



Reading Golf Club

Residential Travel Plan

On behalf of **Fairfax (Reading) Ltd and Reading Golf Club Ltd**

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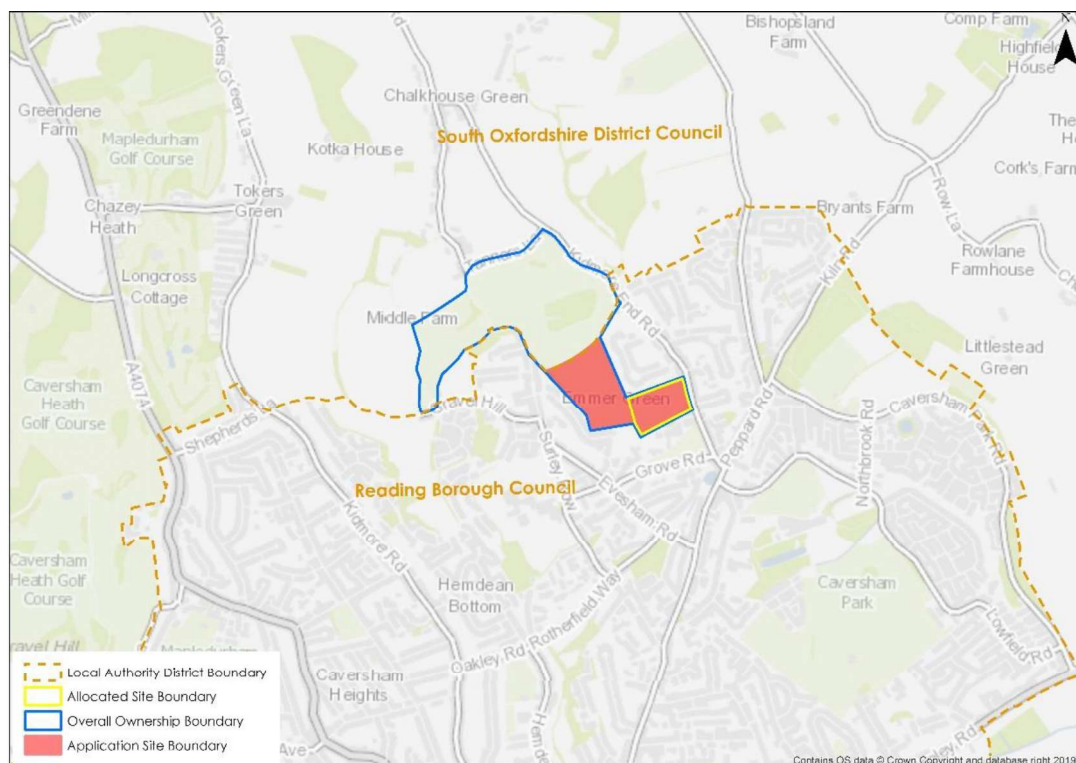
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1 Introduction

1.1 Context

- 1.1.1 This Residential Travel Plan (RTP) has been prepared by Stantec on behalf of Fairfax (Reading) Ltd and Reading Golf Club Ltd in support of an outline planning application with all matters reserved except access for the development of land at Reading Golf Club, involving demolition of the existing clubhouse and the erection of a new residential-led scheme, including proposed provision of Community Infrastructure.
- 1.1.2 Reading Golf Course is located in Emmer Green, off Kidmore End Road, Reading. The golf course spans 42ha in size and straddles two local authority administrative areas, Reading Borough Council (RBC) and South Oxfordshire District Council (SODC). The application site is located entirely within RBC's boundary, who are the local planning authority responsible for planning applications in which the site is located. RBC also act as the local highway authority.
- 1.1.3 This TA has considered the illustrative masterplan, included in **Appendix A**.
- 1.1.4 A proportion of the application site is allocated for residential development in RBC's Submission Draft Local Plan for 90 to 130 residential homes, community provision including healthcare and replacement, clubhouse subject to additional land in SODC being secured for replacement holes).
- 1.1.5 **Figure 1.1** illustrates the extent of Reading Golf Course, the application site and the allocated site boundary, in relation to the wider area.

Figure 1.1: Site Location Plan



1.2 Development Proposals

- 1.2.1 The development proposals seek permission for an 'Outline application with all matters reserved except access for the development of land at Reading Golf Club, involving demolition of the existing clubhouse and the erection of a new residential-led scheme, including proposed provision of Community Infrastructure'

1.3 Scope of Travel Plan

- 1.3.1 This RTP outlines the travel planning strategy for the residential development across the site. It includes a summary of routes to access and public transport serving the site for pedestrian, cycle and bus use. The RTP's primary objective is to incentivise and encourage residents as much as possible, to pursue sustainable travel modes and capitalise on the sites permeable access routes and connectivity in regard to the surrounding amenities and transport infrastructure.
- 1.3.2 It is envisaged that this RTP will be a 'living' document that is regularly reviewed and updated when necessary. It is recognised that Travel Plans prepared in advance of the occupation of the site can only offer an overall strategy for the adoption of sustainable transport measures. Once a site reaches a sufficient level of occupancy, then there must be the opportunity to develop the RTP in more detail to reflect the specific needs and trends of the residents of the development.
- 1.3.3 This Residential Travel Plan accompanies a Transport Assessment (TA) with the planning application and provides the measuring and monitoring processes that support the transport principles outlined in this document.

1.4 Report Structure

- 1.4.1 In order to provide detail and support future operations of the development, this RTP has been structured by the following chapters:
- **Section 2** – Will outline how this Travel Plan is required and has been prepared in accordance with the relevant travel planning guidance at both national and local scales;
 - **Section 3** – Sets out the sites accessibility in regard to sustainable travel modes;
 - **Section 4** – Outlines the development proposals and the access strategy of the site;
 - **Section 5** – Highlights the key goals and overarching objectives of this Travel Plan;
 - **Section 6** – Sets out how this RTP is to be delivered and the appointment of a Travel Plan Coordinator;
 - **Section 7** – Details the measures and action plan that will be implemented in order to promote sustainable travel to and from the development; and
 - **Section 8** – Outlines the monitoring and review process that will be implemented for this TP.

2 Travel Planning Policy

2.1 Introduction

- 2.1.1 This Travel Plan and the development proposals have been prepared in accordance with relevant overarching national and local policies. Reviewing these policies will ensure that the TP is developed and implemented in adherence to well established policy aims and objectives.

2.2 National Policy

National Planning Policy Framework (NPPF), 2019

- 2.2.1 The National Planning Policy Framework (NPPF) was adopted in February 2019. Policy has shifted towards securing more sustainable outcomes with emphasis on minimising the need to travel, reducing car use and encouraging more sustainable modes of transport.
- 2.2.2 The NPPF defines a Travel Plan as:
- *'A long-term management strategy for an organisation or sure that seeks to deliver sustainable transport objectives and is regularly reviewed'.*
- 2.2.3 Paragraph 29 of the NPPF supports the need for sustainable travel, whilst maintaining a pragmatic approach, stipulating that:
- *'The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas'.*
- 2.2.4 Moreover, Paragraph 111 of the NPPF states that:
- *'All development that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed'.*

National Planning Practice Guidance (NPPG), 2014

- 2.2.5 The NPPG stipulates that Travel Plans can contribute positively to:
- *'encouraging sustainable travel;*
 - *lessening traffic generation and its detrimental impacts*
 - *reducing carbon emissions and climate impacts;*
 - *creating accessible, connected, inclusive communities;*
 - *improving health outcomes and quality of life;*
 - *improving road safety; and*
 - *reducing the need for new developments to increase existing road capacity or provide new roads'.*

2.3 Local Policy

- 2.3.1 The following policy and guidance documents from Reading Borough Council have been identified as relevant to the context of this document.

