



ttp consulting
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**Mayfair Capital Investment
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**BRUNEL RETAIL PARK,
READING**

Draft Travel Plan – Unit 4/5

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1 INTRODUCTION

Overview

- 1.1 This Travel Plan has been prepared by TTP Consulting for the Occupier of Unit 4 / 5 (hereafter referred to as the Unit) at Brunel Retail Park (the Park).

Figure 1.1: Location Plan



- 1.2 A Travel Plan is a long term strategy which sets out the principles and a range of measures to ensure that travel made by staff and visitors is carried out in the most sustainable means possible and to minimise the impact of the Unit on the transportation network including reducing reliance on the private car. This is achieved by setting out a strategy for eliminating the barriers keeping employees and visitors from using sustainable modes, which in effect can self-manage single-occupancy vehicle use. The Travel Plan includes a range of hard and soft measures that will be implemented by the Occupier to promote sustainable travel.
- 1.3 The primary objective of a Travel Plan is to reduce unnecessary vehicular trips and to increase the use of alternative, more sustainable modes of transport and in particular walking and cycling. It has been prepared in accordance with Travel Plan best practice and guidance taking into account prevailing conditions.

- 1.4 The responsibility for developing and progressing the various levels are as follows:
- The Landlord is responsible for the preparation of the draft Travel Plan,
 - The Occupier is responsible for finalising and funding the implementation of the Travel Plan; and
 - The Travel Plan Coordinator is responsible for overseeing the day to day operation of the Travel Plan.

Benefits of a Travel Plan

- 1.5 The achievement of the objectives will bring about a range of benefits as follows:

- 1.6 Employee benefits:

- An excellent opportunity for exercise through cycling and walking;
- The opportunity to save money by using alternative modes of travel to the car;
- Improved quality and reliability of journeys to and from work;
- Improved environment for living and working.

- 1.7 Occupier benefits:

- A demonstration of the environmental credentials of the organisation;
- Reduced infrastructure and maintenance costs associated with parking;
- An incentive to recruiting and retaining staff through travel benefits; and
- A healthier and more productive workforce.

- 1.8 Wider community benefits:

- A more measured level of traffic generated by the Unit and therefore less impact on the highway network;
- Improvements to congestion levels, delay and queuing;
- On-going improvements to air quality and noise.

Travel Plan Coordinator

- 1.9 A Travel Plan Coordinator will be appointed at least one month before the Unit opens for trading.
- 1.10 The following contact details will be included in the Travel Plan:

Name: _____

Telephone: _____

Email: _____

Policy and Best Practice

- 1.11 The need to manage transport in new developments is enshrined in many policy and guidance documents. Over the past ten years or so, the need to reduce car dependency, increase travel choices and encourage sustainable distribution has been established through key documents such as the National Planning Policy Framework and the Reading Local Plan.
- 1.12 Guidance documentation produced by the Department for Transport outlines the role and benefits of travel plans in the planning process, the way to secure them and their inter-relationship with transport assessments. It also discusses the requirements and elements of an effective travel plan.

