

November 2020

OUTLINE TRAVEL PLAN

READING INTERNATIONAL BUSINESS PARK



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DOCUMENT OVERVIEW

This Travel Plan (TP) has been prepared by Velocity Transport Planning to accompany a planning application for the minor proposed reconfiguration and reconfigured parking layout at Reading International Business Park. The application is submitted on behalf of Tristan Capital Partners.

The building is currently approximately 40% occupied and the intention is to fund significant improvement works, with the intention of creating an exemplary commercial offer in terms of occupier satisfaction, sustainability and wellness, and achieve full occupation of the building which will consist of multiple tenants.

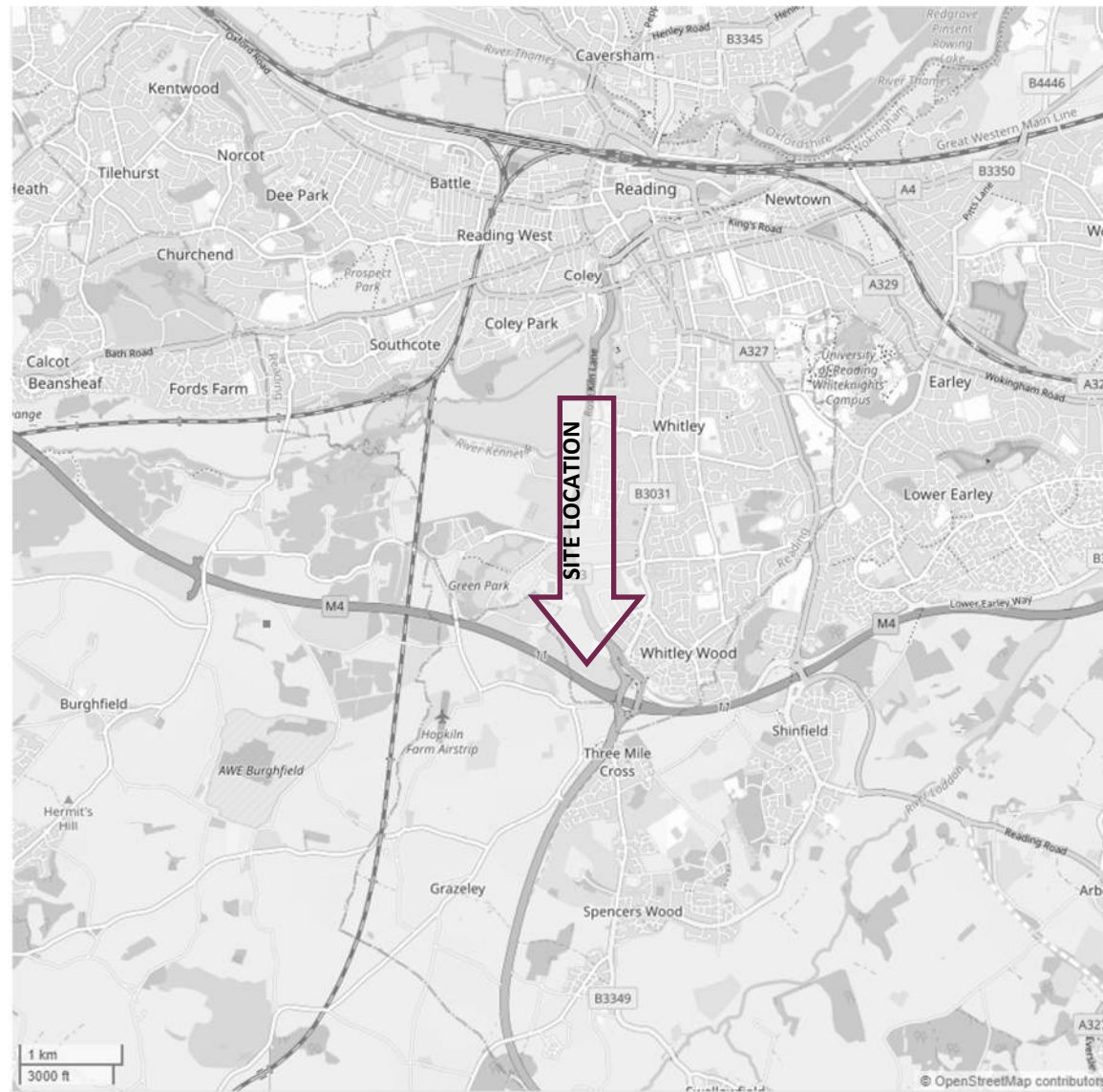
Therefore, this Travel Plan sets out an Outline for the Facilities Management of the building to promote sustainable travel and the improved facilities, and to act as a framework for future occupiers.

SITE LOCATION

Figure 1 (right) illustrates the location of the site.

The Proposed reconfiguration is located to the south / south west of Reading Town Centre. To the west is an undeveloped industrial plot, to the north is a built area along the A33 comprising mostly of warehouse buildings, offices, retails parks and a hotel. Further east across the A33 is a large residential area known as Whitley Wood and to the south is Junction 11 of the M4 motorway. The Business Park is accessed from the A33, which runs from the southeast to the northwest of the site.

FIGURE 1: SITE LOCATION



01 INTRODUCTION

CURRENT BUILDING

Reading International is an iconic shaped office building configured in 6 inter-linked blocks within an approximately 8 hectare site. The office building has been flexibly designed to operate either as a landmark headquarters facility or a multi-let office campus. The property was developed over two phases, achieving practical completion in 2001.

The site was originally occupied by MCI, who became Verizon in 2006, and is a landmark building overlooking Junction 11 of the M4. However Verizon now only occupies one third of the building. Over 165,000 sq ft is vacant, and internally the building is tired and in need of major refurbishment to appeal to modern occupiers.

The main elements of the site are as follows

1) The main building including:

- 4-5 storey building including basement level
- a 17m high glazed curved atrium at the front of the building known as “the street”
- 6 circular “drums” with WCs and risers and 6 cores containing stairs and lifts
- office spaces within “links” and “spurs” of the crescent shaped building.

