

**BROAD STREET MALL MASTERPLAN**  
**Broad Street Mall, Reading**

Inception (Reading) Sarl (c/o Moorgarth)  
Residential Travel Plan

**7 November 2019**

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## **1.0 INTRODUCTION**

### **1.1 Background**

- 1.1.1 Connect Consultants Limited is a firm of specialist highways, traffic and transportation planning consultants that have been instructed by Inception (Reading) Sarl (c/o Moorgarth) to produce a Travel Plan (TP) in relation to their planning application for a residential development on Broad Street Mall, Reading.
- 1.1.2 This TP has been produced for the future residents of the proposed development.

### **1.2 Existing Site Usage**

- 1.2.1 As mentioned above the site is currently occupied by Broad Street Mall, a shopping mall containing numerous retail and food & drink units. The proposed residential development will be constructed with the pre-existing units retained.

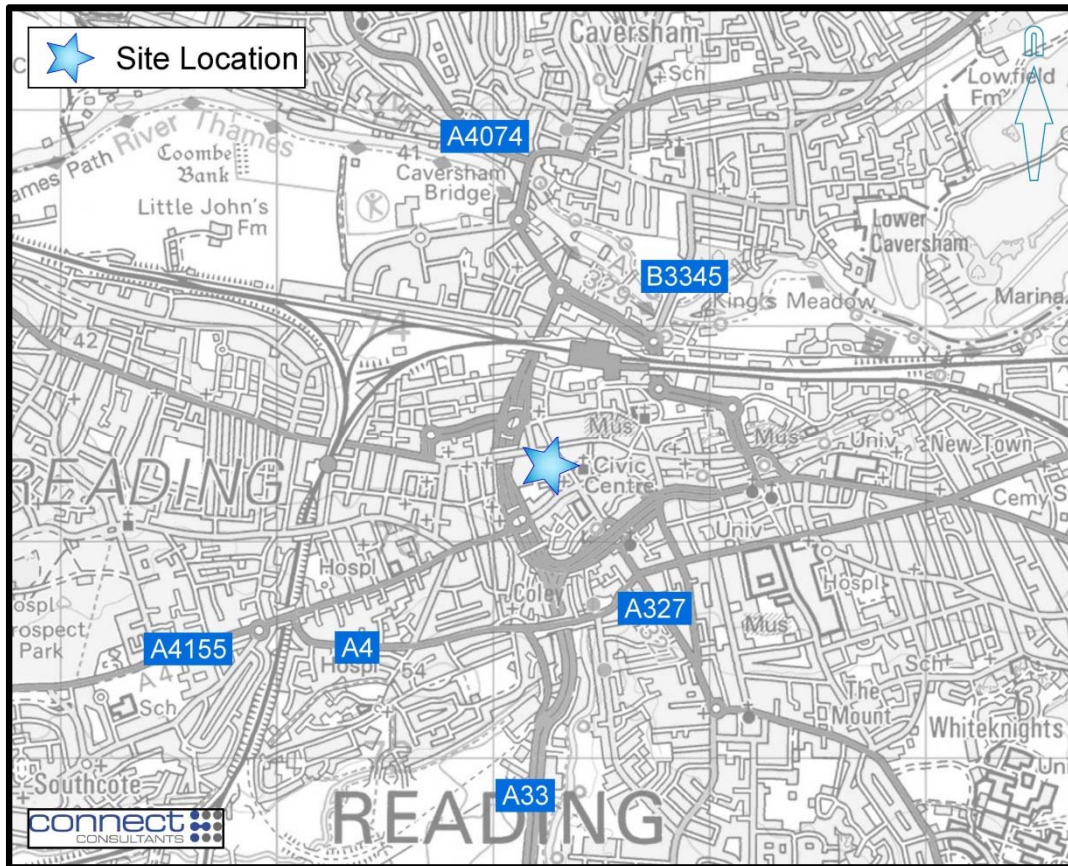
### **1.3 Development Proposals**

- 1.3.1 The proposals include the development of five sites, each of which comprising 1 to 3 bedroom residential units and a small area of retail use which will be ancillary, in transport terms, to the existing Broad Street Mall:
- Site A - Dusseldorf Towers: 164 residential units and a retail use with a Gross Internal Area (GIA) of 172 sq.m.
  - Site B - Dusseldorf Towers: 134 residential units and retail use with a GIA of 945 sq.m.
  - Site C - Dusseldorf Towers: 98 residential units and retail use with a GIA of 384 sq.m.
  - Site E - Oxford Road: 50 residential units.
- 1.3.2 A brief description of the site access arrangements is set out below:-
- The following pedestrian accesses will be available for the sites: Site A from Queen's Walk, Site B from Dusseldorf Way, Site C via a separate entrance on Dusseldorf Way, and Site E from Oxford Road.
  - Access to the cycle parking facilities will be via the existing basement.

### **1.4 Location of Proposal Site**

- 1.4.1 The proposal site is located within Reading Town Centre, c575m south of Reading Station.
- 1.4.2 Broad Street Mall includes numerous retail units, office space, a multi-storey car park and some streetscape / internal thoroughfares. The site is bound to the north by Oxford Road, to the east by St. Mary's Butts, to the south by Hosier Street and Dusseldorf Way and to the west by Queen's Walk, Pentahotel and Queens Court Student Accommodation.
- 1.4.3 The location of the site, in the context of the urban area, is presented at **Inset 1.1** below.

### Inset 1.1 – Location of Proposal Site



Source: Promap

1.4.4 **Inset 1.2** below identifies the context of the site in relation to the local area, highlighting its accessible location, proximity to Reading Station, local bus stops and the town centre.

## Inset 1.2 – Site in its Local Context



Source: Google Earth. N.B. All Areas, Locations and Distances approximate.

## 1.5 Travel Plan Background

1.5.1 Travel Plans are strategies for managing multimodal access to a site or development that focus on maximising the potential for travel by sustainable transport modes.

1.5.2 The benefits of residential Travel Plans include the following:-

- Reduced need for car use with benefits in terms of reduced traffic movements and associated congestion, air pollution and traffic accidents.
- Improved accessibility and travel choice to local facilities.
- Improved public transport provision for people in nearby developments derived from economies of scale.
- Increased scope for child-friendly housing layouts, with fewer roads, vehicle movements and parking areas.
- Improved access by the wider community to residential development by sustainable modes of transport.
- The demonstration of good practice provides an educational tool to help change perceptions about the convenience and benefits of non-car travel.

## **1.6 Objectives**

1.6.1 This Travel Plan is a strategy for reducing the dependence of residents on travel by private car. The primary objectives of the strategy are to help and encourage residents and to achieve the following:-

- Increase awareness and encourage use of sustainable modes of transport, e.g. walking and cycling.
- Increase the use of public transport.
- Introduce a package of management measures that will help to facilitate residential travel by sustainable modes of transport.
- Reduce trips by car, particularly single occupancy single purpose car trips.

