



Rivermead Leisure Complex, Reading Travel Plan

For Reading Borough Council

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1. INTRODUCTION AND BACKGROUND

1.1 Overview

- 1.1.1 This Travel Plan (TP) has been prepared by Hydrock Consultants Ltd on behalf of Reading Borough Council in support of a planning application for the proposed redevelopment of the Rivermead Leisure Complex to provide a competition swimming pool, a diving pool, gym and café facilities.
- 1.1.2 This TP has been prepared in conjunction with a Transport Assessment (TA) which is submitted as a separate document (Hydrock ref: 15058-HYD-XX-XX-RP-TP-5001).
- 1.1.3 This TP has been prepared to set out a strategy for informing future employees for accessing the site using sustainable transport choices.
- 1.1.4 The TP has also considered guidance within the National Planning Policy Framework (NPPF) in relation to Travel Plans as well as the Reading BC Local Plan and Supplementary Planning Guidance.
- 1.1.5 The TP has been prepared to meet the requirements of BREEAM Technical Manual SD5078: UK New Construction 2018 3.0 and as such is tailored to the operational characteristics of the building use and associated needs of visitors and staff.
- 1.1.6 This TP has been prepared with the involvement of the end occupier and provides a firm commitment to delivering the measures and initiatives outlined within this document, and the Travel Plan will be developed further throughout the monitoring period.

1.2 Aims of the Plan

- 1.2.1 This TP is part of a long-term management strategy which includes a package of measures that will be used to enable users of the facility to promote more sustainable travel choices and reduce reliance on the private car. The focus of the TP will therefore be on staff and visitor travel to and from the leisure centre.
- 1.2.2 One of the main aims of the TP is to reduce the number of private cars travelling to and from the site by providing a platform for increased information about the availability of alternative modes of transport such as walking, cycling and public transport.
- 1.2.3 This TP provides a firm commitment to delivering the measures and initiatives outlined within this document, and the Travel Plan will be developed further throughout the monitoring period.

1.3 Benefits

- 1.3.1 This TP will assist employees and visitors in making an informed decision on how they travel to and from the site and encourage them to use sustainable transport. This will reduce reliance on single occupancy vehicle trips and encourage a reduction in car trips to the site. This will assist in benefits in the wider area such as reduced congestion, increased road safety and environmental improvements as well as benefitting the personal health and fitness of staff.

1.4 Objectives

- 1.4.1 The objective of this Travel Plan is to achieve the following outcomes:
 - Minimise single occupancy car travel to and from the development
 - Identify which measures are needed to maximise the use of non-car travel

- Lead to a change in the travel behaviour of individuals to a sustainable mode of travel and then maintain that change
- Identify ways of reducing the need to travel to and from the development

2. SITE DESCRIPTION AND EXISTING CONDITIONS

2.1 Site Location

- 2.1.1 The existing Rivermead Leisure Complex is located north of Richfield Avenue, approximately 2km north of central Reading. The site occupies a plot directly north of the Richfield Trading Estate and south of the River Thames.
- 2.1.2 The site is located within Rivermead Park, with Cow Lane running to the west and the River Thames to the north and east.
- 2.1.3 The existing site comprises the Rivermead Leisure Complex, an external artificial grass (AG) sports pitch and associated parking. The location of the site in its local context is shown in Figure 2.1 below:

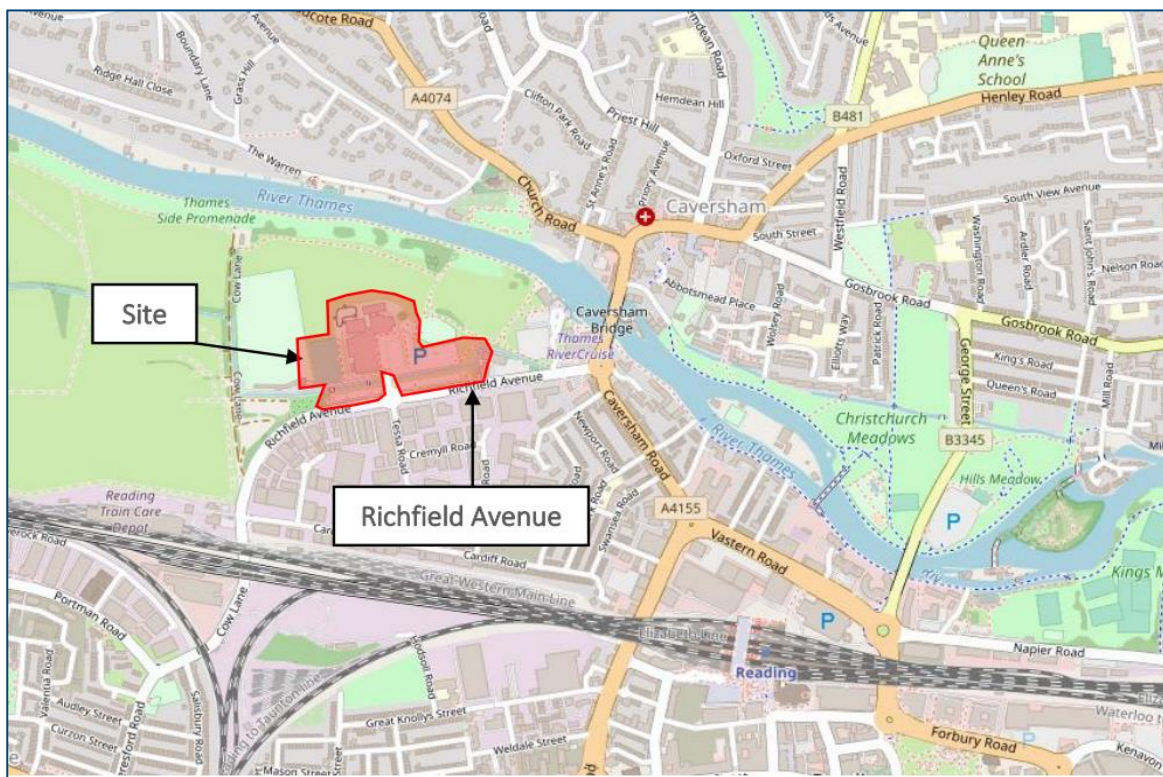


Figure 2.1: Indicative Site Location

2.2 Local Highway Network

Overview

- 2.2.1 The development site is located adjacent to Richfield Avenue, the A4155 Caversham Road and Oxford Road. Access to the site is served by the local road network with local connection to the Strategic Road Network (SRN). Details and descriptions of the local access roads are set out below.

Richfield Avenue

- 2.2.2 Richfield Avenue lies directly to the south of the development site and provides the primary point of vehicular access into the existing Rivermead Leisure Complex, with entry gained via a roundabout.

- 2.2.3 A secondary access runs between Cow Lane and the Thames Path, some 335m west of the Leisure Centre access. This access is only accessible to maintenance and other authorised vehicles and is cordoned by a gate. This access is however, available for use by pedestrians and cyclists.
- 2.2.4 Richfield Avenue primarily serves industrial and employment uses and, together with Cow Lane, forms a local distributor road providing a vehicular route between the A4155 to the east of the site and the A329 to the southwest.
- 2.2.5 The Richfield Avenue Industrial Estate lies to the south and is accessed via Tessa Road, which meets Richfield Avenue at the site access roundabout.
- 2.2.6 Richfield Avenue is a two-way, single carriageway Road with a speed limit of 40mph within the vicinity of the site. The road benefits from footways on both sides of the carriageway as well as street lighting.
- 2.2.7 Multiple informal crossing points are provided along Richfield Avenue with central refuge islands. A two-stage pelican crossing is provided around 400m east of the site, just before the roundabout with the A4155 and Waterman Place. The northern footway is signed as a shared cycle/footway.

