

**READING GATEWAY
IMPERIAL WAY
READING**

RESIDENTIAL TRAVEL PLAN



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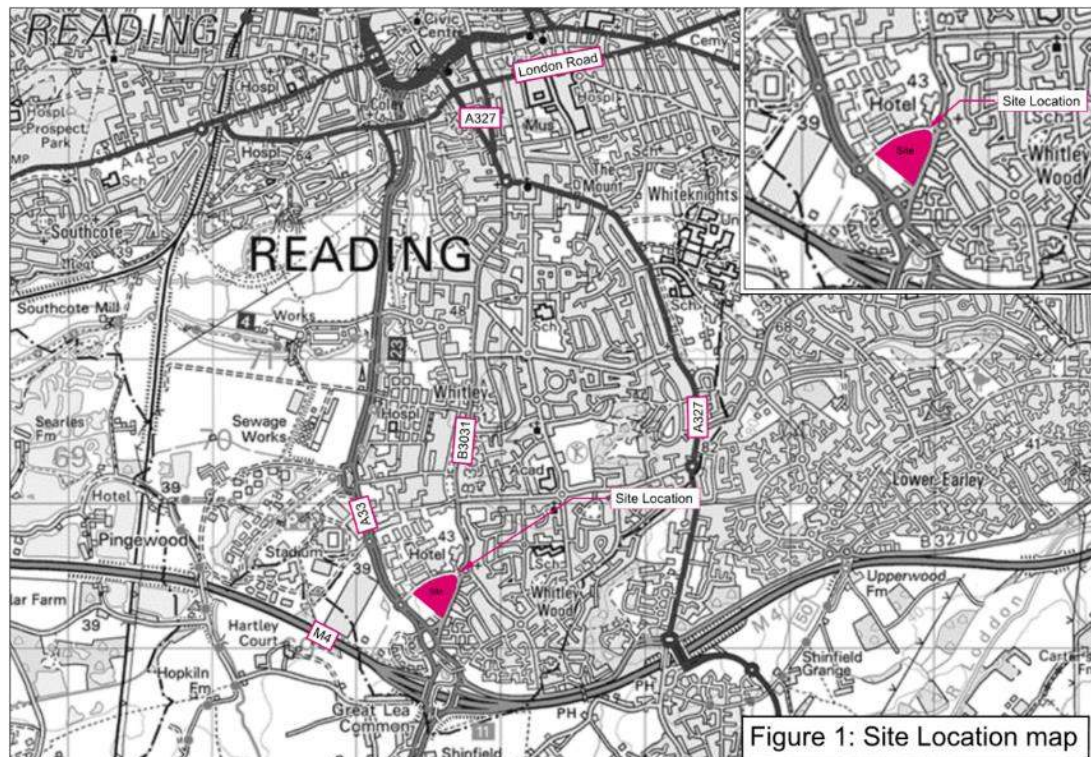
1 Introduction

1.1 Overview

- 1.1.1 This Residential Travel Plan (RTP) has been prepared by MJA Consulting on behalf of Bewley Homes (BH), for a development of 175 dwellings, located between Imperial Way and the B3031 Basingstoke Road, in Reading.
- 1.1.2 This RTP is a requirement of the planning consent for **app.ref.151944**, and to meet Condition 36 of the consent. The RTP supports the aims of sustainable development, and to help to promote sustainable travel options available to the future residents of the site. Currently Reading Borough Council does not have its own guidelines for Travel Plans. This RTP has been prepared with reference to the DfT document 'Making Residential Travel Plans Work' June 2007.

1.2 The Development

- 1.2.1 The Reading Gateway scheme has a mix of uses, including retail, employment and residential. The site is bound by Imperial Way to the north, the B3031 Basingstoke Road to the southeast, and the A33 Basingstoke Road to the west. The site is located in the southern region of Reading. A location plan of the site is shown as **Figure 1**.



- 1.2.2 The northeast portion of the site provides the residential element. This is directly adjacent to the employment and retail uses, and will be connected via pedestrian links.
- 1.2.3 The vehicular access (Tidman Road) for the dwellings connects to Imperial Way, approximately 100m west of the roundabout formed with the B3031 Basingstoke Road.
- 1.2.4 The 175 dwellings comprise a mix of affordable and open market apartments and houses, with the following mix:
- 37no. 4 bedroom house
 - 47no. 3 bedroom house
 - 5no. 2 bedroom house
 - 3no. 2 bedroom apartment
 - 57no. 2 bedroom apartment
 - 26no. 1 bedroom apartment
- 1.2.5 A total 352 car parking spaces will be provided for residents, of which 28 are to be visitor spaces. A total of 151 spaces for apartments, and 201 spaces for houses will be provided.
- 1.2.6 The layout for the residential scheme is shown at **Appendix A**. The layout provides excellent permeability for people on foot and cycle. Footway connections are available along all sides of the development, accessing Basingstoke Road, Imperial Way and the adjacent commercial estate.

1.3 Local highway network

- 1.3.1 Imperial Way is single carriageway and subject to 30mph speed limit. It has street lighting and footways on both sides. A roundabout is formed with Worton Drive (to the west) and Sentinel End (to the east). Worton Drive is a loop road which connects back with Imperial Way around 130m south of Tidman Road. Sentinel End continues east and through the southern portion of the employment/retail site, to connect with the B3031 Basingstoke Road.
- 1.3.2 The A33 Basingstoke Road bounds the western extent of the entire site. It is subject to 40mph speed limit and is dual carriageway. It is a key link between the M4 motorway Junction 11 (to the south) and Reading centre (to the north).
- 1.3.3 The B3031 Basingstoke Road also connects with Junction 11 of the M4 motorway. It runs along the south-eastern boundary of the site, where it is single carriageway, subject to 40mph speed limit, and has footways and street lighting on both sides. Basingstoke Road

forms a roundabout with Imperial Way and Whitley Wood Lane to the north of the site.

Basingstoke Road continues in a northerly direction (parallel to the A33). This section of the B3031 is subject to 30mph and has street lighting and footways on both sides. The B3031 predominantly serves residential settlement to the south of Reading.

2 Site Accessibility

2.1 Accessibility Assessment

2.1.1 The residential scheme is located in an urban setting, where it is expected that key infrastructure, amenities and facilities will be available to the site. Accessibility to key amenities has been assessed in terms of their proximity and accessibility by walking, cycling and public transport.

Walking and cycling

2.1.2 The development fronts Imperial Way and Basingstoke Road, and approximately 3.5km from the town centre. Footways are provided on both sides of Imperial Way and Basingstoke Road. Basingstoke Road routes in a northerly direction leading into the centre of Reading. The footways connect with the surrounding network where existing residential and employment areas are located to the east and west of Basingstoke Road.