1.6.2 Secondary objectives are to achieve the following:-

- Minimise the associated impact of traffic from the development through minimising noise and pollution.
- Create a pleasant environment and maximise road safety within the development by minimising the movement of cars.
- Promote social inclusion by widening the travel options available for non-car owning households.
- Reduce the cost to residents of travel by promoting alternatives that are both cheaper and more environmentally friendly.
- Promote walking and cycling as a health benefit to residents.

## **1.7 References**

1.7.1 This Travel Plan has been prepared by reference to the following documents:-

- 'The Essential Guide to Travel Planning', Ian Taylor, The Department for Transport, March 2008.
- 'Making Residential Travel Plans Work: Guidelines for New Development', Department for Transport, June 2007.
- 'A Guide on Travel Plans for Developers', Transport Energy, September 2006.
- Local Transport Plan for Reading Borough: 2011-2016 (2011).
- Reading Centre Area Action Plan (2009).
- Reading Borough Core Strategy (2008).

1.7.2 This Travel Plan has been prepared with due regard to the Government's National Planning Practice Guidance note 'Travel Plans, Transport Assessments, and Statements in Decision-Taking'. The guidance note provides advice on when travel plans, transport assessment and transport statements are required and what they should contain.

1.7.3 Under the heading 'What are Travel Plans?' the guidance indicates the following:

*"Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets."*

1.7.4 Under the heading 'How do Travel Plans, Transport Assessment and Statements relate to each other?' the guidance goes on to say the following:

*"The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. As noted above, though, they should not be used as way of unfairly penalising drivers."*

## **1.8 Implementation**

1.8.1 By definition, the travel patterns of people will change when they move house or relocate, so it is an ideal opportunity for them to review their car use. Logically, it is more difficult to change travel behaviour once regular travel patterns have been established. Therefore, it is important that as many as possible, if not all, of the Travel Plan measures are in place as early as possible.

1.8.2 The Travel Plan will have a five year lifetime.

## **1.9 Travel Plan Structure**

1.9.1 The Travel Plan is divided into five further sections. The purpose and content of each section is highlighted below:-

- **Section 2** – describes the site location, local facilities and provides a review of the local transport facilities.
- **Section 3** – describes the Travel Plan measures.
- **Section 4** – details the administration of the Travel Plan.
- **Section 5** – described how the Travel Plan will be monitored and reviewed.
- **Section 6** – sets out the Action Plan for implementing the Travel Plan.

## 2.0 TRANSPORT CONTEXT

### 2.1 Introduction

- 2.1.1 This section of the report provides details of the transport context for the site, focusing on the accessibility of the site by non-car modes of travel and the existing transport infrastructure.

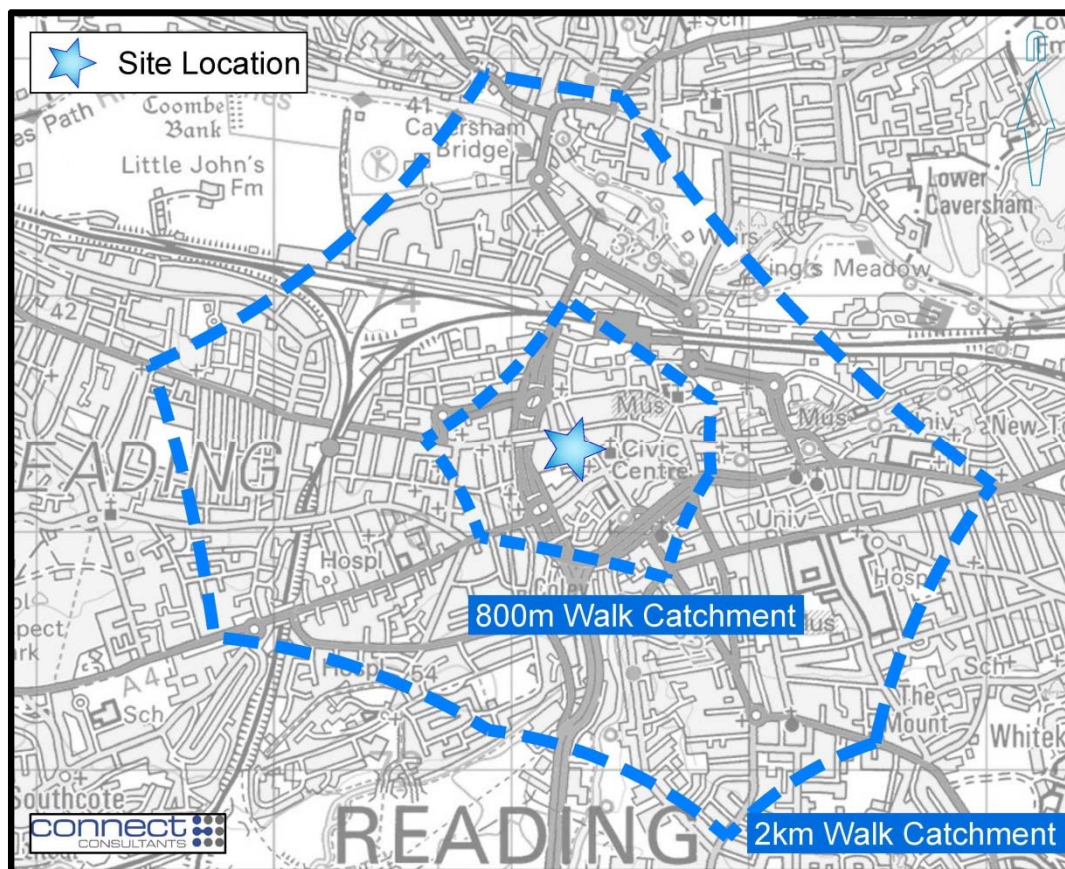
### 2.2 Access by Foot

- 2.2.1 The Department for Transport's (DfT) document titled 'Manual for Streets' dated 2007 at Section 4.4 sets out the requirements for pedestrians stating:-

*"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot".*

- 2.2.2 Paragraph 6.3.1 of the Department for Transport (DfT) document 'Manual for Streets' (2007) identifies that a 20 minute walk time (equivalent to a 1.6km walk distance) is acceptable subject to an attractive walking environment.
- 2.2.3 Table 3.2 of the Institute of Highways and Transportation (IHT) document 'Providing for Journeys on Foot' sets out acceptable maximum walk distances of, 2km for commuting and school journeys, 800m for Town Centres, and 1.2km for elsewhere. **Inset 2.1**, below, highlights the 2km and 800m walk isochrones.

