

199-203 Henley Road & land to the rear of
205-207 Henley Road, Caversham RG4 6LJ



Peter Evans Partnership
Transport Planning
& Highway Consultants

Proposed Care Home Development
199-203 and Land to the Rear of
205-207 Henley Road
Caversham
Reading
RG4 6LJ

Signature Senior Lifestyle Developments Ltd

Travel Plan

April 2019

21 Richmond Hill, Clifton
Bristol BS8 1BA
Tel: 0117 973 4355
Fax: 0117 973 2793
mail@pep-bristol.co.uk
www.pep-bristol.co.uk

Peter Evans Partnership Limited
Registered in England and Wales
No.4373557
Registered Office: Bath House,
6-8 Bath Street, Bristol, BS1 6HL

CONTENTS

	<u>Page</u>
1.0 INTRODUCTION	1
1.1 Aim of Statement	1
1.2 Contents	1
2.0 SITE CONTEXT AND ACCESSIBILITY	2
2.1 Site Location and Local Area	2
2.2 Existing Pedestrian and Cycle Facilities	2
2.3 Public Transport	3
3.0 PROPOSED CARE HOME DETAILS	5
3.1 Scheme Details	5
3.2 Off-Site Highway Improvements	5
3.3 Staff Information	6
3.4 Visitors	6
4.0 PRINCIPLES OF THE TRAVEL PLAN	7
4.1 Aim of Travel Plans	7
4.2 Encouraging Walking	7
4.3 Encouraging Cycling	8
4.4 Encouraging Use of Public Transport	8
4.5 Encouraging Car Sharing	9
5.0 TRAVEL PLAN STRATEGY	10
5.1 Management Support	10
5.2 Travel Plan Coordinator	10
6.0 SUSTAINABLE TRAVEL MEASURES AND INITIATIVES	11
6.1 Travel Information Boards	11
6.2 Walking and Cycling	12
6.3 Public Transport	13
6.4 Car Sharing	13
6.5 Use of Minibus	13
6.6 Flexible Working	13
6.7 Promotion and Marketing	14
6.8 Visitors	14
7.0 TRAVEL PLAN MONITORING AND REVIEW	15
7.1 Baseline Travel Surveys	15
7.2 Travel Plan Monitoring	15
8.0 TRAVEL PLAN TARGETS	16
9.0 ACTION PLAN	17
10.0 USEFUL CONTACTS	18

APPENDICES

Appendix 1	Site Location and Local Area
Appendix 2	Local Cycle Routes
Appendix 3	Bus Information
	Appendix 3.1 Bus Services Summary
	Appendix 3.2 Bus Routes Plan
Appendix 4	Proposed Site Layout
	Appendix 4.1 Ground Floor and Parking
	Appendix 4.2 First Floor Pedestrian Access
Appendix 5	Staff Travel Questionnaire

This report is submitted to Reading Borough Council specifically in respect of the planning application for a care home development on land to the south of Henley Road, Caversham, Reading and is not to be distributed in whole or in part to third parties without the written consent of a Director of Peter Evans Partnership Ltd. All rights reserved. No part of this publication may be reproduced or transmitted in any material form (including photocopying or storage in any medium by electronic means and whether or not transient or incidental to some other use) without the prior written permission of the copyright owner except as permitted under the Copyright, Designs and Patents Act 1988.

1.0 INTRODUCTION

1.1 Aim of Statement

- 1.1.1 Peter Evans Partnership Ltd has been appointed to prepare a Travel Plan on behalf of Signature Senior Lifestyle Ltd to accompany a planning application for proposals on land to the south of Henley Road in Caversham, Reading for a new registered care home for the frail elderly with some 86 bedrooms.

1.2 Contents

- 1.2.1 The document is structured as follows:

- Section 2 - outlines the accessibility of the site and development details;
- Section 3 - outlines the principles of the Travel Plan;
- Section 4 – outlines the Travel Plan strategy including how it will be managed;
- Section 5 - sets out the measures to be implemented;
- Section 6 - outlines the monitoring and review programme including targets;
- Section 7 - summarises timescales for implementation of measure;
- Section 8 – sets out the Action Plan; and
- Section 9 – provides useful contact information for the Travel Plan.

2.0 SITE CONTEXT AND ACCESSIBILITY

2.1 Site Location and Local Area

- 2.1.1 The site is south of the A4155 Henley Road in Caversham, some 3.5km north east of Reading town centre as shown at Appendix 1. The site is bounded by the A4155 Henley Road to the north, residential properties to the east and west and undeveloped grassland to the south.
- 2.1.2 Some 70m west of the site Henley Road meets Ruskin and All Hallows Road at a traffic signalised crossroads junction. Ruskin is a cul-de-sac road and provides access to a residential estate with some 110 dwellings to the west of the site. All Hallows Road is also a residential cul-de-sac to the north.
- 2.1.3 Henley Road continues west for a further 110m before meeting the B3345 Lower Henley Road at a signal controlled junction. Lower Henley Road continues south west to provide access to the residential areas in the south western part of Caversham.
- 2.1.4 Some 1.3km west of the site the A4155 meets the B481 Peppard Road at a traffic signal controlled junction. Peppard Road passes through residential areas in the northern part of Caversham and continues to Emmer Green. The A4155 continues a further 350m south west into the main retail area of Caversham.
- 2.1.5 Some 300m east of the site Micklands Road meets Henley Road at a priority junction. Micklands Road continues north and serves the eastern residential areas in Caversham. A further 500m east of this junction Henley Road meets Caversham Park Road at a traffic signal controlled junction. Caversham Park Road continues north along the eastern boundary of Caversham to Emmer Green.

