

A Planning Application by
STUDIOUS DEVELOPMENT (READING) LTD

In respect of
**NCP3, East Street
READING**

Travel Plan

December 2020



Document Management

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Contents	Page
1 Introduction	1
2 Existing Transport Conditions	3
3 Aims and Objectives	11
4 Baseline and Targets	12
5 Travel Plan Co-ordinator	15
6 Influencing Behavioural Change	16
7 Measures	19
8 Action Plan	26
9 Monitoring and review	27

List of Tables

Table 2.1	IHT Suggests Acceptable Walking Distance
Table 2.2	Local Amenities
Table 2.3	Summary of Cycle Routes
Table 2.4	Summary of Bus Services
Table 2.5	Local Rail Services from Reading Rail Station
Table 4.1	Student Mode Split Targets

List of Figures

Figure 1.1	Site Location Plan
Figure 6.1	Travel Plan Pyramid

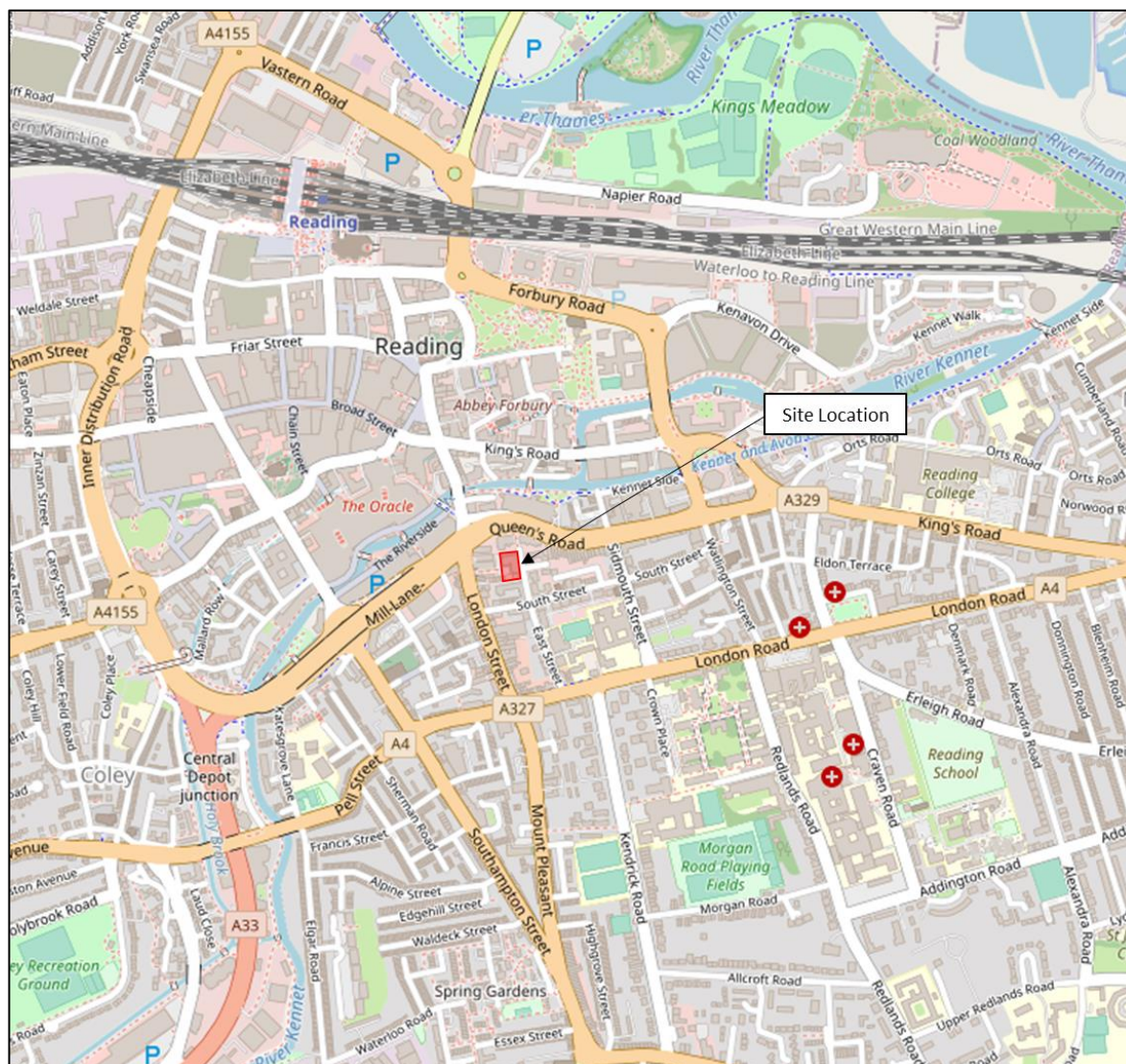
List of Appendices

A	Reading Cycle Network Map
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1 Introduction

- 1.1 Transport Planning Associates has been commissioned by Studios Development (Reading) Ltd to prepare a Travel Plan in relation to a 135-bed student accommodation complex at East Street, Reading. The site is located at the northern end of East Street as outlined in **Figure 1.1**.

Figure 1.1 Site Location Plan



Source: www.openstreetmap.org Note: Location indicative.

Government Policy

National Planning Practice Guidance (2018)

- 1.2 The Government's National Planning Guidance ("NPPG") for Travel Plans, Transport Assessments and Statements in decision-taking was released on 6th March 2014 and updated in 2018. This document provides advice on when transport statements and assessments are required and what they should contain.
- 1.3 With regard to Travel Plans, the guidance states that Travel Plans should be used as ***"long-term management strategies for integrating proposals for sustainable travel into the planning process."***
- 1.4 The guidance states that a Travel Plan should be ***"proportionate to the size and scope of the proposed development to which they relate"*** and furthermore that they must be ***"tailored to particular local circumstances"***.
- 1.5

Travel Plan Structure

- 1.6 This Travel Plan will be structured as follows:
 - **Chapter 2:** Existing Transport Conditions;
 - **Chapter 3:** Aims & Objectives
 - **Chapter 4:** Baseline and Targets;
 - **Chapter 5:** Travel Plan Coordinator;
 - **Chapter 6:** Influencing Behavioural Change;
 - **Chapter 7:** Measures;
 - **Chapter 8:** Monitoring Strategy; and
 - **Chapter 9:** Action Plan.

