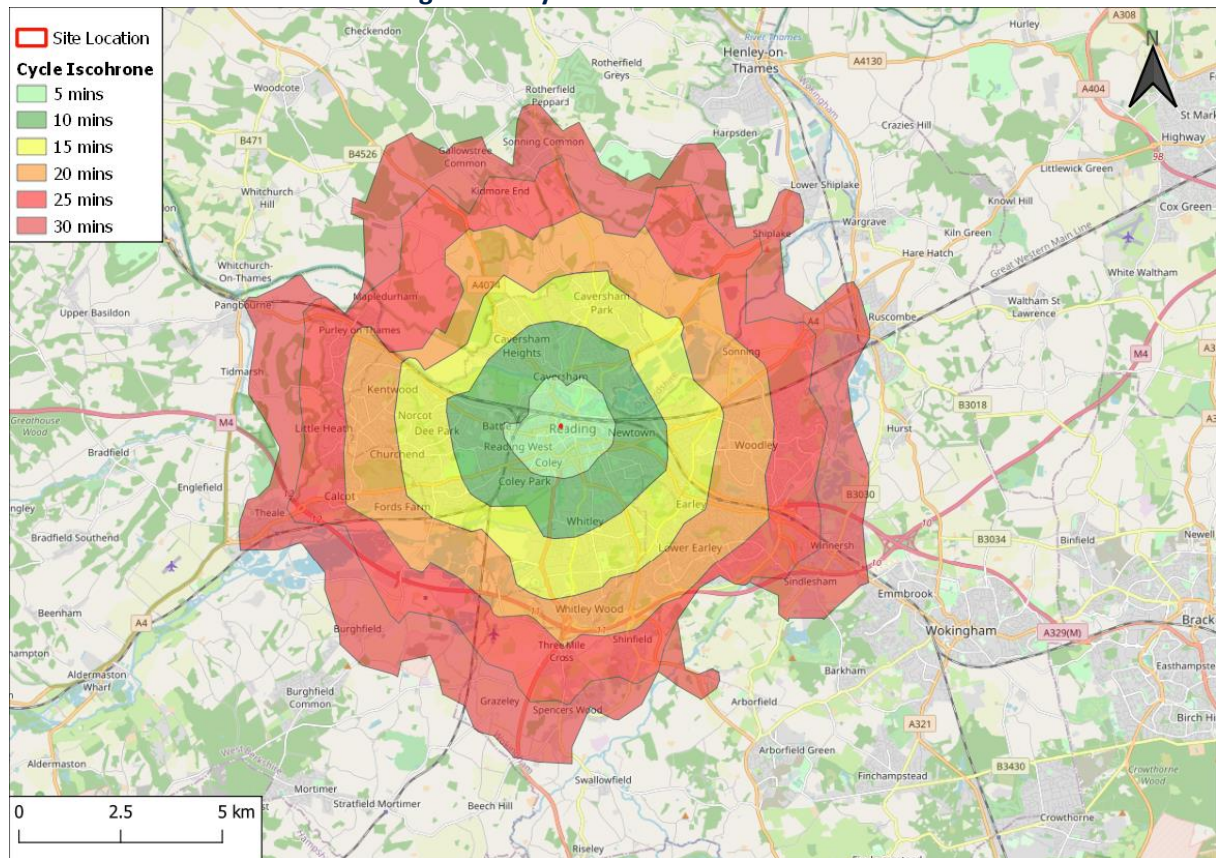
Figure 5 – Local Cycle Routes



Source: Reading Cycle Routes Network Map

3.2.9. Figure 6 shows cycle isochrones which demonstrate the areas that can be reached within a 30-minute cycle (at 5-minute intervals). The isochrones are generated based on speeds dependent on the surface and highway type. The majority (if not all) of the routes used would be paved and as such would be subject to an c.18kph cycle speed based on the parameters in the software. A five-minute isochrone would therefore cover a distance of c. 1.5km, with a 30 minute isochrone covering a distance of c.10.5km.

Figure 6 – Cycle Isochrone



Source: QGIS and Openroute Service (Cycle speed c. 18kph)

- 3.2.10. The isochrone demonstrates that Reading, Caversham, Earley, Woodley, Winnersh, Sonning, Calcot, Whitley and Shinfield are all accessible within a 30-minute cycle of the site.
- 3.2.11. Cycle parking is provided throughout Reading Town Centre, as shown in Figure 5, with the nearest off-site parking provided along Friar Street, approximately 25m east (6 spaces) and 70m west (32 spaces) in the form of Sheffield stands. These spaces can conveniently accommodate future visitors arriving by cycle. In addition, Reading Railway Station is provided with 344 sheltered and secure cycle parking spaces accessible for future residents and visitors, ensuring that travel via cycle is a viable mode of travel.
- 3.2.12. In summary, the footway and cycle network is considered high quality and extensive; suitable to support this scale of mixed-use development.

Accessibility to Local Amenities

- 3.2.13. Being within Reading Town Centre, a wide range of facilities and amenities are located well within the 'preferred maximum' walking distance recommended by IHT. These include (but are not limited to); restaurants, pubs, recreation facilities, libraries and offices. A summary of nearby local amenities and their associated walking and cycling distance is included in Table 2.

Table 2 – Accessibility to Local Facilities

	Type	Amenity	Distance	Walking Time (minutes)	Cycle Time (minutes)
Retail/ Leisure	Town Centre:	Reading	5m	0	0
	Post Office:	WHSmith Post Office	80m	1	0
	Supermarket:	Super Delight Convenience Store	25m	0	0
		Sainsburys	92m	1	0
		M&S	240m	3	1
	Gym:	F45 Training	91m	1	0
	Leisure Centre:	Rivermead Leisure Centre	1,800m	23	7
	Cinema:	Vue Cinema Reading	700m	9	3
	Town Hall:	Reading Town Hall	280m	4	1
	Shopping Centre:	The Oracle	350m	4	1
	Retail Park:	Forbury Retail Park	700m	9	3
	Library:	Reading Central Library	550m	7	2
	Public Open Space:	Forbury Gardens Public Park	400m	5	2
Schools and Education	Nursery:	Greyfriars Day Nursery	150m	2	1
		Forbury Gardens Day Nursery	650m	8	2
	Primary:	Civitas Academy	800m	10	3
		E P Collier School Primary School	950m	12	4
	Secondary / College:	Kendrick School	1,000m	13	4
		Reading College	1,500m	19	6
Healthcare	Dentist:	Reading Smiles	350m	4	1
	Pharmacy:	Boots	150m	2	1
	Doctors:	Abbey Medical Centre	950m	12	4
	Hospital:	Royal Berkshire Hospital	1,700m	21	6
		Reading Walk-in Health Centre	350m	4	1
Transport	Bus Stop:	Friar Street (Stop FM)	10m	0	0
	Railway Station:	Reading	300m	4	1
	Car Club:	Co Wheels Oxford Road	1,800m	23	7
		Co Wheels Cemetery Junction	1,900m	24	7
	Electric Vehicle Charging:	Oracle Holy Brook Car Park	500m	6	2
Employment	Offices:	Thames Tower	210m	3	1
		Apex	400m	5	2

3.2.14. It is evident from Table 2 that there are a wide range of facilities, such as education, employment, retail, health and leisure uses close to the site, the majority of which are within a reasonable two kilometre walking or five kilometre cycling distance. On that basis, it is clear that the location of the site is exceptionally well placed to maximise the number of shorter distance trips that can be undertaken by alternative methods of travel to the car. Furthermore the neighbouring Station Hill redevelopment, currently under construction, will bring forward further amenities, pocket parks and employment opportunities within walking distance of the site.

3.3. Public Transport Accessibility

Bus Services

3.3.1. The nearest bus stops to the site are located on Friar Street, directly outside the site. A total of seven bus stops are provided along Friar Street within 120m of the site. All stops are provided with sheltered,

seated waiting areas, timetable information and real time travel information as shown in Figure 7. A summary of the bus services, their routes and approximate timetables accessible within a 300m walk from the site is detailed below in Table 3 and is shown visually in Figure 8.

