

Gas Holder Site, Reading

**Prepared for Danescroft
(Kenavon Drive Project
Management) LLP**

by

**Stuart Michael
Associates Limited**

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Coombe House
Coombe Square
Thatcham
Berkshire
RG19 4JF

T: 01635 867711
F: 01635 861715
E: mail@stuartmichael.co.uk
W: www.stuartmichael.co.uk

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Registered Office: Coombe House, Coombe Square, Thatcham, Berkshire RG19 4JF.

Telephone: 01635 867711 Facsimile: 01635 861715.

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1.0 INTRODUCTION

- 1.1 This Draft Travel Plan (the 'Travel Plan') has been prepared by Stuart Michael Associates Limited (SMA) on behalf of Danescroft (Kenavon Drive Project Management) LLP (the 'Applicants'). This travel plan is in support of a 130 residential flat development, at the Gas Holder Site on Alexander Turner Close, Reading. The site and its location are shown in **Figure 1.1**.
- 1.2 The Travel Plan is a package of measures which seeks to deliver travel behaviour change amongst residents. It seeks to reduce reliance on the private car, and increase the use of more sustainable travel modes. This document considers a range of potential Travel Planning initiatives that could be implemented on the site to help promote sustainable forms of transport. The submission of a final Travel Plan for approval will be secured through a planning condition.

The Development

- 1.3 The development sites consist of 130 residential flats on the Gas Holder Site at Alexander Turner Close, Reading.
- 1.4 The River Kennet forms the eastern boundary to the site. To the north is the Reading to Waterloo railway line, the Great Western Mainline and the River Thames just beyond this.
- 1.5 To the west of the site is the new residential development, and the existing residential properties off Kennet Walk. Further West is a mix of retail units, apartments and disused industrial units. Existing vehicle access to the site is from Alexander Turner Close through the existing residential development. **Figure 1.1** illustrates the site location.

The Travel Plan

- 1.6 This Travel Plan is prepared as a framework document, from which the final Travel Plan can be prepared. It is anticipated that the final Travel Plan would be secured by way of a planning condition, plus any necessary Travel Plan budget agreed as part of the Section 106 Agreement prepared in association with the proposed development.

- 1.7 To implement the Travel Plan a Travel Plan Coordinator will be appointed, who will be responsible for the implementation and management of the Travel Plan in liaison with the Local Highway Authority. This will be a member of the sales team who will work part time.
- 1.8 It is proposed that the Travel Plan will be implemented in time for the first occupation on site and will be implemented and monitored over a subsequent period of 5 years.
- 1.9 A monitoring and review strategy will be agreed with Reading Borough Council (RBC), to assess the progress of the Travel Plan. Whilst this is to be agreed by RBC, it is anticipated that the site will be monitored annually, by way of multi-modal surveys and resident questionnaires. The first monitoring period will take place following occupation of the 50th dwelling on site, or 6 months after first occupation, whichever is the sooner.
- 1.10 The Travel Plan will be guided by aims, objectives and targets, all of which will seek to encourage travel behaviour change to sustainable travel modes.
- 1.11 In the preparation of this Travel Plan, the following methodology has been undertaken:
 - Site visit to understand local environs;
 - Review of all travel opportunities: walking, cycling, public transport and community transport;
 - Desktop study of national and local policy requirements;
 - Further desktop research of scheduled or proposed transport improvements in the area;
 - Analysis of local ward travel statistics;
 - Procurement of trip rates for the development and calculation of potential trip generation and modal split;
 - Review of possible travel plan initiatives to encourage sustainable travel choices; and
 - Assessment of potential modal shift to be achieved based on existing and proposed sustainable transport infrastructure, projected trip generation comparative of local ward data and the evidence base of modal shift elsewhere.

Report Outline

1.12 The remainder of this report is structured as follows:

- **Section 2.0:** Sets out the role of the Travel Plan in the context of national and local policy and planning guidance
- **Section 3.0:** Discusses the existing accessibility condition of the site
- **Section 4.0:** Indicates the proposed aims, objectives and targets of the Travel Plan
- **Section 5.0:** Proposes a number of best practice measures and a communication strategy that are considered appropriate for this site to encourage sustainable travel
- **Section 6.0:** Provides information of how the Travel Plan's progress shall be monitored and reviewed.
- **Section 7.0:** Provides an action plan which may assist with the implementation, management and review of the Travel Plan alongside a preliminary budget.

2.0 PLANNING POLICY AND GUIDANCE

2.1 As a consequence of the increasing pressures on the transport network and a national focus on climate change the Government have identified the need for sustainable development. By definition sustainable development seeks to achieve, 'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (ref: The Brundtland Commission, 1987).

2.2 The following National and Local Policy and Guidance documents have been referred to which are relevant to the proposed development:

National Publications

- National Planning Policy Framework (2019)
- National Planning Policy Guidance

National and Local Ward Travel Statistics

- National Travel Survey (2017)

Local Policy

- Local Transport Plan 3 (LTP3) Reading Borough Council
- Local Development Framework

National Policy

2.3 The **National Planning Policy Framework (NPPF)** was revised on 19th February 2019. At the heart of the NPPF is a presumption in favour of sustainable development.

2.4 With regard to promoting sustainable transport, it is recognised that when assessing sites that may be allocated for development in plans; or specific applications for development, it should be ensured that:

- *“appropriate opportunities to promote sustainable transport modes can be – or have been - taken up, given the type of development and its location;*
- *safe and suitable access to the site can be achieved for all users;*
and

- *any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.” (NPPF, paragraph 108).*

2.5 Development should only be prevented or refused on highway grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe. (NPPF, paragraph 109).

Within this context, applications for development should:

- *“give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- *address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- *create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- *allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- *be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.”* (NPPF, paragraph 110).

Local Policy

2.6 The third Reading Borough Council (RBC) **Local Transport Plan (LTP3)** outlines the transport strategy for the period 2011-2026. The vision for the strategy is to get Reading Connected:

“Transport in Reading will better connect people to the places that they want to go: easily, swiftly, safely, sustainably and in comfort. We will meet the challenges of a dynamic, low-carbon future to promote prosperity for Reading.

Whichever way you choose to travel, by foot or bicycle, motorcycle, bus, rail, car or boat whether to work or education, to leisure or the services you need, our transport system will help you get there”.

- 2.7 The LTP3 has identified the future transport challenges for the central area these are summarised in **Table 2.1**.

Table 2.1: LTP3 Transport Challenges for the Central Area

Central Area Challenge	Challenge Summary
Network Efficiency	Improve flows on the IDR, especially during peak times, and ensure that buses have sufficient priority to improve journey times and reliability and thus the attractiveness of bus travel within the central area.
HGV Through Traffic	Reduce the use of the IDR as a through route for HGVs and encouraging the use of more suitable strategic routes.
Severance	Improve connectivity over the River Thames, the railway and the IDR, by either providing more crossing points or improving the journey experience on existing crossing points.
Future Development Proposals	Ensure that the transport network can efficiently accommodate the additional demand created by the new proposed developments in the central area and minimise impacts on the environment.
Rail	Increase the capacity of the railway station and track and improve the integration of transport facilities for sustainable modes around, to and from the station.
Safety	Reduce the level of accidents through safer pedestrian and cycle facilities in areas where there are high vehicle flows and conflicting movements.
Car Parking	Manage demand for the existing central car parks and on-street parking space, and to maximise use of alternative means of accessing central Reading, or to expand car park capacity centrally or at Park & Ride locations in order to support the area’s ongoing economic prosperity.