2.2 Existing Pedestrian and Cycle Facilities

- 2.2.1 A 4m wide footway is provided immediately adjacent to the site frontage on the south side of the A4155 Henley Road. A segregated footway/cycleway is also provided on the north side of Henley Road in the vicinity of the site. To the east of the site the footway on the south side of Henley Road continues for some 350m where an uncontrolled pedestrian crossing with dropped kerbs and a refuge island is provided to allow foot journeys to continue along the north side of Henley Road. The footway/cycleway on the north side of Henley Road continues east from the site for some 500m before reverting to a footway.
- 2.2.2 An uncontrolled pedestrian crossing with dropped kerbs and a refuge island is provided some 75m east of the site. A Puffin crossing is provided on Henley Road some 160m further east. This Puffin crossing is 20m west of Micklands Road where a continuous footway is provided to Micklands Primary and Pre-School.

- 2.2.3 West of the site a segregated footway/cycleway is provided adjacent to both sides of Henley Road. The foot/cycleway on the south side of Henley Road stops adjacent to number 199. The Henley Road/Ruskin/All Hallows Road traffic signalised junction has pedestrian/cycle crossing facilities on the Ruskin, All Hallows Road and eastern Henley Road arms. Footways are provided on both sides of Ruskin and All Hallows Road.
- 2.2.4 There is continuous footway provision and pedestrian crossing points from the site to the parade of shops 550m to the west and onwards towards the A4155 Church Road where the Waitrose Supermarket and various other retail facilities are available.
- 2.2.5 The segregated footway/cycleways on either side of Henley Road provide cycle routes to local facilities and connect with a number of other local on and off-road cycle routes within the vicinity of the site. The local cycle routes connect with National Cycle Route 5 some 2km south west of the site. Route 5 is a long distance route connecting Reading and Holyhead via Oxford and Birmingham. Locally Route 5 provides an off-road cycle path along the banks of the River Thames.
- 2.2.6 A map indicating local cycle routes is provided at Appendix 2.

2.3 Public Transport

Bus Services

- 2.3.1 The closest bus stops to the site are provided adjacent to the site on both sides of Henley Road. At the westbound bus stop a shelter, flags and timetables are provided. At the eastbound bus stop a flag and timetables are provided.
- 2.3.2 The three bus services served by these stops are:

Services from adj 202 All Hallows Road bus stop		Service Frequency (minutes)					
Service	Route	Monday - Friday		Saturday		Sunday	
		Day	Eve	Day	Eve	Day	Eve
23/24*	Central Reading - Reading Bridge - Caversham Park	30	60	30	60	60	60
800	Reading - Marlow - High Wycombe	60	-	60	-	60	-
X80	High Wycombe - Henley - Shiplake - Reading	60	60	60	-	-	-

*Premier Service

- 2.3.3 A bus services summary and bus route plan are provided at Appendix 3.

Train Services

- 2.3.4 The closest train station to the site is Reading Station some 3km to the south west. Services run typically every 5 minutes from Reading to London whilst four trains per hour run between Reading and Swindon. Two trains per hour run between Reading and Bath, Bristol, and Cardiff. Trains to local stations such as Twyford typically operate every 15 minutes.
- 2.3.5 The number 23 bus service stops adjacent to the train station.

3.0 PROPOSED CARE HOME DETAILS

3.1 Scheme Details

- 3.1.1 The proposals comprise an 86 bedroom care home development with new vehicular access from the A4155 Henley Road, an internal estate road, parking for some 39 cars and 14 bicycles and a servicing area.
- 3.1.2 The new 5.5m wide road from Henlely Road will continue south from the new Henley Road junction and turn to end at the eastern site boundary to provide access for potential future development on the adjacent site. Two minibus/maintenance parking bays will be provided off the east end of the proposed access road adjacent to a new sub-station.
- 3.1.3 Pedestrian access is proposed via 1.8m wide footways from the south side of Henley Road along each side of the access road. Footway links will continue into the care home site and provide a route to the main building entrance.
- 3.1.4 A secondary pedestrian route is proposed directly from the footway on Henley Road in the north west corner of the site. A ramp and steps arrangement is proposed along the western side of the building to connect to an entrance at first floor level.
- 3.1.5 The proposed 39 car spaces comprise some 20 in an undercroft car park in the northern part of the site and 17 within the site in front of the building. Two disabled bays will be provided opposite the main care home building entrance.
- 3.1.6 Some 10 cycle parking spaces for staff will be provided in a secure store adjacent to the sub-station. A further four cycle parking spaces for visitors will be provided near the care home entrance.
- 3.1.7 Rooms for staff use are proposed on the first floor and lower ground floor with access to showers and lockers provided.
- 3.1.8 The proposed site layout is shown at Appendix 4.

3.2 Off-Site Highway Improvements

- 3.2.1 The existing footway/cycleway along the south side of Henley road will be extended across the extent of the site frontage as far as the proposed access.
- 3.2.2 The westbound bus stop adjacent to the site will be set back further from the kerb to allow for the extension of the footway/cycleway.