2 Existing Transport Conditions

- 2.1 This chapter of the Travel Plan establishes the baseline transport conditions currently prevailing at the site and the surrounding area.

Site Location

- 2.2 Reading is a large town located in the county of Berkshire, approximately 60km west of Central London.
- 2.3 The site is located at the northern end of East Street, which is located to the south of Reading Town Centre and northwest of the University of Reading's London Road and Whiteknights Campuses.

Pedestrian Infrastructure

- 2.4 Pedestrian access to the site is from either Queen's Road, to the north, or East Street, to the south. It is also possible to reach the site via a pedestrian passage at no. 35-39 London Street, which enables access to the bus stops on London Road. However, this is not a Public Right of Way and as such, although unlikely, access could be restricted in the future.
- 2.5 Footways are currently provided along both sides of East Street, these have a width of approximately 1.8m to 2m. Dropped kerbs are provided along East Street including at the entrance to the existing car park and at the side roads.
- 2.6 Footways are also provided on both sides of Queen's Road that connect to the pedestrianised area at New Century Place, which is located directly north of the development. Within the vicinity of the site along Queens Road, the footways have a width of between 1.8m and 3.5m wide.
- 2.7 A number of signalised crossings are situated in the vicinity of the site. Staggered crossings are located at every crossing point at the trafficked Queen's Road / London's Street junction. The dedicated crossing points include sections of pedestrian guard railings, dropped kerbs and tactile paving.
- 2.8 Additional pedestrian crossing points with dropped kerbs and tactile paving are provided at other junctions in the vicinity of the site. Several crossing opportunities are provided along London Street and London Road, including signalised crossings (at the junction of London Street and London Road, another on London Road opposite the Royal Berkshire Hospital) and a signalised crossing (at the junction of London Road and Kendrick Road).
- 2.9 East Street, Queens Road, London Road, South Street and the surrounding roads within the immediate vicinity also benefit from street lighting for the convenience and safety of pedestrians.

Local Amenities

- 2.10 The National Design Guide, 2019, suggests that walkable neighbourhoods should be within walking distance of local facilities, which is generally “**considered to be no more than a 10 minute walk (800m radius).**”
- 2.11 Manual for Streets suggests that “walkable neighbourhoods are typically characterised as having a range of facilities within 10 minutes (up to about 800m) walking distance of residential areas... However, this is not a upper limit and.... walking offers the greatest potential to replace car trips, particularly those under 2km.”
- 2.12 The Institute of Highways and Transportations ‘*Guidelines for Providing for Journeys on Foot, 2000*’ suggests that walking distances will vary depending on the journey purpose and outlines these distances, which are reproduced in **Table 2.1**.

Table 2.1 IHT Suggests Acceptable Walking Distance

	Town Centres	Commuting / School	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1,000m	800m
Preferred Maximum	800m	2,000m	1,200m

Source: Table 3.2 of the Institution of Highways & Transportation (IHT) publication ‘*Providing for Journeys on Foot, 2000*’

- 2.13 Taking all three documents into consideration, it is reasonable to allow differing distances based on journey type, nature of the local facility and local topography. The distance to local facilities and services are set out in **Table 2.2**.

Table 2.2 Local Amenities

Amenity		Distance	Walk Time
Transport	London Road Bus Stops	110m	1 Minute 30 Seconds
	London Street Bus Stops	400m	5 Minutes
	Queens Rad Bus Stops	500m	6 Minutes
	Reading Rail Station	900m	11 Minutes
	Coffee Shop	110m	1 Minute

<i>Shopping Leisure Facilities</i>	Vue Cinema	290m	3 Minutes 30 Seconds
	Oracle Shopping Centre and Restaurants	400m	5 Minutes
	Tesco Express	400m	5 Minutes
	Reading Central Library	450m	5 Minutes
	Sainsburys Supermarket	450m	5 Minutes
	Town Centre	650m	8 Minutes
	Banks	650m	8 Minutes
	Post Office	750m	9 Minutes
	Broad Street Mall	800m	8 Minutes 30 Seconds
<i>Healthcare Facilities</i>	London Street Dental Surgery	110m	1 Minute
	London Street Doctors Surgery	210m	2 Minutes 30 Seconds
	Boots Pharmacy	400m	5 Minutes
	Royal Berkshire Hospital	950m	11 Minutes
<i>Educational Facilities</i>	University of Reading, London Road Campus	500m	6 Minutes
	University of Reading, Whiteknights Campus	2300m	27 Minutes

Note: Distance is approximate. Time based on speed of 1.4m/s

- 2.14 **Table 2.2** shows that there is a wide range of local services and facilities located within walking distance of the site, which residents will be able to access and utilise.

Cycle Infrastructure

- 2.15 The whole of Reading town centre is cycle friendly and benefits from a number of cycle racks and stands, for example outside the railway station, in Town Hall Square, adjacent to the Oracle, along Broad Street or at the riverside, under 400m from the site.
- 2.16 There are many cycle routes located within close proximity to the site. These include one National Cycle Route, and five Local Network Routes. The A327, London Street, is dedicated to buses and cycle only, in northbound direction. The whole of Reading is reachable within a 10/15-minute cycle ride from the site.
- 2.17 A summary of nearby routes is in Table 2.2, with a map of the local cycle network reproduced at **Appendix A**.

Table 2.3 Summary of Cycle Routes

Route	Route Summary	Accessed from	Distance from the Site
NCR 4	London – Reading - Fishguard	Kennet Side	600m
R2	RBH - University - Earley - Winnersh	Watlington Street	650m
R3	Newtown - Palmer Park - Bulmershe	Kennet Side	600m
R10	Madejski Stadium and Whitley	Katesgrove Lane	650m
R20	RBH - University - Earley - Winnersh	London Road	700m
R30	Newtown - Palmer Park - Bulmershe	Kings Road	600m

- 2.18 The University of Reading's London Road Campus can be reached within a three minute (500m) cycle journey, with the Whiteknights Campus accessible within a ten minute cycle ride.
- 2.19 *ReadyBike*, Reading's bike hire scheme, is part of a Reading Borough Council programme to improve sustainable transport options in and around the town. The nearest *Readybike* station is at the Oracle Riverside, less than 400m from the site.
- 2.20 The scheme has a special offer for College and University students to help them get around Reading quickly and cheaply, including special annual membership rates. As noted on its website: ***"With many ReadyBike docking stations across town, with three docks at the University, one outside Reading College, and other docks in the shopping districts and the train station to name a few, it's a quick, cheap and easy way to travel"***¹.