- 2.11 RBC has made progress on a number of challenges so far including increased train capacity and an improved public realm surrounding the station, a new pedestrian/cycle link under the railway between Napier Road and Kenavon Drive and new cycle parking facilities.

Local Development Framework (LDF)

2.12 The RBC **Local Development Framework (LDF)** is a collection of development plans which affect Reading, of which the **Reading Borough Core Strategy** is the central document. It was adopted in 2008 (altered 2015); setting out the Council's planning strategy for the Borough. It sets out how planning and development will achieve the Reading 2020 Vision for the town. Policies which relate to the proposed development include:

- Policy CS4: Accessibility and the Intensity of Development;
- Policy CS16: Affordable Housing (altered 2015);
- Policy CS22: Transport Assessments;
- Policy CS23: Sustainable Travel and Travel Plans.

2.13 RBC aim to influence travel behaviour by encouraging sustainable travel choices. The Core Strategy states under **Policy CS23** that all major developments must implement measures to promote and improve sustainable transport facilities through agreed travel plans before planning permission is granted.

2.14 **Reading Central Area Action Plan (RCAAP)** adopted 2009 provides the development strategy for central Reading to 2026, within which the site is located. The RCAAP forms part of RBC's LDF as a Development Planning Document (DPD).

2.15 The RCAAP recognises the importance of timing spatial planning with transport infrastructure improvements. Major transport issues were identified as:

- Reading Station is the second busiest interchange outside of London but is a major bottleneck on the national rail network.
- Road congestion, particularly on the Inner Distribution Road (IDR) encircling the centre, has become heavily used by through traffic.
- The challenge of how transport links with the vibrant evening economy of the centre and ensures the safety of visitors.

- 2.16 The site is allocated in the RCAAP under the heading 'East Side Major Opportunity Area', specifically RC3f '*Gas Holder*'. The allocation is for a "residential development and should maximise the potential of the site to be a river gateway to Reading".
- 2.17 Parking standards for the proposed development are set out in RBC's **Revised Parking Standards and Design Supplementary Planning Document**, part of the LDF. The proposed development is within Zone 2, Primary Core Area.
- 2.18 Further advice has been referred to in preparation of this TA, which includes the following documents:
- Manual for Streets 1 & 2;
 - Planning Practice Guidance
- 2.8 It is intended that the final Travel Plan will contribute towards these national and local aims and objectives, through encouraging travel by sustainable transport modes.

3.0 THE DEVELOPMENT AND ACCESSIBILITY

The Development

- 3.1 The Planning Application which this draft Travel Plan supports a planning applicant for the redevelopment of the gas holder facility and depot. While the gas holder itself is now out of use the site it still used as a depot. To the west of the site is the recent residential development on Alexander Turner Close, built by Bellway Homes. Alexander Turner Close provides access to Robert Parker Road, the principal route through the recent development providing vehicle access to the site. Beyond this are disused industrial and retail units.
- 3.2 The River Kennet flows southwest to northeast past the site, meeting the River Thames just beyond the railway line. Reading station is approximately 1.5km to the west of the site. The Reading to Waterloo railway line forms the sites northern boundary with the River Thames flowing east to west beyond the railway line. Beyond the River Kennet, to the south of the site, is Reading College and existing residential properties.
- 3.3 As mentioned, the area was identified in the RCAAP as a major opportunity area. The existing industrial/retail units off Kenavon Drive are to be redeveloped into residential led mixed use schemes. In January 2018 the former 'Homebase & Toys r Us' site received planning consent for 765 homes and retail units.
- 3.4 The site is in an accessible location, in close proximity to Reading town centre (approximately 800m). Reading town centre is a well-developed retail and services centre. A wide range of high street stores, department stores and the Oracle shopping centre provide many retail options. **Figure 3.1** shows the nearby facilities.
- 3.5 The nearest Primary School is located 200m to the south-east of the site (New Town Primary School), with a range of other services/facilities within easy walking / cycling distance.
- 3.6 St. John's CoE Primary School is 330m to the south of the site and Reading College is 400m to the south. Both areas are accessed by crossing the bridge over the River Kennet beside the site. Reading University is to the south of the site approximately 2.2km away or a 7.5 minute cycle.

- 3.7 There are a number of employment opportunities located within 1km walking distance of the site. These include SSE, Prudential, HMRC and Wipro Technologies. Primark HQ is also located within 2km of the site.
- 3.8 Links by bus and train also provide access to employment further afield such as London. Journey times from Paddington to Reading are approximately 25 minutes.
- 3.9 There are a number of recreational facilities within a reasonable distance of the site including both the River Kennet and River Thames and also the King's Meadow recreational ground to the north east of the site.
- 3.10 The large Tesco Extra to the north of the site, is easily walkable in under 10 minutes and includes a pharmacy, opticians and café.
- 3.11 The nearest bus stop is 370m from the site and provides links to the town centre and rail station.

Pedestrian/Cycle Accessibility

- 3.12 A review of the local pedestrian/cycle network indicates the existing services and facilities are easily accessible on foot or by bicycle. Furthermore, recent and planned developments within the area will help to improve the quality of infrastructure and permeability of the area.
- 3.13 The Bellway Homes development included new pedestrian / cycle routes to Kenavon Drive and Napier Road. A new route runs parallel to Kennet Walk linking with Kenavon Drive. A passageway between Kennet Walk and the route is provided.
- 3.14 Manual for Streets describes a “walkable neighbourhood” as those which are “typically characterised by having a range of facilities within 10 minutes (around 800m) walking distance”. However, this is not an upper limit as guidance contained within the CIHT's ‘Providing for Journeys on Foot’ (CIHT, 2000) indicates acceptable distances of between 200m and 2km depending on the location and journey purpose. The desirable, acceptable and preferred maximum distances by journey purpose are detailed below (**Table 3.1**).

Table 3.1: Suggested Acceptable Walking Distance (CIHT)

	Town Centres	Commuting/School/ Sight Seeing	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1km	800m
Preferred Maximum	800m	2km	1.2km

3.15 The proposed development will serve the local community in addition to new residents and will provide them with convenient access to leisure facilities within a reasonable walking distance of less than 800m (MfS 'walkable neighbourhood' threshold distance).

3.16 An assessment has been undertaken of local facilities and their proximity to the development to establish the potential walkability of the site. This assessment considers the new pedestrian facilities to be delivered as part of the development (paragraph 3.3 refers). **Table 3.2** provides a summary of key destinations and their compliance with IHT guidance in terms of journey distance and time on foot and by cycle.

Table 3.2: Key Trip ends and Journey Distance and Time on Foot Cycle

Facility	Distance (metres)	Walk Time (minutes)	Preferred Maximum	Within Preferred Maximum	Cycle Time (minutes)	Preferred Maximum	Within Preferred Maximum
New Town Primary School	200	2.5	2000	✓	1.5	5000	✓
The Jolly Anglers PH	250	3	-	-	1	-	-
St John's C of E Primary School	330	4	2000	✓	1	5000	✓
Sun Street Community Centre	350	4	1200	✓	1	5000	✓
Bus stops – Kenavon Drive	370	4.5	400	✓	<1	-	-
Reading College	400	5	2000	✓	1.5	5000	✓
Kennet Corner Store	450	5.5	-	-	1.5	-	-
Bus Stop – Kings Road	700	8	400	-	2.5	5000	✓
King's Meadow	730	8.5	2000	✓	2.5	5000	✓
Forbury Retail Park	790	9.5	-	-	2.5	-	-
Tesco Extra (Napier Road)	800	9.5	800	✓	2.5	-	-
SSE	950	11.5	2000	✓	3	5000	✓
Royal Berkshire Hospital	1300	16	1200	-	4.5	5000	✓
Town Centre	1500	17.5	2000	-	4.32	5000	✓
Reading Train Station	1500	17.5	800	-	4.32	5000	✓
The Oracle	1600	19	800	-	5.5	5000	✓
University of Reading	2200	26	2000	-	7.5	5000	✓

Access by Public Bus Services

- 3.17 As part of the Bellway Homes site on Kenavon Drive, the 42/42a bus service was implemented to serve the surrounding roads. This will be the main bus service for the Alexander Turner Close site.
- 3.18 Reading Buses route 42/42a eastern terminus is located 370m from the site at the roundabout to the Bellway Homes development. This stop is easily accessible on foot for the site.
- 3.19 Other services can be accessed from Kings Road bus station which is located 500m from the site. **Table 3.3** provides a summary of the routes and operational hours.