3.3 Staff Information

- 3.3.1 The nature of employment at care homes is that staff are generally employed from the local area. The typical catchment area for both staff and residents for a residential care home is around five miles or eight kilometres. Practically this means that the majority of staff will come from Reading and neighbouring areas including Twyford, Winnersh and Shinfield.
- 3.3.2 Signature care homes provide a 24 hour operation with typically three shifts for care and nursing staff comprising mornings, afternoons and a night shift. The morning shift typically commences between 06:00 and 07:30, the afternoon shift at 14:00-15:30 and the night shift between 20:00 and 22:00. In addition some care staff could work 12 hour shifts.
- 3.3.3 Ancillary staff such as kitchen and housekeeping can also work outside normal hours with start and end times of around 07:00 and 14:00-15:00 respectively. Some administrative as well as management staff work normal daytime hours of around 09:00-17:00. No staff will live on site.
- 3.3.4 Shift patterns as well as the overall level of staffing on site depend on the needs of the residents staying in the home at the time. The main shift is generally in the morning to provide for the care required and activities undertaken during the daytime. In the afternoon fewer staff are required on site because of resident activities and trips away from the home.
- 3.3.5 Given the timing of shifts the majority of staff arrivals and departures avoid the local peak traffic periods and are also staggered throughout the day to minimise congestion at staff shift changeover times. Care staff numbers on site generally only increase marginally at shift changeover times as the handover process is done gradually over a period as staff on the following shift arrive.
- 3.3.6 When the care home is at or near full occupation some 120 full and part-time jobs could be provided. However the maximum number of staff on site at any one time is likely to be about 35. The night shift will have the lowest staff levels with up to around 8 staff likely to be on duty.

3.4 Visitors

- 3.4.1 Visitors will be permitted to visit friends and relatives resident at the care development at any time during the day. Trips are likely to be shared with other tasks such as shopping or journeys from work or school. This means that many of the vehicle trips to the site will already be on the wider road network in any event.

4.0 PRINCIPLES OF THE TRAVEL PLAN

4.1 Aim of Travel Plans

- 4.1.1 A Travel Plan is a general term for a package of measures tailored to the needs of an individual site and occupier and aimed at promoting more environmentally friendly travel choices and reducing overall reliance on the private car, particularly for single occupancy journeys.
- 4.1.2 A Travel Plan is a dynamic process that develops over a period of time in accordance with the operation of the site and the surrounding environment. Once implemented regular monitoring determines the trend in travel mode split. Annual reviews assess changes in modal split and identify potential improvements to encourage alternative means of transport to the car.
- 4.1.3 This Travel Plan has been designed to encourage staff and visitors at the care home to use sustainable modes of transport. It contains a number of incentives to help implement both national and local government's aspirations for sustainable development including encouraging walking, cycling, the use of public transport and car sharing and discouraging the use of single occupancy car journeys.
- 4.1.4 A Travel Plan can bring a number of benefits to an organisation, staff and the local community and environment. These include:
- reduced congestion and journey times;
 - improved health and reduced stress;
 - potential time and cost savings;
 - improved public transport services; and
 - reduced demand for car parking.

4.2 Encouraging Walking

- 4.2.1 Walking can play a significant role in reducing unnecessary car trips. Journeys on foot improve health and cost nothing. The Chartered Institution of Highways and Transportation (CIHT) 'Guidelines for Providing for Journeys on Foot' indicates acceptable walk distances for commuting as 1km with the preferred maximum 2km. People are discouraged from walking by:
- indirect routes;
 - routes adjacent to heavy/fast traffic;
 - routes that are not overlooked;
 - poorly lit routes;
 - poorly maintained surfaces; and
 - perceived security issues.

4.2.2 Travel Plans offer the opportunity to improve facilities to provide safer and better maintained routes for pedestrians.

4.2.3 Caversham and central Reading are all within a 2km walking distance of the site. Staff living in these areas could walk to work at the care home and will be encouraged to do so.

4.3 Encouraging Cycling

4.3.1 Cycling is an economical and healthy means of transport. Journeys by cycle are suggested as an alternative for commuter journeys by car of up to 5-8km. Local Transport Note (LTN) 2/08, Cycle Infrastructure Design, 2008 indicates that many utility cycle journeys are under three miles (5km) and that for commuter journeys a trip distance of over five miles (8km) is not uncommon.

4.3.2 People are discouraged from cycling by:

- lack of changing and washing facilities at work;
- lack of secure, dry and lit parking spaces;
- inclement weather;
- personal security and fear of accidents; and
- not owning a bicycle in the first place (cost).

4.3.3 This Travel Plan offers the opportunity to encourage trips by cycle by removing or reducing these obstacles and overcoming common concerns.

4.3.4 All of Reading including Shinfield and Winnersh are within a 5km cycling distance from the site with on and off-road cycling facilities connecting these locations to the site. Staff living in this wider area could therefore cycle to work and will be encouraged to do so.

4.4 Encouraging Use of Public Transport

4.4.1 Public transport provides a practical alternative to the private car. However people are discouraged from using buses because of:

- lack of knowledge of local services;
- slow, infrequent and unreliable services;
- fear for safety when travelling outside daylight hours; and
- high fares.

4.4.2 This Travel Plan overcomes some of the issues of travelling by public transport by informing staff and visitors of available bus and underground services and timetables as well as nearest locations. This information will be kept up to date.

4.5 Encouraging Car Sharing

4.5.1 Where other modes of transport become inconvenient car sharing can be a useful means of reducing the number of private vehicles travelling to a site. Car sharing not only potentially saves money but also helps ease congestion, enabling better usage of road space and reducing the impact of road traffic on the environment.

4.5.2 People are discouraged from car sharing by:

- inconvenience of relying on other people;
- inconvenience of persons being dependent on the driver; and
- inconvenience of having to detour to pick up other people.