Bus Services

- 2.21 The closest bus stops to the site are located along London Road, approximately 110m from the site; these bus stops are serviced by routes 3, 5, 6, 6a, 7, 8, 9, 11, 19a, 19b, 19c, 21 and 21a. These services provide connections to Wokingham, Whitley Wood, Shinfield, Spenser's Wood, Coley, Earley, Woodley and the Royal Berkshire Hospital. Further bus stops are located on Queen's Road, approximately 500m east of the site. These stops provide access to an additional six routes, including the 4, 13, 14, 17, 127 and 128. Bus service 7 can also be accessed from bus stops at the University of Reading London Road Campus. These bus services are summarised in **Table 2.4**.

¹ <https://www.readybike.co.uk/>

- 2.22 With regards to infrastructure the majority of the bus stops outlined above consist simply of flag and pole design, with the exception of the southbound bus stop on London Street which features a shelter and seating. Timetabling information is provided at all stops.

Table 2.4 Summary of Bus Services

Route No.	Route	Service Frequency		
		Monday – Friday	Saturday	Sunday
3 Leopard	Reading – Royal Berkshire Hospital – Shinfield, Arborfield – Wokingham	Every 20 Mins	Every 20 Mins	Hourly
4 Lion	Reading – Winnersh – Wokingham – Bracknell	Every 30 Mins	Every 30 Mins	Hourly
X4 Lion	Reading – Winnersh – Wokingham – Bracknell	Every 30 Mins	Every 30 Mins	Hourly
5 Emerald	Reading – Whitley Street – Corbridge Road – Northumberland Avenue	Every 10 Mins	Every 10 Mins	Every 20 Mins
6 Emerald	Reading – Whitley – Whitley Wood	Every 10 Mins	Every 10 Mins	Every 20 – 22 Mins
6a Emerald	Reading – Whitley – Tesco Depot – Whitley Wood	14 per day	14 per day	11 per day
7 Tiger	Reading – Whitley – Three Mile Cross – Spenser's Wood – Hartley Winey – Fleet	9 per day	10 per day	4 per day
8 Leopard	Reading – Royal Berkshire Hospital – Shinfield – Spencers Wood	2 per hour	2 per hour	Hourly
9 Leopard	Reading – Royal Berkshire Hospital – Shinfield – Spencers Wood	Hourly	Hourly	No Service
11 Bronze	Reading – Coley – Coley Park	Every 30 Mins	Every 30 Mins	Every 30 Mins
13 Orange	Reading – New Town – Woodley	Every 30 Mins	Every 30 Mins	Hourly

14 Orange	Reading – New Town – Woodley	Every 30 Mins	Every 30 Mins	Hourly
17 Purple	Earley – Cemetery Junction – Central Reading – Oxford Road – Tilehurst	Every 9 Mins	Every 9 Mins	Every 12 Mins
19a Little Oranges	Reading – Royal Berkshire Hospital – Earley – Woodley – Loddon Bridge	Hourly	Hourly	No Service
19b Little Oranges	Reading – Royal Berkshire Hospital – Earley – Asda Lower Earley	Hourly	Hourly	No Service
19c Little Oranges	Reading – Royal Berkshire Hospital – Earley – Woodley – Loddon Bridge	Hourly	Hourly	No Service
21 Claret	Reading – University of Reading Whiteknights Campus – Asda Lower Earley – Lower Earley	Every 15 Mins	Every 15 Mins	Every 15 Mins
21a Claret	Reading – University of Reading Whiteknights	Every 15 Mins	No Service	No Service
127	Reading – Woodley – Sonning – Twyford – Wargrave – Maidenhead	No Service	4 per day	No Service
128	Reading – Woodley – Sonning – Twyford – Winnersh – Wokingham	11 per day	5 per day	No Service

Notes: Routes and Frequency Information taken from Reading Buses.

Rail Services

- 2.23 The closest rail station to the site is Reading rail station, which is located approximately 900m from the site. The station is located on the Great Western Mainline; the station is operated by Network Rail with services provided by Great Western Railway, TfL Rail, Crosscountry Trains and South Western Railway. The station provides services to a large range of destinations including London, Bristol, Birmingham, Cardiff, Swansea, Cheltenham, Oxford, Newcastle, York, Manchester and Swindon. A summary of rail services can be seen in **Table 2.4**.

Table 2.5 Local Rail Services from Reading Rail Station

Operator	To	Weekday Frequency (Trains Per Hour)	Saturday Frequency (Trains Per Hour)	Sunday Frequency (Trains Per Hour)
Great Western Railway	London Paddington	12	12	6
	Swindon	5	5	4
	Bristol Parkway	2	2	1
	Bristol Temple Meads	2	2	1
	Cardiff	2	2	1
	Swansea	1	1	0
	Cheltenham	1	1	0
	Worcester	1	1	1
	Bath	2	2	1
	Plymouth	1	1	1
	Penzance	0.5	0.5	0.5
	Gatwick Airport	1	1	0
	Redhill	3	3	0
	Bedwyn	1	1	0.5
	Oxford	2	2	2
TfL Rail	London Paddington	2	2	2
	Slough	2	2	2

	Maidenhead	2	2	2
	Ealing Broadway	2	2	2
Crosscountry	Newcastle	1	1	1
	Birmingham New Street	2	2	2
	York	1	1	1
	Bournemouth	1	1	1
	Manchester Piccadilly	1	1	1
	Oxford	2	2	2
South Western Railway	London Waterloo	2	2	2
	Clapham Junction	2	2	2
	Bracknell	2	2	2

Source: National Rail Enquiries, www.nationalrail.co.uk

2.24 In the future the TfL rail services will from part of the Crossrail Network providing further connections to destinations such as London Liverpool Street, Stratford and Shenfield.