2) Basement amenities including:

- a small on-site gymnasium operated by Nuffield Health in the basement for building users
- undercroft car parking for building users
- some small cycle stores with capacity for up to 64 bicycles (currently no visitor cycle parking)

3) The Dot and surrounding landscape:

- single storey building
- an ancillary building currently containing the site restaurant for the office users
- landscape that includes water features and sculptures

4) The Farmhouse (also referred to as Little Lea Farmhouse and Little Lea Cottage)

- 2 storey Grade II listed building, currently used for informal storage

5) Busy Bees Nursery

- An on-site nursery building; no changes are proposed to this building, as it is independently operated and serves RIBP and other local employers

DEVELOPMENT PROPOSAL

The Applicant is in the process of acquiring the Site and plans to fund significant improvement works next year, with the intention of creating an exemplary commercial offer in terms of occupier satisfaction, sustainability and wellness. In this context, the COVID-19 pandemic has accelerated the growing shift towards employee wellness and the proposed works to the Site seek to ensure that the commercial floorspace, and the ancillary uses provided, are of the highest quality and suitable for the post COVID working environment. As part of the proposed reconfiguration, the applicant has recently been in conversation with the International WELL Building Institute regarding the ‘Well’ Certification and the measures that should be introduced to achieve this. The main changes are:

- New Entrance and Lobby Area
- Enhanced Gym facility
- Sustainability improvements to the building
- Sustainable Travel Package / New Travel Plan for the Building
- Car Parking changes
- Improved Landscaping
- Re-purpose The Dot and sub-divide it into a series of smaller spaces, providing a number of different ancillary uses such as incubator office space, a yoga studio, juice bar and multi-purpose ‘community’ room
- The Farmhouse: Options are being reviewed for ancillary uses such as a wellness related activity (e.g. physio) or accommodation for visitors to the site.



VEHICLE ACCESS

Vehicles can access Reading International Business Park via the A33, which runs from Reading in the north to Basingstoke in the southwest. The A33 connects to Highways England's Strategic Road Network motorway system by Junction 11 of the M4, which lies around 300m to the southeast of the site and provides access to London and Wales. Access to the site from both carriageways of the A33 is shown in Figure 2 and Figure 3.



VEHICLE PARKING

Car parking within RIBP is currently managed by the business park and is allocated to each tenant based on employee numbers. At present, the car park is operating at 78% capacity, with 920 spaces out of 1,176 occupied when surveyed in late 2019. In addition to these parking bays, there are only 15 spaces allocated for visitors with 8 disabled spaces.

The main car park is currently regulated by automatic barriers controlled by swipe cards issued by RIBP.

Due to the low level of occupancy and availability of parking spaces within RIBP, if tenants exceed their parking allowance employees are currently permitted to park in the other unoccupied areas.

Parking spaces are also available at the Mere oak Park & Ride site, to the south of RIBP. Using the Greenwave buses (60, 6a, 6m) RIBP can be accessed by a 6-minute bus ride from the Park & Ride site. It is unlikely that any RIBP employees currently park at Mere oak since the site isn't operating at full occupancy.

FIGURE 2: ACCESS FROM THE A33 NORTHBOUND



FIGURE 3: ACCESS FROM THE A33 SOUTHBOUND



CYCLE NETWORK & ROUTES

Figure 4 shows the current cycle network around the site, including Reading Cycle Route R1 which links Reading Town Centre with RIBP.

Cycling has the potential to substitute for short car trips, particularly those less than five kilometres in length, however, many more confident cyclists will cycle longer distances.

Although there are no segregated cycle lanes near to RIBP, cyclists are able to use unsegregated shared use routes adjacent to both carriageways of the A33 and B3031 Basingstoke Road (R1).

CYCLE NETWORK & ROUTES

Cycle parking on site is current limited, existing showers and changing rooms are in relatively poor condition, which does not encourage a modal shift.

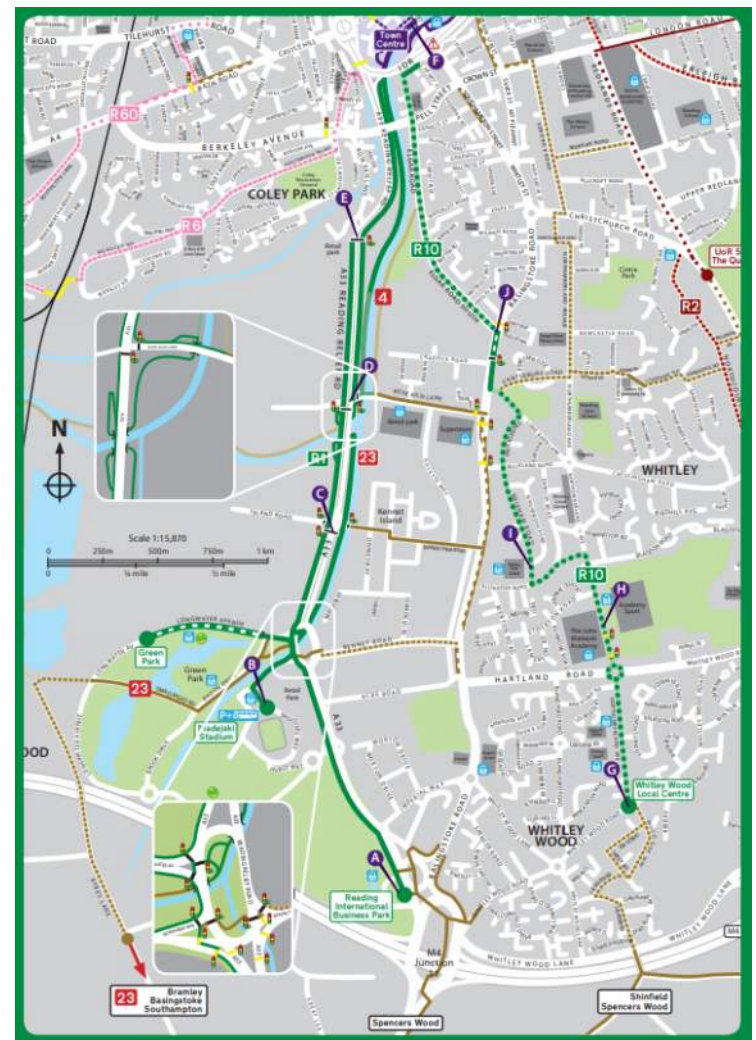
FIGURE 5: CYCLE ROUTE TO NEW GREEN PARK STATION



A potential off-street cycle route from RIBP to the proposed Green Park station using existing shared routes is shown to the right in **Figure 5**, an approximate 13 minute cycle.

It is understood that additional cycle parking facilities will be installed at the station upon its completion, estimated to be in 2021. This will provide improved accessibility to the site by public transport, either for those that have a bicycle. The development proposes space to accommodate a future 10 space docking station.

FIGURE 4: EXISTING CYCLE NETWORK



WALKING NETWORK & AMENITIES

The Chartered Institute for Highways and Transportation's (CIHT) 'Guidelines for Providing for Journeys on Foot', advises that a distance of 2km is a 'preferred maximum distance for commuting, accessing local amenities and sight-seeing journeys'.

