



Proposed 182 Rooms Hotel
173-175 Friar St
Reading

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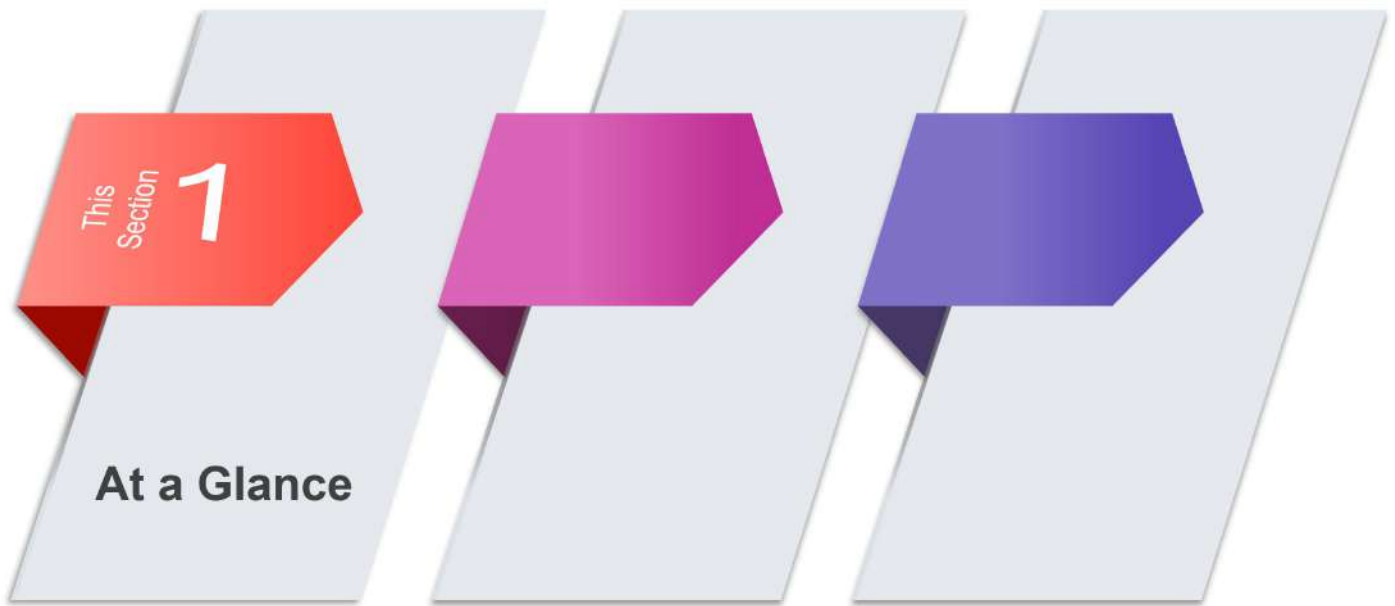
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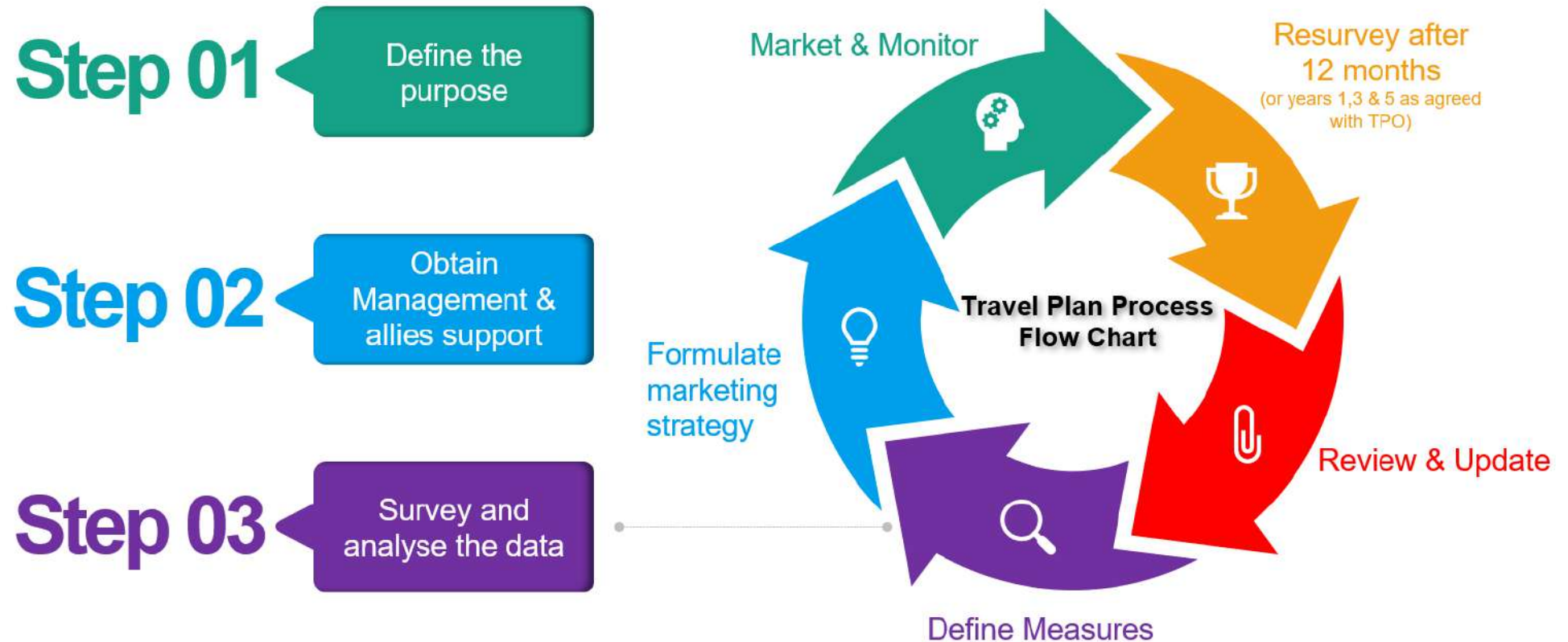




Development Proposals

Summary

Action Plan



- A.1 iTransport Planning, a specialist member of iPRT Group of companies, has been commissioned by the Applicant to provide a **Travel Plan (TP) for the proposed 182 bedrooms Hotel at 173-175 Friar Street, Reading**, google maps link <http://bit.ly/2KyCJTU> (Figure A.2).
- A.2 The site has recently been consented for 43 residential units, 1,603 m² of retail space across 8 units and 4,208 m² of office space. The proposals were car-free, with no on-site parking provided and include the retention of the existing pedestrian route.

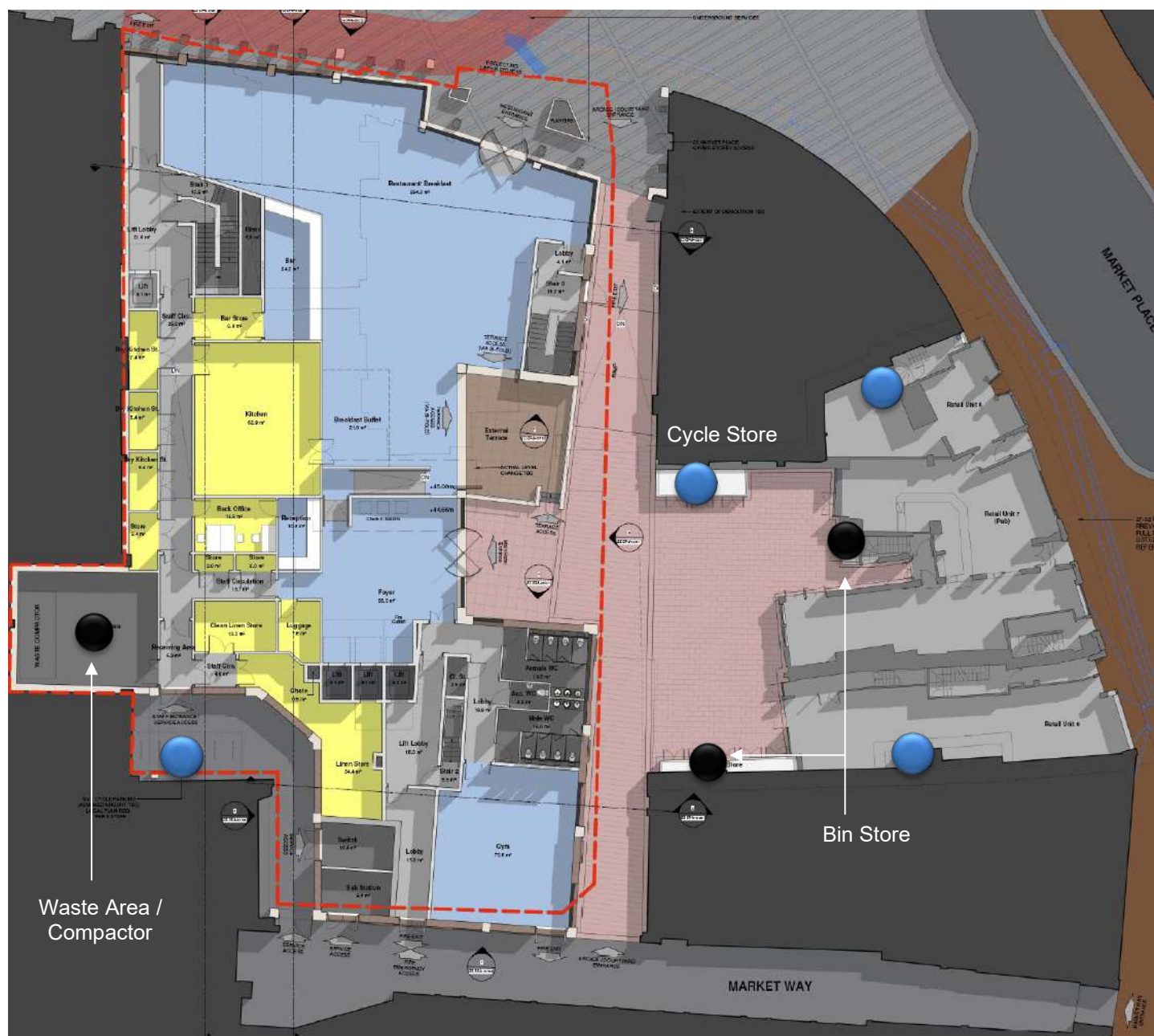


Figure A.1
Illustrative Layout – proposed
Please refer to architect plans for comprehensive set

SITE LOCATION

- A.3 The site is located to the west of Market Place and the south of Friar Street with predominantly retail and commercial uses in the immediate vicinity of the site. The shops of Broad Street and the Oracle are approximately 250 metres to the south in Reading core town centre, whilst Reading station is approximately 350 metres to the north.

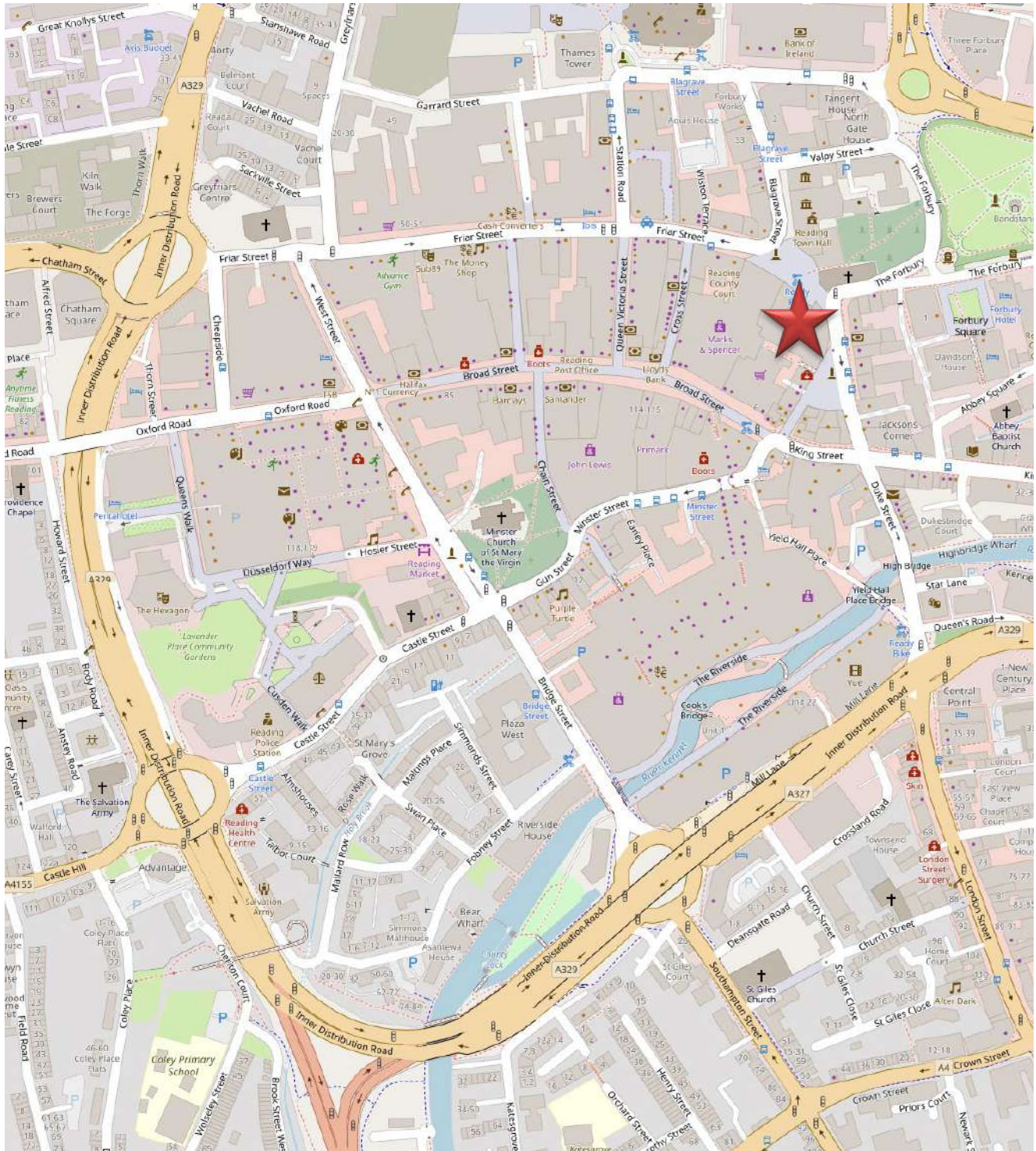


Figure A.2
Illustrative site location

TYPICAL 'STEP BY STEP' TRAVEL PLAN PROCESS



- It costs UK motorists upwards of £6,000 a year to own and run an average car (Source: The AA). So, it makes sense to think carefully about whether a vehicle is needed.
- The RAC says that around three million cars in the UK are used less than once a week.
- Should Cyclists be put off by steep terrain on their route, there is always the option of purchasing an electric bike. Starting at around £500, they have a range of 20–25 miles and also offer both speed and fitness benefits.
- Motorbikes and scooters cost considerably less to run than a car. For example, 125cc bikes and scooters will do more than 100 miles per gallon, which means a 20-mile daily work commute could cost as little as £5 a week in petrol. Electric scooters are particularly cheap to run – as little as 1p a day with a range up to 40 miles.
- Even working from home just one day a week would help reduce car parking congestion.

