

Procter and Gamble Ltd
P&G Reading Innovation Centre
Travel Plan

Issue | 13 November 2020

This report takes into account the particular instructions and requirements of our client.

It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

Job number 249765-04

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1 Introduction

1.1 Overview

This Full Travel Plan (TP) has been prepared by Arup on behalf of Procter & Gamble (P&G) in respect of the relocation of the Procter & Gamble facilities from Egham, Surrey, to the new dedicated facility at its existing site in Reading.

This TP has been prepared in accordance with current travel plan guidance to discharge conditions contained within paragraphs 14 and 15 of the decision notice associated with the consented development proposals, as approved under planning application reference: 162108.

1.2 Planning History and Section 106 Obligations

The site location is shown in Appendix A. The site is located in the southern part of Reading, in an existing established industrial area, with a business park and residential areas in the vicinity of the site.

Planning permission was granted in October 2017 (application number: 162108) for:

Part retention and refurbishment of the existing Gillette building, erection of a two-storey research and development building (Class B1/B8), with associated access, surface car parking, servicing, landscaping and engineering works.

Two Transport Assessment Addendum's were subsequently submitted related to reductions to the proposed floor areas and removal of associated car parking provision.

- A reduction in the floor spaces compared to the submitted development; and
- Removal of the 190-space multi-storey car park included in the submitted development.

The planning application included the submission of a Framework Travel Plan.

Paragraph 14 and 15 of the decision notice contain the requirements for the provision of a Full Travel Plan to be submitted within 3 months of occupation for approval. The Travel Plan should include:

- a full analysis of the existing / proposed modal split for staff;
- reasons for the modal choice and detailed proposals for future transport provision with the aim of securing a reduction in car trips generated to and from the site;
- an annual review to be submitted on the anniversary of the approval of the Travel Plan, to include a detailed survey of the number of movements generated; and

- appropriate mitigation in the event of any target reductions to travel by car not being secured.

1.3 Purpose of this TP

This TP has been produced in accordance with:

- Reading Borough Local Plan (Adopted November 2019)
- Reading Borough Council Local Transport Plan 2011-2026 (Adopted April 2011)
- Draft Reading Transport Strategy 2036 (March 2020)
- National Planning Policy Framework-Department of Communities and Local Government (February 2019)

This TP provides a set of measures to encourage both the current and future occupiers of the development to travel in a more sustainable way, to achieve the targets (see Section 5) derived from the results of the travel survey set out in Section 6.

This Travel Plan provides information on travel options and facilities, with the aim of promoting and facilitating sustainable travel and healthy lifestyles. It outlines a plan for how walking, cycling and use of public transport can be encouraged and facilitated.

1.4 Contact Details

Below is a summary of the current information regarding the overall responsibility for the TP.

- Organisation name: This Travel Plan has been produced by Arup on behalf of P&G. The Travel Plan is the property of P&G.
- Local Planning Authority: Reading Borough Council
- Address of development: 452 Basingstoke Road Reading RG2 0QE
- Travel Plan prepared by: Arup, 13 Fitzroy Street, London, W1T 4BQ
- Responsibility: This Travel Plan is the responsibility of P&G.
- Travel Plan Coordinator – P&G has appointed Barbara Sevostyanova as the travel plan coordinator for the reading site. Barbara's contact details are:

Email: sevostyanova.va@pg.com

Telephone: +441932963481

1.5 Structure of this Full Travel Plan

This full Travel Plan is structured as follows:

- Section 2 describes the local transport networks and facilities and access arrangements;
- Section 3 details the existing occupant travel patterns as derived from the travel survey;
- Section 4 sets out the aims and objectives of the full Travel Plan;
- Section 5 details the targets this full Travel Plan will work towards;
- Section 6 explains how the full Travel Plan will be implemented and includes an Action Plan; and
- Section 7 provides an overview of how the full Travel Plan will be monitored
- Section 8 sets out the overall action plan

2 Baseline Conditions

This section describes the existing transport facilities in the vicinity of the site available to employees and visitors.

At the time of writing (October 2020) the Covid-19 pandemic has caused significant disruption to movement patterns, transport facilities and services. The baseline information contained within this TP is reflective of the conditions at the time of writing, acknowledging that conditions may have change rapidly as the impact of Covid-19 evolves over time.

2.1 Pedestrian Routes and Facilities

The pedestrian network around the site provides accessibility to surrounding facilities, including public transport nodes and local amenities. The primary walking routes to the site include footpaths that connect the B3031 Basingstoke Road to the service road and the site. The site is also directly accessible from bus stops on Basingstoke Road immediately outside the site.

Existing pedestrian facilities (footways, lighting and crossing points) ensure that safe, convenient and direct access is provided from public transport nodes. In particular, both Basingstoke Road and Bennet Road have grass verges providing separation between footways and carriageways

2.2 Cycle Routes and Facilities

Reading Borough Council (RBC) have implemented a borough-wide cycle network, which consists of a number of off-road and on-road routes.

Routes are numbered for ease of identification. The proposed development is well served with an extensive number of cycle routes in its vicinity:

- On the B3031 Basingstoke Road, outside the site, there is an on-road cycle way shared with a bus lane running along the southbound carriageway. It connects with an on-road cycle way along Bennet Road, south of the site;
- North of the site, an off-road cycle way runs along Manor Farm Road which links the B3031 Basingstoke Road with the Kennet Island residential development;
- To the west of the site, Bennet Road connects with the A33, which is bounded by National Cycle Network Paths 23 and 4, on one side, and the R1 South Reading route that leads to the city centre and the railway station, on the other;
- Bennet Road and Brixham Road/Tavistock Road, which are east from the proposed development and run north to south, have been designated as cycle-friendly streets.

The ongoing construction of the new National Cycle Network Route 422 will connect Newbury and Ascot, via Reading, Wokingham and Bracknell and provides better connections for long distance cycle journeys, as well as enhanced facilities for more local journeys within Reading.

ReadyBike, Reading's bike hire scheme ended in March 2019. RBC is investigating an alternative service and are due to go out to procurement in January 2021.

The nearest public cycle parking from the proposed development is on the junction of Buckland Road and the B3031 Basingstoke Road. Three stands are a 645m walk north from the site.

2.3 Public Transport

2.3.1 Bus Services

Several bus stops are located in the vicinity of the site, including two stops on the B3031 Basingstoke Road immediately outside the site. Alternative bus services can be accessed from the bus stops located on Manor Farm Road, north of the site.

Current local bus services are summarised in Table 1 and show frequent services on the Emerald and Greenwave routes, which are compatible with commuter travel patterns.

Table 1: Local Bus Services

Bus Service and Operator	Route	Frequency			Pair of Bus Stops	Distance from/to the Site
		Mon-Fri	Sat	Sun		
Emerald (6/6A) – Reading Buses	Reading Station – Whitley Wood (via the B3031 Basingstoke Road)	8-10 min	10 min	20 min	Bennet Road/Basingstoke Road	80-160m
7/8 - Stagecoach	Reading Station – Riseley-The Bull – Aldershot Bus Station	1 hour	1 hour	No Service	Bennet Road/Basingstoke Road	80-160m
Greenwave (40, 50A, 50B, 53A, 53B, 60A, 60C, 60E) – Reading Buses	Reading Station – Kennet Island/Madejski Stadium Park & Ride/MereOak Park & Ride/Tesco Distribution Centre	10 min	20-30 min	15-20 min	Manor Farm Road	410-480m
82/82k – Reading Buses	Reading Station – Riseley (via Basingstoke Road or Kennet Island)	3 per day	3 per day	4 per day	Bennet Road/Basingstoke Road Manor Farm Road	80-160m
TR1 – Moretons Travel	Baughurst - Reading Station via Tadley,	5 per day	5 per day	No Service	Bennet Road/Basingstoke	80-160m

Bus Service and Operator	Route	Frequency			Pair of Bus Stops	Distance from/to the Site
		Mon-Fri	Sat	Sun		
	Mortimer Common, Three Mile Cross				Road	

A school service, the 991, and services for match days to/from the Madejski Stadium (F32 (to/from Wooley) and F33 (to/from Lower Earley) also serve the B3031 Basingstoke Road.

Local bus stops have shelters with seating and real time information, as well as timetable information displayed.

Employees of the site will benefit from Reading's South Fast Track Public Transport corridor scheme which has delivered a series of bus priorities measures on the A33 between Reading Town Centre and the MereOak Park and Ride facility to the south of the M4 junction 11. This was designed to reduce forecast congestion and improve public transport journey times and reliability.

At the time of writing, following a period of service reduction all services had returned to normal frequencies (as of the 1st September 2020), as shown in Table 1, with a 25% reduced capacity. Service provision may change rapidly as localised Covid-19 restrictions evolve over time.

2.3.2 Rail Services

Reading railway station is 3.4km north of the site and is easily accessible by the Emerald and Greenwave bus services, with journeys lasting 15-20 minutes, or by cycling via the R1 South Reading route.

Reading railway station is an important hub as three lines meet there: Great Western (direct services to London Paddington, Bath, Bristol, Cardiff or Exeter), Bournemouth-Newcastle/Manchester (with direct services to Southampton and Birmingham) and North Downs (to Guildford, Reigate and Gatwick Airport). A new TfL Rail service from Paddington to Reading stopping at Heathrow terminals 2,3 and 4.

Service frequencies (direct services) are currently as follows:

- Bournemouth – every 60 minutes;
- Bristol Temple Meads – every 15 minutes;
- Cardiff – every 60 minutes;
- Exeter St David's – every 30-60 minutes;
- Guildford – every 30 minutes
- London Paddington (fast services) – every 7-15 minutes;
- Manchester Piccadilly – every 20-30 minutes; and
- Newcastle – every 30-60 minutes.

