

Steer Davies Gleave Albion Street Leeds

Licence No: 720101

TRIP RATE for Land Use 01 - RETAIL/O - CONVENIENCE STORE

MULTI-MODAL TAXIS

Calculation factor: 100 sqm

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	5	748	0.187	5	748	0.187	5	748	0.374
08:00 - 09:00	5	748	0.080	5	748	0.080	5	748	0.160
09:00 - 10:00	5	748	0.053	5	748	0.053	5	748	0.106
10:00 - 11:00	5	748	0.000	5	748	0.000	5	748	0.000
11:00 - 12:00	5	748	0.267	5	748	0.267	5	748	0.534
12:00 - 13:00	5	748	0.000	5	748	0.000	5	748	0.000
13:00 - 14:00	5	748	0.107	5	748	0.107	5	748	0.214
14:00 - 15:00	5	748	0.214	5	748	0.214	5	748	0.428
15:00 - 16:00	5	748	0.027	5	748	0.027	5	748	0.054
16:00 - 17:00	5	748	0.267	5	748	0.267	5	748	0.534
17:00 - 18:00	5	748	0.321	5	748	0.321	5	748	0.642
18:00 - 19:00	5	748	0.214	5	748	0.187	5	748	0.401
19:00 - 20:00	5	748	0.107	5	748	0.134	5	748	0.241
20:00 - 21:00	5	748	0.187	5	748	0.187	5	748	0.374
21:00 - 22:00	5	748	0.134	5	748	0.134	5	748	0.268
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			2.165			2.165			4.330

Parameter summary

Trip rate parameter range selected:	219 - 1500 (units: sqm)
Survey date date range:	01/01/09 - 07/04/17
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

Steer Davies Gleave Albion Street Leeds

Licence No: 720101

TRIP RATE for Land Use 01 - RETAIL/O - CONVENIENCE STORE

MULTI-MODAL OGVS

Calculation factor: 100 sqm

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	5	748	0.107	5	748	0.107	5	748	0.214
08:00 - 09:00	5	748	0.000	5	748	0.000	5	748	0.000
09:00 - 10:00	5	748	0.027	5	748	0.027	5	748	0.054
10:00 - 11:00	5	748	0.000	5	748	0.000	5	748	0.000
11:00 - 12:00	5	748	0.053	5	748	0.053	5	748	0.106
12:00 - 13:00	5	748	0.000	5	748	0.000	5	748	0.000
13:00 - 14:00	5	748	0.000	5	748	0.000	5	748	0.000
14:00 - 15:00	5	748	0.000	5	748	0.000	5	748	0.000
15:00 - 16:00	5	748	0.000	5	748	0.000	5	748	0.000
16:00 - 17:00	5	748	0.000	5	748	0.000	5	748	0.000
17:00 - 18:00	5	748	0.000	5	748	0.000	5	748	0.000
18:00 - 19:00	5	748	0.000	5	748	0.000	5	748	0.000
19:00 - 20:00	5	748	0.000	5	748	0.000	5	748	0.000
20:00 - 21:00	5	748	0.000	5	748	0.000	5	748	0.000
21:00 - 22:00	5	748	0.027	5	748	0.000	5	748	0.027
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			0.214			0.187			0.401

Parameter summary

Trip rate parameter range selected:	219 - 1500 (units: sqm)
Survey date date range:	01/01/09 - 07/04/17
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

Steer Davies Gleave Albion Street Leeds

Licence No: 720101

TRIP RATE for Land Use 01 - RETAIL/O - CONVENIENCE STORE

MULTI-MODAL PSVS

Calculation factor: 100 sqm

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	5	748	0.000	5	748	0.000	5	748	0.000
08:00 - 09:00	5	748	0.000	5	748	0.000	5	748	0.000
09:00 - 10:00	5	748	0.000	5	748	0.000	5	748	0.000
10:00 - 11:00	5	748	0.000	5	748	0.000	5	748	0.000
11:00 - 12:00	5	748	0.000	5	748	0.000	5	748	0.000
12:00 - 13:00	5	748	0.000	5	748	0.000	5	748	0.000
13:00 - 14:00	5	748	0.000	5	748	0.000	5	748	0.000
14:00 - 15:00	5	748	0.000	5	748	0.000	5	748	0.000
15:00 - 16:00	5	748	0.000	5	748	0.000	5	748	0.000
16:00 - 17:00	5	748	0.000	5	748	0.000	5	748	0.000
17:00 - 18:00	5	748	0.000	5	748	0.000	5	748	0.000
18:00 - 19:00	5	748	0.000	5	748	0.000	5	748	0.000
19:00 - 20:00	5	748	0.000	5	748	0.000	5	748	0.000
20:00 - 21:00	5	748	0.000	5	748	0.000	5	748	0.000
21:00 - 22:00	5	748	0.000	5	748	0.000	5	748	0.000
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			0.000			0.000			0.000

Parameter summary

Trip rate parameter range selected:	219 - 1500 (units: sqm)
Survey date date range:	01/01/09 - 07/04/17
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

Steer Davies Gleave Albion Street Leeds

Licence No: 720101

TRIP RATE for Land Use 01 - RETAIL/O - CONVENIENCE STORE

MULTI-MODAL CYCLISTS

Calculation factor: 100 sqm

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	5	748	0.080	5	748	0.053	5	748	0.133
08:00 - 09:00	5	748	0.187	5	748	0.321	5	748	0.508
09:00 - 10:00	5	748	0.053	5	748	0.027	5	748	0.080
10:00 - 11:00	5	748	0.053	5	748	0.080	5	748	0.133
11:00 - 12:00	5	748	0.107	5	748	0.107	5	748	0.214
12:00 - 13:00	5	748	0.107	5	748	0.107	5	748	0.214
13:00 - 14:00	5	748	0.187	5	748	0.053	5	748	0.240
14:00 - 15:00	5	748	0.053	5	748	0.080	5	748	0.133
15:00 - 16:00	5	748	0.134	5	748	0.080	5	748	0.214
16:00 - 17:00	5	748	0.107	5	748	0.160	5	748	0.267
17:00 - 18:00	5	748	0.107	5	748	0.294	5	748	0.401
18:00 - 19:00	5	748	0.107	5	748	0.160	5	748	0.267
19:00 - 20:00	5	748	0.080	5	748	0.187	5	748	0.267
20:00 - 21:00	5	748	0.134	5	748	0.107	5	748	0.241
21:00 - 22:00	5	748	0.053	5	748	0.160	5	748	0.213
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			1.549			1.976			3.525

Parameter summary

Trip rate parameter range selected:	219 - 1500 (units: sqm)
Survey date date range:	01/01/09 - 07/04/17
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

TRIP RATE for Land Use 01 - RETAIL/O - CONVENIENCE STORE
 MULTI-MODAL VEHICLE OCCUPANTS
 Calculation factor: 100 sqm
 BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	5	748	1.631	5	748	1.097	5	748	2.728
08:00 - 09:00	5	748	2.942	5	748	1.498	5	748	4.440
09:00 - 10:00	5	748	1.872	5	748	1.845	5	748	3.717
10:00 - 11:00	5	748	1.765	5	748	1.498	5	748	3.263
11:00 - 12:00	5	748	2.621	5	748	2.407	5	748	5.028
12:00 - 13:00	5	748	2.300	5	748	1.926	5	748	4.226
13:00 - 14:00	5	748	2.247	5	748	1.471	5	748	3.718
14:00 - 15:00	5	748	2.541	5	748	3.183	5	748	5.724
15:00 - 16:00	5	748	3.530	5	748	3.183	5	748	6.713
16:00 - 17:00	5	748	2.781	5	748	2.888	5	748	5.669
17:00 - 18:00	5	748	3.129	5	748	3.985	5	748	7.114
18:00 - 19:00	5	748	2.621	5	748	4.359	5	748	6.980
19:00 - 20:00	5	748	2.781	5	748	1.979	5	748	4.760
20:00 - 21:00	5	748	1.150	5	748	1.417	5	748	2.567
21:00 - 22:00	5	748	0.802	5	748	1.123	5	748	1.925
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			34.713			33.859			68.572

Parameter summary

Trip rate parameter range selected:	219 - 1500 (units: sqm)
Survey date date range:	01/01/09 - 07/04/17
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

TRIP RATE for Land Use 01 - RETAIL/O - CONVENIENCE STORE
 MULTI-MODAL PEDESTRIANS
 Calculation factor: 100 sqm
 BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	5	748	3.718	5	748	6.312	5	748	10.030
08:00 - 09:00	5	748	7.221	5	748	14.844	5	748	22.065
09:00 - 10:00	5	748	8.211	5	748	9.628	5	748	17.839
10:00 - 11:00	5	748	8.826	5	748	8.398	5	748	17.224
11:00 - 12:00	5	748	10.725	5	748	11.768	5	748	22.493
12:00 - 13:00	5	748	41.375	5	748	41.428	5	748	82.803
13:00 - 14:00	5	748	32.415	5	748	36.561	5	748	68.976
14:00 - 15:00	5	748	14.496	5	748	15.325	5	748	29.821
15:00 - 16:00	5	748	12.490	5	748	13.506	5	748	25.996
16:00 - 17:00	5	748	12.971	5	748	11.714	5	748	24.685
17:00 - 18:00	5	748	23.348	5	748	17.866	5	748	41.214
18:00 - 19:00	5	748	16.395	5	748	13.694	5	748	30.089
19:00 - 20:00	5	748	16.609	5	748	14.897	5	748	31.506
20:00 - 21:00	5	748	11.902	5	748	12.249	5	748	24.151
21:00 - 22:00	5	748	8.692	5	748	9.281	5	748	17.973
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			229.394			237.471			466.865

Parameter summary

Trip rate parameter range selected:	219 - 1500 (units: sqm)
Survey date date range:	01/01/09 - 07/04/17
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

TRIP RATE for Land Use 01 - RETAIL/O - CONVENIENCE STORE
 MULTI-MODAL BUS/TRAM PASSENGERS
 Calculation factor: 100 sqm
 BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	5	748	5.590	5	748	3.798	5	748	9.388
08:00 - 09:00	5	748	9.601	5	748	3.932	5	748	13.533
09:00 - 10:00	5	748	3.423	5	748	2.113	5	748	5.536
10:00 - 11:00	5	748	3.744	5	748	3.825	5	748	7.569
11:00 - 12:00	5	748	5.697	5	748	3.878	5	748	9.575
12:00 - 13:00	5	748	3.691	5	748	3.183	5	748	6.874
13:00 - 14:00	5	748	4.975	5	748	3.397	5	748	8.372
14:00 - 15:00	5	748	6.579	5	748	5.429	5	748	12.008
15:00 - 16:00	5	748	7.061	5	748	6.365	5	748	13.426
16:00 - 17:00	5	748	5.750	5	748	6.526	5	748	12.276
17:00 - 18:00	5	748	7.863	5	748	11.982	5	748	19.845
18:00 - 19:00	5	748	6.285	5	748	7.810	5	748	14.095
19:00 - 20:00	5	748	3.022	5	748	5.937	5	748	8.959
20:00 - 21:00	5	748	2.434	5	748	2.487	5	748	4.921
21:00 - 22:00	5	748	2.086	5	748	3.076	5	748	5.162
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			77.801			73.738			151.539

Parameter summary

Trip rate parameter range selected:	219 - 1500 (units: sqm)
Survey date date range:	01/01/09 - 07/04/17
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

TRIP RATE for Land Use 01 - RETAIL/O - CONVENIENCE STORE
 MULTI-MODAL TOTAL RAIL PASSENGERS
 Calculation factor: 100 sqm
 BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	5	748	3.209	5	748	1.417	5	748	4.626
08:00 - 09:00	5	748	5.456	5	748	3.129	5	748	8.585
09:00 - 10:00	5	748	2.300	5	748	1.872	5	748	4.172
10:00 - 11:00	5	748	1.578	5	748	1.204	5	748	2.782
11:00 - 12:00	5	748	3.343	5	748	2.541	5	748	5.884
12:00 - 13:00	5	748	2.434	5	748	1.551	5	748	3.985
13:00 - 14:00	5	748	4.306	5	748	4.868	5	748	9.174
14:00 - 15:00	5	748	3.076	5	748	2.835	5	748	5.911
15:00 - 16:00	5	748	3.691	5	748	3.611	5	748	7.302
16:00 - 17:00	5	748	2.621	5	748	3.958	5	748	6.579
17:00 - 18:00	5	748	3.611	5	748	4.440	5	748	8.051
18:00 - 19:00	5	748	2.541	5	748	3.771	5	748	6.312
19:00 - 20:00	5	748	2.487	5	748	2.354	5	748	4.841
20:00 - 21:00	5	748	1.712	5	748	1.391	5	748	3.103
21:00 - 22:00	5	748	0.856	5	748	0.241	5	748	1.097
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			43.221			39.183			82.404

Parameter summary

Trip rate parameter range selected:	219 - 1500 (units: sqm)
Survey date date range:	01/01/09 - 07/04/17
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

Steer Davies Gleave Albion Street Leeds

Licence No: 720101

TRIP RATE for Land Use 01 - RETAIL/O - CONVENIENCE STORE

MULTI-MODAL COACH PASSENGERS

Calculation factor: 100 sqm

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	5	748	0.000	5	748	0.000	5	748	0.000
08:00 - 09:00	5	748	0.000	5	748	0.000	5	748	0.000
09:00 - 10:00	5	748	0.000	5	748	0.000	5	748	0.000
10:00 - 11:00	5	748	0.000	5	748	0.000	5	748	0.000
11:00 - 12:00	5	748	0.000	5	748	0.000	5	748	0.000
12:00 - 13:00	5	748	0.000	5	748	0.000	5	748	0.000
13:00 - 14:00	5	748	0.000	5	748	0.000	5	748	0.000
14:00 - 15:00	5	748	0.000	5	748	0.000	5	748	0.000
15:00 - 16:00	5	748	0.000	5	748	0.000	5	748	0.000
16:00 - 17:00	5	748	0.000	5	748	0.000	5	748	0.000
17:00 - 18:00	5	748	0.000	5	748	0.000	5	748	0.000
18:00 - 19:00	5	748	0.000	5	748	0.000	5	748	0.000
19:00 - 20:00	5	748	0.000	5	748	0.000	5	748	0.000
20:00 - 21:00	5	748	0.000	5	748	0.000	5	748	0.000
21:00 - 22:00	5	748	0.000	5	748	0.000	5	748	0.000
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			0.000			0.000			0.000

Parameter summary

Trip rate parameter range selected:	219 - 1500 (units: sqm)
Survey date date range:	01/01/09 - 07/04/17
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

Steer Davies Gleave Albion Street Leeds

Licence No: 720101

TRIP RATE for Land Use 01 - RETAIL/O - CONVENIENCE STORE
MULTI-MODAL PUBLIC TRANSPORT USERS

Calculation factor: 100 sqm

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	5	748	8.799	5	748	5.215	5	748	14.014
08:00 - 09:00	5	748	15.058	5	748	7.061	5	748	22.119
09:00 - 10:00	5	748	5.723	5	748	3.985	5	748	9.708
10:00 - 11:00	5	748	5.322	5	748	5.028	5	748	10.350
11:00 - 12:00	5	748	9.040	5	748	6.419	5	748	15.459
12:00 - 13:00	5	748	6.125	5	748	4.734	5	748	10.859
13:00 - 14:00	5	748	9.281	5	748	8.264	5	748	17.545
14:00 - 15:00	5	748	9.655	5	748	8.264	5	748	17.919
15:00 - 16:00	5	748	10.752	5	748	9.976	5	748	20.728
16:00 - 17:00	5	748	8.371	5	748	10.484	5	748	18.855
17:00 - 18:00	5	748	11.474	5	748	16.422	5	748	27.896
18:00 - 19:00	5	748	8.826	5	748	11.581	5	748	20.407
19:00 - 20:00	5	748	5.509	5	748	8.291	5	748	13.800
20:00 - 21:00	5	748	4.145	5	748	3.878	5	748	8.023
21:00 - 22:00	5	748	2.942	5	748	3.316	5	748	6.258
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			121.022			112.918			233.940

Parameter summary

Trip rate parameter range selected:	219 - 1500 (units: sqm)
Survey date date range:	01/01/09 - 07/04/17
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

TRIP RATE for Land Use 01 - RETAIL/O - CONVENIENCE STORE
 MULTI-MODAL TOTAL PEOPLE
 Calculation factor: 100 sqm
 BOLD print indicates peak (busiest) period