### Inset 2.1 – 800m and 2km Walk Catchments



Source: Promap

- 2.2.4 The walk catchments above indicate that there are a number of areas accessible within walking distance to the future residents of the development.
- 2.2.5 Pedestrians are able to access the five proposal sites from ground-floor entrances on Oxford Road, St. Mary's Butts, Hosier Street, Dusseldorf Way and Queen's walk.
- 2.2.6 On its south and west sides, Broad Street Mall is bound by the pedestrianised walkways of Dusseldorf Way and Queen's Walk, respectively. On its north side Broad Street Mall is bound by Oxford Road and on its east side by St. Mary's Butts, of which both roads are flanked by existing footways.
- 2.2.7 There is a crossing facility on St. Mary's Butts in the form of a refuge island with dropped kerbs and tactile paving. Crossing facilities are also provided via the Oxford Road / Broad Street / West Street / St. Mary's Butts mini-roundabout. Broad Street itself is pedestrianised.
- 2.2.8 Further crossings also include dropped kerbs and tactile paving on Oxford Road and signalised pedestrian crossings on the arms of the St. Mary's Butts / Gun Street / Bridge Street / Castle Street intersection.
- 2.2.9 Additional pedestrian crossing facilities, both signalised and non-signalised, along with pedestrianised areas, are present within the wider area.

2.2.10 There are many facilities within walking distance of the site. **Table 1** below contains a selection of local destinations along with their approximate walk distance from the proposed site access.

**Table 1 – Local Destinations**

| Destination                                 | Walk distance from the site boundary | Type       |
|---------------------------------------------|--------------------------------------|------------|
| The Hexagon                                 | 20m                                  | Leisure    |
| Tesco Express                               | 20m                                  | Retail     |
| Reading Minster of St. Mary the Virgin      | 50m                                  | Religion   |
| Pentahotel                                  | 50m                                  | Employment |
| Reading Magistrates' Court                  | 150m                                 | Employment |
| St. Mary's Castle Street                    | 150m                                 | Religion   |
| Reading Police Station                      | 150m                                 | Employment |
| Greyfriars                                  | 175m                                 | Religion   |
| Reading Borough Council Building            | 200m                                 | Employment |
| The Oracle Shopping Centre                  | 200m                                 | Retail     |
| Sainsbury's Foodstore                       | 240m                                 | Retail     |
| Sainsbury's Foodstore                       | 330m                                 | Retail     |
| Lifespring Church                           | 350m                                 | Religion   |
| Saint Laurence Church                       | 600m                                 | Religion   |
| Abbey Baptist Church                        | 900m                                 | Religion   |
| Church of S Giles-in-Reading                | 530m                                 | Religion   |
| Carey Baptist Church                        | 400m                                 | Religion   |
| Chatham Street Surgery                      | 400m                                 | Health     |
| Tesco Express                               | 450m                                 | Retail     |
| Oxford Road Community School                | 650m                                 | Education  |
| Russell Surgery                             | 690m                                 | Health     |
| The Forbury Gardens                         | 700m                                 | Leisure    |
| London Street Surgery                       | 750m                                 | Health     |
| Coley Primary School and Nursery            | 770m                                 | Education  |
| Civitas Academy                             | 770m                                 | Education  |
| Katesgrove Primary School                   | 800m                                 | Education  |
| Tesco Express                               | 800m                                 | Retail     |
| Victoria Park                               | 800m                                 | Leisure    |
| Coley Park                                  | 970m                                 | Leisure    |
| St James R C Church                         | 1km                                  | Religion   |
| Kendrick School                             | 1km                                  | Education  |
| Spire Dunedin Private GP Surgery            | 1km                                  | Health     |
| King's Meadow                               | 1.1km                                | Leisure    |
| Kendrick School                             | 1.1km                                | Education  |
| Deenway Montessori School & Unicity College | 1.1km                                | Education  |
| Christchurch                                | 1.2km                                | Leisure    |
| The Abbey School                            | 1.5km                                | Education  |
| Northcroft Leisure Centre                   | 1.5km                                | Leisure    |
| All Saints Infant School                    | 1.6km                                | Education  |
| Princes House                               | 1.6km                                | Health     |
| Pembroke Surgery                            | 1.7km                                | Health     |
| St John's C of E Primary School             | 1.7km                                | Education  |
| Royal Berkshire Hospital                    | 1.8km                                | Health     |
| The Abbey Junior School                     | 1.8km                                | Education  |

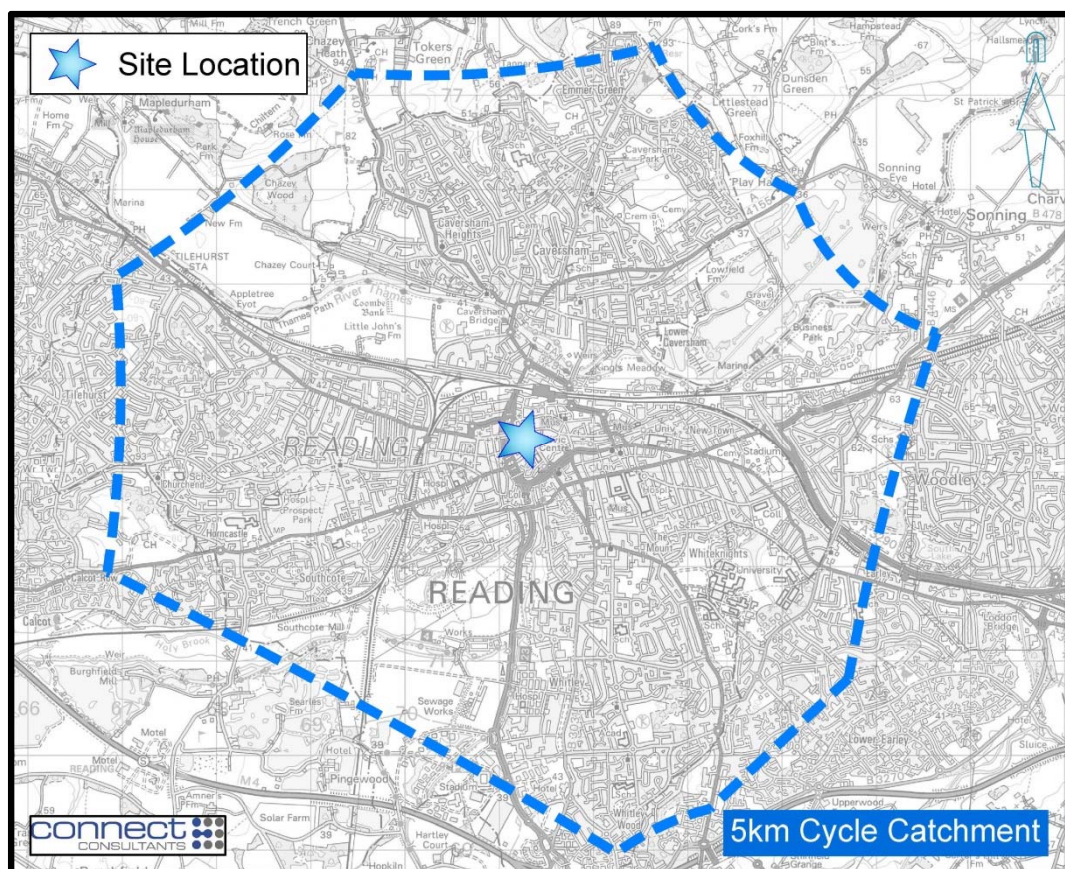
2.2.11 To summarise, the centre of Reading, public transport links, schools, medical facilities, employment, leisure and a variety of retail destinations are within reasonable walking distance of the proposal site, thus making walking a viable and applicable mode of transport to and from the proposal site for the majority of journey purposes.