A4155 Caversham Road

- 2.2.8 The A4155 Caversham Road runs from Henley-on-Thames and Caversham in a broadly south westerly direction towards Reading town centre, intersecting with Richfield Avenue some 450m to the east of the site via a roundabout.
- 2.2.9 The route passes through suburban residential areas and crosses the River Thames via the Caversham Bridge 540m from the site.
- 2.2.10 The road is lit and subject to a 30mph limit. Footways exist on both sides with dropped kerbs at crossing points.
- 2.2.11 Parking and loading restrictions apply north of the Richfield Avenue roundabout on both sides during peak times and the route is classified as an Urban Clearway on weekdays.
- 2.2.12 South of the Richfield Avenue roundabout, the road is a four-lane single carriageway with puffin crossings provided. Some on-street parking is provided on the northbound side.
- 2.2.13 The A4155 terminates at the A329 Oxford Road 750m south east of the development.

Oxford Road

- 2.2.14 Oxford Road runs in an east to west alignment approximately 1.2km to the south of the site.
- 2.2.15 To the west of the site Oxford Road provides a vehicular link to the western residential suburbs of Reading whilst to the east the road provides a route into central Reading.
- 2.2.16 The street serves as a local centre, with many typical high street uses. The road is subject to a 30mph speed limit and footways run along both sides. Puffin crossings are provided.
- 2.2.17 The road is classed as a Red Route, with parking only permitted in marked bays. The eastern end of the route approaching Reading town centre features an access restriction in the form of a bus gate.

2.3 Strategic Road Network (SRN)

- 2.3.1 The M4 follows an east to west alignment adjacent to the southern boundary of Reading and can be accessed approximately 6km to the south of the Rivermead Leisure Complex using the A33 and M4 junction 11. The M4 provides a strategic route between London and Wales via Swindon and Bristol.

2.4 Existing Site Use

- 2.4.1 The existing site is occupied by the Rivermead Leisure Complex. The site lies within the wider Rivermead Park which is a publicly accessible park with a number of walking routes and leisure facilities.

Facilities and Leisure Uses

- 2.4.2 Rivermead Leisure Complex is a multifunctional sport and fitness hub which encompasses the facilities outlined in Table 2.1.

Table 2.1: Existing Sports Centre Facilities

Facility	Location
Demountable swimming pool	Demountable pool building to north of main leisure centre building
Lagoon swimming pool	Main leisure building
Sports Hall	Main leisure building
Event space (capacity of 1,800 seated)	Main leisure building
Squash courts	Main leisure building
Indoor bowls hall	Main leisure building
Creche	Main leisure building
Multi-purpose artificial pitch	West of main leisure building
Gym	Main leisure building
Cafe	Main leisure building

Access Arrangements and Layout

- 2.4.3 The Rivermead Leisure Complex site is accessed via the northern arm of the Richfield Avenue/Tessa Road roundabout which is provided along the southern boundary of the site.
- 2.4.4 An access road continues north from the Richfield Avenue/Tessa Road roundabout for 45 to a point where access is provided to the various car parking areas.
- 2.4.5 To the east of the main access road is an entry/exit route for vehicles to access both the main car park and area of overflow parking to the south east of the site. To the west of the main access road is a spur road which provides access to the second overflow parking area to the south of the leisure centre building. Access is also provided to the adjacent outdoor activity centre from here.
- 2.4.6 To the north of the main access road is an exit only route from the main Rivermead Leisure Complex car park.

Car and Cycle Parking Provision

2.4.7 The facility is served by three separate parking areas which are shown at Figure 2.2.



Figure 2.2: Rivermead Leisure Complex Existing Parking Provision

2.4.8 The main car park for the leisure centre is provided to the east of the existing leisure centre building and labelled A within Figure 2.2. The car parking areas labelled B and C in Figure 2.2 are overflow car parks situated to the south of the existing leisure centre building.

2.4.9 The overall parking provision at the site is summarised in

Car Park(s)	Standard Parking Provision	Disabled Parking Provision
A	369	25
B	114	0
C	88	0
Total	571	

2.4.10 There are currently 12 Sheffield stands able to accommodate 24 cycles provided adjacent to the site frontage.

Servicing Arrangements

2.4.11 The existing Rivermead Leisure Complex Site is serviced internally from the rear of the existing leisure centre building adjacent to the artificial 3G pitch.

2.4.12 Service vehicles access the site via the northern arm of the Richfield Avenue/Tessa Road roundabout and continue north into the site along the main access road. Service and refuse vehicles then continue west along the spur road servicing the outdoor activity centre and overflow parking before continuing north adjacent to the 3G pitch to access the bin stores for the site.

3. SITE ACCESSIBILITY AND CONNECTIVITY BY NON-CAR MODES

3.1 Introduction

- 3.1.1 This section sets out the connectivity of the site to the surrounding area by sustainable modes of travel and demonstrates the accessible location of the site.

3.2 Existing Local Amenities

- 3.2.1 Chapter 7 of the BREEAM 'Technical Manual SD5078: UK New Construction 2018 3.0' document contains assessment criteria associated with transport. TRA 02 outlines credits and assessment criteria associated with the proximity of the development site to local amenities. To achieve the 1 point available the site must be within 500m walking distance of at least 3 of the local amenities as outlined in Table 7.6 of the BREEAM manual. The local amenities listed include an appropriate food outlet, access to cash and access to an outdoor open space.
- 3.2.2 The site lies directly south of the Rivermead recreational park so outside space is provided directly adjacent to the site. In addition, there is a food outlet on site along with a Toby Carvery restaurant 350m to the east of the leisure centre building. An ATM is provided in the Genting Casino 200m from the leisure centre building entrance.

3.3 Walking and Cycling Distances

- 3.3.1 There are a number of publications which provide guidance for appropriate walking and cycling distances to facilities. For reference, these have been summarised as follows.
- 3.3.2 Paragraph 2.3 of TA91/05 Provision for Non-Motorised Users states that 'Walking is used to access a wide variety of destinations including educational facilities, shops, and places of work, normally within a range of up to 2 miles' (3.2km). Paragraph 2.2 of TA91/05 states that 2 miles is 'a distance that could easily be walked by the majority of people' and (at paragraph 2.3) that 'Walking and rambling can also be undertaken as a leisure activity, often over longer distances'. In relation to shorter trips in particular, the CIHT publication Planning for Walking (section 2.1) states that across Britain about '80% of journeys shorter than 1 mile are made wholly on foot'.
- 3.3.3 With regard to cycling, TA91/05 goes on to state (in paragraph 2.11) that 'Cycling is used for accessing a variety of different destinations, including educational facilities shops and places of work, up to a range of around 5 miles. Cycling is also undertaken as a leisure activity, often over much longer distances.' At paragraph 2.9, TA91/05 states that 5 miles (8km) is a distance 'that could easily be cycled by the majority of people'.
- 3.3.4 This is consistent with the statement in LTN1/20 Cycle Infrastructure Design (in paragraph 2.2.2) that 'Two out of every three personal trips are less than five miles in length – an achievable distance to cycle for most people'.
- 3.3.5 Manual for Streets (paragraph 4.4.1) states that 'walkable neighbourhoods' are typically characterised by having a range of facilities within 10 minutes (up to 800m) walking distance of residential areas which residents may access comfortably on foot, but that this is 'not an upper limit'.