2.1.3 **Figure 2** includes 400m and 800m pedestrian isochrones from the site. The 2,000m extends to cover the Whitley and Whitley Wood areas of Reading.

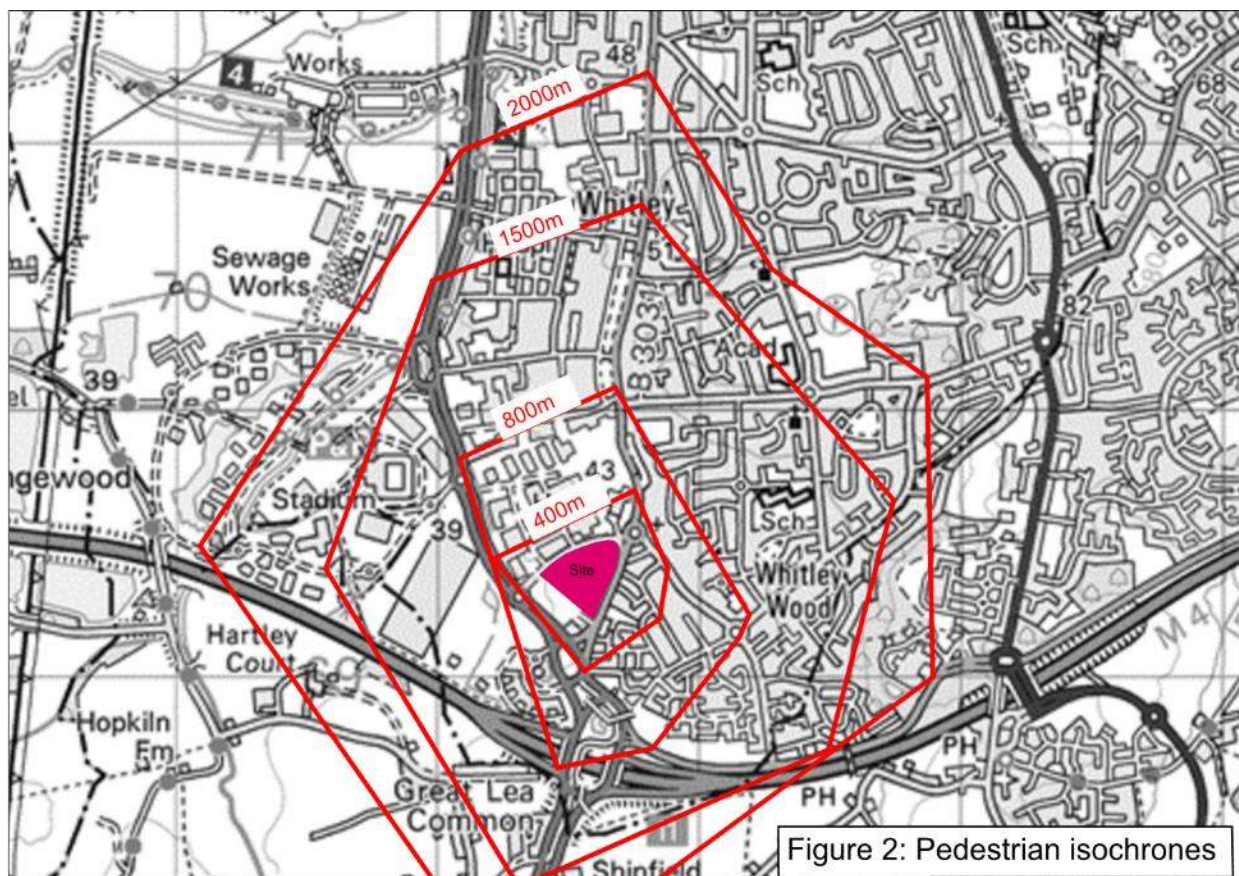


Figure 2: Pedestrian isochrones

2.1.4 Along with a comprehensive network of footways surrounding the site, there are numerous pedestrian facilities available to assist journeys on foot. A summary of local facilities are given in **Table 2.1**.

Table 2.1: Pedestrian facilities		
Type	Location	Details
Signal controlled crossing	Basingstoke Road / Sentinel End	Basingstoke Road(s) Sentinel End
Pedestrian refuge	Basingstoke Road	Along the site frontage
Dropped kerb crossing	Imperial Way / Sentinel End / Worton Drive roundabout	All arms
Dropped kerb crossing	A33 Basingstoke Road / Imperial Way / Tesco roundabout	A33 (w) arm Tesco access arm
Dropped kerb crossing	Basingstoke Road / Imperial Way / Whitely Wood Lane roundabout	All arms
Dropped kerb crossing	Imperial Way	Along the site frontage
Pedestrian refuge	Basingstoke Road	o/s Lidl
Pedestrian refuge	Basingstoke Road	o/s Spirit Health Club
Signal controlled crossing	Basingstoke Road	S of Whitely Wood Rec. Gnd.
Signal controlled crossing Dropped kerb crossing	Basingstoke Road / Acre Road / Hartland Road	All arms
Zebra crossing Dropped kerb crossing	Whitely Wood Road / Whitely Wood Lane roundabout	All arms Whitely Wood Ln(n) - zebra
Zebra crossing	Hartland Road	o/s John Madejski Academy
Signal controlled crossing Pedestrian refuge	Whitely Wood Road / Northumberland Avenue	o/s Co-op (Whitely Wood Rd) Northumberland Ave
Pedestrian refuge	Northumberland Avenue	N of Durnham Cl (o/s shops)
Zebra crossing	Northumberland Avenue	o/s primary and junior schs
Signal controlled crossing	A33 Basingstoke Road / B3031 Basingstoke Road / RIBP access roundabout	A33 Basingstoke Rd(n) circulatory lane RIBP access
Signal controlled crossing	A33 Basingstoke Road	o/s McDonalds
Footbridge	M4 & B3270	Old Whitley Wood Lane to Brookes Hill
Footway/cycleway bridges	A33 Basingstoke Road / B3031 Basingstoke Road / M4 junctions	RIBP access to Whitely Wood Road to S of M4