## 2.3 Access by Cycle

2.3.1 Sustrans indicate in their 'Travel Behaviour Research Baseline Survey - 2004' under the subheading 'measuring the potential for change' that cycling offers an alternative to car travel, and particularly for trips of less than 6 kilometres. This research is supported by the 2017 National Travel Survey, which specified average journey lengths, by cycle, of 5.5km.

2.3.2 Assuming a 5km maximum acceptable cycle distance, the catchment area of the site by cycle is shown at **Inset 2.2** below.

**Inset 2.2 - Cycle Catchment**

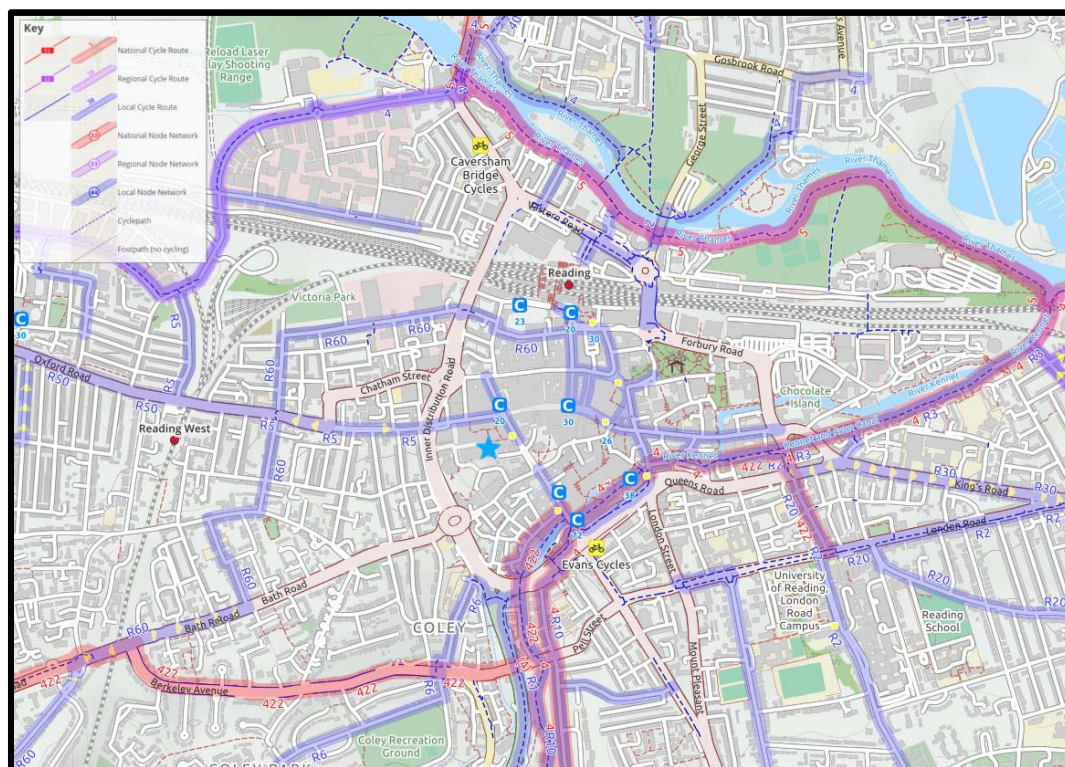


Source: Promap

2.3.3 The 5km cycle catchment includes much of Reading, including the areas of Caversham, Tilehurst, Southcote, Whitley, Whiteknights, and Woodley. Given the range of trip destinations available within the cycle catchment area, cycling presents a viable alternative to the private car.

2.3.4 Several suggested cycle routes run close to the site, as shown at **Inset 2.3** below.

### Inset 2.3 – Reading Cycle Routes



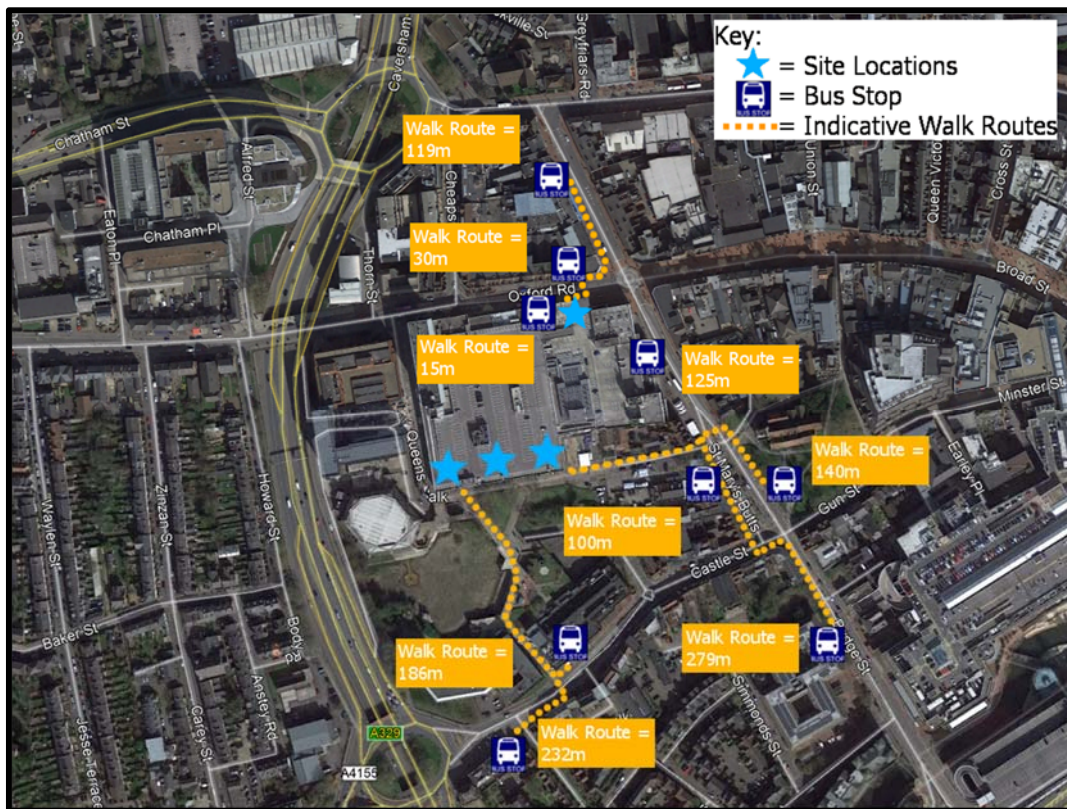
Source: OpenCycleMap.org N.B. the proposal is denoted by a blue star.