2.25 A total of 344 cycle parking spaces are available at Reading Rail Station.

3 Aims and Objectives

- 3.1 This section of this Travel Plan clarifies the scope and objectives, in defining a framework of actions for the proposed Travel Plan.

Aims

- 3.2 The aims of this Travel Plan are to:
- Mitigate against any potential traffic and transport impacts which could result from the student accommodation;
 - To create a safer, more sustainable, community-driven environment for students/residents living at the development as well as for staff members; and
 - To encourage the use of sustainable transport modes to reduce the need for trips to be undertaken to the development in a private car.
- 3.3 In order to achieve these aims, this Travel Plan promotes a range of travel choices and reduced reliance on the private car.

Objectives

- 3.4 Objectives are the high-level aims of the Travel Plan, giving the document direction, and a clear focus. The specific objectives that focus the Travel Plan include:
- To raise awareness of sustainable, active, and healthy modes of travel (e.g. walking and cycling) available to students/residents, staff and visitors;
 - To reduce the congestion in the neighbouring streets by discouraging car use;
 - To remove the barriers, both perceived and actual, to walking, cycling and using public transport;
 - To educate students/residents and staff on road safety and alternative means of travel;
 - To increase the number of students/residents and staff cycling to lectures / work and using sustainable modes of travel; and
 - To increase the number of students/residents and staff choosing 'active travel' options over the private car.

4 Baseline and Targets

- 4.1 This section of the Travel Plan identifies the Baseline and Targets at the development following the results of the first monitoring survey.

Monitoring Surveys

- 4.2 This section will provide a brief summary of the initial monitoring surveys. The responses given in the monitoring surveys will be used to inform the measures discussed later in this Travel Plan.

Staff Survey

- 4.3 A staff monitoring survey was undertaken in December 2020, the survey received a response rate of 66%, with two of three staff responding.
- 4.4 All of the respondents lived within two miles of the site, ensuring a walk time of no more than 30 minutes.
- 4.5 The staff surveys show that 100% of the trips to from the site are undertaken on foot, meaning that there is a clear propensity towards using sustainable modes of transport.
- 4.6 One of the respondents noted that improved bus stop facilities would encourage them to use public transport services.
- 4.7 While 100% of the respondents noted that they would be open to the idea of flexi-working.

Student Survey

- 4.8 A student monitoring survey was undertaken in December 2020, the survey received a response rate of 32%, with 19 of the 60 student residents responding.
- 4.9 Of the respondents, 53% live within 15 minutes of their campus, 32% within 15 to 30 minutes, 10% within 30 to 45 minutes and 5% greater than an hour.
- 4.10 100% of the trips to and from the site are undertaken by sustainable modes of transport, meaning that there is a clear propensity towards using sustainable modes of transport. With 27% walking, 27%

using bus services, 5% cycling and 14% using other modes, in addition 27% of the respondents received online teaching resulting in no trips.

- 4.11 It should be noted that two of the 19 respondents could have used a private vehicle to travel to lectures, although they chose not to use them.
- 4.12 The lecture times of the students vary from between 0900 and 1600.
- 4.13 With regards to walking and cycling, it was noted that 16% of the respondents indicated that improved cycle / walking facilities would encourage them to change to these modes, 16% of respondents also noted that secure cycle facilities would encourage them to cycle. One respondent also noted that access to cycle training would encourage them to take up cycling.
- 4.14 Focusing on public transport usage, it was noted that 16% of the respondents suggested that the provision of bus information and timetabling would encourage them to use public transport, with 4% suggesting that improved bus stop facilities would encourage them to use public transport services.

Modal Share

- 4.15 The modal share is used to establish the likely number of people commuting to the site in on different modes of transport. The model split is calculated based on the data produced at the first monitoring survey undertaken in December 2020.
- 4.16 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring progress and success of the Travel Plan. Targets should be 'SMART' – **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-bound.
- 4.17 Given that, there will be both students and staff on site targets will be defined for both of these distinct categories.

Staff Mode Share Splits and Targets

- 4.18 As outlined in the results from the monitoring survey, all of the trips to / from the site were undertaken on foot which represents a sustainable mode share of 100%,
- 4.19 Given that at present there is a 100% level of sustainable transport usage, no future targets have been set, with the focus being on maintaining the current mode share.

Student Mode Share Splits and Targets

Table 4.1 Student Mode Split Targets

Mode	Baseline Usage
Public Transport	38%
Motorcycle, scooter or moped	0%
Driving a car or van	0%
Passenger in a car or van	0%
Bicycle	6%
On foot	38%
Total	100%

- 4.20 Given that at present there is a 100% level of sustainable transport usage, no future targets have been set, with the focus being on maintaining the current mode share.

Summary

- 4.21 A bi-annual travel survey will be carried out in order to monitor the progress and act as an indicator of whether the targets are being achieved and whether adjustment is necessary. The monitoring schedule is outlined within **Chapter 8** of this report.

5 Travel Plan Co-ordinator

5.1 The Travel Plan Coordinator role will be undertaken by a member of the Student Accommodation Management Team, assisted by TPA who will provide any necessary technical support.

5.2 The Travel Plan Coordinator will be contactable by either telephone or via email, details are as below:

Name	Ryan Hill
Email	ryan.hill@prestigestudentaccommodation.com
Phone Number	07384 253759

5.3 The Travel Plan Coordinator role will not be the individual's sole job. It is estimated that the Travel Plan Coordinator role is envisaged to take approximately 70 hours per year, with varying work load on a week to week basis.

5.4 In the event that the existing named Travel Plan Coordinator can no longer maintain the role, it will be transferred to another suitable person within the Management Team and the Local Planning Authority officers will be informed.

Travel Pan Budget

5.5 An initial budget of £500 per annum has been identified to ensure that the Travel Plan Coordinator has sufficient funds to help promote and implement the various initiatives.

5.6 In addition, £1000 per annum will be set aside to allow for the review and monitoring of the travel plan. The monitoring process will be in place for the first five years of occupation.