Structure of Report

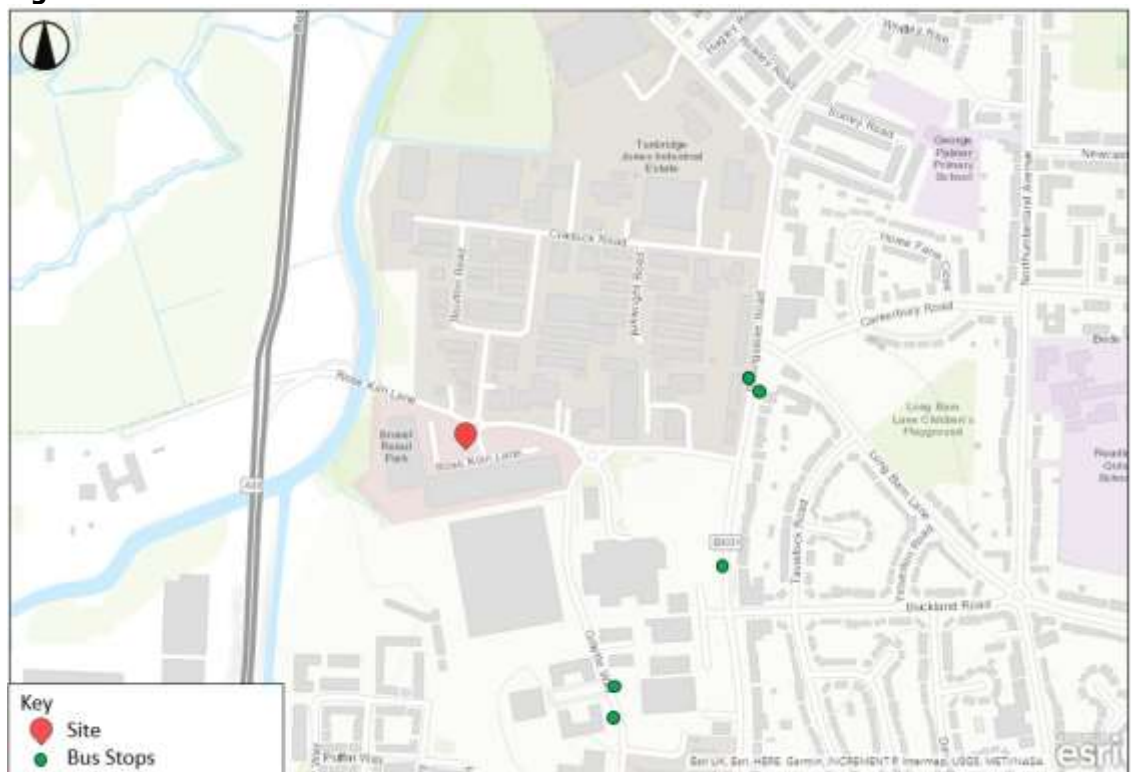
- 1.13 This document has been prepared as a standalone document and includes all necessary information to enable the Travel Plan to be effectively implemented and monitored. It will be updated by the Occupier within 3 months of opening for trading.
- 1.14 The remainder of this Plan is structured as follows:
- Section 2 - Describes the accessibility and travel patterns of the Park;
 - Section 3 - Sets out the objectives and targets of the Travel Plan;
 - Section 4 - Outlines the Travel Plan strategy;
 - Section 5 - Identifies the measures and initiatives that will be implemented;
 - Section 6 - Details the review and monitoring programme; and
 - Section 7 - Outlines the Action Plan for the Travel Plan.

2 SITE ASSESSMENT

The Park

- 2.1 The Park which comprises of 13 units with a combined gross floor area of circa 14,775sqm including mezzanines; tenants include B&M, Go Outdoor, Halfords, Next and Pets at Home along with Costa and Subway. There is parking for up to approximately 451 cars of which 367 spaces are within the customer car park and the remainder in the service yards to the rear of the terraces. Access to the customer car park is taken from Rose Kiln Lane via a 4-arm roundabout junction, with access to the service yard taken via a priority-controlled junction on Gillette Way.