Reading railway station will be the western terminus of the future Elizabeth line (Crossrail). The introduction of Crossrail will improve journey times between Reading and the stations to the east, including Twyford, Maidenhead, Taplow, Burnham, Slough, Langley and Iver. This is set to fully open in 2021.

This reflects the currently adopted timetable in response to restrictions and changing travel demand influenced by Covid-19. To maintain social distancing, trains can currently carry a tenth of the number of passengers it would under usual circumstances. Service provision may change rapidly as localised Covid-19 restrictions evolve over time.

2.4 Highway Network

Local highway access to the site is gained via a service road that originates from Bennet Road, some 20m to the west of its junction with the B3031 Basingstoke Road. The latter is a single carriageway with a 30mph speed restriction. The former, to the south of the site, also provides access to the A33 Reading Relief Road.

The A33 Reading Relief Road provides a two-way north-south connection between Junction 11 of the M4 motorway and Reading town centre. This dual carriageway road has a 40mph speed restriction.

2.5 Local Parking

Little on-street parking is available in the vicinity of the site. All roads have double-yellow lines (including Bennet Road and the service road), thus deterring parking.

The nearest off-street car park is at Whitley Wood Recreational Ground, which is 480m south from the site. The car park is a small one, is owned by RBC and is accessed via the B3031 Basingstoke Road.

3 Existing Travel Patterns

3.1 Survey Overview

The purpose of a travel survey is to establish how people travel to and from a site and identify what influences their travel choices. The results of a travel survey can be used to help formulate travel targets for a site and track progress against targets.

A staff travel survey was conducted over two weeks, from 17 September to 1 October 2020. The travel survey was conducted using Online Surveys, an online survey tool accessed via a dedicated web link. A copy of the online travel survey is shown in Appendix B.

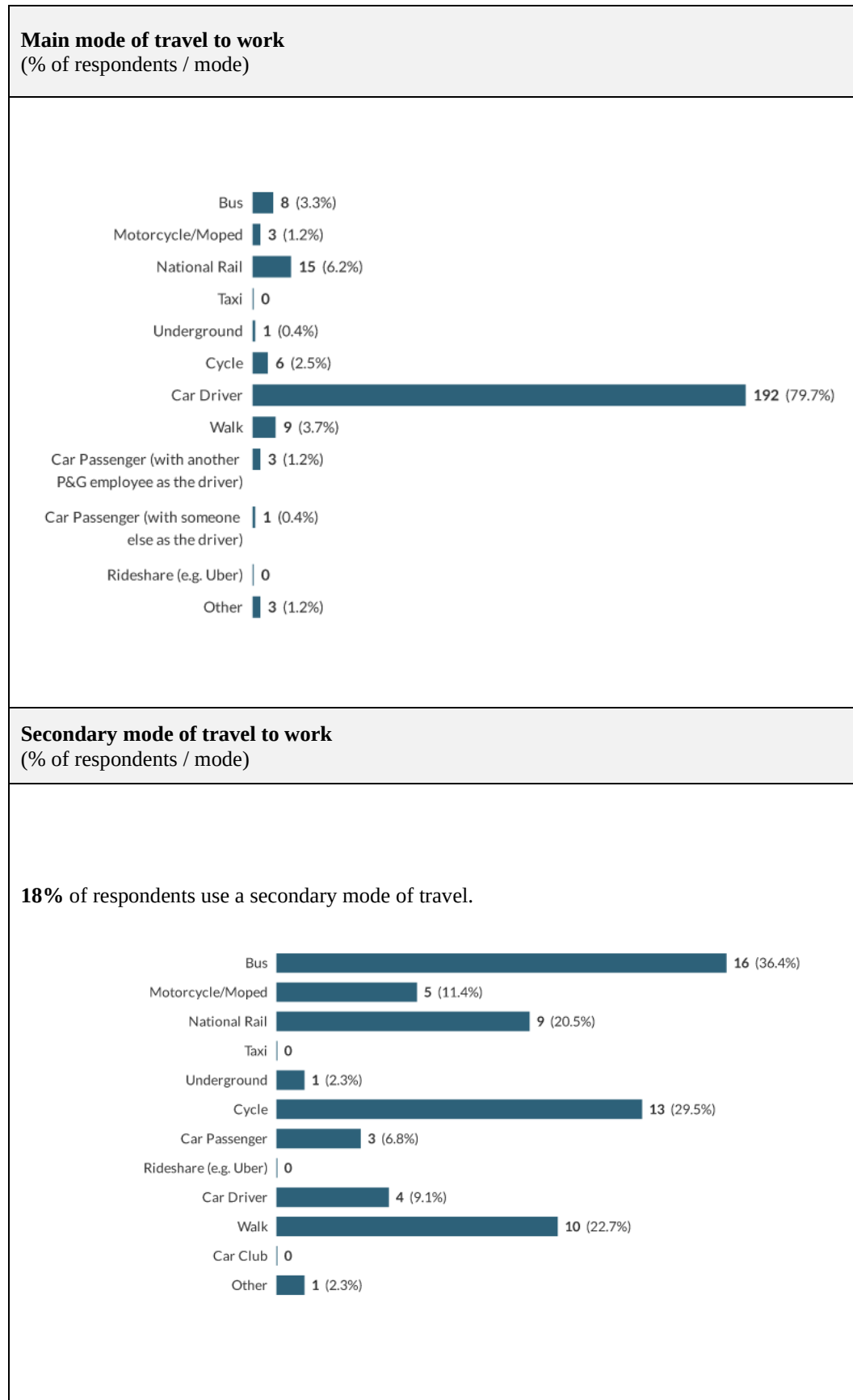
At the time of writing (October 2020) the Covid-19 pandemic has caused significant disruption to typical working and movement patterns. Respondents were encouraged to answer the survey assuming Covid-19 had not impacted their working patterns. This was complemented by a number of questions that assessed the impacts Covid-19 had had on their typical movement patterns including working days and modes of transport.

The survey was disseminated to all employees across the P&G site (approximately 450 employees). A total of 241 employees responded to the survey, a response rate of 53%. In Arup's experience; average response rates can vary significantly. The response rate for this survey is relatively high and provides a robust sample for assessing travel patterns.

3.2 Summary of Travel Survey Results

The travel survey results are summarised in Table 2 overleaf.

Table 2: Summary of the Travel Survey Results



Top motivations for main mode choice	Other motivations for main mode choice														
1. Convenience (70% / 170) 2. Time Saving (42% / 100) 3. Availability (35% / 84) 4. Lack of alternatives (33% / 78) 5. Cost (26% / 62)	• Mobility impairments • Enjoyment of the trip • Avoiding multiple interchanges • Trip chain • Highway congestion														
Costs that's contribute to employee weekly travel budgets	Working patterns														
• Fuel (83% / 200) • Parking Fees (0%) • Public Transport Ticket (13% / 30) • None (6% / 15) • Other (5% / 13)	84% of respondents (203) worked from the office on an average day Friday was the most popular day for home working (32% of respondents / 78)														
Travel origin	Travel time to work (% of respondents / minutes)														
Top five towns: 1. Reading 2. Bracknell 3. Egham 4. Camberley 5. Wokingham Top five postcodes: 1. RG2 2. RG12 3. TW20 4. RG30 5. RG6	<table border="1"> <caption>Journey Time (minutes) Distribution</caption> <thead> <tr> <th>Journey Time (minutes)</th> <th>% of respondents</th> </tr> </thead> <tbody> <tr> <td><15</td> <td>13%</td> </tr> <tr> <td>15-30</td> <td>20%</td> </tr> <tr> <td>30-45</td> <td>24%</td> </tr> <tr> <td>45-60</td> <td>23%</td> </tr> <tr> <td>60-90</td> <td>17%</td> </tr> <tr> <td>>90</td> <td>3%</td> </tr> </tbody> </table>	Journey Time (minutes)	% of respondents	<15	13%	15-30	20%	30-45	24%	45-60	23%	60-90	17%	>90	3%
Journey Time (minutes)	% of respondents														
<15	13%														
15-30	20%														
30-45	24%														
45-60	23%														
60-90	17%														
>90	3%														
Top factors which would encourage respondents to cycle more often to work  <i>(excluding respondents who, perceive work as too far to cycle or whom nothing would convince to cycle)</i>	Top factors which would encourage respondents to walk more often to work  <i>(excluding respondents perceive work as too far to walk or whom nothing would convince to walk)</i>														
1. Improved cycle paths on the journey to work (25% / 60) 2. More showers and changing facilities at work (15% / 36) 3. Improved cycle parking and security onsite (8% / 18)	1. Better maintained footpaths to work (5% / 13) 2. Better street lighting in the local area (5% / 11) 3. Better security in the local area (5% / 11)														

Factors which would encourage respondents to use public transport or use it more often to travel to work <i>(excluding respondents who stated nothing could encourage them to use it or use it more often)</i>	
	
Top Factors - Cheaper fares (40% / 63) - More direct bus routes (26% / 63) - More frequent train services (17% / 41)	Other Factors: - Shuttlebus service - Work flexibility - Seamless journeys and shorter journey times
The impacts of Covid-19 on travel patterns	The impacts of Covid-19 on modal choice
34% of respondents (82) stated that their travel to/from work had been impacted by Covid-19 Covid-19 has led to a 54% increase (from 32 to 77 respondents) in the number of respondents working from home at least one day a week	78% of respondents (65) stated that their main mode of travel to / from work had changed due to impacts of Covid-19. The top 4 modes respondents had switched to are: - Car Driver / Passenger (66% / 10) - Walk (11% / 2) - Motorcycle / Moped (6% / 1) - Cycle (6% / 1)

3.3 Employee Feedback

A number of travel survey respondents chose to leave more detailed feedback on access to the site and their journey experience.