Table 3.3 - Existing Bus Services and Frequency

Service	Route	Distance From Site	Monday-Friday		Saturday		Additional Notes
			Operating Hours	Typical Frequency	Operating Hours	Typical Frequency	
42/42a	Kenavon Drive – Reading - Rivermead	370m	06:00-19:22	Every 25 minutes	07:00-19:22	Every 25 minutes	No Sunday service from Kenavon Drive
3/10	Bracknell – Central Reading	700m	05:53– 00:12	Every 30mins	06:33– 00:11	Every 15-20 mins	Sundays 09:23-00:15, 30 mins
4/X4	Reading - Bracknell	700m	05:20– 23:05	Every 15 mins	06:20– 23:05	Every 15 mins	Sundays 07:20 – 19:40, every 30 mins
19a/b/c	Reading – Woodley – Lower Earley	700m	06:13– 19:07	Every 30 mins	07:03– 18:57	Every 30 mins	No Sunday service
9	Central Reading – Whitley	700m	05:43– 19:37	Every Hour	07:32– 20:27	Every Hour	No Sunday service
17	Wokingham Road - Reading - Oxford Road	700m	24hrs	Every 7mins	24hrs	Every 7mins	Sundays 24hrs, 30 mins
702/703	Reading – Bracknell – Slough	750m	04:34– 07:50	Hourly	05:49-08:50	Every 20mins	Sundays same as Saturday

- 3.20 All of these bus routes provide convenient routes to the surrounding areas for commuters.
- 3.21 The IHT guidance indicates a maximum walking distance of 400m (5 minutes' walk) to access bus services (ref: Providing for Public Transport in New Development, IHT [2000]). The site is situated within the considered reasonable walking catchment of existing bus stops.

- 3.22 A premium express coach service operates from Reading train station to Heathrow Airport. The service has a frequency of 3 services per hour between 04:00 and 23:00 Monday to Saturday. Sunday services operate on a reduced timetable.
- 3.23 National Express coach services for Reading operate from Mere oak park-and-ride just off junction 11 of the M4 to the south of the site. Reading buses Greenwave route links the town centre (St. Marys Butts stop) to the park-and-ride site and the National Express coach stop.
- 3.24 Greenwave buses run Monday to Saturday (with reduced services on Sundays and bank holiday) every 10 to 15 minutes and the journey takes 20 to 25 minutes.
- 3.25 National Express coach operates services from Reading to numerous destinations across the south and south west including Bath, Bristol, Cardiff, Penzance, Plymouth and Gatwick and Heathrow airports. A service to Cork in Ireland is also available.

Access by Rail Services

- 3.26 The site is located 1.5km west of Reading train station, a major train interchange. The majority of services into Reading have an origin/destination of London Paddington. The station is served by three major train operating companies: Great Western Rail, Cross Country, and South West Trains. Services operate 7 days a week at a high frequency through the day and night.
- 3.27 Destinations that can be accessed from Reading train station are summarised below by train operator:
- **Great Western Rail:** London Paddington, Slough, Basingstoke, Gatwick Airport, Oxford, Hereford, Worcester, Bristol, Plymouth, the South West of England and South Wales;
 - **Cross Country Trains:** Bournemouth, Southampton, Guildford, Banbury, Coventry, Birmingham, the North of England and Scotland;
 - **South Western Railway:** Wokingham, Staines, Richmond, Clapham Junction, London Waterloo, Basingstoke, Winchester, Southampton, Portsmouth and Brighton.

- 3.28 Reading station provides 344 cycle parking spaces. This would therefore encourage residents to cycle to the station as it is within DMRB acceptable cycling distance (DMRB TA 91/05 and DfT Local Transport Note 2/08).
- 3.29 Reading is to benefit from the Elizabeth Line (formerly known as Crossrail) from 2019. It will provide improved journey times across London, easing congestion and enabling better connections. There will be two trains an hour from Reading and passengers will be able to travel into, and beyond, central London without the need to change at Paddington. It will also provide greater flexibility for future timetabling of services.

Summary

- 3.30 As this section confirms, the site is located close to a range of land uses, all of which can be accessed by sustainable modes of transport (walking, cycling and public transport). The existing pedestrian/cycle networks will help to facilitate sustainable travel and provide significant potential for maximising the effectiveness of the range of measures that could be implemented as part of the Travel Plan.

4.0 AIMS, OBJECTIVES AND PROVISIONAL TARGETS

Aims

- 4.1 The purpose of the Travel Plan is to achieve a modal shift away from single occupancy car use. This subsequently forms the basis for the main aim of the Travel Plan. Whilst the setting of targets, aims and objectives will be agreed with RBC as part of the delivery of the final Travel Plan, it is anticipated that the proposed aim of the Travel Plan would be:

“To reduce the proportion of peak hour single occupancy car journeys generated by the development over a 5 year period, whilst simultaneously increasing the proportion of journeys by sustainable travel modes”.

Objectives

- 4.2 The aim of the Travel Plan would be achieved through the delivery of a number of objectives, which would include the following:

Objective 1: To raise awareness of the opportunities for walking and cycling to local facilities;

Objective 2: To ensure easy access to information about local bus services to local facilities and local employment areas;

Objective 3: To provide the an alternative to car ownership for residents through the provision of a car club onsite;

Objective 4: To raise awareness of the benefits of car sharing and provide the relevant details to connect to local car share databases;

Objective 5: To promote interaction with existing local services and facilities through the provision of a series of permeable walking/cycling links.

Objective 6: Maintaining a line of communication with residents to ensure they have access to relevant travel information.

Targets

- 4.3 Targets are set to provide a measure against which the progress of the Travel Plan can be reviewed. Outcome targets quantify the progress of the Travel Plan with Action targets assisting with the implementation and management of the Travel Plan.

- 4.4 RBC, in line with national guidance, require that targets are included within the Travel Plan. These targets provide a mechanism for measuring the Travel Plan's progress towards achieving its aims and objectives. A series of output and outcome targets are set below.

Output Targets

- 4.5 Output targets take the form of identified actions of the Travel Plan, which are necessary to progress the Travel Plan. The proposed Travel Plan Output Targets are as follows:

Output 1: To finalise the provisions of the Travel Plan

Output 2: To prepare all marketing materials in time for 1st occupation

Output 3: To make provisions for subsidised sustainable travel vouchers in time for 1st occupation

Output 4: To implement the monitoring strategy in line with agreed timescales

Outcome Targets

- 4.6 To accord with national requirements, Specific, Measurable, Achievable, Realistic and Time-Bound (SMART) modal shift targets will be set. These are essential to give direction to the Travel Plan and measuring its outcomes.
- 4.7 In view of the site being currently an alternative land use and the travel patterns of the residents largely unknown, the SMART targets below are set as interim targets. These would be finalised following the occupation of the development and the undertaking of a baseline travel survey. The overall modal share targets are proposed as achievable over the life of the Travel Plan (5 years).
- 4.8 The targets, together with the proposed measures (refer to Section 7.0), support the aims and objectives of the Travel Plan. Should the targets be achieved, a reduction will be seen in the proportion of trips being made by the single occupancy car drivers. Travel by other, more sustainable modes (walking, cycling, public transport use, car share and car club) will increase as a result of this reduction.