- i A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. An effective and efficient TP is the mechanism for achieving the sustainable transport access strategy to the site. This document provides the framework for operating the TP. The TP is prepared taking account of currently available best practice guidance and experience.
- ii The overall responsibility for the TP will be managed and operated by the Travel Plan Coordinator (TPC)
- iii Figure B.1 presents the TP Summary that forms the basis of operating the TP. This summarises identified measures that are proposed and indicates the timing for the start of the measures. It creates positive sustainable transport awareness and culture for the development. This Summary will be reviewed and amended as appropriate as part of the monitoring and review process of the TP.



1. Three months prior to occupation 2. Annually 3. Within 3 months of occupation – to be agreed with LPA
4. Ongoing – also included in Welcome Pack 5. Design Stage

Figure B.1
TP Summary

C. ACTION PLAN

Suggested time-scales for action:

Short = up to 6 months

Medium = 12 – 18 months

Long = within 5 years



All the Actions will form part of the TPC role which is funded by the Applicant.

As part of the future full travel plan, the action table will include start and end or review dates for all actions and a named representative who will be responsible for ensuring that they are carried out. These cannot be specified at this stage but will be reviewed and updated once this is possible.

ITEM	CODE	ACTION	TARGET	TIMESCALE	COMMENTS
Reducing unnecessary travel					
Cycling / Walking					
Tax incentives for cycling	TP1	Raise awareness of this initiative and promote to all through social media, Welcome Pack and as part of personalised travel planning	Staff	Short - ongoing	
Cycling & Walking promotion as part of healthy living	TP2	Ongoing promotion of cycling and walking by making good use of social media Promote cycling on special days e.g. bike2work day, Car Free Day, at Work Without My Car Day; Car-free challenge day; sponsored walks; race for life; sports relief, national Walk to Work week, National Bike Week...etc In social media, Welcome Pack, leaflets, etc include a map of the local area with walking routes and 5 or 10 minute walking distance boundaries. In social media, Welcome Pack, leaflets, etc include a map of the local area with cycling routes and 10 or 20 minute walking distance boundaries.		Short	Distribute “Travel to site” leaflet to all Provide small rewards for those who cycle/car share (e.g. pen, a box of chocolate, etc.) Target: To increase the number /percentage of those walking, cycling, car-sharing and using public transport by 2% year on year subject to initial survey findings

Bicycle User Group (BUG)	TP3	Set up BUG to hold meetings at least once every 6 months Offer cycle maintenance classes and cycle training.		Medium	BUG to help cyclists to devise a cycle route to the site
Encourage walking and cycling	TP4	Promote walking as a healthy lifestyle choice. Participate in sponsored walks and events such as Race for Life, Sports Relief, national Walk to Work week...etc Organise a cycle buddy scheme to encourage less experienced cyclists to develop their confidence whilst riding with the more confident. Cycle buddies may cycle to work together or ride at lunch time. Negotiate discounts on bikes and accessories with local retailers. Provide opportunities for security marking of bikes	Staff	Short	Target: To increase the number /percentage of those walking, cycling, car-sharing and using public transport by 2% year on year subject to initial survey findings
Public Transport					
Public Transport* Publicity * included bus, Metro, Tram, Rail (etc)	TP5	Publicise the proximity of the site to local amenities Publicise the route / connectivity and financial benefits that public transport would provide; Publicise public transport routes, timetables, travel information lines etc and include in Welcome Pack newsletter, social media and via direct marketing. If relevant, arrange for 'Transport providers'* to send additional information to provide guidance on personal travel requirements to and from the Site. Display and update public transport timetables on the development site's website Promote Traveline 0871 200 2233 to help with personal travel requirements	Staff	Short	If and when services are improved over time, these will be heavily publicised to encourage maximum take-up. Target: To increase the number /percentage of those walking, cycling, car-sharing and using public transport by 2% year on year subject to initial survey findings

Encourage use of public transport	TP6	Promote 'Buddy' scheme if needed Promote the health and financial benefits and make good use of social media	Staff	Short	
Awareness Raising					
Inform	TP7	Induction handbook / Welcome Pack to include Travel Plan information, provided to all Include details of public transport, timetables, cycle and walking links, how and where to buy tickets, etc Travel to the site information on the development's website and social media	Staff	Short	Leaflets regularly updated Make good use of social media
Travel Awareness & Information	TP8	Travel Awareness targeting all. Identify suitable communications media through: • Social media • Development's website • Newsletters; & • Travel Plan Groups	Staff	Short	Important to publicise success and keep everyone informed Information should be sent out with all publicity materials Website links and information should include details of sustainable mode of travel
	TP9	Provide personalised travel planning to staff prior to starting employment and <u>to hotel guests at booking stage / prior to arrival</u> Publicise the frequent and reliable service public transport would provide; Publicise the route / connectivity and financial benefits public transport would provide; Brief all involved in respect of the Travel Plan, such that they can pass on appropriate information to potential staff	Staff and where relevant guests		The TPC will take over the responsibility for passing on information to everyone at the very early stages. Measures will be identified to facilitate information being disseminated effectively.

Car Use					
Reduce car use	TP10	Endeavour to reduce car use in line with the discussion in Chapter 5	Staff	Short - ongoing	TPC to encourage cycling/walking / car-sharing to work, schools, commuting, leisure and shopping trips
Personalised Travel Planning	TP11	The 'core service' involves offering free tailored information and support "over the doorstep" to staff (prior to starting employment and at interview stage) and guests (at booking stage / prior to arrival), enabling them to walk, cycle and use public transport.	Staff & guests	Ongoing	
Travel Plan Group					
	TP 12	The TPC will set up a TP group to discuss travel-related issues and to provide a means of disseminating information concerning the Travel Plan.	Staff	Short	Hold quarterly on a weekday evening to encourage attendance.

NOTE: All the aforementioned Actions will form part of the TPC role which is funded by the Applicant.



TravelChoice

Fitter, Greener, Smarter

Key Public Transport Information	www.liftshare.com/uk www.traveline.info www.nationalrail.co.uk Liftshare opportunities Public Transport information and journey Planning National Rail information & Enquiries	01
Promotion of Cycling	www.sustrans.org.uk www.bikeweek.org.uk www.cyclinguk.org National Cycle Network Events to encourage cycling Training & Mentoring opportunities for cyclists	02
Promotion of Walking	www.walkit.com www.livingstreets.org.uk www.cyclinguk.org Planning of walking routes, app also available Events to encourage walking - National Walking Month Training & Mentoring opportunities for cyclists	03
Miscellaneous	www.cyclestreets.net www.letsride.co.uk www.cyclescheme.co.uk/get-a-bike/how-it-works www.atob.org.uk/rail-ferry-zone/ www.rac.co.uk www.betterpoints.uk www.bikemap.net www.bikehub.co.uk www.theaa.com/route-planner Cycle routes planning British cycling – to organise events Cycle to work scheme Taking bicycles on train / ferry Journey Planning Active Travel Incentives	04
Personalised Travel Planning, Promotion of and information on...	- Producing Personalised local travel arrangements, highlighting the travel options available to them by walking, cycling and public transport and the benefits thereof; - Travelling to the development by sustainable means of transport; - Local website(s) which includes links to cycle maps and facilities and links to local cycling groups - Local website(s) for Public Rights of Way maps; - Local website(s) which includes links to local walking groups; - Investigate discounted fares offered by public transport operators; and - Telephone numbers to local taxi companies https://www.networkwestmidlands.com/ Local Public transport	05

Live links are available at

<https://www.iprtgroup.com/Links/>



Scan the QR Code



Introduction

Purpose

Site Audit

Co-ordination

Objectives & Targets

Public Transport

Car Use

Walking & Cycling

Equality Act

Monitoring & Review

**Information, Marketing &
Promotion**

- 1.1 Travel Plans are the Government's recommended way forward to widen travel choice and to reduce reliance on the car. The TPC must work closely with everyone concerned for sustainable transport to become more attractive to use not just for part of the journey, but the entire door-to-door journey; It must be as convenient and straightforward to make a door-to-door journey by public transport, carshare, by bike or on foot, or by combining these different means, as by private transport.
- 1.2 So to encourage and enable more people to choose sustainable transport for the whole journey we need to focus on improving the entire door-to-door journey. That way, we can increase the use of sustainable transport – so reducing congestion – and encourage healthier travel choices.
- 1.3 This TP will attempt to promote and encourage convenient and efficient door-to-door journeys by sustainable transport and will support one or more of the following initiatives:

A Efficiency

- 1.4 Developing a Travel Plan can improve access and reduce transport and human resources costs; A healthier community and workforce means less absence.
- 1.5 Travel Plans will help to enhance the 'community' image; They would wish to show that they are a conscientious community by demonstrating their commitment to Sustainable Development within the context of the shifting culture towards sustainability, increasing concerns for environmental, social and economic issues.

B Environmental Responsibility

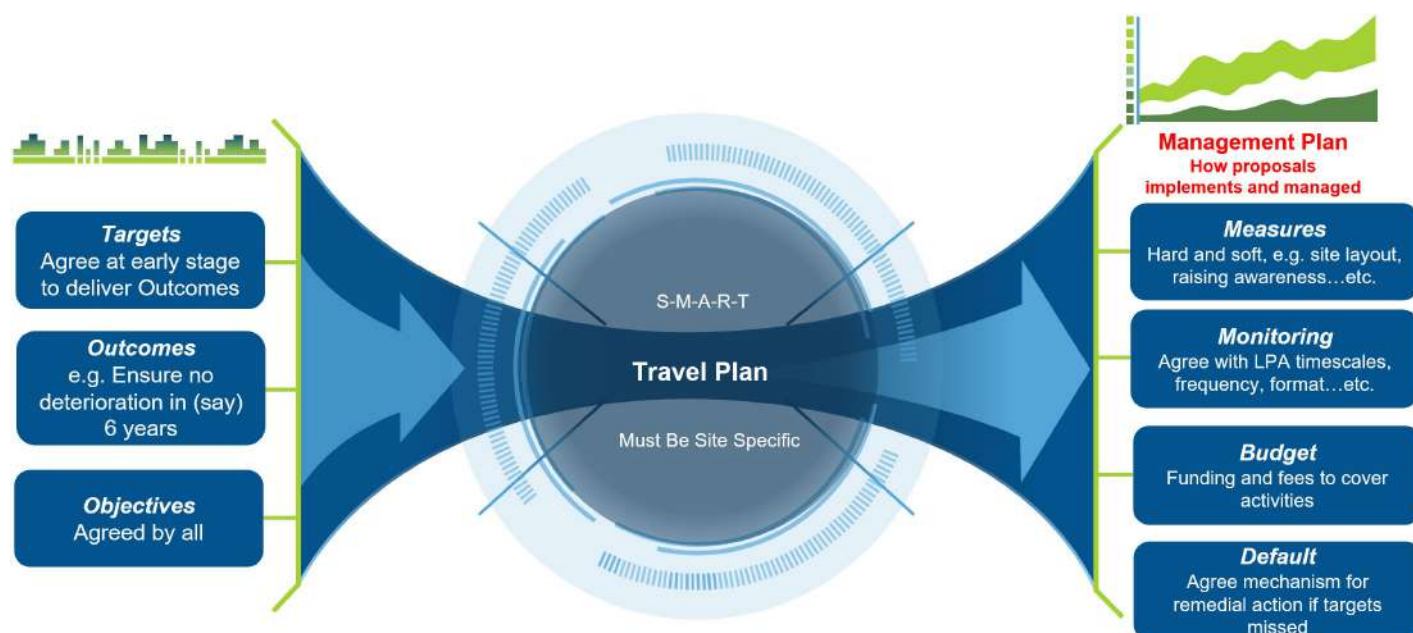
- 1.6 Travel Plans can reduce the environmental impact of the development's activities. Reducing travel reduces air and noise pollution, and traffic congestion.

C Social Responsibility

- 1.7 The 'development users and occupiers' would wish to address the environmental and social ethics of the development including how everyone travels to and from the site; Work-Life Balance; Equal opportunities; and Social inclusion



1.8 In producing the Travel Plan, we will ensure that all effective elements of the TP are included:



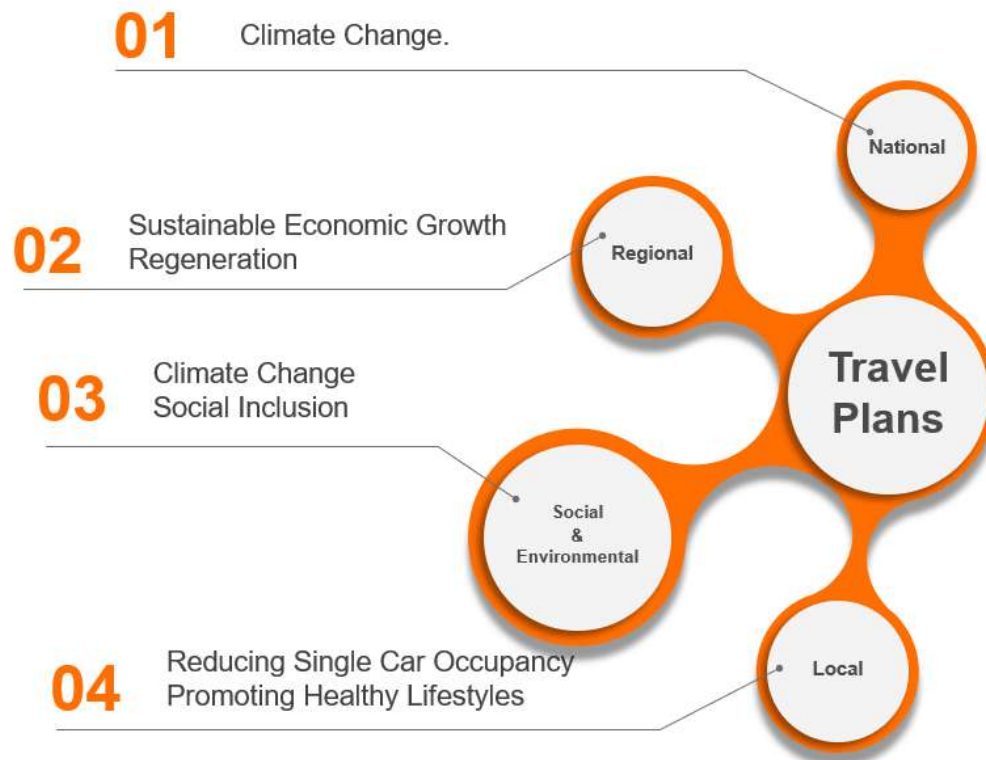
1.9 The FTP will operate in accordance with Reading Borough Council Travel Plan guidance.

CAR & CYCLE PARKING

1.10 The development is car-free however, 5 cycle parking spaces will be provided in lit, secure and overlooked location as demonstrated in Figure A.1. This provision will be monitored and regularly reviewed by the TPC as part of the Travel Plan Actions and increased as required.

WHY ARE WE PRODUCING A TRAVEL PLAN?

2.1 Reducing the need to travel is a crucial aspect of a Travel Plan and is a key objective. The development of a Travel Plan will further support Environmental and Social Responsibility.