Reading Borough Council Local Plan (2019)

- 2.3.2 RBC's Local Plan was adopted in November 2019 and outlines the planning principles for development in Reading up to 2036. The Local Plan succeeds the previous development plans, including the Reading Central Area Action Plan and the Core Strategy. The main objectives of the Local Plan are as follows:
- *'Strengthens the role of Reading, including central Reading, as the hub for the Thames Valley, providing an accessible focus for the development of employment, housing, services and facilities, meeting the needs of residents, workers, visitors, those who study in Reading Borough, and the wider area;*
 - *Make the most efficient use of Reading's limited land, particularly previously developed land, to ensure that as many new homes as possible are delivered to meet identified needs, particularly needs for affordable housing;*
 - *Improve the quality of life for those living, working, studying in and visiting the Borough, creating inclusive, sustainable communities with good access to employment, open space and waterspace, transport, education, services and facilities (such as sustainable water supplies and wastewater treatment, healthcare services, social and community facilities, sport and recreation, etc) to meet identified needs;*
 - *Form the basis of cooperation with neighbouring authorities to consider the wider West of Berkshire area as a whole;*
 - *Ensure new development and existing areas are accessible and sustainable, in accordance with the sustainability appraisal objectives, including reducing its effects on, and adapting to, climate change;*
 - *Maintain and enhance the historic, built and natural environment of the Borough through investment and high quality design, and capitalise on these assets to contribute to quality of life and economic success;*
 - *Improve and develop excellent transport systems to improve accessibility within Reading and for the wider area by sustainable modes of transport, including walking and cycling;*
 - *Offer outstanding cultural opportunities, which are based on multiculturalism, local heritage and high quality, modern arts, leisure and visitor facilities; and*
 - *Ensure that Reading is a healthy, clean, safe and socially-inclusive community where the needs of all its citizens are met by high quality, cost effective services and outstanding levels of community involvement'.*
- 2.3.3 Furthermore, one of the main policies for the local plan is transport. Within this section, it is outlined that to achieve RBC's transport strategy:
- *'Major developments (10 dwellings or 1,000 sqm of non-residential floorspace or more) can make a particular contribution to achieving the strategy. In these cases, it is important that users of, and visitors to the development can make sustainable travel choices using non-car modes of transport. This should include provision that enables and supports walking, cycling and the use of public transport including from the development. For developments that are likely to have significant transport*

implications, Travel Plans will be sought. These will involve undertakings from developers and occupiers to implement measures for promoting and supporting the use of sustainable transport, in accordance with best practice. Measures will vary from scheme to scheme, and innovative solutions will be encouraged. Travel Plans should include robust measures to ensure that the proposals in them are implemented, monitored and reviewed as necessary. Major residential proposals should also examine and include proposals to enable the promotion and support of safe routes to schools, as well as sustainable travel to local services and facilities, including access to and provision of public transport'.

Reading Local Transport Plan 3: Strategy 2011 – 2026

2.3.4 Reading's third Local Transport Plan (LTP3) was published in April 2011 and provides the context for Reading in terms of the economy, environment and quality of life. The long-term vision for transport in Reading is the aim of better 'connecting Reading' through a transport system that enables people to move around easily, safely, sustainably and in comfort promoting inclusion, intervention and innovation. This is reflected in the key LTP3 objectives which are:

- *'To facilitate more physically active travel for journeys in healthy environment;*
- *To improve personal safety on the transport network;*
- *To provide affordable, accessible and inclusive travel options for everyone;*
- *To ensure that the transport network operates safely and efficiently to meet the needs of all users;*
- *To align transport and land use planning to enable sustainable travel choices, improve mobility, reduce the need to travel and preserve the natural environment;*
- *To deliver balanced packaged of value for money transport solutions and make best use of existing transport investment;*
- *To offer sustainable transport choices for the Travel to Work Area and beyond, integrating within and between different types of transport;*
- *To improve journey times, journey time reliability and the availability of information; and*
- *To reduce carbon emissions from transport, improve air quality and create a transport network which supports a mobile and affordable low carbon future'.*

3 Site Accessibility

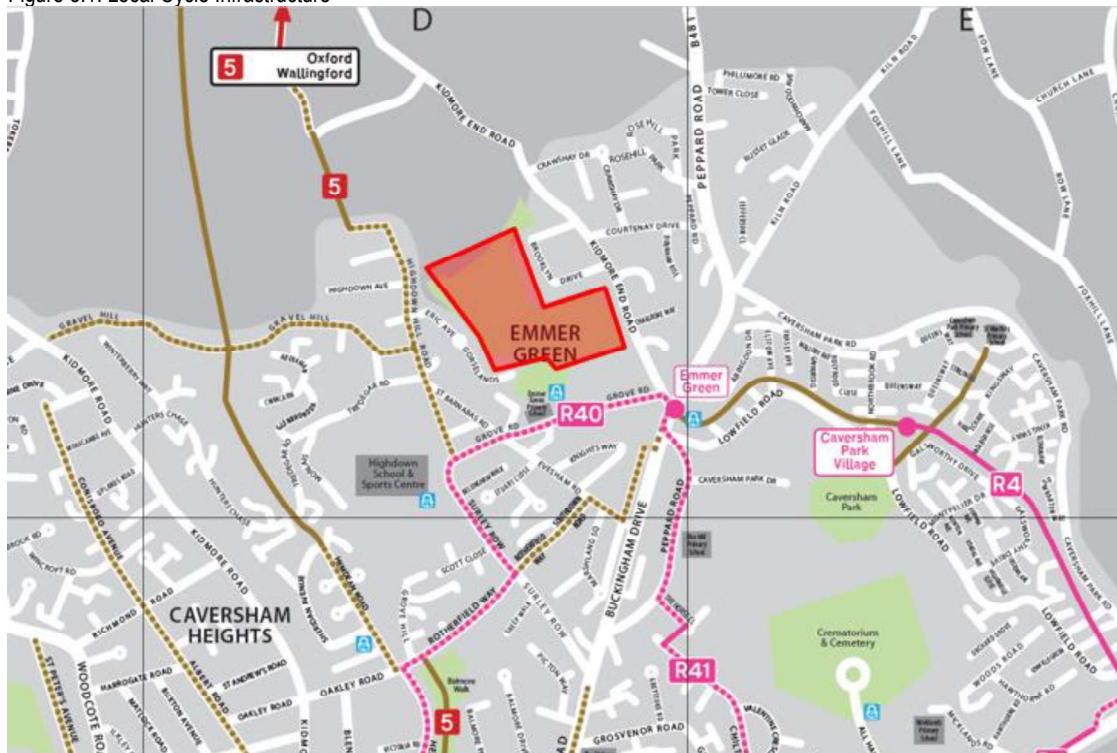
3.1 Introduction

- 3.1.1 This section will outline the accessibility of the site in order to promote and encourage the use of sustainable travel. This includes a review of the sites access in regard to active travel modes as well as public transport.

3.2 Cycling Accessibility

- 3.2.1 The site is located in a residential area with a well-connected network of streets with footways and footpaths providing access to local facilities.
- 3.2.2 Reading Borough Council (RBC) branded cycle routes R40 and R41 provide a connection to Reading Station and Town Centre. The station is 3.3km from the site and can be reached in approximately 15-minutes by bicycle and therefore is a realistic alternative to the car. Reading Station provides ample secure bike storage with CCTV in operation.
- 3.2.3 To the west of the site and travelling northbound, National Cycle Route 5 provides a connection towards Wallingford and Oxford, offering a route of leisure for new residents. The site is therefore conveniently located to access the National Cycle Network (NCN).
- 3.2.4 **Figure 3.1** illustrates the cycle infrastructure that is present within the vicinity of the site.

Figure 3.1: Local Cycle Infrastructure



Source: <https://www.reading.gov.uk/cycling>

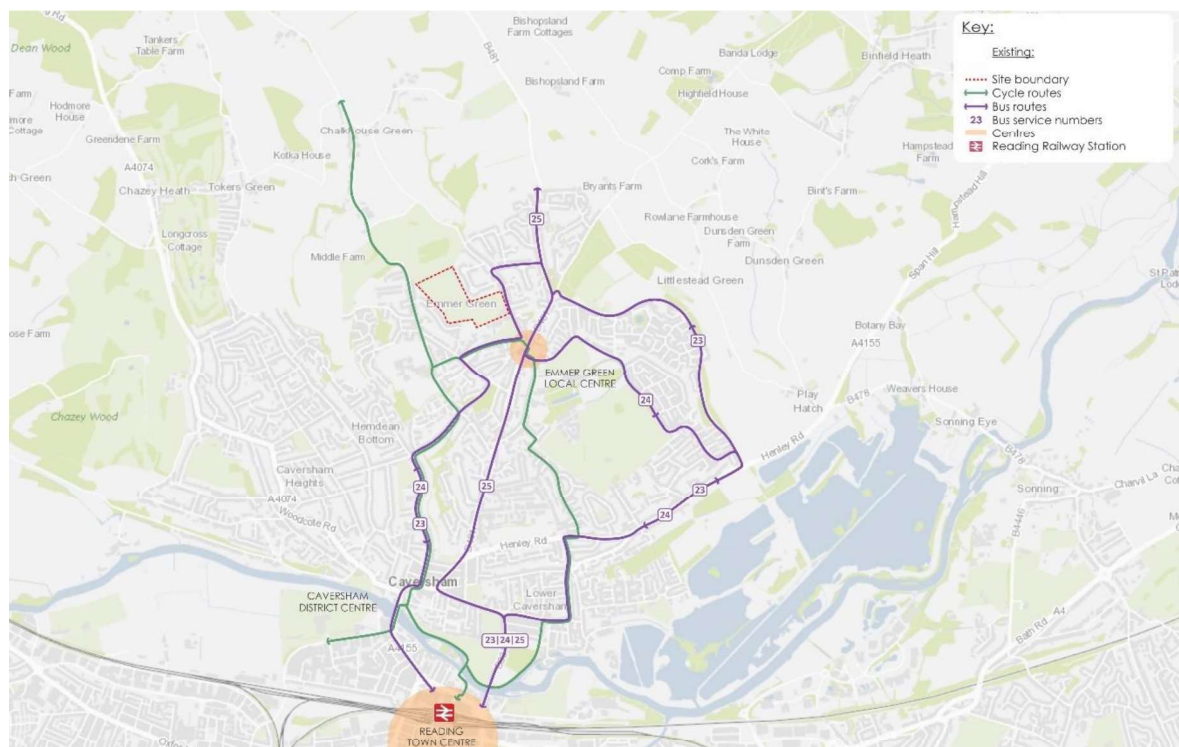
3.3 Walking Accessibility

- 3.3.1 Due to the site being situated within a residential area, there is a well-connected network of streets with footways and footpaths that surrounds the site, all with street lighting, providing access to surrounding amenities.