Background Research

- 4.9 Before setting modal shift targets, an understanding of the development trip generation and local travel patterns is required. The TRICS database has been used to identify appropriate trip rates for the site. Sites have been selected from the TRICS database with similar characteristics to those of the proposed development.

Table 4.1 - Residential Trip Rates – TRICS (All Sites)

		Arrivals	Departures	Total
Residential - Private	08:00-09:00	0.045	0.118	0.163
	17:00-18:00	0.116	0.077	0.193

- 4.10 **Table 4.2** presents the resulting trip generation for the proposed development of up to 130 residential flats.

Table 4.2 - Proposed Trip Generation – Residential Units

		Arrivals	Departures	Total
Residential - Private	08:00-09:00	6	15	21
	17:00-18:00	15	10	25

- 4.11 The site lies within the Abbey Ward or the Middle Super Output Area (MSOA) 'Reading 10'. The local ward typical modal split for journeys to work, have been derived from the 2011 'Method of Journey to Work' census data as presented in **Table 4.3**.

Table 4.3 - 2011 Census Data - Method of Journey to Work

Method of Travel To Work	MSOA 10 and 11	Reading	South East
Train	16%	10%	8%
Bus, minibus or coach	12%	11%	5%
Motorcycle, scooter or moped	1%	1%	1%
Driving a car or van	33%	50%	65%
Passenger in a car or van	3%	5%	5%
Bicycle	5%	4%	3%
On foot	29%	18%	12%
Other method of travel to work	1%	1%	1%

Data excludes working from home and not in employment

- 4.12 The data indicates that the predominant mode of travel at the local level is the car, with 33% driving and 1% motorcycles. However, this is significantly lower than the regional or country mode share for driving of 50% and 65% respectively.

- 4.13 All sustainable modes are higher at the local level compared to the modal split for Reading. Journeys by foot are 29% at the local level compared to 18% across the whole of Reading which can be attributed to the sites close proximity to the town centre. Trips by bus and cycling are higher than the statistics for Reading and the South East.
- 4.14 The total non-car based trips (train, bus, walk, cycle, car sharing and other) for the local level equate to some 66% of travel and indicates a highly sustainable location in terms of mode share. It is acknowledged that car passenger equates to car sharing and so would be viewed as a sustainable mode of travel.
- 4.15 The remaining vehicle based trips made up of Motorcycle and car driver make up some 34% of trips.
- 4.16 The vehicular trip generation for the residential element of the development is forecast at 21 movements during the AM peak hour and 25 movements during the PM peak hour (Table 4.2). Taking the 2011 Census data (Table 4.3), which indicates 34% of all trips generated by the development during the peak hours are driver led vehicle trips with the remaining 66% being undertaken using sustainable travel modes, it has been possible to calculate the potential total all mode trip generation for the development, inclusive of non-car (sustainable) travel modes (**Table 4.4**).
- 4.17 The calculated, potential, non-car mode trip generation during the AM peak equates to 41 trips and 49 trips during the PM peak.

Table 4.4: Potential Total Development Trip Generation

Trips/Modal Share	AM Peak		PM Peak	
	Trips	%	Trips	%
Vehicle Trips	21	34%	25	34%
Sustainable Travel Modes	41	66%	49	66%
Total	62	100%	74	100%

- 4.18 The local ward travel statistics indicate that sustainable travel options are currently more attractive to residents. The proposed measures as part of this Travel Plan would further encourage and incentivise travel by sustainable modes, particularly for local journeys.
- 4.19 Considering the highly sustainable location of the site and existing sustainable travel mode share, it may be difficult to reduce single occupancy car share

further over the life of the Travel Plan. Targets set out below will, therefore, need to be reviewed throughout the life of the Travel Plan.

Target Setting

- 4.20 The Travel Plan will initially focus in encouraging sustainable travel choices for local trips, typically up to 5km. The Method of Journey to Work indicates that the local ward environment provides opportunities for travel by non-car modes. In view of the background information the following output targets are proposed:

Outcome 1: The Travel Plan will aim to achieve a 10% reduction in single occupancy car driver trips (from 34% to 31%), to be transferred to sustainable modes by the end of the Travel Plan period (**Table 4.6** refers). *Note: This is 10% of existing single occupancy trips (34%) and, therefore, a 10% reduction equates to 3.4%.*

Outcome 2: To increase sustainable travel modes to 69%, collectively, of all journeys to/from the site over the monitoring period of the Travel Plan (**Table 4.5** refers).

Table 4.5: Development Projected Multi-Modal Share and Targeted Modal Share

	Base	Target	Change
Vehicle Trips	34%	31%	-10%
Sustainable Travel Modes	66%	69%	10%
Total	100%	100%	N/A

- 4.21 **Table 4.6** sets out the projected multi-modal share and targeted modal share for the development over the 5 year period of the Travel Plan.

Table 4.6: Proposed Travel Plan Targets

Mode	Baseline	Year 1 Target	Year 3 Target	Year 5 Target
Train	16%	16%	16%	17%
Bus, Minibus or Coach	12%	13%	13%	13%
Motorcycle, Scooter or Moped	1%	1%	1%	1%
Driving a Car or Van	33%	32%	31%	30%
Passenger in a Car or Van	3%	3%	3%	3%
Bicycle	5%	6%	7%	7%
On Foot	29%	29%	29%	29%
Total Vehicular Share	34%	33%	32%	31%
Total Sustainable Travel Mode Share	66%	67%	68%	69%

- 4.22 Cycling and public transport should be encouraged as part of the travel plan. These targets are likely to be subject to change, following discussion with RBC and the completion of a site-specific baseline travel survey, to be undertaken following occupation of the proposed development.
- 4.23 The Travel Plan will be subject to regular monitoring and review as part of the Travel Plan auditing process for a period 5 years.
- 4.24 It is intended that the above targets will be achieved through the adoption of a wide variety of measures and strategies, which will be described in more detail in **Section 5.0**.

5.0 TRAVEL PLAN INITIATIVES / MEASURES

- 5.1 In order to encourage trips by more sustainable travel modes and reduce the number of single occupancy car trips, the final Travel Plan will provide a package of initiatives for promoting sustainable travel, which will be implemented by the Travel Plan Coordinator (TPC). The measures will be funded by the Developer over a period of 5 years. After this time it is anticipated that the residents will take responsibility of the Travel Plan and that sustainable travel choices will be firmly established.
- 5.2 Section 3.0 has provided an accessibility assessment of the site. A range of measures have been selected based on this information, which are considered suitable for encouraging sustainable travel choices. These potential measures are summarised in the remainder of this section.
- 5.3 These initiatives, which are to be implemented, include soft and hard measures. Soft measures comprise of those incentives and demand management techniques to influence travel modal choice. Hard measures relate to physical works being undertaken on and off site to facilitate travel by sustainable modes. **Table 5.1** provides an overview of the soft and hard measures that could be implemented over the lifetime of the Travel Plan. These example measures are summarised within Table 5.1 below.