4.5.3 This Travel Plan will help overcome these issues by organising and structuring a system to connect potential car sharers. Car sharers will also be permitted to park on site.

5.0 TRAVEL PLAN STRATEGY

5.1 Management Support

- 5.1.1 It will be important to secure the support and financial backing of senior management in implementing the Travel Plan. The Travel Plan Coordinator will liaise with management on all travel related matters at the care home.
- 5.1.2 The general approach to staff management at the site will recognise the requirement to promote the Travel Plan and support staff in their ability to travel by alternative modes of transport to single occupancy car trips.

5.2 Travel Plan Coordinator

- 5.2.1 A Travel Plan Coordinator will be appointed prior to opening of the care development and will have responsibility for promoting the Travel Plan to all levels of staff. The Coordinator is likely to be a member of staff appointed on the basis of enthusiasm, interest and commitment to ensuring the promotion of sustainable travel choices but could be an external consultant.
- 5.2.2 The general duties of the Coordinator are to ensure the full provision of the agreed measures of the Travel Plan, organise staff travel surveys when required, prepare monitoring reports when necessary and liaise with the appropriate contact at Reading Borough Council when required. Development of strategies for achieving the future targets set within the Travel Plan will also be undertaken.
- 5.2.3 The Travel Plan Coordinator will initially hold meetings with the General Manager typically every fortnight to review Travel Plan matters and ensure that all measures are in place for when the operational staff arrive. Meetings will then be undertaken on a monthly basis for updates and to discuss new ideas.
- 5.2.4 A key role of the Coordinator during the early stages will be to highlight and promote the Travel Plan to potential staff as part of the recruitment process and to potential residents' visitors as part of the marketing of the care development.
- 5.2.5 The Coordinator will draw up an Action Plan based on the table at Section 8. This includes ensuring that all the measures proposed as part of the scheme are implemented prior to first resident occupation with a timetable and ideas for marketing and promotion of the Plan. Potential new measures will be added as required.
- 5.2.6 If the Coordinator leaves the company or moves to a position that does not allow continuation of Travel Plan duties another current member of staff, a new member of staff or external consultant will be appointed to take over the role. If possible a period of overlap between the current and new Coordinator will be provided to allow a convenient handover of ongoing tasks and any required training.

6.0 SUSTAINABLE TRAVEL MEASURES AND INITIATIVES

6.1 Travel Information Boards

6.1.1 A staff travel information board will be provided in the staff room prior to occupation of the care home. The board will display the following information:

Walking

- details of safe and convenient pedestrian routes to areas within 2km;
- information regarding general pedestrian safety;
- details of the WalkBUDI scheme; and
- notice of national publicity events such as 'Walk To Work Week'.

Cycling

- details of designated cycle routes in the area;
- details of on-site cycle parking and shower/changing facilities;
- information regarding Cycle-to-Work scheme, if available;
- general safety information on cycling; and
- notice of national publicity events such as 'National Bike Week'.

Public Transport

- bus maps and timetable information, including site specific information;
- contact and web address details for journey planner websites including Traveline;
- location of bus stops and train station;
- information regarding tickets and discounted fares; and
- information on local taxi firms.

Car Sharing

- promotional information regarding the benefits of car sharing;
- details of informal car share scheme at the care home;
- details of the 'liftshare' online car sharing scheme; and
- a list of staff members offering or requesting a lift to or from work with details of times and points of departure.

6.1.2 The information boards provide a point of reference for staff members in all respects of the Travel Plan, identifying the organisation's commitment to the Travel Plan and information on the designated member of staff to contact for more information.

- 6.1.3 The board will also be used for displaying travel information, correspondence between the Coordinator and staff members, information on joining a steering group (if interested), relevant promotion and advertising and providing updates on the performance of the Travel Plan.
- 6.1.4 All staff will be informed of the available travel information as part of the induction process including public transport routes and timetables and details of local cycle and walking routes. Visitors to the site will also have access to this travel information.
- 6.1.5 Internet access will be made available to all staff to allow them to view relevant sustainable travel websites, including the TraveLine websites, and obtain up-to-date local travel information such as public transport timetables as required.
- 6.1.6 A number of sustainable travel contact details are provided in Section 9. This list is not exhaustive and any further useful contact information will also be provided on the Travel Plan Information Board.

6.2 Walking and Cycling

- 6.2.1 Changing facilities including lockers and showers will be provided for all staff to use. These will be provided as part of the building fit out prior to occupation.
- 6.2.2 Detailed information for pedestrians and cyclists, such as safer route advice, will be provided on the travel information boards. Promotions such as National Bike Week will also be provided on this board.
- 6.2.3 Details of the Liftshare WalkBUDi scheme will also be provided on the information board which can be accessed via the www.walkbudi.liftshare.com website. This scheme matches individuals with others walking the same route so they can walk together.
- 6.2.4 A total of 14 cycle spaces will be provided with 10 secure cycle spaces for staff and four cycle spaces for visitors.
- 6.2.5 The Travel Plan Coordinator will keep a cycle repair kit in the reception area for convenience for use by staff if a problem with their bicycle occurs. Any used spares will be replaced as required.
- 6.2.6 A Bicycle User Group (BUG) could be established for cyclists to discuss cycling issues with each other and the Travel Plan Coordinator. The Coordinator will liaise with cyclists to consider whether a group would be welcomed.
- 6.2.7 A Cycle-to-Work scheme for the tax-free purchase of bicycles for staff is managed from the Signature head office. Staff will be able to apply to the scheme after their probationary period. The scheme also provides funding for cycling accessories such as helmets, lights and reflective clothing.