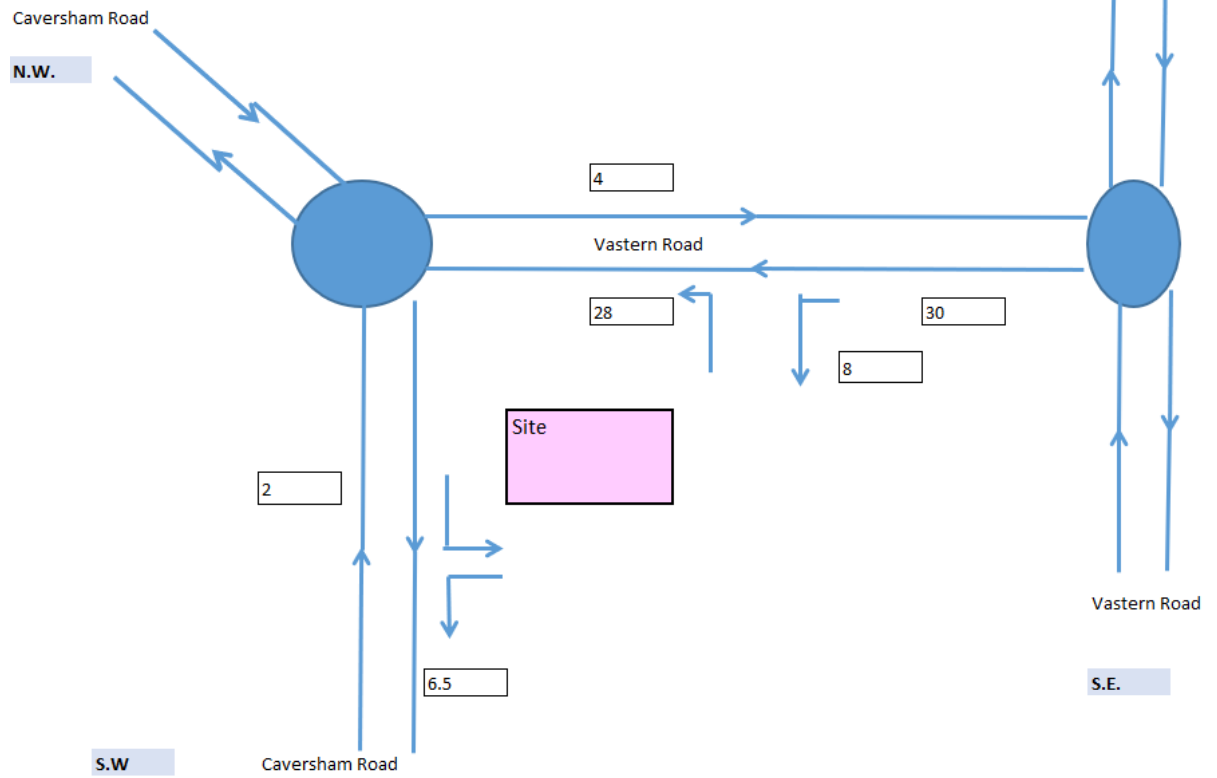
Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	5	748	14.228	5	748	12.677	5	748	26.905
08:00 - 09:00	5	748	25.408	5	748	23.723	5	748	49.131
09:00 - 10:00	5	748	15.860	5	748	15.485	5	748	31.345
10:00 - 11:00	5	748	15.967	5	748	15.004	5	748	30.971
11:00 - 12:00	5	748	22.493	5	748	20.701	5	748	43.194
12:00 - 13:00	5	748	49.906	5	748	48.195	5	748	98.101
13:00 - 14:00	5	748	44.129	5	748	46.349	5	748	90.478
14:00 - 15:00	5	748	26.745	5	748	26.852	5	748	53.597
15:00 - 16:00	5	748	26.906	5	748	26.745	5	748	53.651
16:00 - 17:00	5	748	24.231	5	748	25.247	5	748	49.478
17:00 - 18:00	5	748	38.058	5	748	38.566	5	748	76.624
18:00 - 19:00	5	748	27.949	5	748	29.794	5	748	57.743
19:00 - 20:00	5	748	24.980	5	748	25.354	5	748	50.334
20:00 - 21:00	5	748	17.331	5	748	17.652	5	748	34.983
21:00 - 22:00	5	748	12.490	5	748	13.881	5	748	26.371
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			386.681			386.225			772.906

Parameter summary

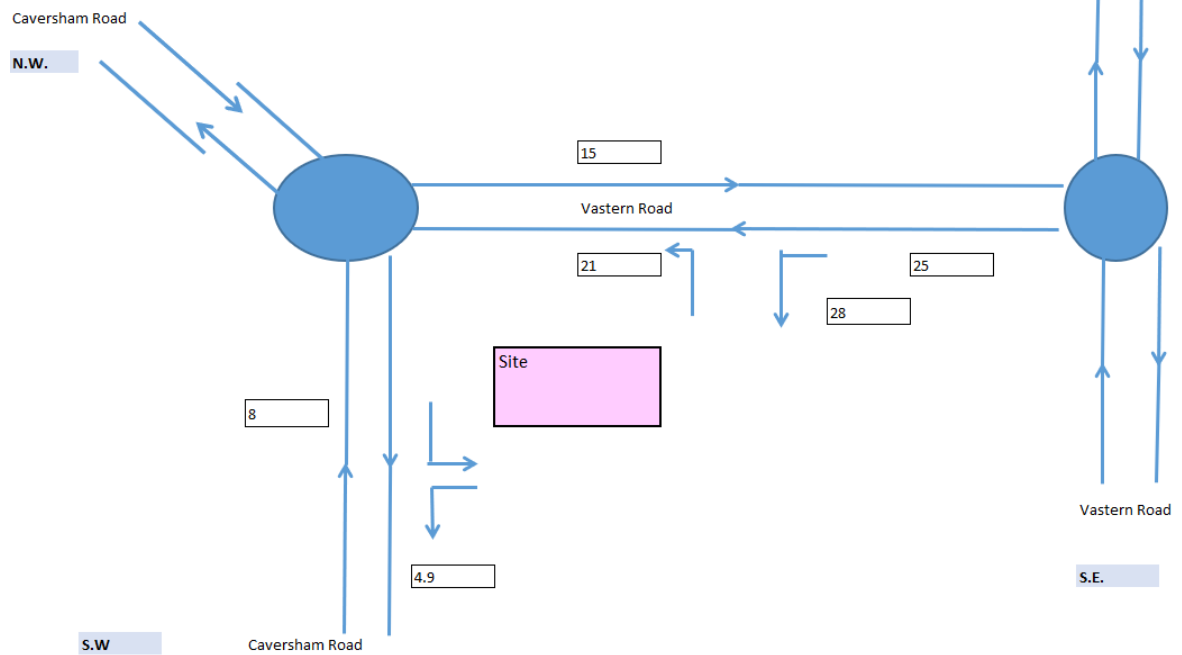
Trip rate parameter range selected:	219 - 1500 (units: sqm)
Survey date date range:	01/01/09 - 07/04/17
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

G Traffic Flow Diagram

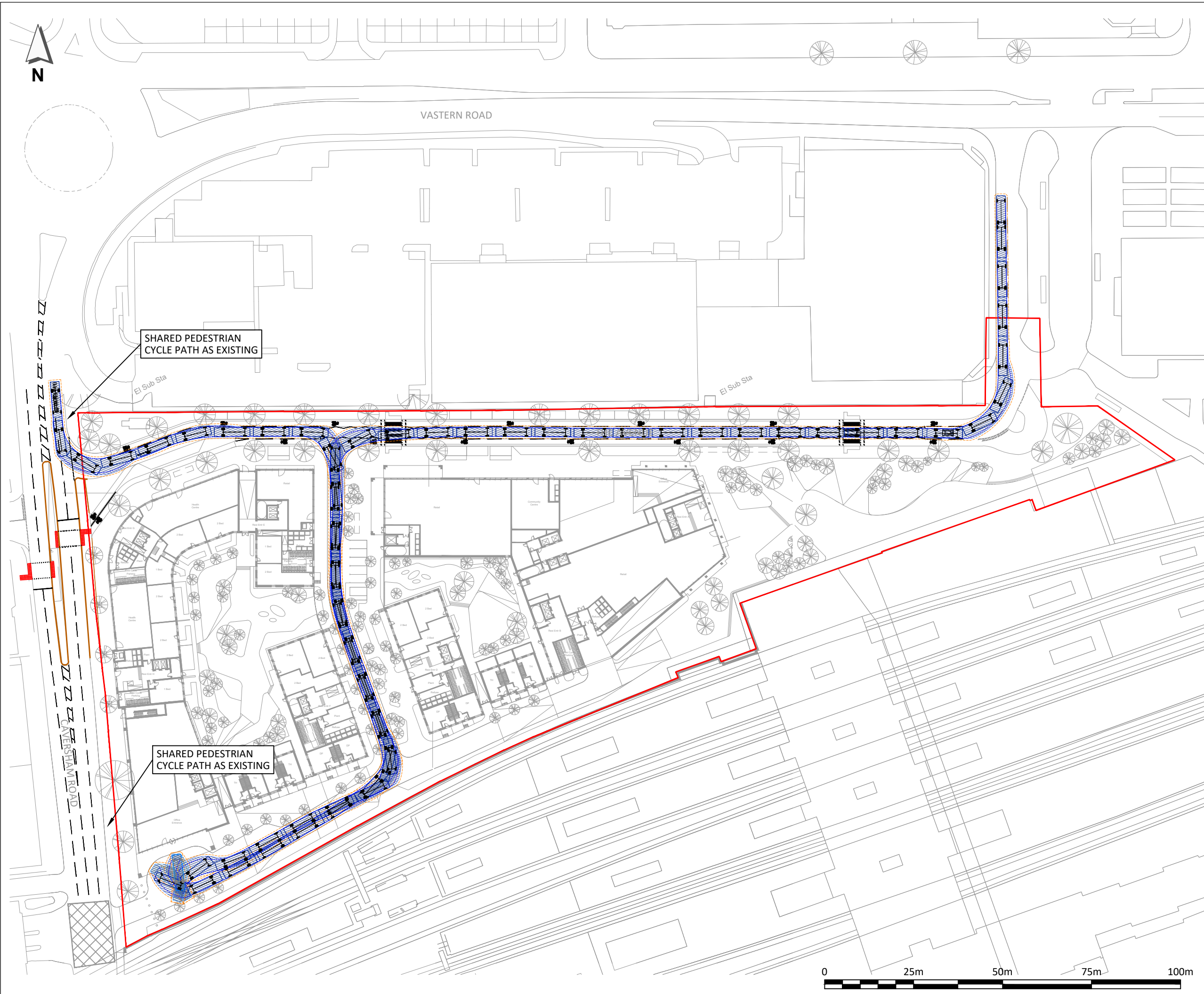
2020 Scheme
AM Peak (08:00 - 09:00)



2020 Scheme
PM Peak (17:00 - 18:00)



H Swept Paths



- NOTES:**
- 1. THIS DRAWING IS BASED ON 'A11113C2100P14_WIP-20200421.DWG' PROVIDED BY TP BENNETT ON 21.04.20.
 - 2. LANDSCAPING DETAILS BASED ON INFORMATION PROVIDED BY HYLAND EDGAR DRIVER LANDSCAPE ARCHITECTS, DRAWING NO. HED.1354.201, REV P3, DATED 14.08.19.
 - 3. ALL DIMENSIONS IN METRES UNLESS OTHERWISE STATED.
 - 4. DO NOT SCALE FROM THIS DRAWING.

KEY:

APPLICATION BOUNDARY

FTA Design hg Rigid Vehicle (1998)

Overall Length 10.000

Overall Width 2.500m

Overall Body Height 3.645m

Min Body Ground Clearance 0.440m

Track Width 2.470m

Lock to Lock Time 3.00s

Wall to Wall Turning Radius 11.000m

Hatched Body Envelope

500mm Offset Envelope

Wheel Tracks

P0	27APR20	ORIGINAL ISSUE	AKC	CJM	AKC
REV	DATE	DESCRIPTION	DES	CHK	APP

steer

www.steergroup.com

Client: HERMES PROPERTY UNIT TRUST

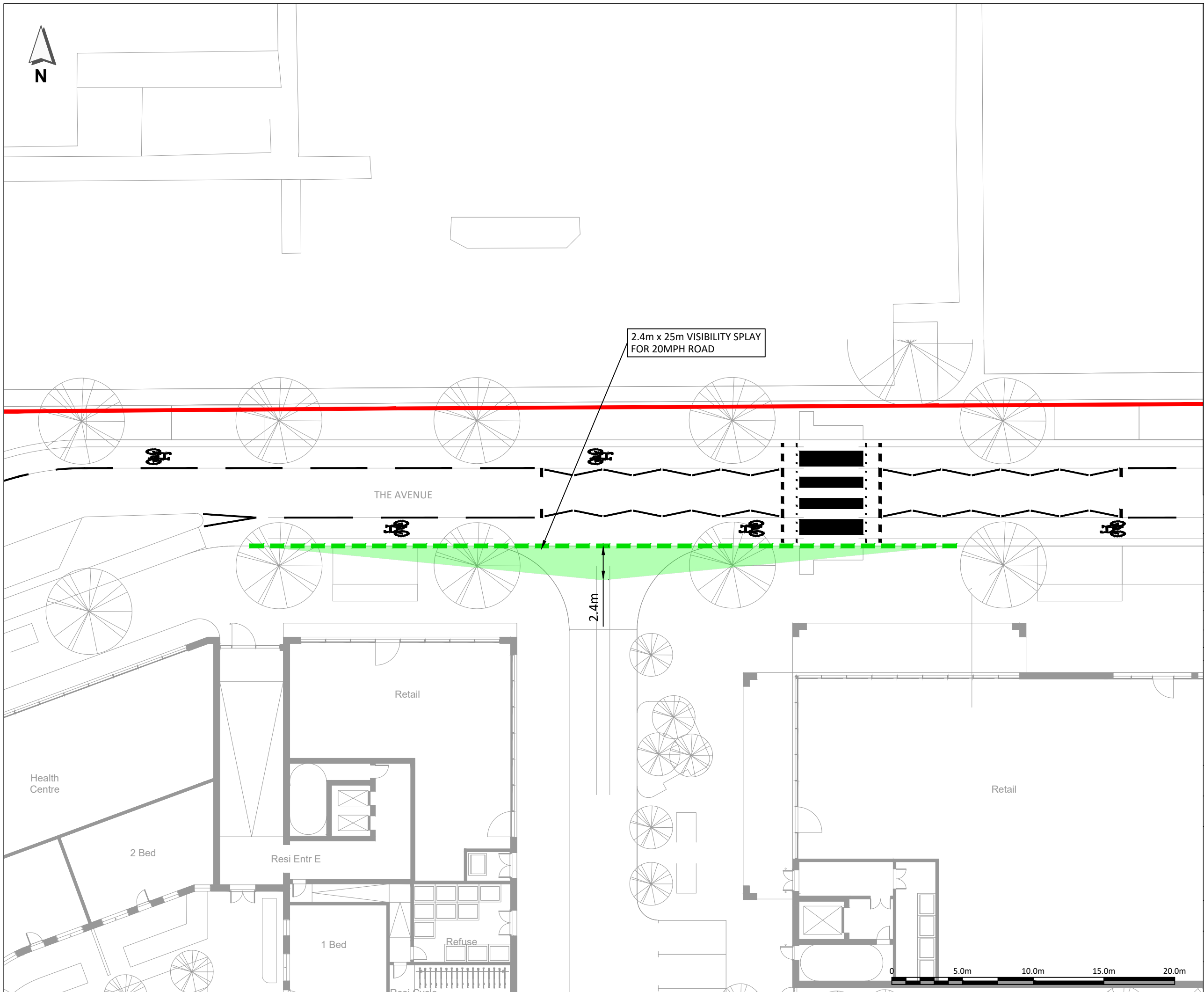
Project Title: READING METROPOLITAN

Drawing Title: GROUND FLOOR SWEPT PATH ANALYSIS (SHEET 12 OF 12)

Status: FIT FOR INFORMATION

Size: A3	Scale: 1:1000	Suitability S2	Rev. P0
----------	---------------	----------------	---------

Drawing No. 23061101-SDG-HGN-100-DR-D-00112



1. THIS DRAWING IS BASED ON
'A11113C2100P14_WIP-20200421.DWG'
PROVIDED BY TP BENNETT ON 21.04.20.
2. LANDSCAPING DETAILS BASED ON
INFORMATION PROVIDED BY HYLAND
EDGAR DRIVER LANDSCAPE ARCHITECTS,
DRAWING NO. HED.1354.201, REV P3,
DATED 14.08.19.
3. ALL DIMENSIONS IN METRES UNLESS
OTHERWISE STATED.
4. DO NOT SCALE FROM THIS DRAWING.