3.4 Public Transport Accessibility

- 3.4.1 **Figure 3.2** highlights the existing public transport infrastructure that surrounds the site, indicating local bus routes and the location of Reading railway station.

Figure 3.2: Local Public Transport Network



Bus

- 3.4.2 The closest bus stops are located on Kidmore End Road on the eastern boundary of the site. These stops are served by the 23 and 24 services.
- 3.4.3 The site has good public transport accessibility with bus services 23 and 24 routing along Kidmore End Road adjacent to the site and service 25 routing along Peppard Road. A summary of the bus services relevant to the site are shown in **Table 3.1**.

Table 3.1: Summary of Bus Services

Stop	Service No.	First Service	Last Service	Destination	Weekday Frequency (minutes)	Weekend Frequency (minutes)
Chalgrove Way	23	05:46	23:46	Friar Street	Every 23 - 30	Every 30
	24	05:27	23:22	Friar Street	Every 27 - 35	Every 30
Cavendish Road	25	06:00	20:39	Central Reading	Every 25 - 31	Every 20 - 60
	25	06:00	20:42	Peppard Common	Every 30	Every 60

- 3.4.4 Full details of local routes and live journey times can be accessed online at <https://www.reading-buses.co.uk/>.

Rail

- 3.4.5 Reading railway station is located 3.5km to the south of the site and provides fast and frequent services into Oxford, Basingstoke, London Paddington and other railway stations in London, and the wider regions.
- 3.4.6 The Elizabeth Line, currently under construction, will provide further connections between Reading and London. Elizabeth Line stopping services are now operating between London Paddington and Reading, ahead of the full scheme due to be completed in 2021, providing enhanced services from Reading through to Central London. These new services will be accessible via cycling and bus services.

3.5 Local Amenities

- 3.5.1 As previously mentioned, the site is conveniently located within a residential area, therefore, this provides an array of shops, leisure facilities, health centres and community facilities that are accessible via foot from the site.
- 3.5.2 Emmer Green Local Centre is located approximately 350m (5-minute walk) to the south of the site boundary and provides access to a range of amenities including:
- Post Office;
 - Convenience Store;
 - Express Supermarket;
 - Restaurants and Take-aways, Cafes;
 - Pubs;
 - Barbers and beauty salon; and a
 - Pharmacy.
- 3.5.3 Caversham District Centre is located 2.2km south of the site which can be accessed via 5 – 10-minute cycle journey and provides access to a further array of services and amenities as well as a larger supermarket.

- 3.5.4 Reading Town Centre is 4km south of the site and can be reached via a 15 – minute cycle journey. Bus service 23 and 24 provides direct access from the site to Reading Station and Reading Town Centre.

Leisure and Recreation

- 3.5.5 Emmer Green Playing Fields and Recreational Ground is found approximately 120m south of the development site, offering green space for the public in addition to general playing fields and a children's playground.
- 3.5.6 400m south of the site, Caversham Heights Society can be accessed providing a range of social clubs and activities that residents can participate in.
- 3.5.7 Approximately 1.1km east of the site, Caversham AFC, Caversham Park Tennis Club and Caversham Skatepark provide additional leisure activities which are accessible from the site.
- 3.5.8 To the west, Highdown Sport and Leisure Ltd and North Reading Badminton Club are located 1.0km and 1.1km away respectively.

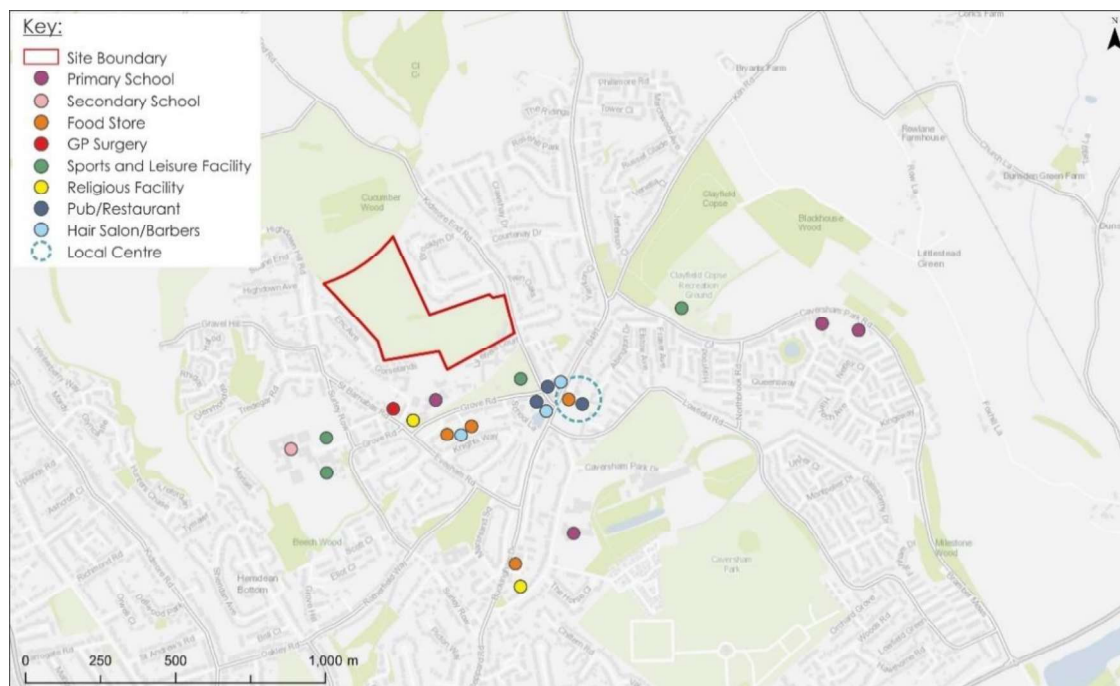
Education

- 3.5.9 Emmer Green Primary School is the closest primary school to the site, located approximately 850m away by foot.
- 3.5.10 The nearest secondary school and sixth form is Highdown School and Sixth Form, this is located 1.1km west of the site, by foot.

Health and Medical

- 3.5.11 Emmer Green Surgery and District Nurse's office is within 800m the site and provides NHS services. The nearest pharmacy is a Lloyd's Pharmacy, 400m south of the site.
- 3.5.12 **Figure 3.3** illustrates the location of the key local amenities that can be accessed from the site.

Figure 3.3: Location of Key Local Amenities



3.5.13 **Table 3.2** provides further details on the local amenities available, in addition to the walking and cycle journey times from the site to these locations.

Table 3.2: Walking and Cycle Journey Distances to Local Amenities

Amenity Category	Name	Walking Distance	Cycle Distance
Primary School	Emmer Green Primary School	850m (10-min)	850m (3-min)
	The Hill Primary School	850m (10-min)	850m (3-min)
	Caversham Park Primary	1.5km (18-min)	1.5km (5-min)
	St Martins Catholic Primary School	1.7km (20-min)	1.7km (6-min)
Secondary School	Highdown School and Sixth Form Centre	1.1km (14-min)	1.2km (3-min)
GP Surgery	Emmer Green Surgery	850m (10-min)	850m (2-min)
Food Store	Budgens Supermarket	450m (6-min)	450m (2-min)
	True Food Community Co-op	650m (6-min)	650m (2-min)
	Tesco Esso Express	900m (11-min)	900m (3-min)
Sports and Leisure	Caversham AFC / Caversham Park Tennis Club / Caversham Skate Park	1.1km (13-min)	1.1km (4-min)
Religious Facility	St Barnabas Church	850m (10-min)	850m (2-min)
	Grace Church	1.1km (13-min)	1.1km (4-min)

3.5.14 Both **Figure 3.3** and **Table 3.2** highlight that the site is situated in a sustainable location, where an array of services and amenities can be accessed to serve the day-to-day requirements of the residents and can be accessed via comfortable distances for sustainable travel modes such as walking and cycling.

4 Development Proposals

4.1 Development Description

- 4.1.1 Planning permission is sought for an 'Outline application with all matters reserved except access for the development of land at Reading Golf Club, involving demolition of the existing clubhouse and the erection of a new residential-led scheme, including proposed provision of Community Infrastructure'
- 4.1.2 The current development proposals are to deliver up to 260 new residential homes and a health centre circa 850sqm. **Table 4.1** highlights the indicative development schedule provided by Redrow.

