



travel plan statement

Proposed 3 Retail Units and 8 Apartments

27 – 32 Market Street

Reading

CONTACT INFORMATION

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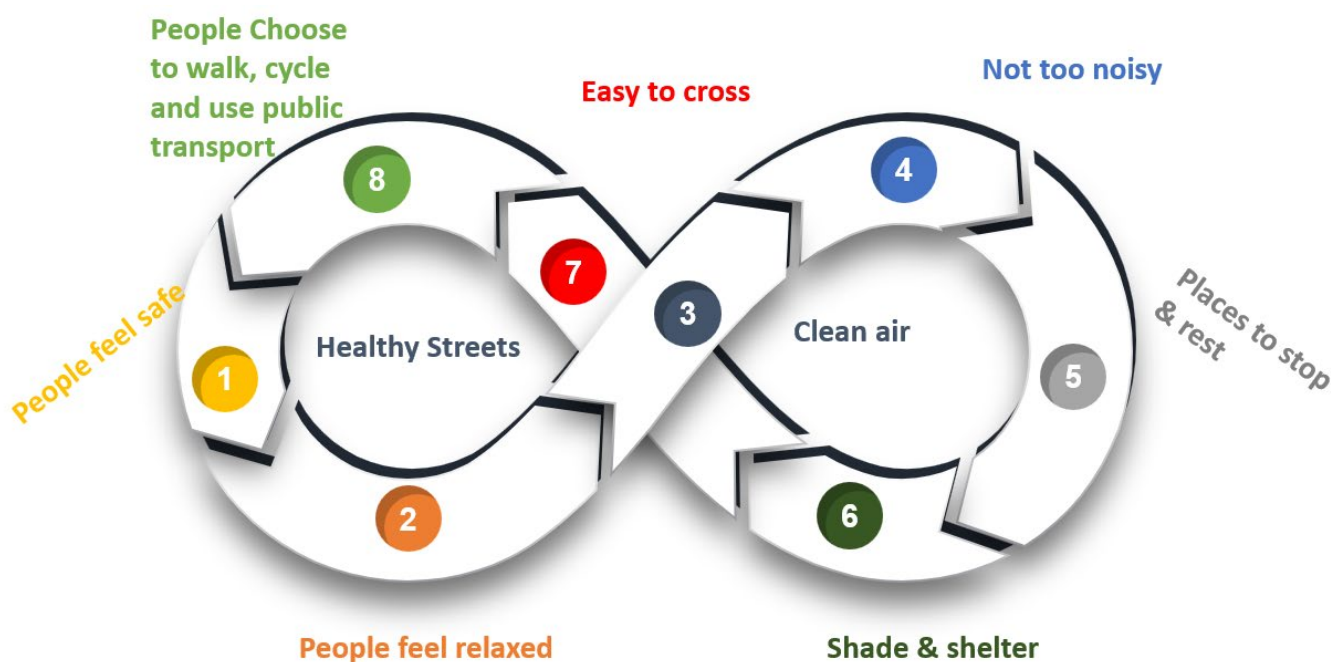
DEVELOPMENT DETAILS

Description of the development	649.3m ² retail uses across 3 units including a public house & 8 residential apartments (4no. x 1 bed, 3no. x 2 beds and 1no. x 3 beds) totalling 727.3m ²
Site location	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. 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. 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.
Postcode	RG1 2DE
Number/Street Name/Road	27-32 Market Place
Town	Reading
Size (GFA/no of units)	649.3m ² retail uses across 3 units including a public house & 8 residential apartments (4no. x 1 bed, 3no. x 2 beds and 1no. x 3 beds) totalling 727.3m ²
Planned date of opening	2022

TRAVEL INFORMATION

Anticipated number of site occupants (week day and weekends, per day)	The apartments are 1, 2 & 3 bed units hence, as a maximum, the 8 apartments may be occupied by 16 residents (average 2 per apartment)
Anticipated number of staff (week day and weekends, per day)	The retail units are speculative hence, there is no end user however, taking into consideration the small gross floor area of each unit, the number of staff may average 5 per unit at any one time
Anticipated number of visitors (week day and weekends, per day)	The retail units are situated in a highly accessible town centre location, with a range of existing retail and commercial destinations in close proximity of the site. As such it is envisaged that person trips associated with proposed retail use would be drawn from existing trips already being undertaken in the locality and it would be unlikely that the development would attract additional person trips to the area.
Number of car parking spaces will be provided within site boundary	The development is car-free. Eight cycle parking spaces (5 for the apartments and 3 for the retail) are provided in line with Reading BC Cycle Parking Standards in a lit, secure and sheltered location

SUSTAINABLE MODES OF TRAVEL



Bus Services

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.