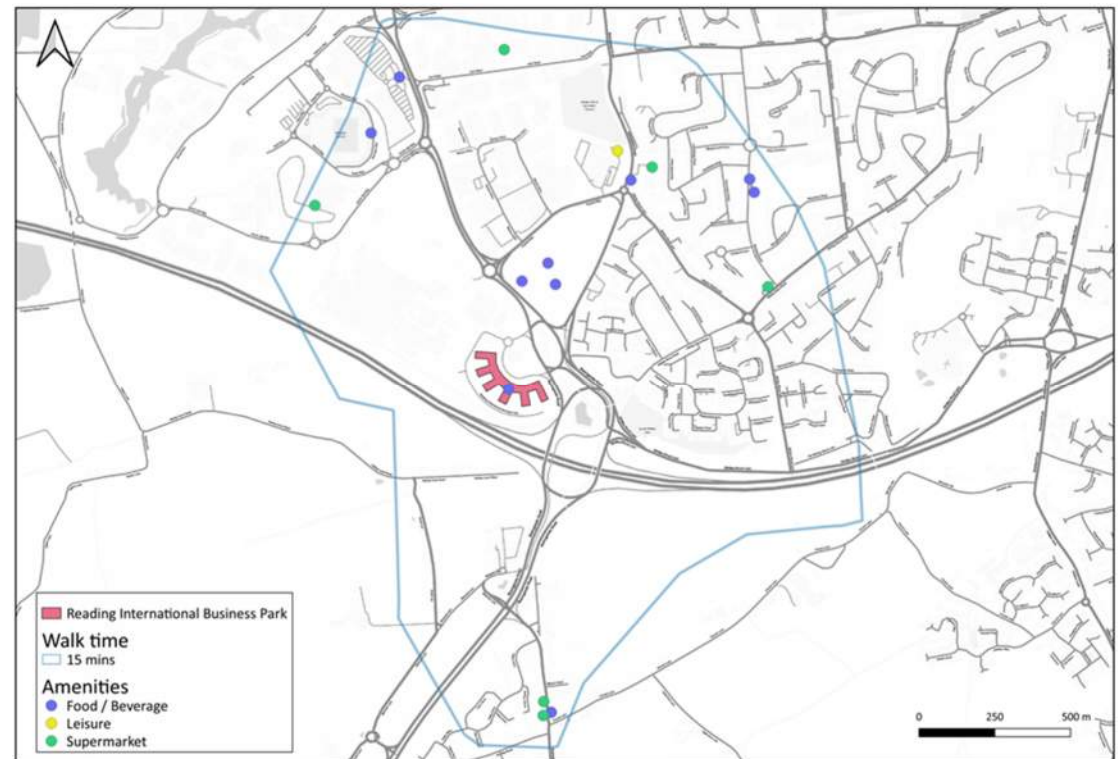
As is shown there is a large local residential area within 2km and thus which is accessible on foot for commuting to work. Furthermore, Whitley and Madejski Stadium/Green Park have a number of local amenities, retailers and restaurants, as shown in **Figure 6**, which can be accessed within a 15 minute walk of the site.

As such, there are opportunities for members of staff to use travel modes other than the private car, such as walking, cycling or bus for both commuting, lunchtime and business-related trips.

Pedestrians can access the RIBP site via footways on either side of the A33. The footways are connected by a large island in the centre of the junction, which can be reached by signalised crossing points on either side of the carriageway.

All local roads within the vicinity of the site have footways on both sides of the carriageway. The local area is provided with well-maintained footways, street lighting and pedestrian crossings with dropped kerbs and tactile paving in the majority of locations.

FIGURE 6: LOCAL AMENITIES



02 SITE CONDITIONS

EXISTING CYCLE / WALKING ACCESS

Pedestrians are able to access the Business Park from the east, south and north of the site via Basingstoke Road. Footways on both sides of RIBP's internal road provide access to the main building from these directions.

To access the main building's undercroft parking facilities, cyclists must use the westernmost internal road as direct access from the east of the building is not possible. Cyclists must travel around the back of the site using the same access road as vehicles accessing the car parking area.

CYCLE / MOTORCYCLE PARKING

Cycle parking is provided within the undercroft parking area with direct access up to the front entrance to the building by stairs. No visitor cycle parking is currently provided outside the building entrance which is an immediate deterrent to encouraging cycling for visitors.

Areas for motorcycle parking are also provided in front of the cycle parking cages, within the undercroft parking area.

There is currently capacity for 64 bicycles on-site (32 Sheffield stands) within the undercroft parking area. The cycle parking seen in **Figure 7** is currently in a poor condition with poor security, spilt between two cages and two unsecured uncovered areas. There is currently a lack of wayfinding to the cycle stores.

The existing lockers and showers (**Figure 8**) are not located close to the cycle parking and showers with lockers are only available within the gym, deterring those from cycling who do not have access to the gym.

FIGURE 7: EXISTING CYCLE PARKING



FIGURE 8: EXISTING LOCKERS AND SHOWERS



02 SITE CONDITIONS

BUS SERVICES

There is a bus stop within RIBP, shown in **Figure 9**. The bus stop consists of a lay-by in order for buses to pull out of the general traffic and allow safe boarding/alighting of buses in close proximity to the building entrance. The bus stop has a flag, but no shelter, seating or real time information.

All routes are served by 'Greenwave' Compressed Natural Gas buses, owned by RBC and operated by Reading Buses. The RIBP bus stop currently serves between 6,000 and 7,000 people per month, based on discussions with RBC.

The Greenwave provides excellent connectivity to Reading town centre and onward connections to Reading train station, where the journey time in either direction is between 15-20 minutes. **Table 1** provides details of the frequency of bus services and **Figure 10** highlights the local routes that these bus route serve.

The full Greenwave Timetable is included at **Appendix B**.

FIGURE 9: EXISTING BUS STOP



TABLE 1: GREENWAVE FREQUENCIES

Direction	Frequency	First / Last Service
To Reading International Business Park	15-22 minutes	06:06 / 18:09
From Reading International Business Park	20-25 minutes	07:54 / 22:05

FIGURE 10: GREENWAVE ROUTE



02 SITE CONDITIONS

RAIL SERVICES

Reading railway station is the second busiest interchange station outside London, and provides Great Western Railway, CrossCountry and South Western Railway services to London Paddington, Bristol Temple Meads, Cardiff, Birmingham and Southampton. The frequency and operators of services calling at Reading are shown in **Table 2**.

Reading West station is located around 1.6km from Reading Town Centre and serves local routes (to Basingstoke and London) operated by Great Western Railway. The main destinations and frequencies of trains serving Reading West station are shown in **Table 3**.

The locations of both stations are shown in **Figure 11**.