Figure 2.1: Location Plan



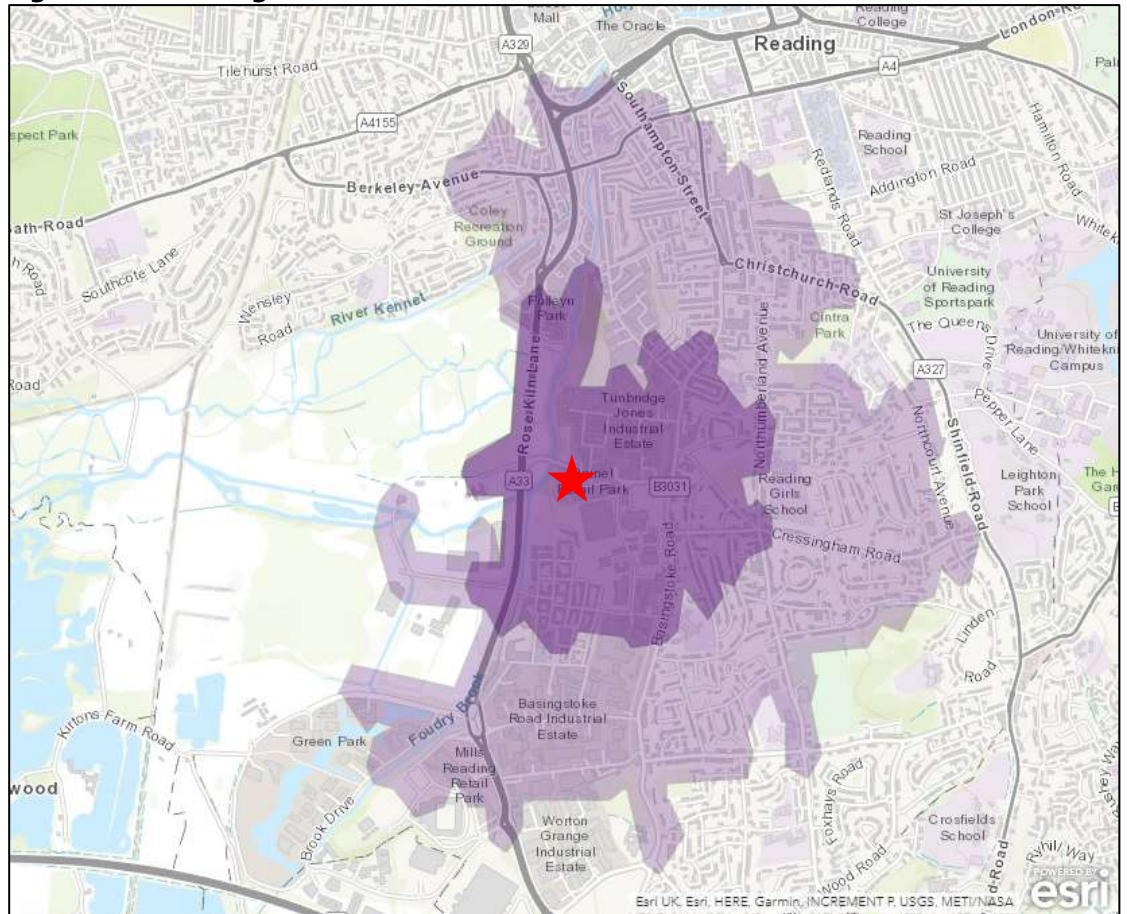
The Surrounding Area

- 2.2 The surrounding area is predominantly commercial in nature with a large warehouse to the south, a Morrison's supermarket with petrol filling station to the east and predominantly industrial units to the north and north-east. The River Kennet which runs in a broadly north-south orientation to the west of the Park, with the closest residential properties located south-west of the aforementioned warehouse.
- 2.3 The A33 which runs in a north-south orientation to the west of the River Kennet is one of the primary routes into and out of Reading town centre from the M4 to the south, with open land to the west of the road.

Access on Foot

- 2.4 The Park is accessible by all modes with footways adjacent to both sides of Rose Kiln Lane, with the northern footway being a shared footway / cycleway, and bus services operating along nearby roads. The footways adjacent to Rose Kiln Lane connect to other footways and cycleways in the vicinity which includes those adjacent to the A33 and River Kennet to the west, and along Basingstoke Road to the east.
- 2.5 The Institution of Highways and Transportation (IHT) document 'Guidelines for Providing for Journeys on Foot' (2000) states that *"walking accounts for over a quarter of all journeys and four fifths of journeys less than one mile"*. The document also provides guidance on acceptable walking distances and suggests that a preferred maximum walking distance of 2km is applicable for commuting trips. An 800m and 2km walking isochrone is provided at **Figure 2.2** below.

Figure 2.2: Walking Isochrone



Access by Bicycle

- 2.6 It is generally accepted that cycling is a sustainable mode of travel for journeys up to 8km in length. Local Transport Note 2/08 'Cycle Infrastructure Design' (DfT, 2008) states that *"many utility cycle journeys are under three miles... although, for commuter journeys, a trip distance of over five miles is not uncommon"*. It can therefore be concluded that 3 miles, which is equivalent to approximately 5km, represents a reasonable typical cycling distance. A 5km and 8km cycling isochrone is provided at **Figure 2.3** below, with a cycle map extract provided at **Figure 2.4**.