Table 5.1: Overview of Measures

	Strategy	Travel Plan Initiative
SOFT MEASURES	Marketing	▪ Travel Information Packs could be distributed to each flat containing all necessary travel information, subsidised travel vouchers, cycle training offers etc. ▪ Leaflets – distributed periodically to promote travel modes following distribution of travel pack, including RBC's Safe Routes to School Journey Planner. ▪ Promotion of travel apps including Reading Buses app which provides e-tickets and Real Time Information. ▪ Promotion of measures through Social Media sites (Twitter/Instagram/Facebook).
	Walking & Cycling	▪ Subsidised cycle voucher valid on purchases from a local cycle store (e.g. AW Cycles - Reading). ▪ Provide walking and cycling maps. ▪ Opportunity to receive cycle training. ▪ Promotion of the cycle group pages. ▪ Benefits of active travel

	Strategy	Travel Plan Initiative
	Public Transport (Bus and Rail)	▪ Subsidised bus travel voucher valid on local bus services. ▪ Provision of route maps, fare information and timetables for local area bus services and rail services from Reading and Reading West Rail Station. ▪ Information regarding Great Western Railway bicycle policy on rail services ▪ Provide personal travel advice to employees (intalink.org.uk) ▪ Benefits of travelling by Public Transport services.
	Car Sharing	▪ Promotion of the county and national car share databases (www.liftshare.org) ▪ Promotion of Car Clubs (www.co-wheels.org.uk/reading) ▪ Free membership for Co-Wheels car club for 1 Year ▪ Benefits of car sharing
HARD MEASURES	Physical Works on-site	▪ Provision of high quality walking and cycling routes through the site and links with the local network to ensure permeability and integration of the multiple sites with the local area. ▪ Internal layout designed for a maximum vehicle speed limit of 20mph to minimise risk to non-car modes. ▪ Secure communal cycle parking facilities provided on-site.

Walking and Cycling Measures

- 5.4 Route maps: To assist residents with planning trips by bicycle and on foot, the TPC will provide residents with route maps of the local area. Where possible it will be beneficial to indicate distances and times to key trip ends (schools, places of employment, medical and local centres), so that residents are aware of the most direct routes available to them.
- 5.5 Subsidised cycle voucher and tax free purchases: In order to encourage the uptake of cycling the TPC will provide a sustainable subsidised travel voucher of up to the value of £50, for the first occupant of each flat (one per flat only). These may be redeemed against the purchase of cycle equipment at a local cycle retailer.
- 5.6 Journey sharing: Promotion of the WalkBUDi and CycleBUDi databases which residents can register with. These databases enable users to search for others walking/cycling on similar routes which they might travel with. Residents might consider this option to widen social networks or to increase personal safety.

- 5.7 Site layout: The development will be designed for a maximum vehicle speed limit of 20mph, to minimise risk to non-car modes and thus create a favourable environment for pedestrians and cyclists. High quality pedestrian/cycle routes through the site would also be provided, linking with the local network at the point of access.

Public Transport Measures

- 5.8 Subsidised bus travel voucher: Instead of cycle vouchers the first occupant could be provided with subsidised travel vouchers, valid on local services operating on the surrounding road network. This scheme will aim to encourage residents to utilise local bus services for commuting and accessing amenities and facilities. This could include a 4 week bus voucher worth £59 for use on Reading Buses.
- 5.9 Route Maps and Timetables: To enable convenient access to public transport information, residents will be provided with route maps, fare information and timetables for local area bus services.
- 5.10 To ensure residents are aware of the frequency and operating hours of services timetables will be provided together with the route maps.
- 5.11 Rail timetables will also be provided to residents. The TPC will promote the use of the national rail personalised pocket timetable service. This enables users to create a timetable specific for their journey requirements by route and time.
- 5.12 Fare Information: Residents will be made aware of the bus fare options available, to encourage travel on local bus services following expiry of the subsidised travel voucher.
- 5.13 Reading Buses App: Promotion of the Reading Buses App should be encouraged to allow residents to access e-tickets and real time information.
- 5.14 It will be the responsibility of the TPC to ensure that residents are aware of the option to purchase season tickets when travelling regularly by train. Alternatively for those travelling outside of peak hours it may be beneficial to purchase railcards which entitle users to discounted tickets on various services.

Green Vehicle Initiatives

- 5.15 Car Sharing: It is acknowledged that it is not always possible to adopt an alternative mode to the car. In these circumstances the objective is to raise awareness of the benefits that arise from reducing single occupancy car journeys both personally and environmentally.
- 5.16 Car sharing offers the opportunity to share a journey by car with other persons travelling on similar routes reducing the costs of travel and the effects on the environment. The TPC will promote use of the national car share databases; liftshare.com/uk/community/reading.
- 5.17 The benefits of car sharing will be communicated to residents by the TPC, which include:
- Reduced costs of running a car
 - Reduced levels of stress associated with driving
 - Possible priority parking at work places
 - Contribution towards reducing congestion
 - Reduces CO2 emissions, creating a cleaner environment.
- 5.18 Electric Vehicle Charging Points: The provision of electric vehicle charging points will allow residents to charge electrical vehicles.
- 5.19 Car Club: Co-Wheels car club confirmed via email on 31st January 2019 that they would be interested in using a car club space as part of the development. The developer will fund the provision of a car club vehicle on site for 3 years (see **Appendix A** for email confirmation with Co-Wheels and costings). Provision would be provided for one car club space from occupation based on the operator viability, however, allowance has been made for an additional car club space to be added should demand require it.
- 5.20 Free Membership for Co-Wheels Car Club: To discourage residents buying a car / using their car, a 1 year free membership to Co-Wheels Car club will be provided to each flat upon occupation (one per flat). This is valued at £25.
- 5.21 Home Working: Provision of high speed broadband connection infrastructure to each home will facilitate home working. The opportunity to work from home has the added benefit of reducing car trips and, therefore, is considered a green initiative supporting sustainable travel choices.

- 5.22 To help promote the Travel Plan a marketing strategy will be implemented by the TPC which would help to raise awareness of the alternative travel options available to residents over the life time of the Travel Plan.
- 5.23 Much of the information to be distributed has been discussed under the previous paragraphs; route maps for all modes, bus and rail timetables and fare information, car share promotion and the benefits of sustainable travel.
- 5.24 It is intended that the following methods of communication could be adopted to distribute information:
- Residents Travel Pack
 - Social Media
 - Email
 - Leaflets

Residents Travel Pack

- 5.25 The first occupant of each flat will receive a 'Residents Travel Pack'. This will provide a brief introduction to the Travel Plan, including the aims and objectives for the 5 year period. Information will be provided which encourage sustainable travel choices on identified routes to key trip ends. The pack will include (but not be limited to):
- Walking and cycling route maps of the local area and, where possible, journey times and distances would be indicated
 - Contact details for accessing cycle training;
 - Promotion of the benefits of active travel;
 - Subsidised cycle voucher (one per flat);
 - Bus and rail route maps and associated time tables;
 - Fare information for bus and rail services (inclusive of PlusBus)
 - Subsidised bus travel voucher (one per flat);
 - Promotion of the county and national car share databases and the associated benefits of participation in car sharing;
 - One year Co-Wheels Membership (one per flat);
 - Information about local shops offering online shopping and home delivery services.

