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Thackeray Estates

1-15 Queen Victoria Street and 147 & 148 Friar Street, Reading

Delivery and Servicing Plan

February 2021

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Delivery and Servicing Plan

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1 Introduction

1.1 Document Context

- 1.1.1 This Delivery and Servicing Plan (DSP) has been prepared by mode transport planning on behalf of Thackeray Estates. It accompanies a planning application for the redevelopment of three existing buildings which form 1-15 Queen Victoria Street and 147 & 148 Friar Street, Reading, Berkshire, RG1 1EX.
- 1.1.2 The northern boundary of the application site borders Friar Street, the eastern edge runs along Queen Victoria Street.
- 1.1.3 The redevelopment comprises the retention of the existing ground floor retail units (Use Class E) and the redevelopment of the upper floors from office and commercial space to 41 apart-hotel units (Use Class C1) and four new retail units (Use Class E). This DSP will focus on the upper floors of the development to address the change of use.
- 1.1.4 Servicing and deliveries will take place using existing infrastructure, from Queen Victoria Street and laybys on Friar Street or Station Road.
- 1.1.5 The site is located within Reading town centre, under the jurisdiction of Reading Borough Council (RBC), who also operate as the local highway authority.

1.2 Document Purpose

- 1.2.1 The purpose of the DSP document is to ensure that delivery/servicing activity associated with the apart-hotel can take place in a safe, efficient and sustainable manner. It has been developed in accordance with best practice guidance and national, regional and local policies.
- 1.2.2 The DSP identifies the following aspects in relation to the future site operation:
- Types of servicing vehicles accessing the site;
 - Onsite servicing arrangements;
 - Frequency and timing of servicing activity;
 - Proposed service vehicle routing; and
 - Occupier management mechanisms to ensure efficient and safe servicing activity occurs at the site.
- 1.2.3 The remainder of this report is structured under the following chapter headings:
- **Section 2** the freight-based policy context;
 - **Section 3** outlines the local site context;

- **Section 4** outlines the site-specific servicing arrangements;
- **Section 5** outlines the proposed servicing details, measures and initiatives;
- **Section 6** sets out a monitoring and review strategy; and
- **Section 7** provides a summary.

1.2.4 This DSP is applicable to all delivery vehicles servicing the apart-hotel. Compliance and implementation of the DSP will be monitored and reviewed by the management of the apart-hotel. This guidance is based on lessons learnt from Quiet Deliveries trials held by DfT, Freight Transport Association (FTA) and Noise Abatement Society (NAS) in 2010-11.

1.2.5 It is anticipated that a detailed DSP will be secured by Condition.

2 Policy Context

2.1 National Policy

- 2.1.1 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. The NPPF was published in March 2012 and has since been revised in February 2019 and again in June 2019.
- 2.1.2 The NPPF presumes in favour of sustainable development, ensuring it is 'at the heart of the Framework.' Five key principles are put forward to promote sustainable transport in the plan-making and development proposals, one of which is to *"promote walking, cycling and public transport use, whilst actively managing patterns of growth"*.
- 2.1.3 Chapter 9 'Promoting Sustainable Transport' within the NPPF states that applications for developments should ensure the allowance of 'efficient delivery of goods' and facilitate access for pedestrians, cyclists and public transport services.

2.2 Local Policy

- 2.2.1 The Reading Borough Local Plan (RBLP) was adopted on 4th November 2019 which details planning policies, for development in Reading unto 2036.
- 2.2.2 Policy TR1 sets out goals for Achieving the Transport Strategy. It states, *"Proposed development should contribute appropriately to meeting the objectives of the most up-to-date Local Transport Plan or any successor document, including sub-strategies, specific projects identified and the local action plans"*.
- 2.2.3 Section 5.78 of the Reading Transport Strategy 2036 Consultation Draft – March 2020 relates to the objectives of the RBC, to support sustainable distribution methods that bring economic benefits to Reading while reducing environmental impacts and social nuisance and covers the need:
- To work with freight operators to help them operate a service that reduces impacts on the town in terms of noise and air pollution and also minimises carbon emissions;
 - To develop the content and delivery of local travel and route choice information for freight operators;
 - To manage the loading and unloading of goods to improve the efficiency and operation of the surrounding network;
 - To promote measures that minimise the impact of freight transport on road maintenance and road safety; and
 - To continue to evaluate and, where appropriate, enable consolidation and interchange options between freight modes to reduce the number of freight trips within Reading.