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

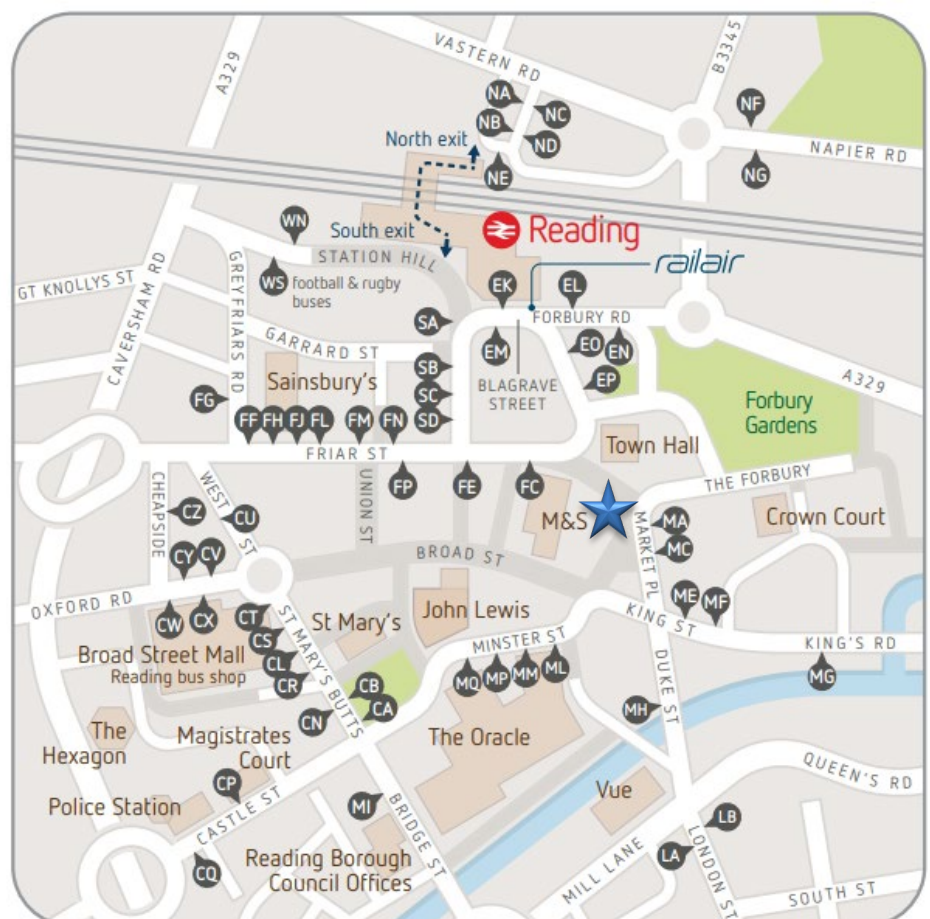


Figure A
Summary Bus Services in the vicinity of the site

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 B
Summary Bus Services in the vicinity of the site