Table 4.1: Indicative Development Schedule

Unit Type	Number of Units
1 Bedroom Apartment	32
2 Bedroom Apartment	24
2 Bedroom House	42
3 Bedroom House	81
4 Bedroom House	81
Total	260
Healthcare	Size (sqm)
Health Centre	850 sqm

4.2 Access and Movement

Pedestrian and Cycle Access

- 4.2.1 A connected and walkable safe neighbourhood will be created with high quality links between the site and existing facilities in the local area, such as Emmer Green local centre, so that active travel is an attractive choice for residents living at the new development. Pedestrian and cycle access will be facilitated at the main vehicular site access on Kidmore End Road, and an additional access for pedestrians and cyclists at the entrance to the health centre.
- 4.2.2 The development will provide quiet residential streets suitable for cycling, including a 3m wide footway/cycleway along the eastern edge of the primary street. Foot/cycle paths are proposed within the development for greater permeability within the site through landscaped areas between properties. **Figure 4.1** highlights the proposed pedestrian and cycle links within the site boundary.
- 4.2.3 A link into Emmer Green Primary School is proposed for school pupils and parents taking them to school. There are also links provided into the northern end of the golf course that can be used for leisure purposes.

Figure 4.1: Pedestrian and Cycle Connections within the Development



- 4.2.4 All streets within the development, other than the main street, will be designed as quiet roads suitable for walking and cycling.

Vehicular Access

- 4.2.5 Vehicle access will be located on the eastern boundary of the site from Kidmore End Road, in a similar location to where the existing car park access to the Golf Club is located. The main all modes access design can be seen on **Drawing 45675/5501/004A**. The existing northbound bus stop located on Kidmore End Road has been relocated north to accommodate the proposed site access.
- 4.2.6 An secondary access will also be located on the eastern boundary of the site providing access to the health centre and apartments above it only. This access will also form an emergency access with a droppable bollard into the site. The junction design can be seen in **Drawing 45675/5501/006**.

Public Transport

- 4.2.7 Bus stops are located on Kidmore End Road at the site access, and are served by buses to and from Reading Town Centre and Reading railway station (services 23 and 24) as Reading Buses is supportive of the principle of development as it offers to increase local bus patronage.
- 4.2.8 The illustrative masterplan shows the health centre adjacent to Kidmore End Road, which would be supported by Reading Buses as the current bus stops could serve both the development and health facility without amending the current service.

4.3 Car and Cycle Parking

Cycle Parking Provision

- 4.3.1 Cycling parking provision on site will be in line with RBC's minimum cycle parking standards set out within the Revised Parking Standards and Design Supplementary Planning Document

October 2011. Cycle parking and storage facilities will be designed with consideration for location, ease of use and security. The minimum cycle parking standards are shown in **Table 4.2**.

Table 4.2: RBC's Minimum Cycle Parking Standards

Land Use	Unit Type	RBC Parking Zone 1 – 4 Minimum Provision
C3 Residential	1-bed flat	0.5 per unit*
	2-bed flat	0.5 per unit*
	3+ bed flat	1 per unit*
	1-bed house	1 per unit
	2-bed house	2 per unit
	3+bed house	2 per unit
D1 Clinic / Health Centre	Health Centre	1 space per 2 staff + 1 stand per consulting room

- 4.3.2 Based on the information contained within **Table 4.2**, the minimum cycle parking provision for the residential units as been calculated and provided within **Table 4.3**.

Table 4.3: Minimum Cycle Parking Provision

Unit Type	Number of Units	Number of Spaces
1-bed flat	32	16
2-bed flat	24	12
2-bed house	42	84
3+ bed house	162	324
Total	260	436

- 4.3.3 The total number of cycle spaces includes those provided within garages at residential properties.
- 4.3.4 When a secure facility, such as a store or garage associated within a property cannot be provided, such as within an apartment, dedicated secure cycle parking will be provided.
- 4.3.5 Cycle parking will be provided for the health centre in line with the above standards.

Car Parking Provision

- 4.3.6 Parking provision on the site will consider RBC's parking standards and emerging policies, shown in **Table 4.4** below. RBC use a 4-zone system, with each zone defined differently depending on typical land uses and proximity to public transport. The development is within Zone 3, defined as an area with a variety of land uses, within 400m walk of high frequency bus services.

Table 4.4: Maximum Vehicle Parking Standards (Zone 3)

Land Use	Unit Type	RBC Parking Zone 3
C3 Residential	1-bed apartment	1.5 per unit
	2-bed apartment	1.5 per unit
	3+ bed apartment	2 per unit
	1-bed house	1 per unit
	2-bed house	1.5 per unit
	3+ bed house	2 per unit
	Visitor Parking	1 space per 4 dwellings (flats only)
D1 Clinic / Health Centre	Health Centre	3 per consulting room + 1 per FTE Staff

- 4.3.7 The development comprises predominantly three and four bedroom houses with garage and/or driveway parking, provided in line with RBC car parking standards. Communal parking spaces will be provided on site for apartment units.
- 4.3.8 Based upon the information contained within **Table 4.4**, the maximum car parking provision for the residential units has been calculated and is presented in **Table 4.5**.

Table 4.5: Maximum Car Parking Provision

Unit Type	Number of Units	Number of Spaces
1-bed flat	32	48
2-bed flat	24	36
2-bed house	42	63
3+ bed house	162	324
Visitor Parking	-	14
Total	260	485

- 4.3.9 As per RBC's parking standards, proposed units with garages have been included in the parking provision for residential properties. A maximum of 77 spaces will be provided within communal parking areas to cater for residents of apartments who do not have access to a garage or driveway.
- 4.3.10 Visitor parking has been calculated based the number of flats provided within the development only at a ratio of 1 space per 4 dwellings.
- 4.3.11 For the purpose of this TA, the health centre has been assumed to have 5 treatment rooms and 10 FTE Staff, as such based on the RBC standards it is assumed that the facility will require 25 spaces (15 for the treatment rooms and 10 for staff).

Disabled Car Parking

- 4.3.12 Disabled parking will also be provided in line with RBC's parking standards (5% of the total parking capacity). Disabled parking provision typically excludes residential developments, and therefore the number of spaces has been calculated based upon the number of spaces required for flats. Based upon the above information, 5 disabled spaces will be provided within the development.

Electric Vehicle Charging

- 4.3.13 Policy TR5 of RBC's Local Plan (2019) states that developments should make the following provision for electric vehicle charging points:
- *'All new houses with dedicated off-street parking should provide charging points'; and*
 - *'Within communal car parks for residential or non-residential developments of at least 10 spaces, 10% of spaces should provide an active charging point'.*
- 4.3.14 Based upon the guidelines set out in the Local Plan, the development will provide an active charging point for electric vehicles in 8 spaces located within communal parking areas.

Car Club

- 4.3.15 The site will provide for a car club vehicle. Confirmation from local car club providers Co-Wheels will determine the demand for new car club spaces in this area. This will be determined through reserved matters applications but at least one space will be provided.

4.4 Sustainable Travel Improvements

Introduction

- 4.4.1 The site is located within a residential area that already provides good sustainable infrastructure for residents. Further improvements can be provided by the development to improve access to local facilities for residents who travel via sustainable modes.

Pedestrian Infrastructure Improvements

- 4.4.2 A raised informal crossing, comprising a flat-top speed hump with a Duratherm herringbone imprint, is proposed on Kidmore End Road, Lyefield Court at its junction with Kidmore End Road, and on Grove Road at its junction with Kidmore End Road. Traffic calming measures such as these can improve traffic safety at the junction by slowing vehicles down when entering and exiting the junction as well as increasing visibility of pedestrians to other road users. These informal crossings will be provided with tactile paving to facilitate the crossing of visually impaired pedestrians.
- 4.4.3 A concept drawing of the proposed pedestrian improvements is shown in Drawing **45675/5501/008**.

Public Transport Improvements

- 4.4.4 The illustrative masterplan allows for the future potential to route a bus through the site. However, through liaison with Reading Buses, they support the development in the short term is accessed via the current stops on Kidmore End Road, as this would maximise accessibility for the new development and those from the area seeking access to the new health centre.
- 4.4.5 As with large sections of Caversham, the existing bus stops are accessible to residents of the development and provide good access to bus services from all homes, even if some are more than 400m from the stop. Within the development high quality, overlooked, lit and surfaced walking routes to the bus stops on Kidmore End Road will be provided. Through successful travel planning, new residents living at the development will be aware of the bus services and how to access them.

5 Objectives and Targets

5.1 Overview

5.1.1 The objectives are supported by a set of quantified SMART targets to ensure progress towards achieving them can be measured:

- **Specific:** Identify precisely what is to be achieved;
- **Measurable:** Over the duration of the target period, allowing for regular evaluation of effectiveness;
- **Achievable:** Linked to overall objectives and aims;
- **Realistic:** In terms of the potential to actually be achieved over the duration period of achieving targets; and
- **Time-bound:** The target must define a date by which it is expected to be achieved.