THE OVERALL BENEFITS OF THE TRAVEL PLAN

2.2 The TP enables the development to contribute to:

- 'Community' responsibility
- Positive Publicity
- Increased travel choice
- Health Benefits
- A more accessible development
- Financial efficiency
- Saving Time

2.3 The key to the success and implementation of this TP is to involve stakeholder at all stages.

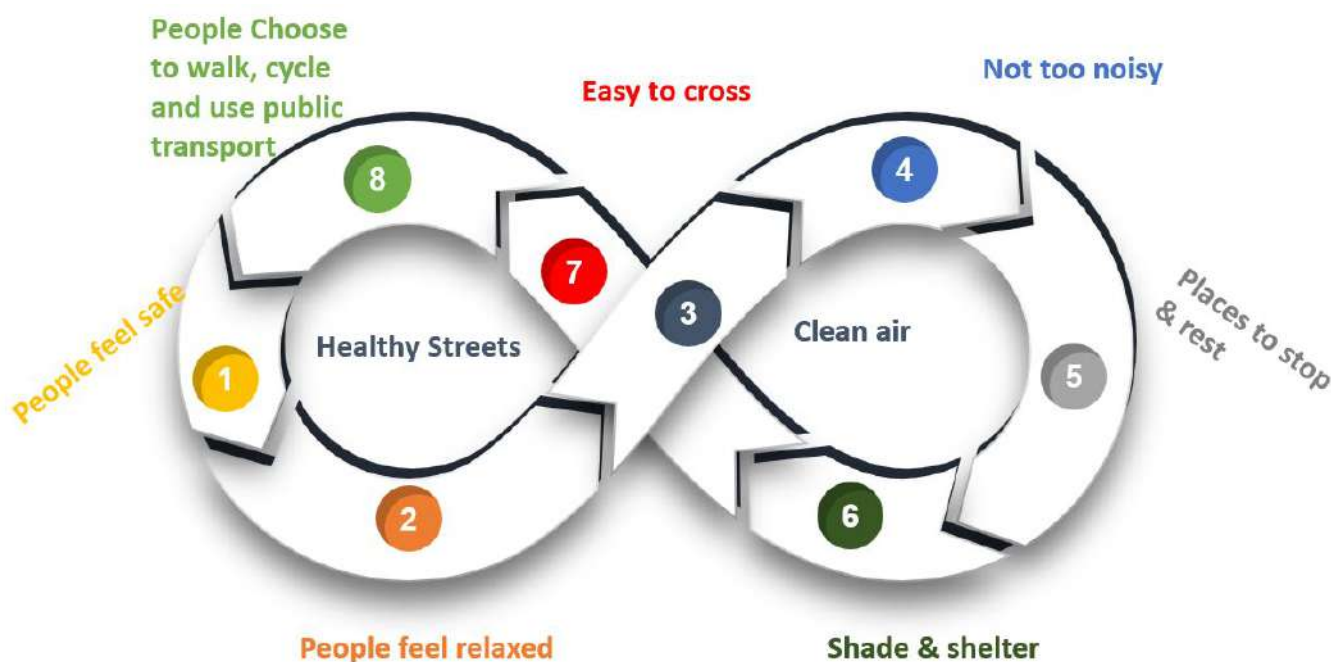
SITE LOCATION

- 3.1 The site is located to the south of Friar Street with predominantly commercial uses in the immediate vicinity of the site. The shops of Broad Street and the Oracle are approximately 250 metres to the south while Reading station is approximately 350 metres to the north.
- 3.2 The site location in relation to the local area is shown in Figure A.2.

LOCAL HIGHWAY NETWORK

- 3.3 Market Place forms the eastern boundary of the site and is a single one-way carriageway operating in a broadly north-south configuration. Market Place is subject to traffic restrictions allowing buses and taxis to use the route. Market Place has double yellow line restrictions along both sides.
- 3.4 To the north of the site, Blagrove Street becomes Friar Street, a one-way route operating in an east-west configuration between Blagrove Street and Station Road. Station Road offers access to the A329 Forbury Road to the northeast. Friar Street is subject to extensive double yellow line restrictions on both sides.

SUSTAINABLE MODES OF TRAVEL



Bus Services

- 3.5 The nearest bus stops to the site are located within 100 metres of the eastern boundary on Market Place. The stops on Market Place are served by a total of 37 different bus services, highlighting the central and highly accessible location of the site.
- 3.6 From Market Place, buses operate to destinations including Wokingham, Aldershot, Reading International Business Park and Reading University, among others. A summary of the bus services from Market Place with regard to the direction of travel is shown in Figure 3.1 and a copy of the local bus maps is provided in Appendix 5. Full details available at <https://www.reading-buses.co.uk/services> and <http://www.reading-travelinfo.co.uk/bus/services.aspx> <https://bustimes.org/operators/reading-buses>

DIRECTION	SERVICES
North	16 17 18 23 24 25 28/28a 29 33/33a 143 153 800 850 921 922
South	2/2a 7 8 9 10 11 21/21a 40 50/50a/50b 52 53/53b/53x 60/60a/60b/60e/60m/60x 62/62a 154
East	3 4 12 13 14 19a/19b/19c 26 127 128 129 244 500 981 991
West	1 15



Due to COVID
some service
changes may occur
at short notice



Figure 3.1a
Summary Bus Services in the vicinity of the site

route	towards	stops at
jet black 1	Theale/Thatcham/Newbury	EP FP CA CQ
lime 2 2a	Burghfield/Mortimer/Tadley	EP FP CA CQ
leopard 3	 Royal Berkshire Hospital/Arborfield/Wokingham	CL FM SA MA MF
leopard 3b	 Royal Berkshire Hospital/Arborfield/Bracknell	CL FM SA MA MF
leopard X3	Shinfield Park (direct)	EP FP
lion 4 X4	 Reading College/Wokingham/Bracknell	CT FN EO ME
emerald 5	Northumberland Avenue	MI CL CU SC MC
emerald 6 6a	Whitley Wood/Tesco depot	MI CL CU SC MC
tiger 7	Riseley/Hartley Wintney/Fleet	SC MC LB
9	 Royal Berkshire Hospital/  UoR/Whitley Wood/Mere oak	CR FM SA MA MF
leopard 10	 Royal Berkshire Hospital/Thames Valley Science Park/Spencers Wood	CR FM SA MA MF
bronze 11	Coley Park	MI CR FM EO MC
little oranges 19a 19c	 Royal Berkshire Hospital/  UoR/Earley (Silverdale Road)/Woodley	CR FM SA MA MF
little oranges 19b	 Royal Berkshire Hospital/  UoR/Beech Lane/Lower Earley	CR FM SA MA MF
orange 13 14	 Reading College/Woodley Centre/Woodley	EM MF
sky blue 15 15a	Tilehurst/Royal Avenue/Dee Park/Oxford Road/IKEA	FE CX
sky blue 16	Oxford Road/Purley	FE CX
purple 17	 Reading College/Wokingham Road (Three Tuns) Oxford Road/Tilehurst (Water Tower)	CY FN EO ME MG MM CN CW
claret 21 21a	 University of Reading/Lower Earley	CR CU EK MA
pink 22	Caversham Centre/ Caversham Heights	FL EL NA
berry 23 24	Caversham Centre/Caversham Park/Emmer Green	FL EL NA
pink 25	Caversham Centre/Sonning Common/Peppard Common	FL EL NA
yellow 26	Southcote/Calcot (IKEA)	EK FP CA CQ
27	Caversham Centre via Lower Caversham	FJ EL
29	Lower Caversham via Caversham Centre	EO FP FG
royal blue 33	Turnhams Farm/Tilehurst	FE CB CQ
buzz 42	Kenavon Drive Rivermead Leisure Centre	FN EO MF EN MP CS FG
greenwave	Kennet Island/Green Park/  Madejski Stadium/RIBP	CS SD MC
park & ride 60	Mere oak park & ride	CS SD MC
park&ride 500	Winnersh Triangle park & ride	MQ CS FM EO MC
stadium buses F1 R1	 Madejski Stadium (football and rugby matchdays only)	WS
	 Heathrow Airport	Reading Station 

Figure 3.1b
Summary Bus Services in the vicinity of the site

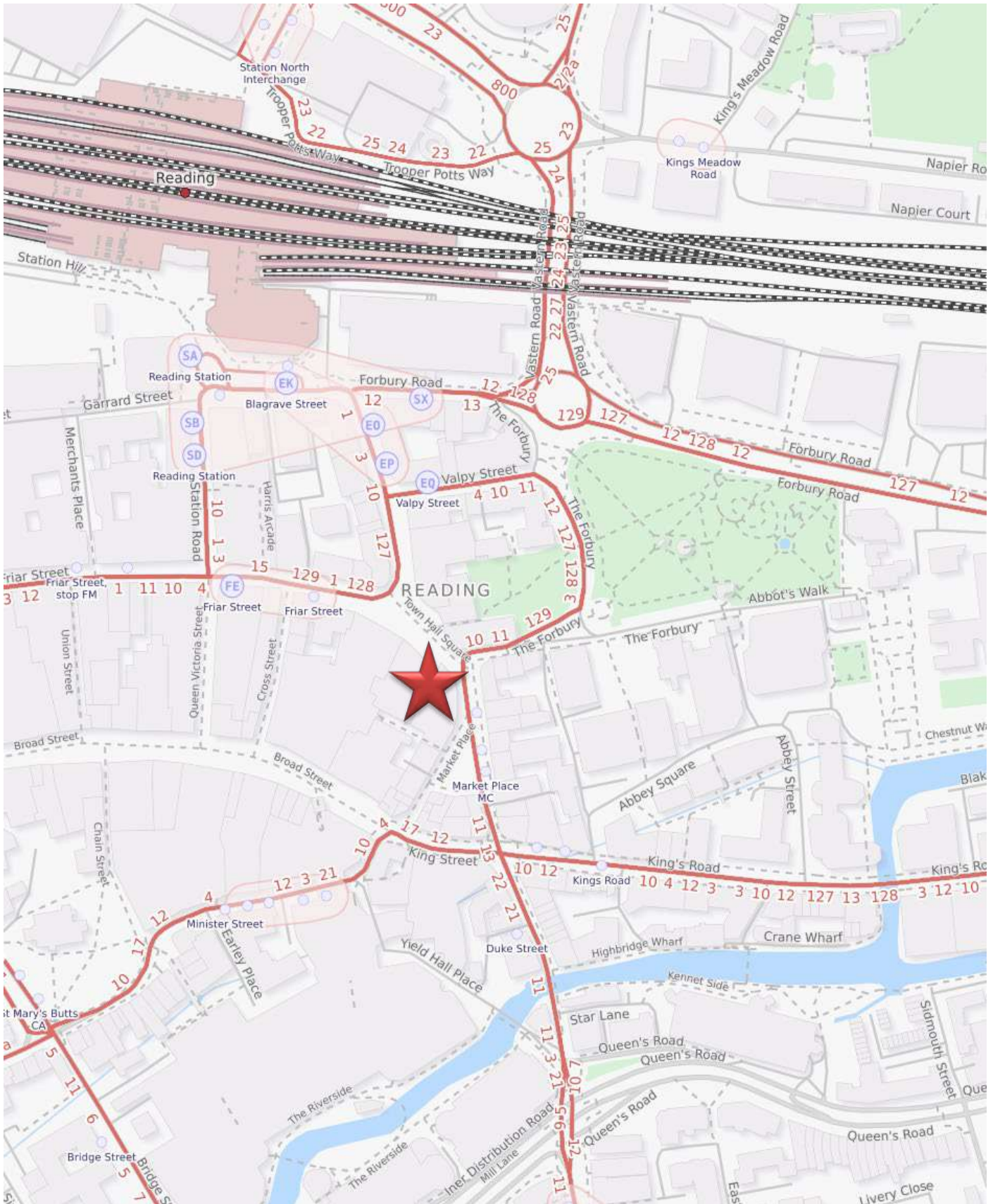


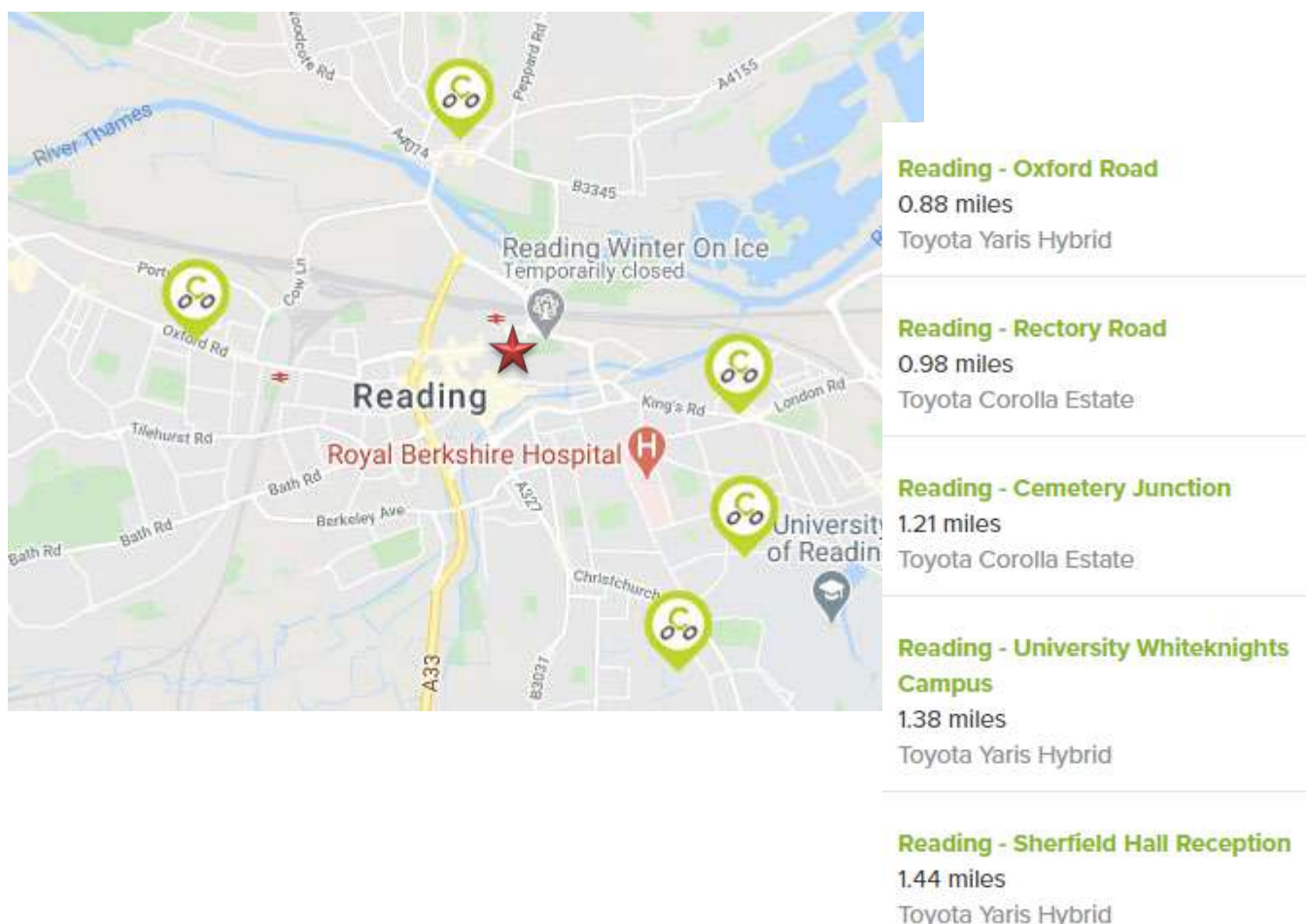
Figure 3.1c
Summary Bus Services in the vicinity of the site

Reading Railway Station

- 3.7 Reading station is located approximately 350 metres to the north (Figure 3.1a) of the application site and offers a range of rail services connecting to destinations including London Paddington, Swansea, Manchester and Gatwick Airport. The station benefits from a taxi rank, cycle parking provision and a multi-storey car park.
- 3.8 Crossrail, together with Network Rail and Transport for London (TfL), is working on Reading station to prepare for the start of the Elizabeth line services. When the full route opens, four Elizabeth line trains an hour (six an hour at peak times) will allow passengers to travel right through central London without having to change trains. Two Elizabeth line trains an hour (four an hour at peak times) will run between Maidenhead and Reading.
- 3.9 Taking into consideration the intended site use, it is considered that due to the destination served, the frequency of services available and the proximity of bus and train services to the development, the site is highly accessible by public transport.