2.3 Good Practice Guidance

2.3.1 The Quiet Deliveries Good Practice Guide published by DfT in April 2014, covers the key problems for retailers, freight operators, local authorities and community stakeholders, reducing congestion and delays that affect freight and retail business, as well as local communities, particularly residents. This guidance is based on lessons learnt from Quiet Deliveries trials held by DfT, Freight Transport Association (FTA) and Noise Abatement Society (NAS) in 2010-11 and from the experience during the London 2012 Games.

2.3.2 The Core principles of the DfT document on quiet deliveries is:

- *“about enabling businesses and organisations to make and receive deliveries outside the main working day. The flexibility will generate multiple benefits for all affected parties, such as reduced congestion, lower emissions and business efficiency.”*

2.3.3 Through pilot schemes and case studies it was found that:

- *“If delivery times are extended into the evenings/night-time periods in a well-managed manner, that schemes can work effectively with minimal or negligible disturbance to residents and surrounding communities.”*

2.4 Summary

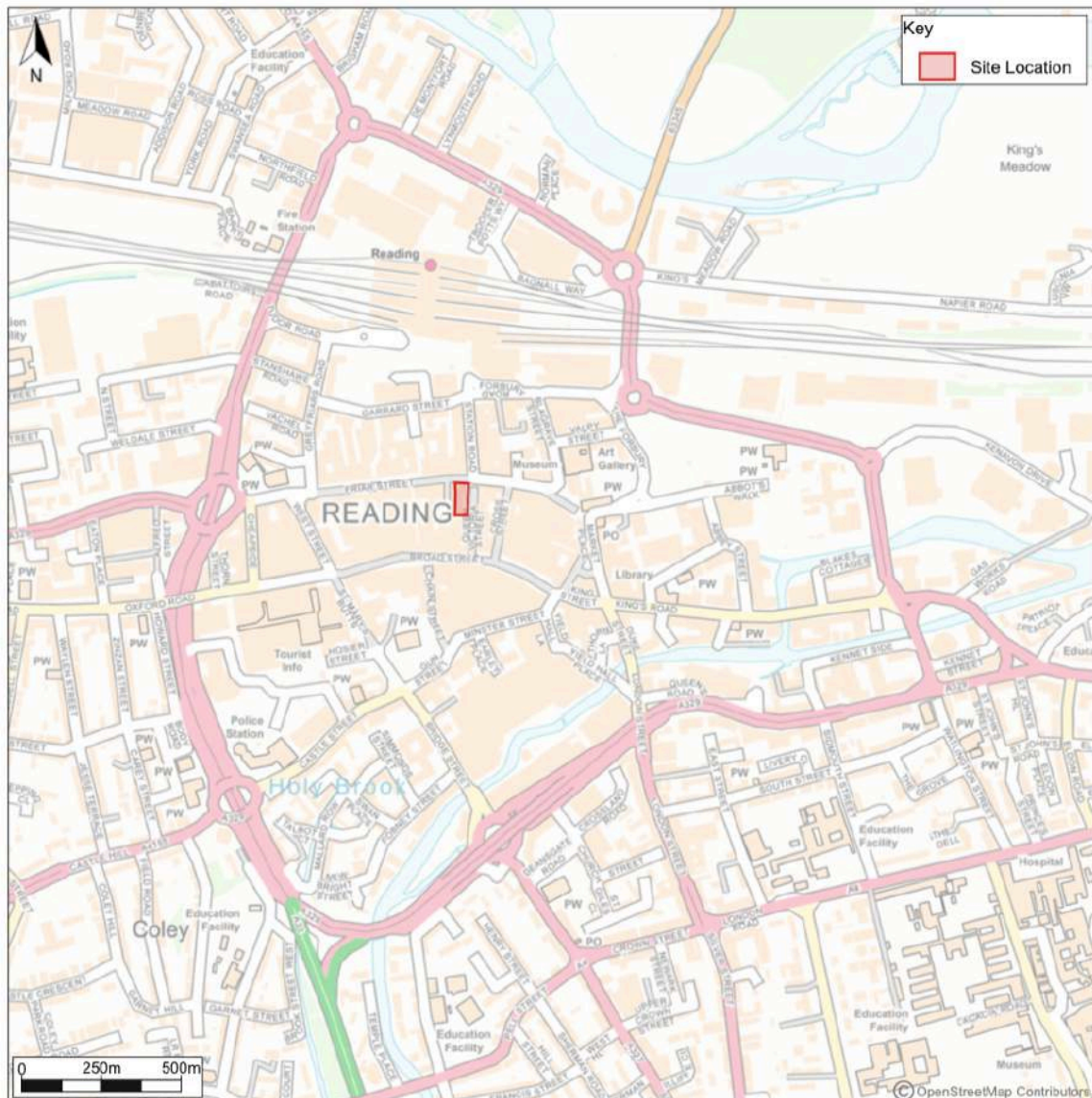
2.4.1 The DSP accords with the relevant national and local level transport policy and has adopted the recommended good practice guidance to further its effectiveness. The DSP will ensure that all deliveries are managed to minimise their impact on the local road network.