The common points raised revolved around the following:

- The rise in home working and the benefits of the reduced need to commute and increased work time flexibility;
- Long commuting periods and how this influences their choice of mode;
- Subsidies would facilitate the purchase of electric cars and e-bikes which offer more sustainable alternatives to longer distance travel;
- Concerns over increasing road congestion; and
- Car dominated environment not pleasant for pedestrians .

3.4 Visitors

Visitor travel was not covered in the online travel survey as it was only disseminated among employees. It is acknowledged that visitors may not understand the range of travel options available to them. Providing them with improved travel information prior to their visit could help address this and encourage use of more sustainable modes of travel.

3.5 Key Takeaways

Employee commuting durations were often high – with 43% of all employees traveling for at least 45 minutes each way. It was noted that this has a significant impact on employee choice of transport, any citing that the site's location meant driving was a necessity. Public transport was often seen as unfavourable due to the need for multiple transfers and significantly longer journey times when compared to travel by car.

As such, the survey indicates that a significant proportion of employees drive to the site as their main mode (over 80%) with the second most popular main mode, travel by rail, equating to 7% of the total.

Measures that would encourage travel by active modes focused on the provision of better infrastructure in the local area (such as high quality and more direct routes) and onsite (such as cycle parking, changing facilities and showers).

The impact of Covid-19 and those that have switched from their standard mode of travel to alternative, active modes presents an opportunity to encourage longer term permanent changes in travel patterns.

4 Aims and Objectives

This section provides details of the aims and objectives that the TP will actively seek to achieve.

4.1 Overarching Aims

The measures within this TP are intended to encourage travel by modes of transport more sustainable than private car, and maximise opportunities highlighted within the employee travel survey.

The overarching aims are therefore to:

- Promote healthy lifestyles, sustainable travel and vibrant communities;
- Influence the travel behaviour of employees and visitors;
- Encourage travel by cycle, on foot and by public transport by highlighting their accessibility and availability; and
- Minimise the number of single-occupancy car trips generated by the development.

4.2 Objectives

The objectives of the TP respond to the aforementioned aims through:

- Promoting walking and cycling journeys, both for journeys to and from work and during the day in order to improve health and to minimise the impact of the development on the local transport network;
- Minimising private car use;
- Making alternative travel modes to the car accessible and user-friendly;
- Positively promoting whilst not aspiring to dictate the lifestyles of the employees of the development;
- Reducing the environmental impact associated with vehicle movements by raising travel awareness and encouraging travel by more sustainable modes of transport and minimising the number of single-occupancy vehicle trips; and
- Promoting the existing public transport connections in the area including National Rail and bus services.

4.3 Site Specific Travel Plan Objectives

In line with guiding policy, the aims developed for this TP, and the results of the employee travel survey, the following objectives have been set:

- To encourage a greater number of people to undertake at least part of their journeys by bicycle or on foot;
- To encourage a greater number of people to use public transport;

- To reduce single occupancy car use, which will allow onsite car parking provision to be reduced over time; and
- To facilitate the opportunities to achieve a healthy lifestyle.

As the Travel Plan will be an evolving document, these will be continually reviewed during the course of the monitoring period.

5 Targets

5.1 Introduction

In order for the Travel Plan to succeed, and to enable a measurement of its success, targets have been set which allow for the assessment of its measures and data. Such targets need to be Specific, Measurable, Achievable, Realistic and Time-Bound (SMART), ensuring that wherever possible targets for modal split can be achieved.

Monitoring of the Travel Plan will be undertaken throughout its duration and, if necessary, changes to the implementation of the Travel Plan or the type of measures that it includes can be made to ensure that the overall targets are achieved within the timeframe set.

The targets outlined herein are targets based on the results of the travel survey (see Section 3) and compared against the interim targets from the Framework Travel Plan submitted as part of the consented planning application. As the Travel Plan is an evolving document, these initial targets will be continually reviewed should it be evident that the set targets are not wholly relevant to the site.

5.2 Interim Targets

The Framework Travel Plan submitted and approved in October 2017 set out provisional targets based on 2011 Census method-of-travel-to-work data, as shown in Table 3.

Table 3: Provisional Employee Modal Split Targets from the Interim Travel Plan

Method of Travel to Work	Provisional Baseline Modal Split			Year One	Year Three	Year Five
Rail	3.5%	Public Transport	9.4%	11.4%	12.4%	13.4%
Bus, minibus, coach	5.9%					
Taxi	0.0%	Car / Motorcycle / Taxi Use	78.2%	75.2%	73.2%	71.2%
Motorcycle, scooter or moped	2.1%					
Car/van driver	73.4%					
Car/van passenger	2.7%					
Bicycle	6.3%	Active Transport Use (walk and cycle)	12.40%	13.4%	14.4%	15.4%
On foot	6.1%					
All modes	100.0%		100.0%	100.0%	100.0%	100.0%

5.3 Updated Targets

The overall strategy of the Travel Plan is to increase the number of walking-only and cycling trips, promote public transport and minimise trips by car.

In setting targets, consideration has been given to the following:

- Although there is an aspiration to increase the number of walking-only trips, it is considered that the scope for increase is limited due to the location of the site with most employees unlikely to live within walking distance of the site. There is scope to increase the proportion of those cycling to the site. Better facilities onsite for cyclists were cited as a measure that could encourage greater uptake, and the orientation of Reading policy towards more trips made by active modes seeks to improve connectivity across reading between workplaces, residential area, and transport interchanges. A modest increase in active travel journeys trips to 9.2% is an achievable and appropriate mode share target at the Year Five horizon with incremental Year One and Year 3 increases of 1%.
- The site is accessible to a number of bus services and local infrastructure improvements that aim to improve bus journey times offer opportunities to influence a modal shift away from private car use. Reading is well connected by rail for longer distance journeys. An increased public transport mode share of 14% will therefore be targeted by Year Five with incremental Year One and Year 3 increases of 1%
- The car driver and car passenger modal shares will be decreased over the monitoring period down to 76.8% at the Year Five horizon, to reflect the aspiration to cut down on private car use. This will reflect an incremental decrease of 2% in year One and Year 3. The taxi mode share is also expected to remain at the same level (0%) throughout the whole monitoring period; and

The updated targets directly derived from the travel survey results are set out in Table 4.

Table 4: Employee Modal Split Targets from the Travel Plan

Method of Travel to Work	Surveyed Base line mode split			Year One	Year Three	Year Five
Rail	6.6%	Public Transport	10.0%	12.0%	13.0%	14.0%
Bus, minibus, coach	3.3%					
Taxi	0.0%	Car / Motorcycle / Taxi Use	83.8%	80.8%	78.8%	76.8%
Motorcycle, scooter or moped	1.2%					
Car/van driver	80.9%					
Car/van passenger	1.7%	Active Transport Use (walk and cycle)	6.2%	7.2%	8.2%	9.2%
Bicycle	2.5%					
On foot	3.7%					
All modes	100.0%		100.0%	100.0%	100.0%	100.0%

5.4 Associated impacts of Covid-19

At the time of writing (October 2020) the Covid-19 pandemic has caused significant disruption to movement patterns, transport facilities and services.

The employee staff survey suggests a reduction in commuter trips with a 54% increase in the number of respondents working from home at least one day a week (from 32 to 77 of the 83 respondents). Of those traveling to/from the site 78% (65 people) had changed their main mode of travel. Of those respondents currently traveling, 10 people (66%) have switched to Car, 2 people (11%) have switched to walking, and 1 person (6%) have switched to cycling. The impact of Covid-19 has seen a significant reduction in travel to the site, with the most pronounced impact being a change in mode in favour of the car and active travel. Whilst these are temporary changes related to Covid-19 they do highlight the scope for small changes in travel behaviour in the long term to favour active travel. Any increases in public transport use, away from the car, may take longer to realise as the impact of Covid-19 on the perception of public transport is likely to remain in the medium term.

Targets outlined within this TP relate to changes to typical movement patterns without the influence of Covid-19. When the TP is reviewed at the end of year it is expected that the impact of Covid-19 on travel behaviour will have reduced and comparison to these typical patterns will be possible. Nevertheless, the travel patterns under Covid-19 indicate that there is scope to meet the target sets against typical travel patterns.

6 Implementation

6.1 Introduction

This section addresses how the TP will be implemented and what initiatives to encourage sustainable transport use will be put in place.

6.2 Ownership

A central component of the successful delivery of a Travel Plan is being committed to its implementation and on-going development. This TP is the responsibility of P&G and will be implemented by the Travel Plan Co-ordinator (TPC).

The overarching role of the TPC will be to coordinate the management and implementation of the Travel Plan. Other duties include:

- Identifying key milestones, deliverables and a programme to oversee the development and implementation of specific initiatives and measures;
- Developing and disseminating appropriate marketing/information materials, considering the use of social media and smartphone/tablet applications;
- Establishing, chairing and coordinating a Travel Plan Steering Group with meetings as required;
- Undertaking appropriate monitoring of the Travel Plan including any appropriate annual reviews and revisions to the Travel Plan as agreed with RBC;
- Reviewing the targets in coordination with the Travel Plan Steering Group on an annual basis, including once the travel survey data has been collected and the site-specific travel patterns are fully appreciated, before being passed on to RBC officers;
- Assessing which measures have been effective and which ineffective, following collection and analysis of the travel survey data (for example, if, by the end of a particular year, the data collected indicates that modal shifts are not following the desired patterns);
- If need be, and in consultation with RBC officers, making further decisions with regards to which measures to maintain and which to revise or replace with alternatives;
- Regularly liaising with any appropriate groups/organisations (e.g. RBC officers) to ensure coordinated working and notably to agree new, bespoke targets to be set as appropriate, following collection and review of the travel survey results;
- Monitoring and reviewing progress and identifying targets for taking the Travel Plan forward; and
- Ensuring that work on the Travel Plan is coordinated with other activities of the proposed development.