6 Influencing Behavioural Change

The '4i' Approach

- 6.1 The initiatives presented within this Travel Plan have focused on increasing the awareness and use of sustainable travel modes through the use of the 4i approach. The 4i approach considers the need to:
- Supply information - The provision of accurate sustainable travel information through a variety of means.
 - Pursue initiatives - Instigating new or linking up with existing schemes to promote sustainable travel options, guidance or advice.
 - Provide incentives - Encouraging participation in initiatives. For example, the provision of discounts or gifts to raise awareness of sustainable transport or providing external incentives such as tax benefits.
 - Continue to influence modal choice towards sustainable travel.
- 6.2 The development of a community spirit at the site to influence fellow residents and colleagues to switch to, or maintain use of, sustainable travel will enhance the value of the initiatives undertaken.

The Five Stages of Change

- 6.3 The 'Five Stages of Change' relate to different people differently, at different stages and at different times. The challenge is to ensure initiatives are introduced at the appropriate time for individuals or groups that will enable them to achieve the most appropriate but least environmentally damaging travel option. The five stages are:
- Pre contemplation – There is no contemplation for change. Initiatives employed at this stage would be based around awareness raising. As there are no existing residents this could be targeted towards existing residents in the local area who may not be fully aware of the range of travel options available to them.
 - Contemplation - Acknowledgement has been made of a problem but no plans are in place to overcome it. This is the key stage to seek to influence the mode travel for residents and visitors. They will have established the need to travel to / from the site, but will then contemplate how to travel. Providing high quality advice on travel options at this stage in their thought process would have optimal impact. This information could be presented in the Travel Information Packs for new residents.
 - Preparation - There is intention to take action. The active role of the Travel Plan Co-ordinator is highly important at this stage. Residents and visitors will be preparing to travel to the site but the ability to influence decisions is much reduced.

- Action - Modification of behaviour in order to overcome the problem. For many residents and visitors, the opportunity to affect their mode of travel has passed at the point of "action". If they have chosen to arrive by car, there could be occasion to assist with future travel behaviour by providing information on public transport and other local options.
- Maintenance - Working to consolidate gains attained during other stages and prevent a relapse. The continued use of incentives for all site users is important to continue to motivate them in their choice of sustainable travel. It is equally as important to ensure those that travel sustainably continue to do so as it is to "convert" others to sustainable travel. For many visitors to the site, their visit will be too short to consider maintaining sustainable travel options. It is likely, however, that the residents will travel to and from the site on a daily basis and the Travel Plan Co-ordinator could seek to ensure they are able to continue to travel sustainably.

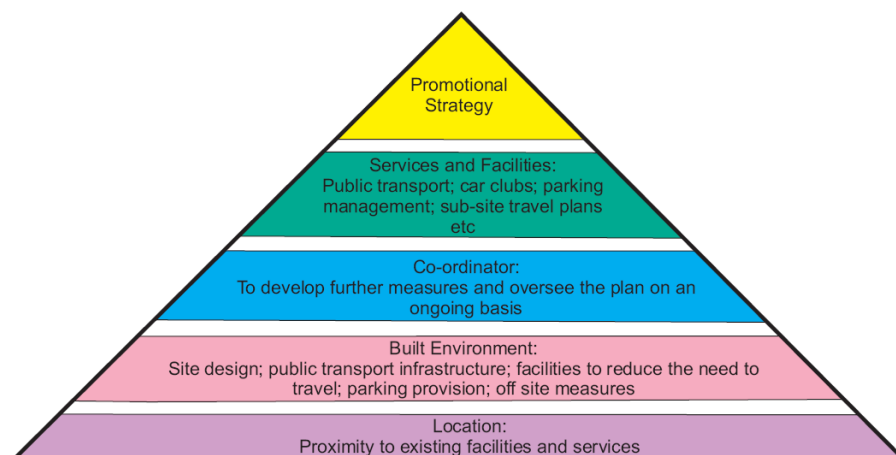
6.4 It is important that consideration is given to the timing of the initiatives in order to achieve the best possible result. In particular, travel behaviour needs to be guided from the outset before an unsustainable travel pattern has had chance to form. Once this occurs it is difficult to persuade people to switch to more sustainable modes of transport.

6.5 All trips to and from the site will be new trips and therefore, the chance to achieve a modal switch to sustainable modes may be greater than if the site was already occupied. Therefore, if initiatives are implemented prior or upon occupation, a high level of sustainable travel should be achieved.

Travel Plan Pyramid Approach

6.6 When considering the appropriateness of travel initiatives to promote sustainable travel a hierarchical approach can be adopted that reviews the complementary benefits of sustainable travel with things such as health and environmental benefits that might further influence peoples attitude to change. The hierarchical pyramid can be seen below.

Figure 6.1 Travel Plan Pyramid



- 6.7 The Pyramid approach uses the benefits of a good site location and builds tiers of physical measures, management initiatives, public transport services and marketing methods to create a robust and fully integrated Travel Plan.
- 6.8 The 'Coordinator' tier relates to the introduction of a Travel Plan Co-ordinator who is appointed to manage transport facilities in an integrated and responsive way.
- 6.9 The 'Services and Facilities' tier relates to any services and facilities available on site. The limited size of the development of course depends on the surrounding areas facilities.
- 6.10 The upper most tier of the pyramid relates to sustainable travel marketing, promotion, awareness-raising, monitoring and review. This could involve personal travel advice for students/residents and visitors, promotional campaigns and other incentives. Transport information should be easily accessible and available at locations such as community notice boards and website.
- 6.11 In summary, the Pyramid Approach is intended to help organise the measures needed to deliver the Travel Plan objectives, making the Travel Plan robust, integrated and having an impact on the modal shift.

7 Measures

- 7.1 This Travel Plan sets out a range of measures which will aim to maintain the existing mode share at the site. The measures have been developed in line with the behavioural change mechanisms and in line with Objectives.

Staff

Employee Travel Pack

- 7.2 All employees who work at the Student Accommodation will receive a travel information pack. It will provide information on sustainable travel options, most specifically walking routes to local facilities and cycle route maps. There will also be an outline of local bus and train times, and bus stop locations.
- 7.3 The Travel Plan Co-ordinator will be responsible for creating, updating and distributing the packs.
- 7.4 **Initiative 1:** Develop a Travel Information Pack and distribute to all employees.

Communal Noticeboard

- 7.5 A noticeboard displaying the relevant travel information can be a persuasive tool for tipping the balance in favour of more sustainable travel. Travel information will therefore be provided on a communal noticeboard in the staff rest room. The noticeboard will provide information on relevant transport facilities such as local cycle parking, green travel initiatives and relevant public transport timetables.