Figure 2.3 Cycling Isochrone

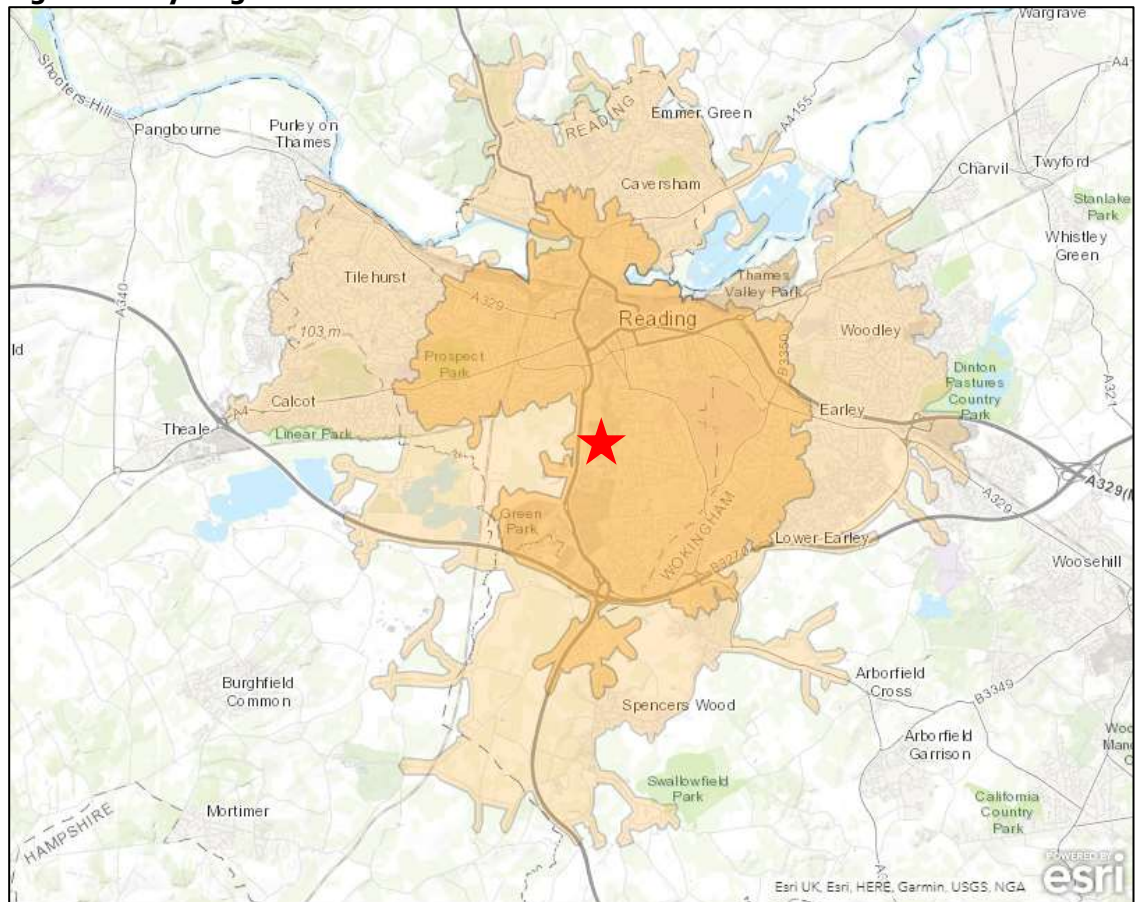


Figure 2.4 Reading Cycle Map Extract



Access by Bus

- 2.7 The closest set of bus stops are located on Basingstoke Road adjacent to Morrison's approximately 320m from the Park, providing northbound and southbound services. Buses on Routes 6, 7 and 66 call at the stops travelling between Reading Town Centre and Whitley Wood, Fleet and Mere oak Park and Ride. The northbound and southbound stops provide services 7 days a week, with weekday services providing in the region of 14 to 16 two-way buses per hour. Saturday and Sunday services are available at these stops albeit at a reduced level of frequency.
- Service 6 (Whitley Wood to Reading Town Centre) – provides circa 12 two-way services per hour weekdays with a reduced service on Saturday and Sunday.
 - Service 7 (Fleet to Reading Town Centre) – provides circa 2 two-way services every one to two hours on a weekday and Saturday, with a reduced service on a Sunday.
 - Service 66 (Mere oak Park and Ride to RBH) – provides circa 2 two-way services every one to two hours on a weekday. No services operate on a Saturday or Sunday.