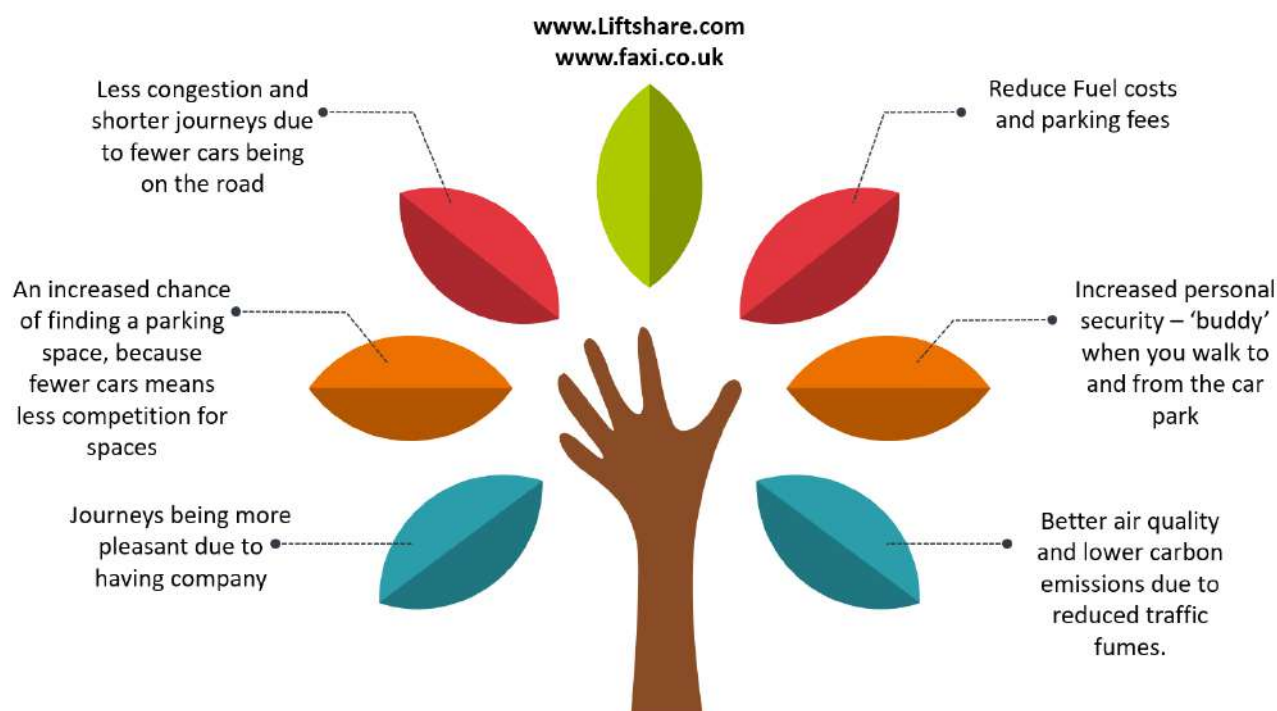
Car Club

- 3.10 Reading Car Club is operated by Co-Wheels with five car-sharing bays (at the time of drafting this Analysis) as demonstrated below:



Car Sharing

- 3.11 Liftshare.com and taxi.co.uk are examples of many car-sharing platforms operating throughout the UK. The programmes allow staff & visitors to sign up and view any car-sharing opportunities in their area. This will allow some staff / commuters travelling by car to potentially car share with others residing in Reading, adjoining areas or further afield.



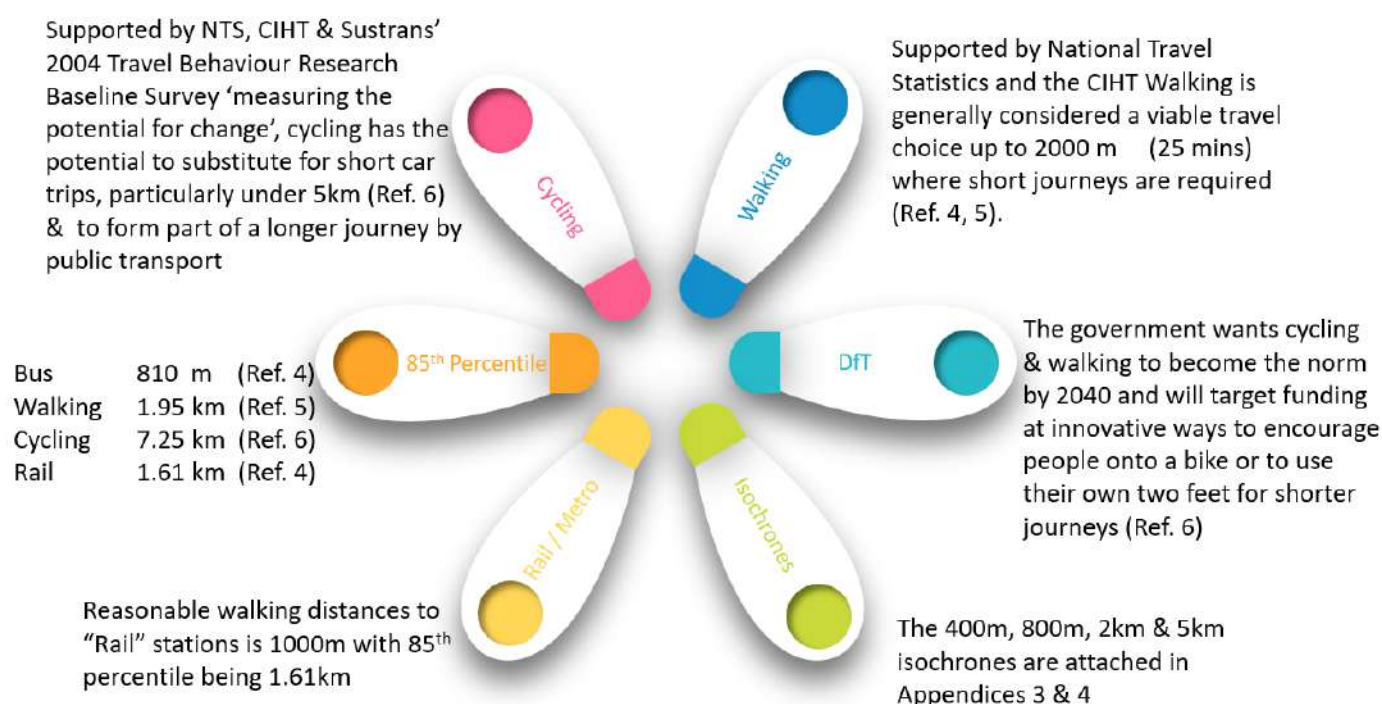
Taxi

- 3.12 As will be demonstrated in Chapter 4, there are two loading zones, one in the immediate vicinity of the hotel on Market St and the other within 50m to the north, along Blagrove St.

NON-MOTORISED ACCESSIBILITY

Walking & Cycling

3.13 As typical of well-established major city centres, paved footways are continuous throughout the adjoining roads network and is in excellent condition; connectivity is well established and capable of accommodating substantial pedestrian trips frequenting Reading's employment centre, leisure, retail, transport hubs and various other amenities within Reading.



- There are several pedestrianised routes in the immediate vicinity including a convenient link between Market Place and Broad Street as well as vehicle free routes to Forbury Gardens to the northeast. Further car-free routes operate throughout Reading town centre connecting Garrard Street to the north with the Oracle shopping centre to the south.
- A signalised pedestrian crossing is located to the east of the site creating a safe link to bus stops on the eastern side of Market Place. A further signalised crossing is located at the junction of Station Road and Friar Street offering a convenient route to the station.
- A range of local amenities (employment, leisure, retail, visitor attractions and services) are within walking distance of the site, an illustrative summary of these is attached in Figure 3.2 and Appendix 5

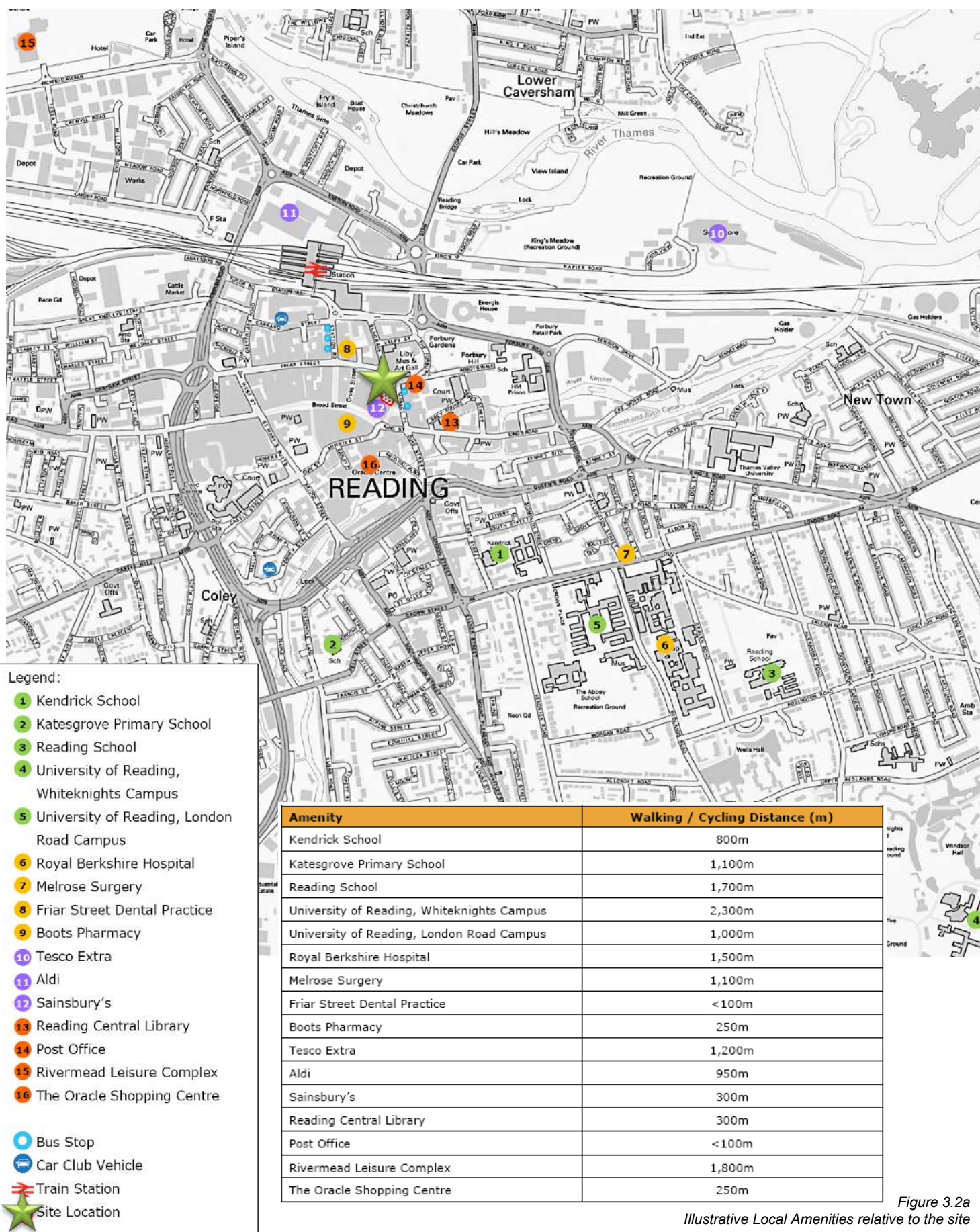


Figure 3.2a
Illustrative Local Amenities relative to the site

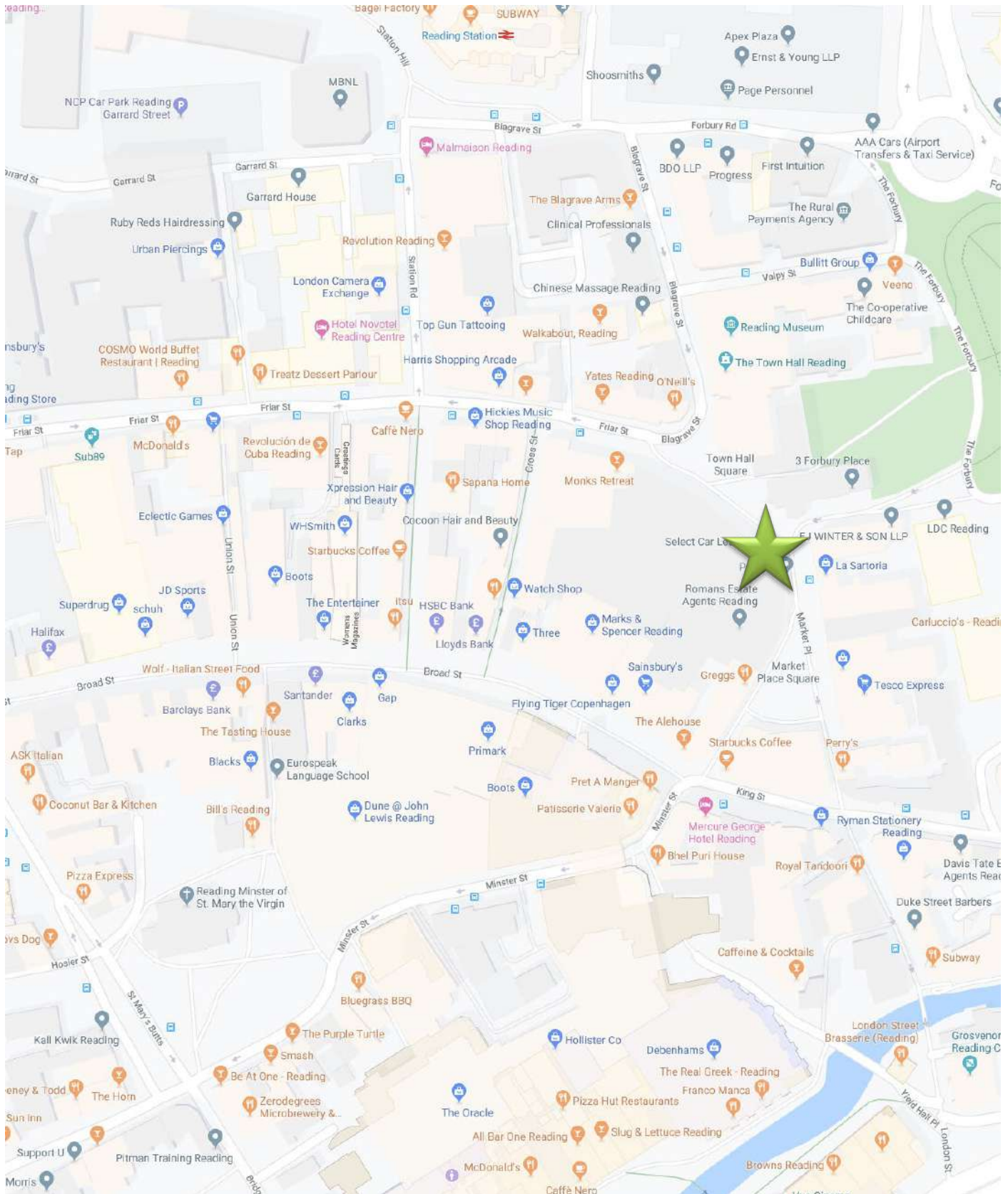


*Figure 3.2b
Illustrative Local Amenities relative to the site*

3.14 Further, Reading benefits from several local cycle routes which connect through central Reading in the vicinity of the application site. These routes comprise a mixture of on-road, off-road and quiet routes linking the centre of Reading to the university campuses, Whitley, Tilehurst and Royal Berkshire Hospital to name a few (below and Appendix 4). Cycle hire is available nearby as demonstrated in Figure 3.3 below.