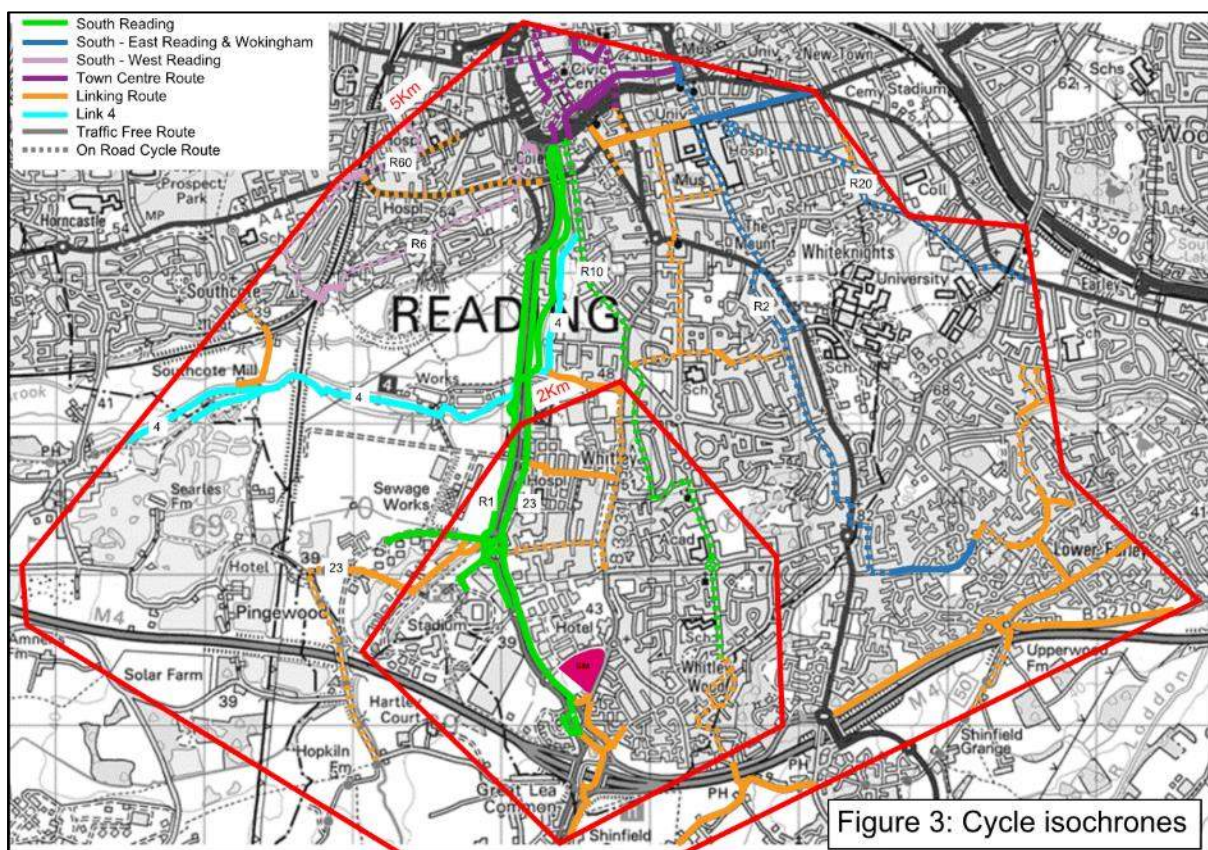
2.1.5 Cycling is a viable and sustainable form of travel for journeys up to 5km. **Figure 3** includes the cycle isochrones from Reading Gateway for 2km and 5km distances. It can be seen that the isochrones encompass a large urban area where cycling infrastructure is provided.

2.1.6 National and local cycle routes are available in close proximity of the Reading Gateway site. Route 23 commences to the west of the site and continues off-road northbound along the

A33 Basingstoke Road toward the centre of Reading. Route 23 also runs to the west of the A33 and past the north of Madejski Stadium to connect with Kirtons Farm Road in a southerly direction, through Grazely, Beech Hill, Stratfield Saye, Bramley and Basingstoke.

2.1.7 Local routes are predominantly on-road, however they utilise quieter, less trafficked streets. The closest local route to the site is the Local route R10, which commences at Whitely Wood Road and runs along Northumberland Avenue in a northbound direction. This route follows Callington Road, Brixham Road, Tavistock Road, Long Barn Lane and Elgar Road towards Reading Centre. Local route R2 runs from Lower Early and generally parallel to R10. The R2 route follows Northcourt Avenue and Redland Road towards Reading Centre. Local route R20 commences near Winnersh Triangle railway station and follows the A329 Wokingham Road, then continues along Whiteknights Road and Erleigh Road, towards Reading Centre.

2.1.8 **Figure 3** demonstrates that a comprehensive network of cycle infrastructure is accessible from Reading Gateway.