3.4 Pedestrian Accessibility

- 3.4.1 The site is located within Rivermead Park and benefits from the existing network of footways and footpaths that permeate the area within the immediate vicinity of the site. These paths typically provide a connection between Richfield Avenue and the Thames Path.
- 3.4.2 The Thames Path runs along the river north of the site. Whilst signed as a long-distance route, the path also functions as a link for local journeys west to Tilehurst or east as an attractive alternate route to Reading town centre.
- 3.4.3 Richfield Avenue is lit and served with footways approximately 1.5-2.0m wide on both sides of the carriageway. Pedestrian refuges are provided along the route and a pelican crossing is present 395m west of the site access, near the roundabout with the A4155.
- 3.4.4 The footways continue onto the A4155 Caversham Road north across the Caversham Bridge and south towards Reading town centre. This route is similarly lit and subject to a 30mph limit. The footways are paved and around 2.0-2.5m wide. Caversham Road is served with two puffin crossings; one at the northern end near the Richfield Avenue roundabout, another near the roundabout with the A329.

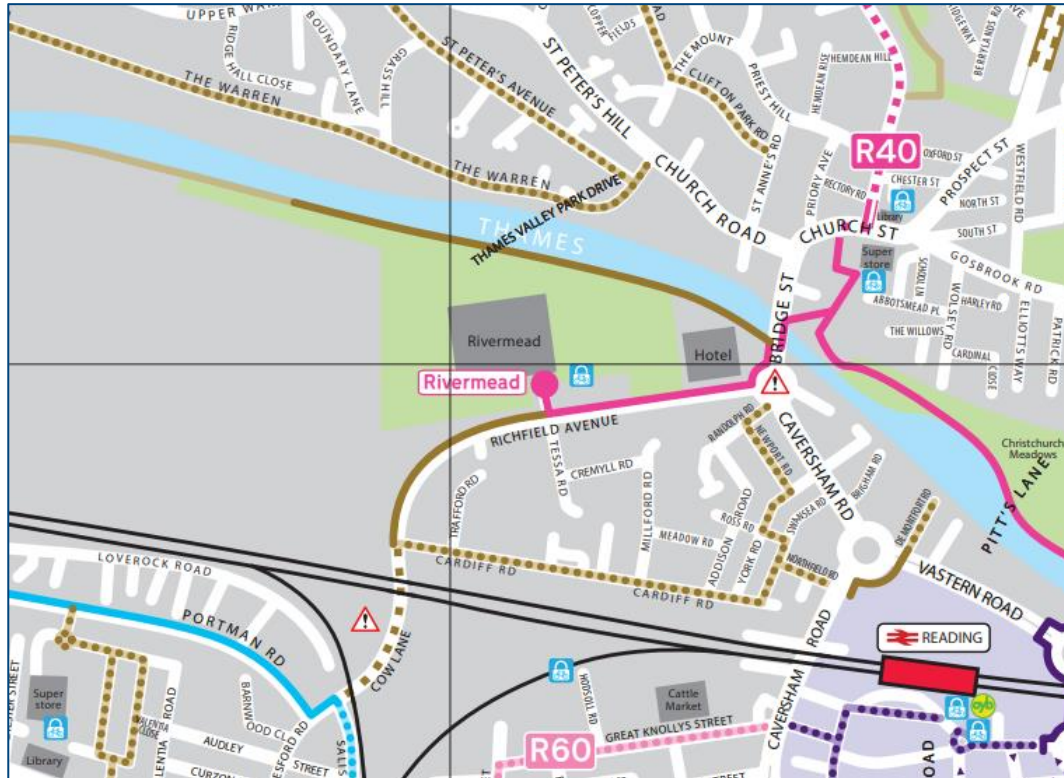
Accessibility for All Users

- 3.4.5 The footway/footpath network surrounding the site is designed to facilitate pedestrian movements by disabled users and those of all ages with the relatively flat topography and well-maintained nature of the surrounding pedestrian infrastructure meaning the site is accessible for both the elderly and parents with buggies.
- 3.4.6 All local signal-controlled pedestrian crossings have an audible signal for those with a visual impairment whilst tactile paving and dropped kerbs are provided at all local junctions and pedestrian crossing points.

3.5 Cycle Accessibility

- 3.5.1 The proposed development site is surrounded by a network of local on and off-road cycle routes which provide a link to local residential areas.
- 3.5.2 The R40 route is a locally signed cycle route connecting Emmer Green and Caversham Heights to the Rivermead Leisure Complex. It runs from the north across Caversham Bridge and along the shared pedestrian/cycle footway on Richfield Avenue. Other local cycleways include the R4, from Caversham Park Village to Reading Station, and the R41, from Emmer Green to Reading Station via Hills Meadow.
- 3.5.3 Continuous cycle connections are provided from the site to the various surrounding residential areas.
- 3.5.4 NCN Route 5 is provided adjacent to the River Thames approximately 660m east of the site and is directly linked to the site by the R40 local cycle route. NCN Route 4 is a long-distance cycle route linking Reading to Holyhead in north Wales via Oxford, Birmingham and Chester. Locally NCN Route 5, when used in conjunction with NCN Route 4, provide a traffic free route west into central Reading and to the northern and eastern suburbs.
- 3.5.5 An abstract of the RBC cycling map is shown below in Figure 3.1. The full map can be found in Appendix A.

Figure 3.1: Extract from RBC's Cycle Map



3.6 Public Transport Accessibility

Bus Services

- 3.6.1 There is a single bus stop immediately outside the site and consisting of a flag sign and timetable. It is served by the 42 and the 60a. A summary of these services is set out below at Table 3.1:

Table 3.1: Bus Services from 'Rivermead Leisure Complex'

Service	Route	First/Last	Service Frequency (minutes)			
			Mon – Fri		Sat	Sun
			AM	PM		
42	Rivermead to Kenavon Drive via Central Reading	08:47/ 16:30	40	40	40	N/A
60a	Central Reading to Mereok P&R	11:02/ 15:10	N/A	N/A	N/A	120

- 3.6.2 The closest set of bus stops are by The Moderation pub, located on Caversham Road around 500m from the site access. A flag sign and timetable are provided at both stops, with the addition of a seat/shelter at the southbound stop. A summary of local bus services from The Moderation bus stops is provided in Table 3.2 below:

Table 3.2: Bus Services from 'The Moderation'

Service	Route	First/Last	Service Frequency (minutes)			
			Mon – Fri		Sat	Sun
			AM	PM		
22	Central Reading to Caversham Heights via Caversham Bridge	05:33/ 21:03	30	30	60	N/A
23	Central Reading to Caversham Park/Emmer Green/Reading	05:53/ 23:53	30	30	30	60
24	Central Reading to Emmer Green via Caversham Bridge	05:14/ 23:16	30	30	30	60
42	Rivermead to Kenavon Drive via Central Reading	08:43/ 16:27	40	40	40	N/A
80	Caversham Heights to Reading School	07:51/ 15:58	N/A	60	N/A	N/A

3.6.3 The local bus service network map is provided at Appendix B.

Rail Services

3.6.4 Reading Railway Station is located approximately 1.5km walking / cycling distance to the south east of the site and is easily accessible on foot or by bicycle from the site. The station provides 344 cycle storage spaces which facilitates access to and from the site via rail and cycle and the station also benefits from CCTV to improve security.

3.6.5 Reading station is a major rail hub and interchange station within central Reading and therefore provides a wide offering of national, regional and local services. To the west there are 4 train services per hour to Swindon and Bristol to the west whilst to the east there are 19 services towards London per hour.

BREEAM Public Transport Accessibility Index

3.6.6 The BREEAM 'Technical Manual SD5078: UK New Construction 2018 3.0' document contains the information for calculating the public transport 'Accessibility Index' (AI) of the site. The public transport AI is a measure that provides an indicator of the accessibility and density of the public transport network at a point of interest (development site). The index achievable by a site is influenced by the proximity and diversity of the public transport network and the frequency of service at accessible nodes.