Highway Network

- 2.8 Rose Kiln Lane which runs in a broadly east west orientation to the north of the Park connecting to the A33 in the west and Basingstoke Road to the east. It is a single carriageway road with one lane in each direction widening on the approaches to junctions. There are footways along both sides of the road with street lighting at regular intervals. The junctions with the A33 and Basingstoke Road are signalised, with the access to the Park and Gillette Way both being roundabouts.
- 2.9 Basingstoke Road which forms part of the B3031 is a single carriageway road that runs in a north south orientation to the east of Morrison's, connecting to the M4 at Junction 11 in the south and running through to the town centre. Not all movements are permitted at the junction with Rose Kiln Lane with northbound traffic required to turn left towards the A33. Data from the DfT website (Count Site 946001 – south of Hartland Road) suggests that there are on average 13,400 two-way vehicular movements per day with 2.7% classified as HGV.
- 2.10 The A33 is the primary route between M4 Junction 11 and Reading town centre, running in a north south orientation to the west of the Park. It is a dual carriageway for most of its length, with two to three lanes in each direction and all junctions either being signalised or large roundabouts. The junction with Rose Kiln Lane is signalised with three lanes on both the northern and southern approaches, with pedestrian crossing facilities over all arms with the exception of the northern arm. Data from the DfT website (Count Site 99742) suggests that there are on average 46,080 two-way vehicular movements per day with 3.7% classified as HGV.
- 2.11 Gillette Way is a single carriageway road that runs in a broadly north south orientation to the east of the Park, between Rose Kiln Lane in the north and Manor Farm Road in the south. It has one lane in each direction and facilitates access to commercial properties, with all accesses operating under priority control. There is a footway with street lighting at regular intervals along the eastern side of the carriageway, with intermittent footways along the western side of the road.

Baseline Mode Share

- 2.12 Data from the 2011 Census has been interrogated for the purpose of this document as a proxy until such time a Year 0 / Baseline Travel Survey is conducted of staff; this will be done within 3 months of opening for trading. **Table 2.2** provides a summary of the Census data for the lower layer that the Park is located within (E02003405: Reading 017) along with the assumed Baseline taking into account the use. The results of the Year 0 survey will be used to update / verify the assumed Baseline Mode Share and set targets.

Table 2.2 – Summary of Assumed Baseline Main Mode Share		
Mode	2011 Census	Assumed Baseline
Underground, metro, light rail or tram	1%	-
Train	4%	-
Bus, minibus or coach	7%	10%
Taxi	0%	-
Motorcycle, scooter or moped	1%	-
Driving a car or van	70%	70%
Passenger in a car or van	5%	5%
Bicycle	4%	5%
On foot	8%	10%
Total	100%	100%

3 OBJECTIVES AND TARGETS

- 3.1 This section sets out the overarching objectives and targets for the Travel Plan along with indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review can be found in **Section 6**.
- 3.2 **Objectives** are the high-level aims of the Travel Plan which help to give it direction and provide a clear focus.
- 3.3 **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the Travel Plan Coordinator will seek to reach within the period covered by this Plan.

Objectives

- 3.4 The Travel Plan's over-riding objective is:
- To engage with and encourage employees to use the most sustainable way of travelling to the workplace through more effective promotion of active modes. This will minimise the impact on the surrounding road and reduce pressure on the public transport network during peak hours.
- 3.5 The sub-objectives are to:
- Increase employee awareness of the advantages and availability of sustainable / active modes of transport;
 - Promote the health and fitness benefits of active travel to all users;
 - Introduce a package of physical and management measures that will facilitate employee travel by sustainable modes; and therefore,
 - Reduce unnecessary car and public transport journeys.