— APPLICATION BOUNDARY

P0	27APR20	ORIGINAL ISSUE	AKC	CJM	AKC
REV	DATE	DESCRIPTION	DES	CHK	APP

www.steergroup.com

Client: **HERMES PROPERTY UNIT TRUST**

Project Title: **READING METROPOLITAN**

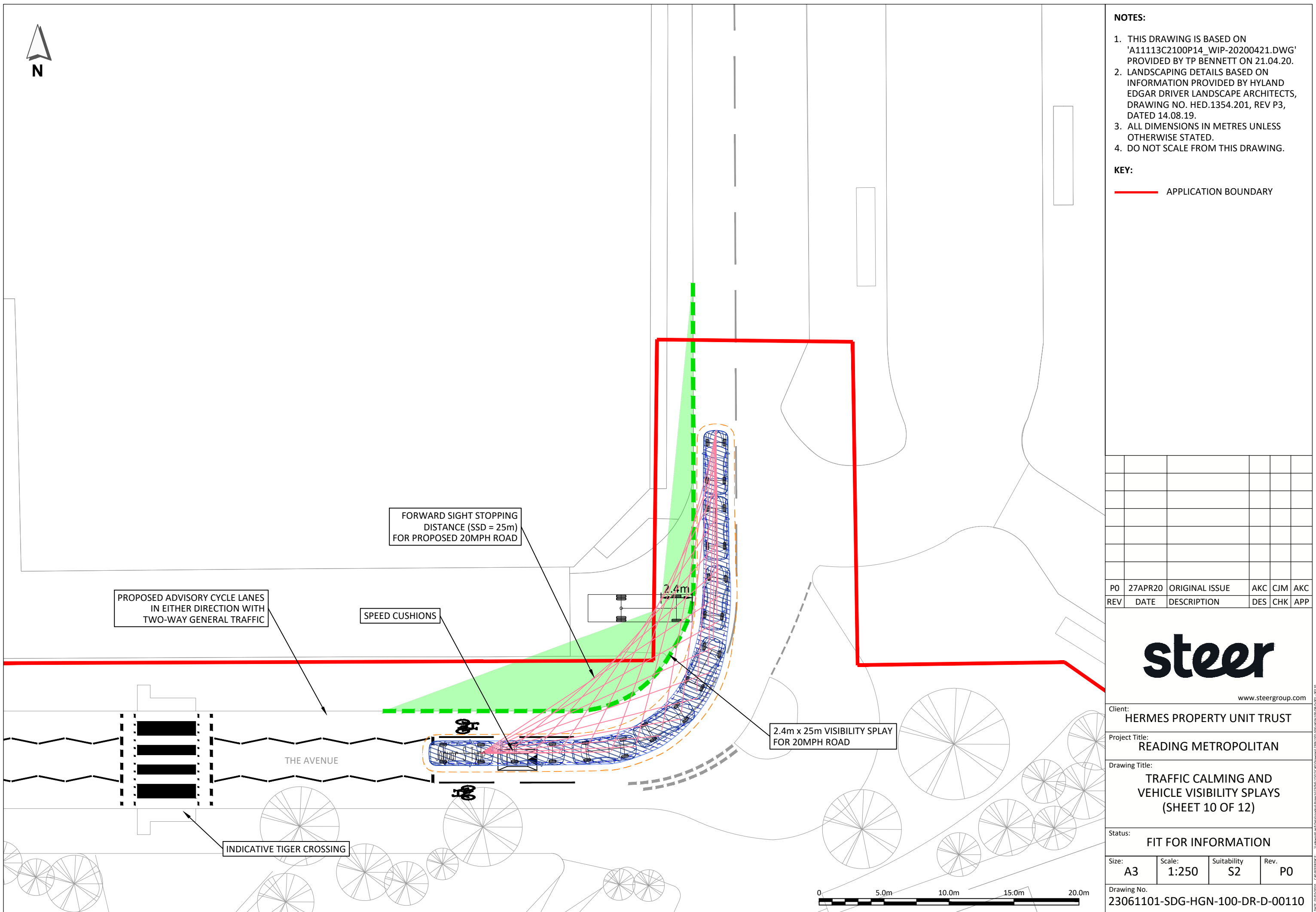
Drawing Title:

TRAFFIC CALMING AND
VEHICLE VISIBILITY SPLAYS
(SHEET 11 OF 12)

Status:	FIT FOR INFORMATION
---------	---------------------

Size: A3	Scale: 1:250	Suitability S2	Rev. P0
--------------------	------------------------	--------------------------	-------------------

Drawing No.	23061101-SDG-HGN-100-DR-D-00111
-------------	---------------------------------



1. THIS DRAWING IS BASED ON
'A11113C2100P14_WIP-20200421.DWG'
PROVIDED BY TP BENNETT ON 21.04.20.
2. LANDSCAPING DETAILS BASED ON
INFORMATION PROVIDED BY HYLAND
EDGAR DRIVER LANDSCAPE ARCHITECTS,
DRAWING NO. HED.1354.201, REV P3,
DATED 14.08.19.
3. ALL DIMENSIONS IN METRES UNLESS
OTHERWISE STATED.
4. DO NOT SCALE FROM THIS DRAWING.

— APPLICATION BOUNDARY

PO	27APR20	ORIGINAL ISSUE	AKC	CJM	AKC
REV	DATE	DESCRIPTION	DES	CHK	APP

steer

www.steergroup.com

Client: **HERMES PROPERTY UNIT TRUST**

Project Title: **READING METROPOLITAN**

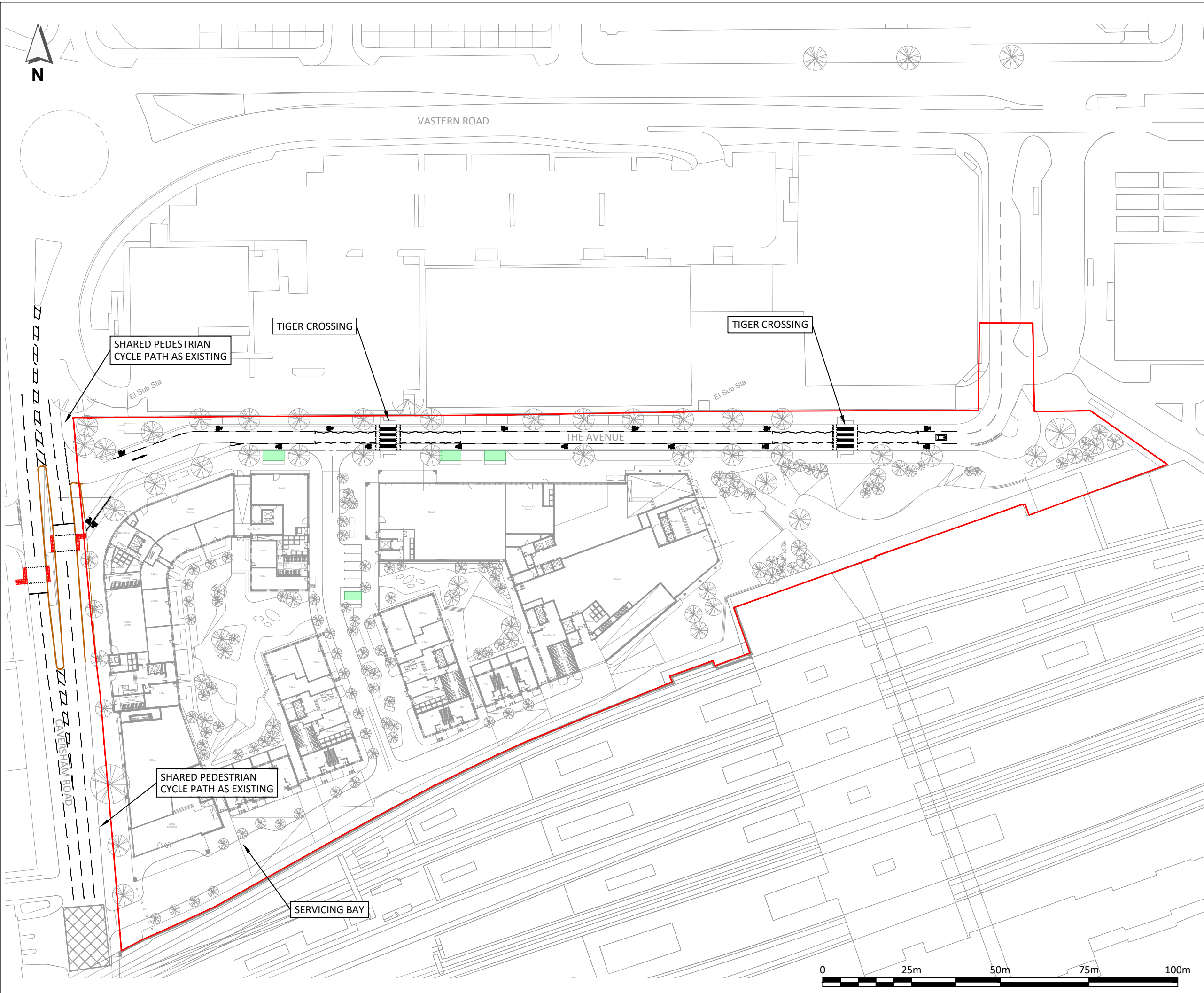
Drawing Title:

TRAFFIC CALMING AND
VEHICLE VISIBILITY SPLAYS
(SHEET 10 OF 12)

Status:	FIT FOR INFORMATION
---------	---------------------

Size: A3	Scale: 1:250	Suitability S2	Rev. P0
-------------	-----------------	-------------------	------------

Drawing No.	23061101-SDG-HGN-100-DR-D-00110
-------------	---------------------------------



- NOTES:**
- 1. THIS DRAWING IS BASED ON 'A11113C2100P14_WIP-20200421.DWG' PROVIDED BY TP BENNETT ON 21.04.20.
 - 2. LANDSCAPING DETAILS BASED ON INFORMATION PROVIDED BY HYLAND EDGAR DRIVER LANDSCAPE ARCHITECTS, DRAWING NO. HED.1354.201, REV P3, DATED 14.08.19.
 - 3. ALL DIMENSIONS IN METRES UNLESS OTHERWISE STATED.
 - 4. DO NOT SCALE FROM THIS DRAWING.

KEY:

APPLICATION BOUNDARY

ACCESSIBLE PARKING BAY

PO	27APR20	ORIGINAL ISSUE	AKC	CJM	AKC
REV	DATE	DESCRIPTION	DES	CHK	APP



www.steergroup.com

Client:
HERMES PROPERTY UNIT TRUST

Drawing Title:
READING METROPOLITAN

Drawing Title:
SITE LAYOUT
(SHEET 9 OF 12)

Status:
FIT FOR INFORMATION

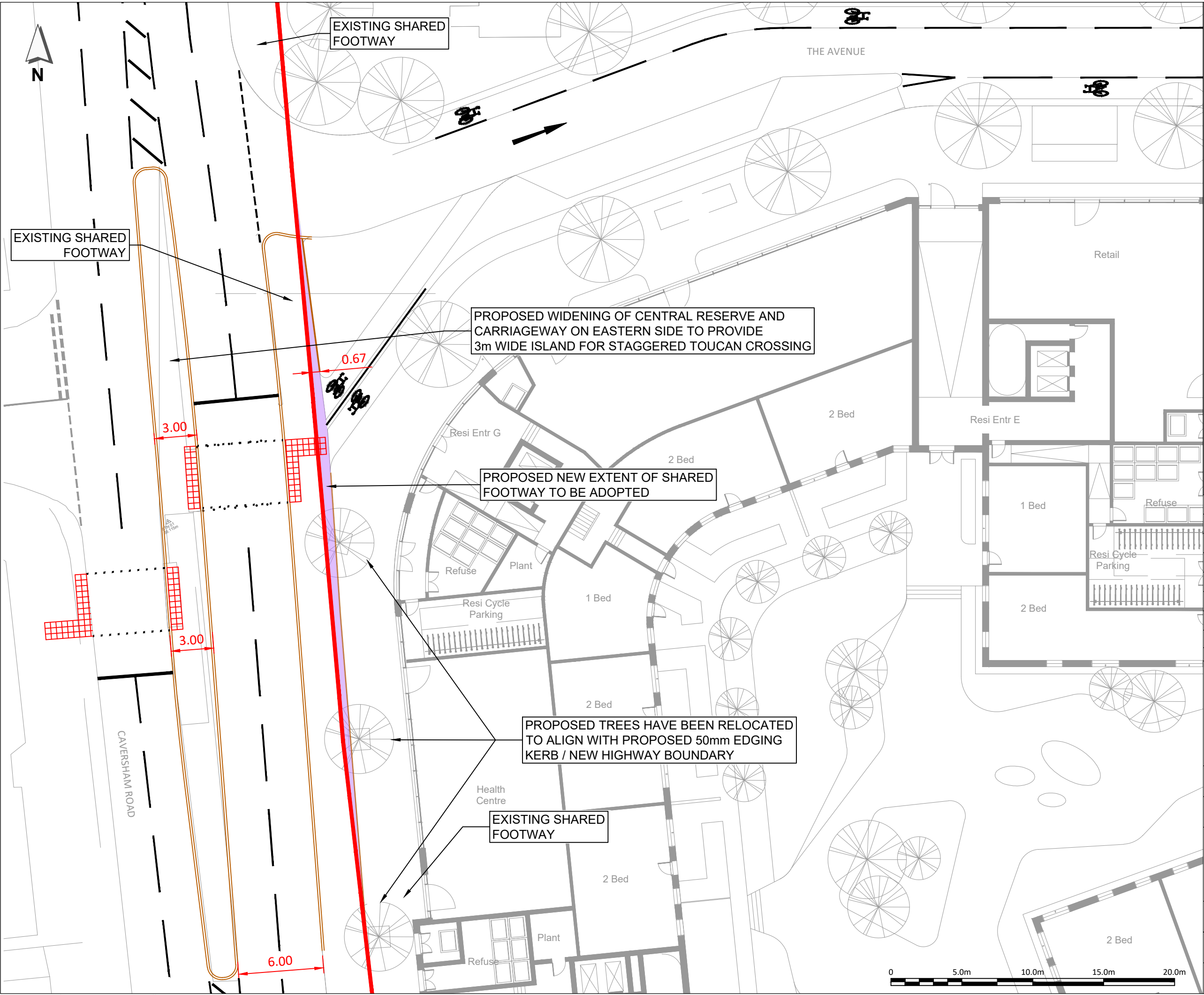
Size:
A3

Scale:
1:1000

Suitability
S2

Rev.
P0

Drawing No.
23061101-SDG-HGN-100-DR-D-00109



- NOTES:**
1. THIS DRAWING IS BASED ON 'A11113C2100P14_WIP-20200421.DWG' PROVIDED BY TP BENNETT ON 21.04.20.
 2. LANDSCAPING DETAILS BASED ON INFORMATION PROVIDED BY HYLAND EDGAR DRIVER LANDSCAPE ARCHITECTS, DRAWING NO. HED.1354.201, REV P3, DATED 14.08.19.
 3. ALL DIMENSIONS IN METRES UNLESS OTHERWISE STATED.
 4. DO NOT SCALE FROM THIS DRAWING.

- KEY:**
- APPLICATION BOUNDARY
 - PROPOSED NEW EXTENT OF PUBLIC HIGHWAY
 - PROPOSED KERB
 - PROPOSED TACTILE PAVING

PO	27APR20	ORIGINAL ISSUE	AKC	CJM	AKC
REV	DATE	DESCRIPTION	DES	CHK	APP



www.steergroup.com

Client:

HERMES PROPERTY UNIT TRUST

Project Title:

READING METROPOLITAN

Drawing Title:

INDICATIVE CYCLING ENHANCEMENTS TO CROSSING OF CAVERSHAM ROAD BY NORTHFIELD ROAD (SHEET 8 OF 12)

Status:

FIT FOR INFORMATION

Size:	Scale:	Suitability	Rev.
A3	1:250	S2	P0

Drawing No.

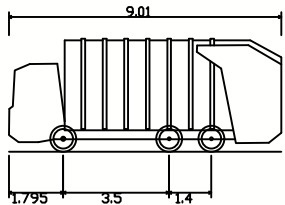
23061101-SDG-HGN-100-DR-D-00108



- NOTES:**
- 1. THIS DRAWING IS BASED ON 'A11113C2100P14_WIP-20200421.DWG' PROVIDED BY TP BENNETT ON 21.04.20.
 - 2. LANDSCAPING DETAILS BASED ON INFORMATION PROVIDED BY HYLAND EDGAR DRIVER LANDSCAPE ARCHITECTS, DRAWING NO. HED.1354.201, REV P3, DATED 14.08.19.
 - 3. ALL DIMENSIONS IN METRES UNLESS OTHERWISE STATED.
 - 4. DO NOT SCALE FROM THIS DRAWING.