- 2.3.5 Local Cycle Route R5 runs along the northern and eastern sides of Broad Street Mall, affording routes into west and south Reading. Other cycle routes surrounding the proposal site include Local Cycle Routes R60 to the north and National Cycle Route 422 to the south.
- 2.3.6 Local cycle routes are also available, allowing for travel within the urban area of Reading.
- 2.3.7 The roads local to the site are urban in character, and the local topography is generally gentle. Overall, cycling offers a viable mode of transport for a variety of journey types and local cycle routes make cycling an attractive transport mode.

## 2.4 Access by Bus

- 2.4.1 The publication 'Planning for Public Transport in Developments' produced by the Institution of Highways and Transportation (IHT) specifies that new developments should be located within 400m of the nearest bus stop.
- 2.4.2 The nearest bus stops to the site are located adjacent to the east side of Broad Street Mall on St. Mary's Butts. Both stops are served by poles with timetable information and one has a shelter.
- 2.4.3 Further bus stops are located on Oxford Road, West Street, Bridge Street, and Castle Street, all of which lie within the recommended IHT catchment.
- 2.4.4 The bus stops and indicative walk routes are shown at **Inset 2.4** below.

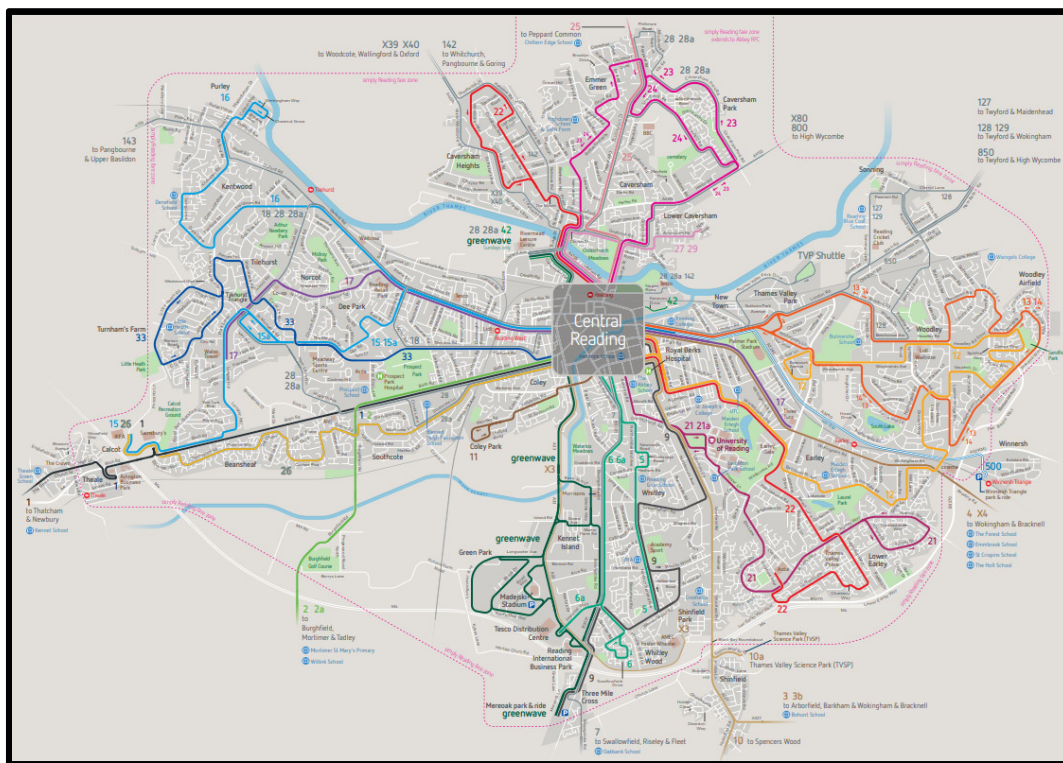
#### Inset 2.4 - Bus Context



Source: Google Earth N.B. Walk routes have been estimated from Hosier Street and all distances are approximate.

2.4.5 **Inset 2.5** below shows a plan of the Reading bus network, illustrating the routes that serve the city centre.

#### Inset 2.5 – Bus Service Plan



Source: Reading Buses

- 2.4.6 The bus services shown in the above plan encompass a wide area of Reading, providing numerous and frequent services to and from the town centre. Some bus routes also extend to destinations outside of Reading, including Maidenhead, Wokingham, Bracknell, Oxford and High Wycombe.
- 2.4.7 Considering the proximity of the bus stops, the frequency of buses and the areas that the existing local buses serve, the site is accessible by public transport.

## 2.5 Access by Rail

- 2.5.1 The advice in the Institution of Highways and Transportation's (IHT) publication entitled 'Planning for Public Transport in Developments' suggests that railway stations have a walk catchment of 800m.
- 2.5.2 The closest railway station is Reading station, approximately 575m walk distance from the site and therefore within the IHT catchment. The location of the railway station and indicative walk route to it is shown at **Inset 2.6** below.