3.6.7 A compliant transport node includes any bus service with a stop within 650m of the site and any railway station within 1000m of the assessed sites main entrance. The College Road bus are therefore considered as accessible transport nodes.

3.6.8 The BREEAM 2018 Tra01/02 Accessibility Index calculator has been used to calculate the public transport AI of the development site.

3.6.9 The existing site has been calculated to have a public transport AI score of 3.41 with both the bus stop adjacent to the site and the Caversham Road stops representing a compliant transport node.

3.7 Accessibility Summary

3.7.1 The site is within a 500m walking distance of a number of local facilities and amenities as defined within TRA 02 of the BREEAM 'Technical Manual SD5078: UK New Construction 2018 3.0' document.

- 3.7.2 The site is situated in an edge of town centre location and benefits from existing good quality connections with established walking, cycling and public transport routes through the surrounding residential areas.
- 3.7.3 A number and range of local residential areas are within acceptable walking and cycling distances. A review of the key walking routes demonstrates that pedestrians benefit from a good standard of infrastructure provision which offers a realistic and attractive option for travel to and from the local area.
- 3.7.4 There are bus services within the vicinity of the site which provides access to key destinations including Reading town centre and the surrounding residential areas. This offers a realistic potential for multi-modal journeys to local and regional destinations.
- 3.7.5 The BREEAM public transport AI has been calculated to be 3.41 for the site.
- 3.7.6 The choice of travel options within the vicinity of the site offers a realistic potential for trips to and from the site to be made via non-car modes. The accessible location will, therefore, encourage and promote sustainable travel behaviour.
- 3.7.7 The site is accessible by those with disabilities with local footways and crossing point incorporating facilities for those with mobility and visual impairments.

4. DEVELOPMENT PROPOSAL

4.1 Overview

- 4.1.1 The proposals comprise the re-development and re-configuration of the existing Rivermead Leisure Complex site in order to provide a new leisure centre building and associated parking. The proposed site layout is shown at Appendix C.
- 4.1.2 The majority of the facilities provided at the existing Rivermead Leisure Complex will be retained with some of the facilities such as the sports hall being reduced in both size and capacity and some elements of the existing offering being lost as a result of the proposals. Table 4.1 outlines the existing and proposed facilities at Rivermead Leisure Complex.

Table 4.1: Rivermead Leisure Complex Existing and Proposed Facilities

Facility	Existing	Proposed
Demountable swimming pool	✓	✓
Lagoon swimming pool	✓	✗
Sports hall	✓ x10 badminton courts	✓ x6 badminton courts
Event space (standing 1,650/seated 1,800)	✓	✗
Squash courts	✓ x3	✗
Indoor bowls hall	✓	✗
Creche	✓	✗
Multi-purpose artificial pitch	✓	✓
Gym	✓ 120 stations	✓ 125 stations
Cafe	✓	✓
Competition swimming pool	✗	✓
Teaching/diving pool	✗	✓
Parking	596 total provision	390 total provision

4.2 Vehicular Access

- 4.2.1 Vehicular access to the site from the local highway network will continue to be served via the Richfield Avenue/Tessa Road roundabout to the south the site.

4.3 Pedestrian Access and Cycle Access

- 4.3.1 Pedestrian access to the site will remain as existing with the local footpaths and connections to footways adjacent to the local highway network retained.
- 4.3.2 Improvements are proposed to the existing pedestrian connectivity within the site. The footways extending north from Richfield Avenue are to now connect with the internal footway within the site with a continuous pedestrian link provided the building entrance via pedestrian crossing point across internal road.
- 4.3.3 Internally, footways and footpaths are to be provided around the proposed main car park with zebra crossing facilities provided throughout, linking the car park to the new building access. A landscaped area of public realm is also proposed directly adjacent to the building frontage. This area of public realm will link to the existing footpaths permeating Rivermead Park and providing connections to the Thames Path.
- 4.3.4 Once on the site, there will be safe, well-lit and waymarked routes suitable for all abilities between footpaths, car and cycle parking and the building entrance. Level access will be provided for staff and

visitors using mobility assistance such as wheelchairs, electric scooters and for carers with buggies. The site will be dementia friendly in terms of wayfinding and natural points of entry, and tactile signs and surfaces will be provided for users with visual impairment.

- 4.3.5 Cyclists would continue to access the site via the northern arm of the Richfield Avenue/Tessa Road roundabout with the connection to the local cycle route on Richfield Avenue retained.

4.4 Parking Provision

Car Parking

- 4.4.1 A new main car park is proposed adjacent to the west of the new leisure centre building in the location of the existing Rivermead Leisure Complex building. This car park is intended to accommodate the average day to day parking demand of the development.
- 4.4.2 A total of 112 standard car parking spaces are to be provided within the new main car park with an additional 22 dedicated disabled bays, 14 family/toddler spaces and 40 Electric Vehicle charging spaces. A total of 188 car parking spaces are therefore provided within the proposed main car park.
- 4.4.3 A coach setting down area is also proposed at the far western extent of the new main car park with setting down space for a total of four coaches.
- 4.4.4 In addition to the new main car park it is proposed that the existing overflow car parks to the south of the Rivermead Leisure Complex site are retained as part of the proposals. These overflow car parks provide an additional 114 and 88 standard car parking spaces respectively.
- 4.4.5 Overall a total of 390 parking spaces will be provided on site, with 314 standard parking spaces, 22 disabled bays, 14 family parking spaces and 40 EV charging bays.
- 4.4.6 All standard car parking spaces are designed to be 2.5m x 5m whilst all disabled and family parking bays are designed to be 2.4m x 4.8m with a 1.2m safety margin to the side and to the rear in line with guidance set out in the RBC Revised Parking Standards and Design SPD.

Cycle Parking

- 4.4.7 The standards for cycle parking are also contained within the Revised Parking Standards and Design SPD. Again, there are no specific standards applicable to the site as a whole with only standards for individual facilities provided, however these do not cover all of the facilities offered at the site.
- 4.4.8 A total of 40 cycle parking spaces in the form of 20 Sheffield stands are proposed for the redevelopment of the Rivermead Leisure Complex. The Sheffield stands are to be provided adjacent to the western frontage of the proposed leisure building within the proposed area of public realm. This level of cycle parking is considered suitable to serve the development.

BREEAM Cycle Parking Compliance

- 4.4.9 Tra 02 of the BREEAM of the 'Technical Manual SD5078: UK New Construction 2018 3.0' document concerns provision for cyclists.
- 4.4.10 The site is considered as 'Other building transport type B' as defined in the BREEAM Technical Manual. The BREEAM cycle storage requirements for this building type are based on the number of staff employed within the leisure centre with a minimum cycle parking requirement of 1 space per 10 staff members and 1 space per 10 visitors.

- 4.4.11 A total of 34 Full Time Equivalent (FTE) staff are to be employed at the proposed leisure development with a maximum visitor occupancy of 562. As the visitor occupancy is above 200 the sliding scale of compliance ratio calculation as detailed within Tra 02 of the BREEAM Technical Manual has been applied.
- 4.4.12 The BREEAM compliant level of cycle parking provision has therefore been calculated at 35 cycle parking spaces. The 40 spaces provided therefore meets the requirements of BREEAM whilst allowing for a level of flexibility.

4.5 Servicing

- 4.5.1 The bin store and substation for the site are to be provided adjacent to a turning head provided to the north of the new car parking areas. The site would therefore be serviced from this turning head.
- 4.5.2 A secondary servicing area is also provided directly adjacent to the eastern frontage of the leisure centre building. A turning head is provided to allow a service vehicle to enter and exit the site in a forward gear.