5.2 Aim and Objectives

5.2.1 The aim of this Residential Travel Plan (RTP) is to reduce the environmental impact of travel as a result of the development.

5.2.2 Several objectives have been established in order to achieve this overarching aim. These are:

- Increase the awareness of the RTP and its constituent elements;
- Promote and facilitate use of sustainable means of travel;
- Encourage efficient and sustainable use of private vehicles, where necessary;
- Reduce the need to travel; and

5.3 Review and update the RTP so that it best meets travel needs for the development Targets

5.3.1 Maximum impact on people's travel behaviour is likely to be achieved immediately following a life change – for example moving into a new home. Therefore, it is expected that the RTP will have maximum effect during first occupation of the development.

5.3.2 At this stage, it is not possible to provide accurate travel pattern details of residents prior to occupation. Comprehensive and compliant baseline surveys are to be conducted when 25% of the residential units are occupied (equivalent to 62 homes).

5.3.3 Targets for mode share improvements will be based on the baseline survey, however indicative targets are highlighted in **Table 6.1** based on mode share information within the TA.

5.3.4 Origin-destination mode share data from the 2011 Census is only available at Middle-layer Super Output Area (MSOA) level and above. Therefore, the corresponding MSOA for each destination OA has been determined to allow mode share to be calculated.

Table 5.1: Indicative Peak Hour Residential Mode Share and Interim Targets

Mode	Baseline Mode Share (%)	3 rd Year Target (%)	5 th Year Target (%)
AM Peak Hour			
Active travel	37%	38%	40%
Public transport	10%	11%	11%
Car passenger / taxi	8%	8%	9%
Private car driver / motorcycle	45%	43%	40%
PM Peak Hour			
Active travel	13%	14%	15%
Public transport	16%	17%	19%
Car passenger / taxi	5%	5%	6%
Private car driver / motorcycle	66%	64%	60%

- 5.3.5 These interim targets are subject to change following the completion of the first travel survey.
- 5.3.6 If targets for Years 3 and 5 have not been met, then measures will be reviewed and amended in order that targeted and appropriate measures are implemented to achieve the desired mode shifts.

6 Delivering the Objectives

6.1 Introduction

- 6.1.1 This section of the RTP sets out the proposed strategy in order to meet the targets and objectives.

6.2 Residential Travel Plan Delivery

- 6.2.1 To become more than just a document, all types of travel plan require an 'implementer', often referred to as a Travel Plan Coordinator (TPC).

- 6.2.2 Therefore, in order to that efforts towards encouraging sustainable transport use are successful, the developer will appoint a TPC for the entire site prior to the first phase of the proposed development commencing. This is to assist them in the discharge of their duties throughout construction of the development, however ultimately the developer will remain responsible for the RTP.

- 6.2.3 The TPC will be responsible for:

- Issuing and explaining the RTP to new residents and occupiers of the proposed development;
- Preparing procurement of the RTP measures, implementation, monitoring and review;
- Liaising with Travel Plan Steering Group (TPSG) and other stakeholders about the RTP proposals and their implementation;
- Undertaking annual surveys of current travel patterns.
- Compiling travel information for marketing of the development and Travel Welcome Packs;
- Representing the 'human face' of the RTP to provide a point of contact for residents to discuss travel;
- Promoting events and coordinating initiatives; and
- Liaising with the developer and RBC over the monitoring and review of the RTP.

- 6.2.4 The TPC will also be responsible for setting up and participating in a Travel Plan Steering Group (TPSG). This will include various key stakeholders such as public transport operators, RBC and the developer, as well as (once the development is at least partially occupied) a small number of development residents to provide community representation. The TPSG will be constituted before the commencement of the development, with meetings held annually. In preparing these meetings, the TPC will be responsible for the production and collation of relevant papers.

- 6.2.5 The role of the TPC with respect to the TPSG is set out below:

- Promote partnership working amongst the TPSG;
- Manage and coordinate the TPSG;
- Arrange annual meetings of the TPSG including arranging an appropriate venue and notifying members of the time and date of the meeting;

- Subject to confidentiality, prepare and circulate an agenda and the necessary papers for the meeting;
- Prepare and circulate the minutes of TPSG meetings for approval by all members present at the meeting and make them available to the public;
- Produce annual RTP update for review by the TPSG; and
- Act as temporary chair of the TPSG meeting if there is no agreement about who should be chair.

6.3 Travel Plan Period

- 6.3.1 A formal monitoring period has been established for the RTP, which will last five years. This will constitute the Travel Plan Period. The first survey, signalling the start of the formal monitoring period, will be undertaken at 25% occupation or six months from first occupation (whichever is reached first), and further surveys will be undertaken in years 3 and 5. TRICS Standard Assessment Methodology (SAM) compliant travel surveys, unless otherwise agreed with RBC, will be undertaken at these times.
- 6.3.2 If the RTP targets for Year 3 and 5 are not met, then the measures will be reviewed and amended as set out in Section 6.4.
- 6.3.3 In the event that the RTP targets are not achieved in Year 5, it is intended that efforts are continued with additional TRICS SAM compliant surveys undertaken in Year 7, as part of an extended monitoring programme to record the effectiveness of any revised measures. Any revised measures will be agreed through the TPSG. The Travel Plan Period will be extended to seven years, rather than five.
- 6.3.4 If the RTP targets are met in Year 5, it is assumed that the RTP will have been properly established and will become self-sustaining and the proposed measures will remain in place for the lifetime of the proposed development. The Travel Plan Period will then be deemed to have been completed.

6.4 Funding and Enforcement

- 6.4.1 The developer will fund the preparation, implementation and initial operation of the travel plan process, including the day-to-day site TPC role, the implementation and management of physical measures, the promotion of sustainable travel throughout the site, and the coordination of the monitoring and review process.
- 6.4.2 It is intended that service charges or alternative revenue streams will be identified to allow the long-term management, monitoring and review of the travel plan to be continued in a sustainable manner.
- 6.4.3 In the event of the RTP targets not being met, the TPSG will decide if the breach is significant (for example, it is possible that a breach of a mode share target may be compensated by overall lower trip generation, or better performance in another area of the plan).
- 6.4.4 If the breach is agreed as being significant, the site-wide TPC will agree a package of measures with the developer, designed to address the breach, and present these to the TPSG for agreement by RBC, including a timescale over which the success of these measures should be reviewed.
- 6.4.5 Proposals may include measures set out in the travel plan, or the RBC Local Transport Plan, and may be implemented directly by the developer if appropriate. The emphasis of addressing any breach should be to consider 'soft' measures first, including incentives or disincentives

designed to address the breach. Consideration of limitations on development phasing or new infrastructure should be a last resort.

6.5 Travel Plan Awareness

- 6.5.1 The success and effectiveness of this Plan will be enhanced through the development and implementation of an effective marketing and promotion strategy.
- 6.5.2 To increase the awareness of the objectives set within this RTP, residents will be provided with a Travel Welcome Pack upon arrival (also available electronically) in their new property / employment. This will offer information on the sustainable modes of travel that are available within the local area in addition to travel vouchers to encourage the uptake of sustainable travel within Reading Borough.
- 6.5.3 Examples of information that could be included can consist of car club information, nearby cycle hire and maintenance facilities, and advertise the environmental and economic benefits associated with owning an EV.

6.6 Encouraging Sustainable Travel and Reducing the Need to Travel by Private Car

- 6.6.1 The site is located in a sustainable location, close to a variety of local amenities, as set out in Section 3, including retail and health, educational and sports / leisure facilities. Many of these can be accessed within a comfortable walking and cycling distance from the site.
- 6.6.2 The site already has good connectivity to these facilities, and pedestrian and cycle enhancements are included to further encourage walking and cycling for local trips.
- 6.6.3 Private car use can be discouraged further for longer-distance trips through the high-quality public transport provision at the site. The location of the nearest bus stops are within comfortable walking distance for the whole development and this provides access into Reading town centre as well as the train station.
- 6.6.4 Section 7 will detail the specific measures that could be implemented in regard to encouraging more sustainable travel modes such as the increase in the use of public transport and uptake of active travel modes.
- 6.6.5 Other incentives may include:
 - Discounted use on public transport services for an initial fixed period;
 - Discount vouchers for bikes and cycle equipment; and
 - Free / discounted memberships to car clubs for residents for an initial fixed period.
- 6.6.6 Each new resident household will be encouraged to develop patterns of sustainable travel through the provision of Travel Welcome Packs upon moving into the development. Residents will be made aware of the full range of amenities that are available and the various sustainable ways to access them. Measures and Action Plan

6.7 Overview

- 6.7.1 In order to meet the objectives and targets, set out in Section 4 of this RTP, the developer will promote the use of sustainable transport and discourage the use of the private car using a number of measures and initiatives through the Travel Plan Period.