### Inset 2.6 - Rail Context



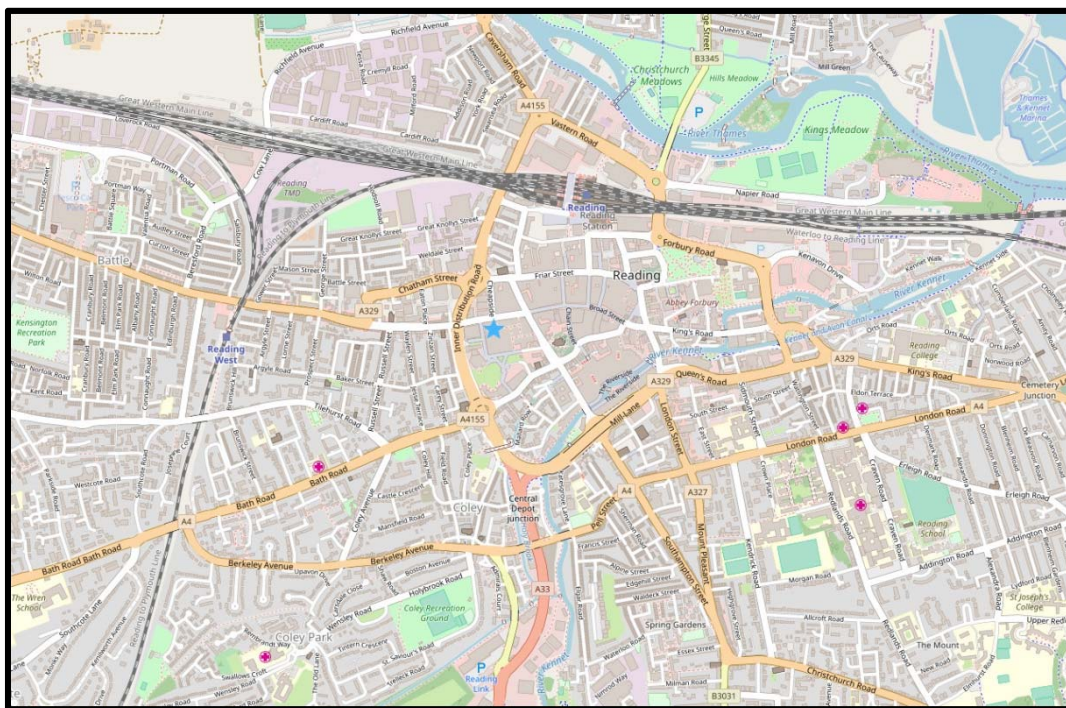
Source: Google Earth

- 2.5.3 Reading Station links to a host of locations including London, Oxford, Wokingham, Didcot and Swindon, with a high frequency of services.
- 2.5.4 The site therefore benefits from access to the mainline rail network.
- 2.5.5 On the above basis, the proposal site is accessible by rail.

## 2.6 Highway Network

- 2.6.1 The A329 is directly accessible from Broad Street Mall main car park via a slip road west of the site. Alternatively, the A329 is accessible via the Chatham Street / Friar Street / A329 slip roundabout c130 north of the site or via the Castle Street / Castle Hill / A329 slip roundabout c350m south of the site. The A329 functions as part of the Reading Inner Distribution Road (IDR), which comprises mostly of dual carriageway roads that encircles the town centre.
- 2.6.2 The A33 is accessed approximately 430m south of the site, providing a route into south Reading and Basingstoke c27km south.
- 2.6.3 The M4 is accessed via the A329 and the A33 approximately 5km south of the proposal site. The M4 provides direct routes into Maidenhead, Slough and London to the east.
- 2.6.4 Based on the above, the site benefits from a prominent location in relation to the local road network as shown at **Inset 2.7** below.

### Inset 2.7 – Highways Context



Source: OpenStreetMap.org N.B. The approximate location of the proposal site is denoted by a blue star.

## 2.7 Access to Facilities

- 2.7.1 The Department for Transport (DfT) publish annual estimates of travel times from where people live to key local services including primary schools, secondary schools, GPs, hospitals, food stores, town centres, sports participate and employment centres. These are known as the Journey Time Statistics (JTS) series, the latest set were recorded in 2016 (published in May 2018).
- 2.7.2 The statistics are published at national, regional, local authority and small area (Lower Super Output Area) level, for the eight key local services presented above, and for the following three modes of transport; public transport / walking, cycle and car.

2.7.3 The 2016 JTS “cycle time” has been converted to distance using the assumption that average cycle speed is 16 km/h. This is the most common cycle speed input to the program used when calculating the JTS.

2.7.4 The accessibility distance has been calculated by multiplying the average minimum cycle time (in minutes) presented at Table JTS0101 by 16 (km) and dividing by 60 (1 hour) to give the average distance.

## 2.8 Access to Employment

2.8.1 The 2016 JTS average distance to the nearest employment centre (providing 100-499 jobs) is 2.4 km, based on Table JTS0101.

2.8.2 The key employment destinations close to the site include the following:

- The Centre of Reading (0m)
- The Oracle Shopping Centre (200m)
- Suttons Business Park (2km)

2.8.3 All of the above employment destinations are located within the average 2016 JTS distance; therefore residents of the proposed development will benefit from being closer to their nearest employment centre than the average resident of England. Note: It is unknown how many staff the above employment destinations employ.

## 2.9 Access to Education

2.9.1 The statutory maximum walking distance for primary school pupils is two miles (3.2km), for secondary school pupils, the distance is 3 miles (4.8km). Data from the National Travel Survey<sup>1</sup> shows that the proportion of primary pupils walking to school decreases sharply for trip lengths in excess of 1 mile (1.6km). **Table 2** below contains a summary of National Travel Survey (NTS) Table 0614, “trips to school by main mode, trip length and age”.

**Table 2 – NTS 0614 Summary**

| Age Group   | Mode \ Distance | <1 mile (%) | 1-2 miles (%) | 2-5 miles (%) | 5+ miles (%) |
|-------------|-----------------|-------------|---------------|---------------|--------------|
| 5-10 years  | Walk            | 78          | 26            | -             | 0            |
|             | Bicycle         | 2           | 1             | -             | 0            |
|             | Car/van         | 20          | 65            | 80            | 84           |
|             | Bus             | 0           | 6             | 18            | 13           |
|             | Other           | 0           | 1             | 1             | 3            |
| 11-16 years | Walk            | 87          | 57            | 8             | -            |
|             | Bicycle         | 3           | 5             | 2             | 0            |
|             | Car/van         | 8           | 26            | 42            | 22           |
|             | Bus             | 2           | 11            | 44            | 62           |
|             | Other           | -           | 1             | 5             | 16           |

<sup>1</sup> Table 0614 ‘trips to school by main mode, trip length and age’, National Travel Survey, 2015. The 2015 dataset is the latest release with Table 0614 included.

- 2.9.2 The JTS average distance to the nearest primary school is 2.3 km, and for the nearest secondary school, the JTS average distance is 3.7 km.
- 2.9.3 The closest primary school to the site is Oxford Road Community School, which is approximately 650m from the site. The school is within the recommended walking distance for children of primary school age, as well as being within the distance where 80% of trips to school by 5-10 year olds are made by non-car modes.
- 2.9.4 The closest secondary school is Civitas Academy, which is approximately 770m from the site. The school is within the statutory walking distance for children over the age of 11. Combining the data from NTS table 0614 for school journeys less than 1 mile being undertaken by 11-16 year olds results in 92% of trips being undertaken using non-car modes.

## **2.10 Access to Other Facilities**

- 2.10.1 The 2016 JTS average distance to the nearest Town Centre is 4.6km. The site is situated in Reading Town Centre and contains a variety of retail attractions in addition to a range of restaurants and other leisure facilities.
- 2.10.2 The 2016 JTS average distance to the nearest foodstore is 2.3km, the Tesco Express on Oxford Road is located approximately 20m from the proposed site boundary and therefore within the JTS average distance. A Sainsbury's foodstore is located approximately 240m from the site, also all within the JTS average distance.
- 2.10.3 The 2016 JTS average distance to the nearest GP Surgery is 2.6km; Chatham Street Surgery is approximate 400m from the site, therefore within the 2016 JTS average distance.
- 2.10.4 The 2016 JTS average distance to the nearest hospital is 9.2km; Royal Berkshire Hospital is approximately 1.8km from the site, within the JTS average distance.
- 2.10.5 Northcroft Leisure Centre is located an approximate 1.5km walk from the site boundary, meaning it is accessible by foot and cycle. Although JTS does not include leisure, NTS Table 405 indicates that the average distance travelled for the purpose "sport: participate" was 9.8km in 2016.