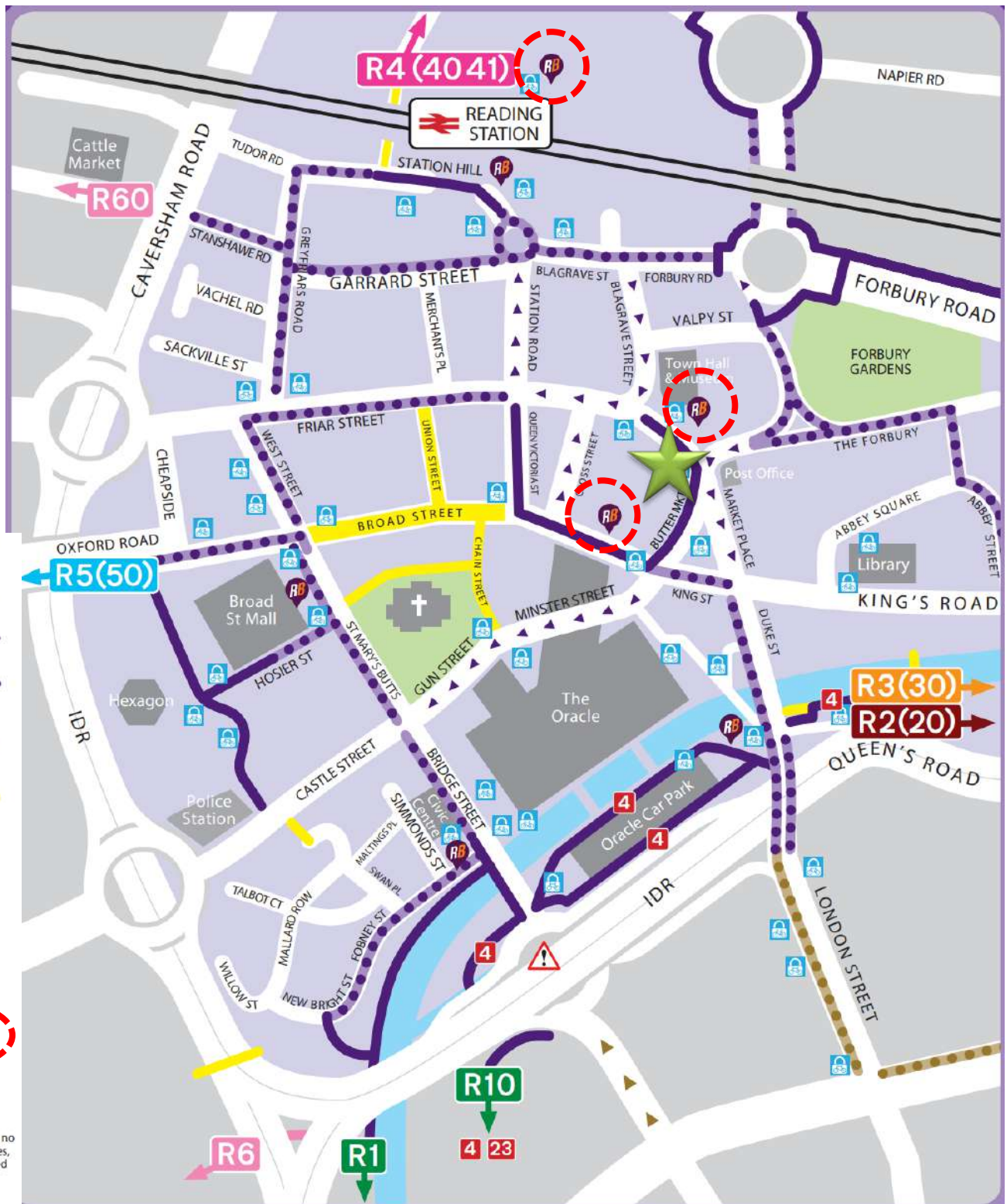


Figure 3.3
Cycle routes in the immediate vicinity of the site

- 3.15 There are existing public cycle stands to the immediate north of the site with space for up to 16 cycles. Further cycle parking is available at Reading station totalling 344 spaces which deems a shared cycle / rail mode of transport a viable option.

TRAVEL INFORMATION TO ALL

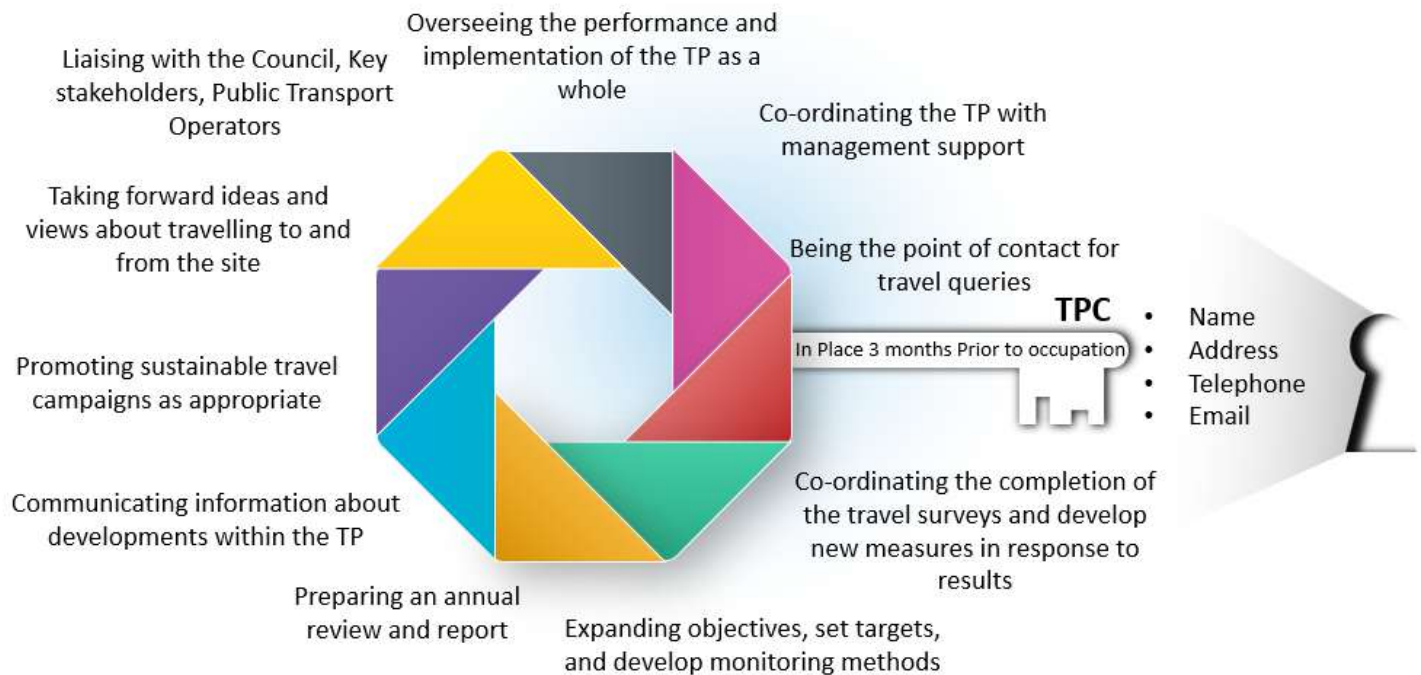
- 3.16 The TPC will:



DELIVERIES

- 3.17 The site access points would provide full and comprehensive access to the site for use by refuse collection, service vehicles and deliveries. The FTTPC will:
- Promote the benefits of arranging deliveries outside the peak hours;
 - Recommend the use of companies that can co-ordinate deliveries to make fewer trips; and
 - Encourage the use of local suppliers.
- 3.18 The above would assist in ensuring that delivery times are more accurate, sustainable and have less environmental and congestion impact on the adjoining roads network where they work.

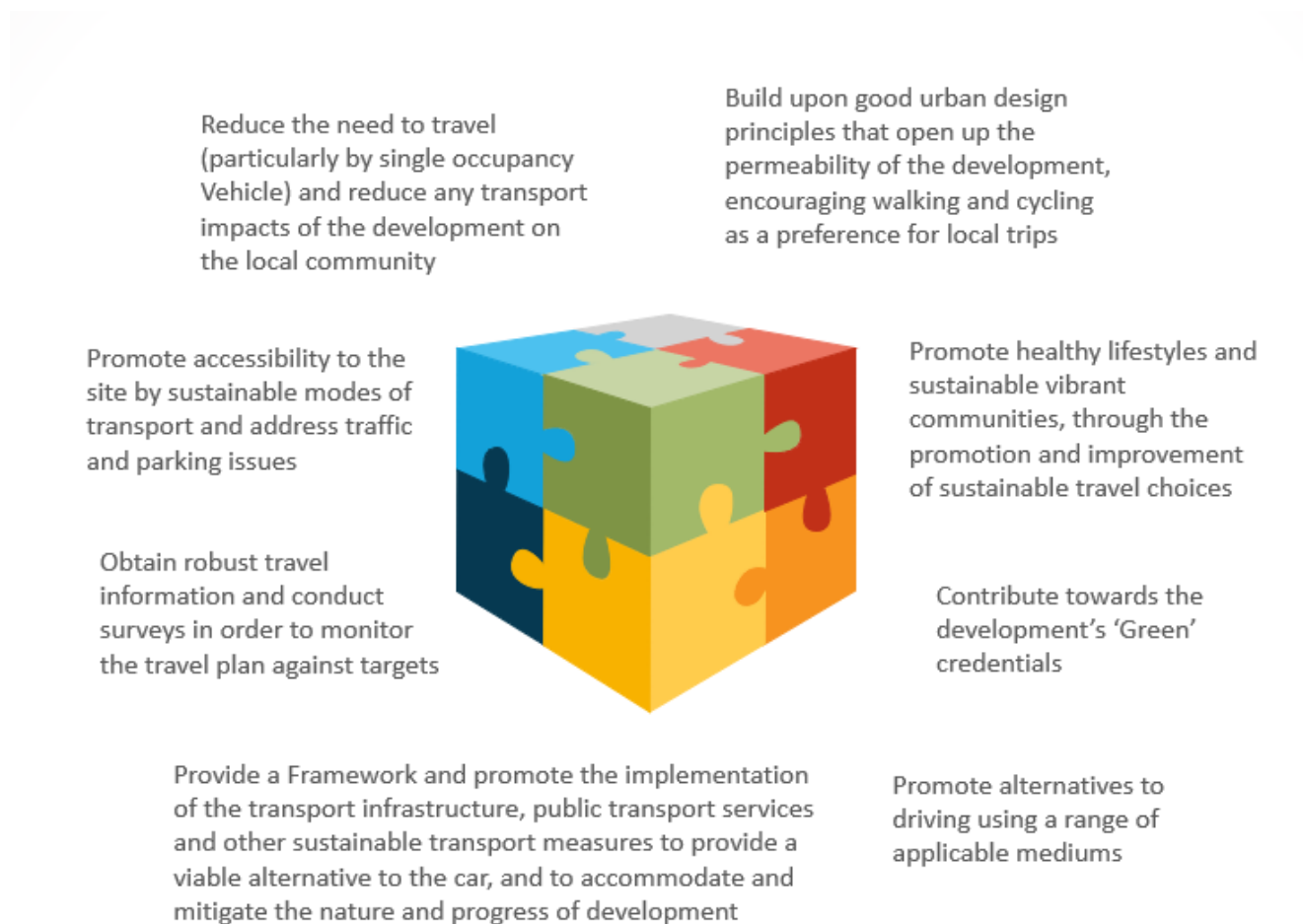
- 4.1 The key to the success and implementation of this TP is to involve Users at potentially all stages. This would be achieved by the allocation for the role of the TPC who has the overall responsibility for the TP. The TPC responsibilities would include (but not limited to):



- 4.2 As part of the on-going management of the TP, the TPC will maintain a dialogue with the LPA Travel Plan Officer (TPO) and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.
- 4.3 The TPCs will be in place for a minimum of 5 years to ensure that the TP initiatives and targets are maintained [as specified in Chapter 5 – a minimum of 2% year on year for 5 years, i.e. 10% from the initial target] and were possible, improved.
- 4.4 The TPC role will be funded by the Applicant. The TPC will set up a working group(s) and will collectively work closely to ensure targets are met. In the unlikely scenario that targets are not met, the group(s) will undertake intensive publicity campaigns to ensure that targets are achieved.

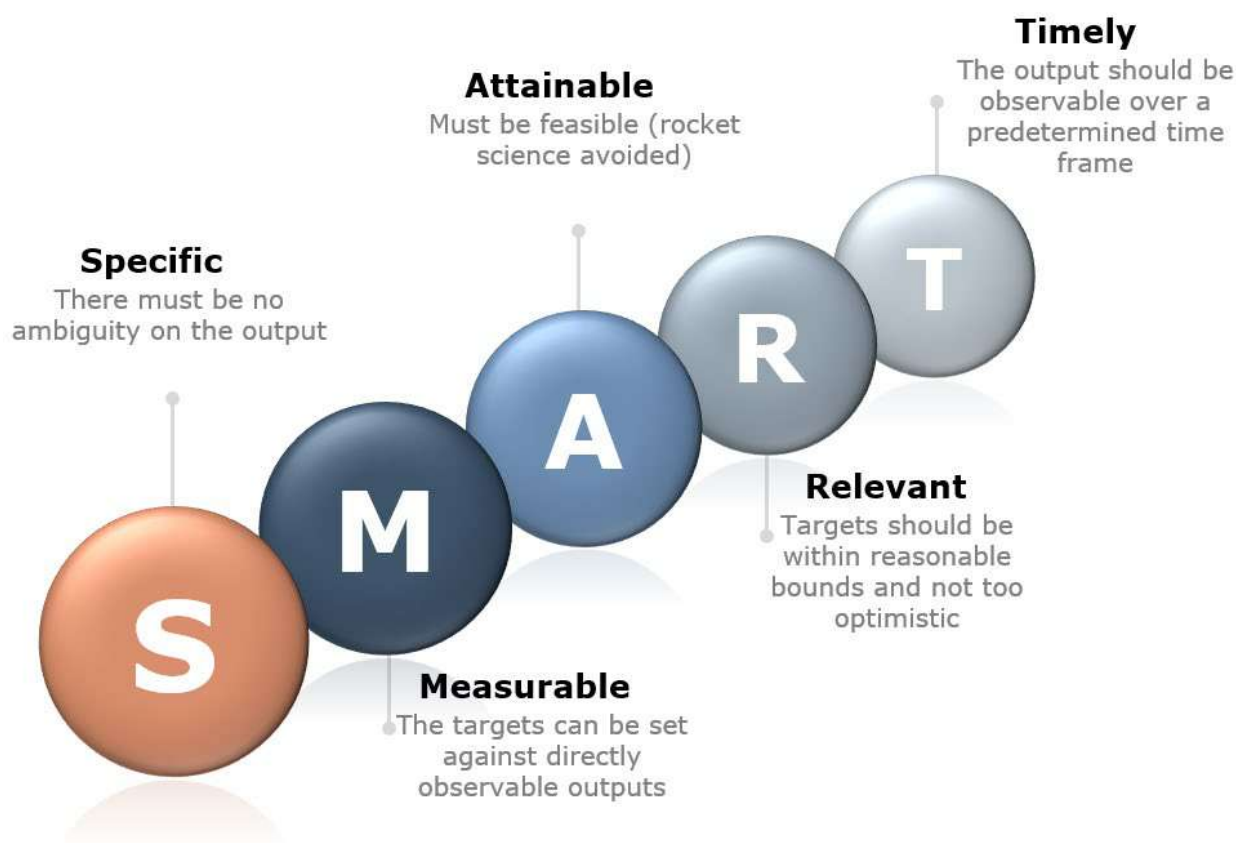
5.1 The purpose of this Travel Plan is to reduce car travel and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport.