5. TRAVEL PLAN MANAGEMENT

5.1 Management

- 5.1.1 The success of the Travel Plan will be dependent upon buy-in from occupants of the development, and the processes put in place to support, implement and develop the measures outlined.
- 5.1.2 A Travel Plan Coordinator (TPC) will be appointed at the earliest opportunity and will manage the administration of the Travel Plan.
- 5.1.3 The TPC role will be appointed at least three months prior to the occupation of the development so that the TPC can be fully briefed on their role. This will allow the TPC to have sufficient time to gather information and prepare this in an appropriate format (induction pack, notice boards etc) ready to be disseminated to staff from day one of occupying the new building.
- 5.1.4 The nominated Travel Plan Coordinator (TPC) plays a vital role in the success of the Travel Plan and is responsible for the day-to-day management, co-ordination, promotion and implementation of the Travel Plan. The TPC will also be a point of contact for RBC, and for any occupants who have queries about their travel.

5.2 The TPC Role

- 5.2.1 The TPC will promote the benefits of travel planning as a positive step towards a healthy and more sustainable lifestyle.
- 5.2.2 The TPC will be the first point of contact for matters regarding travel to the site.
- 5.2.3 The main responsibilities of the TPC will be:
 - Overseeing the development and implementation of the TP;
 - Promoting and marketing the objectives and benefits of Travel Planning;
 - Provide every employee with a Travel Information Pack (TIP) as well as up-to-date travel and transport information;
 - Act as point of contact for employees requiring information;
 - Potentially organise the formation of an employee travel forum;
 - Undertake travel surveys to monitor the effectiveness of Travel Plan measures;
 - Liaise with officers at RBC; and
 - Provide annual reports giving updates on the Travel Plan, its measures and its effectiveness.

5.3 Marketing and Communications Strategy

- 5.3.1 The marketing and communication strategies are expected to include the following elements:
 - Travel Information Packs - for staff and visitors;
 - Noticeboard provision within communal areas;
 - Travel Information on Website - detailing sustainable travel information; and
 - Periodic newsletters with travel information.

- 5.3.2 The central and sustainable location of the site means that information relating to travel options to the site will form a key element of the information provision for staff and visitors.

6. TRAVEL PLAN MEASURES

6.1 Introduction

- 6.1.1 A wide range of measures and actions will be implemented to encourage walking, cycling, public transport use and car sharing in accordance with national and local policies.
- 6.1.2 All Travel Plans should include measures appropriate and proportional to the size and impact of the proposed development, with those selected determined by the specific locality and nature of the site.
- 6.1.3 The following measures are linked back to the stated Objectives and address site-specific transport issues, with the aim of improving accessibility and offering viable sustainable travel choices.
- 6.1.4 The measures outlined below are intended to be reviewed and monitored following completion of subsequent travel surveys.

6.2 Measures / Initiatives to Promote Sustainable Transport and Travel

- 6.2.1 It is essential that the design incorporates good quality, safe and comfortable walking and cycling routes, and that the layout is 'permeable' to those on foot or bicycle.
- 6.2.2 Travel initiatives used to encourage journeys by non-car modes must be suitable for review and monitoring and need to be practicable for implementation by those involved.

Travel Information Board

- 6.2.3 A travel information board will be provided in the employee areas of the development. The travel information board will be in electronic form and will encompass a broadband connection so as the information provided can be updated in real time.
- 6.2.4 The boards will promote travel by alternative modes of transport and display the following real time information:
 - Details of pedestrian and cycle routes in the local area;
 - Details of Travel Reading Live's cycle route maps: <http://www.reading-travelinfo.co.uk/cycling/route-maps-information.aspx>;
 - Information on public transport apps such as Travel Reading Live, Reading Buses and National Rail;
 - Local bus and rail service details including relevant maps and timetables;
 - Information regarding general pedestrian and cycle safety;
 - Details of car sharing and sign-up sheet; and
 - Promotion of national travel events such as Cycle to Work Day (www.cycletoworkday.org) and 'Bike Week' (www.bikeweek.org.uk).
- 6.2.5 The travel information boards will provide a point of reference for all staff members in respects of the TP and identify the commitment to the TP. The board will be used for information, relevant travel promotion and advertising.

Travel Information Pack (TIP)

- 6.2.6 A Travel Information Pack (TIP) will be produced and provided to all future employees to outline the benefits of sustainable travel i.e. health and the environment and to give employees maximum choice in choosing how to travel.
- 6.2.7 The TIP will contain information on the alternatives to single-occupancy car use available to employees and include various information for different modes of travel outlined below.
- 6.2.8 This Travel Pack will include the following information, with illustrated route maps for the relevant public transportation information:
 - Timetables and route maps for public transport. This should include isochrone maps showing schedules journey times and timetable information;
 - Cycling and walking maps for the local area and the contact details of local and national cycling organisations, such as Sustrans;
 - Details of the car sharing schemes in area;
 - Details for any community travel sites and community forum sites.

Walking

- 6.2.9 Evidence shows that people who are physically active in their daily lives are more productive and take less time off sick. The C3 Collaborating for Health 'Choosing Health: Making healthy choices easier' (2012) document, recognised the health benefits of walking and / or cycling. Active travel as part of a Travel Plan enables people to enjoy these health benefits as part of their daily routine as well as reducing environmental impacts and saving money.
- 6.2.10 Walking advice and local pedestrian routes will be provided within the TIP and on the travel information board.

Cycling

- 6.2.11 A total of 40 cycle parking spaces will be provided within the car park for use by staff and visitors to the site. The use of these stands will be monitored by the TPC and if demand dictates, the potential for increasing provision will be considered if this is possible.
- 6.2.12 Changing facilities and showers will be available in the building to store personal belongings including cycling equipment.
- 6.2.13 Cycle information and guidance will be contained within the TIP and on the travel information board to support and encourage cycling.
- 6.2.14 National cycle events will be promoted through the travel information board.
- 6.2.15 The TPC will endeavour to negotiate discounts with local cycle shops (and outdoor clothing shops) which could benefit from the implementation of the TP. The locations of nearby outlets would be identified in the TIP.
- 6.2.16 A puncture repair kit and spare inner tubes will be made available to all staff who cycle to work.

Car-Sharing

- 6.2.17 Car sharing with colleagues or other individuals who are carrying out the same journey represents a key way to minimise single occupancy car journeys to the site allowing staff to travel by car as part of a wider journey without the need to own their own vehicle and store it on-site.
- 6.2.18 By increasing the number of occupants for any given car trip, the sustainability of that trip can increase above that of public transport. Potential benefits to be gained from an effective car sharing scheme are considerable.
- 6.2.19 Employees will be made aware of websites administered by the Local Authority and car share / club schemes in the area as well as through the implementation of the Travel Plan Coordinator roles across the entire site.
- 6.2.20 The TPC will encourage registration on the Liftshare website www.liftshare.com and to increase the options for employees to car share.

Promotion of Public Transport Use

- 6.2.21 TIP's and noticeboards will include promotional material covering public transport options for staff. This will include the promotion of the following apps and websites which provide access to network maps and timetable information:
 - Travel Reading Live <http://www.reading-travelinfo.co.uk/home.aspx>
 - Bus Checker App <https://www.reading-buses.co.uk/explore>
 - Journey Planner <https://www.reading-buses.co.uk/plan-a-journey>
 - First bus services <https://www.firstgroup.com/berkshire-thames-valley>
 - National Rail Enquiries <http://www.nationalrail.co.uk/>
 - Dial-a-ride <https://readibus.co.uk/>
- 6.2.22 Information would also be provided within the TIP and on notice boards relating to nearby bus stops, the routes served and timetable of services.

Promotion of Local and National Travel Events

- 6.2.23 The TPC will promote local and national cycle events such 'Car Free Day' and 'Walk to Work Week' on the travel notice boards and within the travel information packs.