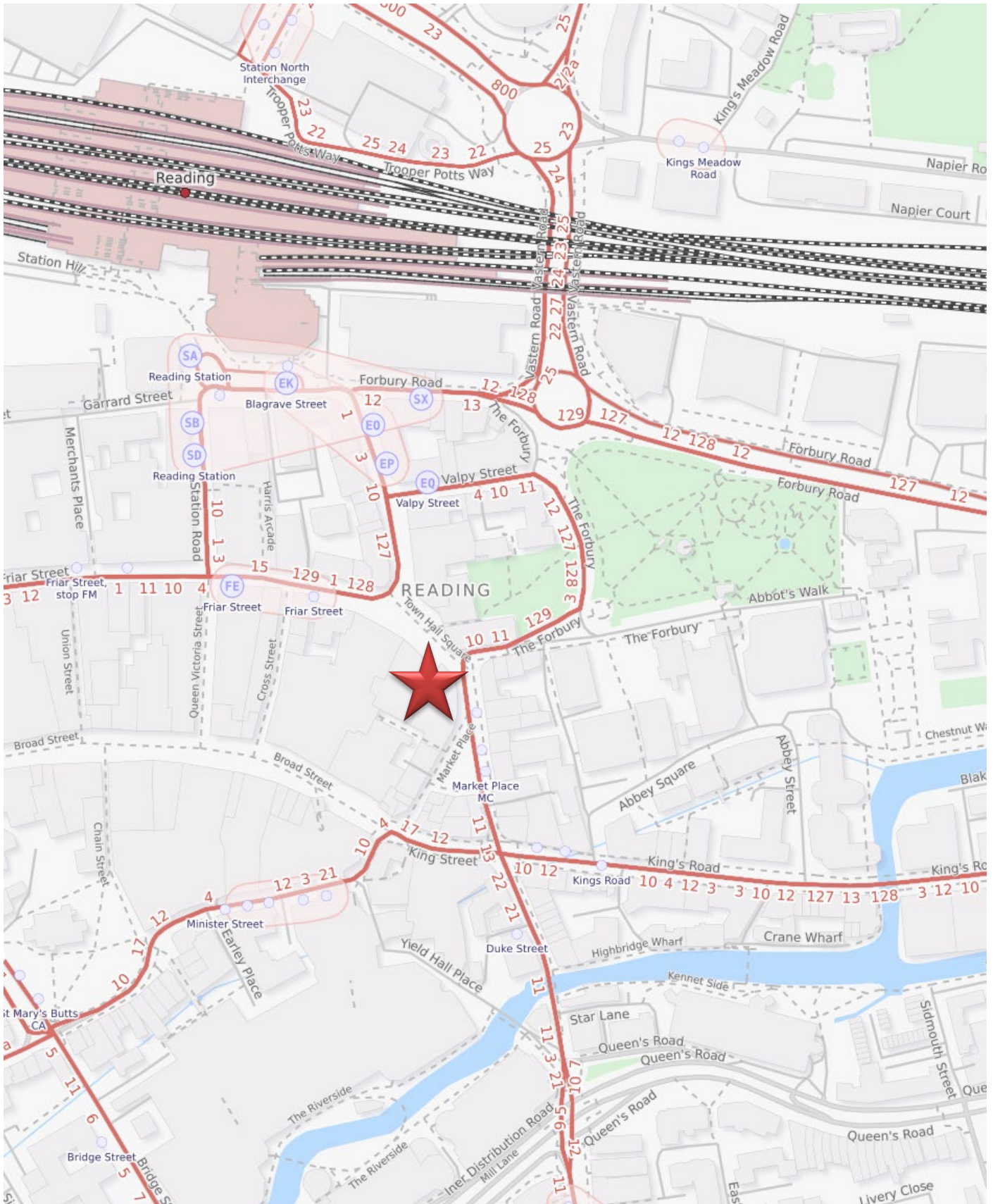


Figure C
Summary Bus Services in the vicinity of the site

Reading Railway Station

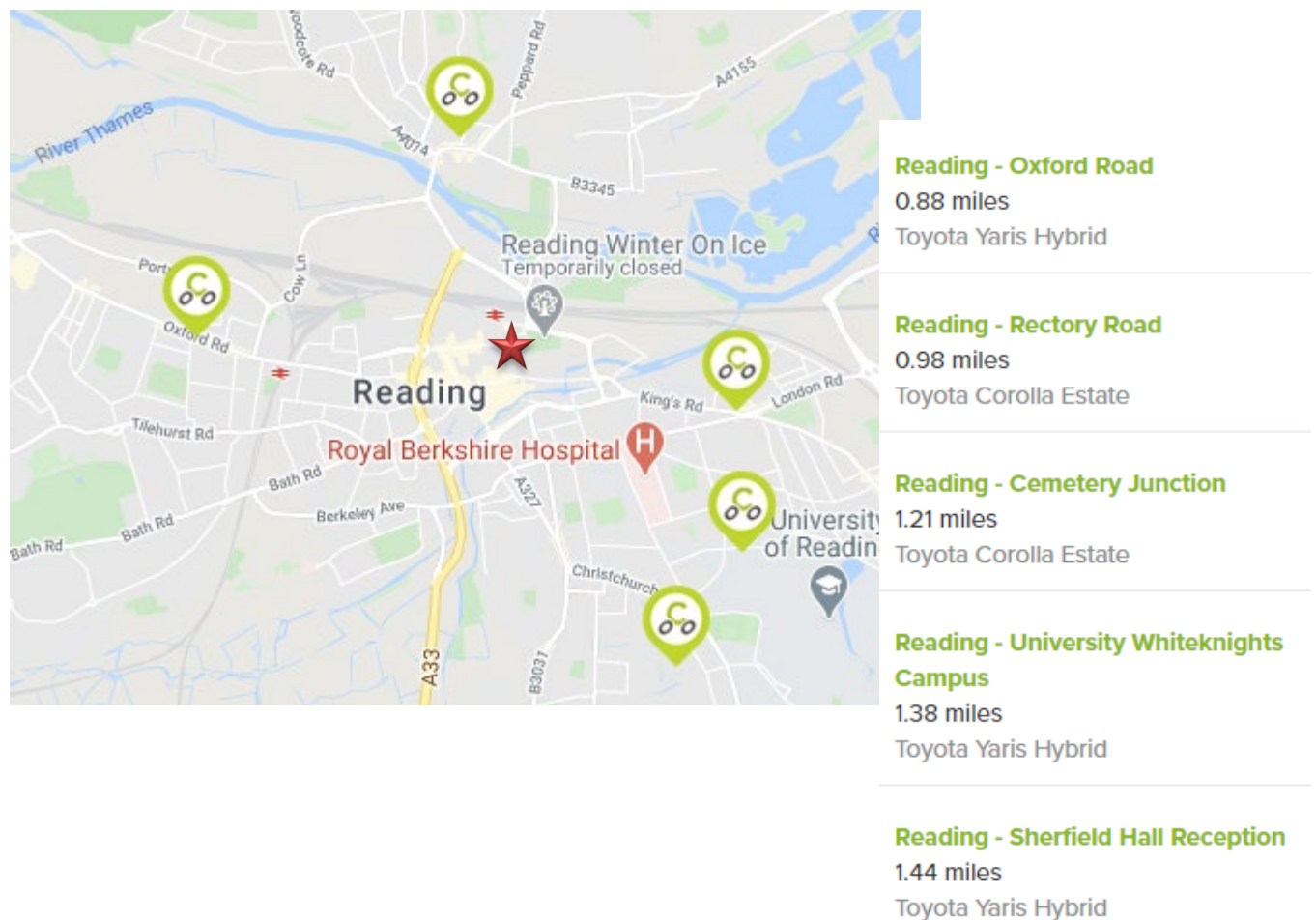
Reading station is located approximately 350 metres to the north (Figure B) of the application site and offers a range of rail services connecting to destinations including London Paddington, Swansea, Manchester and Gatwick Airport. The station benefits from a taxi rank, cycle parking provision and a multi-storey car park.