## **2.11 Resident Travel Patterns**

- 2.11.1 In order to establish the initial travel patterns of residents, a comprehensive resident's travel survey will be conducted at 75% unit occupancy.
- 2.11.2 One of the key outputs of the survey will be the modal split for travel in particular the journey to work by residents. A list of subjects that will be surveyed have been provided below:
- Name, work location, and gender.
  - Mode of travel, travel distance and travel time to their place of work.
  - Why they travel by the mode they do to work, and as appropriate, what measures might help them to switch to a more sustainable travel mode.
- 2.11.3 Once the questionnaires have been completed and the results analysed, the modal split information for the development will be inserted in **Table 3** below.

**Table 3 – Modal Split of Resident Travel to Work**

| Mode of Travel                 | Percentage of Residents |
|--------------------------------|-------------------------|
| Car Drivers Alone              |                         |
| Car Sharers                    |                         |
| Bus                            |                         |
| Cycle                          |                         |
| Walk                           |                         |
| Rail                           |                         |
| Other mode not specified above |                         |
| Total                          | 100%                    |

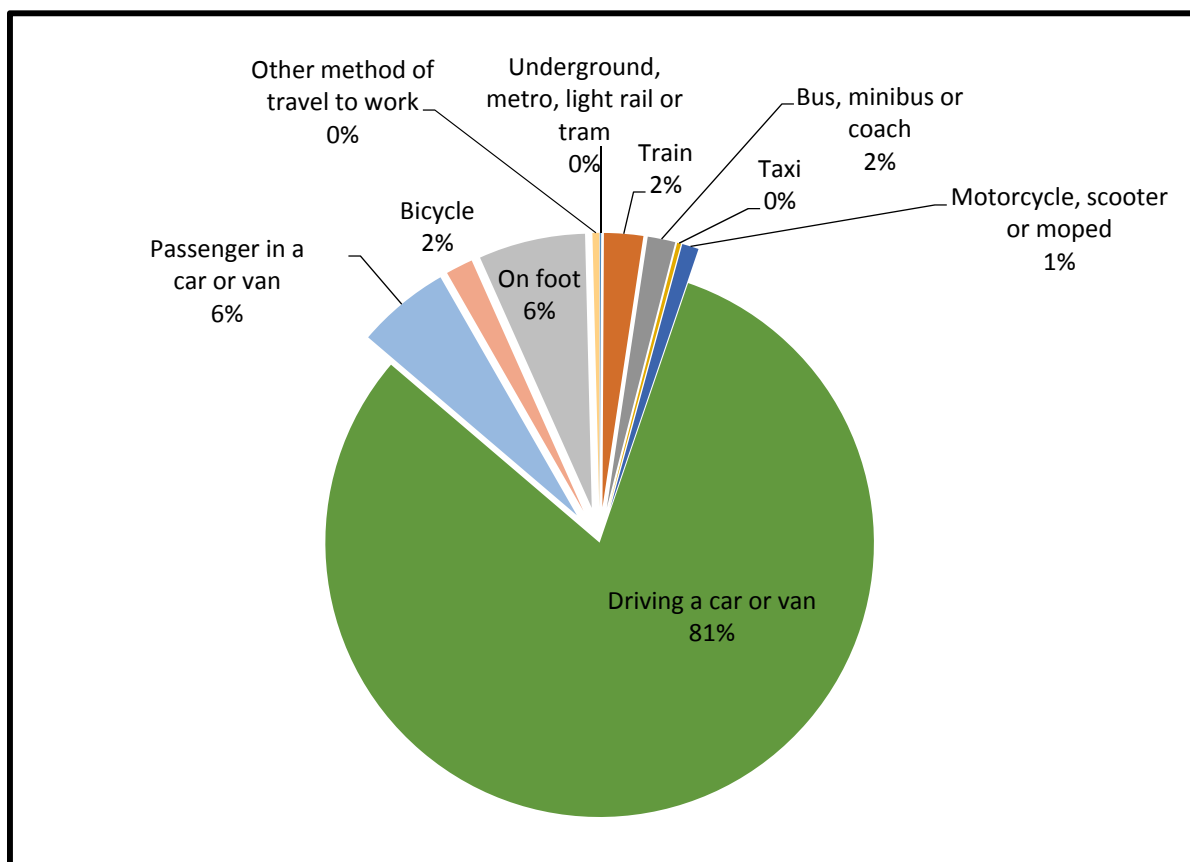
2.11.4 Following the resident survey, a comprehensive analysis of the results of the resident survey will be included.

## **2.12 Census Review and Targets**

### Census Review

- 2.12.1 The preliminary review of the modal proportions of resident work trips is based on 2011 census data for the Super Output Area – Middle Layer in which the proposal site situated (Mid Sussex 016). It shows the potential travel to work habits of the future residents of the proposed dwellings.
- 2.12.2 The census data shows 81% of residents travelling to work by car, with 4% utilising public transport. The results are provided at **Graph 2.1** below.
- 2.12.3 The census data also shows 8% of residents travelling to work by either foot or cycle.

**Graph 2.1 – 2011 Census Data for Travel to Work**



### Targets

- 2.12.4 The Travel Plan targets should be SMART, i.e. Specific, Measurable, Achievable, Realistic and Time-bound.
- 2.12.5 The initial target of the Travel Plan (i.e. the results of the first travel survey) will be to achieve a modal split in line with the average figures at **Graph 2.1** above, and set out at **Table 4** below, and to then reduce the proportion of residents undertaking single occupancy single purpose private car journeys by 5%, absolute, within five years of the Travel Plan being adopted. However the future target will take into consideration the modal split established from the initial resident surveys at years 1 and 3.
- 2.12.6 Targets for individual mode shares have been set; however, the minimisation of single occupancy, single purpose, private car journeys, with an associated transfer to *any* non-single occupancy, single purpose car mode of transport (inclusive of car sharing) will contribute towards achieving the main objective of the Travel Plan.

**Table 4 – Modal Targets (example)**

| Mode of Travel     | Resident Target – Initial | Resident Target – 5 Years |
|--------------------|---------------------------|---------------------------|
| Car driver alone   | 75%                       | 70% (-5%)                 |
| Car driver sharing | 6%                        | 7% (+1%)                  |
| Car passengers     | 6%                        | 7% (+1%)                  |
| Bus / Rail         | 4%                        | 5% (+1%)                  |
| Cycle              | 2%                        | 3% (+1%)                  |
| Walk               | 6%                        | 7% (+1%)                  |
| Other              | 1%                        | 1%                        |
| Total              | 100%                      | 100%                      |

## **3.0 TRAVEL PLAN MEASURES**

### **3.1 Introduction**

- 3.1.1 This section of the Travel Plan outlines the management measures that will be utilised to implement the Travel Plan.
- 3.1.2 The responsibility of implementing the Travel Plan will be held by the Travel Plan Co-Ordinator (TPC). Details of the role of TPC are provided in Section 4 of this report.
- 3.1.3 The developer will appoint the site TPC and produce the resident welcome pack, the contents of which are identified below. The site TPC will then be responsible for the distribution of the resident welcome pack.