7. TARGETS, MONITORING AND REVIEW

7.1 Targets

- 7.1.1 To be effective a Travel Plan is required to have targets which need to be Specific, Measurable, Achievable, Realistic and with Time scales fixed, i.e. SMART. To be measurable, initial modal split figures should be identified as a starting point. At the present time there is no survey information to form this initial position except the use of Census data.
- 7.1.2 Therefore, occupiers of the new office space will be subject to a Travel Survey at the earliest opportunity which will enable the setting of site-specific targets. The TPC will liaise with appropriate local authority officers to confirm the modal shift targets as presented in this document, or if necessary, agree new targets based upon the site-specific data.
- 7.1.3 2011 Census data has been used in the first instance to determine an approximate forecast modal share without any travel plan measures. The site lies within Reading 007 mid layer super output area (MSOA).
- 7.1.4 Those working from home or travelling by 'other' means have also been removed as it is not considered that these would generate any trips from the site in the typical road network peaks. Those trips classed as 'Underground, Metro, Light Rail or Tram' have been added to the 'Train' figures.

7.2 Baseline Travel Data

- 7.2.1 The review of the 2011 Census Method of Travel to Work (WU03EW) data for Reading 007 shows that driving a car makes up the largest modal split at 64%. Trips on foot (13%) make up the second largest modal choice, whilst travelling by bus (8%) is the third largest modal split within the area. Table 7.1 provides outputs in relation to Travel to Work behaviour for people living in the Reading 007 MSA.

Table 7.1: 2011 Census Travel to Work Modal Split

Method of Travel	MSOA - Reading 007 Modal Split (%)
Train	5%
Bus, minibus or coach	7%
Taxi	0%
Motorcycle, scooter or moped	1%
Driving a car or van	64%
Passenger in a car or van	5%
Bicycle	5%
On foot	13%

Provisional Targets

- 7.2.2 Table 7.2 sets out the indicative provisional target for modal split to encourage a modal shift to sustainable forms of travel during the first five years of the development.

Table 7.2: Provisional Travel Plan Targets

Method of Travel	Indicative Baseline	Target after 5 Years %
Train	5%	5%
Bus, minibus or coach	7%	8%
Taxi	0%	0%
Motorcycle, scooter or moped	1%	1%
Driving a car or van	64%	59%
Passenger in a car or van	5%	7%
Bicycle	5%	7%
On foot	13%	13%

7.2.3 The indicative targets show a 5% reduction in total modal share for employees and subsequent increases in other modes of travel. These indicative targets will be revisited following the initial baseline survey.

7.3 Monitoring

7.3.1 The monitoring period will be from the first occupation of the site with biannual surveys for 5 years. Monitoring will include the issue of bespoke travel surveys for staff and visitors.

7.3.2 The biannual surveys will show the trends in travel behaviour and to allow for targets to be appropriately refined. This review process will identify the most effective measures and key motivators influencing people's travel choices. This will enable the TPC to keep track of the progress that the TP is making against its targets. If targets have / have not been met, measures and monitoring would need to be reviewed.

7.3.3 The developer will produce a biennial monitoring report to coincide with the travel surveys. The Monitoring Report will be submitted to RBC for approval and retained for record. The report shall demonstrate to RBC how the TP has been implemented during the previous years and include:

- Site information;
- Measures introduced and actions taken to promote the travel plan;
- A statistical summary of the modal split of employees / users disclosed by the monitoring surveys;
- The progress of the travel plan in achieving targets and identifying any amendments; and
- A plan for future actions to be implemented.

7.3.4 The TPC will be responsible for coordinating the monitoring activities.

7.4 Travel Plan Review

7.4.1 On a biennial basis (years three and five), the TPC will undertake a review of the TP. The objective will be to measure its success and to identify the potential for improvements to the travel initiatives.

7.4.2 Updating the Travel Plan - The TP will be updated following the results of the travel surveys to determine whether the proposed objectives and targets have been met. Results will be provided to RBC within three months of the surveys taking place and, if required, revised targets and new measures will be agreed with RBC.

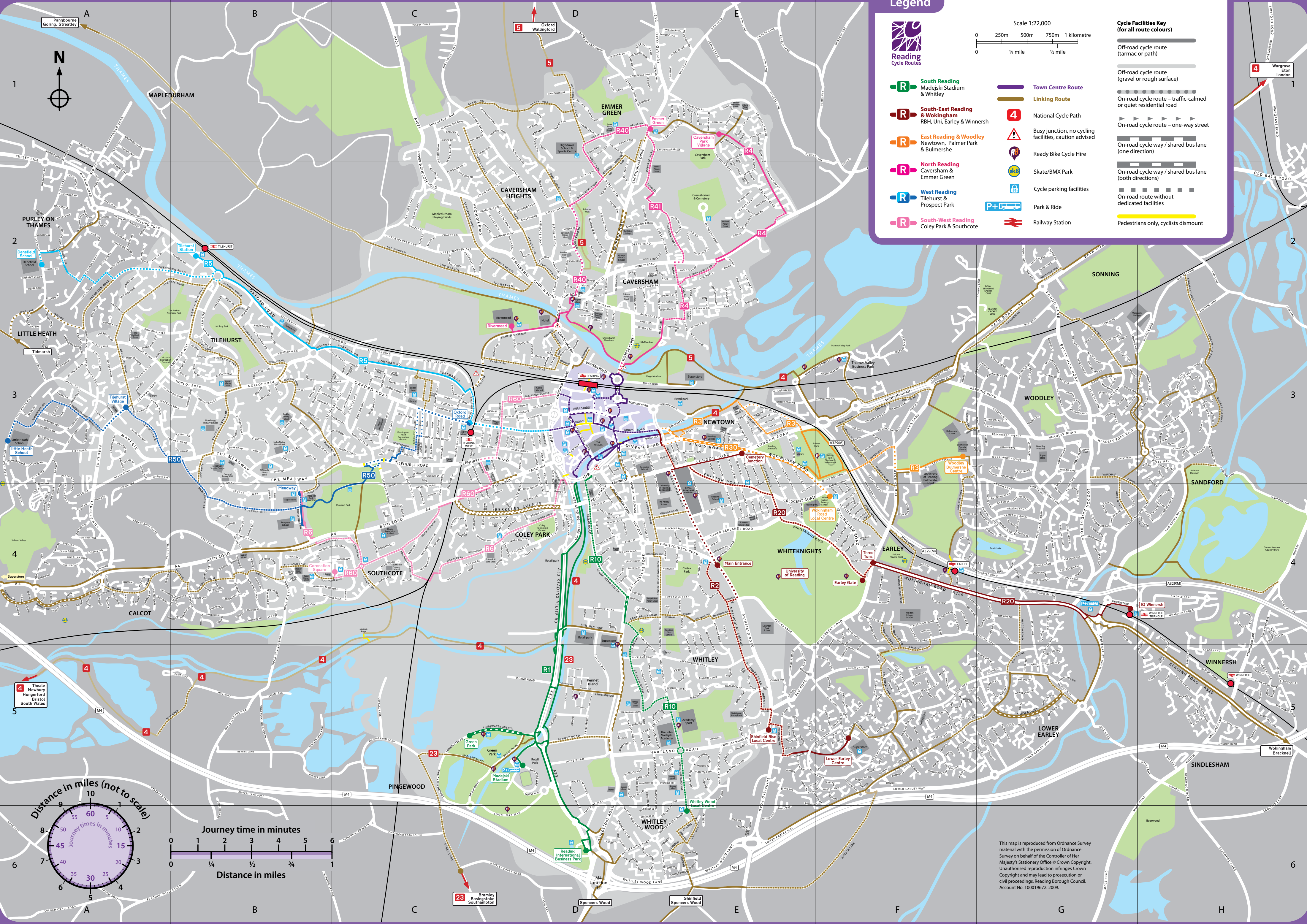
8. ACTION PLAN AND BUDGET

- 8.1.1 This section draws together the proposed measures, monitoring and review proposals into an Action Plan that identifies who will be responsible for the delivery of each element.
- 8.1.2 This Action Plan will be updated to reflect the outcome of the biennial surveys that will be undertaken (as discussed in Section 7) so as to take into account any changes necessary in the measures proposed, in order to meet the targets specified in this TP. The outcome of the monitoring and review process and any impact on this Action Plan will need to be agreed with RBC.
- 8.1.3 The measures outlined in Section 6 will be adopted by the occupiers of the development, and appropriate budgets will be made available for their implementation.