7 Measures and Initiatives

- 7.1.1 A key element of this Travel Plan is ensuring residents and visitors are aware of what travel options are available to them and the benefits that will allow the residents to choose to travel by a range of modes. This is fundamental to the success of this RTP.
- 7.1.2 A tabulated 'Action Plan' is provided in **Table 7.1**. The main aim of this Action Plan is to identify individual initiatives that may assist residents and visitors to reduce private vehicle journeys to and from the development.
- 7.1.3 Moreover, **Table 7.1** sets out the benefits of various measures and the timescales for the implementation of these. They are grouped by measures that will meet the RTP's sub-objectives.

Table 7.1: Residential Travel Plan (RTP) Action Plan – Potential Travel Plan Measures

Initiative	Description	Measures	Benefits	Timescale of Implementation	Responsibility
Adoption of RTP	Support and buy-in, the client will ensure that the RTP is an active, living document that is to be continuously monitored and updated.	Encourage residents and visitors to adopt the Residential Travel Plan.	This will ensure future commitment to the development of the RTP.	Upon Occupation	Developer
Appointment of Travel Plan Coordinator (TPC)	An overseeing coordinator appointed to assist in the enforcement of measures and to manage overall TP delivery, development and promotion.	Appoint a TPC responsible for overall management and coordination of Residential Travel Plan.	This will ensure that the RTP is taken forward and results are delivered.	Prior to Occupation	Developer
Travel Welcome Packs	Provision of Welcome Packs to each residential unit.	To provide information on sustainable travel in the local area, to include: - Map of the site highlighting transport facilities within and close to the site such as bus stops and cycle routes. - The latest local bus timetables and maps. - Links to relevant websites with travel information. - Local walking and cycling maps highlighting local amenities. - A brief introduction in the pack to explain the RTP objectives, targets and how the residents can make a difference. - Information on the health benefits of sustainable transport.	Welcome Packs will provide site users with clear and relevant information and vouchers and this can be used to inform and encourage their decision on local sustainable travel.	Upon Occupation	Developer / TPC

Monitor and Publicise Residential Travel Plan Success	Promote the RTP and the achievements that have been made.	Provide feedback to residents on progress that has been made against TP targets and objectives.	Residents will remain involved and engaged with RTP progress and will feel motivated and incentivised when objectives are met.	Annually once development is at least 25% occupied	TPC
Provide travel information to prospective residents	Provide travel information in marketing suite, show homes / flats and / or website.	Provide information on all modes available and the benefits associated with active modes.	Residents will be well informed on the travel options available to them before agreeing to occupy units and may be encouraged to change their previously established travel habits.	As soon as marketing material is produced / once show home / flats are opened.	Developer
Cycle Parking Facilities	The development will provide secure cycle parking and information on cycle routes / facilities.	Provision of designated and secure cycle storage facilities on-site. Information on the location and use of these storage facilities will be provided as part of the Welcome Pack.	Provision of secure cycle storage will encourage residents to cycle to and from the development.	With Development Proposals	Developer
Information on local cycle networks and infrastructure	Information on the local cycle infrastructure that surrounds the site will be made available detailing how the site connects to the existing cycle network.	Provide information within individual welcome packs.	Residents who are better informed of the surrounding cycle infrastructure and facilities will be more inclined to adopt cycling as a travel mode.	With Development Proposals	Developer / TPC
Pedestrian Infrastructure	Providing better links and connectivity onto wider pedestrian network.	To develop links onto existing pedestrian network via internal footways and provide access to local amenities and public transport hubs.	Provide a permeable environment in which residents can travel to and from the site onto the existing pedestrian network and access local amenities and services.	Upon Occupation	Developer
Enhance Appeal of Walking	Provide a 'buddy-up' system for residents.	Encourage residents to register with Walk-BUDI, which provides a national travel database of registered users wishing to find someone to share daily journeys to work.	More inclined to pursue walking as a travel mode due to other residents wishing to do so.	Throughout Occupation	TPC
Public Transport Guides and Information	Issuing information to site users on public transport options including local bus services and rail connections.	Provide a guide / leaflet detailing the available public transport routes in the area including routes and timetables, in addition to how to access them via active travel modes.	Improved knowledge and awareness of local public transport options will encourage residents to adopt this where possible.	Upon Occupation	Developer / TPC

Car Club	Encourage the use of car clubs	Publicise the location of car clubs within the local area in addition to the allocation of 1 car club spaces within the development's parking provision.	Reduces the demand for privately owned vehicles and reduces the number of short journey car trips.	With development proposals	Developer / Car Club Operator
Electric Vehicles	Promote the use of Electric Vehicles and other ULEVs	Active EV charging infrastructure in place for 10% of spaces within parking spaces. Advertise the environmental and economic benefits associated with owning an EV in addition to providing location and information on local dealerships.	Reduces the number of privately owned, internal combustion engine (ICE) vehicles on the local road network resulting in positive environmental impacts.	Upon Occupation	Developer / TPC
High Speed Broadband	Providing high-speed internet connectivity can allow for residents to participate in online shopping.	High-speed internet connection to be made available in each residential unit and also promote the benefits of online shopping.	Residents will be able to order their shopping online, reducing the need to travel. It also means that they are able to 'Work from Home' on occasion, further reducing the need to travel.	With Development Proposals	Developer
Local Amenities	Raise awareness and promote sustainable access to local services.	Include information in the Welcome Pack of the local amenities that are present and how to access them.	Residents will be aware of services in close proximity to the site that they can walk / cycle to instead of travelling via car.	Upon Occupation	Developer / TPC

8 Monitoring and Review

8.1 Introduction

8.1.1 The Good Practice Guidelines state that Travel Plans should be evolving, 'living' documents that need continuous updating. Implementing a Travel Plan involves:

- *'...a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances'.*

8.1.2 This section will outline how this is intended to be delivered for this specific RTP.

8.2 Monitoring

8.2.1 Surveys, monitoring and review of targets commence when 25% of the homes are occupied or within six months of first occupation, whichever arises first. TRICS Standard Assessment Methodology (SAM) compliant travel surveys, unless otherwise agreed with RBC, will be undertaken.

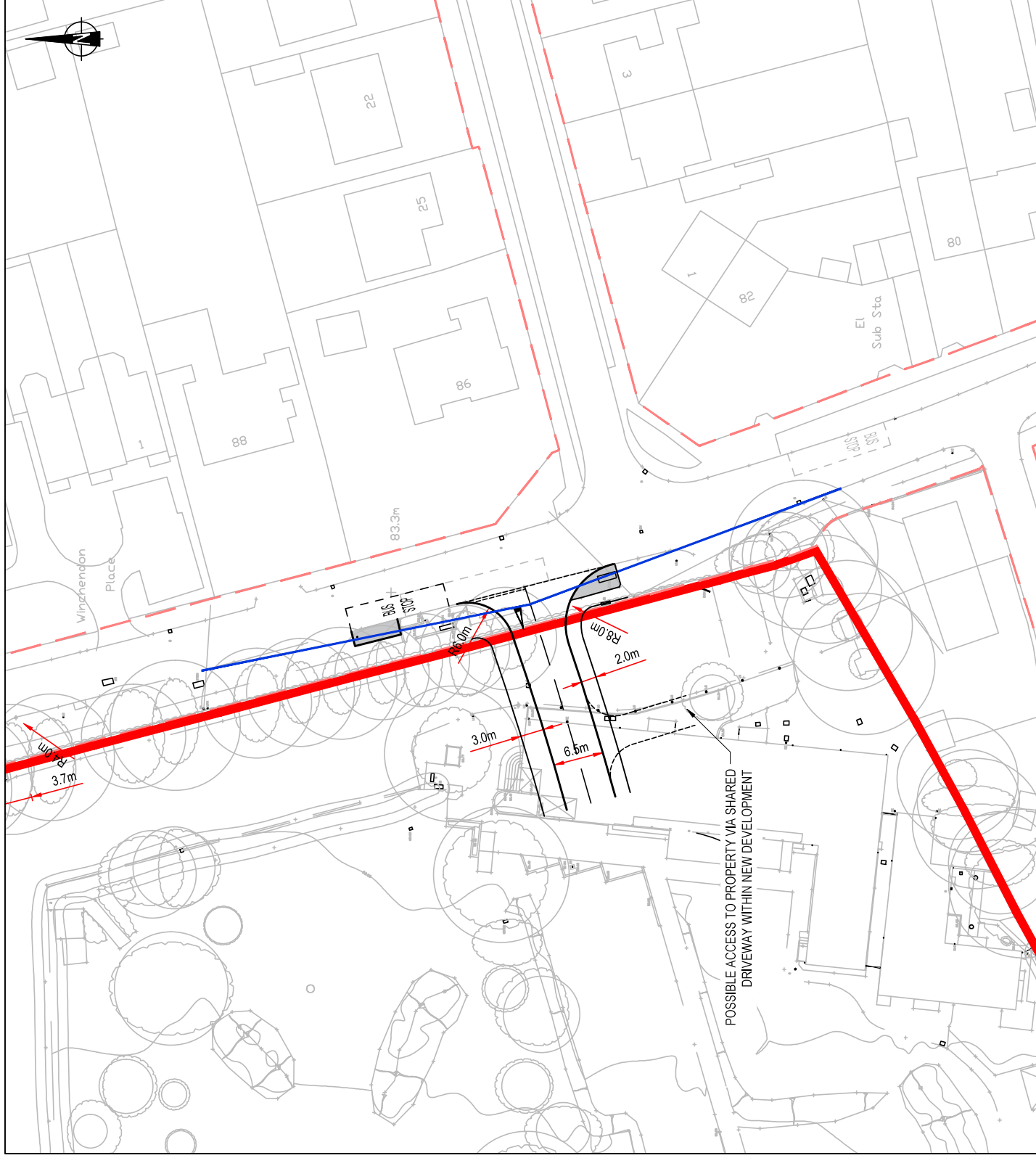
8.2.2 Following this initial review, the full Travel Plan produced with defined targets which will be issues to RBC within one month of completing the baseline survey. Further SAM monitoring surveys will then be conducted in Year 3 and 5 following occupation with monitoring reports being issues to RBC.