- 5.26 The Travel Pack will be displayed in the on-site Sales Suite to raise awareness of the accessibility of the site to local facilities and amenities and local employers by sustainable travel modes.
- 5.27 Travel Advice Meetings/Personal Travel planning: At the time of distributing the Travel Packs the TPC will offer an induction into the Travel Plan. During these meetings residents will be able to raise any queries they have regarding travel to/from the site.
- 5.28 Leaflets and Printed Materials: The TPC will distribute relevant promotional materials to each flat periodically. These materials will include maps, timetables, fare information, car share information sheets and details of local events. This distribution of information will maintain awareness of alternative travel options and ensure all information provided was up to date.
- 5.29 Newsletter: A travel newsletter sent quarterly will inform residents of the results of the travel survey, along with other green travel related news. This will maintain community involvement in the Travel Plan.
- 5.30 Website/Webpage: A travel webpage could be provided as part of the Travel Plan. This has been done for the neighbouring Kenavon Drive site. Whilst the website would be intended for the residents of the site, the wider community would also be able to access the website and subsequently benefit from any uploaded information. Information which will be made available includes:
- Details of bus and rail times and route maps;
 - Cycle route maps;
 - Travel discounts and vouchers available to residents;
 - Links to transport operator websites;
 - Link to county and national car share databases;
 - Online journey planner facility;
 - Upcoming travel event details;
 - Location of bicycle retailer and maintenance services;
 - Map identifying, local facilities, schools etc. in relation to the site with journey distances and travel times on foot/cycle indicated where possible;
 - Links to car club;
 - Links to other key stakeholders.

5.31 Travel Events: There are a number of national travel events held over the course of the year that seek to raise the profile of sustainable travel options and encourage participation in sustainable travel. The aim is to encourage those taking part to continue participating and making sustainable travel choices after the travel event. The TPC will promote those travel events which are practical for the site which might include:

- Bike Week (June)
- National Liftshare Day (June)
- Cycle to work day (August)
- Travelwise Green Travel Week (September)
- European Mobility Week (September)
- Bike to School Week (April)
- Walk to School Week (May)

6.0 MANAGEMENT MONITORING & REVIEW STRATEGY

Site Management

6.1 The Travel Plan will be managed by the TPC, who will be a member of the sales team and work on a part time basis. The TPC will be appointed by the site Developer for the 5 year monitoring period. It will, therefore, be the responsibility of the TPC to take forward the Travel Plan and undertake the associated implementation and ongoing management of initiatives, monitoring and review processes.

6.2 A summary of the typical TPC responsibilities is provided as follows:

- Liaise with RBC to finalise the Travel Plan provisions, implement measures and agree monitoring strategy;
- Prepare the Residential Travel Information Pack alongside RBC
- Set-up voucher schemes with local bus operator and local cycle store/online retailer
- Provide the sales suite with Travel Information Packs and inform them of the commitment to the Travel Plan;
- Implement Travel Plan in time for 1st resident occupation;
- Distribute Travel Pack to all first occupants of each flat;
- Monitor redemption rates of distributed vouchers annually;
- Undertake traffic surveys and resident questionnaires;
- Review the Travel Plan once annually with RBC and consider alternate/additional initiatives if necessary.

Partnership Working

6.3 The TPC will work alongside RBC to deliver the Travel Plan. Working relationships will also be developed with local bus operators, network rail and local cycle stores.

Monitoring

6.4 To measure the Travel Plan's progress towards delivering the desired aims and output targets a monitoring strategy will be implemented. Monitoring will be undertaken annually for a period of 5 years following the implementation of the Travel Plan.

- 6.5 Typically, the first surveys will be undertaken following occupation of the 50th dwelling on site, or 6 months after the 1st occupation, whichever is the sooner. The data from this survey will provide the baseline travel data for the site, which will then be compared against that of the projected modal shares.
- 6.6 The monitoring methodology will comprise of multi-modal surveys and resident questionnaires. This will be agreed with RBC prior to completion.
- 6.7 RBC will undertake a review of the Travel Plan results following each monitoring period. This review will identify whether the Travel Plan is delivering on the aims and targets identified or whether a review of the travel plan initiatives is required. As such, monitoring of the surveys are summarised as follows:
- Monitoring of traffic flow in/out of the site, at the site accesses (either by way of ATC's or MCC's);
 - Travel questionnaire survey to ascertain resident attitudes towards the Travel Plan measures and sustainable travel choices using iTRACE or similar;
 - Monitoring of redemption rates of subsidised vouchers (annual).
- 6.8 To ensure consistency and reliability, these surveys will be carried out at a similar period of the year and on the same day as the original survey. Data from all surveys will then be input into Reading's travel plan monitoring system.

Review

- 6.9 The TPC will review the survey findings within 3 months of each survey period to establish whether the objectives and associated initiatives are being effective in progressing the Travel Plan towards achieving the identified aims and targets.
- 6.10 As part of the review the TPC will also identify those measures which prove effective and any that require amending to suit the needs of residents.
- 6.11 The annual review of voucher redemptions will also prove beneficial to establish whether this initiative is effective and/or amenable to residents.

- 6.12 The TPC will strive to deliver the outcome targets of the Travel Plan. However, it must be acknowledged that travel choices are also influenced by external factors, beyond the control of the TPC and/or Developer. Such external factors include parking charge strategies, changes to local bus service provision, public transport fare increases and inclement weather conditions.
- 6.13 It should also be noted that the already high level of sustainable travel to and from the site could be difficult to increase. Should the Travel Plan not deliver the identified targets due to external factors this will not be considered a failure of the Travel Plan but a recommendation for adjustment to local, current conditions.

7.0 ACTION PLAN

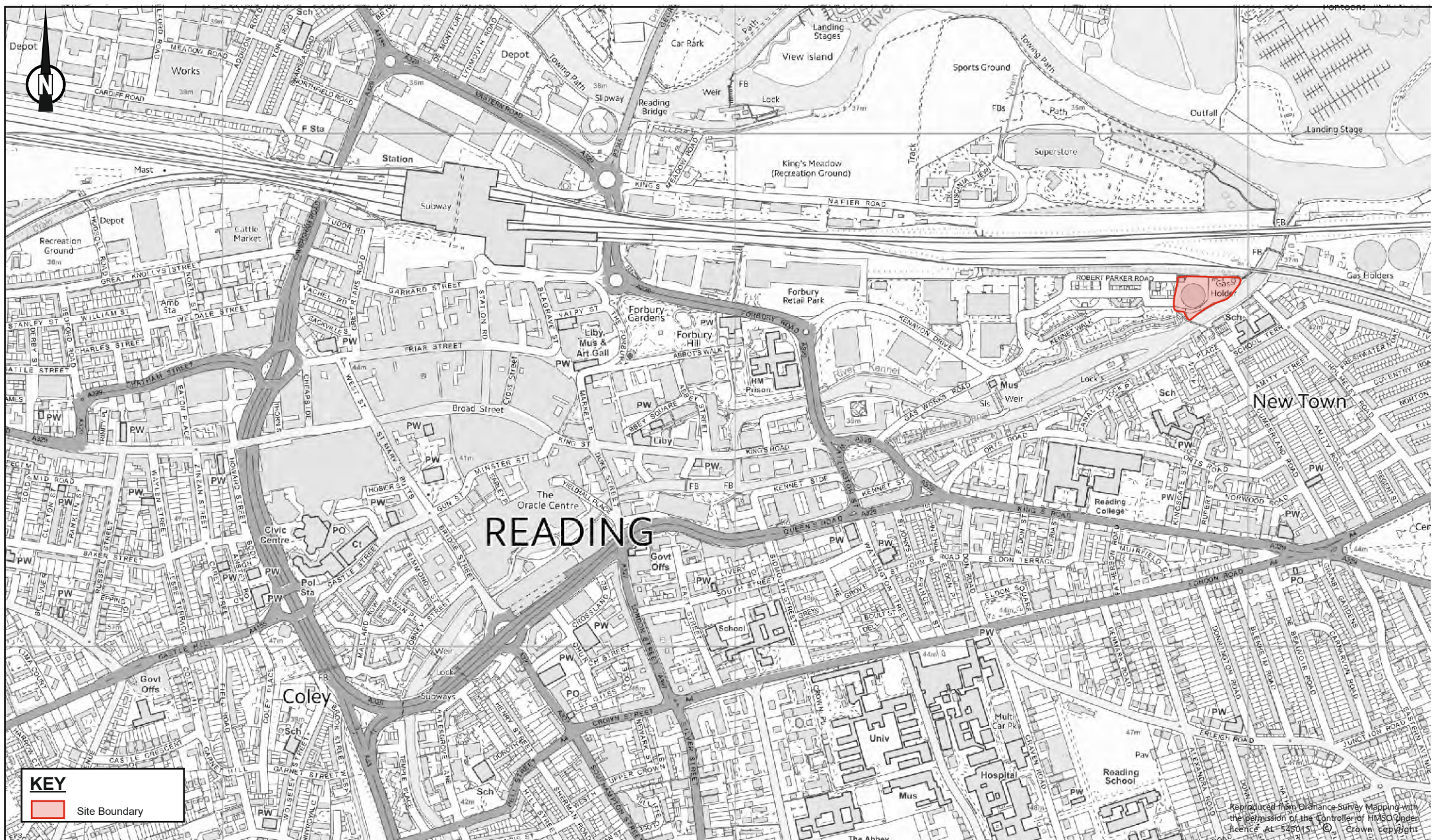
- 7.1 The Travel Plan will be implemented in accordance with the Proposed Action Plan, which provides the timescales for delivering each component of the Travel Plan. **Table 7.1** provides a draft Action Plan which provides the basis of the final Action Plan to be finalised by RBC.
- 7.2 In view of this being a framework document indicative timescales have been provided. More specific timescales will be identified as part of the final Action Plan.