6.3 Public Transport

- 6.3.1 Public transport information including internet addresses for journey planning websites will be made available on the staff travel information board and maintained up-to-date by the Travel Plan Coordinator.
- 6.3.2 Staff working times will be reviewed, if feasible and subject to operational requirements, to help coordinate with bus arrival and departure times adjacent to the site.
- 6.3.3 The Coordinator will provide staff with information on purchasing season tickets and any further discounts available.

6.4 Car Sharing

- 6.4.1 An internal car sharing scheme will be implemented by the Travel Plan Coordinator at the care home to promote car sharing amongst staff. The information board will be used to display contact and journey details of staff looking for or offering a lift.
- 6.4.2 Staff will also be encouraged to join Liftshare which is available on the internet. Liftshare offers a larger database of potential car lifts from the wider area. Information on how to join the scheme will also be provided on the staff information board and internet access will be made available to all staff to enable them to apply to the scheme.
- 6.4.3 Staff travelling to training courses/meetings will be encouraged to car share or to travel together by taxi.
- 6.4.4 Subject to operational requirements and demand a number of car parking spaces could be reserved for regular car sharers. This will be reviewed on an ongoing basis.

6.5 Use of Minibus

- 6.5.1 One or two minibuses will be based on site for transporting residents to and from off-site activities and medical centres as required. Trips out will be organised as part of the residents' daily activity programme.
- 6.5.2 One of the minibuses could be used as a guaranteed lift home for staff that have travelled to work by sustainable means and require a lift home because of personal emergencies or a failed car share journey.

6.6 Flexible Working

- 6.6.1 The care home manager will review whether flexible working is feasible subject to resident care and operational requirements. This would enable employees to start and finish at times suitable to allow travel arrangements such as bus travel and car sharing. Such flexibility would also reduce the increase in parking demand at staff changeover times.

6.7 Promotion and Marketing

- 6.7.1 The Travel Plan will be introduced to all potential staff during the recruitment process including during the interview of all new employees with reminders as part of the induction process. This includes making relevant information on alternative travel options available to staff. All staff will therefore be made aware of the Travel Plan commitment prior to accepting the job as well as when starting.
- 6.7.2 Ongoing information relating to the Travel Plan and travel options available will be conveyed to staff through the staff Travel Information Boards or other internal communication means such as newsletters. The Travel Plan Coordinator will also actively promote national green travel events such as 'Bike Week' and 'World Car Free Day' throughout the year.
- 6.7.3 Subject to agreement with the care home operator details of the Travel Plan commitment could be included on general promotional material and the operator's website. Relevant sustainable travel information available could be linked from the operator's website to inform visitors as well as staff.
- 6.7.4 Regular meetings will be undertaken between the Coordinator and management to discuss ongoing Travel Plan matters, identify any issues and advise on upcoming events and promotion opportunities.

6.8 Visitors

- 6.8.1 Information on public transport availability, local walking and cycle routes and on-site cycle facilities will be made available to regular visitors such as residents' families and friends. This aims to encourage them to arrive at the care home by means other than the car. The Travel Plan Coordinator will be responsible for the preparation of the appropriate information for visitors.
- 6.8.2 The travel information will be provided to potential residents and their families prior to the residents moving in to the care home. Travel information will also be provided to professional visitors including external medical staff, hairdressers and entertainers etc. prior to their visit.

7.0 TRAVEL PLAN MONITORING AND REVIEW

7.1 Baseline Travel Surveys

- 7.1.1 As staff will gradually be recruited from the local area as residents move in over the first few months it will not be efficient or accurate to undertake the first survey any earlier than six months after opening as staff and resident numbers may still be low. If possible the survey will be undertaken in spring or autumn to avoid distortions that can be created by the summer holidays or cold weather conditions in winter.
- 7.1.2 The staff travel surveys will be undertaken using the form shown in Appendix 5 or similar. The Coordinator will target a response as close to 100% as is reasonably practical. A timescale of one to two weeks will be allowed for collecting completed survey forms to take into account staff on shifts and staff on leave.
- 7.1.3 The results of the travel surveys will be collated by the Travel Plan Coordinator. The results will form the baseline for mode of travel at the site and will allow suitable modal share targets to be established. The targets will seek to minimise the level of single occupancy car trips to the site whilst encouraging walking, cycling, use of public transport and car sharing as alternatives.
- 7.1.4 The Coordinator will liaise with Travel Plan officers at Reading Borough Council to confirm and discuss the survey results and agree on any plan of action, if required. Following agreement the survey modal split information, targets and any new measures proposed will be appended to the Travel Plan.

7.2 Travel Plan Monitoring

- 7.2.1 The Coordinator will be responsible for regularly monitoring the progress of the Travel Plan throughout the period of occupancy including monitoring the uptake of each measure, car park and cycle parking usage and identifying potential new measures such as reserved spaces for car sharing staff.
- 7.2.2 Ongoing staff travel surveys will be undertaken by the Travel Plan Coordinator annually on the anniversary of the first survey for a period of five years to identify changes in mode of travel.
- 7.2.3 This review will be undertaken whilst considering the feasibility of changing travel habits, the care home's operational requirements and the home locations of staff.

8.0 TRAVEL PLAN TARGETS

8.1 As the care home has not yet been constructed and is therefore not occupied by residents or staff it is not practical to set realistic targets at this stage.