More specifically this board will provide information on:

- **Walking:** information regarding pedestrian safety, information on local footpaths and information about national walking events (i.e. Walk to Work Week);
- **Cycling:** details of cycle routes in the area, details of the onsite facilities for those who cycle (i.e. cycle parking and changing facilities), information about the cycle to work schemes and information about national cycling events (i.e. Cycle to Work Week);
- **Public Transport:** information will be outline local bus and underground services and frequency patterns.
- **Car Sharing:** promotional information regarding the benefits of car sharing..

- 7.6 The Travel Plan Co-ordinator will be responsible for updating the noticeboard to reflect any changes in the local transport services.

- 7.7 **Initiative 2:** Keep the Travel Information Noticeboard updated with the latest information.

Walking

- 7.8 The development benefits from an edge of town centre location, which provides it with good access to a range of public transport services and local amenities. There will be advertisement of local walking routes and information on the health benefits that walking can offer through providing information on the communal noticeboard and in the Travel Information Packs.
- 7.9 **Initiative 3:** Advertise local walking routes within the vicinity of the site at the Travel Information Noticeboard and in the Travel Information Packs.
- 7.10 **Initiative 4:** Promote the health benefits of walking through information provided at the Travel Information Noticeboard and in the Travel Information Packs.

Cycling

- 7.11 Cycling is one of the most sustainable modes of transport to use and studies have shown it can offer many health benefits such as improving the immune system, reducing the risk of heart attacks and improving weight loss.
- 7.12 Good quality facilities and secure parking are often cited as most persuasive to cycling. Therefore, in a bid to encourage staff and visitors to cycle to and from the site, _ secure cycle parking spaces to be provided in the car park of the site.
- 7.13 The Travel Plan Co-ordinator will contact local cycle stores to discuss potential discount schemes for staff cycle and equipment purchases.
- 7.14 Provision of cycles and cycle equipment for staff can be exempt from tax. There will be some consideration promotion of the national 'Cycle to Work' scheme which enables a tax concession to be obtained for staff purchasing cycles. This involves the operator purchasing the cycles and leasing them to the relevant staff. At the end of the lease the employee is able to purchase the bike for a pre-determined price based on a percentage of the overall cost of the cycle.
- 7.15 **Initiative 5:** Provide details of local cycle routes, safe cycling corridors and local events such as 'bike week' through information provided at the Travel Information Noticeboard and in the Travel Information Packs.
- 7.16 **Initiative 6:** Maintenance of the 34 cycle parking spaces.

Public Transport

- 7.17 The use of Public Transport in the form of bus, rail or taxis will be encouraged by providing:
- information on service frequency;
 - service operating times; and
 - details of where to catch the services and interchange if needed.
- 7.18 The Travel Plan Coordinator will be familiar with these services and will be able to assist staff in their use. The Travel Plan Coordinator will regularly check public transport services and inform employees if any changes have been made. Details will be made available at the Travel Information Noticeboard and through the communal noticeboard.
- 7.19 **Initiative 7:** Provide plans showing the location of, and distance to the nearest bus stops and railway stations in relation to the site and the services that are provided by each. The plans should be located at the Travel Information Noticeboard and in the Travel Information Packs.
- 7.20 **Initiative 8:** Promote the use of public transport at the Travel Information Noticeboard and in the Travel Information Packs.
- 7.21 **Initiative 9:** The Travel Plan Co-ordinator will liaise with the local council and public transport operators to review the viability of improving the local bus stops.

Flexible Working

- 7.22 The management team will review whether flexible working is feasible, to all or some staff, subject to operational requirements. This would enable employees to start and finish at times suitable to allow travel arrangements by public transport and car sharing.
- 7.23 **Initiative 10:** consider a flexible working scheme for the site.

Students

Student Travel Information Pack

- 7.24 Each student/resident will receive a Travel Information Pack, which will include information on sustainable travel options including current details of bus and train times, bus stop locations, cycle route maps and walking routes to local facilities. Public transport and cycling vouchers will be advertised and news of any forthcoming green transport initiatives will also be provided within the packs.
- 7.25 **Initiative 11:** Development and distribution of a Travel Information Pack.

Community Notice Board

- 7.26 Notice boards displaying relevant travel information can be a persuasive tool for tipping the balance in favour of more sustainable travel. Travel information will therefore be provided on community notice boards, which will be positioned at prominent locations within the building. The notice board will provide relevant travel information, green travel initiatives and public transport timetables.
- 7.27 **Initiative 12:** Develop a travel section on the existing community notice board and ensure the information is regularly updated.

Personal Travel Planning

- 7.28 Personal Travel Planning is the process by which people are provided with detailed information regarding the travel options that are available specifically to them through a personalised approach. This could be through timetables, fares & location and distance to their nearest services. Research has shown that this can have a significant impact on reducing car-based travel, i.e. in the region of 5-20% mode shift away from the private car².
- 7.29 The Department for Transport guidance 'Essential Guide to Travel Planning' 2008, states that 'travel surveys tend to reveal some mismatches between the transport options people think are available, and the actual situation on the ground. This is largely explained by the fact that people who habitually drive are not well informed about public transport options available to them.

² Personalised Travel Planning; evaluation of 14 pilots part funded by DfT prepared by the Operational Research Unit, DfT, for the Sustainable Travel Branch

- 7.30 **Initiative 13:** Advertise Personal Travel Planning sessions (booked in advance) to all students/residents on the community notice board and through the Travel Information Packs.

Walking

- 7.31 As outlined earlier walking is the most sustainable means of travel and given that the site is within walking distance of the town centre, library and university campus it is anticipated that working is going to be a highly unutilised mode of transport.
- 7.32 **Initiative 14:** Advertise local walking routes, focusing on walking routes to the university campuses, in the community notice board and in the Travel Information Packs.
- 7.33 **Initiative 15:** Promote the health benefits of walking through information provided on the community notice board and in the Travel Information Packs.
- 7.34 **Initiative 16:** Liaise with the Local Authority to encourage the upgrade of local walking routes where required.