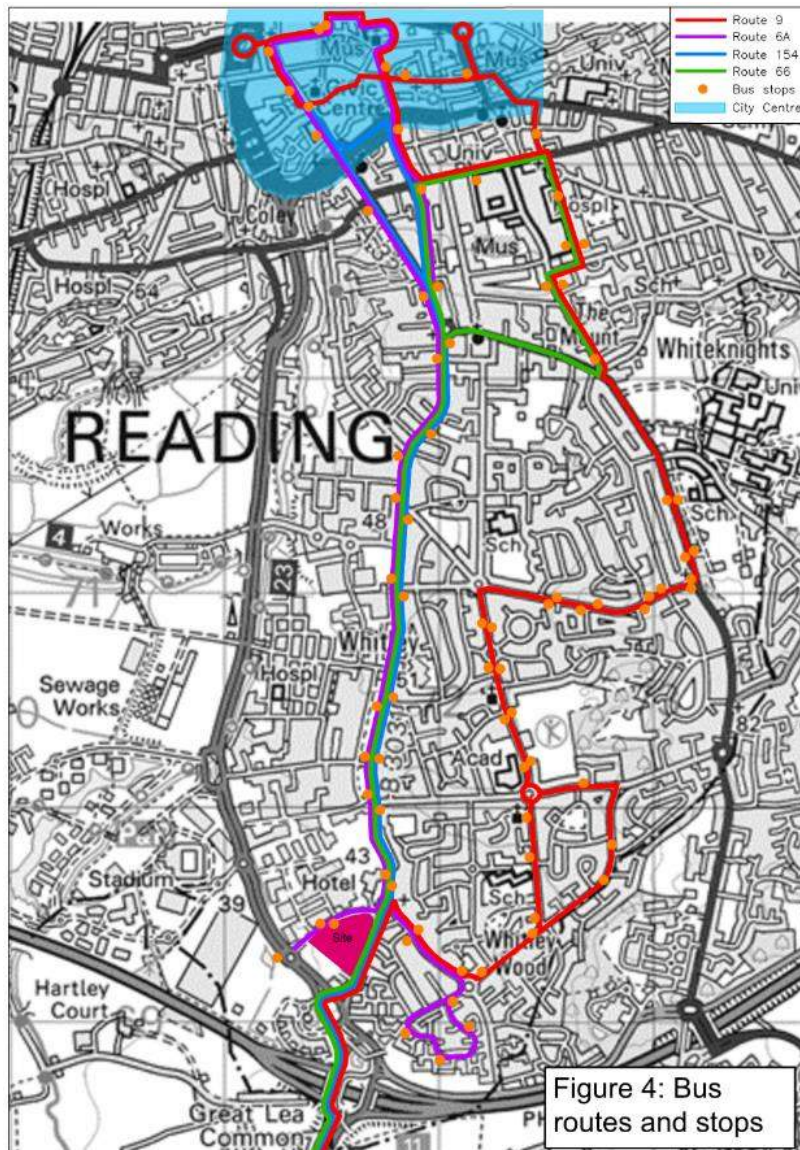
Public transport

2.1.9 The closest bus stops are located along the northern boundary of the site (Imperial Way), and circa 70m west of the main site access. These are equipped with flagpoles, timetable information, and raised kerbs. Additional bus stops are situated on the B3031 Basingstoke Road (approximately 190m north of the site access), which are equipped with shelters, seating, timetable information, and raised kerbs. Further bus stops can be found along Whitley Wood Lane. These are also equipped with flagpoles, timetable information, and raised kerbs.

2.1.10 A range of services can be accessed from the stops mentioned above. **Table 2.2** provides a summary of main bus services to/from Reading and route past the site.

Table 2.2: Bus service Summary					
No	Route	Closest Bus Stop	Mon-Fri	Sat	Sun
6 6a*	Reading TC – Reading Stn- Whitley – Whitley Wood – Worton Grange*	Whitley Rd (Holiday Inn) or Imperial Way* (Worton Grange)	04:27 - 03:27 (10 mins)	04:27 - 05:28 (10 mins)	06:29 - 03:27 (20 mins)
	Return journey		05:06 - 04:01 (10 mins)	05:06 - 06:18 (10 mins)	06:23 - 04:03 (20 mins)
66	Royal Berkshire Hosp – Univ of Reading - Whitley – Three Mile Cross	Whitley Rd (Holiday Inn)	06:36 - 15:57 (30 mins)	-	-
	Return journey		06:10 - 14:55 (30 mins)	-	-
154	Reading TC – Whitley – Whitley Wood – Three Mile Cross – Grazeley – Beech Hill	Whitley Rd, Holiday Inn	12:28 (Thurs only)	-	-
9	Reading TC – Reading Stn – Royal Berkshire Hosp – Univ of Reading Whitley – Whitley Wood – Worton Grange	Whitley Wood Ln Spencer Rd	09:18 - 19:03 (4 per day)	-	-
	Return journey		08:15 - 19:15 (4 per day)	-	-

2.1.11 **Figure 4** shows the different bus routes listed in **Table 2.2**, which run in the vicinity of the residential site. This also shows the locations of the bus stops for these bus services.



2.1.12 The nearest railway station is Reading Station, in the centre of Reading and approximately 4.5km north of the site, which represents a cycling time of about 18-minutes. As shown in **Table 2.2** above, a number of buses travel to Reading Station, with a journey of between 19 and 26 minutes.

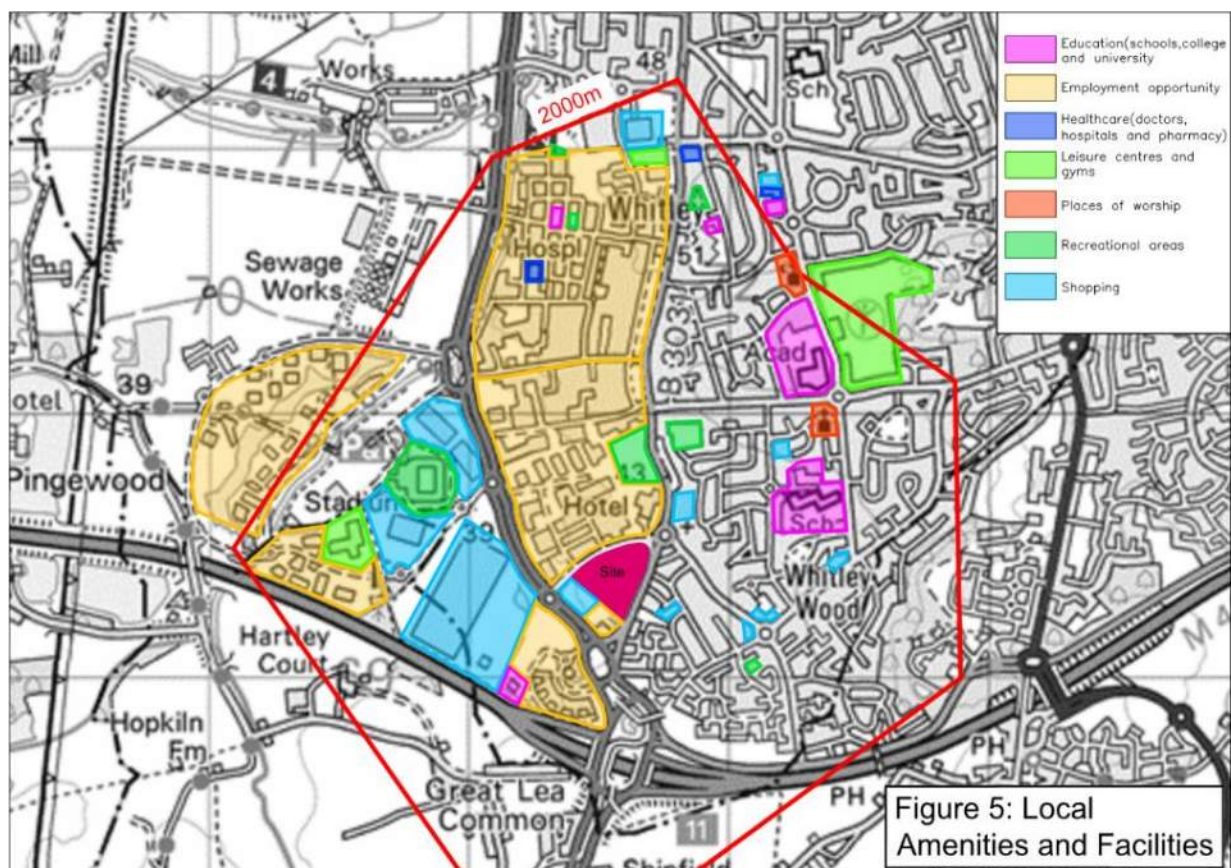
2.1.13 The station is managed by Network Rail. It has a taxi rank, cycle parking for 344 cycles, and cycle hire facilities. The station operates 24-hours a day. It also has shops, ATMs, toilets, post box, waiting rooms and ticket machines. Wheelchairs and ramps are available, and assistance with mobility can be requested. Lifts are provided to platforms.