FIGURE 11: STATION LOCATIONS

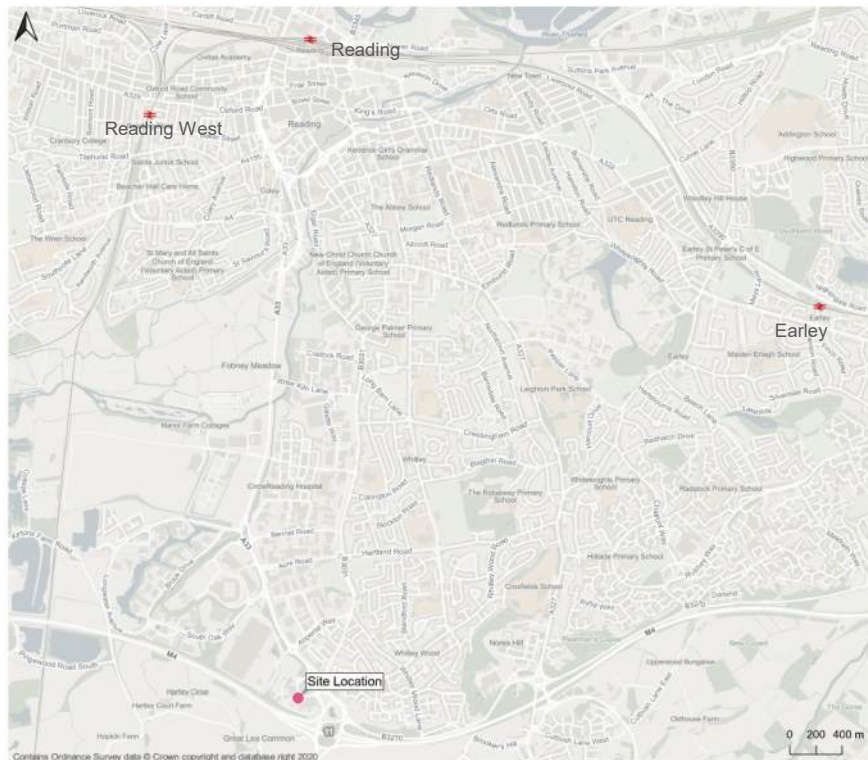


TABLE 2: FREQUENCY OF TRAINS SERVING READING

Operator	Destination	Peak Hour Frequency (services per hour)
Great Western Railway	London Paddington	13
	Bristol Temple Meads	2
	Cardiff Central	2
South Western Railway	London Waterloo	4
CrossCountry	Oxford	5
	Birmingham New Street	2
	Bournemouth	1
	Gatwick Airport	1

TABLE 3: FREQUENCY OF TRAINS SERVING READING WEST

Destination	Peak Hour Frequency (services per hour)
Reading	5
Basingstoke	2
Newbury	2

02 SITE CONDITIONS

PROPOSED RAIL SERVICES

Reading Green Park station (location shown in **Figure 12**) is intended to serve the Green Park Village residential development, the existing Green Park Business Park and the Madejski Stadium and is planned to open in 2021 (though at the time of writing the exact opening date is to be confirmed).

Following a meeting with RBC in early 2020, we were advised that the station opening is likely to take place late 2020/early 2021 as planning consent for the station building was awaited. At present, the closest major rail station to RIBP is Reading station, which is located in the town centre. The opening of the Green Park Station would allow occupants and visitors to access RIBP by rail more easily, improving the attractiveness of the park for those living towards the southwest (inc. Basingstoke and Southampton).

Once built, the station will become a new stop on the existing Reading to Basingstoke line, with two trains per hour. Travellers will be able to reach Reading in six minutes, Basingstoke in 20, Paddington in 40 (via Reading), Canary Wharf in 60 (once the Crossrail is in place), and Southampton in 60 (via Basingstoke). This would, therefore, make travel to RIBP by rail more attractive, without having to travel beyond RIBP and north to the town centre, before making a part-return journey back south to RIBP by bus.

PROPOSED BUS SERVICES

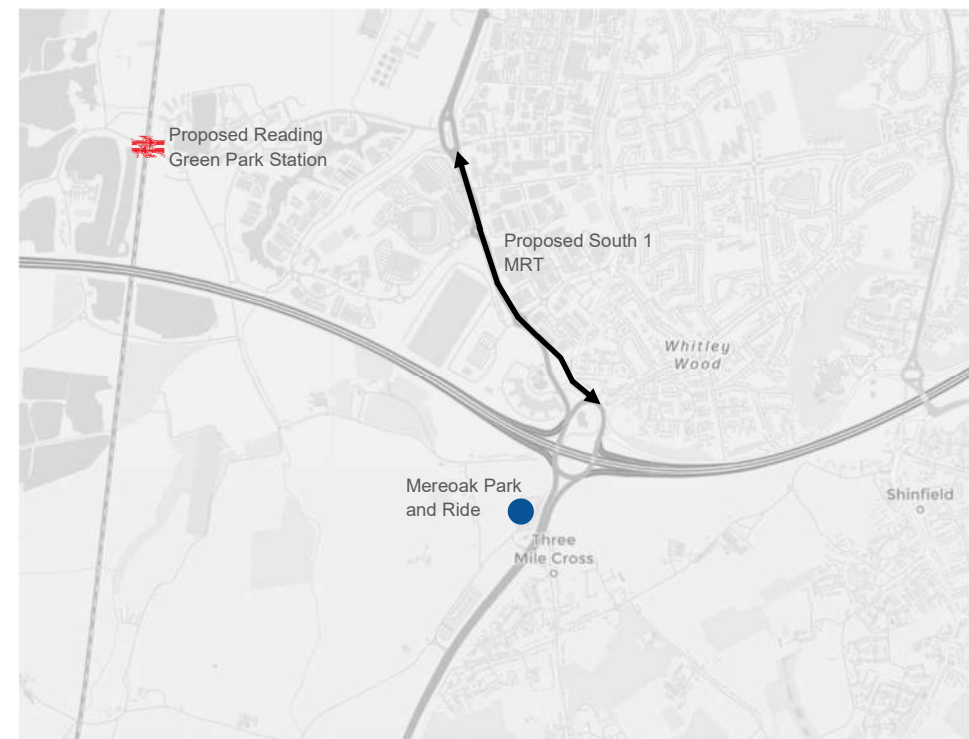
South Reading Mass Rapid Transit (MRT) is a scheme proposed for implementation that will provide a series of bus priority measures on the A33 between Reading town centre and the MereOak Park and Ride facility south of the M4 junction 11. The scheme would reduce congestion and journey times, improving public transport reliability on the main corridor into Reading. This scheme is included within the Thames Valley Berkshire Local Growth Deal.

As part of this project and the nearby proposed Worton Grange (Imperial Way) residential development improvements a new bus stop may be introduced on the A33 opposite RIBP (between Imperial Way and Basingstoke Road). The A33 improvements will be complete before this bus stop is implemented, including a new bus lane and mid-link stop on the A33. It is

anticipated that this bus stop will be implemented and served by the MRT within the next two years.