A Travel Plan Steering Group will also be set up to provide support to the TPC and to allow employees to become involved in the Travel Plan implementation.

The Travel Plan Steering Group will be used to discuss the feedback of the implemented measures and to raise awareness of the Travel Plan. The Travel Plan Steering Group allows for momentum to be maintained, since the development of a Travel Plan is a dynamic process and not simply the one-off production of a document.

Membership to the Travel Plan Steering Group will be open to all employees. Details of all meetings will be advertised and undertaken at a convenient time to ensure that all employees who wish to attend are able to do so.

6.3 Consultation

Employees will be consulted or made aware of the Travel Plan via the following means:

- Meetings: employee representatives will meet to discuss concerns with on-site facilities, and this will include travel and transport issues;
- Noticeboard: the TPC will put up a noticeboard displaying the building's policies, and this will include the Travel Plan; and
- Online Resources: employee communication platforms will be updated on a regular basis and information about travelling to/from the site can be included.

6.4 Measures

A package of measures has been identified which will help realise the TP aims, objectives and targets. The measures assist in giving employees and visitors a full range of sustainable travel choices.

6.4.1 Smarter Choices

Employee Welcome Packs/Travel Plan Induction

Welcome packs will be prepared by P&G and supplied to all employees. These will include relevant public transport information (maps, routes, timetables, fares etc.), provide details of local taxi ranks, public transport connections (including local Park & Ride services), include walking and cycling maps and information about access to various services and facilities in the local area.

Instances where staff are unable to switch to sustainable means of travel, information will also be given on the most appropriate route to access the site by car, e.g. via the A33 Relief Road. This information will be disseminated to employees through a Travel Plan induction when they first start.

A webpage or intranet page will be set up to provide Travel Plan information to employees and visitors. Details on how to access the information online will be

highlighted in the employee welcome packs and during the Travel Plan induction process.

The same information will also be displayed in common/communal areas for everyone to see. The webpage will provide the information and level of detail outlined in the welcome packs.

Events and Awareness Campaigns

Regular marketing and advertising is extremely important to ensure employee awareness of the Travel Plan. Marketing initiatives will include providing leaflets and posters, providing sustainable transport information on the company intranet and inviting local press to launches / special days etc.

Where possible P&G will promote and participate in national campaigns such as Bike Week, Walk to Work Week and Work Wise Week. The TPC will take the lead on organising events and raising awareness on site.

Bicycle User Group (BUG), Maintenance and Individual Cycling Advice

In order to help and promote the use of bicycles, the creation of a Bicycle User Group by cycling employees will be encouraged to:

- Discuss issues relating to bicycle use;
- Provide individual cycling advice (such as route choices to and from the site, cycle equipment and an explanation of the available on-site facilities);
- Provide bicycle safety training;
- Organise site-wide cycle promotion events and other activities;
- Arrange for a bicycle ‘doctor’ to come to the site at regular intervals throughout the year; and
- Set up cycle buddy schemes.

Flexible Working Practices

It may be possible to continue to adopt working practices that minimise the number of trips both to and from work and within the working day. P&G will consider longer term work flexibility such as though:

- Operating a flexi-time policy to enable employees to adjust their working day to avoid peak public transport travel times and benefit from off-peak fares;
- Teleworking (working from home) allowing employees to work at home when appropriate and thereby reduce commuter travel; and
- The use of teleconferencing to allow employees to conduct meetings by video conferencing equipment and to reduce the number of business trips. This will benefit organisations economically.

6.4.2 Physical Design Measures

Pedestrian and Cycle Access

The development includes pedestrian and cycle points of access located in accordance with key pedestrian and cycle desire lines and connections to the public transport nodes and the wider local area.

Cycle Parking, Showers and Changing Rooms

The site is located in close proximity to a number of identified cycle routes. The site provides 62 cycle parking spaces and 12 showers for use by employees, as well lockers to support travel by bicycle as well as by walking and motorcycle.

7 Monitoring and Review

7.1 Introduction

This section outlines how the TP will be monitored. It is essential that a Travel Plan not be a one-off event but a continually evolving process. Monitoring the Travel Plan will demonstrate the progress being made. Not only will this highlight the successful initiatives, but it will also determine where further effort has to be concentrated and whether different initiatives need to be implemented in order to achieve a change.

Paragraph 15 of the decision notice require monitoring reports on the Travel Plan to be submitted annually, no later than the anniversary of the approval of the Travel Plan.

7.2 Travel Plan Monitoring

7.2.1 Monitoring Surveys

This Travel Plan contains the results of the travel survey and therefore subsequent surveys will be conducted to determine future levels of sustainable transport use.

Subsequently, travel surveys will be undertaken one year after the baseline survey (year one) to inform the monitoring report to be submitted to RBC.

The travel survey will be analysed against a number of indicators in order to establish how well the measures are achieving the aims of the Travel Plan and if any modifications are required to better meet these objectives.

The monitoring will be the responsibility of the TPC. The monitoring will include the following elements as a minimum:

- Multi-modal counts of all trips undertaken to and from the site;
- Full site audit;
- Parking counts (all vehicles including bicycles); and
- Uptake of the travel planning measures.

7.2.2 Other Monitoring Mechanisms

Although travel surveys will be the main mechanism for monitoring this Travel Plan, other mechanisms will be used. These include:

- Travel Plan Steering Group meetings: this platform will be an opportunity to discuss how on-site initiatives are performing and address any travel/transport related concerns;
- Cycle and car parking counts: the TPC will carry out counts to determine the level of demand for cycle and car parking; and
- Site inspections: these will be carried out by the TPC to determine if on-site facilities such as showers are in working order.

7.2.3 Monitoring Programme

Table 5 sets out how often each monitoring mechanism will be conducted and by whom. This presents a clear strategy on how the Travel Plan will be monitored, thus ensuring that initiatives can be updated/improved, and the Plan can be progressed.

Table 5: Monitoring Programme

Monitoring Mechanism	Frequency	Responsibility
Travel Surveys	Baseline Travel Survey (17 September 2020 – 01 October 2020)	TPC
Travel Plan Steering Group Meetings	Monthly and then quarterly	TPC
Cycle and Car Parking Counts	Quarterly	TPC
Site Inspections	When Required	TPC
Monitoring Reports to RBC	To meet the requirements of the planning condition an annual review is to be submitted on the anniversary of the approval of the Travel Plan.	TPC

7.2.4 Reporting

The results of the travel surveys and any additional feedback from employees, the BUG and visitors on transport-related matters will be reviewed by the TPC who will prepare a full annual monitoring report, issued to the Travel Plan Steering Group and to the RBC's Travel Planning Officers.

8 Action Plan

Table 6 outlines an Action Plan and details which initiatives have already been implemented, are ongoing and will be implemented to achieve the TP's objectives. Along with each initiative, the following details are provided:

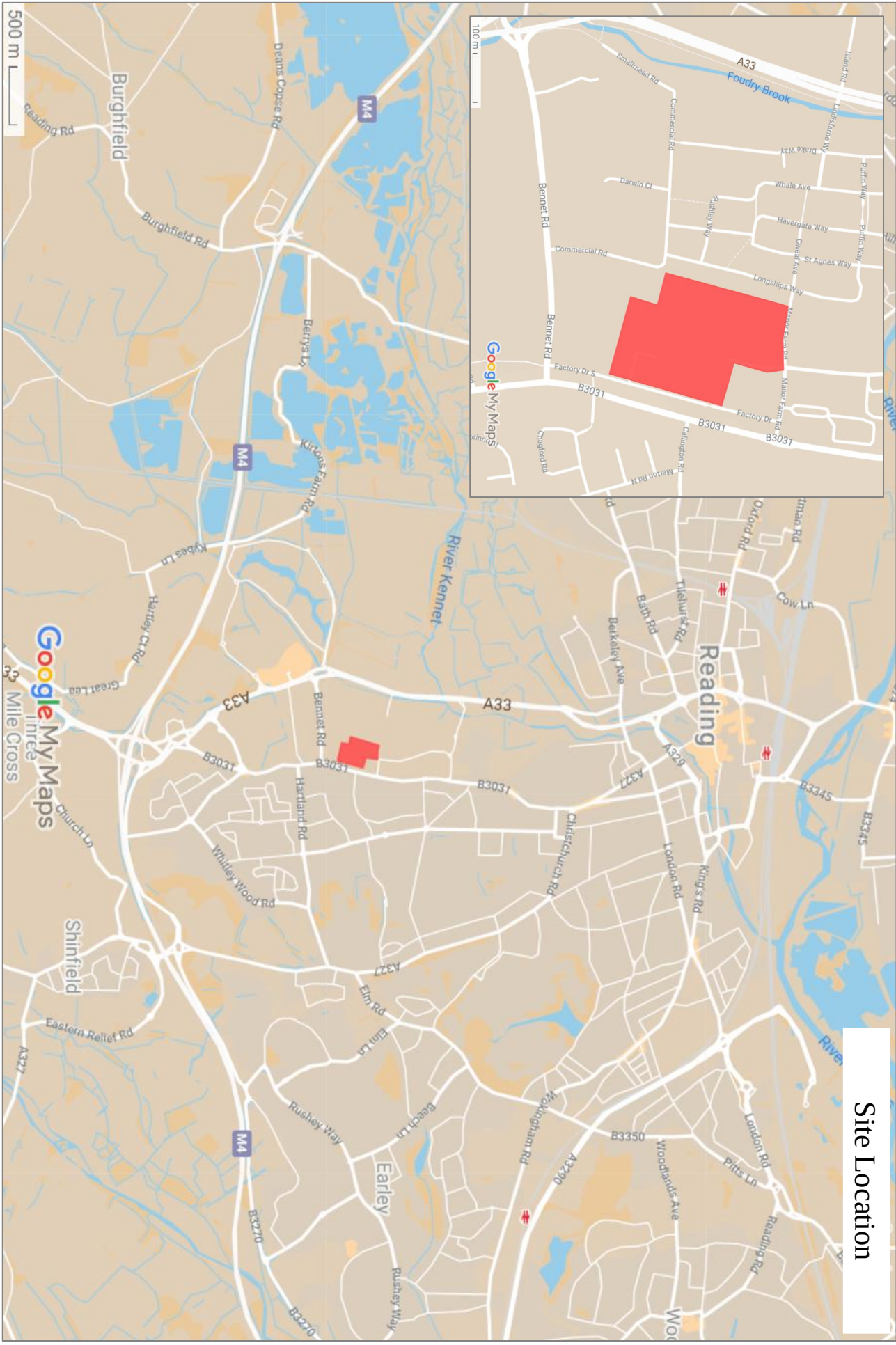
- Implementation deadline: this will be a short-term initiative (up to six months) or a long-term initiative (over six months) i.e. how long it takes to implement the initiative;
- Who is responsible for implementing the initiative; and
- How the initiative will be monitored. This will identify how many staff/visitors this information is being disseminated to.