8.2 Appropriate targets will be set in liaison with management after the first travel surveys have been completed and an actual modal split is identified. The proposed targets should adhere to the widely adopted 'SMART' principle whereby targets should be:

- **Specific:** Well defined and clear to those with basic knowledge of transport;
- **Measurable:** Concrete criteria for measuring progress;
- **Achievable:** Challenging and ability stretching, but still reasonable;
- **Realistic:** Within the availability of resources, time and knowledge; and
- **Time-bound:** Grounded within a timeframe.

8.3 Workplace statistics from the 2011 Census have been reviewed to identify the average modal split for employees working within the specific workplace zones E02003392, which includes the site and E02003389, which is the neighbouring Middle Layer Super Output Area (MSOA) of Reading Borough Council. This data is shown in the table below:

Travel Mode	Census Modal Split
Driving a car or van	65.5 %
On foot	14.1 %
Passenger in a car or van	4.3 %
Bus, minibus or coach	6.4 %
Bicycle	4.1 %
Train	4.2 %
Underground, metro, light rail, tram	0.2 %
Motorcycle, scooter or moped	0.6 %
Taxi	0.4 %
Other method of travel to work	0.3 %

8.4 The 2011 Census information will be used to compare with the first staff travel survey results and to help set appropriate targets going forward.

9.0 ACTION PLAN

9.1 The table below sets out the timeframe for the implementation of the proposed measures associated with this Travel Plan:

Action	Timescale	Responsibility
Provision of cycle parking for staff and visitors	Prior to building occupation	Signature
Provision of showers and changing facilities for staff	Prior to building occupation	Signature
Appointment of Travel Plan Coordinator	Prior to building occupation. As necessary thereafter to replace departing Coordinator	Signature
Provision of travel information board	Prior to occupation plus ongoing updates	Signature/TPC
Provision of travel information to staff	During recruitment and induction processes and ongoing	TPC
Set up internal Car Share Scheme	From occupation and ongoing	TPC
Provision of travel information to visitors	Prior to their visit where possible	TPC
Staff and Visitor Travel Surveys	Initial survey 6 months after first occupation and annually thereafter for 5 years	TPC
Monitoring review	After each staff/visitor survey for 5 years	TPC
Promotion of Walk to Work Week	Annually 1 month prior to event in May	TPC
Promotion of National Bike Week	Annually 1 month prior to event in June	TPC
Promotion of National Liftshare Week	Annually 1 month prior to event in October	TPC
Review of measures in place	Annually after travel surveys	TPC/Signature