The MRT will connect the MereOak Park & Ride facility south of M4 junction 11 to existing businesses and business parks, the planned Green Park railway station, further commercial development, Madejski stadium, new additional residential development,

FIGURE 12—LOCATIONS OF FUTURE PUBLIC TRANSPORT SERVICES



02 SITE CONDITIONS

MODE SHARE

In 2019 a Travel Survey was carried out to help understand how employees at RIBP travel to work and what factors might affect their travel choices. This information has been used to identify actions for this Travel Plan that may help to improve journeys to/from the estates for staff and visitors, as well as helping to reduce travel costs, identify ways to tackle road safety concerns and localised congestion, and potentially save businesses money and secure future travel benefits for tenants of the park.

Respondents were asked to provide their home postcode to analyse the distance travelled to/from RIBP. **Table 4** presents the analysed data.

Figure 11 shows the home locations obtained from the survey within 25km of the site, it can be seen that there are a cluster of staff who live on the edge of Reading approximately 5 - 10 km from the site, but not many (42%) live within 10 - 25 km of RIBP.

Respondents were asked how they usually travel to and from work (highlighting the mode used for the longest part of their journey). The results are shown in **Table 5**.

TABLE 4: DISTANCE BETWEEN HOME AND RIBP

Distance Between Home and RIBP	Staff	
	Number	Percentage
< 2km	0	0%
2 - 5km	2	6%
5 - 10km	8	24%
10 - 20km	4	12%
> 20km	20	59%
Total	34	100%

FIGURE 11: HOME POSTCODE LOCATIONS WITHIN 25KM OF RIBP



TABLE 5: TRAVEL MODE SHARE

Mode	2019 Actual
Car Driver	77%
Car Share	0%
Train	10%
Bus	5%
Cycle	5%
Walk / Jog	0%
Work from Home	3%

03 GOVERNANCE

TRAVEL PLAN COORDINATOR

It is recommended that RIBP appoint a long-term Travel Plan Co-ordinator and it is expected that easit will take up this role as part of a commitment to implementing a dedicated Travel Plan Network for the park. The Travel Plan Co-ordinator will be allocated time, resources and support to perform their role and promote the Travel Plan. On appointment, the contact details of the Travel Plan Co-ordinator will be passed to RIBP, Reading Borough Council, Thames Valley Police and Highways England.

Duties

The duties of the appointed Travel Plan Co-ordinator will include the following:

- Engage businesses and secure a quarterly Travel Plan forum;
- Oversee on-going operation of the Travel Plan;
- Promoting the Travel Plan;
- Monitoring the Travel Plan;
- Preparing an annual review;
- On-going liaison with RBC, Reading Borough Council, Thames Valley Police and Highways England to promote and implement the proposed measures, communicate progress, share best practice, identify potential funding streams and additional resources to support and encourage sustainable travel;
- Liaison with the local bus operator;
- Identify future Travel Plan measures for implementation (for example the establishment of initiatives such as Bicycle User Groups or eco-driver training and FORS freight driver training), and
- Engage staff throughout the park and deliver the Travel Plan measures set out including via Travel roadshows.

STAKEHOLDER ENGAGEMENT

The TP Coordinator will establish a Travel Plan Forum, to include representatives from tenants, the RIBP Board, RBC, Highways England and Thames Valley Police. The meeting should be chaired by RIBP with the group committed to meeting quarterly.

The forum will offer an opportunity for businesses to feedback on the current travel situation, progress regarding implemented and forthcoming travel measures and initiatives and discuss on-going travel issues/opportunities affecting RIBP. A Terms of Reference document will be rolled out to encourage businesses to sign up to and remain engaged in the Travel Forum.

TRAVEL PLAN FUNDING

The Travel Plan measures identified in this document, and the TPC role, will be funded through a combination of RIBP, RBC and other relevant stakeholders as the Travel Plan and associated measures are developed.

Input from individual businesses will principally be staff time to attend meetings of the Travel Forum, to assist with engaging employees, to promote the Travel Plan, and to support the promotion and delivery of initiatives within their respective companies.

04 TARGETS AND MEASURES

TARGETS

It is widely recognised that targets for Travel Plans are most effective if they are 'SMART', in that they are: Specific; Measurable; Achievable; Realistic and Time-bound.

As such, two types of targets have been identified:

- 'Action' type targets are physical actions that can be achieved by a set date (e.g. appointing a Travel Plan Co-ordinator); and
- 'Aim' type targets are those which relate to outcomes achieved through implementation of measures. They are set on the basis of the results of the travel survey.

AIM TARGET

The main aim type target is to achieve a shift away from single occupancy vehicle travel and towards sustainable modes. Taking the existing travel modes (as reported in the travel survey) as a starting point, it is an objective of this Travel Plan to encourage uptake of the measures listed in the actions so as to bring about a shift in travel mode. **Table 6** sets out the preliminary mode share targets for employees.

ACTION TARGET

The following action targets will be implemented:

- Appoint a Travel Plan coordinator;
- Engagement with tenants via a regular dedicated Travel Plan forum (quarterly) to engage tenants and promote the Travel Plan and associated long-term and sustained commitment to maximise travel choice and accessibility to and from RIBP for all users;
- Promote the health and environmental benefits of sustainable travel via the Travel Plan forum, including walking and cycling to and from work as part of a healthy lifestyle, and
- Set up a dedicated RIBP Travel Webpage to be used for promotion to existing and incoming staff, and used during the process of recruitment;

MEASURES

A series of measures have been identified based on the 2019 Travel Survey and in order to encourage the use of sustainable travel for the entire site.

All measures have been grouped into three categories as follows:

- 'Hard' engineering measures;
- 'Soft' communications and management measures which would be implemented with the aim of maximising sustainable travel behaviour, and
- Key services and facilities.

All measures are explained on the following pages and a summary of the total Sustainable Measures Package that the owner is committed to delivering is included at **Appendix A**.

TABLE 6: MODE SHARE TARGETS

Mode	2019 Actual	2021 Target (interim)	2024 Target (Year 5)
Car Driver	77%	71%	63%
Car Share	0%	2%	4%
Train	10%	11%	13%
Bus	5%	6%	7%
Cycle	5%	6%	7%
Walk / Jog	0%	1%	2%
Work from Home	3%	3%	4%

04 TARGETS AND MEASURES

SOFT MEASURES

EASITRIBP

A dedicated travel plan network will be established by easit. Easit offer a complete long-term managed transport solution, are excellent at keeping businesses engaged and offer numerous benefits such as car sharing incentives, discounted public transport, cycle loans, and other sustainable travel benefits.

All businesses will have access to what will be referred to as the easitRIBP network and all initiatives on offer.



GREEN PARK STATION PROMOTION

In the 2019 Travel Survey, 54% of respondents indicated that they could use the new Green Park Station when open.