2.1.14 Frequent and regular trains are provided every day of the week, to national and local destinations. Eastbound trains route to London Paddington, Guildford and Gatwick. Trains to Heathrow are also provided all week from Paddington Station.

2.1.15 In the southern direction trains operate to Newbury, Salisbury, Southampton, Portsmouth, and Brighton. For the southwest, journeys are provided to Taunton, Exeter, Plymouth and Penzance. Western destinations include Swindon, Bristol, Cardiff and Swansea. Trains to the north include Oxford, Bicester, Worcester, Birmingham, and Manchester.

Amenities and facilities

2.1.16 The residential site is located in an urban setting and adjacent to existing residential and employment areas of Reading. Numerous facilities that are likely to be used on a day-to-day basis are located in close proximity. **Figure 5** illustrates various facilities within 2.0km walking distance of the site, which falls within the maximum preferred walking distance.



2.1.17 An extensive network of footways are available in the area, as are cycle routes as shown in **Figure 3**. Hence it is considered that these amenities can be easily reached by foot or cycle. Details of the above facilities are given in **Table 2.3**, including the walking and cycling times to each location.

Table 2.3: Local amenities				
Description	Location	Distance (m)	Walk time (mins)	Cycle time (mins)
Georgies the Florist	Basingstoke Rd	145	1.7	0.5
Deep Blue chip shop	Basingstoke Rd	150	1.8	0.6
Spirit Health & Fitness Club	Basingstoke Rd	150	1.8	0.6
Shell fuel station	Basingstoke Rd	150	1.8	0.6
Lidl	Basingstoke Rd	220	2.6	0.8
Burger King	Sentinel End	400	4.8	1.5
Costa Coffee	Sentinel End	450	5.4	1.7
Beefeater	Sentinel End	450	5.4	1.7
Whitely Wood Recreation Ground	Basingstoke Rd	450	5.4	1.7
Allotments	Basingstoke Rd	500	6.0	1.9
Niki Convenience store	Whitely Wood Ln	650	7.7	2.5
Geoffrey Field Junior Sch	Exbourne Road	750	8.9	2.8
South Reading surgery	Whitely Wood Road	800	9.5	3.0
Whitely Wood Community Centre	Swallowfield Dr	850	10.1	3.2
Christ the King Primary School	Exbourne Road	850	10.1	3.2
Busy Bees	Basingstoke Rd	1,000	11.9	3.8
McDonalds	Shooters Way	1,100	13.1	4.2
Curry Chef	Northumberland Ave	1,100	13.1	4.2
Dragon Garden	Northumberland Ave	1,100	13.1	4.2
John Madejski Academy	Hartland Rd	1,100	13.1	4.2
Co-op	Whitely Wood Road	1,100	13.1	4.2
KFC	Shooters Way	1,150	13.7	4.4
B&Q	Shooters Way	1,200	14.3	4.5
Whitely Park Primary Sch & nursery	Callington Road	1,200	14.3	4.5
South Reading leisure centre	Northumberland Ave	1,400	16.7	5.3
BJ's bingo	Basingstoke Rd	1,450	17.3	5.5
Pure Gym	Basingstoke Rd	1,500	17.9	5.7
new directions learning centre	Northumberland Ave	1,500	17.9	5.7
Lloyds pharmacy	Buckland Road	1,550	18.5	5.9
Rahim superstore	Whale Ave	1,600	19.0	6.1
Nuffield fitness & Gym	S Oak Way	1,600	19.0	6.1
Jigsaw Nursery	S Oak Way	1,600	19.0	6.1
Morrison's	Basingstoke Rd	1,800	21.4	6.8
Whitely library	Northumberland Ave	1,900	22.6	7.2

2.1.18 Whilst the table above summarises a range of local amenities in the vicinity of the residential site, additional and more extensive facilities can be found in Reading Town Centre. As mentioned earlier there are a number of regular and frequent bus services that provide journeys to the centre of Reading.

3 Travel Plan Aim, Objectives and Targets

3.1 Aim

3.1.1 The overall aim of this Travel Plan is:

“To encourage residents and visitors of the development to travel using sustainable means”.

3.1.2 This will be achieved by bringing forward a package of measures which focus on providing information regarding the local services, facilities and public transport. A key is to encourage people to use a mix of different modes of transport to undertake their journeys to and from home, by making sustainable travel options available and attractive as far as is practical.

3.2 Objective

3.2.1 In order to meet the above aim the objectives of this Travel Plan will be as follows:

- Increase the awareness of the travel plan and its constituent elements;
- Encourage greater use of more sustainable means of travel;
- Encourage the best use of cars and other vehicles;
- Reduce the need to travel; and
- Develop an ongoing management coordination process which will monitor and review changes.

3.3 Existing Census data and Baseline mode split

3.3.1 The approved 2015 Residential Framework Travel Plan includes 2011 Census data for the Whitley Wood ward. The replicated table below shows that 57% of the ward were car drivers. This also included indicative targets for Years 3 and 5, thus representing a reduction of 5% for car drivers.

3.3.2 However Condition 36 of the planning consent requires the modal split for Reading Gateway residents, rather than ward-wide mode splits.

Table 5-1 Residential Mode Share Targets

Mode	Mode Share (%)	3 rd Year Target (%)	5 th Year Target (%)
Work from Home	7%	7%	7%
Train	3%	4%	4%
Bus	15%	16%	17%
Taxi	1%	1%	1%
Motorcycle	1%	1%	1%
Car Driver	57%	54%	52%
Car Passenger	6%	6%	6%
Bicycle	3%	3%	4%
Foot	7%	8%	8%

3.3.3 Post-occupation traffic surveys and travel questionnaires have recently been undertaken at the Reading Gateway site. The results provide the mode split representative to the residential development, and are summarised in **Table 3.1**.

Table 3.1: Residential mode share – Reading Gateway	
Mode	Mode share %
Work from home	6.2%
Train	3.1%
Bus	0%
Taxi	0%
Motorcycle	0.5%
Car Driver	63.3%
Car Passenger	0%
Bicycle	1.6%
Foot	25.3%
	100%

3.3.4 It is evident from the latest surveys undertaken at the Reading Gateway that current levels of car use is higher than for the ward as a whole. However, in general, the mode split for other modes are of the same order, with the exception of foot and bus journeys. A relatively high proportion of residents at Reading Gateway walk to work, while there is no representation of bus or passenger journeys made.