10.0 USEFUL CONTACTS

TRAVELINE – Public Transport Information

Web: www.traveline.info

SUSTRANS – Cycle Information

Tel: 0845 113 00 65

E-Mail: info@sustrans.org.uk

Web: www.sustrans.org.uk

READING BUSES – Public Transport Information

Web: www.reading-buses.co.uk

WalkBUDi – Walking

Web: www.walkbudi.liftshare.com

BikeBUDi – Cycling

Web: www.bikebudi.liftshare.com

Living Streets – Walking

Tel: 020 73774900

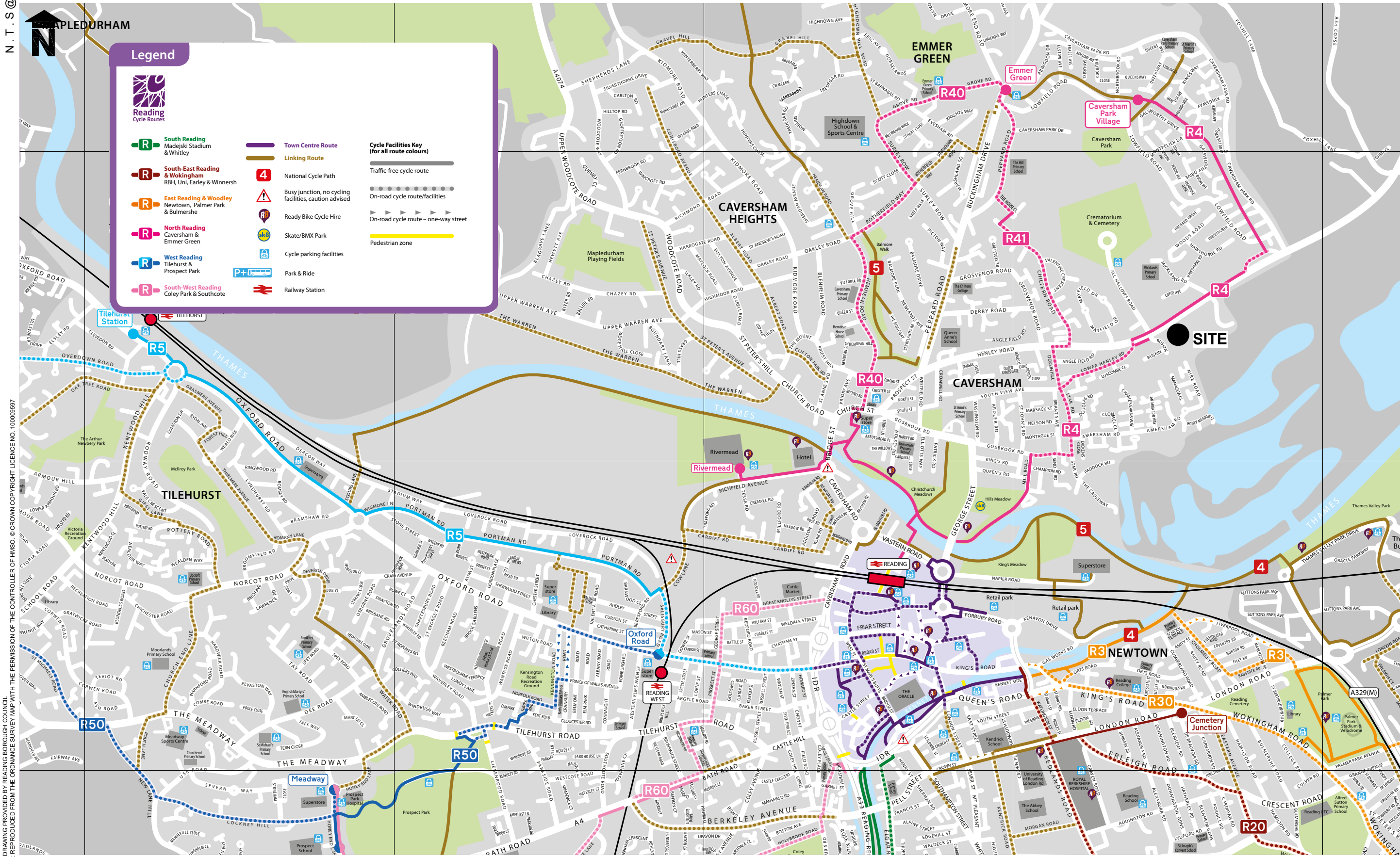
Web: www.livingstreets.org.uk

Cycle to Work Scheme

Web: www.cyclescheme.co.uk



N.T.S @ A3



BASE DRAWING PROVIDED BY READING BOROUGH COUNCIL. NOTE: REPRODUCED FROM THE ORDNANCE SURVEY MAP WITH THE PERMISSION OF THE CONTROLLER OF HMSO. © CROWN COPYRIGHT LICENCE NO. 100009597

199-207 Henley Road, Reading

Bus Route: Central Reading - Reading Bridge - Caversham Park

Route Number 23/24

Operator: Reading Buses (Pink)

	Approximate Bus Frequency (minutes)		
	Mon - Fri	Saturday	Sunday
Early	30	60	-
Peaks	30	30	-
Daytime	30	30	60
Evening	60	60	60

	First	Last
Mon – Fri	05:23	02:28
Saturday	06:08	02:28
Sunday	09:15	22:58

Bus Route: Reading - Marlow - High Wycombe

Route Number 800

Operator: Arriva the Shires

	Approximate Bus Frequency (minutes)		
	Mon - Fri	Saturday	Sunday
Early	-	-	-
Peaks	60	60	60
Daytime	60	60	60
Evening	-	-	-