Figure 7 – Friar Street Bus Stops



Table 3 – Bus Service Summary

Service Number	Route Summary	Frequency		
		Monday-Friday	Saturday	Sunday
1 Jetblack	Newbury – Thatcham – Theale – Reading	Every 30 minutes	Every 30 minutes	Every hour
2 / 2a Lime	Reading – Burghfield Common – Mortimer	Every 30 minutes	Every 30 minutes	Every hour
3 Leopard	Reading – Shinfield – Wokingham	Every hour	Every hour	No service
4 Lion / X4	Bracknell – Wokingham – Earley – Reading	Every 30 minutes	Every 30 minutes	Every hour
5 Emerald	Reading – Northumberland Avenue	Every 10 minutes	Every 10 minutes	Every 20 minutes
6 / 6a Emerald	Reading – Whitley Wood	Every 10 minutes	Every 10 minutes	Every 20 minutes
7 Tiger	Reading – Fleet	Every 1 – 2 hours	Every 1 – 2 hours	Every 2 hours
8 / 9 Leopard	Reading – Spencer's Wood	Every 20 minutes	Every 20 minutes	Every hour
10 Ruby	Reading – Kennet Island	Every 20 minutes	Every 20 minutes	Every 30 minutes
11 Bronze	Reading – Coley Park	Every 20 minutes	Every 20 minutes	Every 30 minutes
13 / 14 Orange	Reading – Woodley – Reading	Every 15 minutes	Every 15 minutes	Every 30 minutes
15 / 15a Sky Blue	Reading – Tilehurst – Calcot (Ikea)	Every 20 minutes	Every 20 minutes	Every 30 minutes
16 Sky Blue	Reading – Purley	Every 20 minutes	Every 20 minutes	Every 30 minutes
17 Purple	Earley – Reading – Tilehurst	Every 10 minutes	Every 10 minutes	Every 10 minutes
19a/c Little Oranges	Reading – Loddon Bridge – Reading	Every 30 minutes	Every 30 minutes	Every hour
19b Little Oranges	Reading – Lower Earley (Asda)	Every hour	Every hour	No service
21/ 21a Claret	Reading – University – Lower Earley	Every 15 minutes	Every 15 minutes	Every 20 minutes
22 Pink	Reading – Caversham Heights	Every 30 minutes	Every hour	No service
23 / 24 Berry	Reading – Caversham – Reading	Every 10-20 mins	Every 10-20 mins	Every 30 minutes
25 Pink	Reading – Peppard Common	Every 30 minutes	Every hour	Every 2 hours
26 Yellow	Reading – Calcot (Ikea)	Every 15 minutes	Every 15 minutes	Every 20 minutes
27 / 29 Little Berries	Lower Caversham – Reading	Every 30 minutes	Every 30 minutes	Every hour
33 Royal Blue	Reading – Turnham's Farm	Every 15 minutes	Every 15 minutes	Every 30 minutes
42/42A Buzz	Rivermead – Kenavon Drive	Every 40 minutes	Every 40 minutes	Every hour
50 Greenwave	Green Park – Reading	Every 10 minutes	Every 20 minutes	No service
143	Reading – Purely – Pangbourne – Goring	Every 2 hours	Every 2 hours	No service
500 Park and Ride	Reading – Winnersh Triangle Park and Ride	Every 15 minutes	Every 15 minutes	No service

Service Number	Route Summary	Frequency		
		Monday-Friday	Saturday	Sunday
600 Park and Ride	Reading – MereOak Park and Ride	Every 10-15 mins	Every 15 minutes	Every 30 minutes
702	London – Windsor – Slough – Legoland	2 services daily	3 services daily	3 services daily
X40 River Rapids	Oxford – Wallingford – Reading	Every hour	Every hour	Every hour

Figure 8 – Reading Town Centre Buses



Source: Reading Buses

- 3.3.2. As is demonstrated above, routes include regular services to Newbury, Bracknell, Earley, Tilehurst, Wokingham, Woodley and Caversham, ensuring that buses provide a viable mode of transport for a range of employment, education, retail and leisure purposes.

Rail Services

- 3.3.3. Reading Railway Station is located 300m (a 4-minute walk) to the north east of the site. The route between the site and the station is along Friar Street / Station Road, which has continuous footways of good standard and width and are well-lit with active frontages with safe and suitable crossing points, ensuring the pedestrian route from the site to the station is convenient and safe.
- 3.3.4. Reading Railway Station is managed by Network Rail and served by Great Western Railway, CrossCountry and South Western Railway services. Being a transport hub, Reading Railway Station provides frequent services both locally and further afield, including to London Paddington, London Waterloo, Gatwick Airport, Cardiff, Bournemouth and Bristol Temple Meads, amongst many others.
- 3.3.5. In terms of accessibility, step-free level access is available to all platforms. Ramps for train access are available as are induction loops, with staff assistance available 24 hours a day 7 days a week.
- 3.3.6. The station provides covered seating and toilets. In addition, a total of 344 cycle parking spaces are provided at Reading Railway Station.

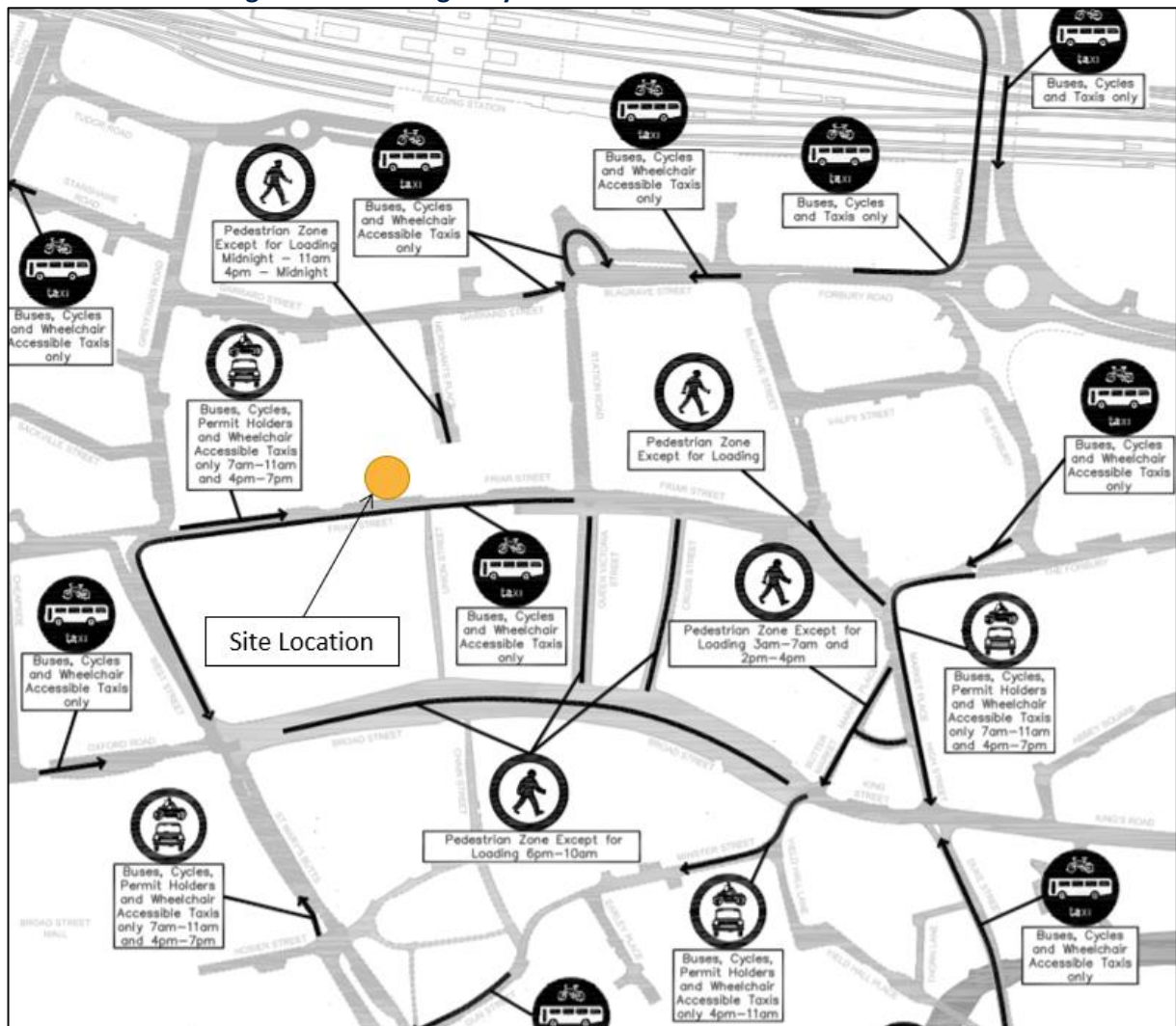
3.4. Car Club

- 1.2.4. Car clubs provide a cost-effective and flexible alternative to owning a car and can help tackle the challenges of climate change and congestion. Car clubs provide the convenience of owning a car without the hassle or costs of repairs, servicing or parking. Members can book cars locally for just an hour or longer periods. They reduce the need for people to own their own cars by providing access to conveniently located high-quality vehicles on an affordable 'pay-as-you drive' basis.
- 1.2.5. Car clubs present a cost-efficient way for residents to have the benefits of a car without the need for always travelling by one. Not only does this provide a mode of transport for residents to travel to and from work but car clubs provide a viable option for short trips whereby residents can use a car club for leisure trips or to transport heavy items for example.
- 1.2.6. The site is located within walking distance of two car club vehicles operated by Co-Wheels at Oxford Road approximately 1,800m from the site and at Cemetery Junction approximately 1,900m from the site.
- 1.2.7. It is of note that a number of car club spaces are committed in Reading Town Centre as part of schemes currently under construction or recently consented. This includes;
- Two car club spaces at Station Hill North (Ref: 192032) – within 50m (1 minute walk);
 - One car club space at 45 Caversham Road (Ref: 201420) – within 450m (5-6 minute walk);
 - Three car club spaces at Thames Quarter (Ref: 190809) – within 750m (9-10 minute walk);
 - Up to ten car club spaces at Kenavon Drive (Ref: 170509) – within 900m (11-12 minute walk).
- 1.2.8. Whilst it is anticipated that the majority of trips to and from the site can be catered for by sustainable modes, including public transport and active travel, the proximity of the site to a number of existing and proposed car club vehicles ensures that viable alternatives to the private car are available for those essential trips.