Table 6: Indicative Action Plan

Initiative/Measure	Tasks/Action	Designated Person or Organisation	Target Date
Travel Plan Web or Intranet Pages	Design and maintain a web or intranet page for the Travel Plan	Travel Plan Coordinator	Within one month of submission of the Full Travel Plan
Travel Plan Steering Group	Set up a Travel Plan Steering Group	Travel Plan Coordinator	Within one month of submission of the Full Travel Plan
Employee Welcome Packs	Organise and distribute the information packs/leaflets	Travel Plan Coordinator	Ongoing as part of the return to the office procedures post Covid 19
Travel Plan Notice Boards	Arrange installation of notice boards in common areas	Travel Plan Coordinator	Within one month of submission of the Full Travel Plan
	Maintain notice boards detailing Travel Plan information, a summary of current and future events and travel information for the surrounding area	Travel Plan Coordinator	quarterly updates
Annual Monitoring Reports	Complete the Monitoring Report	Travel Plan Coordinator	Upon completion of subsequent travel surveys
Review and update the Travel Plan	Update the Travel Plan to reflect the results of subsequent travel surveys, revised measures, updated action plans and remedial measures	Travel Plan Coordinator and Travel Plan Steering Group	Within one month of completion of subsequent travel surveys

Appendix A

Site Location



Site Location

Appendix B

Employee Travel Survey

P&G Travel Survey

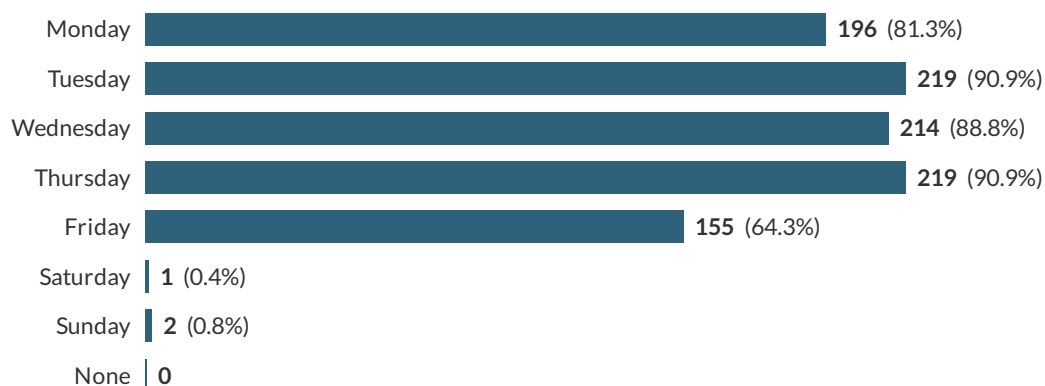
Showing 241 of 241 responses

Showing **all** responses

Showing **all** questions

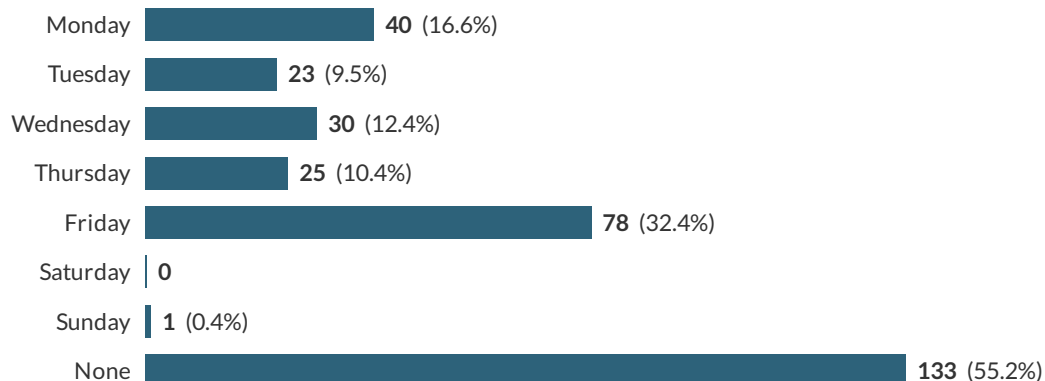
Response rate: 241%

- 1** Which days would you typically work in the office (if Covid-19 had not impacted your working patterns)? Please tick all that apply.



Multi answer: Percentage of respondents who selected each answer option (e.g. 100% would represent that all this question's respondents chose that option)

- 2** Which days would you typically work from home (if Covid-19 had not impacted your working patterns)? Please tick all that apply.



Multi answer: Percentage of respondents who selected each answer option (e.g. 100% would represent that all this question's respondents chose that option)

3 Where do you start your journey to work from (this would normally be your place of residence)?

3.1 Postcode (we only require the first part of the postcode and the first digit of the second part e.g. RG1 2)

3.1.a Postcode (we only require the first part of the postcode and the first digit of the second part e.g. RG1 2)

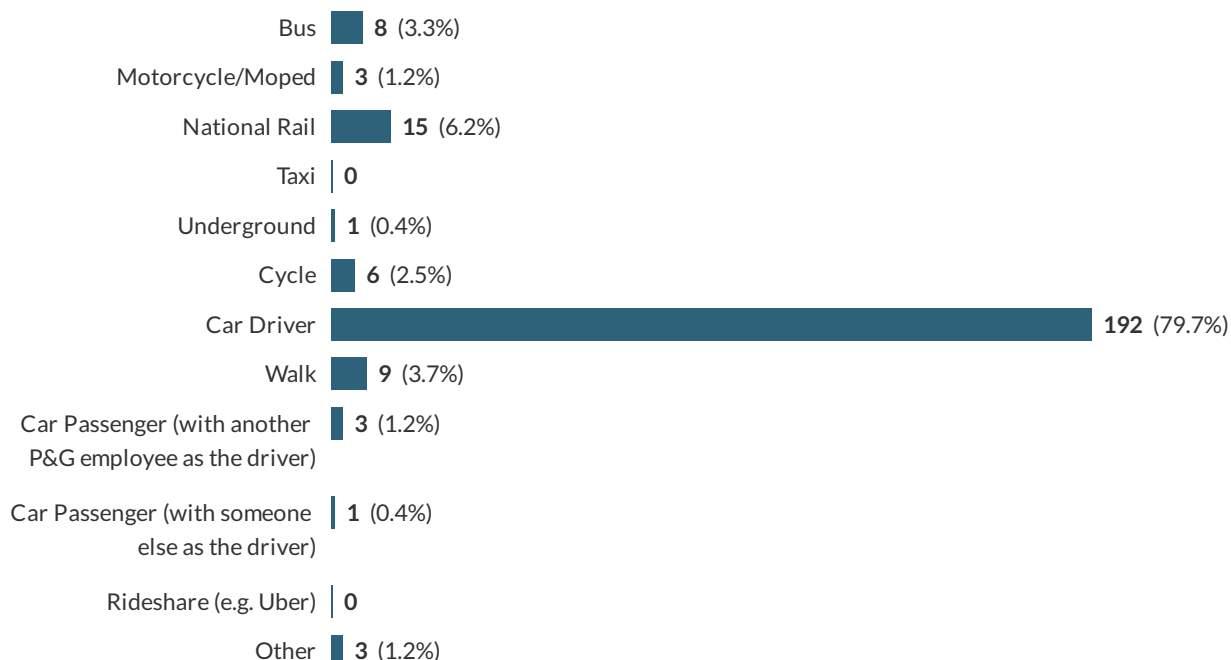
Showing first 5 of 241 responses	
RG1 2	634161-634152-64896807
RG41 2	634161-634152-64904355
rg4 7	634161-634152-65357357
RG2 O	634161-634152-65357372
sl5 7	634161-634152-65357432

3.2 Town / County

3.2.a Town / County

Showing first 5 of 241 responses	
Reading	634161-634152-64896807
Wokingham	634161-634152-64904355
Reading	634161-634152-65357357
Reading	634161-634152-65357372
Ascot	634161-634152-65357432

4 How would you usually travel to work (if Covid-19 had not impacted your working patterns)? Please provide only the main mode of transport you use for the longest part of your journey.