3.4 Targets

3.4.1 The purpose of a travel plan is to promote and encourage sustainable travel, and minimise private car use, particularly single occupancy journeys.

- 3.4.2 A number of targets can be derived specifically for each mode, however the simplest approach is to set target reductions for single occupancy vehicle (SOV) trips. Therefore, the Travel Plan target will be:

“To reduce the single occupancy vehicle trip generation of the site during the 5 years following 1st occupation of the site.”

- 3.4.3 The target for Car driver is for an overall reduction of 5% during the travel plan period. Subsequently use of all other (sustainable) modes will increase. **Table 3.2** sets out the planned targets throughout the travel plan period.

Table 3.2: SOV travel plan targets				
	Base year	Year 1	Year 3	Year 5
Car driver	63.3%	62.3%	60.3%	58.3%

- 3.4.4 By encouraging residents and visitors to utilise all available sustainable travel modes and methods will reduce vehicle trips generated by the site.

4 Travel Plan Measures and Initiatives

4.1 General

4.1.1 A package of measures and initiatives will be introduced and incorporated within the Travel Plan. These will include measures as part of the development, and initiatives to inform and encourage residents to reduce the level of private car use for their everyday journeys. Particular attention will be paid to the trips undertaken to and from employment, education, retail and leisure.

4.1.2 Travel Plan initiatives can be generally classed within the following:

- Walking
- Cycling
- Bus
- Train
- Car Share

4.2 Travel Plan Co-ordinator

4.2.1 Travel Plan Co-ordinator (TPC) will be appointed by Bewley Homes to manage and progress the Travel Plan, details of which will be provided to RBC. After the adoption of the Travel Plan, the TPC will oversee and implement the Travel Plan for a period of 5 years and liaise with RBC on progress. The responsibilities of the TPC will include (but not be restricted to) the following:

- Overseeing the implementation and promotion of the Travel Plan;
- Preparing and issuing the residents' travel survey;
- Preparing and distributing Sustainable Travel Information Packs (STIP);
- Liaising with the local planning authority and public transport operators;
- Act as the contact for any travel related queries; and
- Prepare annual monitoring reports to provide progress of the Travel Plan.

4.2.2 The TPC will offer personalised travel planning advice to residents from the outset on request. Assistance with interpreting complex transport timetables, route maps and boarding points can prove effective in promoting public transport use. Information for mobile travel apps and website would also promote sustainable travelling methods.

4.3 Sustainable Travel Information Pack

- 4.3.1 A Sustainable Travel Information Pack (STIP) containing travel information and contact details of TPC, will be provided for each dwelling upon the occupation.
- 4.3.2 The STIP will contain information about public transport, a map of the local area, local walking and cycling routes, car-sharing information, grocery home delivery services and taxi services. Subsequent updated STIPs will be administered by the TPC as appropriate.
- 4.3.3 The STIP will also provide information relating to online shopping, working from home and encourage residents to combine trip purposes (i.e. commute and shopping trips) to minimise the number of car journeys undertaken.

4.4 Walking

- 4.4.1 Walking will be promoted as a highly sustainable form of travel with associated health benefits. This mode of transport should be encouraged for journeys in the Green Park, and Whitley Wood areas, including trips to school.
- 4.4.2 S278 works have been undertaken along Imperial Way and the B3031 Basingstoke Road, as part of the development to improve pedestrian access from the site to the town centre, and bus services. **Appendix B** details the off-site works associated with the scheme.
- 4.4.3 The range of measures that will be introduced in a residential development to encourage walking includes:
 - Facilitating the provision of a pedestrian crossing on Basingstoke Road and Imperial Way;
 - The provision of maps to each household of walking routes in the area to various local amenities;
 - Promote the health aspects of walking as a means of transport; and
 - Encourage walking through participation in events such as National Walk to Work Week.

4.5 Cycling

4.5.1 As with walking, cycling should be promoted as having significant health benefits, and encouraged through the various measures set out below. Many potential cyclists are deterred from using this form of transport because of concerns about safety and lack of confidence riding a bicycle.

4.5.2 Measures that would help to popularise cycling include:

- Provision of vouchers (£50) towards the purchase of cycles and/or equipment;
- Provision of cycle parking for households in accordance with local standards;
- The provision to all households of cycle route maps, both local and further afield, showing key destinations and the location of cycle shops and repairers;
- Promotion of www.britishcycling.org.uk, www.cyclinguk.org/bikeweek, www.ukcyclingevents.co.uk via travel packs for recreational cycle rides; and
- Lists/addresses of mobile cycling apps, such as Strava, Bike Doctor or CycleMaps.

4.6 Bus

4.6.1 Promotion of bus use relies predominantly on the level and quality of services in the area. The site is located adjacent to a route with frequent and regular bus services to surrounding settlements and the town centre.

4.6.2 In order to encourage bus use, the following measures could be introduced:

- Provision of taster tickets for 1 month of bus travel;
- The provision to all households of timetables for Services 6/6A, 9, and 66 and maps showing local bus stops, especially those close to the development site; and
- Promotion of www.reading-buses.co.uk/services, www.travelinesoutheast.org.uk and www.reading-travelinfo.co.uk for the most up to date travel information.

4.7 Train

4.7.1 The use of the railways as a sustainable form of travel is dependent on the proximity of stations to the site and the ease with which they can be accessed. Reading Station is approximately 18-minute cycle from the site, also there are very frequent bus services to the station. Hence the site is considered to be well-connected to the rail network and therefore the train should be promoted as a viable form of transport for future residents of Reading Gateway, particularly for commuting and leisure.

4.7.2 The train should be promoted as an alternative to driving to destinations further afield, with the benefit of relaxation and a quick journey when compared with the private car.

4.7.3 The ways in which rail journeys could be encouraged include:

- Provision of vouchers (£50) towards rail travel;
- Provision of maps to all residents showing location and travel time to Reading Station;
- A list of all amenities available at Reading Station, including costs of parking, cycle parking, taxi ranks, disabled facilities, and availability of refreshments;
- Highlighting the cost savings through the use of season tickets and travel card discounts; and
- Highlighting the use of live timing/travel apps, including www.reading-travelinfo.co.uk

4.8 Car sharing

4.8.1 Car sharing is an option for travel when public transport does not meet one's travel needs and the destination is too distant to walk or cycle. The main benefit of car sharing is the significant reduction in travel costs, and many large employers now provide preferential parking for car sharers. Car sharing is a particularly viable option for travel to work, where regular journeys are made.