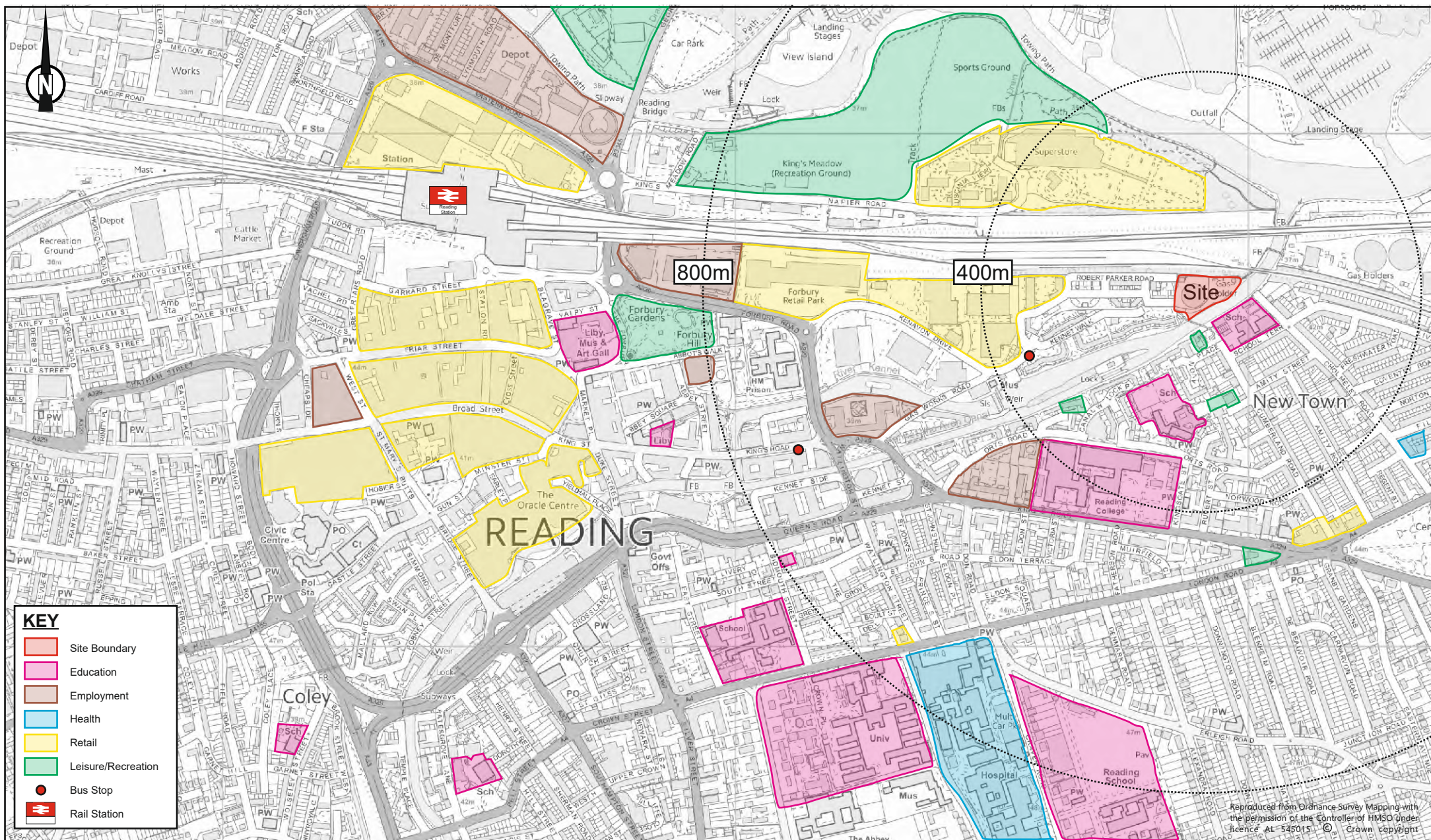
Table 7.1 Action Plan

Action	Timescale	Responsibility	Costs and Funding Source
Appoint TPC	Prior to implementation	Developer	Developer Cost
TPC to prepare Final Travel Plan	1-3 months prior to occupation	TPC	Within TPC Budget
Agree contents of final Travel Plan with LHA/LPA including SMART targets	1-3 months prior to occupation	TPC/RBC	Assume £1000 per annum for RBC fees = £5,000
Off-site Infrastructure works	in time for 1st occupation	Developer / RBC	Costs covered by Developer
On-site Infrastructure works	in time for 1st occupation	Developer	Costs covered by Developer
Prepare Residents Travel Pack (text/graphics/printing)	1-3 months prior to occupation	TPC	£1,500 per annum = £7,500
Set up Bus voucher scheme	1 month prior to occupation	TPC	£59 per dwelling Assume 25% uptake = £1,917
Acquire relevant bus/rail/cycling/walking maps	1 month prior to occupation	TPC	Within TPC Budget
Acquire relevant bus/rail timetables and fare info	1 month prior to occupation	TPC	Within TPC Budget
Acquire additional marketing materials regarding benefits of sustainable travel	1 month prior to occupation	TPC	Allowance of £3,500 over 5 years
Set up cycle voucher scheme	1 month prior to occupation	TPC	£50 per dwelling Assume 25% uptake = £1,625
Investigate opportunities for cycle training	1 month prior to occupation	TPC	Within TPC Budget