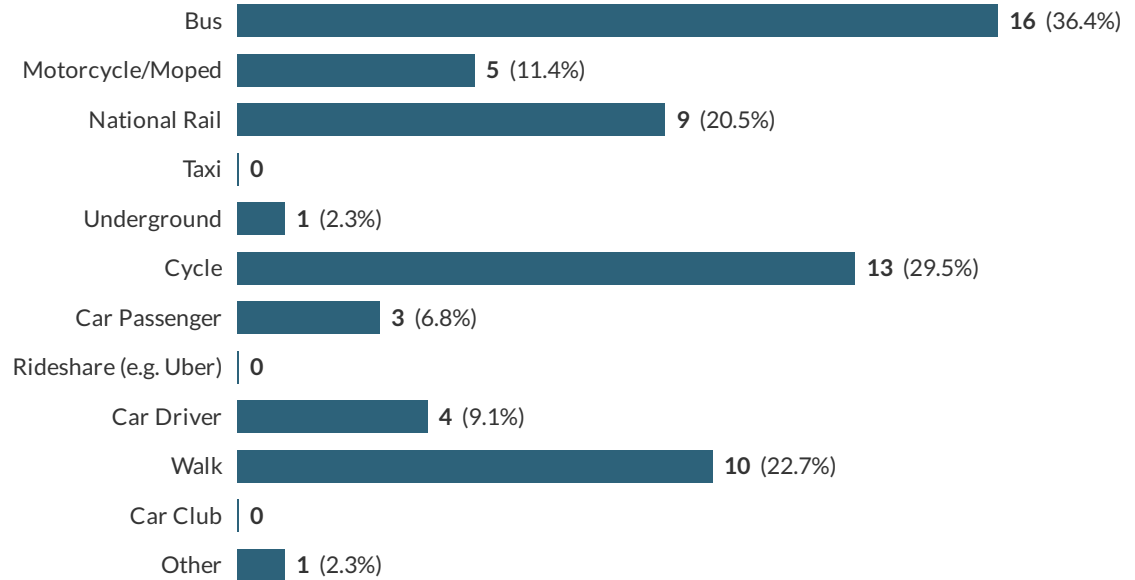
4.a If you selected Other, please specify:

Showing all 3 responses	
Scooter	634161-634152-65357571
Carpool - Driver & Passenger	634161-634152-65367928
Car Share- Car Driver and Car Passenger (with P&G employees)	634161-634152-65392554

4.b Do you usually use other modes of transport to travel to work as well as the main mode (if Covid-19 had not impacted your working patterns)? e.g. If your main mode of transport is train, how do you get to/from the train station?



4.b.i If Yes, what other modes of transport do you use? Please tick all that apply.

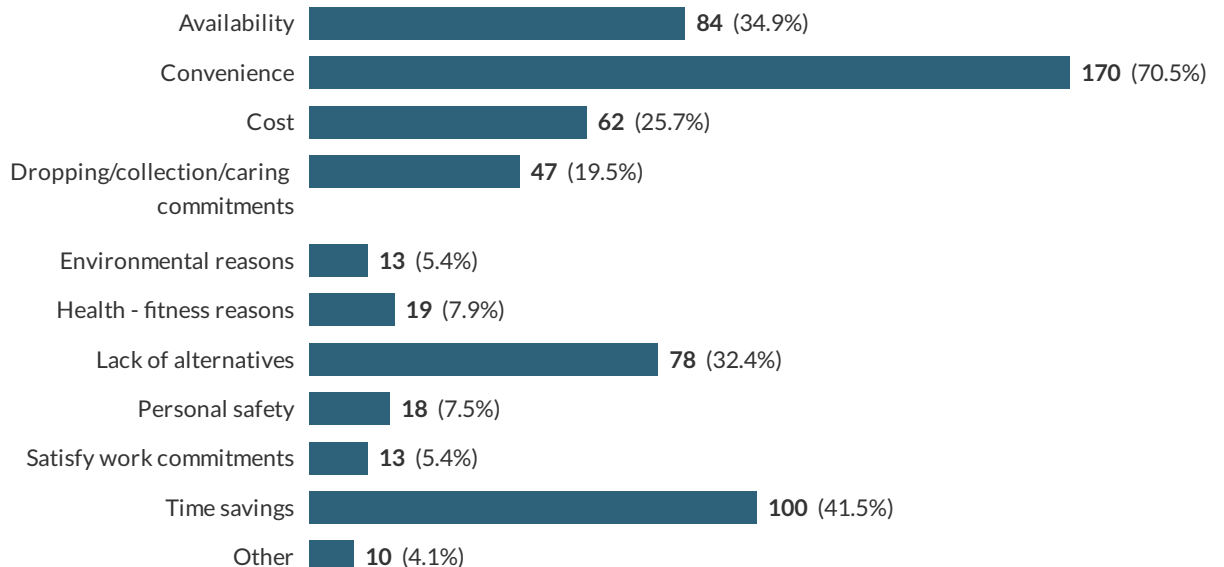


Multi answer: Percentage of respondents who selected each answer option (e.g. 100% would represent that all this question's respondents chose that option)

4.b.i.a If you selected Other, please specify:

Showing 1 response	
Bicycle	634161-634152-65381752

5 Thinking about the main mode of transport you use, why do you use this mode? Please select the three most important factors.

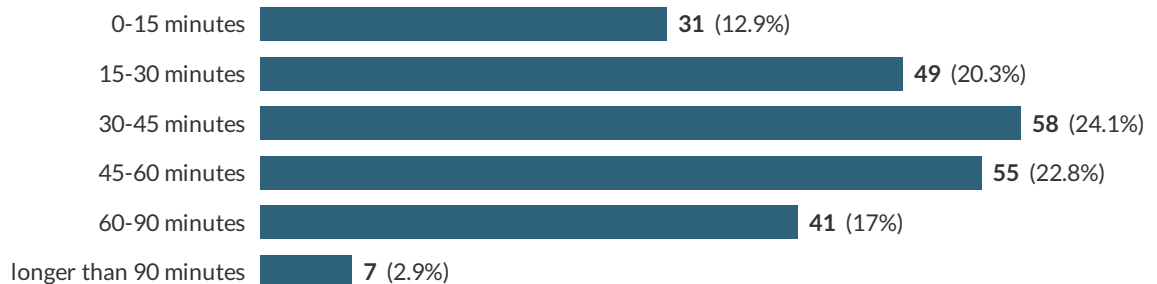


Multi answer: Percentage of respondents who selected each answer option (e.g. 100% would represent that all this question's respondents chose that option)

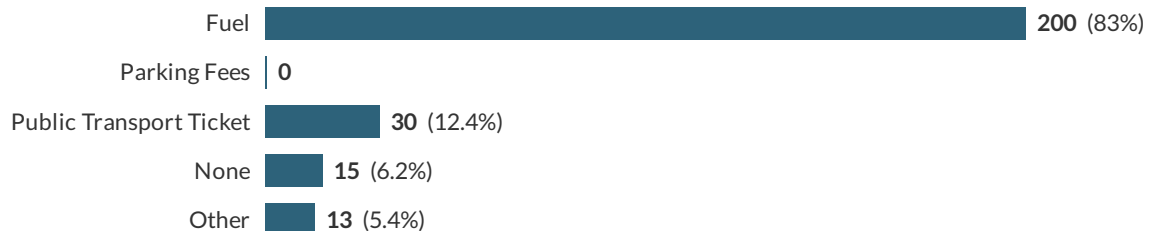
5.a If you selected Other, please specify:

Showing first 5 of 10 responses	
visually impaired so i rely on public transport	634161-634152-65359665
I would much rather drive but this takes 2.5 hours one way (5 hours concentration a day is too much), so instead I take the train/bus which also takes 2.5 hours one way.	634161-634152-65370660
i dont drive	634161-634152-65371436
More enjoyable experience	634161-634152-65372827
faster way to get to work vs multiple changes and +1.5 hours if using public transport	634161-634152-65370520

6 How long does it currently take you to travel to work (if Covid-19 had not impacted your working patterns) (one way)?



7 What costs contribute to your weekly travel budget (if Covid-19 had not impacted your working patterns)? Please tick all that apply.