### **3.2 Measures**

- 3.2.1 The promotional non-car access measures are set out below. The measures include the provision of a resident welcome pack for all of the 493 residential dwellings. Prior to distribution and occupation of the residential dwellings, the contents of the information pack will be discussed with Reading Borough Council.

#### Walking and Cycling

- 3.2.2 Walking and cycling will be promoted as healthy and cost efficient methods of transportation. In order to encourage residents to walk and cycle the following measures will be implemented:-
  - The cycle network plan produced by Travel Reading Live will be provided in the resident welcome pack.
  - The welcome pack will include information on the health benefits of walking and cycling.
  - Details of facilities within walk and cycle distance on the site will be provided within the welcome pack.
  - Walk to Work Week, Walk to School Week, Cycle to Work Week and other local and national events will be promoted within the pack.
  - Details of the available cycle storage will be provided within the pack.

### Bus

3.2.3 Bus services that link the proposed residential development to key destinations in the local area will be promoted as part of the implementation of the Travel Plan. In order to encourage residents to travel by bus the following measures will be implemented:-

- The welcome pack will outline the nearest bus stops and the services that operate from them.
- Timetable information will be provided within the resident welcome pack.
- Details on travel planning websites, such as Traveline, will be set out which includes up to date timetables.
- The TPC will liaise with the local authority and the local bus operators to ensure that information remains valid.
- The TPC will bring to the attention of the relevant bus operators any issues raised periodically by residents of the development.

### Rail Services

3.2.4 In order to encourage residents to travel by rail the following measures will be provided:-

- Travel by rail will be promoted by providing rail timetables in the resident welcome pack and details of the national rail website which includes departure and arrival information.
- The welcome pack will outline the location of Reading Station and potential routes to it by foot and cycle.

### Car and Taxi

3.2.5 The implementation of policies that discourage unnecessary vehicle ownership can lead to an increase in sustainable modes of travel.

3.2.6 The following promotional measures will be implemented in order to help promote sustainable travel.

- Information on the regional car share website will be provided in the resident welcome pack.
- Information on local taxi companies will be provided in the resident welcome pack.

## **4.0 TRAVEL PLAN ADMINISTRATION**

### **4.1 Introduction**

- 4.1.1 The role of Travel Plan Co-ordinator (TPC) will be appointed by the developer prior to the occupation of the units.
- 4.1.2 The TPC will be provided with a copy of the Travel Plan in order to encourage ideas of how to best promote and evolve the Travel Plan.

### **4.2 Duties**

- 4.2.1 The duties of the Travel Plan Co-ordinator are permanent. The Travel Plan Co-ordinator will be responsible for the operation and implementation of the Travel Plan, which includes the following actions:
  - Monitoring the Travel Plan.
  - Liaison with Reading Borough Council Travel Plan Coordinators where appropriate.
  - Liaison with the local public transport operators where appropriate.
  - The preparation of subsequent Travel Plan reports for submission to the Local Authority.

### **4.3 Promotion**

- 4.3.1 All residents, including new residents when they first move into the development, will be made aware of the existence of the Travel Plan, its objectives and their role as individuals in achieving these objectives.
- 4.3.2 On confirmation of residence, residents will be provided with information on sustainable travel, so that they can begin planning their travel.

## **5.0 PLAN MONITORING AND REVIEW**

### **5.1 Introduction**

- 5.1.1 A programme of monitoring and review has been designed to generate information by which the success of the Plan can be evaluated. Monitoring and review will be the responsibility of the Travel Plan Co-ordinator.

### **5.2 Monitoring**

- 5.2.1 The outputs of an on-going monitoring programme will be used to inform the content of subsequent Travel Plan updates and will include the following:

- Monitoring the use of the cycle parking.
- Monitoring the demand for additional cycle parking.
- Monitoring the number of residents registered with car share websites.
- Monitoring of the number of resident vehicles.
- Monitor the use of electric car charging facilities.
- Recording of comments received from residents on transport and travel to the development.

### **5.3 Process and Review**

- 5.3.1 At 75% unit occupancy the site TPC will organise a travel survey to assess the initial travel patterns of residents. Targets will be compared to census data at this point and a report will be submitted to Reading Borough Council. Further interim surveys will be conducted at years 1, 3 and 5.
- 5.3.2 An updated Travel Plan will be produced following the results of each survey and submitted to Reading Borough Council. The updated plan will include the following:
- Analysis of the latest questionnaire responses.
  - The latest targets (existing targets will need evaluation and refinement in light of the updated resident travel survey results. Success in achieving existing targets will also be considered).
  - Any additional measures and any changes or refinements to existing measures.
  - Evaluation of the success of the various measures implemented to date.

## 6.0 ACTION PLAN

### 6.1 Introduction

- 6.1.1 This section of the Travel Plan outlines the procedures that will be utilised to implement the Travel Plan. The developer will be responsible for the production and distribution of the material.

### 6.2 Action Plan

- 6.2.1 A tabular plan setting out the actions required to implement the Travel Plan is provided at **Table 5** below.

**Table 5 – Action Plan**

| When                           | Responsibility           | Action                                                                      |
|--------------------------------|--------------------------|-----------------------------------------------------------------------------|
| Before Launch of Travel Plan   | Developer                | Obtain up to date information on local walk routes                          |
|                                | Developer                | Obtain up to date information on local cycle routes and cycle maps          |
|                                | Developer                | Obtain up to date information on bus stops, maps, and bus services          |
|                                | Developer                | Obtain up to date information on rail and underground services              |
|                                | Developer                | Obtain up to date information on local taxi services                        |
|                                | Developer                | Assemble residential Travel Pack                                            |
|                                | Developer                | Obtain information on regional and local car share databases                |
|                                | Developer                | Send Travel Pack to Reading Borough Council for approval                    |
| Prior to Occupation of Units   | Developer                | Check information remains current in Residential Travel Packs               |
|                                | Developer                | Appoint Travel Plan Co-ordinator                                            |
| Up on Occupation of First Unit | Travel Plan Co-ordinator | Distribute Residential Travel Packs                                         |
| 75% Unit Occupancy             | Travel Plan Co-ordinator | Organise Initial Travel Survey                                              |
| 9 Months after Occupation      | Travel Plan Co-ordinator | Analyse survey data and update Travel Plan targets                          |
| Ongoing                        | Travel Plan Co-ordinator | Carry out ongoing monitoring and reviews                                    |
|                                | Travel Plan Co-ordinator | Arrange 1, 3 and 5 year surveys                                             |
|                                | Travel Plan Co-ordinator | Analyse survey data, alter targets, alter measures and re-issue travel plan |
|                                | Travel Plan Co-ordinator | Consider remedial measures if targets are not met                           |