KEY:

APPLICATION BOUNDARY



Medium Refuse Vehicle (3 axle)

Overall Length 9.010m
Overall Width 2.450m
Overall Body Height 3.742m
Min Body Ground Clearance 0.295m
Track Width 2.450m
Lock to Lock Time 4.00s
Wall to Wall Turning Radius 8.200m

Hatched Body Envelope
500mm Offset Envelope
Wheel Tracks

PO	27APR20	ORIGINAL ISSUE	AKC	CJM	AKC
REV	DATE	DESCRIPTION	DES	CHK	APP

steer

www.steergroup.com

Client: HERMES PROPERTY UNIT TRUST

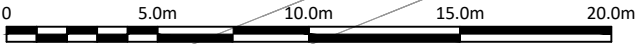
Project Title: READING METROPOLITAN

Drawing Title: GROUND FLOOR
SWEPT PATH ANALYSIS
(SHEET 7 OF 12)

Status: FIT FOR INFORMATION

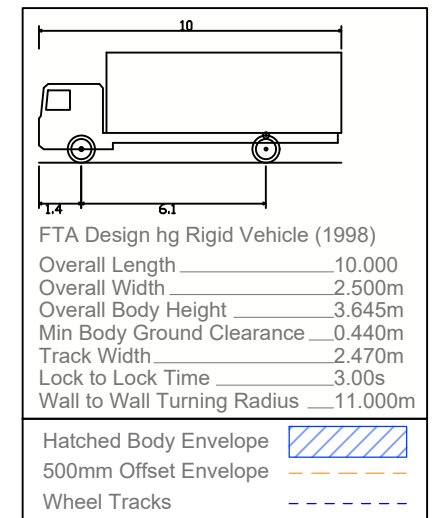
Size: A3	Scale: 1:250	Suitability: S2	Rev: P0
----------	--------------	-----------------	---------

Drawing No. 23061101-SDG-HGN-100-DR-D-00107



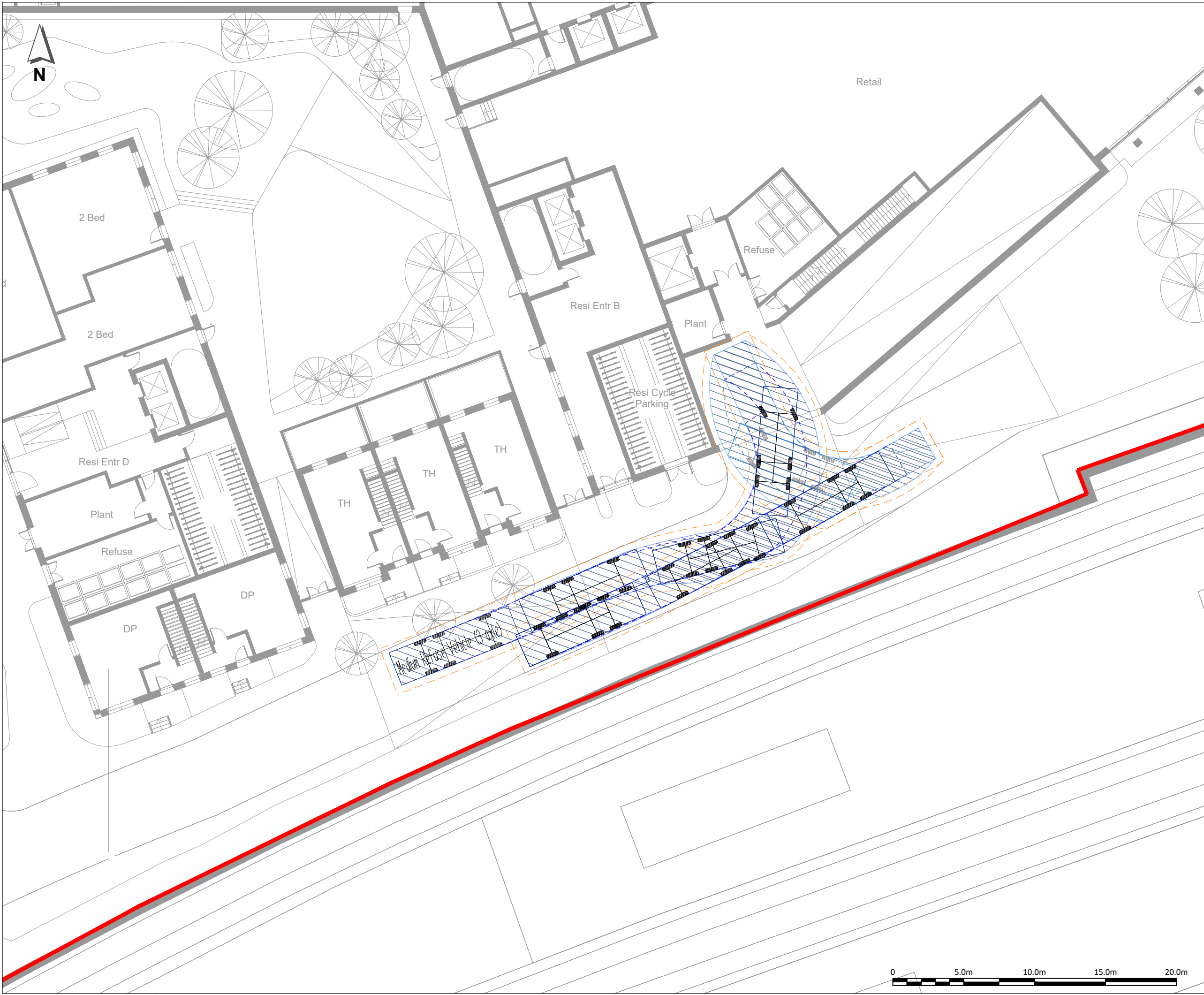


NOTES:



steer

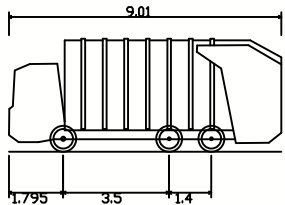
Client: **HERMES PROPERTY UNIT TRUST**



- NOTES:**
1. THIS DRAWING IS BASED ON 'A11113C2100P14_WIP-20200421.DWG' PROVIDED BY TP BENNETT ON 21.04.20.
 2. LANDSCAPING DETAILS BASED ON INFORMATION PROVIDED BY HYLAND EDGAR DRIVER LANDSCAPE ARCHITECTS, DRAWING NO. HED.1354.201, REV P3, DATED 14.08.19.
 3. ALL DIMENSIONS IN METRES UNLESS OTHERWISE STATED.
 4. DO NOT SCALE FROM THIS DRAWING.

KEY:

APPLICATION BOUNDARY



Medium Refuse Vehicle (3 axle)

Overall Length 9.010m
Overall Width 2.450m
Overall Body Height 3.742m
Min Body Ground Clearance 0.295m
Track Width 2.450m
Lock to Lock Time 4.00s
Wall to Wall Turning Radius 8.200m

Hatched Body Envelope
500mm Offset Envelope
Wheel Tracks

PO	27APR20	ORIGINAL ISSUE	AKC	CJM	AKC
REV	DATE	DESCRIPTION	DES	CHK	APP

steer

www.steergroup.com

Client: HERMES PROPERTY UNIT TRUST

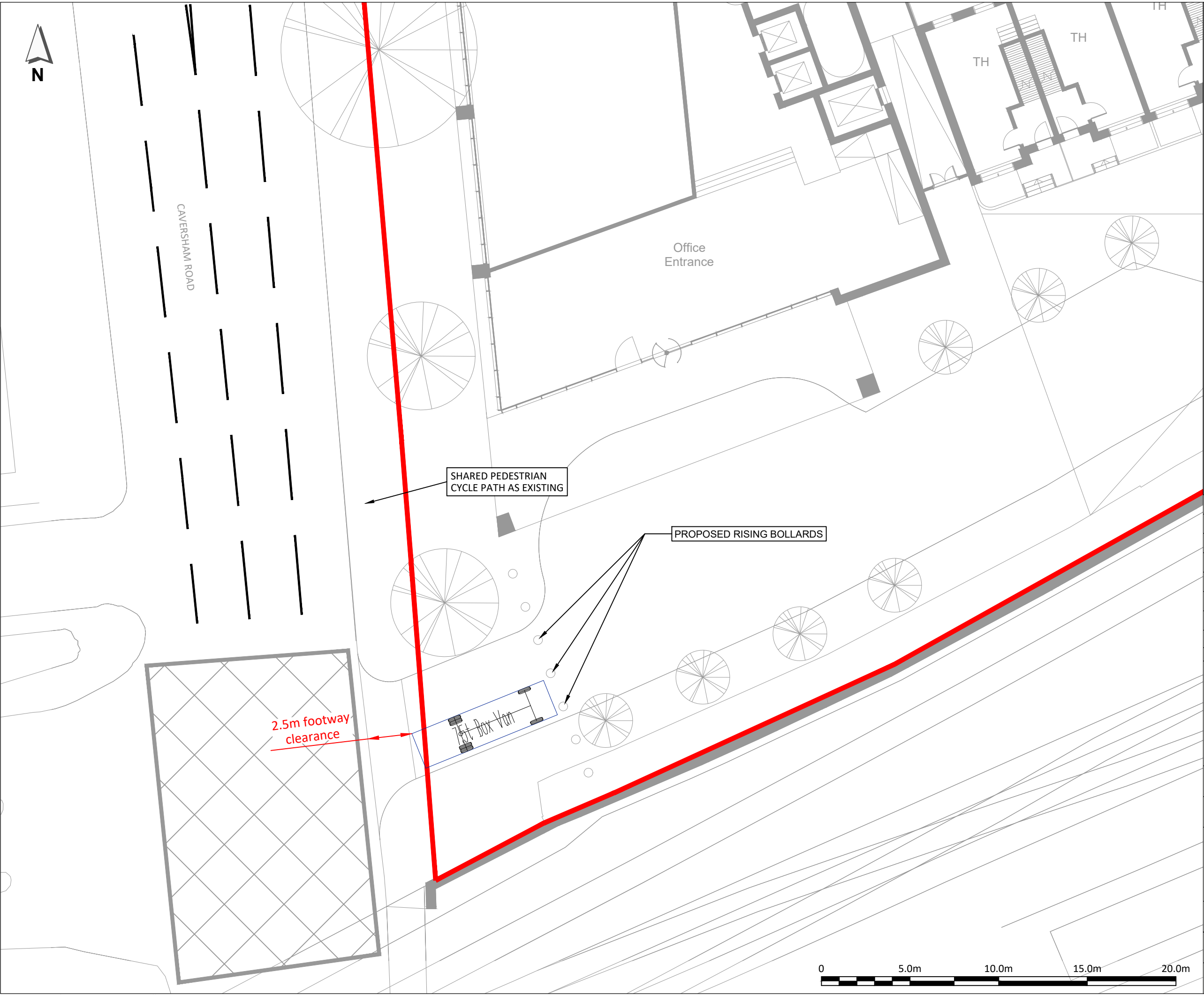
Project Title: READING METROPOLITAN

Drawing Title: GROUND FLOOR SWEPT PATH ANALYSIS (SHEET 5 OF 12)

Status: FIT FOR INFORMATION

Size: A3	Scale: 1:250	Suitability S2	Rev. P0
----------	--------------	----------------	---------

Drawing No. 23061101-SDG-HGN-100-DR-D-00105



- NOTES:**
- 1. THIS DRAWING IS BASED ON 'A11113C2100P14_WIP-20200421.DWG' PROVIDED BY TP BENNETT ON 21.04.20.
 - 2. LANDSCAPING DETAILS BASED ON INFORMATION PROVIDED BY HYLAND EDGAR DRIVER LANDSCAPE ARCHITECTS, DRAWING NO. HED.1354.201, REV P3, DATED 14.08.19.
 - 3. ALL DIMENSIONS IN METRES UNLESS OTHERWISE STATED.
 - 4. DO NOT SCALE FROM THIS DRAWING.

KEY:

APPLICATION BOUNDARY

8.01

4.21

4.25

7.5T Box Van

Overall Length _____ 8.010m

Overall Width _____ 2.100m

Overall Body Height _____ 3.556m

Min Body Ground Clearance _____ 0.351m

Track Width _____ 2.064m

Lock to Lock Time _____ 4.00s

Kerb to Kerb Turning Radius _____ 7.400m

Hatched Body Envelope

500mm Offset Envelope

Wheel Tracks

PO	27APR20	ORIGINAL ISSUE	AKC	CJM	AKC
REV	DATE	DESCRIPTION	DES	CHK	APP

steer

www.steergroup.com

Client: HERMES PROPERTY UNIT TRUST

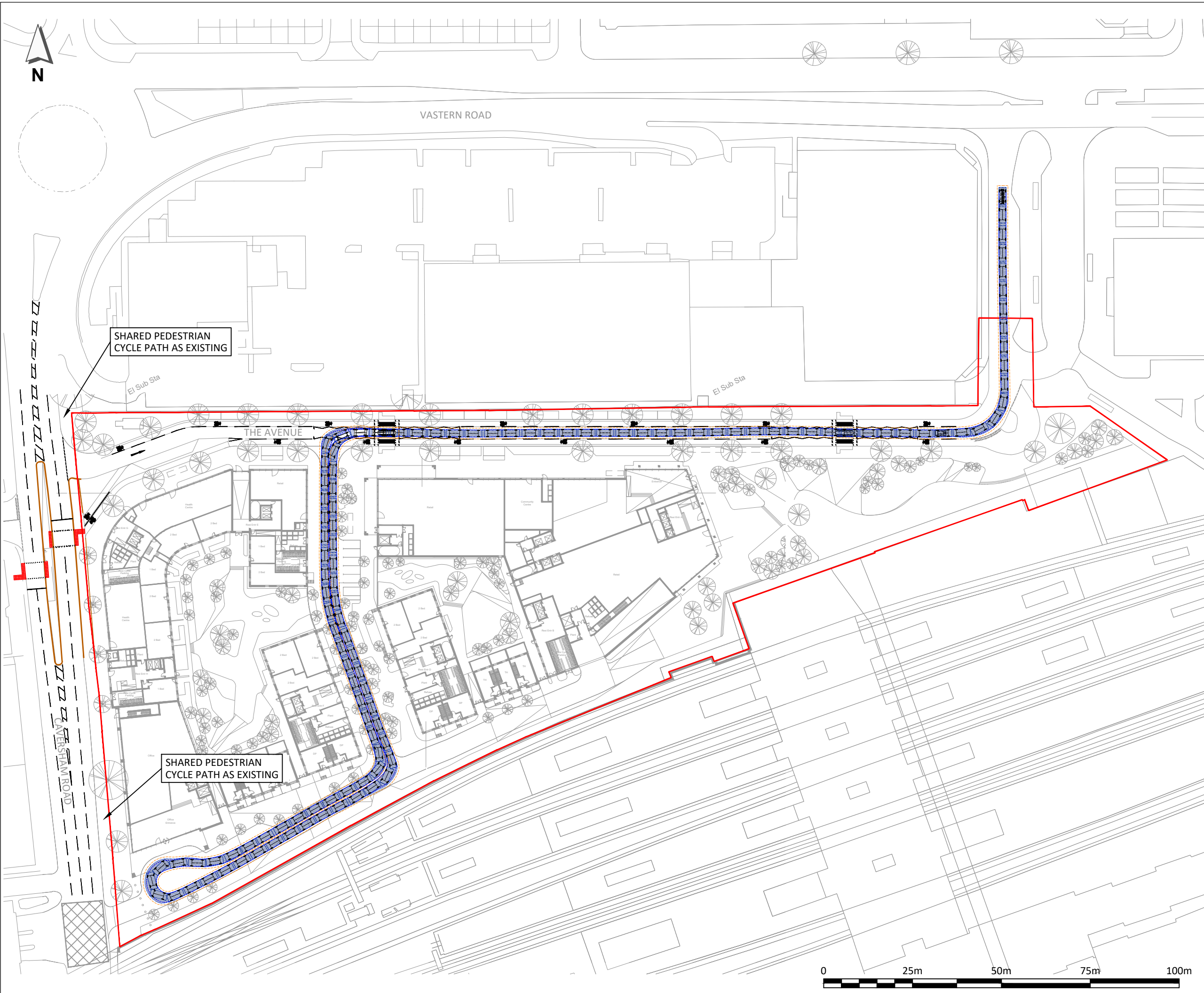
Project Title: READING METROPOLITAN

Drawing Title: GROUND FLOOR SWEPT PATH ANALYSIS (SHEET 3 OF 12)

Status: FIT FOR INFORMATION

Size: A3	Scale: 1:200	Suitability S2	Rev. P0
----------	--------------	----------------	---------

Drawing No. 23061101-SDG-HGN-100-DR-D-00103



- NOTES:**
1. THIS DRAWING IS BASED ON 'A11113C2100P14_WIP-20200421.DWG' PROVIDED BY TP BENNETT ON 21.04.20.
 2. LANDSCAPING DETAILS BASED ON INFORMATION PROVIDED BY HYLAND EDGAR DRIVER LANDSCAPE ARCHITECTS, DRAWING NO. HED.1354.201, REV P3, DATED 14.08.19.
 3. ALL DIMENSIONS IN METRES UNLESS OTHERWISE STATED.
 4. DO NOT SCALE FROM THIS DRAWING.