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.

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

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

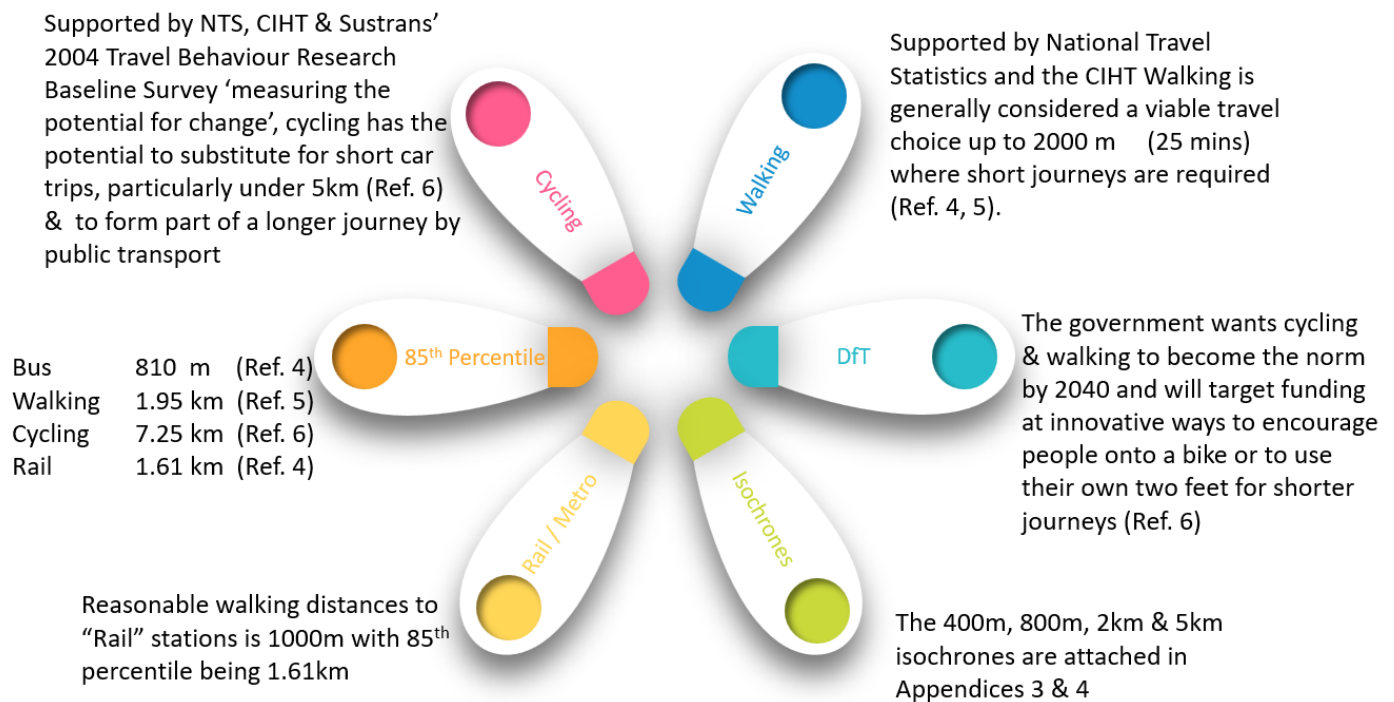


Taxi

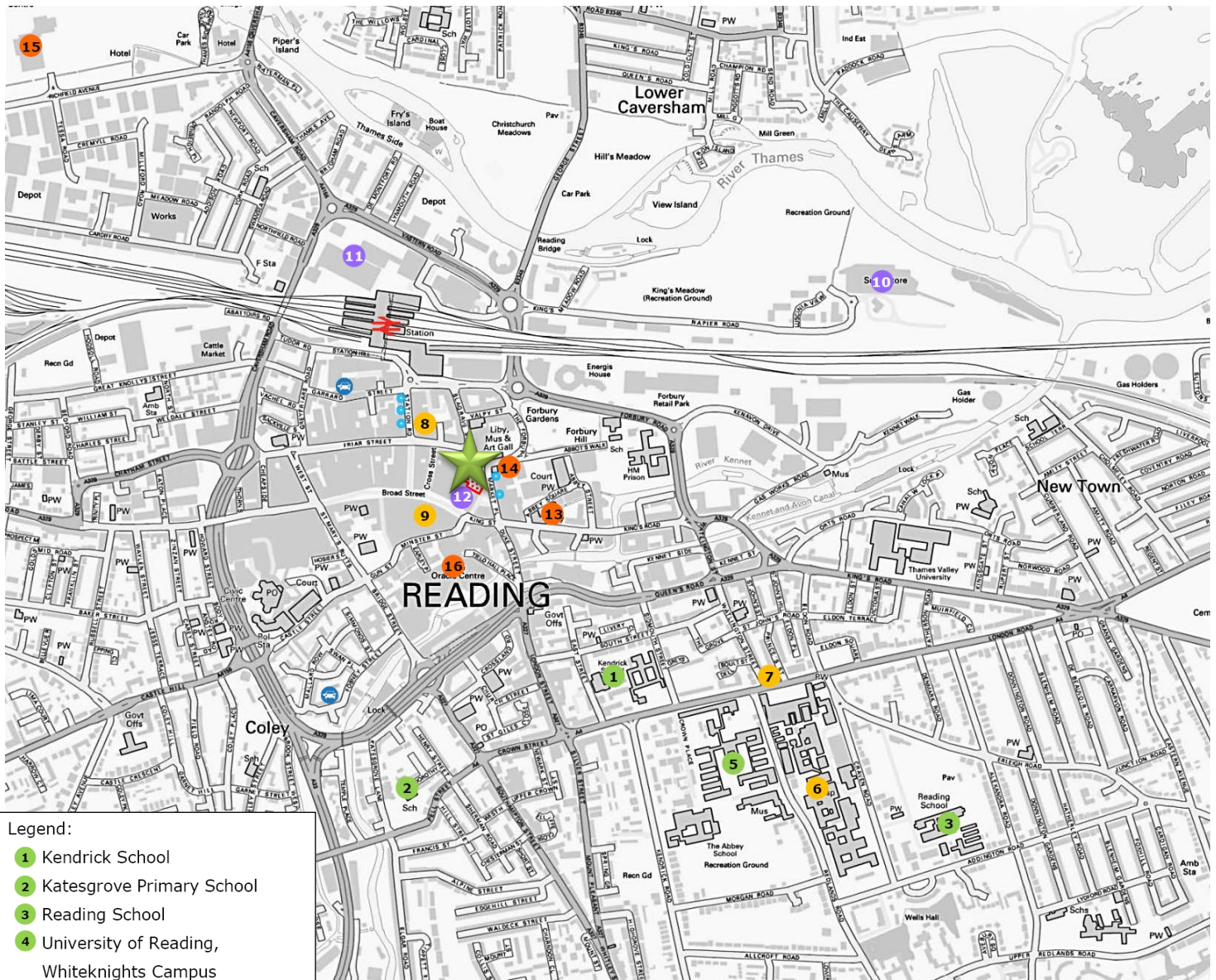
There are two loading zones, one in the immediate vicinity of the site on Market St and the other within 50m to the north, along Blgrave St.

Walking & Cycling

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 Figures D & E.



Legend:

- 1 Kendrick School
 - 2 Katesgrove Primary School
 - 3 Reading School
 - 4 University of Reading, Whiteknights Campus
 - 5 University of Reading, London Road Campus
 - 6 Royal Berkshire Hospital
 - 7 Melrose Surgery
 - 8 Friar Street Dental Practice
 - 9 Boots Pharmacy
 - 10 Tesco Extra
 - 11 Aldi
 - 12 Sainsbury's
 - 13 Reading Central Library
 - 14 Post Office
 - 15 Rivermead Leisure Complex
 - 16 The Oracle Shopping Centre
- Bus Stop
 - Car Club Vehicle
 - Train Station
 - Site Location

Amenity	Walking / Cycling Distance (m)
Kendrick School	800m
Katesgrove Primary School	1,100m
Reading School	1,700m
University of Reading, Whiteknights Campus	2,300m
University of Reading, London Road Campus	1,000m
Royal Berkshire Hospital	1,500m
Melrose Surgery	1,100m
Friar Street Dental Practice	<100m
Boots Pharmacy	250m
Tesco Extra	1,200m
Aldi	950m
Sainsbury's	300m
Reading Central Library	300m
Post Office	<100m
Rivermead Leisure Complex	1,800m
The Oracle Shopping Centre	250m