5.2 The objectives of the TP are therefore to:



5.3 The term 'targets' is used with Travel Plans to cover any measurable aim that will be monitored and is agreed with the local authority to be an important indicator of the TP's effectiveness.

5.4 The TP is a tool identified by the LPA to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at a national level, the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria (as defined for example by the DfT, 2004). The SMART criteria adopted for this TP that are consistent with the criteria identified by the DfT are:



This TP provides a mechanism for implementing the above SMART transport policies.

- 5.5 This TP includes targets that need to be agreed with the local highway authority. The performance of the TP is monitored by reference to the achievement of the targets. It is preferable that targets be based on and reflects current actual travel choices. The TPC will work with the Users and set up a working group, meeting quarterly to ensure the drive and target of the TP are met, and remedial measures are undertaken if targets are not met.
- 5.6 *The TPC will put in place measures to ensure that a Travel Survey is undertaken 3 months after substantial occupation – the level of occupation is to be agreed with the TPO/LPA. The TPC would aim to have the initial SOV reduced by an average of 2% by year 1 and for each of the following 4 years [i.e. average 2% year on year = up to 10% in five years]. These targets would be reviewed after completion of the initial travel survey.*
- 5.7 A potential initial target modal split could be [subject to initial survey findings and bearing in mind the Census Data, Figure 5.2]:

MODE	BASELINE (SUBJECT TO INITIAL SURVEY)	MEASURING PROGRESS	5-YEAR TARGET*	ACTUAL		
				2022	2023	...2026
Walking	17.9%	survey number of staff walking, cycling, car- sharing and using public transport	Increase by a minimum of 4%			
Cycling / motorcycle	5%		Increase by a minimum of 1%			
Public Transport + other	22.9%		Increase by a minimum of 4%			
Car Share	4.7%		Increase by a minimum of 1%			
Car	49.5%		Reduce by 10%			
*Modal split may vary from the indicative targets listed for walking, cycling, public transport and car share						

Figure 5.1
Potential initial modal split targets

MULTI-MODAL MODES OF TRAVEL

- 5.8 To estimate the likely modal split associated with **staff** and **residents** travel to/from the proposed development, the existing average travel characteristics of local residents [employed and not working from home] for Reading, Database QS701EW Method of Travel to Work which was recorded during the 2011 Census have been studied.
- 5.9 The Census Data indicates that 49.5% of Reading residents travel by single-occupancy vehicle [SOV] with a healthy 50.5 using public transport, walking and car-sharing.
- 5.10 This data would be useful to the Travel Plan Co-ordinator benchmark the development and undertake steps to promote the sustainability and accessibility of the site.

Database QS701EW	Reading
Mode of Travel	Percentage
Tram / Metro	0.3%
Train	10.1%
Bus	11.6%
Taxi	0.4%
Motorcycle	0.6%
Car	49.5%
Passenger	4.7%
Cycle	4.4%
Walking	17.9%
Other	0.6%
Total	100.0%

Figure 5.2
2011 Census Data – Method of Travel to Work
Person Trips by Mode

PERSONALISED TRAVEL PLANNING [PTP]

- 5.11 PTP is a proven technique that delivers measurable and sustained reductions in car use, increasing levels of physical activity, reducing traffic congestion and helping to tackle climate change. Previous project examples have achieved an average reduction in car driver trips of at least 10%, with corresponding increases in active travel and the use of public transport.
- 5.12 It does this by addressing the subjective barriers to greater use of sustainable travel, for example by raising awareness of alternative travel options and responding to misperceptions of journey time and length.
- 5.13 The 'core service' involves offering Users free tailored information and support, enabling them to walk, cycle and use public transport more often. Research has shown that four out of five trips either start or finish at home, so there is huge potential for reducing car driver trips and achieving a modal shift by closely working with Users.

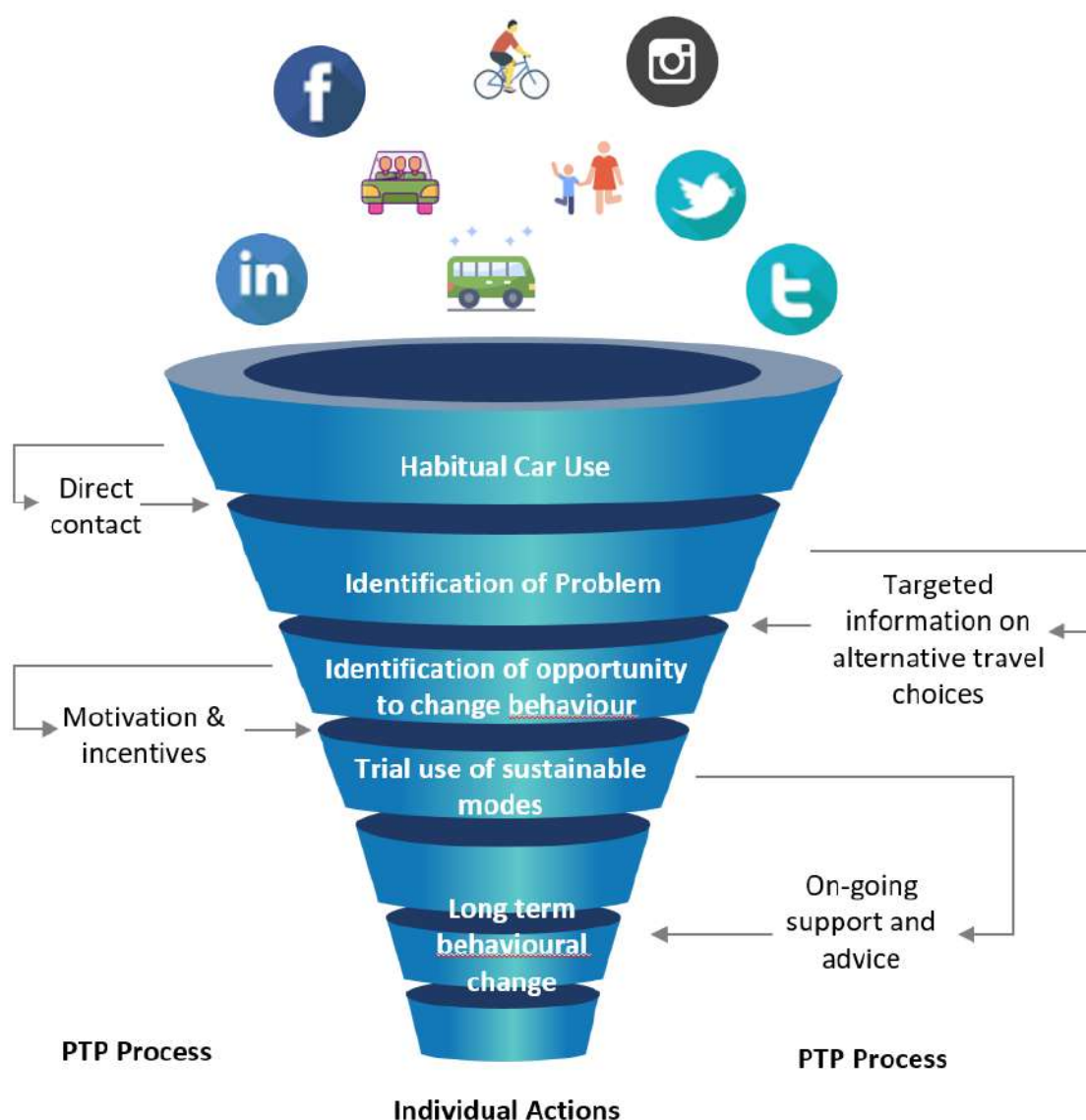


Figure 5.3
Interaction between the PTP process and personal decisions

5.14 It should be noted that Sustrans has reported the results of implementing personalised travel planning schemes to households in a number of locations. The results are summarised below in Figure 5.4 below.

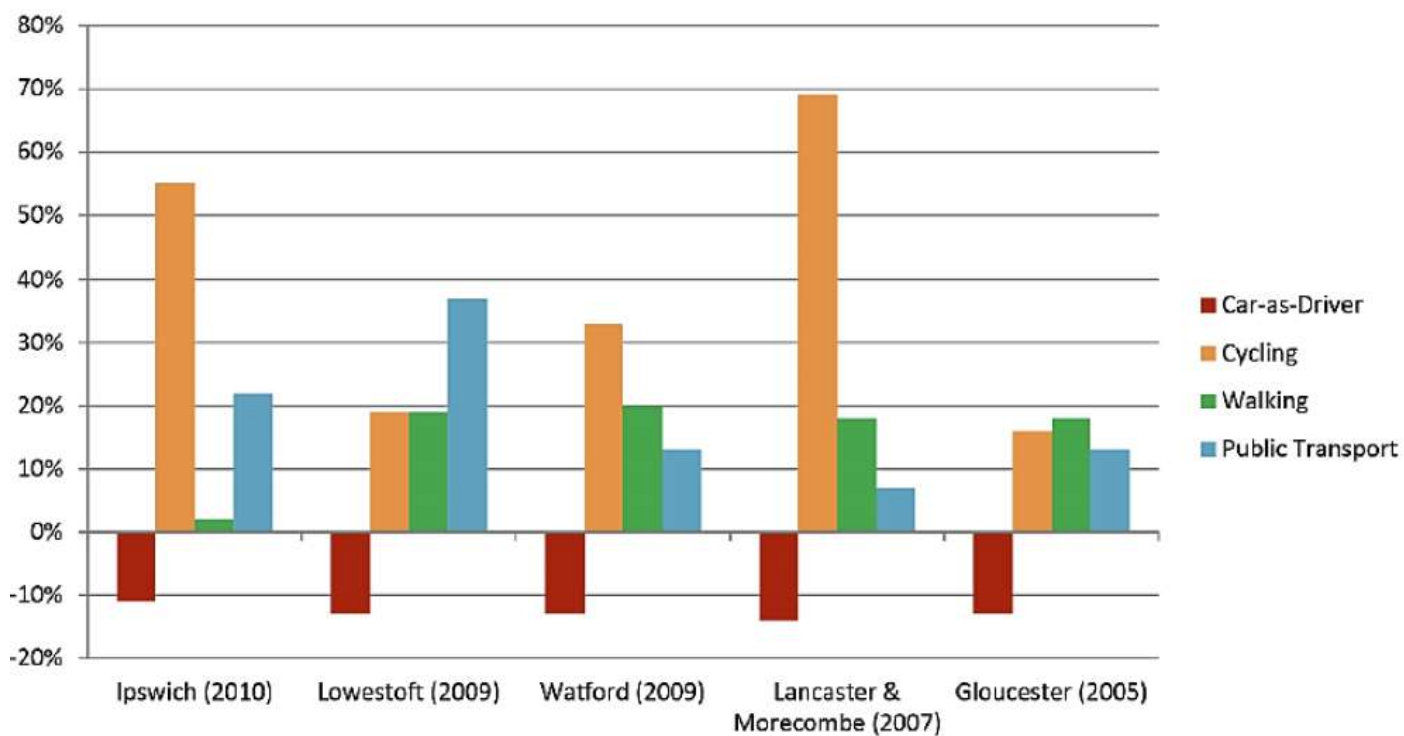
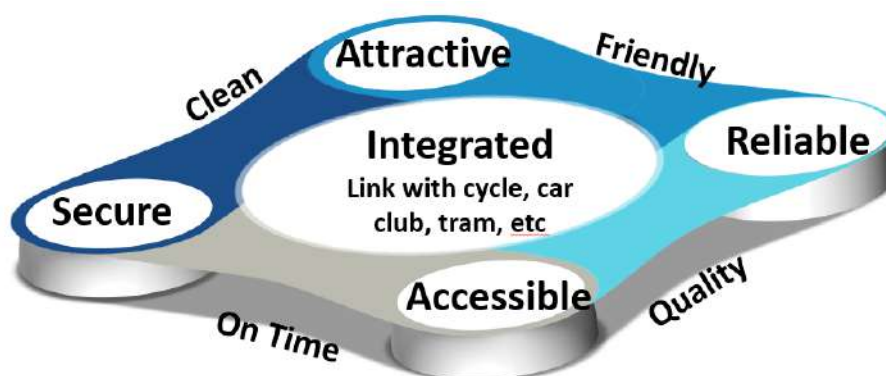


Figure 5.4
Success of PTP

- 6.1 A key objective of the TP is to ensure adequate public transport services are available for travel to / from the site and to promote this to all Users.
- 6.2 The induction / Welcome packs will include information on public transport & local services including stops, routes, destinations and frequency of services. This is aimed at creating a public transport 'culture', highlighting the options available and the commitment to providing practical assistance to those wishing to travel by public transport.
- 6.3 The TPC will endeavour to support the LPA / TPO and work with transport operators to maximise future opportunities to access the site by public transport.

INCENTIVISATION

- 6.4 Public transport is more than likely to be cheaper than owning a car for commuting or short local journeys.
- 6.5 When comparing costs, remember that with a car you need to include any car running costs, depreciation of the vehicle over the year, as well as fuel. So it's well worth anyone considering buying a weekly or monthly season ticket for bus, train, tube or tram instead.
- 6.6 For longer distances by train or bus, big savings can be made by booking saver tickets in advance or by purchasing a number of separate journeys with a ticket for each leg of the route. See more at www.trainsplit.com
- 6.7 It is therefore imperative that everyone is accustomed to the availability and benefits of public transport from initial occupation to ensure users are accustomed to its use before being affected by 'car use habit'.
- 6.8 To achieve that, the TPC will promote public transport as:



- 7.1 The objective of the TP is to provide a framework that manages car use effectively and efficiently that is compatible with the TP objective of contributing to traffic reduction. Further, the approach to car use must be complementary to other TP measures aimed at promoting and achieving sustainable travel patterns for the site.
- 7.2 The benefits of car sharing will be promoted by the TPC. All Users will be given details of car-sharing schemes such as www.liftshare.com, www.gocarshare.com, www.faxi.co.uk, www.liftshare.org, www.2plustravel.com, <http://www.carplus.org.uk/car-sharing-clubs/list-ofcar-clubs/> in the 'induction / Welcome' pack and encouraged to sign up.