KEY:

APPLICATION BOUNDARY

Standard Design Vehicle (SDV)

Overall Length	4.800m
Overall Width	2.000m
Overall Body Height	1.950m
Min Body Ground Clearance	0.100m
Track Width	2.000m
Lock to Lock Time	4.00s
Wall to Wall Turning Radius	6.000m

Hatched Body Envelope

500mm Offset Envelope

Wheel Tracks

PO	27APR20	ORIGINAL ISSUE	AKC	CJM	AKC
REV	DATE	DESCRIPTION	DES	CHK	APP

steer

www.steergroup.com

Client: HERMES PROPERTY UNIT TRUST

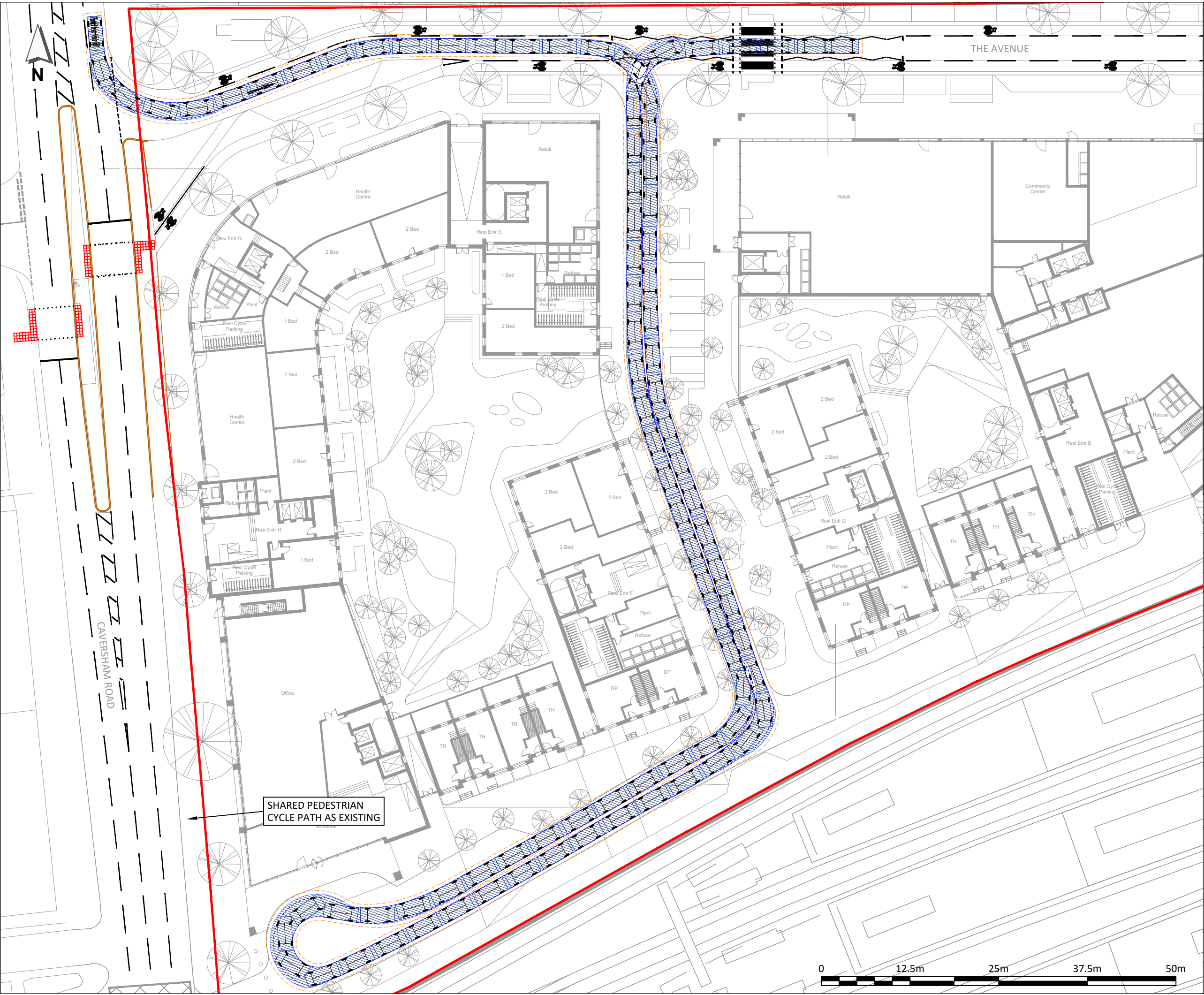
Project Title: READING METROPOLITAN

Drawing Title: GROUND FLOOR SWEPT PATH ANALYSIS (SHEET 2 OF 12)

Status: FIT FOR INFORMATION

Size: A3	Scale: 1:1000	Suitability S2	Rev. P0
----------	---------------	----------------	---------

Drawing No. 23061101-SDG-HGN-100-DR-D-00102



- NOTES:**
1. THIS DRAWING IS BASED ON 'A11113C2100P14_WIP-20200421.DWG' PROVIDED BY TP BENNETT ON 21.04.20.
 2. LANDSCAPING DETAILS BASED ON INFORMATION PROVIDED BY HYLAND EDGAR DRIVER LANDSCAPE ARCHITECTS, DRAWING NO. HED.1354.201, REV P3, DATED 14.08.19.
 3. ALL DIMENSIONS IN METRES UNLESS OTHERWISE STATED.
 4. DO NOT SCALE FROM THIS DRAWING.

KEY:

APPLICATION BOUNDARY

Standard Design Vehicle (SDV)

Overall Length 4.800m
Overall Width 2.000m
Overall Body Height 1.950m
Min Body Ground Clearance 0.100m
Track Width 2.000m
Lock to Lock Time 4.00s
Wall to Wall Turning Radius 6.000m

Hatched Body Envelope
500mm Offset Envelope
Wheel Tracks

PO	27APR20	ORIGINAL ISSUE	AKC	CJM	AKC
REV	DATE	DESCRIPTION	DES	CHK	APP

steer

www.steergroup.com

Client: HERMES PROPERTY UNIT TRUST

Project Title: READING METROPOLITAN

Drawing Title: GROUND FLOOR SWEPT PATH ANALYSIS (SHEET 1 OF 12)

Status: FIT FOR INFORMATION

Size: A3	Scale: 1:500	Suitability S2	Rev. P0
----------	--------------	----------------	---------

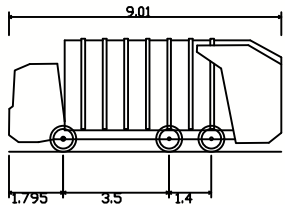
Drawing No. 23061101-SDG-HGN-100-DR-D-00101



- NOTES:**
- 1. THIS DRAWING IS BASED ON 'A11113C2100P14_WIP-20200421.DWG' PROVIDED BY TP BENNETT ON 21.04.20.
 - 2. LANDSCAPING DETAILS BASED ON INFORMATION PROVIDED BY HYLAND EDGAR DRIVER LANDSCAPE ARCHITECTS, DRAWING NO. HED.1354.201, REV P3, DATED 14.08.19.
 - 3. ALL DIMENSIONS IN METRES UNLESS OTHERWISE STATED.
 - 4. DO NOT SCALE FROM THIS DRAWING.

KEY:

APPLICATION BOUNDARY



Medium Refuse Vehicle (3 axle)

Overall Length 9.010m
Overall Width 2.450m
Overall Body Height 3.742m
Min Body Ground Clearance 0.295m
Track Width 2.450m
Lock to Lock Time 4.00s
Wall to Wall Turning Radius 8.200m

Hatched Body Envelope
500mm Offset Envelope
Wheel Tracks

PO	27APR20	ORIGINAL ISSUE	AKC	CJM	AKC
REV	DATE	DESCRIPTION	DES	CHK	APP

steer

www.steergroup.com

Client: HERMES PROPERTY UNIT TRUST

Project Title: READING METROPOLITAN

Drawing Title: GROUND FLOOR SWEPT PATH ANALYSIS (SHEET 7 OF 12)

Status: FIT FOR INFORMATION

Size: A3	Scale: 1:250	Suitability S2	Rev. P0
----------	--------------	----------------	---------

Drawing No. 23061101-SDG-HGN-100-DR-D-00107

I Residential Travel Plan

June 2020

Appendix I

Reading Metropolitan: Framework Residential Travel Plan

Appendix I

Reading Metropolitan: Framework Residential Travel Plan

Prepared by:

Steer
28-32 Upper Ground
London SE1 9PD

+44 20 7910 5000
www.steergroup.com

Prepared for:

Hermes Property Unit Trust
Sixth Floor
150 Cheapside
London EC2V 6ET
Client ref:
Our ref: 23361101

Contents

1	Introduction.....	4
	Instruction	4
	Development Proposal	4
	Document Overview	4
	Travel Plan Structure	5
2	The Site	7
	Introduction.....	7
	Site Location	7
	Site Usage	8
	Wider Context	8
3	Relevant Policy and Best Practice Guidance	9
	Introduction.....	9
	National Policy and Guidance.....	9
	Regional Policy and Guidance	11
	Local Policy and Guidance	11
4	RTP Aims and Objectives	14
	Introduction.....	14
	Aims	14
	Objectives and Benefits.....	14
5	Existing Situation	16
	Introduction.....	16
	Site Accessibility by Private Vehicle	16
	Site Accessibility by Active Modes.....	20
	Site Accessibility by Public Transport	22
	Other Factors Impacting Local Mobility / Accessibility	27
6	Forecast Mode Share	29
	Introduction.....	29
	Mode Share	29
7	Interim Targets	30

	Introduction.....	30
	Nature of Travel Plan Targets.....	30
	Interim Travel Plan Targets	31
8	Promotional Strategy	32
	Introduction.....	32
	Promotional Strategy	32
9	Strategies, Measures and Incentives	35
	Introduction.....	35
	Strategy: Site Design and Management.....	35
	Strategy: Private Vehicle	36
	Strategy: Walking	39
	Strategy: Cycling.....	40
	Strategy: Public Transport.....	43
	Strategy: Multi-Modal / Other	44
10	Implementation and Management Strategy.....	49
	Travel Plan Implementation	49
11	Monitoring and Review Strategy	51
	Introduction.....	51
	Monitoring.....	51
	Review	52
	Remedial Measures	52
12	Residential Travel Plan Co-ordinator Details.....	53
	Introduction.....	53
	RTPC Contact Details	53

Figures

Figure 2.1: Site Location Plan	7
Figure 5.1: Local Highway Network	
Figure 5.2: Local Off-Street Parking	
Figure 5.3: Local Cycle Infrastructure	
Figure 5.4: Local Bus Routes	

Tables

Table 5.1: Bus services within 200m of the Site	22
Table 5.2: Reading Station railway services	26
Table 5.3: Car Ownership Statistics	27
Table 6.1: Residential Mode Share Data (Baseline and Adjusted).....	29
Table 7.1: Interim Travel Plan Targets	31
Table 9.1: Action Plan	46
Table 11.1: Travel Plan Monitoring Framework	52

1 Introduction

Instruction

- 1.1 This Framework Residential Travel Plan (RTP) has been prepared by Steer on behalf of Hermes Investment Management (“the Applicant”) for the forthcoming planning application for the redevelopment of the Royal Mail site at Caversham Road, Reading, otherwise known as ‘Reading Metropolitan’. It outlines a travel management strategy for the residential elements of the development, which is located at postcode RG1 9RF.
- 1.2 This It has been written so as to be provided in support of the planning application submission to Reading Borough Council (RBC) (“the Local Authority”).

Development Proposal

- 1.3 The proposed redevelopment comprises the demolition of the existing former Royal Mail buildings to provide a mixed-use development which will include:
- 55,451 sqm GEA of residential (Use Class C3), which will support 658 new dwellings;
 - 1,762 sqm GEA of retail (Use Class A1 and A3);
 - 19,730 sqm GEA of office floorspace (Use Class B1);
 - 706 sqm GEA of Health and Community Centre (Use Class D1); and
 - 94 parking spaces, including 72 standard, 2 car club and 3 blue-badge spaces will be reserved for residential use.

Document Overview

Purpose

- 1.4 The purpose of this RTP is to assist with the long-term management strategy for the sustainable movement of residents and their goods to, from and within the development. It covers all residential elements of the proposed development.
- 1.5 This RTP, which has been prepared in accordance with national and local policy, sets out the aims of the applicant (and eventual occupiers) to promote sustainable travel to and from the site. It provides interim travel planning targets based on the development’s forecast residential mode share. After six months of site occupation or 75% residential occupancy, baseline travel surveys will be conducted to assess the initial impact of the strategy outlined herein, and to gather mode share information which can be used to refine these travel planning targets. Subsequent to this update, the document will be re-labelled as the Full Residential Travel Plan (F RTP).

1.6 The introduction of a RTP is intended to produce the following benefits:

- To provide an opportunity to establish environmentally responsible travel behaviour for visitors and residents of the development from the outset;
- To provide an opportunity to introduce travel patterns that will benefit the health and wellbeing of visitors and residents; and
- To portray an image of environmental responsibility and promote the development as a good example of sustainable development.

Management

1.7 A Residential Management Company (RMC), which will be appointed by the applicant prior to the occupation of residential units; this appointee will ultimately be responsible for managing the implementation, monitoring and review of this RTP.

1.8 The RMC will work alongside the Facilities Management Company (FMC), which will be appointed prior to the occupation of commercial units; this appointee will ultimately be responsible for managing the implementation, monitoring and review of the Commercial Travel Plan (CTP) covering the development. The RMC and FMC share some responsibilities, as noted in **Section 9**.

1.9 The Developer and the RMC will also appoint a Residential Travel Plan Co-ordinator (RTPC) prior to occupation who will work approximately 1 day per month and liaise directly with residential tenants and other stakeholders. The appointed RTPC will work with the Developer and RMC to update interim travel plan targets provided within this document within 7 months of occupation, following the completion of baseline travel surveys. The RTPC will also be responsible for liaising with the Commercial Travel Plan Co-ordinator, which will be appointed to manage the travel planning process associated with the commercial elements of the site.

Relationship to Other Documents

1.10 This RTP has been produced in conjunction with the following documents:

- Transport Assessment (TA) (December 2018);
- Framework Commercial Travel Plan (CTP) (December 2018); and
- Chapter 9 (Traffic and Transport) of the Environmental Statement.

Travel Plan Structure

1.11 This RTP is divided into twelve chapters, of which this chapter forms the introduction. The remaining chapters are as follows:

- **Section 2:** The Site;
- **Section 3:** Relevant Policy and Best Practice Guidance;
- **Section 4:** RTP Aims and Objectives;
- **Section 5:** Existing Situation;
- **Section 6:** Forecast Mode Share;
- **Section 7:** Interim Targets;

- **Section 8:** Promotional Strategy;
- **Section 9:** Strategies, Measures and Incentives;
- **Section 10:** Implementation and Management Strategy;
- **Section 11:** Monitoring and Review Strategy; and
- **Section 12:** RTPC Details.

2 The Site

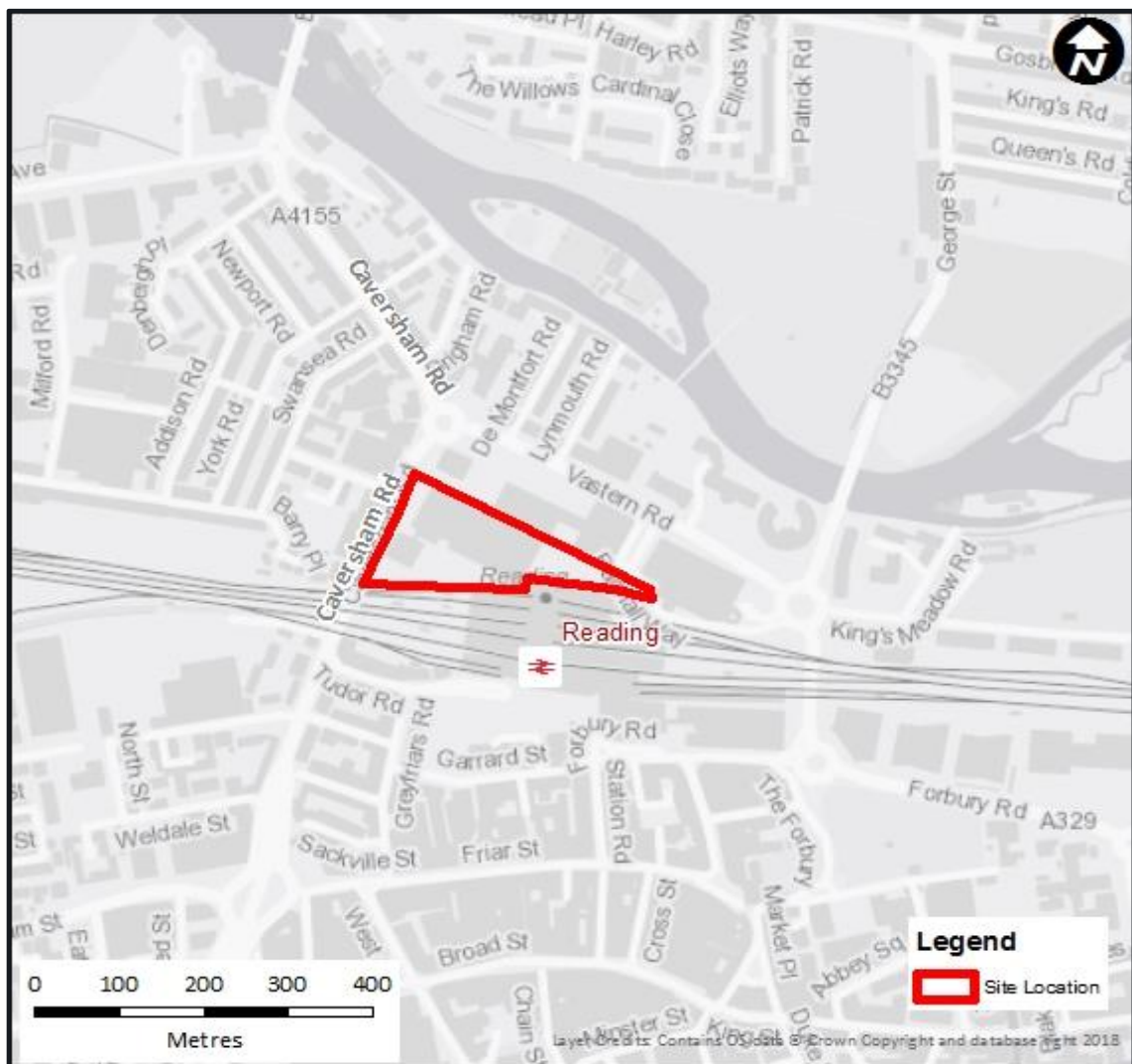
Introduction

- 2.1 This section outlines the site's location, current use and its situation with respect to wider Reading.