3.5. Local Highway Network

- 3.5.1. Within Reading Town Centre, the majority of carriageways are subject to restrictions prohibiting vehicle use at certain times of the day or at all times. The restrictions are shown below in Figure 9. Friar Street restricts westbound movements to buses, cycles and wheelchair accessible taxis only at all times and restricts movements in the eastbound direction between 07:00-11:00 and 16:00-17:00. In addition, as shown in Figure 10, the carriageway is characterised by double red lines along the extent of the carriageway, prohibiting stopping except for loading at specific times and for buses.

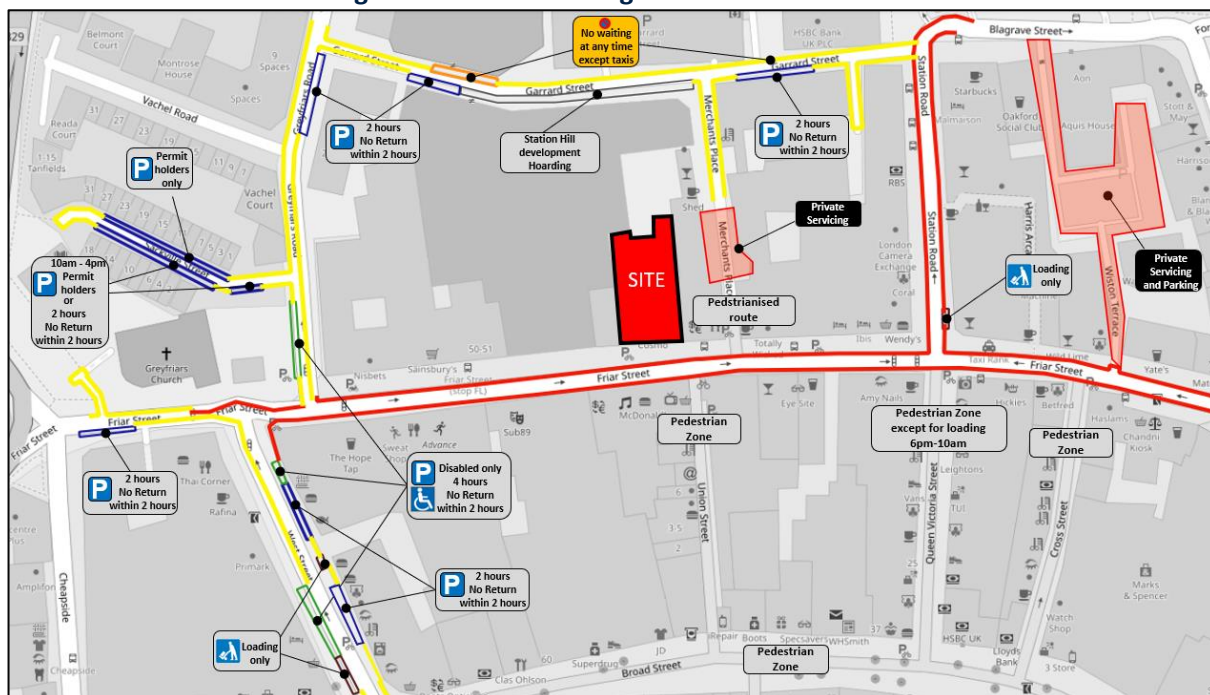
Figure 9 – Local Highway Network Access Restrictions



Source: <http://www.reading-travelinfo.co.uk/>

- 3.5.2. The site is surrounded by parking restrictions in the form of double red and yellow lines prohibiting parking or waiting, except for buses and taxis, disabled parking bays, Pay and Display bays and resident permit parking.
- 3.5.3. The Lambeth Parking Survey methodology, which is the most widely accepted industry methodology for parking, states that residents want to park within 200m of their property (2-3 minutes' walk). The roads within 200m of the site are all covered by parking restrictions, as outlined in Figure 10, which ensures that any of the future residents at the site would not be able to park on-street, other than blue badge holders or for a maximum of 2 hours using Pay and Display bays, with no return in 2 hours.

Figure 10 – Local Parking Restrictions



3.6. Public Car Parks

3.6.1. Public car parking is available within close vicinity of the site. Table 4 outlines these car parks, their capacity and walking distance from the site.

Table 4 – Public Car Parks within 550m

Car Park	Capacity	Maximum Stay	Distance from Site	Walking Time	Season Ticket
Broad Street Mall	720	No maximum stay	500m	6 mins	£1,600
Oracle Holy Brook	595	No maximum stay	500m	6 mins	-
Q-Park Chatham Place	586	No maximum stay	550m	7 mins	£1,285.20
Reading Station Short Stay Underground	229	3 Hours	400m	4 mins	-
Reading Station Long Stay	1,046	No maximum stay	550m	7 mins	£1,850
TOTAL	3,176		-		

3.6.2. Table 4 demonstrates that there are over 3,000 car parking spaces within public car parks that are all accessible within 550m (a 7-minute walk) of the site, providing ample opportunity to accommodate any visitor parking that may occur as a result of the development.

3.6.3. Broad Street Mall, Q-Park Chatham Place and Reading Station Long Stay allow parking for longer periods, with no maximum stay, and an annual season ticket available for between £1,300 - £1,850.

3.6.4. As part of the aforementioned Station Hill development, a survey of the public car parks was attached to the Transport Assessment undertaken by Richard Talbot Consultancy Ltd in December 2018 due to the proposed demolition of the 894 space Garrard Street car park, which had a maximum of 641 vehicles parked in it at any one time.

3.6.5. The surveys were undertaken on the afternoon of Tuesday 4th December and morning and afternoon on Wednesday 5th and Thursday 6th December 2018. Morning surveys were undertaken between

09:30-12:30 and the afternoon surveys were undertaken between 13:00-16:00. The results of the survey for the car parks located within 550m of the site have been reproduced below in Table 5.

Table 5 – Public Car Park Survey Results

Car Park	Spaces	04/12/2018	05/12/2018		06/12/2018		Minimum	Maximum	Average	Average Parking Stress %
		Afternoon	Morning	Afternoon	Morning	Afternoon				
Q Park Chatham Place	586	373	196	361	202	395	196	395	305	52%
Broad Street Mall	720	690	316	676	381	692	316	692	551	77%
Oracle Holy Brook	595	580	322	571	331	575	322	580	476	80%
Reading Station	1275	842	642	826	667	859	642	859	767	60%
TOTAL	3,176	2,485	1,476	2,434	1,581	2,521	1,476	2,526	2,099	66%
Spaces Available	-	691	1,700	742	1,595	655	1,700	650	1,077	-

* Parking stress over 80% highlighted in red

- 3.6.6. The survey results demonstrate that all public car parks within 550m of the site have parking capacity during the morning and afternoon surveyed periods, with an average parking stress of 66% experienced across the four car parks, with an average of 1,077 spaces available and a minimum of 650 spaces available. The Broad Street Mall and Oracle Holy Brook car parks experienced the greatest level of parking, during the afternoon on each surveyed day, likely used by visitors shopping within the town centre.
- 3.6.7. Notably the Garrard Street car park has now been demolished with RBC accepting that the maximum of 641 displaced vehicles recorded in the surveys could be accommodated within alternative town centre car parks. The Station Hill site will provide a circa 835 space car park with 290 spaces available to the public. As such it is considered that even with the demolition of the Garrard Street car park there is still reserve town centre parking capacity and the addition of public car parking as part of the Station Hill scheme will further enhance capacity in Reading.

3.7. Census Data

- 3.7.1. An analysis of Census 2011 data has been undertaken to investigate the journey to work modal split for the existing resident population and existing workplace population. The site is located within the Reading 011 mid-level super output area (MSOA) and the Reading 011F lower-layer super output area (LSOA). The data is contained within Table 6.