8.2.3 **Table 8.1** below gives the timescales for the monitoring and review of the RTP.

Table 8.1: Plans and Timescales for Travel Plan Monitoring and Review

Action	Timescale
Baseline travel survey of all residents	6 months after first occupation or when 25% of units are occupied (whichever arises first)
Update of RTP following baseline surveys	Following baseline travel surveys
Future residential travel surveys	Years 3 and 5
Undertake a comprehensive strategic review of all aspects of the RTP (including Objectives, Targets, the Action Plan and the Monitoring Programme)	Following baseline survey and survey in Year 3 (and Year 5, if targets are not met)

Stantec Drawings



2.4m X 43m VISIBILITY SPLAY IN
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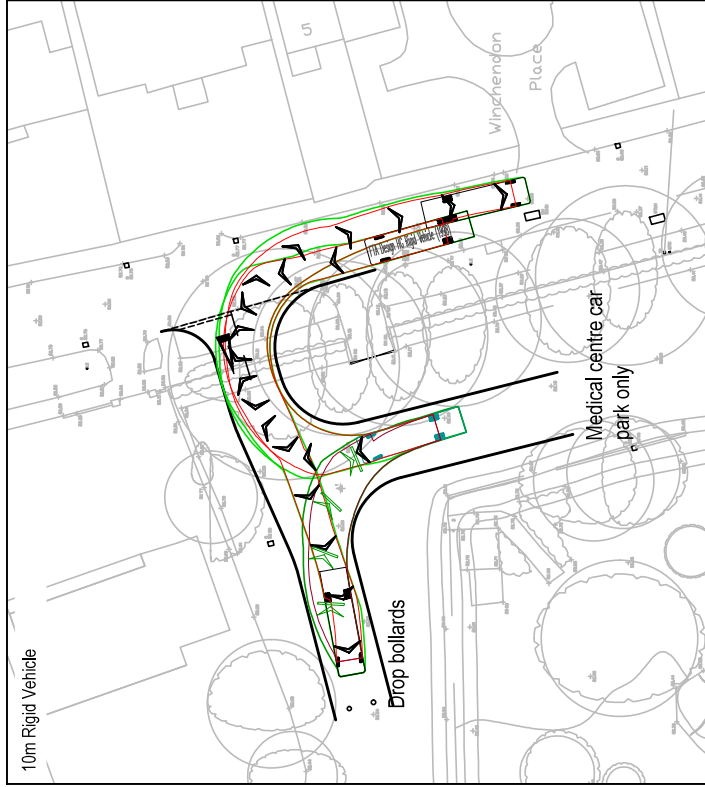
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READING GOLF COURSE
CONCEPT ACCESS LAYO

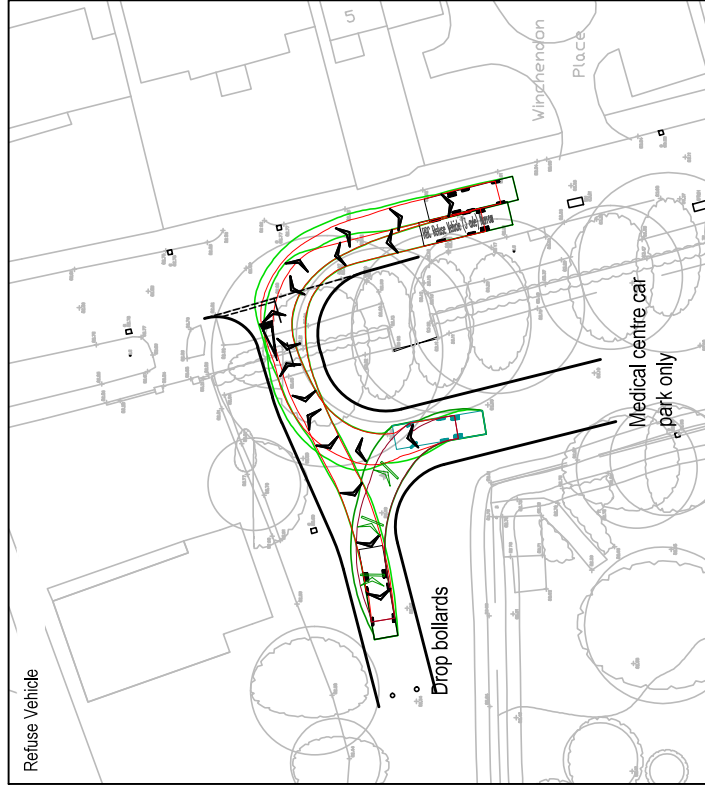
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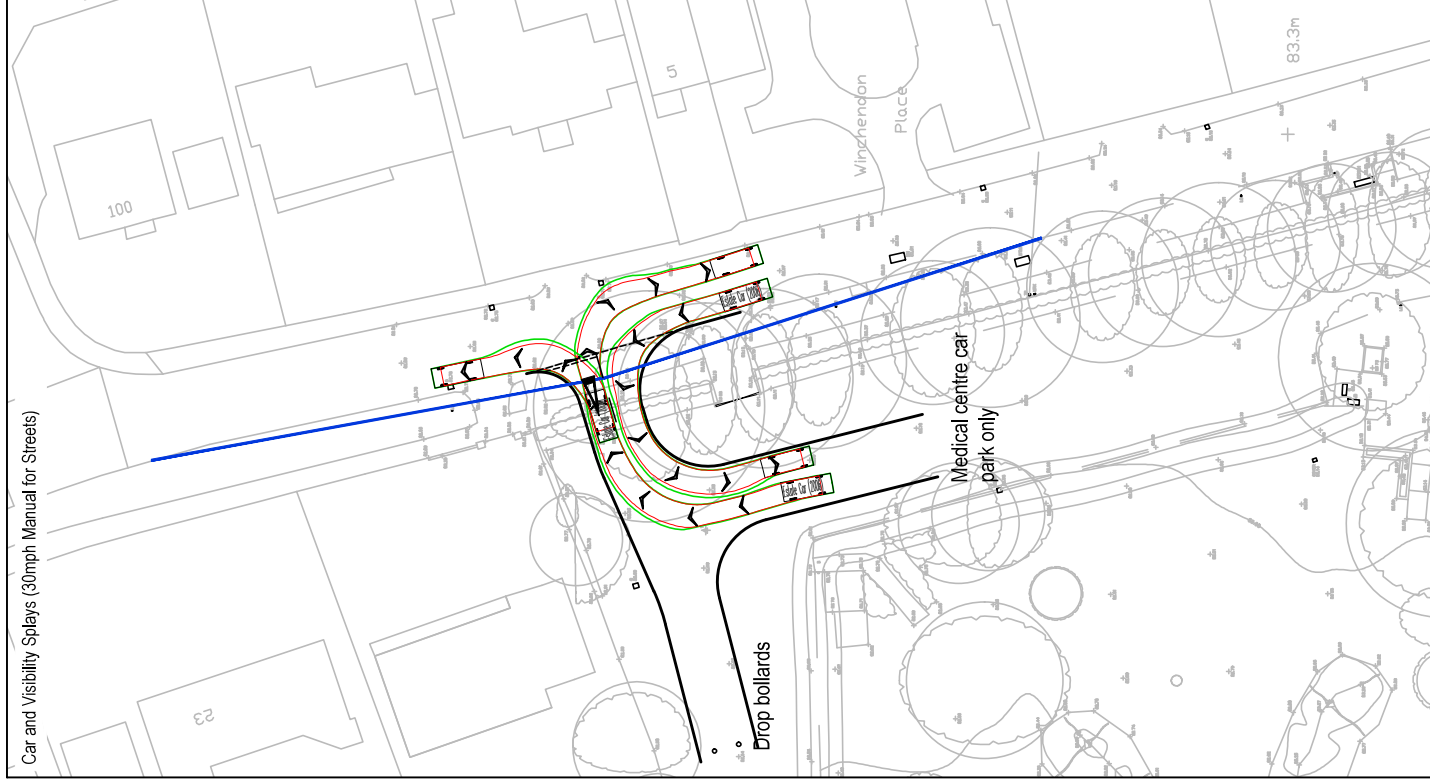
10m Rigid Vehicle