- 7.3 The above will provide the opportunity to safely search for car-sharing partners who undertake similar journeys at similar times of the day. The more Users who register with gocarshare, Liftshare or 2plustravel, the more likely they will find a match for their journey. Therefore, periodic promotion of this service by the TPC is likely to be beneficial.
- 7.4 The TPC would further encourage everyone to car share by establishing formal or informal car-sharing schemes.

- 8.1 Cycling is one of the easiest ways to fit exercise into daily routines, plus it saves money and is environmentally friendly. Cycling is an easy way to introduce physical activity into everyday life. Regular exercise reduces stress and heart disease and can improve general health, reducing sickness levels. These benefits should be promoted as part of the Health and Wellbeing agenda.
- 8.2 If the journey is only a mile or two, it's better to walk instead; It takes roughly 15 – 20mins to walk a mile depending on how quickly one walks. Whether walking to work or taking the kids to school, not only does it not cost anything, but it also cuts down on pollution and congestion; a walk of just one mile can burn off 100 calories.
- 8.3 It is essential that:
- Information about the opportunities available for walking is highlighted in the Induction / Welcome Pack that will be provided to all Users (existing & new). Users should be advised to regularly consult www.walkit.com which would provide them with a detailed route, both in text and map formats [new town and cities are added regularly].
 - Further, www.cyclestreets.net provides algorithmically detailed routes based on accessibility, lay of the land and ease / speed / congestion of the route and this would be a useful tool to assess the ease and speed of home to work route.
 - The TPC set up Bicycle User Group [BUG] who would work with Users to promote the health and financial benefits of cycling and assist them in devising Travel Routes to and from their place of work.
www.sustrans.org.uk
 - The TPC highlight the health and financial benefits of walking and cycling through social media, website, posters, etc.
 - Other websites to be promoted includes but not limited to:

www.livingstreets.org.uk
www.walk4life.info
<https://www.verywellfit.com/walking-4157093>



- 9.1 Whilst the accessible design of buildings is regulated by the Building Regulations Part M: Access to and use of buildings, the Equality Act does require "reasonable adjustments" to be made when providing access to goods, facilities, services and premises. The duty to make reasonable adjustments is set out in paragraph 2 of both Schedule 2 (in relation to public authorities and service providers); Schedule 8 (in relation to employers) and Schedule 15 (in relation to associations) <http://www.legislation.gov.uk/ukpga/2010/15/contents>
- 9.2 The relationship between the Act and the Building Regulations is set out in CLG Divisional circular letter about the Building Regulations 2010: Equality Act clarification (9 December 2011) which states:
- 'Part M sets out minimum requirements to ensure that a broad range of people are able to access and use facilities within buildings. The Equality Act 2010 brings together and replaces existing equalities legislation including the Disability Discrimination Act 1995 (DDA). The Equality Act requires reasonable adjustments to be made in relation to accessibility. In practice, this means that due regard must be given to any specific needs of likely building users that might be reasonably met. Compliance with the requirements of Part M does not, therefore, signify compliance with the much broader obligations and duties set out in the Equality Act. This is a source of frequent misunderstanding.'

SPECIAL NEEDS

- 9.3 Awareness of the Equality Act 2010 and accessibility requirements of those with special needs is an integral part of the design's accessibility principles; inclusive design will be observed based on the best guidance available such as BS8300, The Sign Design Guide, BB102, Inclusive Mobility, Accessible Sports Facilities, to name but a few.
- 9.4 Where relevant, dropped kerbs, tactile paving and addressing the needs to users with Sensory impairments (eg visual and/or hearing); Mental illnesses (eg depression, stress, anxiety, phobias, bipolar disorder, schizophrenia, etc); Learning disabilities (eg autistic impairments, dyslexia, down syndrome, etc); Mobility and dexterity impairments; Communication impairments; Physical coordination impairments and Memory/concentration impairments will be provided within the site boundary.



SOCIAL EXCLUSION

- 9.5 The accessibility of the site by sustainable transport modes promotes social inclusion, through providing affordable means of getting to and from a place of residence, and reducing the potential for exclusion of non-car owners. The TP further perpetuates this by promoting sustainable transport options.

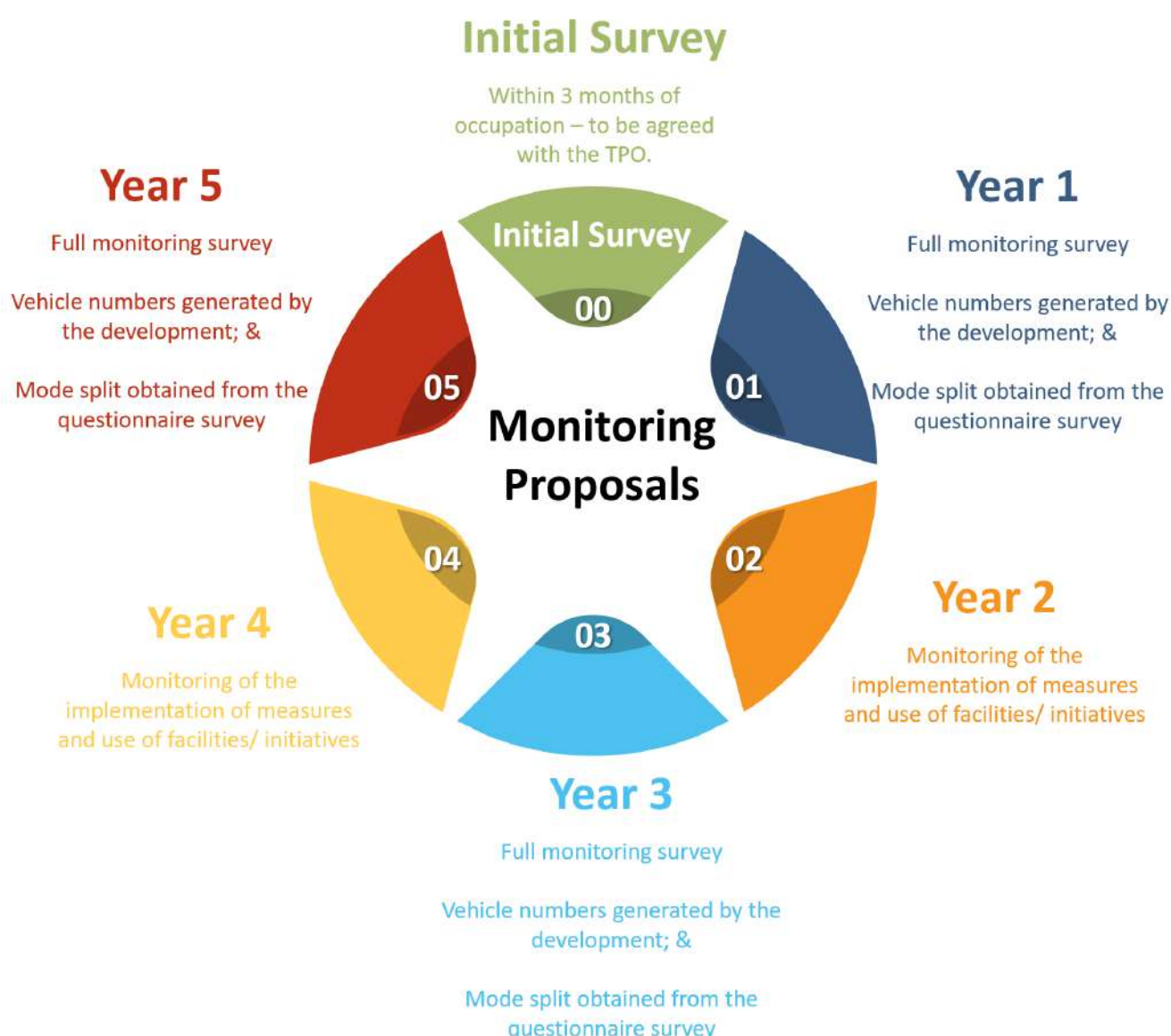
- 10.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured. It is important that flexibility is retained to amend the TP according to circumstances and the monitoring and review process provides the mechanism for this. The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time.
- 10.2 An initial Travel Survey will be undertaken within 3 months after the occupation of a representative number of Users which will be agreed with the TPO. The first annual survey will be undertaken one year after the initial survey and repeated annually in years 2-5 inclusive.
- 10.3 The results of the Travel Survey would be reported in the Monitoring and Review report and submitted to the TPO within one month to provide a factual basis for reappraising the TP targets, in the context of the SMART criteria.
- 10.4 The annual 'Monitoring & Review' report would set out how the TP has been operated throughout the year, providing a record of key information. The report will assess the efficiency of TP measures that have been pursued throughout the year and, based on this, reach conclusions about the measure to be taken forward for the coming year, as well as the targets to be adopted.
- 10.5 Upon completion of the 5th year review, and provided that targets are met, the TP will be handed over to a 'Users group' who would continue to drive forward the ethos and Actions of the TP.



SURVEYS

- 10.6 The Travel Surveys could be iTrace compliant, STARS, use the illustrative example in Appendix 1 or any specific LPA template and should include as a minimum:
- Background questions such as home location, work location, age;
 - Journey related questions such as time of day and mode; and
 - Stated and revealed preference questions to identify potential measures that would be effective in changing travel behaviour.
- 10.7 The TPC will be responsible for overseeing the completion of the surveys and results will be submitted to the TPO within one month of survey completion.
- 10.8 The surveys will enable a review of this TP and a validation of the provisional modal share targets. The surveys will be used to establish appropriate mode share indicators on which the proposed targets and Travel Plan measures can be developed and reviewed.

- 10.9 Therefore the aim is that the results of the surveys will aid the TPC in ensuring that progress is being made. If deemed appropriate, and in line with the objectives of this TP, measures may be modified or intensified to ensure targets are met. Any changes to the measures or targets set out in this TP will be made in agreement with the LPA Travel Plan Officer.
- 10.10 The surveys will enable a review of this TP and a validation of the provisional modal share targets. The surveys will be used to establish appropriate mode share indicators on which the proposed targets and Travel Plan measures can be developed and reviewed.



- 10.11 If targets are achieved, no further monitoring is required. If targets are not achieved by Year 5, monitoring to continue.

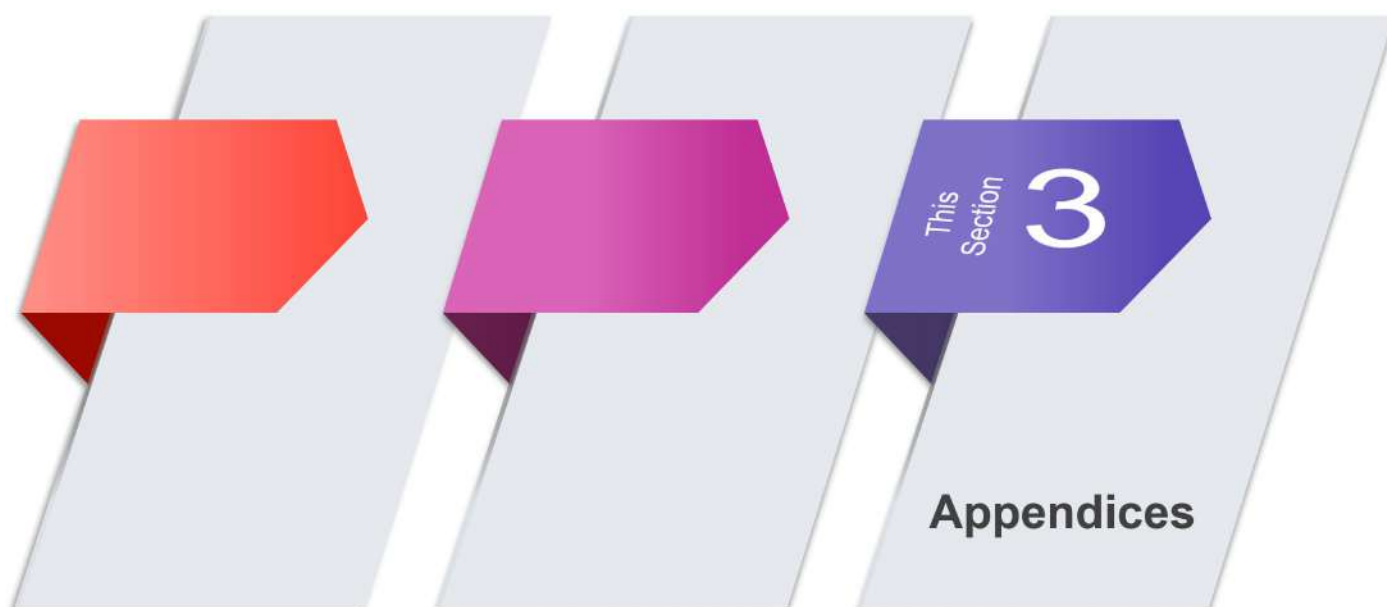
- 11.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having a range of TP initiatives if stakeholders are not adequately informed of them and persuaded to try them.
- 11.2 The TPC would work with the LPA / TPO transport initiatives and where possible, take part in regional and national travel plan initiatives, such as Bike Week, At Work Without My Car Day, Cycle2Work or Walk2Work, etc.
- 11.3 The TPC would ensure that high-quality information is readily available and well disseminated, and this is administered by the TPC. Information should be provided by a variety of means including:

- Marketing events could be organised for the site such as a free 'cyclists' breakfast' or a 'car share coffee morning';
- Newsletter, Leaflets, social media and email;
- Information, promotions, special offers, discounts, key sustainable transport initiatives, etc;
- Occasional promotional initiatives; and
- Users 'Induction / Welcome Travel Pack'



- 11.4 The TPC sets up and oversees arrangements for every User to receive an 'Induction Travel Pack' upon joining. The Induction Travel Packs will be prepared and maintained by the TPC who maintains a stock. Arrangements will be made by the TPC for the distribution of the Induction Travel Packs.
- 11.5 The objective of the Induction pack is twofold: to inform and to promote. The latter aspects of the Induction pack are aimed at promoting and achieving sustainable travel choices for trips to/from the site. The TP Induction Pack includes items such as [but not limited to]:
- TP objectives;
 - TPC - description of role and contact details;
 - Public transport and demand-responsive bus - information about the range of services, contact sources, internet sources;
 - Walk - plans showing the location of amenities within walking distance;
 - Cycle - information about local routes, internet information sources;
 - Car share / Car Clubs - information about the benefits of car sharing/car clubs; and
 - Information sources/platforms: eg computer access, social media etc.

- 11.6 The information listed above to be made available to and brought to the attention of all new and existing stakeholders.
- 11.7 The TPC will continue to seek and invite feedback/suggestions from stakeholders for improvements/changes to the TP. The Travel Survey will provide an opportunity for this, and other mechanisms / opportunities for receiving feedback should be sought/identified by the TPC. Information about this will be included in the annual Monitoring and Review report prepared by the TPC and submitted to the council TPO.



Illustrative TP Questionnaire(s)

Development Proposals

Walk Isochrones

Cycle Isochrones

Bus Timetables

Staff / Employment

Employee Travel Survey

1. About You

This travel survey is designed to help us understand how you travel to work and your reasons for travelling in this way. This information can then be used to hopefully improve your journey to work.