Figure D
Illustrative Local Amenities relative to the site

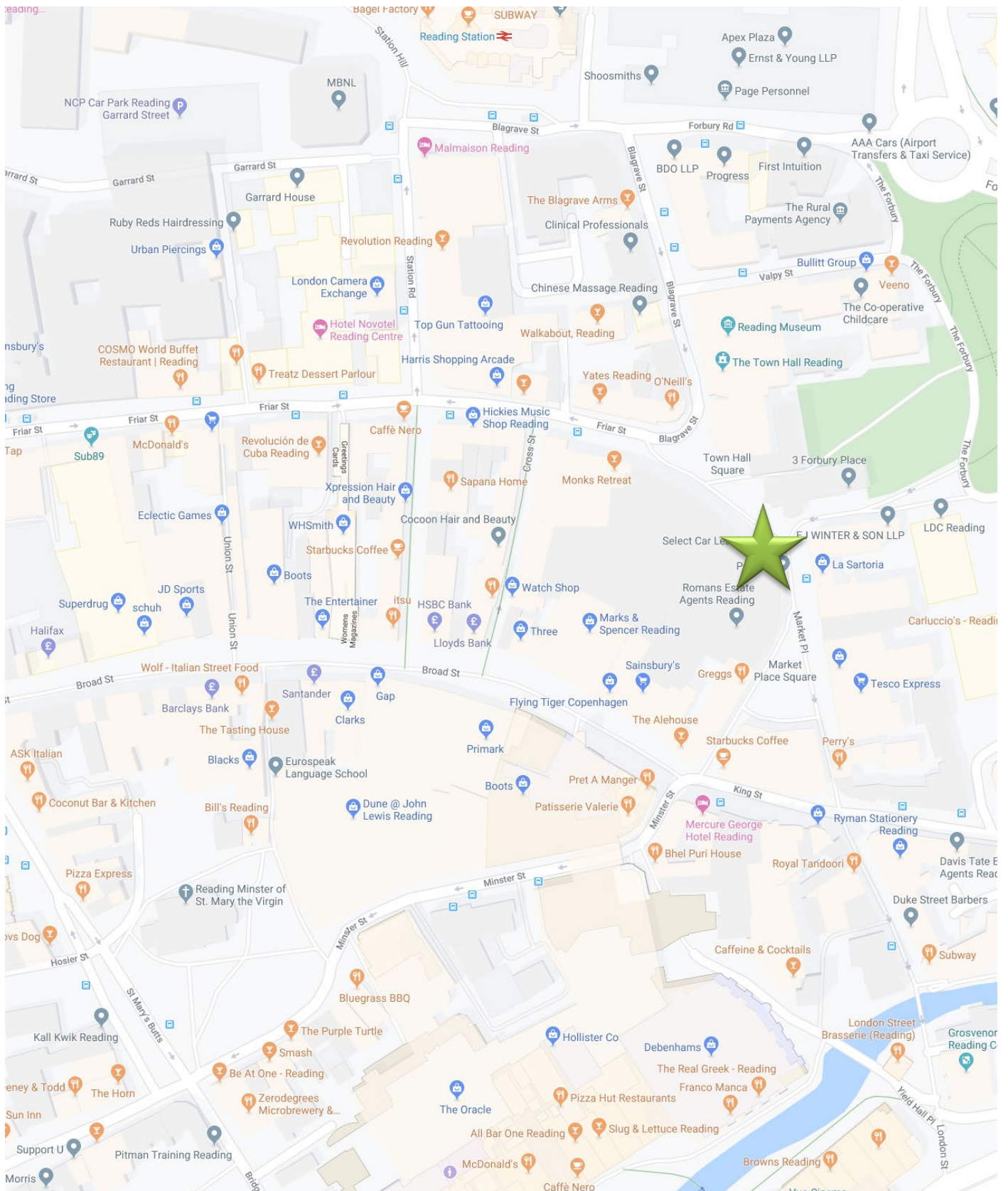


Figure E
Illustrative Local Amenities relative to the site

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 PLAN STATEMENT OBJECTIVES

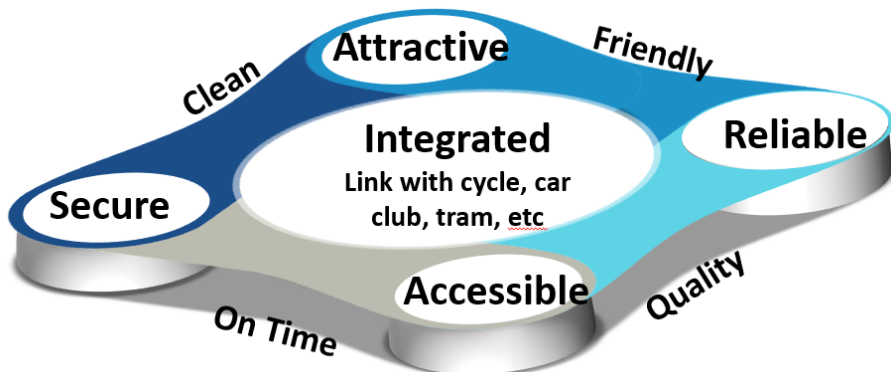
Site Specific Objectives	• To reduce the need to travel to and from the development • To reduce single occupancy car travel to and from the development • To promote walking as a healthy and sustainable way of travelling to and from the development • To promote cycling as a healthy and sustainable way of travelling to and from the development • To encourage the use of public transport where walking and cycling are not possible
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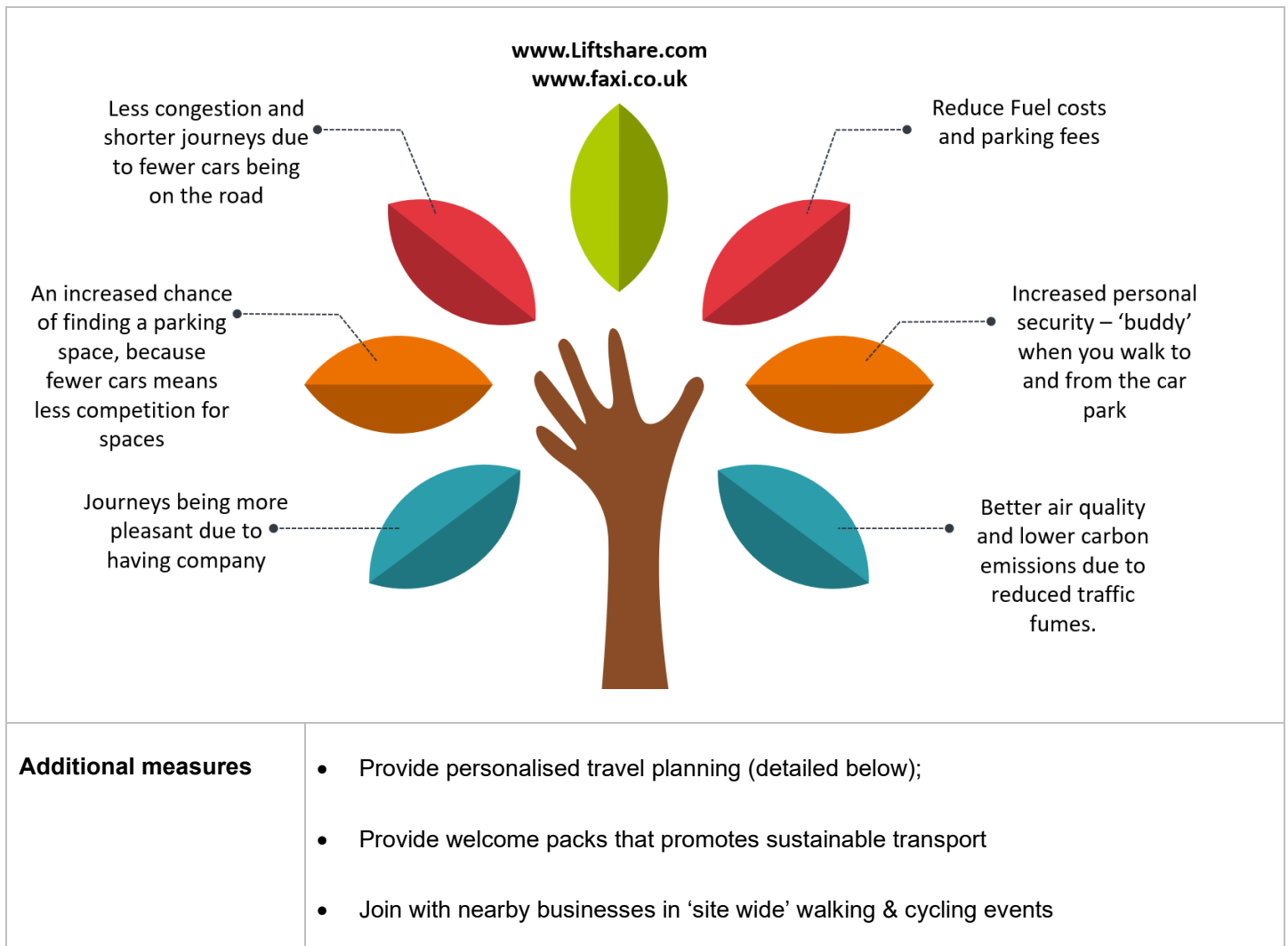
MEASURES AND INITIATIVES

Person to be responsible for the implementation of measures	TBC 3 months prior to occupation Name: Address: Phone Number: E-mail address:
	Measures to promote and reduce the need to travel to the development



Measures to reduce single occupancy car use to the development	• Provide personalised travel planning • Arrange for staff living in close proximity or en-route to car share • Encourage staff to join car sharing platform (such as liftshare or similar)
Measures to promote walking as a way to travel to the development	• Promote walking as a healthy lifestyle choice. • Participate in sponsored walks and events such as Race for Life and Sports Relief. • Promote 'buddy' scheme
Measures to promote cycling as a way to travel to the development	• Provide adequate cycle parking at the site which should be in a lit, secure and overlooked location; • Set up bicycle user group

	• Negotiate discounts on bikes and accessories with local retailers; • Join local or nearby businesses initiatives such as sponsored cycling or friendly local competitions •
Measures to promote public transport as a way to travel to the development	• Publicise the route / connectivity bus would provide; • Publicise the financial benefits public transport would achieve; • Promote public transport as: 
Promote Car Sharing	Liftshare.com and taxi.co.uk are examples of many car-sharing platforms operating throughout the UK. The programmes allow staff & residents 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.