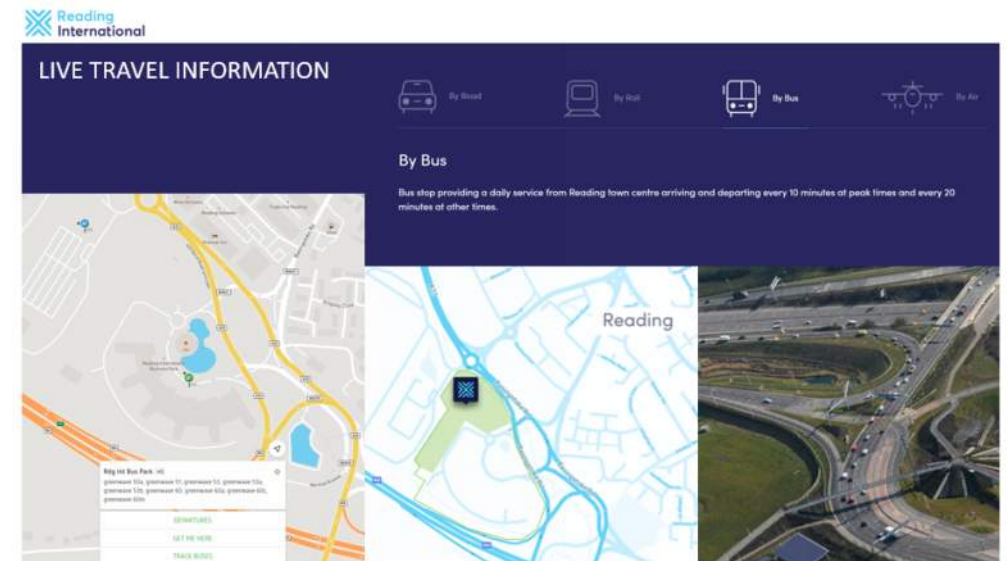
The best time to change travel habits is during a time of change, for example a new job location, and therefore the new Green Park station (and other travel options / initiatives) will be promoted to all tenants and employees.



TRAVEL WEBPAGE

A dedicated travel information page will be implemented on the Reading International Business Park website, to provide a centralised information source for travel information for all staff, prospective tenants, and visitors.

To help stagger peak demand for departures from the estate live webcam footage will be displayed to provide continuous footage of traffic conditions outside the estate., helping tenants make more informed decisions about when to leave the estate.



TRAVEL INFORMATION

Reading Borough Council's ['travel Reading live'](#) website will provide travel information, including:

- Bus timetables and maps
- Details of Park & Ride sites
- Cycle routes
- Live traffic updates

This information will be displayed on the RIBP website, with live travel information accessible in the reception area via a real-time display.

04 TARGETS AND MEASURES

SERVICES AND FACILITIES MEASURES

GREENWAVE BUS

RIBP pays contributions to the Greenwave Bus service, operated by Reading Buses and Reading Borough Council, which stops at a bus stop within the site.

RIBP has committed to renewing its contractual obligations to facilitate the continued running of this service, to ensure the bus remains an attractive and easy mode choice for employees.



WALKING AND CYCLING AUDIT

There are external barriers to walking and cycling as safe and convenient modes of travel to/from the site.

A walking and cycling audit of the pedestrian and cycle links from the key residential areas and public transport nodes will be undertaken using the principles of TfL's Healthy Streets criteria to prioritise any improvements by their potential to encourage more walking and cycling trips. While outside London, implementation of these principles will help to encourage and maximise the number of trips made to site (both commuting and visitors) by active and non-car modes.

PLANNED IMPROVEMENTS

A number of transport schemes are planned for implementation in Reading, including:

- **National Cycle Network Route 422**, between Newbury and Windsor, including a section within Reading.
- **Reading West Station Upgrade**, including a new station building, multi-modal interchange and highway amendments, improving the environment, accessibility and connectivity of the station to the surrounding area.



04 TARGETS AND MEASURES

HARD MEASURES

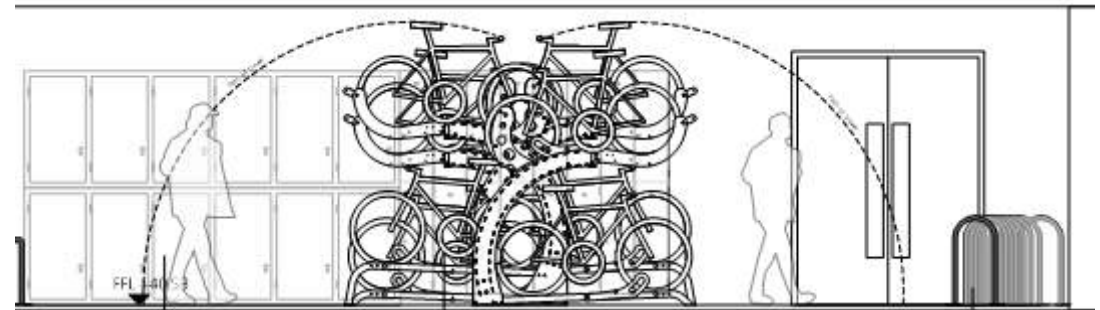
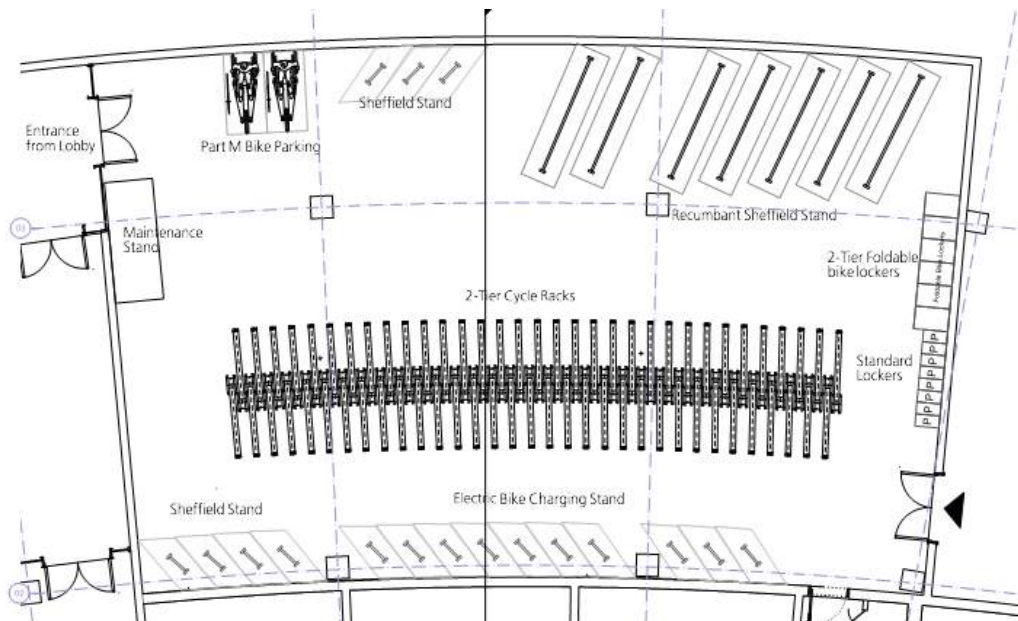
CYCLE PARKING

RIBP are committed to providing a complete overhaul of onsite parking facilities.