Table 6 – Census 2011 Journey to Work Data (Reading 011 MSOA and Reading 011F LSOA)

Mode	Resident Population		Workplace Population Reading 011 MSOA
	Reading 011F LSOA	Reading 011 MSOA	
Train / Underground	30%	20.7%	17%
Bus	12%	11.5%	18%
Taxi	0%	0.4%	0%
Motorcycle	0%	0.4%	1%
Driving a car or van	20%	30.4%	38%
Passenger in a car or van	1%	3.1%	4%
Bicycle	3%	3.5%	4%
On foot	33%	29.4%	18%
Other	1%	0.7%	0%
TOTAL	100%	100%	100%

- 3.7.2. Table 6 shows that 78% of journeys from the existing (2011) LSOA resident population are undertaken by sustainable modes of transport, with 33% travelling on-foot, 30% by train, 12% by bus and 3% by cycle. Only 20% travel by private car and an additional 1% are car passengers.
- 3.7.3. In terms of the MSOA, 65.1% of journeys from the existing (2011) resident population are undertaken by sustainable modes of transport, with 29.4% travelling on-foot, 20.7% by train, 11.5% by bus and 3.5% by cycle. A total of 30.4% of residents travel by private car and an additional 3.1% are car passengers.
- 3.7.4. In terms of the workplace population, 57% of journeys from the existing (2011) workplace population are undertaken by sustainable modes of transport, with 18% travelling on-foot, 18% by bus, 17% by train and 4% by cycle. 38% are undertaken by private car and an additional 4% are car passengers.
- 3.7.5. It is worth noting that the most recently available Census data is over 10-years old and therefore it is likely that mode shares have changed in recent years. For example, recent changes in travel habits as a result of the COVID-19 pandemic (including an increase in working from home and greater emphasis on active travel) are also likely to result in a shift away from the private car.
- 3.7.6. In addition to the journey to work data, car ownership data has also been analysed at Output Area and LSOA level, to determine the likelihood of future residents having to own a car. The data for flats, maisonettes or apartments (again using Census 2011 data) is summarised in Table 7.

Table 7 – Census 2011 Car Ownership Data (Reading 011 MSOA and Reading 011F LSOA)

No of cars	E00174486 Output Areas			Reading 011F LSOA		
	Flat, Maisonette or Apartment	Percentage	Potential Parking Demand	Flat, Maisonette or Apartment	Percentage	Potential Parking Demand
No cars or vans in household	86	75%	0	423	64%	0
1 car or van in household	27	24%	27	210	32%	210
2 or more cars or vans in household*	1	1%	2.5	30	5%	75
TOTAL	114	100%	29.5	663	100%	285
Parking Demand per Dwelling			0.26	Parking Demand per Dwelling		0.43
Parking Demand (103 dwellings)			27	Parking Demand (103 dwellings)		44

*Applying a 2.5 cars per household to the 2 or more cars in household category

- 3.7.7. As demonstrated in Table 7, 75% (the majority) of households within the MSOA in which this site is located do not own a car, with only 1% of residents owning two or more cars. 24% of residents only

own one car. Relating this to the potential parking demand for the proposed 103 apartments would equate to a total of 27 cars being owned by prospective residents.

3.7.8. In terms of the LSOA, 64% (the majority) of households within the LSOA in which this site is located do not own a car, with 5% of residents owning two or more cars. 32% of residents only own one car. Relating this to the potential parking demand for the proposed 103 apartments would equate to a total of 44 cars being owned by prospective residents.

3.7.9. As aforementioned, it is worth noting that the Census data is over 10-years old and therefore it is likely that car ownership levels have significantly changed in recent years. The vast majority of residential developments that have come forward or are coming forward in Reading Town Centre are car free or car lite. This coupled with the sustainable transport improvements, the introduction of car club vehicles in Reading and the climate change emergency declaration are all considered likely to have reduced the car ownership levels.

3.8. Summary

3.8.1. It is evident that the site is in a highly accessible town-centre location with a range of sustainable modes of transport on offer which would cater for future end-users and visitor journeys to and from the site. The accessible nature of the site is reflected in the Census modal share which shows a high proportion of trips (78% of resident population and 57% of workplace population) made by sustainable modes, with a low car ownership use of just 0.26 per household on average.

3.8.2. Over 3,000 public car parking spaces are available within a 550m distance of the site, providing a range of off-site car parking options for future site users. A review of parking survey data undertaken as part of the Station Hill development, demonstrate that all public car parks within 550m of the site have parking capacity during the morning and afternoon, with an average parking stress of 66% experienced across the four car parks, equating to an average of 1,077 spaces available.

4. Proposed Development

4.1. Context

- 4.1.1. This chapter of the report outlined the proposed development quantum whilst also detailing the access, car and cycling parking and servicing strategy for the site.

4.2. Proposed Development

- 1.2.9. The proposed development consists of the demolition of the existing buildings to enable the proposed mix use development comprising 103 residential units and 1,752 sqm floorspace in Class E Use (retail, food and drink and co-working) as well as landscaping and other associated works. In detail the scheme comprises:

- Two ground floor retail units (flexible Use Class E) totalling 185sqm GEA (170sqm GIA);
- Re-provision of ground and basement floor restaurant totalling 1,612sqm GEA (1453sqm GIA);
- Co-working space exclusively for residents totalling 146sqm GEA (129sqm GIA); and
- 103 residential flats (41 x one-bedroom, 56 x two-bedroom and 6 x three-bedroom).

- 1.2.10. The proposed layout plans are attached at **Appendix A**.

4.3. Access Arrangements

- 4.3.1. Vehicular access to the development is proposed to the rear of the site from Merchants Place, utilising the existing gated traffic light controlled access. Vehicles will route through the existing car park to the rear of the site, which is under the ownership of the Applicant who has rights of access. Access to the disabled parking bays will be provided via a proposed 1:20 gradient ramp to basement level. The ramp measures 2.75m in width with a flush 1.2m wide footway on the western side. The entrance to the ramp will be traffic light controlled with priority given to exiting vehicles over inbound vehicles. Given that the ramp only provides access to three disabled bays the probability of a car needing to enter at the same time as a car needing to exit is minimal. Nonetheless the traffic signal controlled ramp will ensure all movements can access and egress the ramp safely.
- 4.3.2. The existing underutilised 15 space private car park adjacent to the site will be remodelled to provide a substation and generator together with eight parking bays and a turning head for servicing vehicles.
- 4.3.3. Pedestrian access to the residential and retail units will be taken from the newly created Friars Walk public realm with both lifts and stairs provided to each floor for residents.
- 4.3.4. The proposed cycle parking will be located at basement level with access taken either from the aforementioned ramp (to and from Merchants Place) or from the public realm, where the proposed lifts continue to and from basement level.
- 4.3.5. Refuse serving would also take place to the rear of the site via Merchants Place. Bin stores are located within the basement and collection is anticipated to be undertaken privately for all aspects of the development.

4.4. Car Parking Provision

- 1.2.11. The development is proposed as car free, except for the provision of disabled parking. It is proposed that three disabled parking spaces will be provided for the residential dwellings in the basement.
- 4.4.1. The local highway network bordering the site and surrounding areas are marked with single or double yellow and red lines, are restricted to resident permit holders only or are for short-stay Pay & Display.

All roads within 200m of the site are covered by parking restrictions which ensure that future residents of the proposed development would not be able to park on-street, as shown in Figure 10.

- 4.4.2. To ensure that no residents park on surrounding roads with permit holder restrictions, it is proposed that all residents are exempt from applying for resident parking permits. The stringent existing parking controls and permit restriction on residents will ensure that there is no on-street overspill parking.
- 4.4.3. RBC declared a Climate Emergency in February 2019 with goals which seek to invest in and promote more sustainable modes of transport including walking, cycling, public transport and the use of car clubs. Given the highly accessible location of the site, it would be counter to this objective to provide a high level of on-site parking when measures are in place to prevent any on-street parking overspill.
- 4.4.4. There are circa 18 car club vehicles consented or already operational within walking distance of the site, which will offer potential residents the opportunity to use a car on an ad-hoc basis without the need for owning a vehicle. The applicant would be happy to agree a suitable contribution with RBC towards an additional car club vehicle and all residents of the site will be offered free membership to a car club.

4.5. Cycle Parking Provision

- 1.2.12. Cycle parking must be:

- Conveniently located in relation to the trip origin and destination;
- Easy to use (where cycles can be secured easily and quickly);
- Secure (where parking is overlooked by development nearby, located close to well used areas or is within the coverage of a local security camera system. After dark, lighting is required to ensure personal safety for bike users); and
- Covered.

- 4.5.1. The cycle parking standards for residential development state that 0.5 spaces are to be provided for 1-2 bed flats and 1 space for 3+ bed flats. When applying the standards to the proposed accommodation schedule, a minimum of 55 cycle parking spaces are required for the residential units. In accordance with Table 11.1 of the DfT Cycle Infrastructure Design guide it states that “5% of total capacity” should cater for adapted cycles and states. As such of the 55 cycle parking spaces required a total of 3 adapted cycle parking spaces should be provided.
- 4.5.2. Reflective of the car free nature of the site (with the exception of disabled parking), it is considered appropriate to provide enhanced cycle parking provision. Notably the neighbouring Station Hill development provided 0.7 cycle parking spaces per unit.
- 4.5.3. As such the site will provide a total of 93 cycle parking bays for the residential element of the site, resulting in circa 0.9 spaces per unit. These will be provided at basement level with 45 two-tier stands (90 spaces) together with three adapted cycle parking bays measuring 2.8m x 1.2m in accordance with Table 5.1 of the DfT Cycle Infrastructure Design guide. The cycle provision is therefore in excess of RBC’s standards.
- 4.5.4. The cycle store can be accessed utilising the ramp to and from Merchants Place or from the public realm at ground floor level where a platform lift will provide access to and from basement level.