3 Local Context

3.1 Site Location and Highway Network

- 3.1.1 The application site is located on the corner of Queen Victoria Street, which is pedestrianised, and Friar Street which is a predominantly bus focused red route.
- 3.1.2 The pedestrianised area to the east and south of the site, on Queen Victoria Street and Broad Street, restricts vehicular movements except for loading between 6pm and 10am.
- 3.1.3 The section of Friar Street to the west of the application site is a single carriageway comprising an eastbound and westbound bus lane and to the east Friar Street is subject to one-way circulation. Station Road, to the north of the site, is a one-way street which leads to Blagrove Street where vehicles can join the local highway network via Forbury Road or re-join the one-way system to the south of Reading via Valpy Street or via Friar Street for relevant bus routes.
- 3.1.4 Friar Street, Station Road and Blagrove Street are part of the red route network within Reading, which prohibits stopping at any time, including to load and unload. However, there is provision for taxis, buses and loading with multiple bus stops and laybys located to the east and west of the site on Friar Street and within the vicinity of the railway station.
- 3.1.5 The location of the application site is illustrated on [Figure 3.1](#).

Figure 3.1: Site Location



4 Site Specific Servicing Arrangement

4.1 Development Proposal

- 4.1.1 The development proposals of the 3 buildings forming the application site comprises the retention of the existing ground floor use of retail (Use Class E) units and the redevelopment of the upper floors from residential, office and commercial space to 41 apart-hotel units (Use Class C1).

4.2 Servicing Arrangements

- 4.2.1 Servicing and deliveries to the site for the new retail units will take place as per existing arrangements for the retained retail uses and in accordance with the specified times from Queen Victoria Street whereby access is allowed for loading between 6pm and 10am.
- 4.2.2 Designated loading bays are provided on Station Road and Friar Street to the east of the site where loading is permitted between 5am and 11pm, as shown in **Figure 4.1**. Goods can be trolleyed a short distance from this location, to the application site.
- 4.2.3 Alternatively, Friar Street to the west of the site permits loading on sections of double yellow lined kerbside outside of the 7.30am – 9.30am and 4.00pm – 6.00pm exclusion time period.
- 4.2.4 It is envisaged that the apart-hotel will be serviced in the same manner as the retained retail units.
- 4.2.5 It is considered that there is sufficient capacity on Queen Victoria Street and surrounding roads to accommodate the delivery and servicing requirements generated by the development proposals.

Figure 4.1: Existing Loading Bays



- 4.2.6 The combination of the kerbside options on Friar Street and Station Road, and access from Queen Victoria Street provides sufficient opportunity to continue to service the existing retail units on the ground floor of the application site and to accommodate the additional deliveries and servicing requirements generated by the change in use of the upper floors of the site.
- 4.2.7 Refuse collection for the apart-hotel units will take place from Queen Victoria Street within the specified times for access which the future operator will agree with the appointed collector.

4.3 Servicing Strategy

- 4.3.1 The occupier of the apart-hotel will determine the requirements for deliveries and servicing which will be within the parameters of the local restrictions. This will be in consultation with RBC, if required.
- 4.3.2 Servicing /deliveries for the retail units is expected to be similar to the retain retail units. The apart-hotel will likely be limited to daily laundry and weekly dry goods deliveries along with weekly refuse collection. Details will be provided to RBC once the operators for the retail units and apart-hotel have been confirmed.
- 4.3.3 Staff of the apart-hotel will utilise the refuse store, located on the ground floor, to move items from the upper floors to help ensure smooth turnaround of servicing and deliveries. The refuse store can be accessed on foot via the pedestrian accesses on both Queen Victoria Street and Friar Street.
- 4.3.4 Scheduling of the arrival of servicing vehicles to the apart-hotel will take place in order to restrict waiting times and allow for efficient turn-around. The scheduling should take other functional needs of the apart-hotel into consideration to ensure minimal conflict with guests and visitors. The scheduled times will be communicated to staff of the apart-hotel to ensure preparations can be made to assist servicing.