4.8.2 To encourage residents to car share, the following could be implemented:

- Provision of links to liftshare.com, www.blablacar.co.uk, como.org.uk and <http://www.co-wheels.org.uk/reading> which are car sharing database to which anyone can sign up; and
- Provision of information relating to how car sharing works, with particular reference to the fiscal side of the arrangement (e.g. that car sharers cannot make a profit).

4.9 Minimising car use

4.9.1 It is recognised that sometimes there is no alternative to using the private car, and there are options that can help to minimise the number of journeys undertaken. These are as follows:

- Provide information relating to online shopping services, particularly grocery shopping; and
- Encourage residents to combine trip purposes, such as the commute and shopping trips. A map showing the locations of popular amenities will be provided so that residents can plan to undertake linked trips. Such amenities might include the postal sorting office, the library, the local supermarket, doctors and dentists, amongst others.

5 Monitoring and Review

5.1 General

- 5.1.1 Monitoring and review of the Travel Plan will take place on a regular basis. Following the travel survey feedback the Travel Plan will be reviewed to identify the potential for future improvement and refinement.
- 5.1.2 The TPC will undertake monitoring in the form of a baseline survey after 6 months of first occupation to determine residents' travel preferences for different trip purposes. Then full travel surveys following the approved travel plan for Years 3 and 5.
- 5.1.3 The travel survey will contain, at the very least, questions about mode of travel for various types of trips, when these trips are undertaken, reasons why these modes are used or preferred, and reasons why others are not. In this way the underlying reasons for success or failure can be identified and subsequently used to develop the Travel Plan.
- 5.1.4 The TPC will prepare annual Travel Plan monitoring report describing the progress of the plan, measures that have been introduced and any appropriate proposed changes for the coming years. Any changes as part of the review will be agreed with RBC travel plan officers.
- 5.1.5 It is important to keep residents fully informed about how their travel plan is progressing, so that they feel a sense of ownership. Following this process of monitoring and review, the TPC will produce a bulletin with a summary of any changes that have been made and data on the Reading Gateway travel patterns.
- 5.1.6 If targets have not been met on time, the TPC, in liaison with RBC, will identify ways in which this can be rectified by modifying existing measures or introducing new ones. It should be acknowledged however, that travel choices are also influenced by external factors, beyond the control of the TPC and/or Developer. Such external factors include changes to local bus service provision, public transport fare increases and weather conditions. Should the Travel Plan not deliver the identified targets due to external factors this should not be considered a failure of the Travel Plan but a recommendation for adjustment to local and current conditions.

5.2 Action Plan

5.2.1 The following sets out the commitments of the developer in terms of this Travel Plan. These are intended to encourage all residents of the site to travel in the most efficient, practical and sustainable ways, thus minimising car use and encouraging the use of alternative modes of travel.

Table 5.1: Action Plan for measures

Objective	Measure	Responsibility	Timescales
Inform residents and visitors of the sustainable travel choices available	Appoint Travel Plan Coordinator (TPC)	BH	Within 3 months of occupation
	Travel Plan Launch	BH/TPC	During marketing / sales
	Produce and Distribution of STIP	TPC / BH	Upon first occupation / as development progresses
	Notice board for sustainable travel information, maps, and pertinent TP updates	TPC / BH	During marketing / sales
	Undertake initial resident travel survey	TPC	Within 6 months of first occupation
To encourage walking and cycling	Improvements to local pedestrian infrastructure	RBC / BH	In accord with RBC improvements program / S278 works
	Provision of secure cycle storage	BH	Prior to occupation / as development progresses
	Provide information on safe and direct walking/cycling routes	TPC	On occupation and ongoing
To encourage the use of public transport where walking and cycling are not feasible	Provide information on public transport routes and websites	TPC	On occupation and ongoing
	Personalised travel planning	TPC	On occupation and ongoing
	Provide timetables for bus/rail and fare information	TPC	On occupation and ongoing
To reduce the single occupancy car journeys to and from the site	Promote car sharing via information leaflets and online links	TPC	On occupation and ongoing
	Encourage residents to sign up to lift sharing sites	TPC	On occupation and ongoing
	Promote local and national sustainable travel events	TPC / BH	On occupation and ongoing

Table 5.1: Action Plan for measures

Objective	Measure	Responsibility	Timescales
Reduce need to travel to development	Provide information relating to online shopping services, particularly grocery shopping	TPC	On occupation and ongoing
	Encourage residents to combine trip purposes	TPC	On occupation and ongoing
Continued monitoring	Undertake travel surveys and review travel plan targets	TPC	6 months of occupation, Year 3, Year 5.

*TPC – Travel Plan Coordinator, BH –Bewley Homes, RBC – Reading Borough Council

Appendix A

Site layout



- KEY TO MASTERPLAN
- HARD LANDSCAPING**
- Proposed principle roads and parking bays. Tarmac.
 - Feature roads. Block paving.
 - Private courtyards. Block paving.
 - Adoptable pavements. Tarmac.
 - POS Central path. Tar and chip on tarmac.
 - Gravel areas.
 - Low rear fence with trellis top to courtyards.
- SOFT LANDSCAPING**
- POS grass areas. Amenity grass seed.
 - Wildflower meadow.
 - Back garden. Turf.
 - Front garden. Turf.
 - Ornamental hedge.
 - Proposed native hedge.
 - Proposed ornamental shrub planting.
 - Proposed buffer planting.
- EXISTING PLANTING**
- Existing trees to be retained.
- TREE PLANTING**
- Proposed large scale feature trees.
 - Proposed medium scale impact street trees.
 - Proposed small scale fastigate street trees.
 - Proposed flowering / fruiting trees.
 - Proposed fruiting trees on frames.
- FURNITURE**
- Proposed timber play features.
 - Proposed timber pergola.
 - Proposed art seats.
 - Proposed mounds.
 - Proposed timber bollards and Sheffield cycle hoops.