5. Objectives and Targets

5.1. Introduction

- 5.1.1. This chapter of the RTP details the objectives that the Travel Plan aims to achieve, and the anticipated results of achieving these objectives. Objectives are the high-level aims of the RTP, giving it direction and providing a focus.

5.2. Aims and Objectives

- 5.2.1. The aim of this RTP is to support the essential travel needs of residents, whilst reducing the overall need to travel and to encourage all site users to adopt healthy, sustainable travel choices in order to increase levels of active travel usage at the Site.
- 5.2.2. Objectives are high-level aims of the RTP that help to give the RTP a clear focus and provide direction. The objectives that focus the RTP are:
- 5.2.3. Providing the required information and incentives to residents and visitors to encourage travel to the site via sustainable methods of transport;
- Reduce the transport related environmental impacts associated with resident and visitor trips and servicing at the site;
 - Enhance the developer's social responsibility credentials to a wider audience;
 - To increase the attractiveness of walking and cycling and encourage residents travelling to and from the site to do so using sustainable modes; and
 - To raise awareness of sustainable 'Smarter Travel' modes available to residents.
- 5.2.4. These objectives will be met by:
- Raising travel awareness amongst residents;
 - Exploring measures to promote the use of alternative modes of travel to single occupancy car travel such as walking, cycling, passenger transport and car sharing;
 - Ensuring the site transport network and parking is safe to all users;
 - Implementing a site transport network and access strategy that discourages the use of single occupancy car travel; and
 - Continually evaluating the transport needs of residents and visitors.
- 5.2.5. By achieving the objectives, the Travel Plan will:
- Reduce the impact of traffic on surrounding roads and local communities;
 - Promote equal opportunities to residents by offering wider travel choices;
 - Improve personal and wider community health;
 - Reduce air and noise pollution; and
 - Accord with national and local Government objectives.

5.3. Travel Plan Potential

- 5.3.1. The benefits of a well-managed Travel Plan will extend beyond the site users and contribute to improvements to local air quality, noise and vibration reduction, congestion and journey times. A reduction in single occupancy vehicle journeys and overall car usage has a role in the wider health agenda to reduce public obesity levels and other associated illnesses caused by sedentary lifestyles. Therefore, the objectives that have been set relate to all of these benefits associated with the development of a Travel Plan.
- 5.3.2. These benefits include:

- **Personal Health Benefits** – The measures implemented to achieve the objectives and targets within the RTP will raise awareness of and support residents to live a healthy, active lifestyle by encouraging physical activity as part of their day-to-day travel behaviour. This is particularly relevant and important in relation to the health and obesity concerns for the population as a result of sedentary lifestyles;
- **Personal Financial Benefits** – Walking and cycling are cheaper modes of transport when compared to the cost of running a car;
- **Local Environmental Benefits** – By encouraging residents to choose sustainable modes of transport, the volume of traffic produced by the development during peak hours and their associated emissions and wider impacts can be reduced; and
- **Local Economic Benefits** – Encouraging residents to travel by sustainable modes encourages them to explore local facilities and services that they can access by foot or by bicycle. This can encourage residents to shop and use the services that are available to them locally and positively contribute to the local economy.

5.4. Targets

Target Setting

- 5.4.1. It is of note that this RTP is an evolutionary document and forms the starting point for the Travel Plan process at the site. As such, initial targets have been set below, however these will be updated and agreed with RBC following a survey of baseline travel habits.
- 5.4.2. The baseline surveys will be undertaken at 75% occupation or within 6 months of completion. This will be the responsibility of the Travel Plan Co-ordinator (TPC). The format, timing and results of which will be agreed with in advance and reported to RBC.
- 5.4.3. Travel Plan monitoring is an important process to check that the RTP is effective and progressing. Sufficient time and resources will be allocated to carry out the necessary surveys.
- 5.4.4. To gather baseline data from which targets can be set, a Travel Survey will be performed upon occupancy of the development and the analysed findings and conclusions will be submitted to RBC for its consideration within a month of completion. SMART (Specific, Measurable, Attainable, Realistic, Time-bound) targets will be specific to the results of the surveys, e.g. promoting active travel in accordance with national and local guidance.
- 5.4.5. Monitoring will take place in Years 1, 3 and 5, following the baseline survey in order to assess changes. The results of these RTP monitoring surveys will be submitted to RBC through reports for review. These results will be submitted at year one, year three and year five.
- 5.4.6. Prior to the initial Travel Survey, baseline trip generation multi-modal trip generation for the residential development has been based upon the redistributed modal share as outlined within the Transport Statement (TS) submitted as part of the planning application.
- 5.4.7. A summary of the modal split is outlined in Table 8 below. As the site is car-free, with the exception of three disabled car parking spaces, the table considers this and factors the modal split to reflect this.

Table 8 – Residential Estimated Baseline Modal Split

Mode	Modal Split (%)	Factored for Car Free
Train	29.9%	37.4%
Bus	11.9%	14.9%
Taxi	0.1%	0.1%
Motorcycle	0.1%	0.1%
Car Driver	20.1%	0.0%
Car Passenger	1.1%	1.4%
Bicycle	3.3%	4.2%
On foot	32.5%	40.7%
Other	1.0%	1.3%
TOTAL	100.0%	100.0%

- 5.4.8. It is of note that 2011 Census data is now over 10 years old and doesn't reflect the observed changing travel behaviours outlined within national, regional and local policy to encourage the uptake of sustainable modes of travel. Further to this, as the proposed development will be car free, together with the provision of high quality pedestrian and cycle routes and cycle parking, it is considered highly likely that future travel behaviours will reflect a greater proportion of sustainable trips than the results in Table 8 indicate.
- 5.4.9. TP's generally aim to reduce travel by private car. However, as the proposed development will be car free there will be minimal, if any, trips undertaken by private car and therefore there would be limited opportunity to reduce car trips. As such it is considered that the best option is to promote a modal shift away from public transport to active modes of travel such as walking and cycling. This will help to ease capacity constraints on public transport, especially in the COVID-19 aftermath.
- 5.4.10. Initial future modal split targets have been established based upon the modal shares outlined within Table 8 and a summary of these targets compared with the baseline modal split for the site is outlined below in Table 9.

Table 9 – Initial Residential Travel Plan Targets

Mode	Baseline	Year 1 Initial Target	Year 3 Initial Target	Year 5 Initial Target
Train	37.4%	36.4%	34.4%	32.4%
Bus	14.9%	13.9%	11.9%	9.9%
Taxi	0.1%	0.1%	0.1%	0.1%
Motorcycle	0.1%	0.1%	0.1%	0.1%
Car Driver	0.0%	0.0%	0.0%	0.0%
Car Passenger	1.4%	1.4%	1.4%	1.4%
Bicycle	4.2%	5.2%	7.2%	9.2%
On foot	40.7%	41.7%	43.7%	45.7%
Other	1.3%	1.2%	1.2%	1.2%
Total	100.0%	100.0%	100.0%	100.0%

- 5.4.11. As detailed above, the RTP will seek to promote walking and cycling trips amongst residents with a target of increasing cycle trips by 5% and walking trips by 5% over the five-year period. These targets have been derived owing to the following reasons:
- High quality cycle parking provision for residents is included in the site design to encourage residents to incorporate cycling as part of a daily routine;
 - National and local guidance focuses on encouraging active modes of travel; and

➤ This RTP has a particular focus on the softer / behavioural measures and incentives to encourage residents to move from public transport to more active forms of travel, including walking and cycling.

- 5.4.12. As such, the RTP's targets will aim to promote active travel amongst residents in accordance with national and local policy. Whilst the site is located in highly accessible area, it is noted that by encouraging resident to walk and cycle instead of using public transport will help to avoid potential future capacity issues on the public transport network, whilst also helping site residents stay more active.
- 5.4.13. Furthermore, it is of note that COVID-19 restrictions have significantly reduced public transport capacity and therefore reducing reliance on public transport network and increasing travel by active modes should be encouraged.
- 5.4.14. As aforementioned, a baseline travel survey will be undertaken for the residential development at 75% occupation or within six months of occupation of the site. following agreement with RBC, the targets outlined in Table 9 will be revised accordingly, subject to the results of the baseline modal survey.

6. Travel Plan Measures

6.1. Introduction

- 6.1.1. This RTP sets the context for providing opportunities to widen travel choice and changes in travel behaviour. In the initial stage of the Travel Planning process this will be achieved by:

- Improving information and awareness; and
- Promoting active travel through design.

6.2. Travel Plan Co-ordinator (TPC)

- 6.2.1. A TPC has yet to be appointed for the development, given that the occupiers are not currently known. They will have ultimate responsibility for implementing the Travel Plan measures, liaising with RBC and other bodies, producing progress reports of the Plan and progressing actions accordingly. Once appointed the TPC's details will be provided to RBC.