This will be provided by way of a bespoke gym/ cycle parking / storage / changing facility consisting of 174 long stay cycle parking spaces (75% two-tier racks, 5% enlarged cycle spaces, 10% foldable bike lockers, 10% Sheffield stands) and electric cycle parking.



EXAMPLES OF CYCLE STORE



CYCLE DOCKING STATION

In anticipation that Green Park Station will have a cycle docking station, it is proposed to safeguard the space for a 10 space docking station on-site and which will be situated at the front of the estate.

Space for the docking station is strategically placed that in future it will enable employees working at the site to easily commute by bike for the last part of their journey, making commuting by train to the new station a more attractive mode choice.

04 TARGETS AND MEASURES

HARD MEASURES

BUS STOP IMPROVEMENTS

Improved accessibility by bus will be facilitated by the provision of real time information boards for the within the new reception and at the bus stop.

A bus shelter and seating will also be implemented adjacent to the new bus layby location improving shade, shelter, and comfort for RIBP staff and visitors.

CAR PARKING

There is currently consent for 1199 spaces, of which 1176 are useable, marked bays. Free guaranteed car parking for car sharers will be allocated, with 24 dedicated bays marked on site close to the main reception. This initiative will encourage reduce single occupancy car trips to/from the site. Car sharers can connect as part of the easit share website.

The site currently has no electric vehicle charging points. Electric charging points are encouraged at all new development in Reading through the RBC Revised Parking Standards and Design (2011).

As part of a major shift towards accommodating the future transition to electric vehicles and the end to production petrol/diesel cars by 2041, it is proposed to implement 60 spaces with active electric charging and a further 60 spaces identified for passive provision for future conversion.

This is 10% of the total parking provision which is a significant investment over and above the existing expectations within RBC. Two of the active charge points will be provided close to ground floor entrance, off the reconfigured service road. The balance will be provided in the basement in proximity to the gym and main reception.

30 disabled parking spaces will be provided in the undercroft area in order to provide easy access to the lifts in each building spur.



05 MONITORING

INTRODUCTION

A programme of monitoring and review will be implemented to generate information by which the success of the Travel Plan will be evaluated; this will establish whether the agreed targets are being met. Monitoring and review will be the responsibility of the Travel Plan Coordinator (TPC).

MONITORING

The TPC will organise follow-up travel surveys each year over the 5-year period. These will follow the methodology of the 2019 surveys, with updated questions to ask for feedback about new measures that have been implemented prior to the surveys being issued. The survey should also include details with respect to the forthcoming opening of Green Park stations and test the appetite for provision of a cycle docking station and/or dedicated shuttle service or Greenwave service between the park and the new station.

The TPC will also undertake an annual review of the Travel Plan. The annual review will report on the findings of the survey and consider:

- Whether and to what extent the objectives of the Travel Plan have been met;
- Details of any annual review of the objectives of the Travel Plan;
- What progress has been made in meeting the targets of the Travel Plan;
- Details of the Travel Plan measures to be implemented during the upcoming year, and
- Details of how RIBP has been successful in delivering road safety and sustainable travel information across the business park.

The TPC will compile a report outlining the results of the review. The report will also incorporate the results of the on-going monitoring undertaken throughout the preceding year. The results of the annual review will be presented to the RIBP board and Travel Forum, and a summary made available to all staff. A copy of the annual review report will be submitted to RBC for a period of 5-years following planning consent of the proposed refurbishment works.

OBJECTIVES

The below provides an example of the indicators that could be used to monitor progress of the Travel Plan made towards achieving each objective.

1. To increase employee and business awareness of sustainable travel options for commuting and business travel:
 - Record the number of people engaged in travel planning activity, completing the annual staff travel survey, structured interviews undertaken, attending Travel Forum meetings and for example taking up incentives that are agreed to be rolled out;
 - Monitor the number of people using the Greenwave buses, and
 - Monitor the number of people registered with easit and the associated car shame scheme
2. To improve services and facilities for sustainable travel:
 - Review of facilities/improvements planned and implemented within RIBP, and
 - Analysis of staff travel survey data on mode shift and use of services and facilities
 - To promote smart working practices and reduce the overall need to travel:
 - Consultation and review of individual business policies on flexible start/finish times;
 - Analysis of staff travel survey data on start/finish times compared to April 2019;
 - Traffic counts in the AM and PM peak periods to monitor changes in traffic and parking levels (in proportion to tenant occupation levels), and
 - Analysis of staff use of the online travel page platform (used to make more informed decisions about when to leave the business park).

06 ACTION PLAN

The Action Plan sets out tasks, intended implementation dates and funding sources to deliver the outcomes aimed for as part of this Travel Plan. The Action Plan is presented below in **Table 7**.

TABLE 7: ACTION PLAN

Timescale	Action / Measure	Delivery Responsibility
Ongoing	Cycle docking stations - ongoing liaison with RBC to establish feasibility once operator has been appointed and Green Park station open.	Velocity / Travel Plan Coordinator
March -21	Establish 'easitRIBP' as long-term Travel Plan management partner Set up easitShare car sharing scheme and cycle discounts	RIBP board / Travel Plan Coordinator
May -21	Establish Travel Information Web Page Including information / updates on Green Park Station	Velocity / RIBP board / Travel Plan Coordinator
March -21	Consultation with businesses regarding flexible / staggered working times	RIBP board / Travel Plan Coordinator
June - 21	Real time information in reception / bus shelters to be investigated	Velocity / RIBP board / Travel Plan Coordinator
February -21	RIBP-wide car park management plan (CPMP)	Velocity
June - 21	Establish EVCPs, Car sharing bays, and motorcycle parking onsite following CPMP	RIBP Board
May -21	Promotion of the travel website, easit car share scheme, and cycle dis-	RIBP board / Travel Plan Coordinator
April -21	Promotion of the parking management plan, EVCPs and car sharing bays	RIBP board / Travel Plan Coordinator
April -21	Installation of HGV wayfinding signage	RIBP board
April 21	Installation and promotion of cycle maintenance measures	RIBP board / Travel Plan Coordinator
May - 21	Healthy Streets walking / cycling audit	Velocity
April -21	Annual Staff travel survey	Travel Plan Coordinator
April-21	Annual Traffic counts (using ANPR)	Travel Plan Coordinator
February-21	Communication with RIBP regarding walking / cycling audit results	Velocity / Reading Borough Council



EASIRIBP

A dedicated travel network will be established by easit. They offer a complete long-term managed transport solution, are excellent at keeping businesses engaged and offer numerous benefits such as car sharing incentives, discounted public transport, cycle loans, and other sustainable travel benefits.