Site Location

- 2.2 The development site is located east of the A329 (Caversham Road), south of A329 (Vastern Road) and on the northern boundary of Reading Railway Station, as shown in **Figure 2.1**.

Figure 2.1: Site Location Plan



Site Usage

- 2.3 Following site visits undertaken by Steer on Friday 6 October 2017 and Friday 10 August 2018, it has been confirmed that the site has remained predominantly vacant since the departure of Royal Mail in June 2009. The site is currently occupied by disused sorting offices and associated supporting infrastructure.

Wider Context

- 2.4 The site sits within the bounds of 'RC1: Development in the Station / River Major Opportunity Area', as defined by the Reading Central Area Action Plan (RCAAP), which was formally adopted in 2009. Document specifics relevant to the preparation and implementation of this RTP are outlined in **Section 3**.

3 Relevant Policy and Best Practice Guidance

Introduction

- 3.1 This section provides a brief overview of national, regional and local policy and best practice guidance relevant to the preparation and execution of this RTP.

National Policy and Guidance

- 3.2 This TP has been produced in accordance with the following national policy and best practice guidance.

Department for Communities and Local Government (DCLG) 'National Planning Policy Framework (NPPF)', 2019

- 3.3 Paragraph 35 of the NPPF states: "Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to:
- Accommodate the efficient delivery of goods and supplies;
 - Give priority to pedestrian and cycle movement, and have access to high quality public transport facilities;
 - Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;
 - Incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
 - Consider the needs of people with disabilities by all modes of transport."
- 3.4 Furthermore, paragraph 36 of the NPPF states: "A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan".

Department for Communities and Local Government (DCLG) 'Travel Plans, Transport Assessments and Statements' (TPTAS), 2014

- 3.5 The TPTAS document identifies that the need for a Travel Plan should be identified early within the planning application process, and defines its contents by stating:

'Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.'

Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should seek to fit in with wider strategies for transport in the area.'

- 3.6 This guidance also sets out a number of considerations which should be included within a Travel Plan document including the following:

- Benchmark travel data including trip generation databases;
- Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
- Relevant information about existing travel habits in the surrounding area;
- Proposals to reduce the need for travel to and from the site via all modes of transport;
- Provision of improved public transport services.
- Parking strategy options; and
- Proposals to enhance the use of existing, new and improved public transport services and facilities for cycling and walking both by users of the development and by the wider community (including possible financial incentives).

- 3.7 Furthermore, the DCLG identify that Travel Plans must include aims, objectives, targets and measures. Monitoring is required and should only cease once it has been agreed by all parties that there is sufficient evidence to suggest that travel patterns are in line with the aims and objectives of the Travel Plan, or as reasonably practical. This is deduced through comparison of data and the Travel Plan's targets.

Department for Transport (DfT) 'Delivering Travel Plans through the Planning Process', 2009

- 3.1 The DfT's good practice guidance highlights the benefits, purpose and means of securing FTPs through the planning process. It also provides advice on ways to ensure FTPs are effective and emphasises their link with TAs and TSs).

Department for Transport (DfT) 'Smarter Choices – Changing the Way We Travel', 2004

- 3.2 This document focuses on case studies and examples of implemented FTPs and initiatives aimed at changing travel habits and promoting sustainable alternatives in an attempt to provide inspiration and advice for best practice.

Department for Transport (DfT) 'Making Travel Plans Work: Lessons from UK Case Studies'

- 3.3 This document produced by the Department for Transport (DfT) outlines not only the essential elements of a TP but also uses examples to demonstrate how they might be effectively implemented, managed and funded. It focuses on businesses, hospitals, retail locations and a university, making its findings relevant to this document.
- 3.4 Most importantly, it notes that the most successful travel planning usually incorporate a combination of strategies including:
- Parking restraint;
 - Financial incentives which make car usage comparably more expensive;
 - Support from management and a Travel Plan Co-ordinator;
 - Detailed promotional and marketing strategies;
 - Positioning in an accessible location; and
 - Measures which reduce the need to travel.

Regional Policy and Guidance

- 3.5 Although Reading is located within Berkshire, RBC represents the unitary authority for Reading. Berkshire County Council (BCC) regional planning policy is superseded by local RBC policy within Reading, and is therefore not a material consideration in the preparation of this RTP (except where explicitly referenced by RBC). As such, an outline of BCC regional planning policy and guidance has not been provided.

Local Policy and Guidance

- 3.6 This TP has been produced in accordance with the following local policy and best practice guidance.

Reading Borough Council (RBC) 'Core Strategy', 2015

- 3.7 This document sets out the Council's adopted planning strategy for the Borough. It sets out RBC plan to achieve the 'Reading 2020 Vision' for the town and provides a framework its sustainable growth, indicating that the majority of future development should be focused in central and southwest Reading.
- 3.8 This document includes the following policies of relevance to the preparation and implementation of this TP, and its sister TA:
- **Policy CS22: Transport Assessments**, which states that '*Planning permission will not be granted unless development proposals make appropriate provision for works and contributions to ensure an adequate level of accessibility and safety by all modes of*

transport from all parts of a development, particularly by public transport, walking and cycling, in accordance with an agreed transport assessment submitted as part of the application’.

- **Policy CS23: Sustainable Travel and Travel Plans**, which states that ‘*Planning permission will not be granted for major development proposals unless there is a commitment to implement measures to promote and improve sustainable transport facilities, such as through provision to encourage walking, cycling and the use of public transport; and through agreed travel plans, safe routes to schools, safe routes to parks and similar measures’.*

Reading Borough Council (RBC) ‘Local Development Framework (LDF)’,

- 3.9 The role of the LDF is in implementing the transport strategy for Reading, by ensuring that development is accessible (see Policies CS4, CS11, CS14); reducing the need to travel especially by car; promoting travel plans and connections from a development via sustainable transport modes; and ensuring that development contributes towards infrastructure provision that helps to promote safe, sustainable transport choices, and enables the transport system to deal with the additional trips arising from that development.

Reading Borough Council (RBC) ‘Local Transport Plan 3: Strategy 2011 – 2026’, 2011

- 3.10 The Reading Borough Local Transport Plan (LTP) contains the objectives, policies and schemes intended to improve transport within Reading and improve its links to the wider area, whilst also contributing to wider environmental, social and economic benefits.
- 3.11 The LTP states that future developments should seek to minimise their impact on the transport network in order to reduce environmental impacts associated with air quality, noise and carbon. This should be done through the promotion of development which is well-located for and predisposed towards the use of sustainable transport modes.
- 3.12 This document indicates that the site sits within the Reading Central Area Action Plan (RCAAP), and is consequently subject to certain localised considerations. Furthermore, it recognises that development within this area will increase strain on the traffic network. Consequently, RBC outline their drive to work with the private sector to secure the delivery of integrated transport choices associated with new development as a means of reducing this pressure.

Reading Borough Council (RBC) ‘Reading Central Area Action Plan to 2026 (RCAAP)’, 2009

- 3.13 As previously indicated, the site falls within the Reading Central Area Action Plan (RCAAP), which forms part of Reading’s Local Development Framework. This document provides a series of supplementary policies which, alongside the Core Strategy, dictate how the development of Reading Central will be pursued by RBC up until 2026.
- 3.14 The RCAAP is divided into subsections; this site sits within the ‘Station / River Major Opportunity Area’. The following policies of relevance to the preparation and implementation of this CTP (and its sister documents) are included within this document:
- **Policy RC1: Development in the Station / River Major Opportunity Area**, which states that new development must (amongst other elements):

- Contribute towards making Reading Central a destination in itself, with high-quality, mixed-use development;
 - Help facilitate greater pedestrian and cycle permeability, and front such routes; and
 - Provide additional open areas of space.
- **Policy RC5: Design in the Centre**, which states (amongst other elements) that *‘Development will provide appropriate, well designed public spaces and other public realm, including squares, open spaces, streetscape, utilising high quality and well-maintained hard and soft landscape, public art, that provide suitable functions and interest, sense of place and safe and convenient linkages to adjoining areas’*.
 - **Policy RC14: Public Realm**, which states that *‘Proposals for new development will need to make a positive contribution towards the quality of the public realm of the central area’*.

3.15 This document also provides transport context useful to the production of this TP, and its sister TA, including:

- RBC indicate that spatial planning and transport must be joined effectively to ensure that development is timed to coincide with necessary local transport improvements;
- RBC identify Reading Station as one of the busiest rail interchanges outside London but also as a bottleneck for the national rail network;
- RBC note that congestion is a major issue within the town centre; and
- RBC note the importance of denying car-based access to Reading Station, and encouraging park-and-ride and other sustainable supporting modes.

4 RTP Aims and Objectives

Introduction

- 4.1 This section outlines the aims, objectives and aspired benefits of this TP.

Aims

- 4.2 This travel planning process has four core aims:
- To facilitate the movement of residents by sustainable means;
 - To ensure that the modal split of the development progresses towards, meets and if possible improves upon those targets set out in **Section 7**;
 - To reduce the need to travel; and
 - To mitigate the transport-related environmental impact of this development, in terms of traffic congestion, pollution and parking stress.

Objectives and Benefits

- 4.3 Within these overarching aims, this Travel Plan seeks to fulfil the following objectives, each of which will have significant benefits for individuals using the site and the surrounding transport network:
- To ensure a high level of awareness amongst residents of more sustainable transport modes, their accessibility and their benefits;
 - To increase residents' use of more sustainable modes;
 - To minimise single-occupancy car trips associated with the site;
 - To assist in the management of parking demand associated with the residential elements;
 - Where car dependency continues, to promote usage of car-based alternatives such as car sharing, taxi services and car club networks;
 - To improve the health of residents;
 - To minimise traffic-related pollution associated with the site;
 - To minimise congestion associated with the site;
 - To provide adequately for those with reduced mobility;
 - To help ensure the sufficient provision of infrastructure on-site to reduce unnecessary trips by unsustainable means; and

- To reduce road danger and protect vulnerable site users.

4.4 By achieving these objectives, the aims of this TP will be realised.

5 Existing Situation

Introduction

- 5.1 This section provides an understanding of the transport network surrounding the site, and demonstrates its overall accessibility. It considers in particular changes to local transport infrastructure since the application for the 2012 Consented Scheme.
- 5.2 This section is organised by:
- Assessing the current accessibility of the site by private vehicle;
 - Assessing the current accessibility of the site by active modes;
 - Assessing the current accessibility of the site by public transport;
 - Analysing how other factors are likely to influence travel patterns associated with the development (e.g. car ownership, car club accessibility, car sharing); and
 - Identifying any existing transport issues.
- 5.3 This information is used to forecast modal splits for each land use type proposed in **Section 6**.

Site Accessibility by Private Vehicle

Highway Network

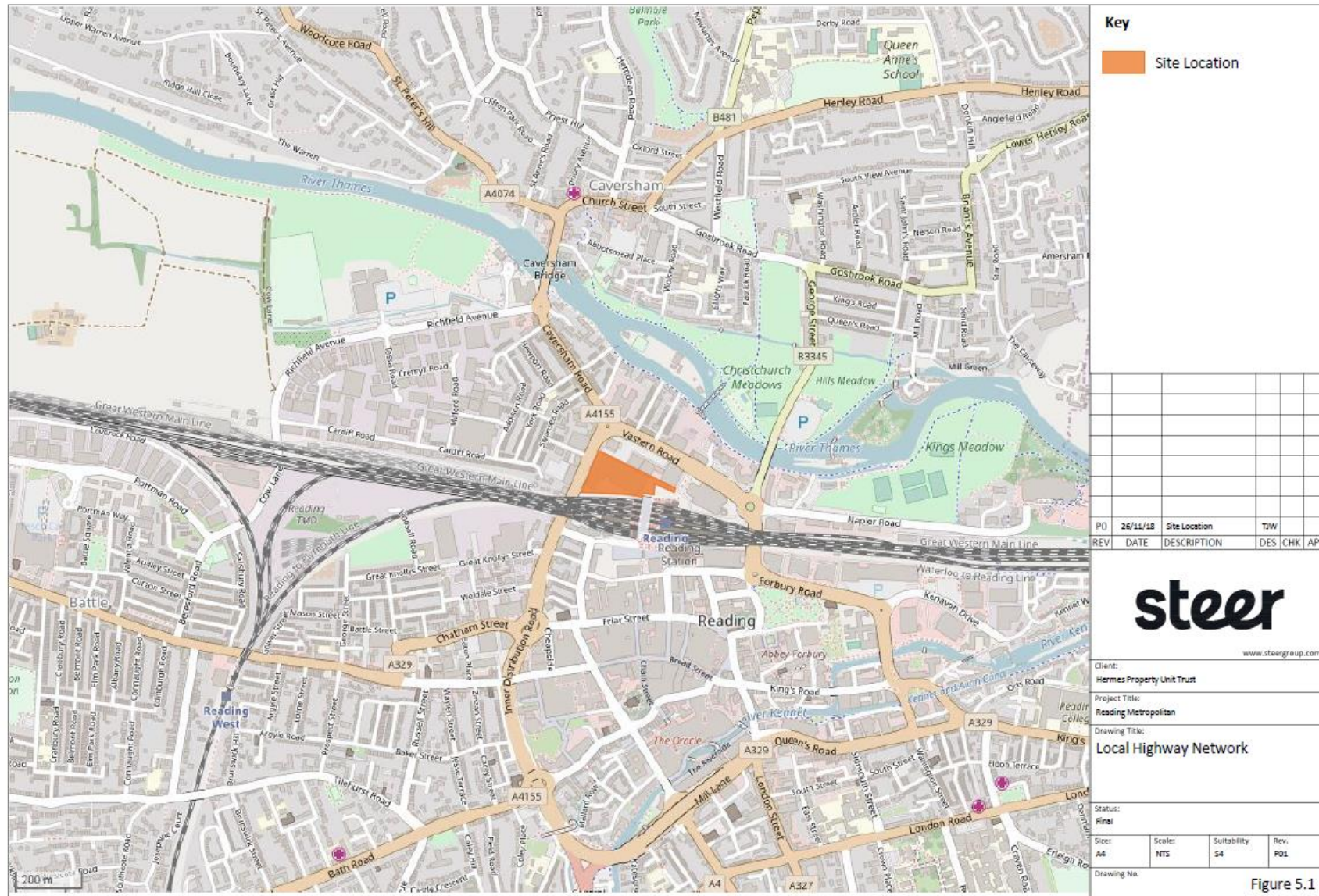
Local Highway Network

- 5.4 At present, access to the site is possible from the A329 (Caversham Road) and Trooper Potts Way.
- 5.5 The vehicle entrance from the A329 (Caversham Road) southbound provides access to a small on-site car park running along the western border of the site, and to a larger on-site car park on the site's southern side; this is accessible via an access route between the existing buildings.
- 5.6 The vehicle access from Trooper Potts Way provides access to a small on-site car park and on-site servicing yard to the rear of the development. Trooper Potts Way's main carriageway, which is currently owned by Royal Mail, also provides access to Reading station's northern entrance, associated drop-off and car parking facilities.
- 5.7 A separate two-way carriageway is also now provided along Trooper Potts Way's eastern side. This carriageway is restricted to bus and cycle use only and supports a series of new bus stops, which form part of the Reading station transport interchange. This carriageway connects to the priority junction with Bagnall Way, and forms a loop with the main carriageway of Trooper Potts Way, permitting buses to leave in forward gear without turning.

- 5.8 The A329, which is referred to as Caversham Road to the site's west and as Vastern Road to the site's north, forms part of the Inner Ring Road. This route acts as a local distributor road for traffic moving to/from different areas of Reading. The junction between the A329 (Caversham Road) and the A329 (Vastern Road) has been signalised since the application for the 2012 Consented Scheme.
- 5.9 For context, a map of the local highway network is provided in **Figure 5.1**. This indicates the site's beneficial position in relation to the highway network. However, it is noted that congestion can represent a significant issue in central Reading; this will act to limit the site's perceived and real accessibility by private vehicle, particularly at peak times.