6.3. TPC Roles and Responsibilities

- 6.3.1. The TPC will act as the daily point of contact for enquiries, helping to develop and implement the measures proposed in this RTP, and taking a lead role in the monitoring process. Key duties of the TPC include:

- Delivering TP initiatives across the site;
- Encouraging new residents to comply with the RTP, particularly on move-in days and through early engagement with new residents;
- Carrying out regular monitoring and collating up to date travel pattern data;
- Reviewing data such as use of cycle facilities; and
- Arranging for the submission of the TP reviews in Years 1, 3 and 5.

- 6.3.2. It is anticipated that the amount of time that the TPC will spend will vary according to the period of occupation, the organisation of travel planning activities and monitoring. It is not expected that the time dedicated will be uniform throughout the life of the TP.

- 6.3.3. In the interests of confidentiality, the TPC alone will be responsible for their respective travel databases. They will also be responsible for the distribution of the results direct to the Local Authority if requested.

6.4. Travel Plan Measures

Resident Welcome Pack

- 6.4.1. A Welcome Pack will be developed which will be issued to all new residents. These packs will provide them with relevant walking and cycle maps, public transport information, information about local car clubs, contact details of local taxi operators and car sharing organisations. The Welcome Pack will be provided in an electronic format to all residents as part of their move in.

Travel Plan Webpage

- 6.4.2. A webpage containing key travel information included within the Welcome Packs and up-to-date walking and cycling maps, public transport information and the necessary contact details will be set up and updated regularly by the TPC.

Notice board

- 6.4.3. A virtual notice board (television screen) publicising and promoting travel initiatives will be displayed within the main breakout area adjacent to the main reception area. The notice boards will be updated by the TPC at intervals no more than every six months.
- 6.4.4. The notice boards will also be used to advertise any long or short term changes to bus routes, any road closures or significant roadworks taking place in the vicinity of the site.

Pedestrian and Cycle Measures

- 6.4.5. Walking and cycling are efficient, cheap, healthy and non-polluting modes of transport. RBC wishes to encourage walking and cycling to help improve mobility, reduce traffic congestion and improve health within the Borough.
- 6.4.6. Residents will be provided with details of the walking journey planner such as Google Maps and Wego Here to suggest a route between their home address / work address. Safety advice when walking will also be promoted, including the www.ramblers.org.uk/advice/safety.aspx advice.
- 6.4.7. The TPC should liaise with RBC, as the local highway authority and other stakeholders to ensure that pedestrian and cycle routes are appropriately maintained. To better inform the discussions with RBC, the TPC should regularly request and collate comments on improvements which would encourage a greater uptake of walking and cycling.
- 6.4.8. Pedestrian footways and facilities surrounding the site are wide enough to comply with the guidelines set out in the DfT document Manual for Street. To encourage walking, footpaths are well lit and provide direct routes to transport modes and key destinations. Key local facilities will be identified on a walking map, which will be included within the Welcome Pack.
- 6.4.9. The TPC will promote local walking groups such as Reading Rambling Club <http://readingramblingclub.com/> and Ramblers Reading Walks Programme <https://www.walkingforhealth.org.uk/walkfinder/south-east/reading-walks-programme>.

Walking Route Planner

- 6.4.10. The www.walkit.com walking route planner is an extremely useful tool and can plot a journey from postcode to postcode using a 'direct' or 'less busy' option. Route maps also include journey time, calorie burn, step count and carbon saving. Information on this service will be included within the Welcome Packs and on the noticeboard.

Cycle Parking

- 6.4.11. A total of 93 safe, secure and sheltered cycle parking spaces will be provided in the basement for the development, with additional Sheffield stands provided for visitor cycle parking outside the site. The cycle parking will be monitored as part of the Residential Travel Plan (at intervals no more than six months) and if demand requires additional spaces that can be increased.
- 6.4.12. In accordance with RBC guidance the cycle parking has been designed to ensure the parking is conveniently located, easy to use, secure and covered. Step-free access is provided to the cycle parking via the lift with wide internal corridors. In addition, the ramp to the rear of the building accessed off Merchants Place will facilitate cycle access to the basement. Four accessible parking spaces are provided within the residential cycle store.
- 6.4.13. The location of the cycle parking will be signed and will included in the welcome pack. In addition to the provision of cycle parking spaces, the following initiatives devised for the site are proposed:

- Ensuring cycle links to the existing cycle network;
- Providing information on cycle routes within the Welcome Pack; and
- Providing information on cycle training courses within the Welcome Pack as well as information on cycle maintenance courses.

6.4.14. A key issue and barrier for cyclists is the lack of secure, covered and convenient cycle parking facilities at origins and destinations and can reduce the attractiveness of cycle for both local and longer multi-modal journeys, as identified within RBC's Draft Transport Strategy.

Cycle Training

6.4.15. Reading Cycle Campaign offers free cycling training to all through Bikeability providing sessions which cater for complete beginners through to regular cyclists looking to learn advanced skills. Further information can be obtained from cycletraining@readingcyclecampaign.org.uk and will be promoted in Welcome Packs.

Cycle Map

6.4.16. Reading's Cycle Map displays all cycle routes in RBC, as well as cycle parking facilities locations. The map can be found at the link below and will be mentioned within the Welcome Packs and will be displayed on notice boards;

- https://images.reading.gov.uk/2019/12/Reading_Cycle_Routes_Network_Map_Inside_Mar_16_web_final.pdf

Promoting Sustainable and Healthy Travel

6.4.17. The TPC should make residents aware of contact telephone numbers and websites which provide information on access to the Site by non-car modes of transport. The main relevant websites are listed below:

- www.networkrail.co.uk: provides the full mainline rail timetable and will provide journey times and will plan your mainline rail journey from origin to destination;
- www.thetrainline.com: permits rail tickets to be purchased over the internet;
- www.liftshare.com: free car-sharing and transport information service. The online matching service to find travel companions;
- www.travelwise.org.uk: background information on the content and operation of Travel Plans and safe travel to school;
- www.zap-map.com/live: outlines the location of electric vehicle charging points across the UK;
- www.traveline.org.uk: national travel helpline to provide up to date public transport information. Tele. No. 0870 608 2 608; and
- www.bikeridemaps.co.uk: this site hosts a cycle map database which will enable you to find cycle maps available for your area.

Other Initiatives

6.4.18. The measures outlined above are provided to encourage modal shift towards walking and cycling. It should be noted that the site is located in a highly accessible area within Reading. It is therefore envisaged that many trips could be made by sustainable transport modes.

7. Implementation and Monitoring

7.1. Introduction

- 7.1.1. An important part of the RTP is the continual monitoring and review of its effectiveness. It is essential that a RTP is not a one-off event, but a continually evolving process. Regular monitoring and reviewing will help to gauge progress towards targets and objectives, and, if necessary, enable the RTP to be refined and adapted in order to improve its progression.

7.2. Funding

- 7.2.1. The Applicant will fund the initial implementation of the RTP for the development for the initial five-year period. This will include the implementation of RTP measures and initiatives, the monitoring of the Residential Travel Plan and the funding of the TPC role. The funding for the RTP is secured through the Section 106 agreement.

7.3. Implementation

- 7.3.1. The TPC will implement and monitor the plan, and have responsibility for:
- Offering information on cycle training and cycle maintenance course;
 - Implementing and monitoring other initiatives within the RTP;
 - Seeking to achieve the RTP targets;
 - Regularly monitoring usage of initiatives;
 - Managing the RTP budget; and
 - Liaising with the local authorities, transport operators and individual residents.

7.4. Securing and Enforcing

- 7.4.1. To ensure that the RTP is implemented effectively, in addition to the biennial monitoring, a series of remedial measures have been proposed for a scenario in which the RTP targets are not met. These example measures are outlined below:
- Increase the marketing and promotion of the RTP and travel options;
 - Review and promote cycle parking facilities;
 - Hold sustainable travel weeks and competitions;
 - Introduce a further targeted Personalised Travel Planning programme; and
 - Hold 'Travel Plan days' to promote the plan.

7.5. Monitoring

- 7.5.1. For the RTP to be fully successful, its effects need to be recorded and assessed over time. A methodology for the monitoring of the RTP is detailed below.

Survey of Travel Patterns

- 7.5.2. The modal split will be monitored over time. Given the nature of the site, it is proposed to undertake monitoring surveys via an on-line survey. Paper copies of the survey will also be provided within the reception area. To maximise the number of respondents all completed surveys will be entered into a prize draw e.g. iPad or high street voucher. The results of the monitoring survey will be reported to RBC.