JBA 16/091
SK02

Client Bewley Homes		Site Reading, Gateway	
Drawn by WD/EZ	Date August 2016	Scale 1:500 @ A0	Rev C

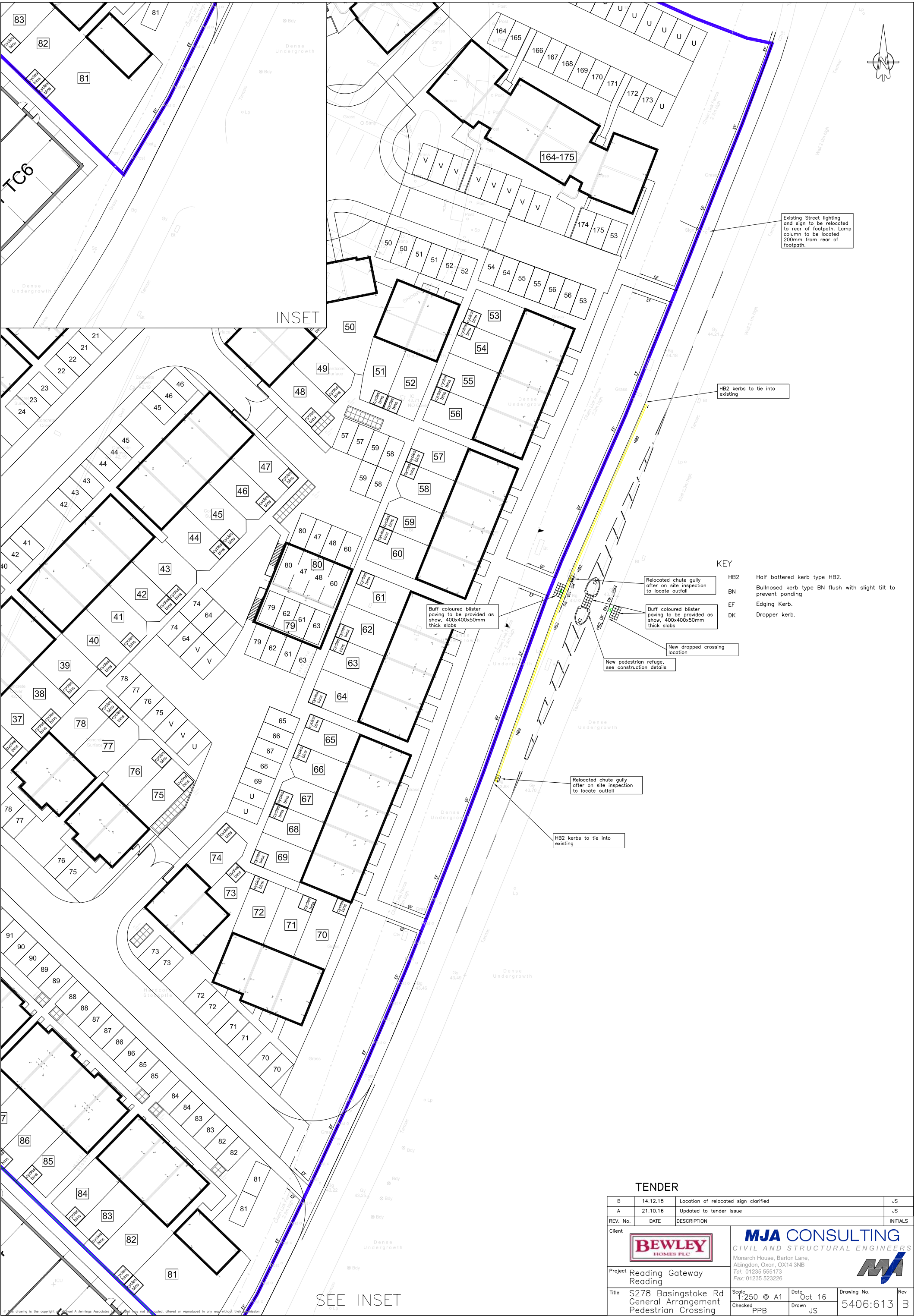
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Appendix B

Off-site pedestrian facilities



TENDER

B	14.12.18	Location of relocated sign clarified	JS
A	21.10.16	Updated to tender issue	JS
REV. No.	DATE	DESCRIPTION	INITIALS
Client			
		MJA CONSULTING CIVIL AND STRUCTURAL ENGINEERS Monarch House, Barton Lane, Abingdon, Oxon, OX14 3NB Tel: 01235 555173 Fax: 01235 523226	
Project			
Title		Scale	Date
S278 Basingstoke Rd General Arrangement Pedestrian Crossing		1:250 @ A1	Oct 16
Checked		Drawn	Rev
PPB		JS	5406:613 B

Appendix C

Resident's Travel Survey sample

READING GATEWAY

This short survey is part of
the Residential Travel Plan at **Reading Gateway**.
The Travel Plan aims to improve travelling for everyone,
so your help is welcomed.

Please could you complete this brief survey for all household members.
(It takes less than 5 minutes)

All responses will be treated confidentially
and only used for the Travel Plan.

Please return the completed survey to the Sales Office before **31st July**
OR
complete the online version: www.surveymonkey.co.uk/d/d9ckejc9d833



1 Please provide your postcode

2 How many people in these age groups in your home?

5 - 9	☐
10 - 15	☐
16 - 20	☐
21 - 30	☐
31 - 40	☐
41 - 50	☐
51 - 60	☐
61 - 70	☐
70+	☐

3 How many cars are there at this address?

4 How many bicycles are there at this address?

5 Do you belong to a car club or liftshare?

Car club

Liftshare

Yes	☐
No	☐

Yes	☐
No	☐

6 Have you changed your main travel method since living at Reading Gateway?

Yes	☐
No	☐

If Yes, what was the main reason for changing?



7 How far do you travel for shool/work?

	Person 1	Person 2	Person 3	Person 4	Person 5
Work from home	☐	☐	☐	☐	☐
Less than half a mile	☐	☐	☐	☐	☐
1 to 2 miles	☐	☐	☐	☐	☐
2 to 5 miles	☐	☐	☐	☐	☐
5 to 10 miles	☐	☐	☐	☐	☐
10 to 20 miles	☐	☐	☐	☐	☐
over 20 miles	☐	☐	☐	☐	☐

8 How do you normally travel to or from home for the following activities?
(tick the mode used most often)

		Travel Mode							
		Walk	Cycle	Bus	Train	Car (passenger)	Car (driver)	Motorcycle Scooter	Other (please state)
Purpose	Work								
	Shopping								
	School								
	Leisure								

9 How did any visitors arrive last week?

	Visitor 1	Visitor 2	Visitor 3	Visitor 4	Visitor 5
No visitors	☐				
Car driver alone	☐	☐	☐	☐	☐
Car driver with passengers	☐	☐	☐	☐	☐
Car Passenger	☐	☐	☐	☐	☐
Motorcycle/scooter	☐	☐	☐	☐	☐
Cycle	☐	☐	☐	☐	☐
On foot	☐	☐	☐	☐	☐
Train	☐	☐	☐	☐	☐
Van/Lorry	☐	☐	☐	☐	☐

10 What changes could be introduced to encourage you to travel more sustainably (i.e. walk, cycle or public transport) ?

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