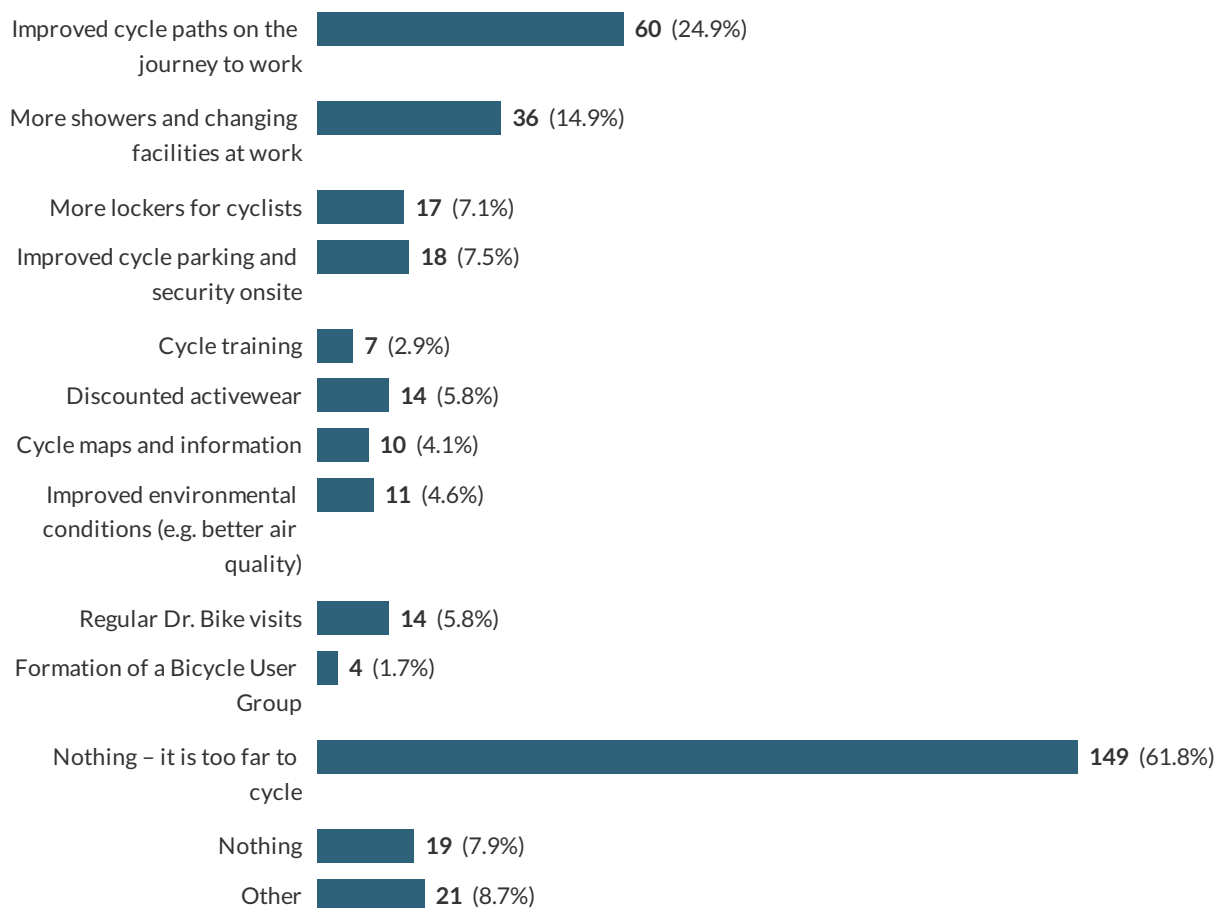


Multi answer: Percentage of respondents who selected each answer option (e.g. 100% would represent that all this question's respondents chose that option)

7.a If you selected Other, please specify:

Showing first 5 of 13 responses	
Car costs: insurance, MOT, etc	634161-634152-65357759
Car maintenance	634161-634152-65369684
Car Tax, Car MOT & Service	634161-634152-65368644
car maintenance	634161-634152-65369922
wear and tear on vehicle	634161-634152-65371518

8 Which of the following measures would encourage you to cycle to work in the future? (If you already cycle to work which would you most like to see improved/introduced?) Please select up to 3 responses.

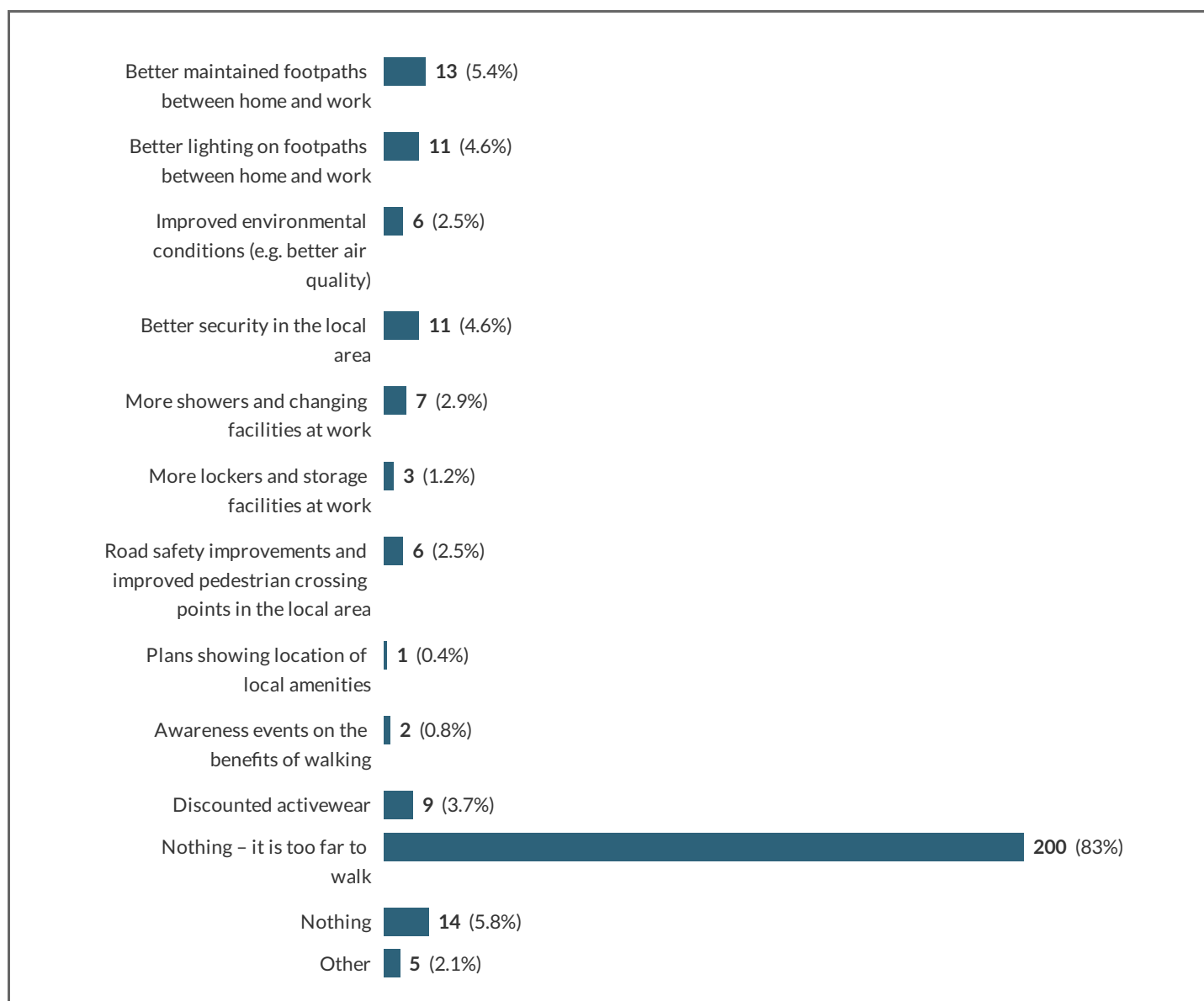


Multi answer: Percentage of respondents who selected each answer option (e.g. 100% would represent that all this question's respondents chose that option)

8.a If you selected Other, please specify:

Showing first 5 of 21 responses	
Bikes allowed on SW trains so I could train and Bike	634161-634152-65357432
Legalise Electric Scooters	634161-634152-65357571
I have to drop off /pick up children so don't have the choice	634161-634152-65357655
currently live close, it should be noted might be moving and answers will change	634161-634152-65368689
Cycle to work scheme	634161-634152-65370059

9 Which of the following would encourage you to walk or walk more often to work? (If you already walk to work which would you most like to see improved/introduced?) Please select up to 3 responses.

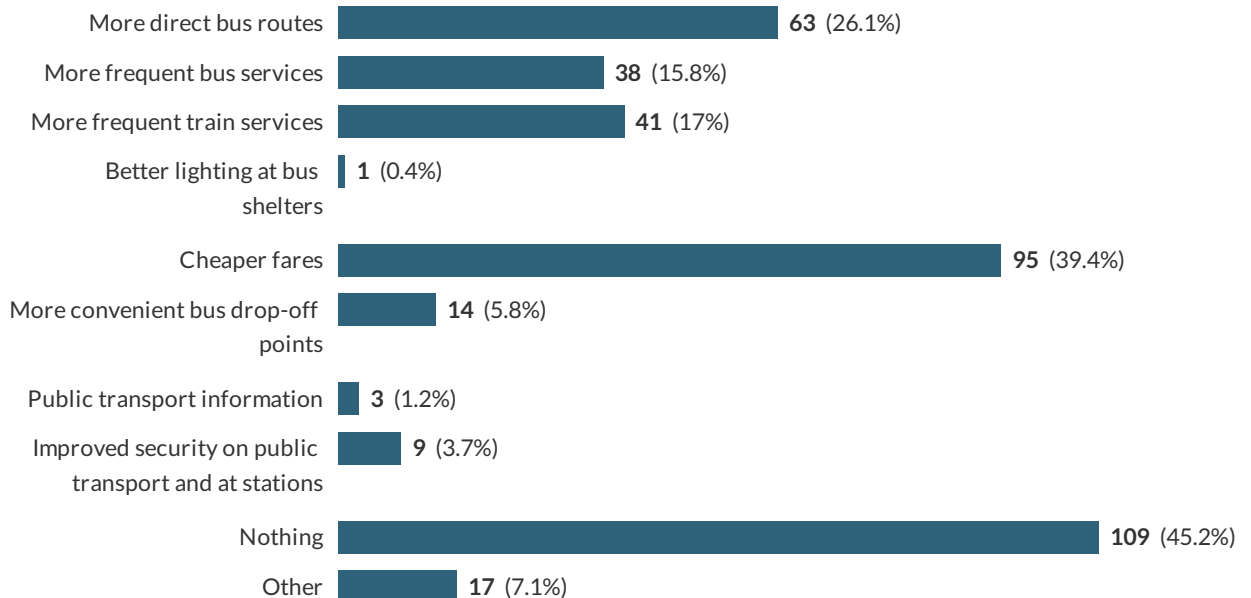


Multi answer: Percentage of respondents who selected each answer option (e.g. 100% would represent that all this question's respondents chose that option)

9.a If you selected Other, please specify:

Showing all 5 responses	
I currently walk	634161-634152-65368689
work in lab.lab work cant do at home	634161-634152-65371730
more pedestrian access points to site. walking to the front of building adds 20 mins to my journey	634161-634152-65381920
Would add 30mins each way to journey	634161-634152-65384984
Weather	634161-634152-65705138

10 Which of the following would encourage you to use public transport or use it more often to work? (If you already use public transport which would you most like to see improved/introduced?) Please select up to 3 responses.