4.4 Vehicle Routing

- 4.4.1 Deliveries to the apart-hotel are anticipated to route via M4 as part of the strategic highway network. From the east, vehicles will access the application site via the A329(M) and A329; the A33 will provide access from the south and the A4 will allow vehicles to reach the internal highway network of Reading town centre.
- 4.4.2 Servicing vehicles will access the application site via the Forbury Road / Vastern Road roundabout, located to the east of Reading railway station, where the one-way system on Blagrove Street can be utilised to reach Friar Street and Queen Victoria Street. On exit, vehicles can continue on the one-way system on Station Road, to return to the wider highway network via the Forbury Road / Vastern Road roundabout.

5 Measures and Initiatives

5.1 Overview

- 5.1.1 This section of the DSP outlines the specific management measures to be implemented at the proposed apart-hotel. The measures aim to manage the impact of delivery and servicing activity.

5.2 Management of the Plan

- 5.2.1 A member of staff will be appointed to oversee the management, development and monitoring of the DSP. The DSP principles and measures will be promoted to employees of the apart-hotel and delivery drivers associated with the premises.
- 5.2.2 The key principles of the DfT Quiet Deliveries Good Practice Guide would be adopted, which would include:

General Servicing Best Practice

- Making sure all equipment (vehicles and servicing area) is in good working order and maintained to minimise noise;
- Identify timings for deliveries in advance so both driver and store operatives are prepared for the arrival;
- Seek to ensure that delivery vehicles spend as little time possible attempting to access the service area; and
- Ensure all staff are briefed and trained to follow the company code of practice.

Operation of the Servicing Area

- Schedule regular servicing and delivery times, with store staff forewarned when the delivery is expected;
 - During out of hours servicing switch off any bells/alarms/speakers when the servicing area doors are open;
 - Avoid where possible cages banging together or against servicing equipment;
 - Switch off reversing alarm for out of hours deliveries; and
 - Turn off service vehicle engines when not manoeuvring to prevent idling.
- 5.2.3 The above list is not exhaustive and the DSP can be updated as necessary, but nevertheless provides an indication of the measures that would be put in place.

6 Monitoring and Review

6.1 Monitoring

- 6.1.1 The appointed member of staff will be responsible for the ongoing monitoring of the DSP.
- 6.1.2 The monitoring process will generate information by which the success of the DSP can be evaluated. The monitoring process will enable the DSP to be modified as appropriate, to respond to any issues as they arise.
- 6.1.3 A record will be kept of any incidences, comments or feedback from staff or delivery drivers.

6.2 Review

- 6.2.1 The occupier will undertake an annual review of the DSP and will make any necessary changes or alterations as a result of this review. Stakeholders will be consulted where appropriate.

7 Summary and Conclusion

7.1 Summary

- 7.1.1 This Delivery and Servicing Plan (DSP) has been prepared by mode transport planning on behalf of Thackeray Estates. It accompanies a planning application for the redevelopment of three existing buildings which form 1-15 Queen Victoria Street and 147 & 148 Friar Street, Reading, Berkshire, RG1 1EX. The proposals include the development of the upper floors of the site to 41 apart-hotel units and four new retail units. The ground floor retail units will be retained and servicing will continue as per existing arrangements.
- 7.1.2 The servicing and delivery operation for the development of the apart-hotel on the upper floors will take place within existing restrictions and allowances on Friar Street and Queen Victoria Street.
- 7.1.3 The occupier of the retail units and the apart-hotel will manage arrivals to ensure a low impact on the local highway network and efficient operation of servicing, in alignment with other commercial properties in the vicinity of the site. This includes the collection of waste.
- 7.1.4 It is considered that there is sufficient capacity on Queen Victoria Street and surrounding roads to accommodate the delivery and servicing requirements generated by the development proposals.
- 7.1.5 The DSP has been drafted in accordance with regional and national policy in relation to the movement of freight. It will remain a live document that will evolve over time to ensure that objectives are met in the most appropriate manner.

7.2 Conclusion

- 7.2.1 The measures set out within this DSP will ensure the successful and efficient operation of delivery and servicing activity on a day-to-day basis, minimising the impact of servicing movements on the road network.



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