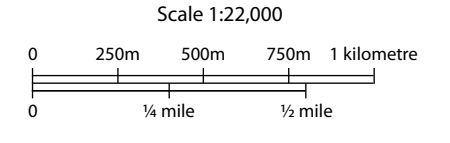
Measure	Delivery Agent	Timescale	Monitoring Indicator	Notes
Management and Coordination				
Appoint TPC	Developer/Site Operator	3 months prior to occupation of the site	-	Nominated TPC to be in position 3 months prior to occupation
Travel Plan Launch	TPC	On first occupation of dwellings	-	
Promotion and Marketing				
Travel Information Pack	TPC	On appointment of each staff member	Provide evidence of implementation to RBC within 3 months of occupation	
Noticeboards	Developer/TPC	Installation prior to occupation, updates periodically	Provide evidence of implementation to RBC within 3 months of occupation	Information to be updated in real time.
Travel Information on Website	Developer/TPC	During initial marketing of the site to potential users and ongoing	-	TPC to be responsible for updating the information on the website.
Car Travel				
Promotion of car sharing	TPC	Upon the completion of the development and occupation of offices	Included within travel information packs, noticeboard information and detailed on the website	
Promotion of Local Car Clubs, where available	TPC	Upon the completion of the development and occupation of offices	Included within travel information packs, noticeboard information and detailed on the community travel website	The closest space is currently at Temple Meads
Public Transport				
Provision of information on local stops and services as well as relevant apps and websites	TPC	On completion of the development and occupation of offices	Included within travel information packs, noticeboard information and detailed on the website	
Requesting discounts from operators	TPC	Prior to occupation	-	TPC to investigate possibility of obtaining ticket discounts from local operators
Cycling				

Provision of secure cycle parking	Developer	During construction	Completion of proposed works	
Potential cycle shop discounts	TPC	Prior to occupation of development	-	
Walking				
Provision of on-site facilities	Developer	During construction	Completion of proposal works	
Promotion of Travel Events				
Promotion of local and national travel events	TPC	Post occupation and ongoing	-	Events promoted via noticeboards and travel information packs
Monitoring and Review				
Baseline Survey	TPC	Within first 3 months of site occupation		
Biennial Survey	TPC	Years 3 and 5	Provide monitoring report to RBC following completion in years 3 and 5	
Final Report	TPC	Year 5	Provide final report to RBC following monitoring survey in year 5	

Appendix A Local Cycling Map



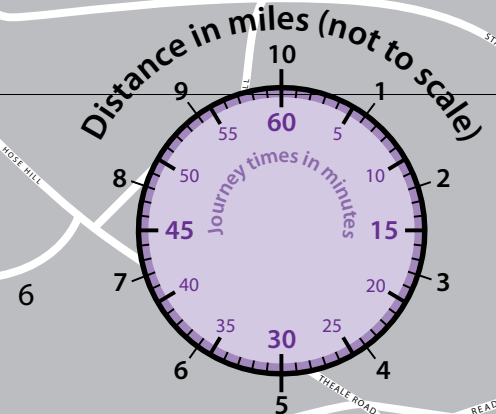
Legend



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

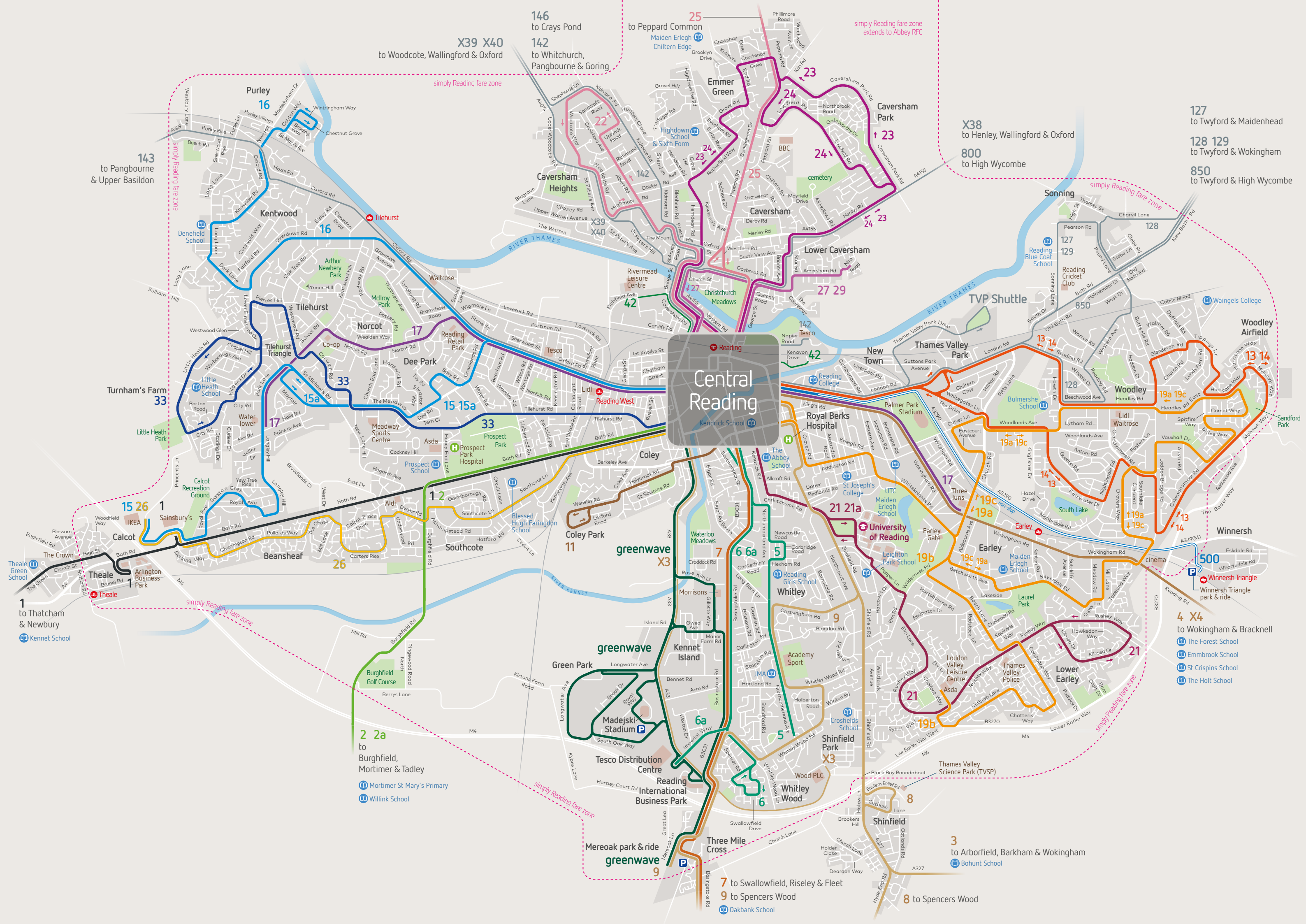
- 4** National Cycle Path
- Busy junction, no cycling facilities, caution advised
- Ready Bike Cycle Hire
- Skate/BMX Park
- Cycle parking facilities
- Park & Ride
- Railway Station