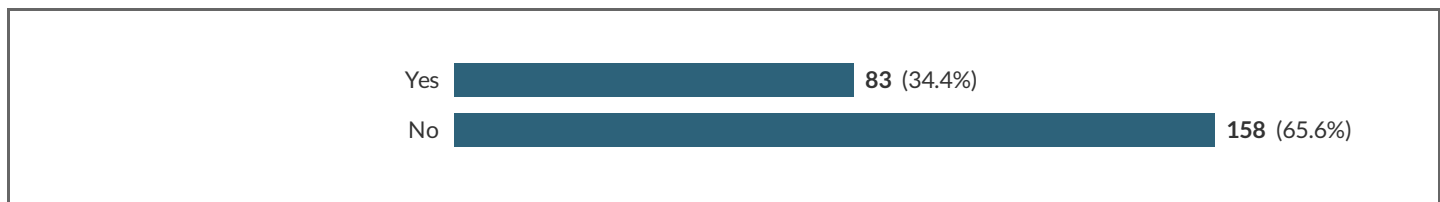


Multi answer: Percentage of respondents who selected each answer option (e.g. 100% would represent that all this question's respondents chose that option)

10.a If you selected Other, please specify:

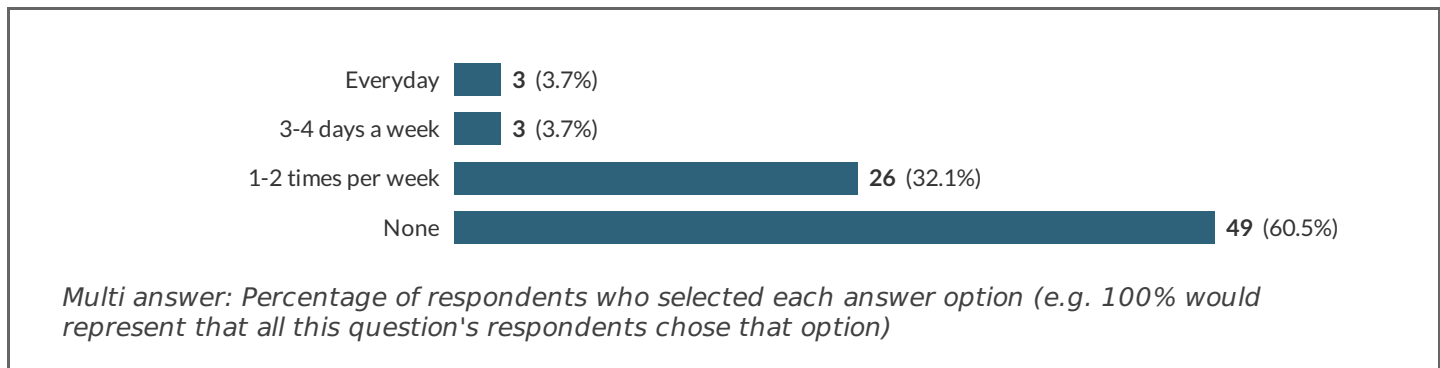
Showing first 5 of 17 responses	
Not an option whilst doing multiple drop off / pick ups	634161-634152-65357655
Minibus service to office	634161-634152-65357759
Recognition of cutting my day to meet travel needs and better links from Station to Site	634161-634152-65357931
not currently needed but if I did live further away - cheaper fares would encourage me to use public transport	634161-634152-65368689
Better connection - currently 30 min walk, 2 trains and a bus/walk the other side and would take me over 2 hours one way	634161-634152-65369674

11 Has Covid-19 affected how you travel from and to work?

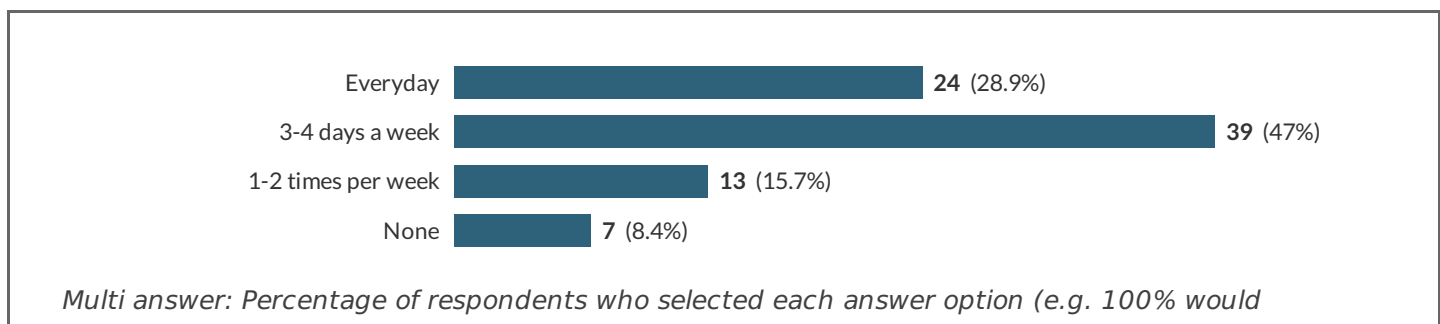


11.a What impact has Covid-19 had on the frequency of you working from home?

11.a.1 Frequency of home working prior to Covid-19



11.a.2 Frequency of home working since Covid-19

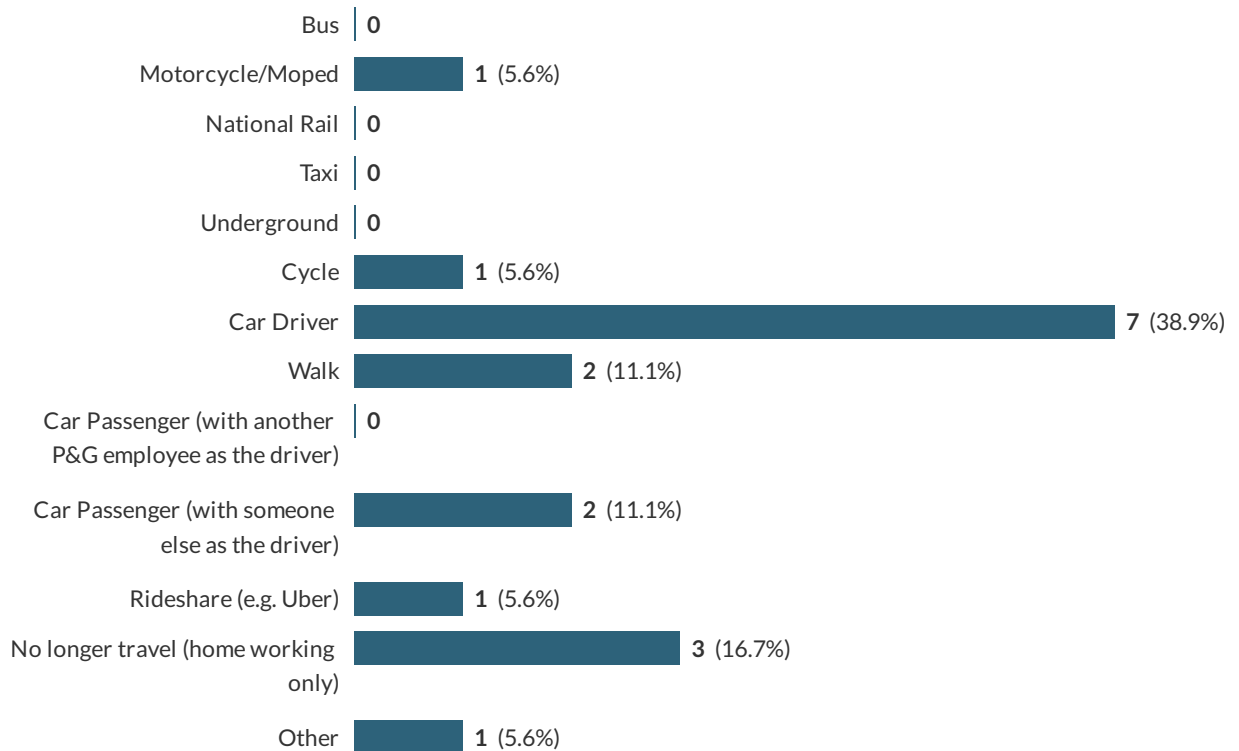


represent that all this question's respondents chose that option)

11.b I have changed the main mode of transport (the one I use for the longest part of my journey) I use to travel from and to the office.



11.b.i Please indicate the main mode of travel you have changed to.



11.b.i.a If you selected Other, please specify:

Showing all 3 responses	
WFH	634161-634152-65357538
N/A	634161-634152-65370091
	634161-634152-65374222