Refuse Vehicle



Car and Visibility Splays (30mph Manual for Streets)



Mark	Revision	Date	Drawn	Chkd	Appd

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READING GOLF COURSE SECONDARY ACCESS LAYOUT

Client

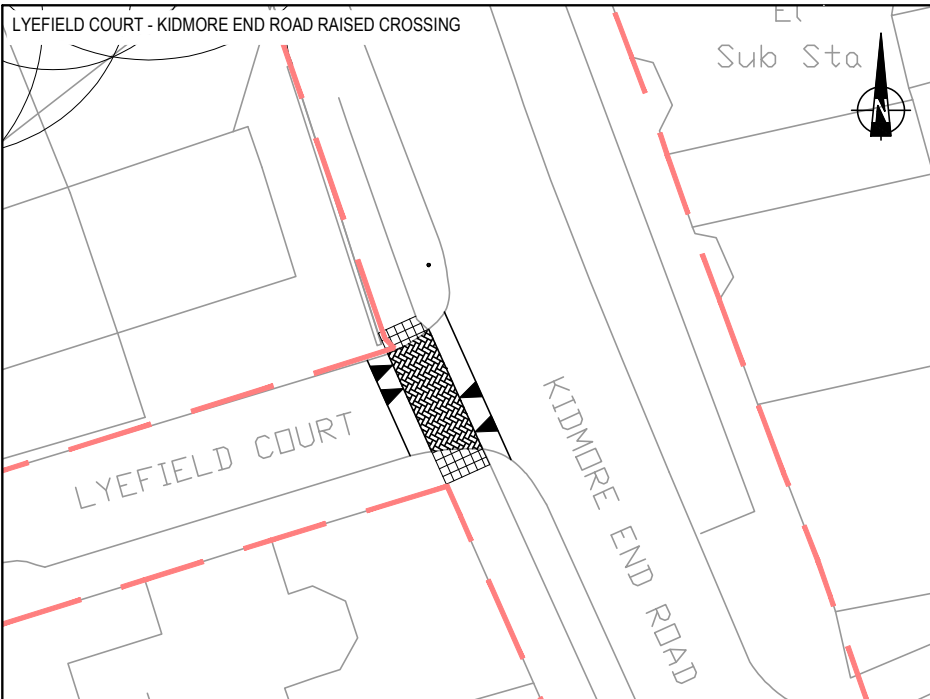


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Drawing Number	45675/5501/006	Revision	-		

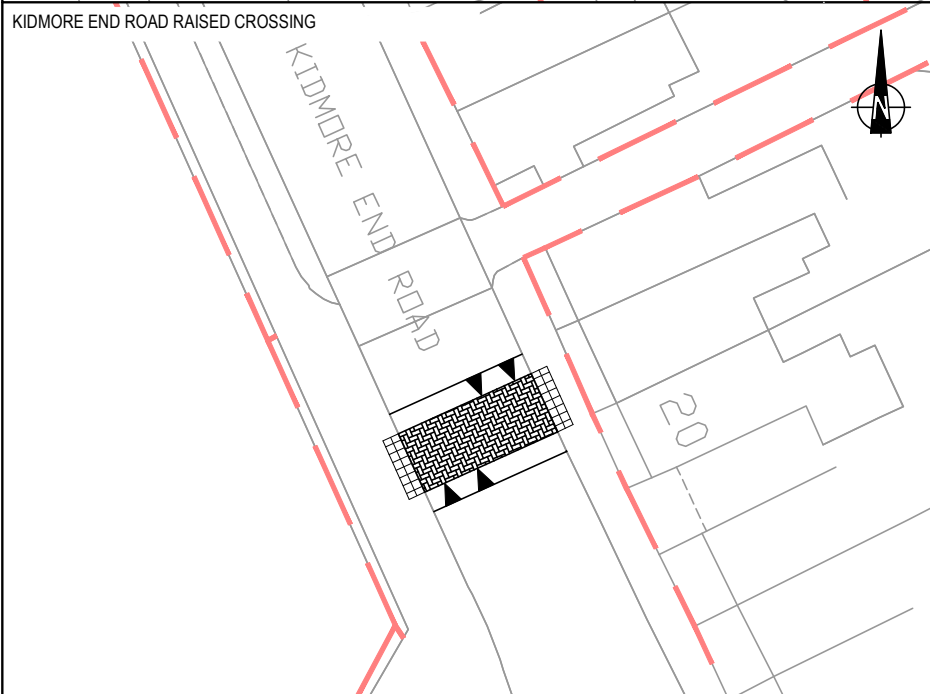


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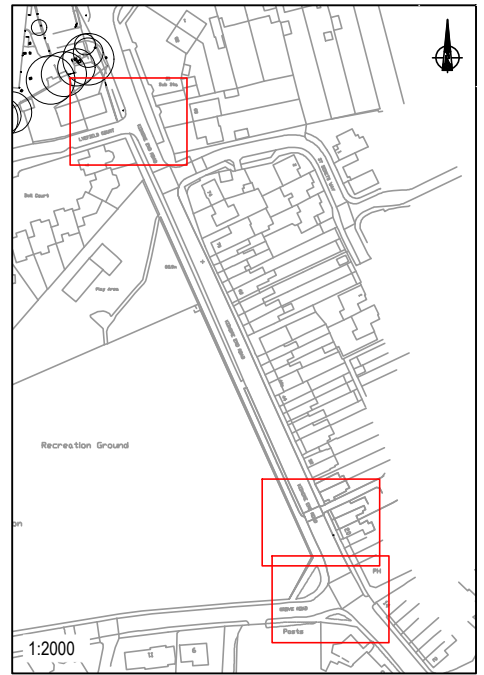
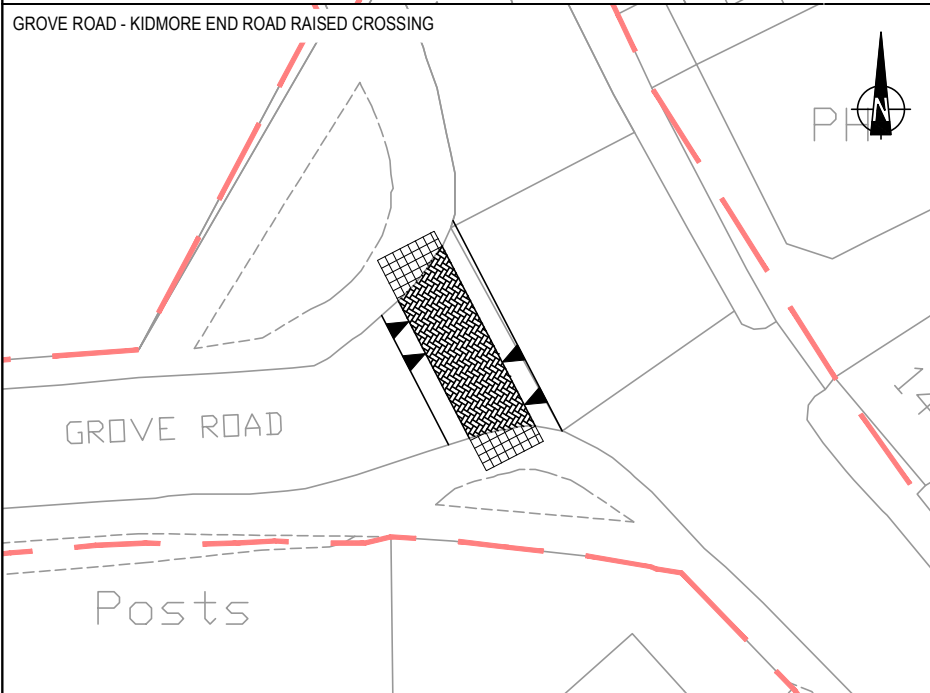
LYEFIELD COURT - KIDMORE END ROAD RAISED CROSSING



KIDMORE END ROAD RAISED CROSSING



GROVE ROAD - KIDMORE END ROAD RAISED CROSSING



KEY

--- HIGHWAY BOUNDARY

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Appendix A Illustrative Masterplan

SCALE



Fairfax

Fairfax (Reading) Ltd and Reading Golf Club Ltd

Scale: 1:1000 Dn By: PH Date: May 20

Dwg No: 2008PL04 Rev L

Project: LAND: READING GOLF CLUB

KIDMORE END ROAD,

KIDMORE GREEN, READING

Drawing Title: INDICATIVE SITE LAYOUT

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Fairfax (Reading) Ltd and Reading Golf Club Ltd

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