Set up website and ongoing maintenance	1 month prior to occupation	TPC	£5,000 over the 5 years
Approval of Residents Travel Pack (RBC)	1 month prior to occupation	TPC/RBC	Within TPC Budget
Implement Travel Plan	1st occupation of site	TPC	Within TPC Budget
Launch website	within 1 month of 1st occupation	TPC	Within TPC Budget
Distribute Residents Travel Pack to 1st residents	within 1 month of 1st occupation	TPC	Within TPC Budget
Offer Personalised Travel Planning to residents	within 1 month of 1st occupation	TPC	Within TPC Budget
Undertake 1st travel survey	following occupation of 50th dwelling or 6 months after first occupation	TPC	£3000 per annum only years 1, 3 and 5 = £9,000
Travel Plan review	1 month after survey	TPC	Within TPC Budget
Continued distribution of Residents Travel Packs	within 3 weeks of occupation	TPC	Within TPC Budget
Marketing of Travel Plan	Ongoing	TPC	Within TPC Budget
Periodic distribution of bus/walking/cycling maps	once annually	TPC	Within TPC Budget
Periodic distribution of timetables and fare information	once annually	TPC	Within TPC Budget
Cycle training and/or Travel event	1 within the 1st year of occupation	TPC	Within TPC Budget
Set up car club and annual running costs	1 month prior to occupation	Developer	£11,587 initial payment, £3,275 in years 2 and 3 = £14,862
Car Club Membership	Upon occupation	TPC	£25 per dwelling = £3,250
Review Travel Plan and targets with RBC	1 month after survey	TPC/RBC	Within TPC Budget / RBC fees
Review of travel voucher redemption rates	once annually	TPC	Within TPC Budget
Responding to resident enquiries	ongoing	TPC	Within TPC Budget
		5 year overall Total	£52,654

FIGURES







FOR: **XXXXXX**

LOCATION: **XXXXXX**



SECTION 106 PROPOSAL



PEOPLE & BUSINESSES
CAN USE CARS IN A SMARTER WAY



Car Club provision on new developments

Within any new development, a large proportion of prospective residents may have one or more private vehicles. Many of these may not actually need to own their own vehicle, or want to get rid of their second car. Co-wheels provide an alternative to car ownership that creates significant environmental benefits.

The Carplus Annual Survey demonstrates that car club schemes reduce car ownership, increase the proportion of low emission vehicles on the roads, help improve air quality, and reduce CO₂ emissions.

Car club benefits (derived from the Carplus Annual Survey for England and Wales 2013/14):

- 65% of car club members travelled less than 500 miles in the past 12 months
- 10% of car club members had sold or disposed of a car in the 12 months prior to completing the survey
- 28% of members said they would have bought a car if they had not joined a car club
- An individual car club car saves on average 0.80 tonnes of carbon per year
- Across the UK the car club fleet saves over 2,700 tonnes of carbon per year – the equivalent of 886 return flights from London to Sydney
- Car club vehicles in England and Wales typically produce around 33% less carbon than the national average car.

About Co-wheels Car Club

Co-wheels is a national car club operator run as a social enterprise. Geographically, Co-wheels is the UK's largest car club and provides low emission, hybrid and electric cars across 45 towns and cities.

Co-wheels is a pay-as-you-go car club which provides members with convenient access to cars via our on-line booking system. Each member receives a smart card which allows remote entry without the need to pick-up keys. Our outstanding customer service team provides 24/7 phone support to members.

Our rates are excellent value and currently start at £4.75 per hour or £33.25 per day + 18p per mile for fuel.

Hiring a car with Co-wheels

Using our service is simple. After a quick sign up process, members can:

- Find a convenient car on our website
- Book online or via mobile device
- Use the smartcard to unlock the door
- Find the keys in the car
- Use the fuel card to refill the car when needed.

Co-wheels make using a car club affordable and accessible to everyone:

- Our pricing structure is simple & great value
- Low one-off membership fee for life
- Best-in-class insurance coverage, particularly for young drivers.



The Co-wheels service

The Co-wheels pricing structure is all inclusive. Our service includes:

- Vehicle provision to meet requirements either on site or through our car club fleet based in convenient locations.
- Easy to use online booking and management for members.
- In-car telematics to accurately record trip time and distance.
- Smart billing system.
- Comprehensive insurance.
- Fuel & fuel card service.
- Servicing, maintenance and repair.
- Cleaning and vehicle safety checks.
- 24hr helpdesk & outstanding customer service.
- Marketing support.

Advantages of using Co-wheels

- Choosing a social enterprise supports corporate social responsibility practice
- Better value than traditional car club operations
- Access to additional Co-wheels vehicles in the area
- Access to our nationwide network of cars
- Our aim is to make the operation financially self-sufficient



Proposal for Co-wheels car club provision

We have done an initial assessment of the area around the development at the XXXXXXXXXXXXXXX and the location offers significant car club potential. Co-wheels would therefore be happy to work with the developer to provide car club vehicles on occupation of the build. If demand for the car club vehicle is high, Co-wheels will work on increasing availability by adding additional vehicles.

This proposal is for two car club vehicles to be supplied and operated on the specified parking spaces. Co-wheels and the developer are seeking to create a self-financing car club scheme that will be of benefit to the all occupants and the wider local community. The scheme will benefit from additional promotional activities to engage employers and residents.

Costs of providing the service

Co-wheels offers both small and medium of vehicles as standard. Electric vehicles can also be requested. All prices are excluding VAT.

Small Car - Standard fuel vehicle

Based on <i>Toyota Aygo</i> - Manual 5 door (CO2 emissions: 99g/km)	Year 1	Year 2	Year 3
Cost of Vehicle	£7,332		
Telematics unit & installation	£980		
Annual running costs*	£3,275	£3,275	£3,275
Total cost per year	£11,587	£3,275	£3,275

Medium Car - Hybrid Vehicle

Based on <i>Toyota Auris Hybrid</i> - Automatic (CO2 emissions: 78g/km)	Year 1	Year 2	Year 3
Cost of Vehicle	£9,669		
Telematics unit & installation	£980		
Annual running costs*	£3,275	£3,275	£3,275
Total cost per year	£13,294	£3,275	£3,275

*Annual running costs

Item	
Fuel card	
Breakdown cover	
SIM	
Online booking system	
Cleaning & checking	
Maintenance	
Insurance	
Total annual running cost per vehicle	£3,275

Marketing

Co-wheels have a specialist marketing and communication team who would promote the service to residents of XXXXXXXXXX via a marketing plan based on experience of operating a number of similar schemes.

Marketing material: We produce specific marketing material that is focussed on the needs of the site. This material would be part of each resident's welcome pack and would be supported by subsequent mail shots sent at regular intervals as follow up. Co-wheels would also advertise the service in the local community and within the development with posters and leaflets.

Launch day event: Our promotions team are experienced in delivering a launch event which includes exciting ways to inform residents of the great deal on offer from Co-wheels.

Membership Incentive: Free membership of Co-wheels is a great offer to prospective buyers who, due to parking restrictions, are unable to have their own vehicle on site. We would market free memberships as a benefit paid for by the developer which provides residents with a cheaper, greener, and more convenient alternative to private car ownership. Co-wheels membership adds real value to the development and provides a solution to the recurring problem of restricted parking space for residents.

We can provide a Co-wheels pack for each unit that entitles the occupier to free £25 membership, no monthly fee and £25 driving credit, which can be used as an additional incentive for the developer's sales team for any buyers or tenants and presented as an added incentive for living at XXXXXXXXXX.

Further information and contact

Richard Falconer

Co-wheels Car Club Community Interest Company

0191 3751050

richard@co-wheels.org.uk

www.co-wheels.org.uk