- 7.5.3. Sufficient time and resources will be allocated to carry out the necessary surveys and the Applicant commits to arranging the monitoring surveys as and when necessary. The initial baseline monitoring will take place within 6 months of first occupation or at 75% occupation of the residential units, whichever is sooner. Full monitoring would then take place at Year 1 and then every two years (within years three and five). The survey form will be agreed with RBC prior to undertaking the survey.
- 7.5.4. The surveys will be analysed in order to establish the effectiveness of the RTP in achieving the aims and targets stated within it and identify any required modifications.
- 7.5.5. All information gathered through the monitoring process will be summarised into an annual progress report and submitted to RBC. The TPC will be responsible for undertaking monitoring and for reporting the results of the monitoring process.
- 7.5.6. A programme of monitoring and review will be implemented to generate information by which the success of the RTP can be evaluated. Monitoring and review will be the responsibility of the TPC.

Scheme Administration

- 7.5.7. The TPC will be required to keep up-to-date records associated with the day-to-day operation of the RTP. These will include:
 - Details of Resident Travel Patterns: This information will be derived from the Travel Questionnaire and will be retained for input into the monitoring and review procedure;
 - Monitoring Records: Feedback from the monitoring procedure will be maintained for input into an annual Travel Plan Review process;
 - Review Reports: Copies of historic review reports will be retained for reference purposes and for analysis of the longer-term effectiveness;
 - Correspondence File: A file will be maintained to include correspondence relating to ongoing management of the RTP;
 - Incidents File: An incidents file will be maintained to record travel related incidents, any resident and visitor feedback, and general observations of the TPC.

7.6. Frequency and Reporting

Repeat Surveys

- 7.6.1. Travel Plan monitoring is an important process to check that the RTP is effective and progressing. The baseline survey will be conducted within 6 months of first occupation or at 75% occupation, whichever is sooner and repeated in years 1, 3 and 5. The results of these RTP monitoring surveys will be submitted to RBC for review.

7.7. Monitoring and Review

Consultation

- 7.7.1. The success of the RTP will rely on the support of residents. The TPC will be in contact with stakeholders to ensure that the principles within the RTP are understood and also that the information as it relates to travel by means other than the private vehicle is relayed through the appropriate channels for all user groups as outlined.

Travel Plan Review

- 7.7.2. A Travel Plan review will be undertaken every two years, so that the TPC can measure the success of the RTP and to identify the potential for improvements to the travel planning tasks, against the benchmark modal share target set.

- 7.7.3. The key element of the review will involve reissuing the travel questionnaire. Although the travel literature will be regularly updated, the reissue of the questionnaire to all residents offers the opportunity to gather new information about wider attitudes to travel. Analysis of the questionnaire will also yield current modal split information for comparison with data derived at the introduction of the RTP.

8. Action Plan

8.1. Introduction

- 8.1.1. The RTP Implementation Action Plan outlined in Table 10, provides details of the initiatives that form part of this RTP. It outline the actions of each responsible party and the date it is due to be implemented.
- 8.1.2. The RTP will be managed and monitored by the TPC, who will have overall responsibility to ensure that the delivery of the proposed measures and initiatives are successfully delivered on time and to budget. The co-ordination is expected to be sustained over a five-year period in line with the proposed monitoring strategy. The Action Plan progress will be reported to RBC through pre-agreed 1-2-1 meetings and visits with the TPC.
- 8.1.3. SMART (specific, measurable, achievable, realistic and time-bound) targets are proposed for a five-year timeframe. Interim targets are proposed for the end of year one and three, post Travel Plan implementation.

Table 10 – Action Plan

Specific (S)			Measurable (M)	Achievable (A)	Realistic (R)	Timebound (T)
Enabling wider travel choices	Cycling	On-site cycle parking	94 cycle spaces plus Sheffield stands for visitor use to be designed and built	Developer	✓	Pre-occupation with on-going monitoring
		Cycle Buddy Scheme	On the RTP page add an electronic message board where resident can either offer or request a cycle buddy for a specific route.	TPC & IT	✓	On occupation
		Cycling routes and maps	Display these in easily accessible areas for residents (e.g. reception and communal areas)	TPC	✓	On occupation
	Walking and Cycling	Walking and cycling events	Promote walking and cycling events such as Walk and Cycle to Work Day	TPC	✓	On occupation
Improvements	Deliveries	Arrange deliveries outside peak commuting hours	Arrange for deliveries to occur outside the peak commuting times to minimise conflict and Site congestion.	TPC & Facilities	✓	Pre-occupation
	Walking and cycling	Improvements to the pedestrian and cycling environment	These improvements will be designed and built into the Proposed Development. Ongoing feedback from residents	Developer	✓	Pre-occupation

Specific (S)			Measurable (M)	Achievable (A)	Realistic (R)	Timebound (T)
General information and raising awareness	All	Sustainable transport awareness raising	Develop the RTP brand and use on all future material	TPC & internal communication department	✓	On occupation
	All	Resident welcome packs	Collate all relevant Site travel information into an accessible, user friendly pack. Distribute to all residents.	TPC & internal communication department	✓	Sent to residents on occupation
	All	RTP website / Notice Boards	Set up a website and Notice Boards (electronic notice board) devoted to the RTP. Include RTP information, good news stories, upcoming events and external links (cycle organisations, health statistics etc)	TPC & IT	✓	On occupation
Monitoring	All	Monitor the use of the cycle parking	Monitor the use of the cycle parking and obtain continuous feedback from users on improvements to cycle parking / facilities	TPC	✓	Ongoing / Formal checks made and recorded every 6 months

8.2. Travel Plan Timeframe and Contingency

8.2.1. The expected RTP implementation period is 5 years, with specific targets set. If after the 5-year monitoring period, the Travel Plan milestone have not been met then the TPC will liaise with RBC to investigate possible contingency measures which could be implemented. An example of possible contingency measures that could be included are stated as follows:

- Increase the marketing and promotion of the RTP and travel options;
- Hold further 'Travel Plan days' to promote the RTP;
- Introduce a targeted Personalised Travel Planning program;
- Review and promote additional cycle parking facilities;
- Introduce additional incentives for sustainable modes.

8.2.2. It should be noted that the above list is an indication of potential future measures and is by no means considered exhaustive or prescriptive of what would be implemented.

9. Summary and Conclusions

- 9.1.1. This Residential Travel Plan has been prepared by Evoke to support a planning application for the proposed redevelopment of 35-39 Friar Street in Reading.
- 9.1.2. The overarching objectives that focus the RTP are the following:
- Providing the required information and incentives to residents and visitors to encourage travel to the site via sustainable methods of transport;
 - Reduce the transport related environmental impacts associated with resident and visitor trips and servicing at the site;
 - Enhance the developer's social responsibility credentials to a wider audience;
 - To increase the attractiveness of walking and cycling and encourage residents travelling to and from the site to do so using sustainable modes; and
 - To raise awareness of sustainable 'Smarter Travel' modes available to residents.
- 9.1.3. This RTP includes a series of measures to promote sustainable modes of transport with a particular focus on active travel.
- 9.1.4. All residents will be made aware of the existence of the RTP prior to occupation and upon occupation. This will include an explanation of the details of the plan, its objectives and the roles of individuals in achieving its aims. Copies of the RTP will be made available to all residents and they will be made aware of the existence and role of their TPC. Essentially, the TPC will where necessary:
- Delivering RTP initiatives across the Site;
 - Encouraging new residents to comply with the RTP;
 - Carrying out regular monitoring and collating up to date travel pattern data;
 - Reviewing data such as use of cycle facilities;
 - Arranging for the submission of the RTP reviews in Years 1, 3 and 5 and sending results to RBC.
- 9.1.5. Baseline modal shares have been generated based on 2011 Census data. However, the baseline modal split will be updated following the baseline surveys upon occupation.
- 9.1.6. Indicative modal share targets for the first five years have been set in this RTP. These set out the aspirations to increase the proportion of walking and cycling trips amongst residents. There will be a small number of vehicle trips associated with the site. These will likely be associated occasional disabled users, taxi and servicing trips. The indicative modal share targets will be reviewed upon completion of the initial occupation survey.
- 9.1.7. The RTP's progress will be monitored in accordance with RBC requirements.

Appendix A – Proposed Layout Plans



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SITE BOUNDARY

RESIDENTIAL UNITS

1Bed 1Person

1Bed 2Person

2Bed 3Person

2Bed 4Person

3Bed 5Person

SITE OWNERSHIP

RESIDENTIAL LOBBY

Residential circulation & BoH

Residential co-working

Retail - Restaurant

Retail

Plant space

Rev

Date

13/05/22

Description

Planning Issue

Project

35-39 FRIAR STREET

Client

SHAVIRAM GROUP

Project No.

0083

Drawing

PROPOSED BASEMENT LEVEL

Drawing No.