All businesses will have FREE access to what will be referred to as the easitRIBP network and all initiatives on offer.



CYCLE PARKING

RIBP are committed to providing a complete overhaul of onsite parking facilities. This will be provided by way of a bespoke cycle parking / storage / changing facility consisting of 174 long stay cycle parking spaces (75% two-tier racks, 5% enlarged cycle spaces, 10% foldable bike lockers, 10% Sheffield stands).

An additional 16 visitor spaces will be provided at the front of the site, in the form of covered Sheffield stands.

CAR SHARING BAYS

Free guaranteed car parking for car sharers will be allocated, with 25 bays marked on site.

This initiative will reduce single occupancy car trips to/from the site.

Carsharers can connect as part of the easit share website.



ELECTRIC CHARGING BAYS

The site currently has no electric vehicle charging points.

Electric charging points are encouraged at all new development in Reading through the RBC Revised Parking Standards and Design (2011).

63 spaces will be connected as active electric charging bays with a further 63 spaces connected with passive provision for future conversion. Overall, 10% of the total parking provision.



GREEN PARK STATION PROMOTION

From a recent survey 54% of respondents indicated that they could use the new Green Park Station when open.

The best time to change travel habits is during a time of change, for example a new job location, and therefore the new Green Park station (and other travel options / initiatives) will be promoted to all tenants and employees.



CYCLE DOCKING STATION

In anticipation that Green Park Station will have a cycle docking station, it is proposed to safeguard the space for the equivalent capacity for a 10 space docking station on-site.

The docking station will be strategically placed to enable employees working at the site to easily commute by bike for the last part of their journey, making commuting by train to the new station a more attractive mode choice.



GREENWAVE BUS

RIBP pays contributions to the Greenwave Bus service, operated by Reading Buses and Reading Borough Council, which stops at a bus stop within the site.

RIBP will commit to renewing their contractual obligations to facilitate the continued running of this service, to ensure the bus remains an attractive and easy mode choice for employees.



BUS STOP IMPROVEMENTS

Improved accessibility by bus will be facilitated by the provision of real time information boards for the within the new reception and at the bus stop.

A bus shelter and seating will also be implemented adjacent to the new bus layby location improving shade, shelter, and comfort for RIBP staff and visitors.



WALKING AND CYCLING AUDIT

There are external barriers to walking and cycling as safe and convenient modes of travel to/from the site.

A walking and cycling audit of the pedestrian and cycle links from the key residential areas and public transport nodes will be undertaken using the principals of TfL's Healthy Streets criteria to prioritise any improvements by their potential to encourage more walking and cycling trips.



TRAVEL WEBPAGE

A dedicated travel information page will be implemented on the Reading International Business Park website, to provide a centralised information source for travel information for all staff, prospective tenants, and visitors.

To help stagger peak demand for departures from the estate live webcam footage will be displayed to provide continuous footage of traffic conditions outside the estate.



greenwave to Reading International Business Park

from Reading Station - Station Road stop SD

to Reading International Business Park 15-22 minutes

Monday - Friday

route via	route via	route via
6.06 am 60m M	9.03 am 60m M	12.32 pm 60 fast
6.30 am 60a K	9.16 am 60a K	12.48 pm 60 fast
6.44 am 60m M	9.33 am 60m M	1.18 pm 60m M
6.54 am 60a K	9.48 am 60a K	1.48 pm 60 fast
7.08 am 60m M	10.05 am 60m M	2.23 pm 60 fast
7.17 am 60a K	10.22 am 60a K	2.58 pm 60 fast
7.37 am 60 fast	10.39 am 60m M	3.32 pm 60 fast
7.48 am 60a K	10.54 am 60a K	3.58 pm 60 fast
8.03 am 60 fast	11.12 am 60m M	4.29 pm 60 fast
8.16 am 60a K	11.26 am 60a K	6.19 pm 60 fast
8.34 am 60 fast	11.45 am 60 fast	
8.49 am 60a K	11.58 am 60a K	

greenwave from Reading International Business Park

from Reading International Business Park

to Central Reading and Reading Station 20-25 minutes

Monday - Friday

route via	route via	route via
7.54 am 60 fast	2.51 pm 60a K	5.55 pm 60c K
9.19 am 60 fast	3.07 pm 60a K	6.10 pm 50a M,K
9.54 am 60 fast	3.20 pm 60a K	6.30 pm 50a M,K
10.21 am 60 fast	3.35 pm 60m K	6.50 pm 50a M,K
10.54 am 60 fast	3.49 pm 60a K	7.06 pm* 50a M,K
11.27 am 60 fast	4.05 pm 60c K	7.26 pm 50a M,K
12.00 pm 60 fast	4.20 pm 60c K	7.46 pm 60m M
12.30 pm 60 fast	4.35 pm 60m M	8.06 pm 63a G,K
1.00 pm 60 fast	4.45 pm 60c K	8.21 pm 63 G
1.30 pm 60 fast	5.05 pm 60c K	8.35 pm 63a G,K
1.49 pm 60 fast	5.19 pm 60c K	9.00 pm 63a G,K
2.16 pm 60a K	5.31 pm 51 G	9.15 pm 63 G
2.36 pm 60m M	5.43 pm 60m M	9.35 pm 63a G,K
		10.05 pm 63a G,K

Note; runs 4 minutes later on football match evenings.

from Reading - Station Road stop SD

to Tesco Distribution

Monday - Friday

route via	route via	route via
5.18 am 60b fast	12.52 pm 50a K,M	5.18 am 50b K
5.43 am 50b K	1.12 pm 50b K	5.33 am 52a K,G
	9.05 pm 60b K	1.22 pm 60b fast
	9.43 pm 50b K	

Saturday

Buses depart St Mary's Butts stop CS 5-7 minutes earlier
Buses also call at Market Place stop MC 2 minutes later

Notes,

K = Kennet Island

M = Madejski Stadium

G = Green Park

from Tesco Distribution

to Central Reading and Reading Station

Monday - Friday

route via	route via	route via
6.07 am 50 M	2.07 pm 60b fast	5.37 am 52a G,K
1.15 pm 50a M,K	10.07 pm 50b K	6.07 am 52 G
1.33 pm 50a M,K		2.07 pm 60b fast
		10.07 pm 52a G,K

Saturday

Notes,

K = Kennet Island

G = GreenPark

M = Madejski Stadium

T = Tesco Distribution