Targets

- 3.6 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring (outlined in **Section 6**) to ensure they remain SMART (Specific, Measurable, Achievable Realistic and Timed).
- 3.7 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time. Aim Targets are quantifiable and in the case of this Travel Plan relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

- 3.8 The Action Targets will include the following:
- Appoint a Travel Plan Coordinator one month prior to opening;
 - Launch the Travel Plan within 1 month of opening;
 - Promote Walk to Work and National Cycle Week;
 - Promote public transport
 - Monitor the condition and use of cycle parking and changing facilities
 - Carry out the Baseline Travel Survey (Year 0) within 3 months of opening;
 - Undertake a Travel Survey within 12 months of the Year 0 Baseline travel survey;
 - Prepare a Monitoring Report and submit to the Council for approval within 1 month of the Year 1 survey;
 - Undertake Travel Surveys on the 3rd and 5th anniversary of the Year 0 Travel Survey;
 - Prepare Monitoring Reports within 1 month of the Year 3 and 5 surveys;

Aim Targets

- 3.9 The Travel Plan recognises that it is not possible to set accurate targets so far in the future (even when based on the actual Year 0 survey) and as such it should be acknowledged that the targets will change over time as results from on-going monitoring becomes available which will be discussed with the Council.
- 3.10 **Table 3.1** outlines the targets for the Travel Plan to be achieved within 5 years of the launch of the Travel Plan. The targets will be revised up (or down) if necessary, following the receipt of the various Travel Surveys acknowledging that travel patterns change with time due to a number of factors including employee home origin and opportunities for sustainable travel. The initial target is to reduce the mode share of private car use by 10% during the course of the Plan with a 10% increase in sustainable modes.

Table 3.1 – Summary of Assumed Baseline Main Mode Share and Target			
Mode	Assumed Base Mode Share	Year 5 Target	% Change
Bus, minibus or coach	10%	12%	+2%
Taxi	-	-	-
Motorcycle, scooter or moped	-	-	-
Driving a car or van	70%	60%	-10%
Passenger in a car or van	5%	7%	+2%
Bicycle	5%	8%	+3%
On foot	10%	13%	+3%
Total	100%	100%	+10%

4 TRAVEL PLAN STRATEGY

Travel Plan Management

- 4.1 The Travel Plan Coordinator will be responsible for overseeing the management, development, implementation and review of the Travel Plan.
- 4.2 The primary responsibilities of this role include:
- The implementation of measures as set out in the Travel Plan (including reviewing the Travel Pack to ensure it is up-to-date).
 - To undertake Travel Surveys in Years 0 (baseline), 1st, 3rd and 5th Years;
 - To oversee the development and implementation of the Travel Plan;
 - Promoting the objectives and benefits of the Travel Plan;
 - Regular updating of this Travel Plan to ensure the travel information available is up to date;
 - Liaison with the Council;
 - Acting as the point of contact for information with employees.

Marketing Strategy

- 4.3 Each employee will be provided with a Travel Pack upon commencement of employment which will include a summarised version of the Travel Plan along with information on public transport, the local walking and cycling network, and contact details for taxi operators.
- 4.4 Employees will, as a consequence, be made aware of the Travel Plan and of its branding, including the purpose and objectives of the Travel Plan, along with specific measures such as cycle parking. In conjunction with the Travel Pack, marketing activity will be undertaken.
- 4.5 Visitors will be provided with information on how to travel to the Site using public transport with travel information provided on the Occupier's website.

5 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL

- 5.1 This section outlines the specific physical and management measures to be undertaken as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, are the core of the Travel Plan. The measures are considered as being suitable for the Site. However, the list is not exhaustive and the Travel Plan Coordinator will be free to investigate other potential initiatives.

Measures for Employees

Travel Pack

- 5.2 Travel Packs will be distributed to all employees either digitally or in paper format. The packs will contain a summary of the information provided below that will be useful for employees to make decisions about how to travel in the most sustainable and active manner and will contain the following information:

- Public transport and cycle maps;
- Timetables for local public transport services;
- Details of walk routes and key destinations e.g. local amenities; and
- Details of the Travel Plan Co-ordinator and Travel Plan.

Encouraging Walking

- 5.3 Walking is free and one of the most sustainable methods of travel having a number of physical and psychological benefits. Furthermore, walking features in most people's journeys, including those who use public transport or those without access to a car.
- 5.4 Walking offers reliable journey times and has an important role to play for journeys made to the workplace, particularly for short journeys.