Cycling

- 7.35 As outlined earlier cycling is a highly sustainable mode of transport and given the range of cycle routes in Reading focus will be given on encouraging cycle use.
- 7.36 A Bicycle User Group (BUG) will be established at the site to allow all site users to meet with other cyclists, to discuss cycle issues, plan events (such as local bike rides, Dr Bike sessions) and to try to improve facilities for cyclists (where required) through meetings with the Travel Plan Co-ordinator.
- 7.37 **Initiative 17:** Provide details of local cycle routes and the location of cycle parking within Reading, specifically focusing on routes to key student attractors such as the university campuses and sport facilities.
- 7.38 **Initiative 18:** Maintenance of the 34 cycle parking spaces.
- 7.39 **Initiative 19:** Seek out local bicycle shops and encourage them to offer discounts to residents in exchange for promotion of their shop. In order to maximise discounts and offers, this will be done in conjunction with other site users.
- 7.40 **Initiative 20:** Establish, promote and run a community BUG.

- 7.41 **Initiative 21:** Creation of a cycle repair kit to be stored at reception. The kit will provide basic cycle maintenance equipment including a puncture repair kit, pump and spanner set.

Public Transport

- 7.42 It is understood that if the limited level of private car usage is to be maintained then viable alternatives must be provided.
- 7.43 There is a good level of public transport available and the Travel Plan Co-ordinator will be familiar with local services to assist students/residents in their use. The Travel Plan Co-ordinator will regularly check public transport services and inform residents if any changes have been made. Details should be made available on the community notice board and in the Travel Information Packs.
- 7.44 **Initiative 22:** Provide plans showing the location of, and distance to, the nearest bus stops in relation to the site and the services that are provided by each stop. The plans should be available on the community notice board and in the Travel Information Packs.
- 7.45 **Initiative 23:** Provide web links to local public transport provider's websites so residents can obtain up to date timetabled information and where possible, obtain real-time information on bus journeys.
- 7.46 **Initiative 24:** Promote the use of public transport on the community notice board and in the Travel Information Packs.
- 7.47 **Initiative 25:** The Travel Plan Co-ordinator will liaise with the local council and public transport operators to review the viability of improving the local bus stops.
- 7.48 The Travel Plan Co-ordinator will liaise with the Travel Plan Co-ordinators of other site users who will share information (in order to ensure that all site users are kept up to date with public transport information) and to encourage public transport providers to offer additional discounts.

Car Sharing

- 7.49 While students/residents are restricted from using cars, the opportunity to car share at the start and end of the academic year when travelling to and from the site will be promoted.
- 7.50 **Initiative 25:** Try to find car share matches using postcode data and promote these to students/residents for use at the start and end of term.

Private Car

- 7.51 As set out above, the use of the private car is not be permitted at the site. However, to develop future travel patterns when students/residents have left the site the following will be promoted.
- 7.52 **Initiative 26:** Provide promotional information on the positive aspects of sustainable travel and the negative impacts of car based travel to students/residents on the community notice board and in the Travel Information Packs.

Home Shopping

- 7.53 Home shopping is becoming increasingly popular due to the time saved in travelling, the convenience of shopping outside of standard working hours, being able to compare prices of multiple retailers and the possible reduction in stress levels compared to shopping in a busy supermarket.
- 7.54 With students being unable to park a car at the development, home shopping services are likely to be popular.
- 7.55 **Initiative 27:** Promote the use of home shopping to students/residents on the community notice board and in the Travel Information Packs.

8 Action Plan

8.1 This section of the Travel Plan introduces the proposed Action Plan and Monitoring Strategy which will be put in place to assist in reaching the Aims and Objectives outlined previously within Section 3 of this report.

8.2 The anticipated timescales for submission full details of the Travel Plan are:

- Year 1 *Monitoring Survey*: 12 months after initial monitoring survey;
- Year 1 Review and updating of the *Travel Plan* by Travel Plan Coordinator: 2 months after Year 1 *Monitoring Survey*;
- Year 3 *Monitoring Survey*: 36 months after initial monitoring survey;
- Review and updating of the *Travel Plan* by Travel Plan Coordinator: 2 months after Year 3 *Monitoring Survey*;
- Year 5 *Monitoring Survey*: 60 months after initial monitoring survey; and
- Review and updating of the *Travel Plan* by Travel Plan Coordinator: 2 months after Year 5 *Monitoring Survey*.

The Monitoring Surveys

8.3 Each year, the Travel Plan Coordinator will be required to update the Travel Plan, based on the monitoring from the previous survey. A *Monitoring Survey* is required to be submitted to Reading Borough Council, at 12 months, 36 months and 60 months from the *Initial Monitoring Survey*. The *Monitoring Survey* is to include:

- The method of monitoring progress of the Travel Plan in achieving Modal shift.

9 Monitoring and review

- 9.1 This section sets out the processes for monitoring and reviewing the Travel Plan.

Monitoring Programme

- 9.2 The Travel Plan will then be monitored by the Travel Plan Co-ordinator at year 1, year 3 and year 5 post the first monitoring survey.

Monitoring Procedure

- 9.3 It is recognised that the Travel Plan needs to remain a living document and will therefore be subject to regular monitoring and review. This means the Travel Plan can reflect changing circumstances, and ensure there is a reduction or continuation of low single occupancy vehicle trips. Monitoring the Travel Plan will ensure initiatives are being promoted and that resources such as public transport, are in line with demand.
- 9.4 The Travel Plan Co-ordinator will maintain the Travel Plan as a living document.
- 9.5 The initial travel survey was undertaken online using the survey website Survey Monkey. Two separate surveys were produced, one for the staff and one for the students, with each tailored to account for the differences in each group.
- 9.6 The surveys provided a range of questions to record things such as age, travel times, shift and lecture patterns, main mode of travel mode, reasons for using travel mode, and factors that will encourage a change in travel modes.
- 9.7 The results will be summarised in an updated Travel Plan, with analysis to assess whether the targets outlined earlier in this report have been met and any amendments made if required.