The data that you submit in the following sections will only be used for this travel survey. Data will only be published in aggregated form, therefore no individual will be identifiable. No data will be kept for longer than is necessary for these purposes and none will be passed to third parties.

Please remember to press SUBMIT once you have completed the online survey.

1. Which organisation do you work for?

2. Gender

☐ Male

☐ Female

3. Age

☐ 16-19

☐ 20-29

☐ 30-39

☐ 40-49

☐ 50-59

☐ 60+

4. Home postcode (optional - only the first half of your postcode is required)

5. Do you consider yourself to have a disability which affects the way in which you can travel to work?

☐ No

☐ Yes (please give details)

Employee Travel Survey

2. Your Travel Choices

6. Which of the following options best describes your working hours?

- ☐ Full time
- ☐ Part time (less than 37 hours per week)
- ☐ Part time (less than 3 days per week)
- ☐ Shift work
- ☐ School term time only
- ☐ Weekend working
- ☐ Night working

7. What is your main mode of travel to work? (If you use more than one of the below options indicate which mode you spend the most time/furthest distance on)

- ☐ Walk
- ☐ Car alone
- ☐ Car share (as a passenger)
- ☐ Car share (as the driver)
- ☐ Cycle
- ☐ Bus
- ☐ Staff Minibus
- ☐ Train
- ☐ Walk then Train
- ☐ Cycle then Train
- ☐ Drive then Train
- ☐ Lift then Train
- ☐ Motorcycle
- ☐ Ferry
- ☐ Taxi
- ☐ Work from home
- ☐ Other

Employee Travel Survey

8. How often do you travel this way? (If 'every day' only tick one mode)

	Every day	2-3 times a week	At least once a week
Walk	☐	☐	☐
Car Alone	☐	☐	☐
Car Share (as a passenger)	☐	☐	☐
Car Share (as a driver)	☐	☐	☐
Cycle	☐	☐	☐
Bus	☐	☐	☐
Staff Minibus	☐	☐	☐
Train	☐	☐	☐
Motorcycle	☐	☐	☐
Ferry	☐	☐	☐
Taxi	☐	☐	☐
Work from home	☐	☐	☐
Other	☐	☐	☐

9. What influences your travel choice? (please enter an answer for each statement)

	Very important	Important	Not important
Lack of alternatives	☐	☐	☐
Cost	☐	☐	☐
Convenience and Comfort	☐	☐	☐
Personal Safety	☐	☐	☐
Environmental Concerns	☐	☐	☐
Health and fitness	☐	☐	☐
Parking issues	☐	☐	☐
Avoiding congestion	☐	☐	☐
Need car for my work	☐	☐	☐
Additional journeys before/after work	☐	☐	☐

Employee Travel Survey

10. How far is your place of work from your home?

- ☐ Less than a mile
- ☐ 1-2 miles
- ☐ 3-5 miles
- ☐ 6-10 miles
- ☐ 11-20 miles
- ☐ More than 20 miles

11. How long does your journey from home to your place of work usually take?

- ☐ Less than 15 minutes
- ☐ 15-30 minutes
- ☐ 30-45 minutes
- ☐ 45-60 minutes
- ☐ Over an hour

12. What time do you usually arrive at your place of work?

- ☐ Before 8am
- ☐ 8am - 9am
- ☐ After 9am
- ☐ Work from home

13. What time do you usually leave your place of work?

- ☐ Before 5pm
- ☐ 5pm - 6pm
- ☐ After 6pm
- ☐ Work from home

Employee Travel Survey

3. Car drivers

14. If you travel by car to your place of work, where do you usually park?

- ☐ At your place of work
- ☐ Public car park
- ☐ On street (another location)
- ☐ Park and Ride
- ☐ Other (please specify)

15. If you were unable to drive to work on a given day, what would you do?

1st choice	
2nd choice	
3rd choice	

Employee Travel Survey

4. Business travel and incentives

16. When you make a business journey (i.e. attending a meeting in another location or any journey for which you claim travel expenses) how do you usually travel? (If always only tick one mode)

	Always	Very often	Occasionally
Bicycle	☐	☐	☐
Bus	☐	☐	☐
Train	☐	☐	☐
Car (own)	☐	☐	☐
Car (lease/hire)	☐	☐	☐
Car share	☐	☐	☐
Motorcycle	☐	☐	☐
Taxi	☐	☐	☐
Walk	☐	☐	☐

Other (please specify)

17. Please indicate the extent to which you have used each of the following

	Always	Sometimes	Never	Option not available to me
Working from home	☐	☐	☐	☐
Flexi time	☐	☐	☐	☐
Flexi leave	☐	☐	☐	☐
Compressed hours (e.g. 9 day fortnight)	☐	☐	☐	☐
Video/tele conferencing	☐	☐	☐	☐

18. Are you aware of any incentives or discounts offered through your employer to help with your travel to work?

☐ Yes

☐ No

Employee Travel Survey

19. If yes, do you make use of any of them?

☐ No

☐ Yes (please specify)



DATE	REVISION	REVD/WORK
03.08.20	Planning Meeting 14.04.20 updates.	6 PB JB
11.08.20	GA updates	7 AR JB
24.08.20	Planning extent boundaries indicated.	8 PB JB
18.09.20	Planning Meeting 04.09.20 updates.	9 PB JB
04.11.20	Approved Residential & Retail element illustrated.	10 PB JB
24.11.20	Masonry infill panels indicated at high level. Market way elevations updated to be in with Arcades.	11 PB JB

*NOTE - FLOOR LAYOUTS, RATIOS AND FLOOR TO FLOOR HEIGHTS BASED ON ESTABLISHED LEONARDO REQUIREMENTS

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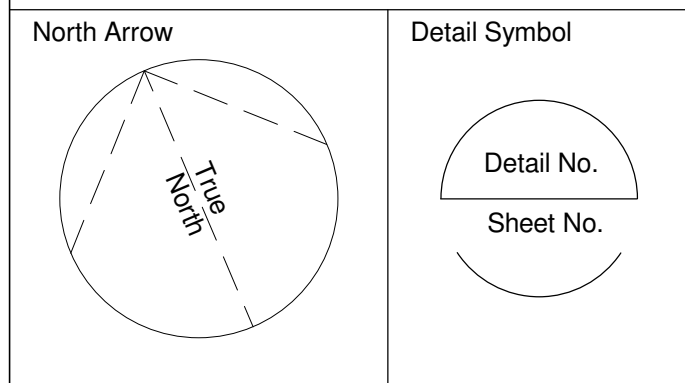
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Keyplan
Outline of approved Friar Street scheme
LPA REF: 180358 (FP) & 180359 (LB)



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JB
Date
19.02.20

Scale
As indicated @ A0

Client
Sonic Star Properties Ltd

Project
FRIAR STREET, READING

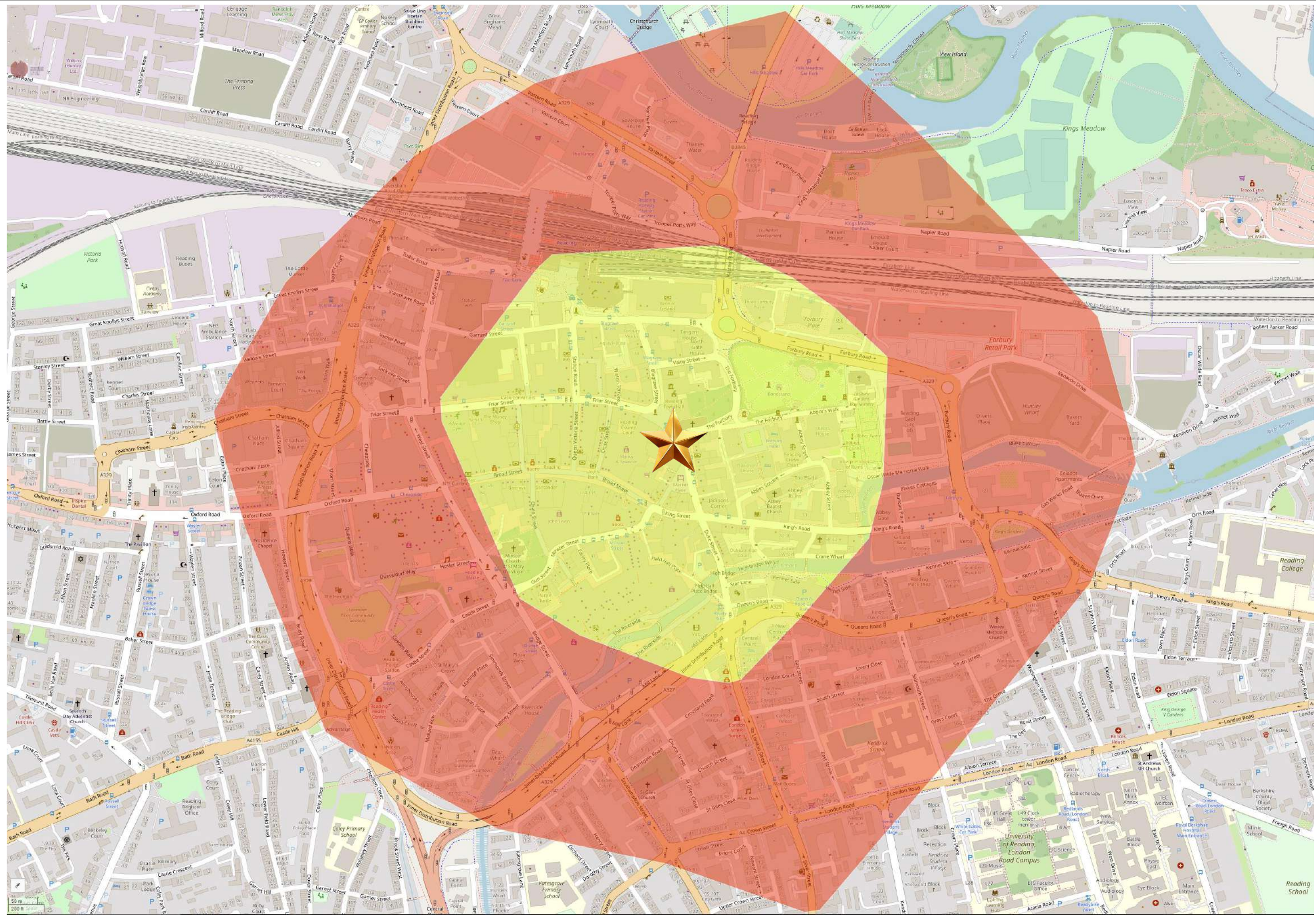
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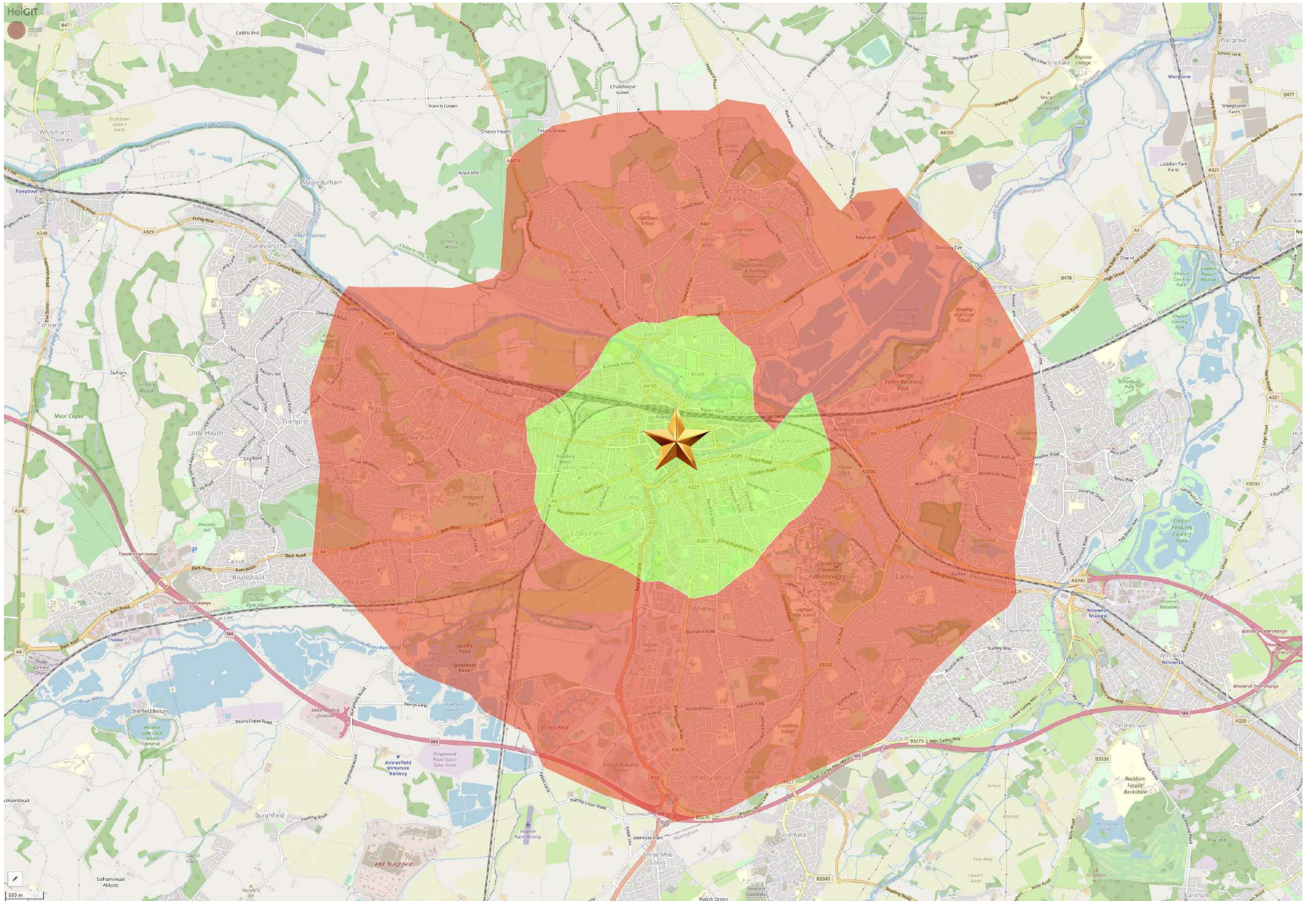
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JANC20-0067

Drawing No.
REBW-NOR-01-00-DR-A-00000

Rev.
11





TITLE
Illustrative Cycle Isochrones

NOTES: These isochrones are meant to provide an illustration of the potential extent of 2km and 5km isochrones and not intended to be precise distances

DESIGN
RAH

DRAWING No / REF
Illustrative

KEY
2km 5km

Will be included as part of the initial Travel Plan



Creative Minds, *Intelligent Thinking*

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Sites Appraisal & Feasibility Assessments

Transport Assessments Transport Statements Green Sustainable Travel Plans

Access Arrangements
Site Transport Masterplanning

Site Accessibility, Connectivity
and Sustainability

Urban Movement Analysis,
Crowd Modelling & Dynamics

Sustainable Transport Strategies
s106, s278, s38 & Negotiations

Parking Studies & Strategies
Town Centre Carparking Strategies

Expert Witness Advice & Support
Road Safety Audits

Highway, Roads & Access Design
Junction & Network Capacity Assessment