Parking

- 5.10 A limited quantity of on-street parking in the site's immediate vicinity is reserved for pay-and-display users; however, the vast majority on residential streets is reserved for use by permit holders only.
- 5.11 Paid-for off-street parking capacity in the site's vicinity is extensive, given its proximity to Reading station and the town centre. A map of this is provided in **Figure 5.2**.
- 5.12 As residents of the proposed development will not have access to on-street parking permits and given the costs associated with local on-street pay and display / off-street parking, residents of the development are not anticipated to make use of either on-street or off-street parking on a regular basis.



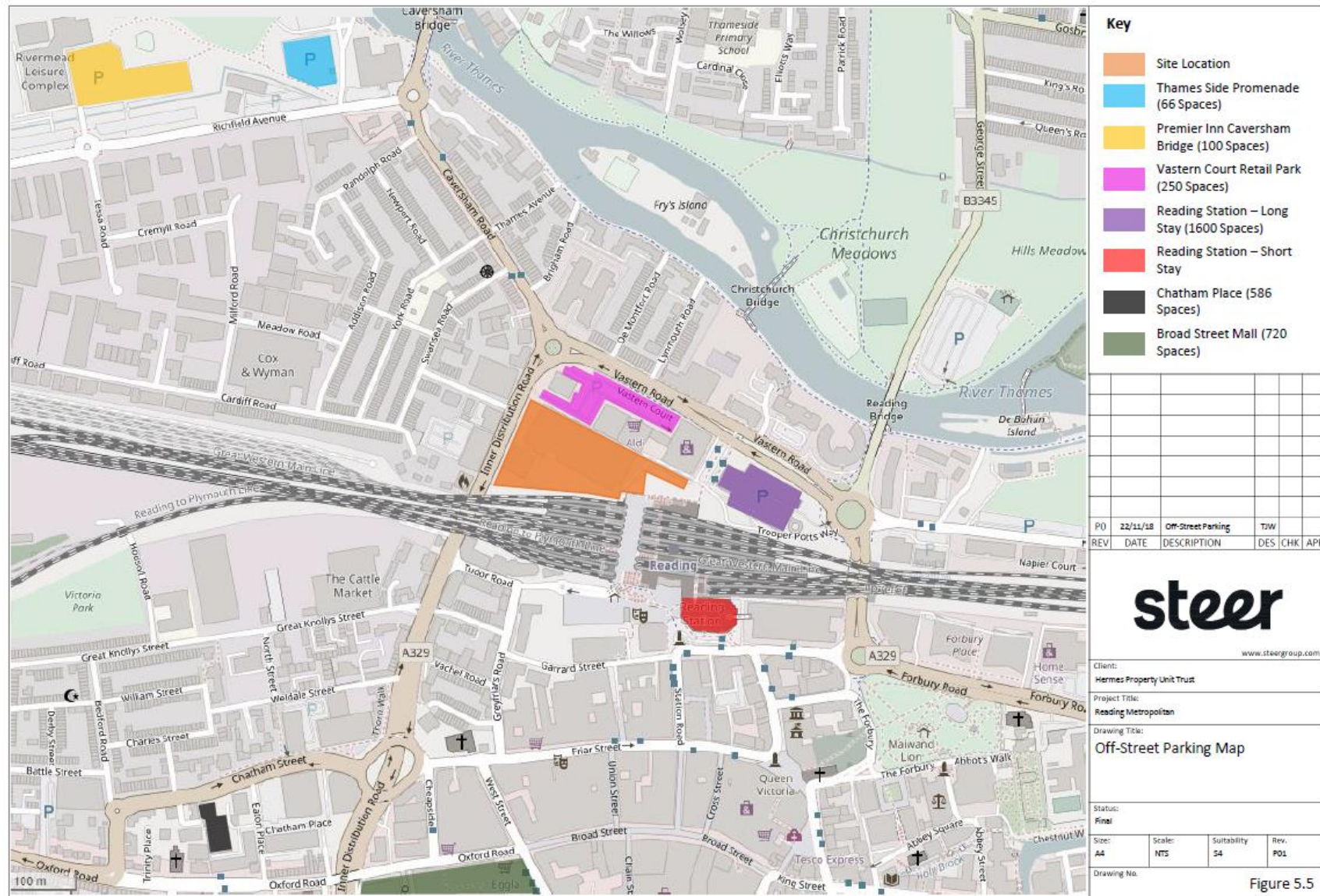


Figure 5.5

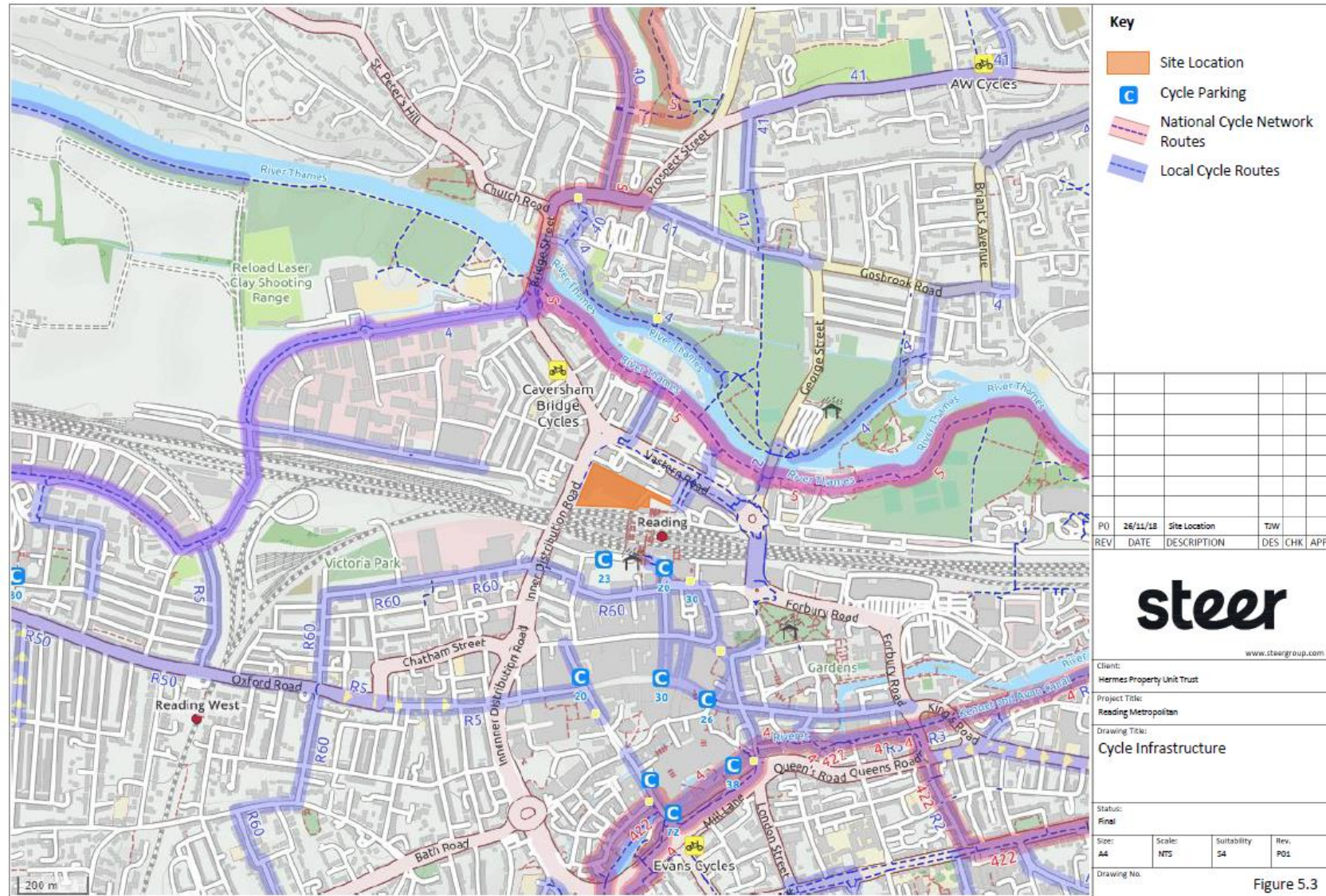
Site Accessibility by Active Modes

Walking

- 5.13 The improvements to Reading railway station that were completed in 2014 have enhanced connectivity between the area north of the station and Reading town centre (to the station's south) through the provision of a new walk-through between the two station entrances (available for non-ticket holders). This has significantly reduced the journey time for pedestrians since the 2012 Consented Scheme for accessing the town centre area, as previously pedestrians were required to walk via A329 Vastern Road and Forbury Gardens.
- 5.14 The public realm outside the railway station's northern entrance along Trooper Potts Way has also been significantly improved since 2012, with footway provision on both sides of the carriageway along Trooper Potts Way complete with dropped kerbs and tactile paving at all informal pedestrian crossing points. This will benefit site users accessing the new bus stops (NA, NB, NC, ND and NE) provided adjacent to the station and those travelling towards northern destinations including the Thames Path and Christchurch Bridge (for Caversham).
- 5.15 There have also been significant improvements to the A329 Vastern Road / Trooper Potts Way junction, which previously did not provide a pedestrian crossing over the A329 due to the presence of a central reservation. As part of the Reading railway station northern entrance's completion, a signalised pedestrian crossing (equipped with dropped kerbs and tactile paving) has been provided across Trooper Potts Way and across the A329 east of the junction. This has enhanced the safety of pedestrians leaving the site's eastern access point and crossing the dual carriageway, which exhibits high traffic volumes throughout the day.
- 5.16 Christchurch Bridge was completed in September 2015 and provides a pedestrian link over the River Thames between the Thames Path near Lynmouth Road and Christchurch Meadows. This has reduced walking journey times between the site's vicinity and Caversham since the successful planning application for this site in 2012.
- 5.17 An extensive pedestrian network is proposed within the development, including:
- An enhanced public space outside Reading station
 - Footways on all internal roads
 - Tiger crossings on The Avenue to provide links between the town centre and the station to the south and the proposed redevelopment of the Vastern Retail Park and areas to the north
 - Enhancements to the pedestrian crossing of Caversham Road by Northfield Road.

Cycling

- 5.18 Cycle infrastructure surrounding the development remains similar to that detailed in the 2012 Transport Assessment. This is presented cartographically in **Figure 5.3**.
- 5.19 The completed Christchurch Bridge across the River Thames is appropriate for cyclists and forms part of the North Reading designated cycle route, enabling shorter journey times to / from Caversham and Reading's northern suburbs. This bridge also links the site with National Cycle Network Route 5.



Site Accessibility by Public Transport

Public Transport Accessibility Level (PTAL)

- 5.20 Although the site is not within London, PTAL calculations have been carried out for the location of the site. The site achieves a PTAL rating of 6b ('Excellent' level of public transport services) in the peak AM hour. This is due to the site's proximity to the station, and therefore access to both rail and bus connections. The introduction of Crossrail will also significantly improve the public transport accessibility of the site in future years.

Bus

- 5.21 As part of the public realm and highway improvements associated with the railway's station northern entrance, five new bus stops (NA, NB, NC, ND and NE) have been provided since the 2012 application. These stops are equipped with shelters, detailed scheduling and wayfinding information, and real-time information infrastructure. These bus stops are located next to the site's proposed eastern access onto Trooper Potts Way. These stops support access to the following bus services: 22, 23, 24, 25, X39, X40 and X80.
- 5.22 Notably, the following bus services were not accessible within easy walking distance of the site at the time of the previous successful planning application in 2012:
- Bus services 23 and 25, which are operated by Reading Buses; and
 - Bus services X39/40, which are operated by Thames Travel; and
 - Bus service X80, which is operated by Carousel bus services.
- 5.23 Given that these bus services have only recently become available within easy walking distance of the site, this indicates that the site's accessibility by bus has increased since the planning application for the 2012 Consented Scheme.
- 5.24 Bus services 27, 29 and 42 are also accessible from the 'Caversham Road Fire Station' stops on either side of Caversham Road on the site's western border.
- 5.25 A summary of these routes is provided in **Table 5.1**.

Table 5.1: Bus services within 200m of the Site

Route no. (provider)	Destinations	Peak frequency	Off-peak frequency
22 (Reading Buses)	Reading Station – Caversham Heights	Every 60 mins	Every 60 mins
23 (Reading Buses)	Reading Station – Caversham Park – Emmer Green	Every 30 mins	Every 30 mins
24 (Reading Buses)	Reading Station – Caversham library – Chalgrove Way	Every 30 mins	Every 30 mins
25 (Reading Buses)	Reading Station – Peppard Common	Every 30 mins	Every 60 mins
27/29 (Reading Buses)	Caversham Road – Nire Road	Every 30 mins	Every 60 mins
42 (Reading Buses)	Rivermead Drive - Caversham Road – Kenavon Drive	Every 40 mins	Every 40 mins
X80 (Carousel)	Reading Station – Caversham – Henley-on-Thames – Marlow – High Wycombe	Every 60 mins	Every 60 mins

X39/40B (Thames Travel)	Reading Station – Caversham – Woodcote – Henley-on-Thames – Wallingford – Oxford	Every 30 mins	Every 30 mins
-------------------------	--	---------------	---------------

- 5.26 A number of bus services are also accessible via Reading Station, which is easily accessible from the site. For reference, a map indicating the route of local bus services is presented in **Figure 5.4**.

National Rail

- 5.27 A series of large-scale improvements to Reading railway station were completed in 2014; these included the following elements:
- The creation of five additional platforms;
 - The creation of two new pedestrian accesses (including the site-adjacent northern entrance);
 - Changes to track layout designed to facilitate the use of the additional stations and increase the number of services able to pass through the station per day;
 - The creation of a new pedestrian link bridge; and
 - The creation of retail floorspace within the station; this is predominantly located on the new pedestrian link bridge.
- 5.28 These changes have resulted in the enhancement of the public realm at the station's northern entrance (adjacent to the site) and have reduced journey times between areas to the north and south of the station since the previous application.
- 5.29 Furthermore, these improvements have permitted increases in service frequency and in the number of destinations directly accessible from Reading station by rail (without interchange). Destinations now directly accessible from Reading station, and the approximate frequency of services to each destination, are outlined in **Table 5.2** for reference.
- 5.30 Reading railway station and the Great Western Railway (between London and Oxford, Bristol and Newbury stations) are set to experience further improvements as part of the 'Great Western Route Modernisation'. This project involves 13 major engineering projects that are in different stages of planning and execution, including:
- The introduction of new high-speed electric trains;
 - The modernisation of signals along the length of the line;
 - The addition of Crossrail services from Maidenhead to London;
 - Electrification of the line; and
 - The redevelopment of Newport, Reading, and Paddington stations, amongst others.
- 5.31 These improvements are projected to substantially increase passenger capacity, with the aim of accommodating an estimated 100 million passengers in 2019. This development will benefit

Crossrail (Elizabeth Line)

Reading railway station will represent the western terminus for the Elizabeth line following its completion in December 2019. Peak services will operate every 15 minutes providing a direct

connection to stations in central and east London, including Bond Street, Farringdon and Canary Wharf. Off-peak services will operate every 30 minutes.