Encouraging Cycling

- 5.5 Cycle parking is provided on Park. The Travel Plan Coordinator will monitor the condition of the cycle parking to ensure that they are maintained to a suitable standard. The Landlord will be responsible for maintenance or repairs.
- 5.6 The Travel Plan Coordinator will promote cycling as a viable transport option by supporting those interested in cycling in terms of promoting good routes and maintaining and/or establishing the physical facilities required.
- 5.7 The Travel Plan Coordinator will undertake the following measures to encourage cycling:
- Promotion of the health benefits of cycling;
 - Publicise the availability of cycle parking; and
 - Promote events such as National Bike Week and Cycle Training.

Encouraging Public Transport

- 5.8 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important and up-to-date details of bus and train services, including route information and service frequencies, will be made available to employees. Traveline and relevant travel websites and enquiry phone numbers will also be promoted through the Travel Packs and at the reception.
- 5.9 Employees will be advised of the best ways to seek out the most-up-to-date travel information for local and national public transport services, including the use of smart phone technology.

Car Sharing

- 5.10 It is recognised that some employees will need to drive to work. However, it is not necessary that each employee who needs to drive travels alone each day, with car sharing a convenient way to reduce the number of vehicles on the road. The Travel Plan Coordinator will promote the benefits of car sharing for when employees may need to use a car.

Measures for Visitors

- 5.11 The Occupier does not have control of how customers travel to / from the Park. However, it is possible to inform customers. In this regard, up-to-date information for the most relevant public transport links to and from the Park will be provided on the website which will enable visitors to make an informed choice when travelling to / from the Park.

6 MONITORING AND REVIEW

- 6.1 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant. This section sets out the proposals for monitoring and review of the Travel Plan.

Monitoring

- 6.2 The monitoring of the Travel Plan will take place through the five-year life span of the plan. All monitoring will follow the most relevant up to date guidance and will be the responsibility of the Travel Plan Coordinator.
- 6.3 The monitoring process will start with the implementation of the Travel Plan with the Travel Plan Coordinator monitoring the condition of the cycle parking and changing facilities on a frequent basis along with liaising with staff on travel related subjects. Year 0 Baseline surveys will be undertaken within 3 months of the Unit opening for trading for Units implementing a Full Travel Plan. It is expected that given the proposals, each unit would require a Full Travel Plan.
- 6.4 Further Travel Surveys will be undertaken on the 1st, 3rd and 5th anniversary of the Year 0 Baseline survey.
- 6.5 The Travel Plan Coordinator will submit a Monitoring Report to the Council within 2 months of each Travel Survey. The Monitoring Report will include the results of the survey along with details of any new measures introduced and a general summary.
- 6.6 A copy of the draft Travel Survey Questionnaire is included at **Appendix B**.

Review

- 6.7 The review of the Travel Plan which will be carried out after each monitoring survey in consultation with Council Travel Plan officers will consider the following:
- The success of the measures since the previous review;
 - The need to amend or introduce new targets; and
 - The need to change or introduce new measures.

7 ACTION PLAN

7.1 **Table 7.1** sets out a draft Action Plan which will be revised if necessary following each Travel Plan Monitoring and Review.

Table 7.1 – Travel Plan Action Plan				
Action	Target	Funding	Measure	Responsibility
Appointment of TPC	1 month prior to Unit opening for trading	Occupier	TPC appointed	Occupier
Updating of Travel Plan	Within 3 months of Unit opening for trading	Occupier	Travel Plan	TPC / Occupier
Production of Travel Pack	Prior Unit opening for trading	Occupier	Completed Welcome Pack	TPC
Launch of Travel Plan	Within 1 month of Unit opening for trading	Occupier	-	TPC / Occupier
Travel Pack issued to staff	Prior to commencement of employment	Occupier	Staff received Travel Pack	TPC
Baseline Travel Survey (Year 0)	Within 3 months of Unit opening for trading	Occupier	Receipt of survey results	TPC
Update Travel Plan	Within 1 month of receipt of survey	Occupier	Updated Travel Plan	TPC
Promote walking & cycling	Ongoing with focus on summer months	Occupier	NA	TPC

Appendix A

(Bus Map)

Appendix B

(Travel Questionnaire)