0083-A- 03-LB02-298

Rev

P1

Status

Planning

Date

13/05/22

Scale

1:500 @ A3

Drawn by

SSS

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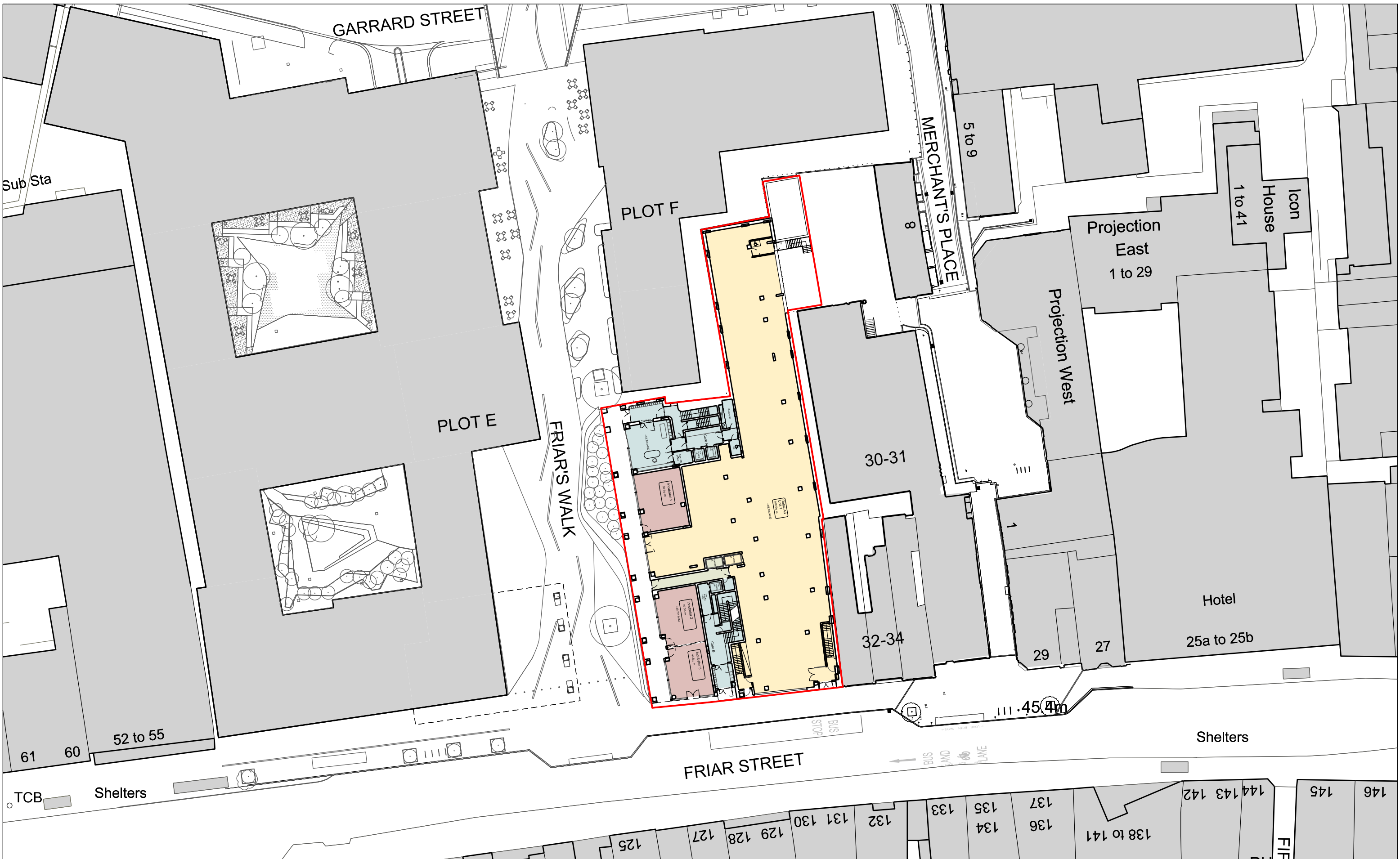
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SITE BOUNDARY

SITE OWNERSHIP

RESIDENTIAL UNITS

1Bed 1Person

1Bed 2Person

2Bed 3Person

2Bed 4Person

3Bed 5Person

Residential lobby

Residential circulation & BoH

Residential co-working

Retail - Restaurant

Retail

Plant space

Rev

Date

Description

P1

13/05/22

Planning Issue

Project

35-39 FRIAR STREET

Drawing

PROPOSED GROUND FLOOR SITE PLAN

Status

Planning

Client

SHAVIRAM GROUP

Drawing No.

0083-A- 03-L00-200

Scale

1:500 @ A3

1:250 @ A1

Project No.

0083

Rev

P1

Drawn by

SSS

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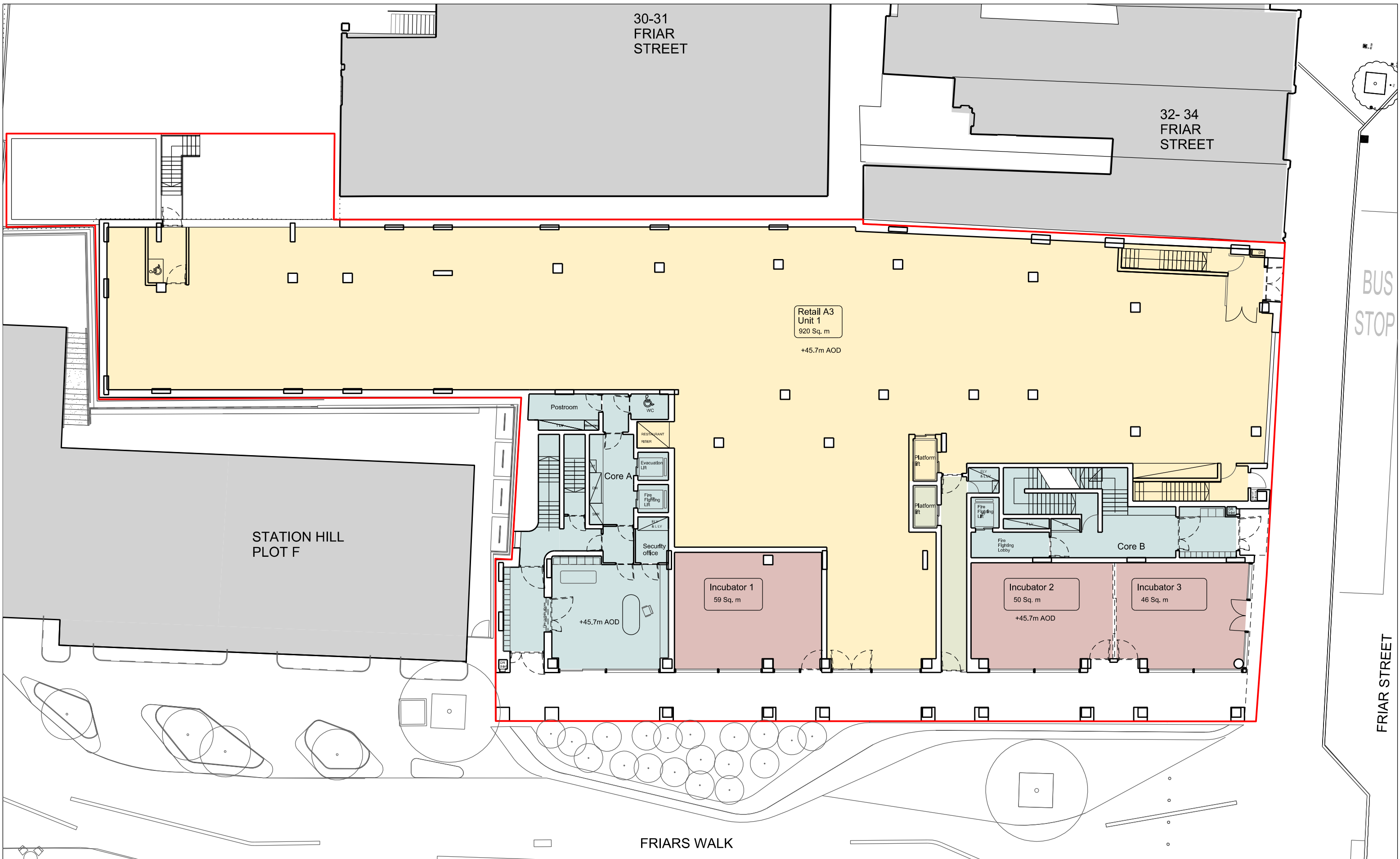
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013510m Copyright of Stefan Shaw Studio No implied licence exists. All work must comply with relevant British Standards and Building Regulations requirements. Drawing errors and omissions to be reported to the architect.		1Bed 1Person 1Bed 2Person 2Bed 3Person 2Bed 4Person 3Bed 5Person Residential lobby Residential circulation & BoH Residential co-working Retail - Restaurant Retail Plant space		Rev P1 Date 13/05/22 Description Planning Issue	Project 35-39 FRIAR STREET Drawing PROPOSED GROUND FLOOR PLAN Status Planning	Client SHAVIRAM GROUP Drawing No. 0083-A-03-L00-100 Date 13/05/22	Project No. 0083 Rev P1 Drawn by SSS	Stefan Shaw Studio Stefan Shaw Studio Ltd Peckham levels Unit 602 95A Rye Lane London, SE15 4ST hello@stefanshawstudio.com www.stefanshawstudio.com
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