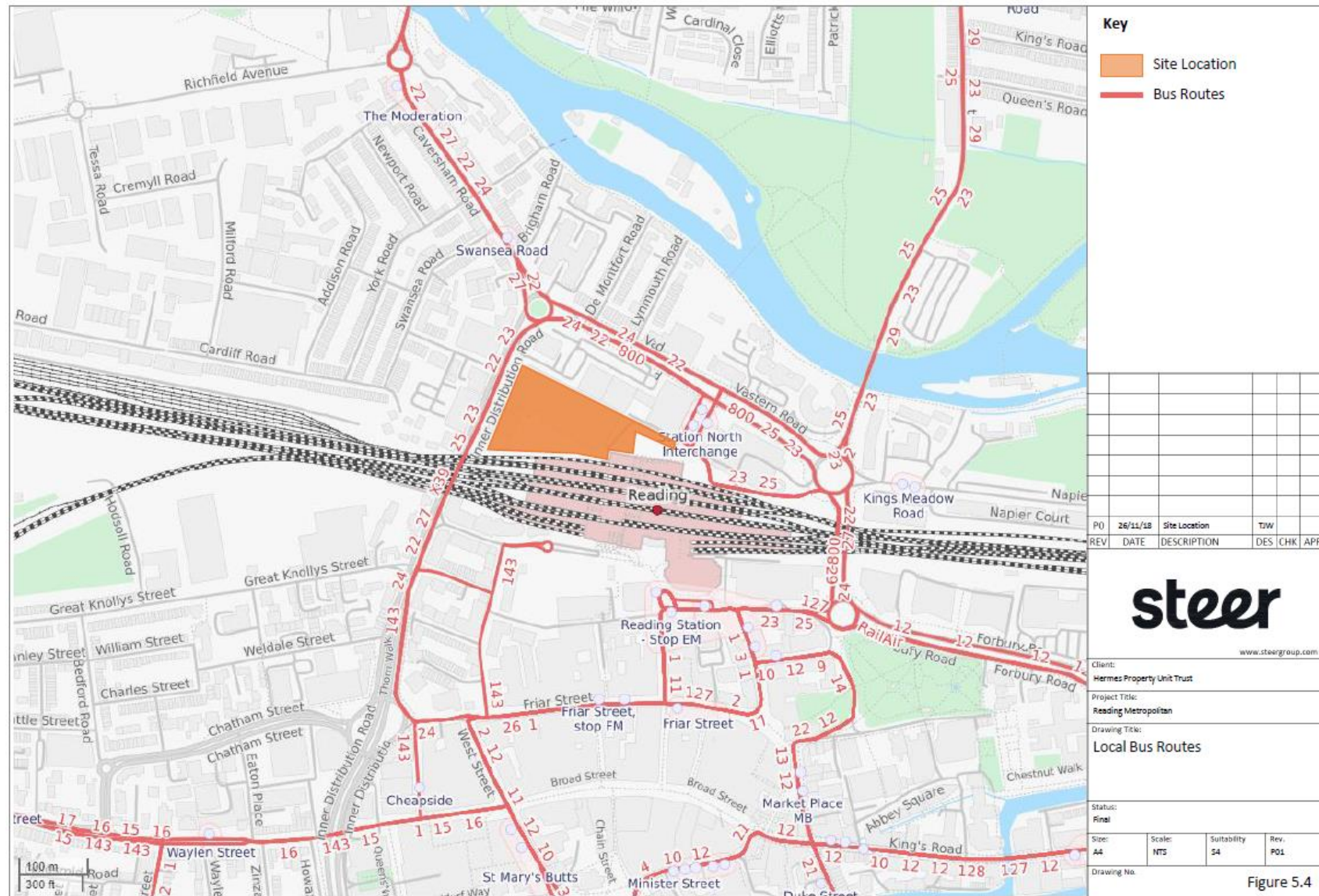


Table 5.2: Reading Station railway services

Destination	Peak frequency	Off-peak frequency
London Paddington*	Every 5 – 10 minutes	Every 5 – 10 minutes
Swindon	Every 12 minutes	Every 12 minutes
Oxford/ Didcot Parkway	Every 10 minutes	Every 10 minutes
Basingstoke	Every 15 minutes	Every 15 minutes
Guildford	Every 20 minutes	Every 30 minutes
Newbury	Every 20 minutes	Every 20 minutes
Bristol Parkway	Every 30 minutes	Every 30 minutes
Cardiff	Every 30 minutes	Every 30 minutes
Bristol Temple Meads	Every 30 minutes	Every 30 minutes
Moreton in Marsh	Every 30 minutes	Every 60 minutes
London Waterloo	Every 30 minutes	Every 30 minutes
Redhill/Gatwick Airport	Every 30 minutes	Every 30 minutes
Bournemouth	Every 60 minutes	Every 60 minutes
Penzance	Every 60 minutes	Every 60 minutes
Newcastle	Every 60 minutes	Every 60 minutes
Swansea	Every 60 minutes	Every 60 minutes
Manchester Piccadilly	Every 60 minutes	Every 60 minutes
Weston-Super-Mare	Every 60 minutes	Every 60 minutes
Paignton	Every 60 minutes	Every 60 minutes

*Note: Fast services only (less than 35 minutes journey time). Additional services are available to London Paddington via stopping services.

Other Factors Impacting Local Mobility / Accessibility

Car Ownership

- 5.2 **Table 5.3** provides 2011 Census data relating to car ownership in order to contextualize the area surrounding the development, and assess the proportion of individuals and households with access to a car. This gives some inclination as to the future relationship between the development and car usage, and the future expectations of site residents.

Table 5.3: Car Ownership Statistics

	2011 Output Area E00082605	Unitary District Authority Reading
No Cars or Vans in Household	45%	28%
1 Car or Van in Household	47%	45%
2 Cars or Vans in Household	9%	21%
3 Cars or Vans in Household	0%	4%
4 or More Cars or Vans in Household	0%	1%
Vehicle Ownership per household	0.64	1.05

- 5.3 This data indicates that local car ownership per household (0.64 cars/household) is significantly lower than Reading as a whole (1.05 cars/household). 45% of households did not have access to an owned car in 2011, compared with an average of 27% across Reading. This information hints that the development is likely to exhibit a lower level of car dependency compared with other areas of Reading.

Access to Taxi and Private Hire Vehicle (PHV) Services

- 5.4 Reading benefits from a number of smaller taxi and private hire vehicle (PHV) services. All individuals travelling to/from the development will have the opportunity to use these services.
- 5.5 There is a taxi rank located immediately outside Reading station's northern entrance, adjacent to the site's proposed eastern access. There is an additional taxi rank on the eastern side of Trooper Potts Way. Both ranks are to be retained as part of the proposed redevelopment. It is not anticipated many site users will undertake journeys by taxi due to the large choice of sustainable modes available within proximity to the site. However, these services may play an important role in the movement of site users with reduced mobility.

Access to Car Club Networks

- 5.6 Car club vehicles are vehicles provided in most cases by private organisations (e.g. Zipcar, Enterprise Car Club, City Car) which can be reserved, rented out and insured by members of the public on short-term bases from easily accessible locations, provided in most cases that these individuals pay a membership fee.
- 5.7 There are three car club vehicle facilities located in close proximity to the site, one more than when the previous planning application was submitted in 2012. These car club vehicles include:

- One 'Co-Wheels Car Club' vehicle available at Reading Council Magistrates Court car park (12-minute walk from site's western pedestrian access); and
- Two 'Carvenient Car' vehicles, one of which is located on Garrard Street (5-minutes' walk from the site) whilst the other is located on New Bright Street (15-minutes' walk from the site).

5.8 The development also proposes the creation of two car club vehicle spaces on-site. The presence of car club vehicles on-site and in close proximity means that residents will have the option of using a car without needing to own one. Research to date indicates that car club vehicles can significantly reduce car ownership and unnecessary / single-occupancy car usage.

Car Sharing

5.9 Car sharing refers to any situation in which two individuals (who may not know each other for any separate or pre-existing reason) decide to travel together by car for separate purposes.

5.10 Liftshare.co.uk, which operates an online car sharing network specialising in introducing individuals travelling between similar locations, provides an effective means of meeting individuals also interested in this alternative. This service is available in this location, and nationally.

5.11 Such a service may prove a useful alternative for future residents and individuals travelling to the site on a regular basis. It has the potential to meaningfully reduce single occupancy car journeys associated with the development.

Summary

5.12 This review of local transport networks indicates that the site benefits from a high level of accessibility by sustainable modes, and in particular that local access to public transport networks has improved significantly since the application for the 2012 Consented Scheme.

6 Forecast Mode Share

Introduction

- 6.1 This section forecasts the mode share which residents are anticipated to exhibit given minimal travel planning.

Mode Share

- 6.2 As the identity of future residents is not known at this stage, no baseline surveys could be undertaken to ascertain likely baseline travel patterns specific to the development.
- 6.3 In lieu of this information and in line with standard practice, mode share data for 2011 Output Area E00082605 has been gathered from the 2011 census dataset QS701EW 'Method of travel to work'. This data, which is considered to be the most accurate available, is shown in **Table 6.1**.
- 6.4 Given that 73 standard and 2 blue-badge spaces are to be provided for the 658 residential dwellings proposed (a ratio of 0.12 residential spaces per dwelling) and that residents will be denied access to on-street parking permits via S106 agreement, this mode share has been adjusted to reflect a limited potential for car ownership amongst residents (See: **Table 6.1**). Notably, residents who would otherwise be anticipated to drive have been proportionately distributed to other modes. This adjusted mode share has been used as the basis for interim travel plan targets, which are set in **Section 7**.

Table 6.1: Residential Mode Share Data (Baseline and Adjusted)

Mode	2011 Census Mode Share	Adjusted Mode Share	Net change (%)
Train*	26%	31%	5%
Bus, minibus or coach	8%	9%	1%
Taxi	0%	0%	0%
Motorcycle, scooter or moped	1%	1%	0%
Driving a car or van	26%	12%	-14%
Passenger in a car or van	1%	1%	0%
Bicycle	2%	2%	0%
On foot	37%	44%	7%
Other method of travel to work	0%	0%	0%

Note: Error margins of +1/-1 due to rounding.

* For the purposes of this exercise, train refers to both National Rail and Crossrail services.

7 Interim Targets

Introduction

- 7.1 This section discusses the nature of Travel Plan targets and their function before providing interim targets for the residential element of the Reading Metropolitan development.

Nature of Travel Plan Targets

- 7.2 Targets are quantified goals which are set using modal split data such as that outlined in **Section 6**. These are set at regular interludes after the development has been occupied (typically at 1-year, 3-years and 5-years after 80% occupancy has been achieved).
- 7.3 These are essential in providing the TP with focus and monitoring the success of implemented measures in modifying travel behaviours.
- 7.4 Modal split data, which indicates the percentage of residents using particular transport modes to reach the development, is used as a baseline year and targets indicate how these percentages should change over specific time periods in order to increase the site's sustainability.
- 7.5 For example, if 5% of people cycle to a site from its initial occupation, 1-year, 3-year and 5-year targets may be to achieve 6%, 7% and 8% respectively, thereby reflecting an increase in the site's dependence on this more sustainable form of transport as opposed to cars.
- 7.6 Targets must be specific, measurable, achievable, realistic and timed or 'SMART', in line with standard practice, in order to ensure that they can be effectively pursued.

Interim Travel Plan Targets

7.7 The interim targets for future residents of this site are outlined in **Table 7.1**.

Table 7.1: Interim Travel Plan Targets

Mode	Forecast Resident Mode Share	Interim Targets		
		Year 1	Year 3	Year 5
Train	31%	31%	31%	31%
Bus, minibus or coach	9%	9%	9%	10%
Taxi	0%	0%	0%	0%
Motorcycle, scooter or moped	1%	1%	1%	1%
Driving a car or van	12%	12%	11%	%
Passenger in a car or van	1%	1%	1%	1%
Bicycle	2%	2%	3%	4%
On foot	44%	44%	44%	44%
Other method of travel to work	0%	0%	0%	0%
TOTAL	100%	100%	100%	100%

7.8 In line with the aims of this TP, these SMART targets focus on reducing single occupancy car usage (reflected here as the percentage of individuals 'driving a car or van') from a forecast 10% to approximately 9% within five years of initial occupation.

7.9 This target is considered realistic given the site's location in relation to local goods and services, employment centres, cultural destinations and transport networks.

7.10 As previously indicated, a full travel survey will be undertaken within six months of occupation or 75% site occupancy, whichever comes first. These surveys will include multi-modal traffic counts and questionnaires for all site users. The results of this survey will be used to update resident mode share forecasts and will be used as the basis for final travel plan targets as part of the FRTP.

8 Promotional Strategy

Introduction

- 8.1 This section outlines the promotional strategy which will be employed by this RTP and in the subsequent FRTP. This strategy will be used to promote those measures laid out in **Section 9**.

Promotional Strategy

Residential Travel Plan Co-ordinator (RTPC)

- 8.2 The RTPC, which will take direct responsibility for the execution, monitoring and enforcement of this RTP and the subsequent FRTP, will also act as its human face. He/she will be a fully knowledgeable point of contact for residents of the development seeking travel planning advice. Details of the current RTPC are outlined in **Section 12**.

Marketing of Residential Units

- 8.3 Potential residents will be provided with information on the site's transport strategy, the local transport network and the contents of this RTP prior to purchase or occupation as appropriate. Such information will also be included on marketing platforms (digital or otherwise) associated with the selling of units.

Travel Information Packs (TIP)

- 8.4 Travel Information Packs (TIPs) will be distributed to residents by the RTPC upon site occupation.
- 8.5 Although the contents of these packs may differ marginally depending on the expected recipient, each should provide detail on the following elements as a minimum:
- Site Access Strategy;
 - On-site Parking and its Management;
 - A Local Pedestrian Route Map;
 - Information on Walking and Cycling's Health Benefits;
 - A Local Cycle Infrastructure Map;
 - On-site Cycle Parking;
 - Local Cycle Training Opportunities;
 - Public Transport Map and Information;

- Information on Car Sharing;
- Information on Car Clubs;
- Information on Local Taxi Services;
- An Invitation to Seek Travel Planning Assistance; and
- Contact Details of the RTPC.

8.6 The RTPC will confirm that all residential units have received a TIP within one week of initial occupation to ensure that it informs travel behaviours as they are being formed.

8.7 A digital copy will be provided to the RMC to ensure that new copies can be made on demand.

Development Website / Social Networking

8.8 Promotional materials will also be made available on the development's website. This information will be maintained throughout the lifetime of this TP by the RTPC. A link to the development's website will be provided to all residents as part of the TIP in order to ensure awareness and accessibility.

8.9 The RTPC will also publicise relevant travel planning advice, information or news on social networking platforms as appropriate.

Signage / Wayfinding Improvements

8.10 Where appropriate, physical signage will be provided across the development to indicate the location of infrastructure associated with transport-related infrastructure and facilities. For example, signage will be provided to mark the location of resident and visitor cycle parking.

Travel Plan

8.11 The RTPC will make this RTP (and the subsequent F RTP) available to all residents either digitally or physically upon request, in order to further publicise all available transport alternatives, all measures undertaken as part of the developmental process and the RTPC's contact details. It will be the responsibility of the RTPC to maintain its availability throughout its lifetime.

Transport Forum Meetings (TFMs)

8.12 TFMs will be held in order to facilitate such collaboration. These meetings will enable site users to provide feedback on the travel plan measures and events, and discuss future transport initiatives.

8.13 It is envisaged that the Transport Forum would meet quarterly and include representatives from all site occupiers as well other stakeholders (e.g. RBC representatives, retail tenants) as appropriate.

Travel Planning Events (TPEs)

8.14 It will be the responsibility of the RTPC to organise a Travel Planning Event (TPE) within six months of site occupation or 75% residential occupancy. This event will focus on promoting

awareness, involvement and enthusiasm in sustainable and active transport amongst residents.

- 8.15 Relevant organisations, including Sustrans, local cycle shops, bus and rail representatives, and RBC travel planning officers could be encouraged to attend the event and provide incentives to consider sustainable travel.
- 8.16 A similar event to this will be organised each year for new and existing residents.
- 8.17 Such events will need to be primarily tailored to appeal to both adults and children in order to ensure active engagement.
- 8.18 It will be at the discretion of the RTPC to determine how best to market these events.
- 8.19 It gathered as part of a formal survey process (ensuring the highest levels of balanced exposure) even if this data collection process is should be noted that such events are also an excellent opportunity to gather data regarding the development's modal split. However, modal split data specifically for the publication of the F RTP should be linked to such events.

9 Strategies, Measures and Incentives

Introduction

- 9.1 This section sets out those measures which are to be adopted as part of the travel planning process.
- 9.2 It is structured so as to first focus on the site design and management strategy, and second considers measures associated with specific travel modes (e.g. Private Vehicle, Cycling, Walking).
- 9.3 Finally, **Table 9.1** at the end of this section will provide a summarised brief (Action Plan) indicating how measures work towards specific aims.

Strategy: Site Design and Management

Measure DM1: Access Strategy

- 9.4 Site management (including the RMC and FMC) will be responsible for ensuring that all site access is effectively managed and monitored. For details pertaining to the management strategy, see the accompanying TA.

Measure DM2: High-quality Public Realm

- 9.5 As part of the construction process, the developer will deliver a high-quality public realm which will seamlessly enhance the development's sense of place, contribute to the well-being of residents (and other site users) and naturally encourage walking and cycling.

Measure DM3: Mixed-use Development

- 9.6 By providing a well-designed mixed-use development with retail, office, health and community land-uses on-site in a highly-permeable location, the developer has endeavoured to minimise the need to travel for commuting, leisure and shopping purposes.

Strategy: Private Vehicle

Measure P1: On-site Car Parking Provision and Management

- 9.7 As previously indicated, the development is providing very limited parking for residential units (estimated at 0.12 spaces per dwelling). This level of parking is to be provided in order to support car-dependant residents whilst also greatly reducing the potential for car ownership. Use of all on-site parking will be guided via a concrete management and enforcement strategy to ensure the appropriate use of spaces provided.

Measure	Target(s):	Residents, Resident Visitors
	Benefit(s):	Reduced car usage and ownership Accessibility by those with limited mobility
	Indicative Cost:	Integrated into planning, construction and maintenance costs
	Party Responsible for Providing Infrastructure Elements:	Developer
	Party Responsible for Management:	RMC, FMC
	Deadline:	Construction Phase / On-going

Measure P2: Distribution of Alternative Parking Map and Information

- 9.8 The RTPC will ensure that a map of and information pertaining to local available parking facilities is provided to residents as part of the TIP, and that such a map remains available on the development's website. This will ensure that residents can make informed decisions with respect to the use of local car parking.

Promotion	Target(s):	Residents
	Benefit(s):	Parking Management Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, Development Website
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, on-going