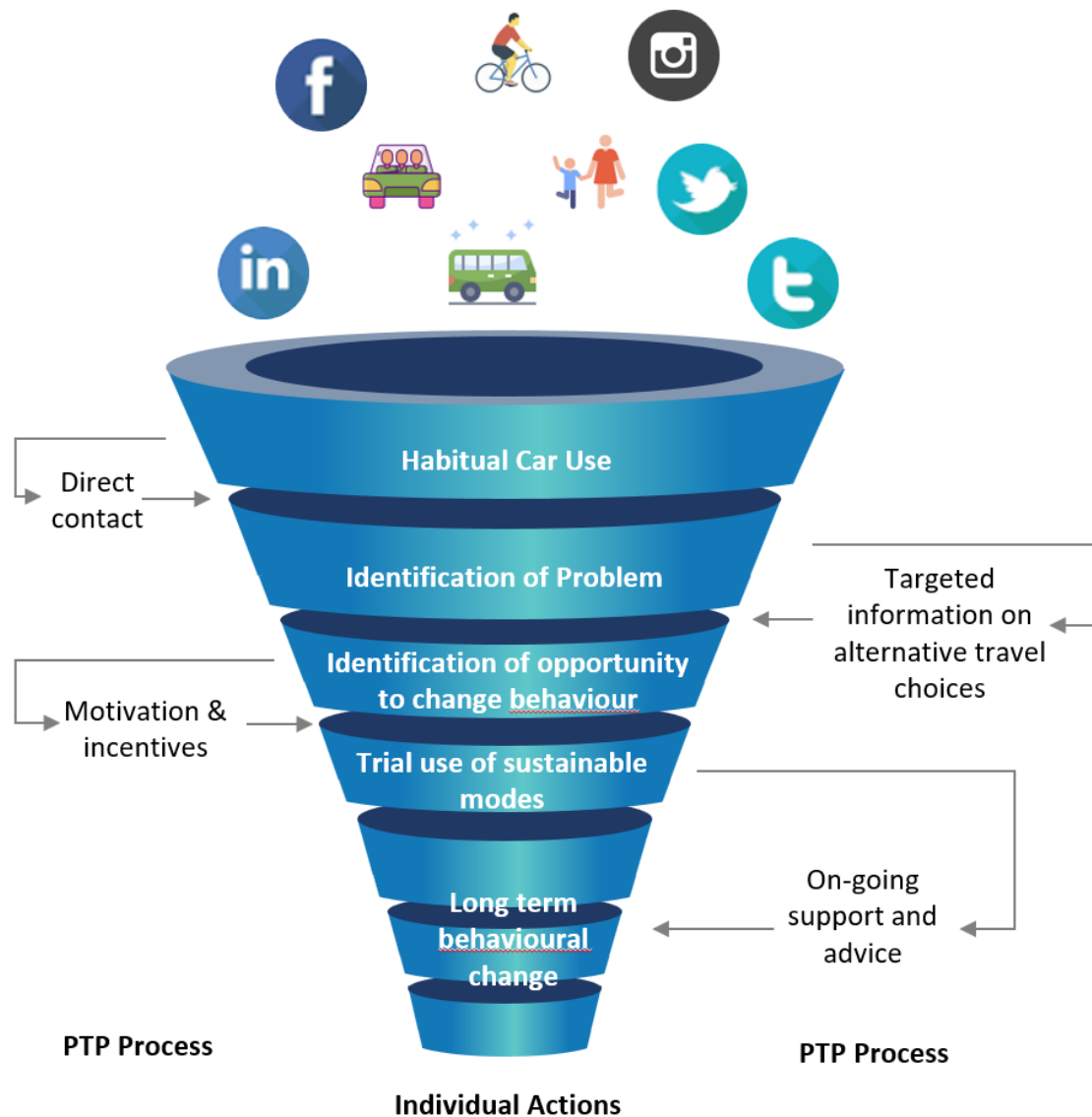


PERSONALISED TRAVEL PLANNING

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.

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.

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.



MONITORING AND REVIEW

The measures identified within this Travel Plan Statement will be regularly reviewed and updated where necessary.

Date of the first review?
(Month and Year)

December 2022



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/>



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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