- Cycle Facilities Key (for all route colours)**
- Off-road cycle route (tarmac or path)
 - Off-road cycle route (gravel or rough surface)
 - On-road cycle route - traffic-calmed or quiet residential road
 - On-road cycle route - one-way street
 - On-road cycle way / shared bus lane (one direction)
 - On-road cycle way / shared bus lane (both directions)
 - On-road route without dedicated facilities
 - Pedestrians only, cyclists dismount

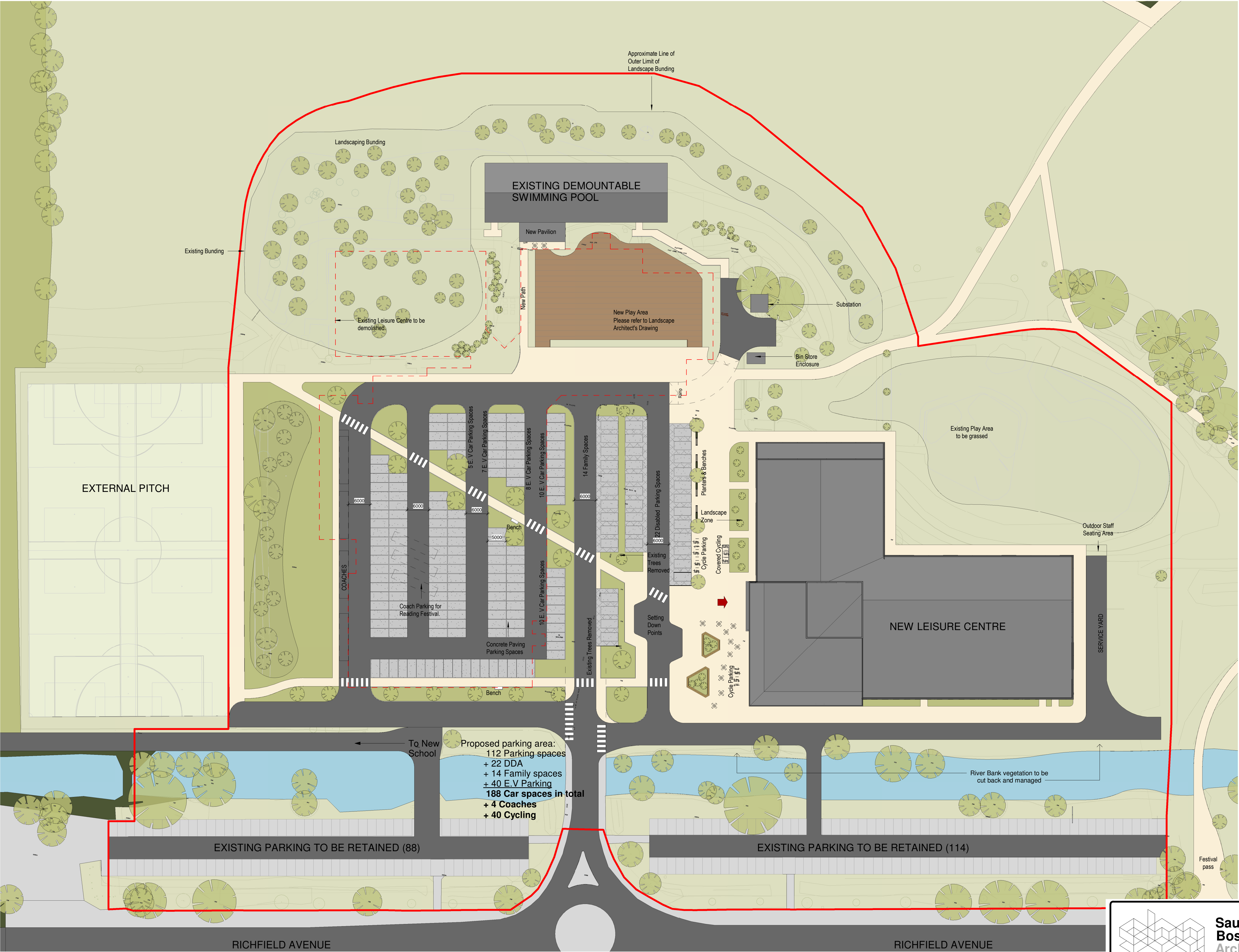


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Appendix B Bus Network Map

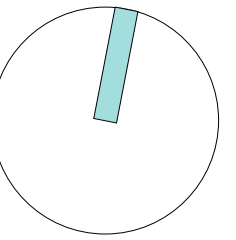


Appendix C Proposed Site Layout



- No. Note
- 1 All dimensions to be verified on site by GENERAL CONTRACTOR prior to any work, setting out or shop drawings being prepared.
 - 2 Drawings not to be scaled. Work to figured dimensions only.
 - 3 © copyright SAUNDERS BOSTON LIMITED. All rights reserved.
This drawing remains the property of SAUNDERS BOSTON LIMITED at all times and may not be reproduced or copied in whole or in part without their prior written consent.
 - 4 This drawing and related specifications are for use only in the stated location.
 - 5 This drawing is to be read in conjunction with all other Consultants drawings and specifications.
 - 6 Drainage has not been surveyed and any/all pipe locations and below ground drainage runs are indicative.
 - 7 It is assumed that all works will be carried out by a competent contractor who will be working, where appropriate, to an approved method statement.

NORTH



Scale 1:500
0 5 10 15 25m

Total car parking spaces = 390

- Retained Existing parking spaces= 202
- New car parking spaces = 188

Proposed Parking

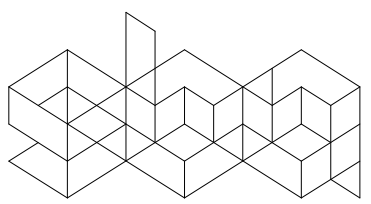
- 112 Parking spaces
- 22 DDA
- 14 Family spaces
- 40 E.V Parking/ Charging Points
- 188 Car spaces in total

+ 4 Coaches

+ 40 (20 Hoops) Cycling Spaces,
10 of those Covered

S	EV Parking and Landscaping Updated	19/11/20	CW	TZ
R	Cycle Parking Numbers Revised	18/11/20	CW	TZ
Q	Revised to Current	12/11/20	CW	TZ
P	Red Line Boundary and Landscaping Revised	04/11/20	CW	TZ
O	Bin Store Relocated, Landscaping Revised	03/11/20	CW	TZ
N	Pavilion Revised	30/10/20	CW	TZ
M	Revised to current	29/10/20	CW	TZ
L	Issued for Information	26/10/20	CW	TZ
K	Text Revised	23/10/20	MNL	TZ
J	Revised Red Line Boundary	23/10/20	CW	TZ
I	Revised Red Line Boundary	21/10/20	CW	TZ
H	Parking numbers adjusted and indicative bunding shown	20/10/20	CW	TZ
G	Issued for Coordination	08/10/20	CW	TZ
F	Issued for Information	02/10/20	CW	TZ
E	Drawing updated	17.09.20	CW	ES
D	Drawing updated	24.03.20	CW	ES
C	Landscaping principles amended	25.02.20	CW	ES
No.	Revision	Date	Chk.	Auth.

Client: GLL
Job: Reading DBOM Rivermead Leisure Centre
Drawing: Proposed Site Plan



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FOR INFORMATION

SBA Project Code	Drawn TZ	Date 02/26/19	Scale 1 : 500 @A1	Revision S
1790	Checked CW	Suitability Code S2	project 1790	originator zone level type role number -SBA-RM-XX-DR-A-5003