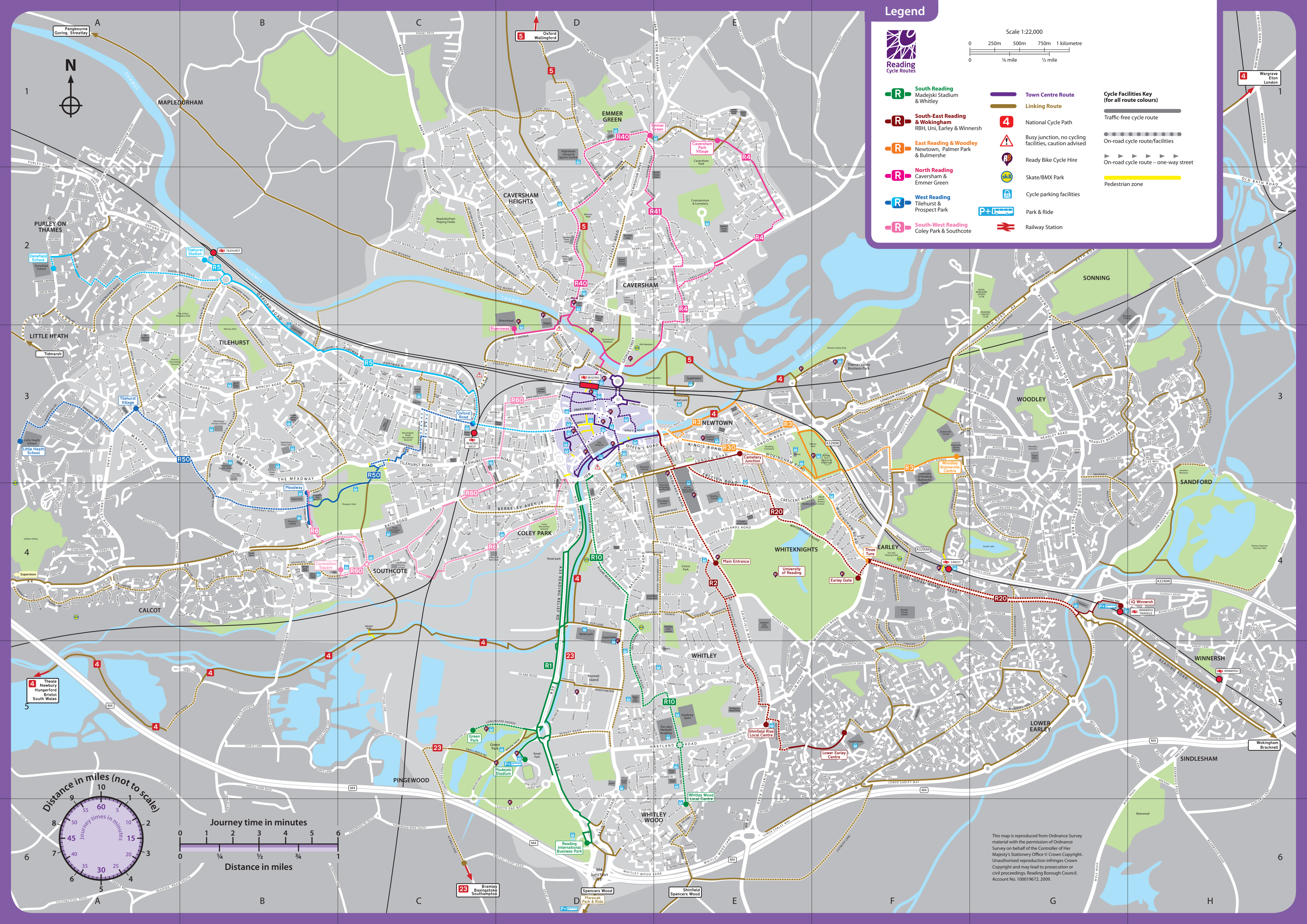
Review Procedure

- 9.8 The annual review of the Travel Plan will be in the form of a Travel Report produced by the Travel Plan Co-ordinator. The report will evaluate whether zero car use target by students has been maintained. If the target has not been maintained the report will state sanctions (if any), which will be implemented. The report should be distributed to the Local Planning Authority and advertised to students/residents and visitors in order to inform them about the progress that has been made towards maintaining the target.

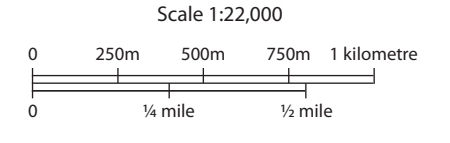
Sanctions

- 9.9 In the event that the target is not met, the Travel Plan Co-ordinator will implement different sanctions, depending on the year that the targets have not been met. The cost of those sanctions will be required to be met by the operator.
- 9.10 In the event that the target has not been met after the first and third year, the Travel Plan Co-ordinator will liaise with the Local Highway Authority (Reading Borough Council) to identify whether any circumstances outside of the developer's control may have led to the use of private vehicles. The Local Highway Authority would then advise either that the survey results should stand unchanged; that the survey results should be altered in some specific way; or that, on that occasion, the results do not constitute a breach of the target.
- 9.11 If the Local Highway Authority confirm that there were no circumstances outside of the operator's control that may have contributed to excessive traffic being identified by the surveys, the Travel Plan Co-ordinator will increase the awareness of the Travel Plan measures, will offer additional personal travel planning sessions to the students/residents, and will also consider implementing any new measures that have been identified within the monitoring surveys.
- 9.12 In the event that the target is not met after the fifth year, the Travel Plan Co-ordinator will meet Reading Borough Council to discuss suitable mitigation measures, to be funded by the developer.
- 9.13 No additional measures will be taken over and above the ones outlined above as at this point.

APPENDIX A



Legend



- R** South Reading
Madejski Stadium & Whitley
- R** South-East Reading & Wokingham
RBH, Uni, Earley & Winnersh
- R** East Reading & Woodley
Newtown, Palmer Park & Bulmershe
- R** North Reading
Caversham & Emmer Green
- R** West Reading
Tilehurst & Prospect Park
- R** South-West Reading
Coley Park & Southcote

- Town Centre Route**
- Linking Route**
- 4** National Cycle Path
- Busy junction, no cycling facilities, caution advised
- Ready Bike Cycle Hire
- Skate/BMX Park
- Cycle parking facilities
- Park & Ride
- Railway Station

- Cycle Facilities Key (for all route colours)**
- Traffic-free cycle route
 - On-road cycle route/facilities
 - On-road cycle route – one-way street
 - Pedestrian zone

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