	First	Last
Mon – Fri	07:19	18:59
Saturday	07:36	18:41
Sunday	08:40	18:48

Bus Route: High Wycombe - Henley - Shiplake - Reading

Route Number X80

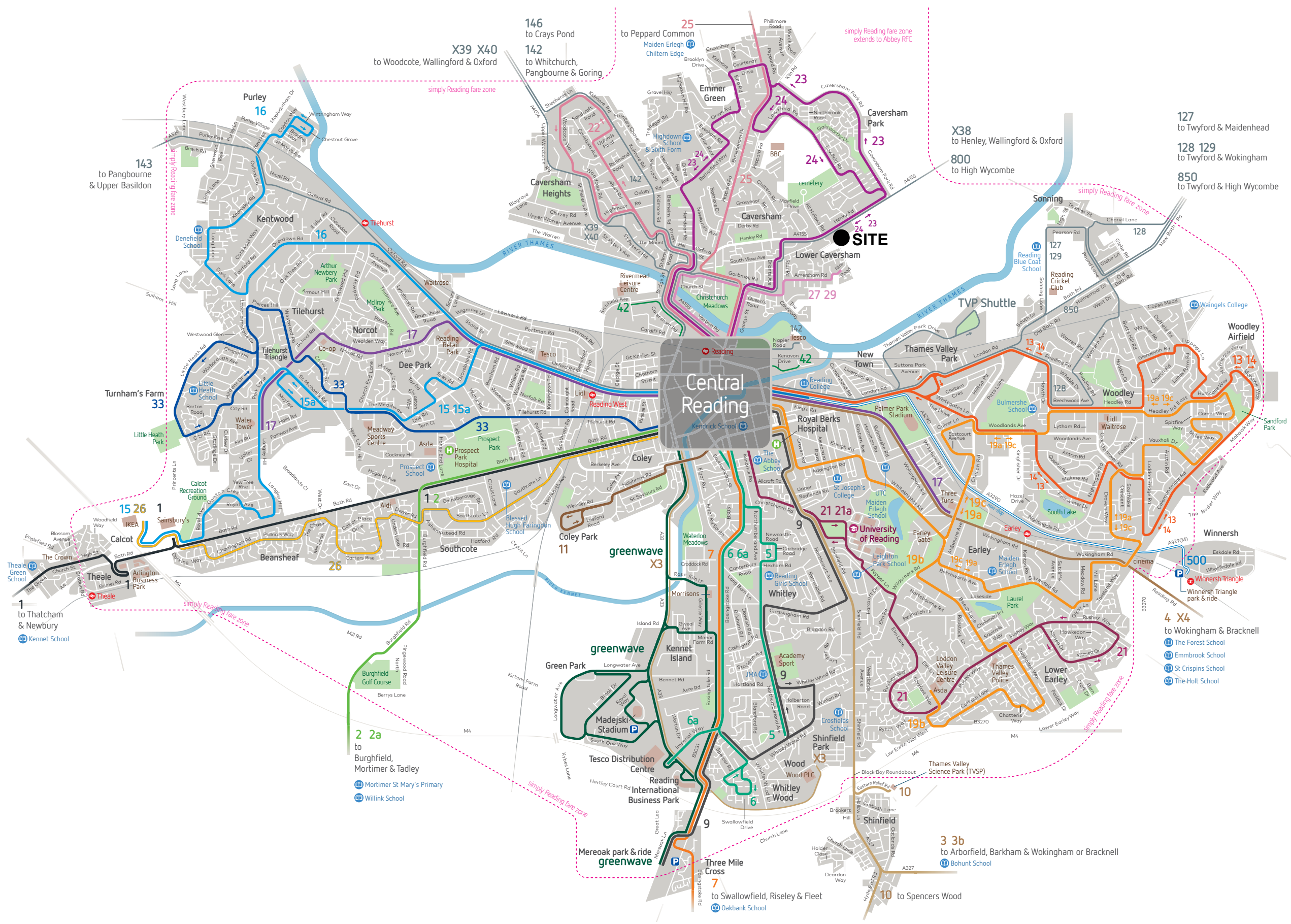
Operator: Carousel Buses

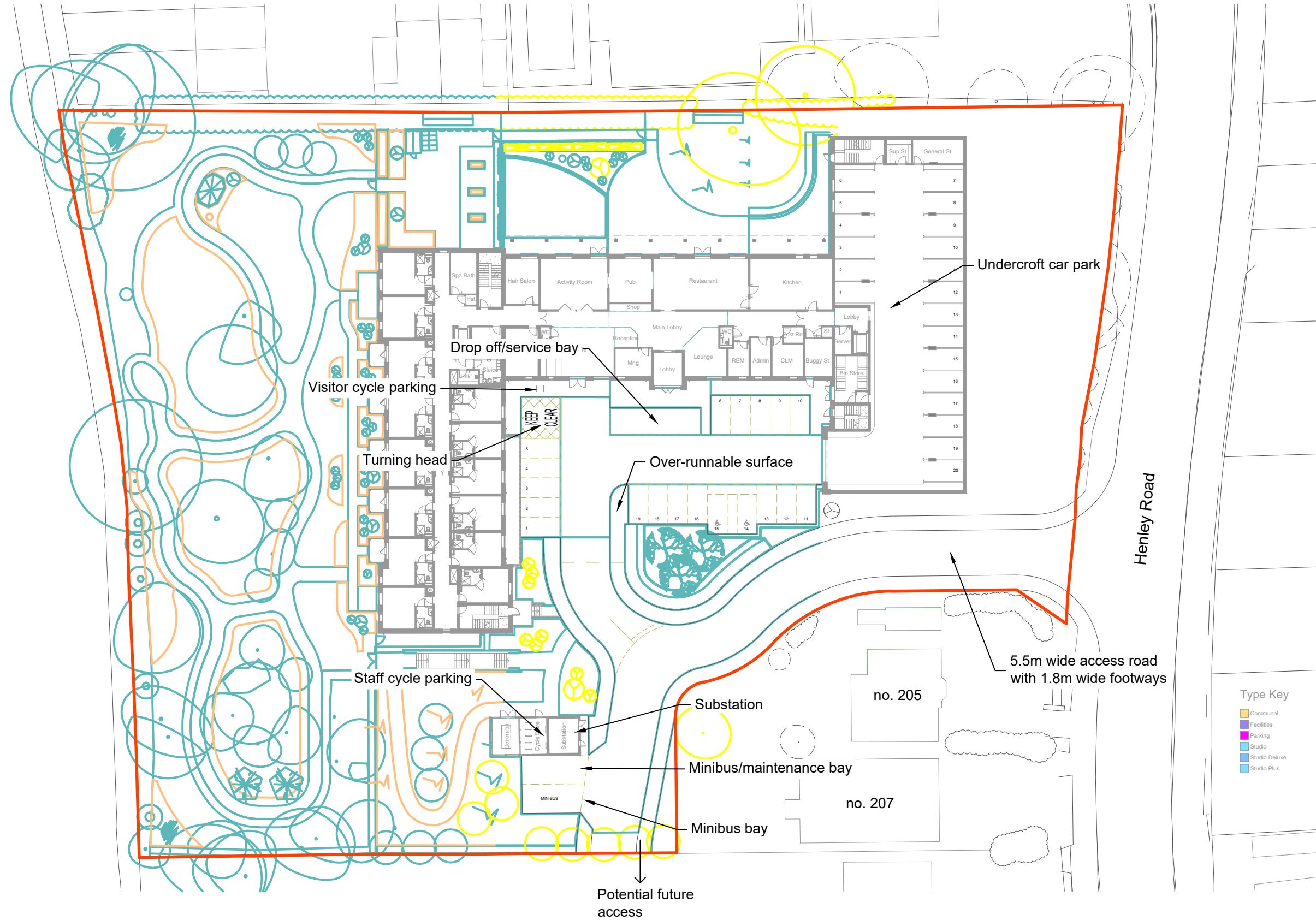
	Approximate Bus Frequency (minutes)		
	Mon - Fri	Saturday	Sunday
Early	*1	-	-
Peaks	60	60	-
Daytime	60	60	-
Evening	60	-	-

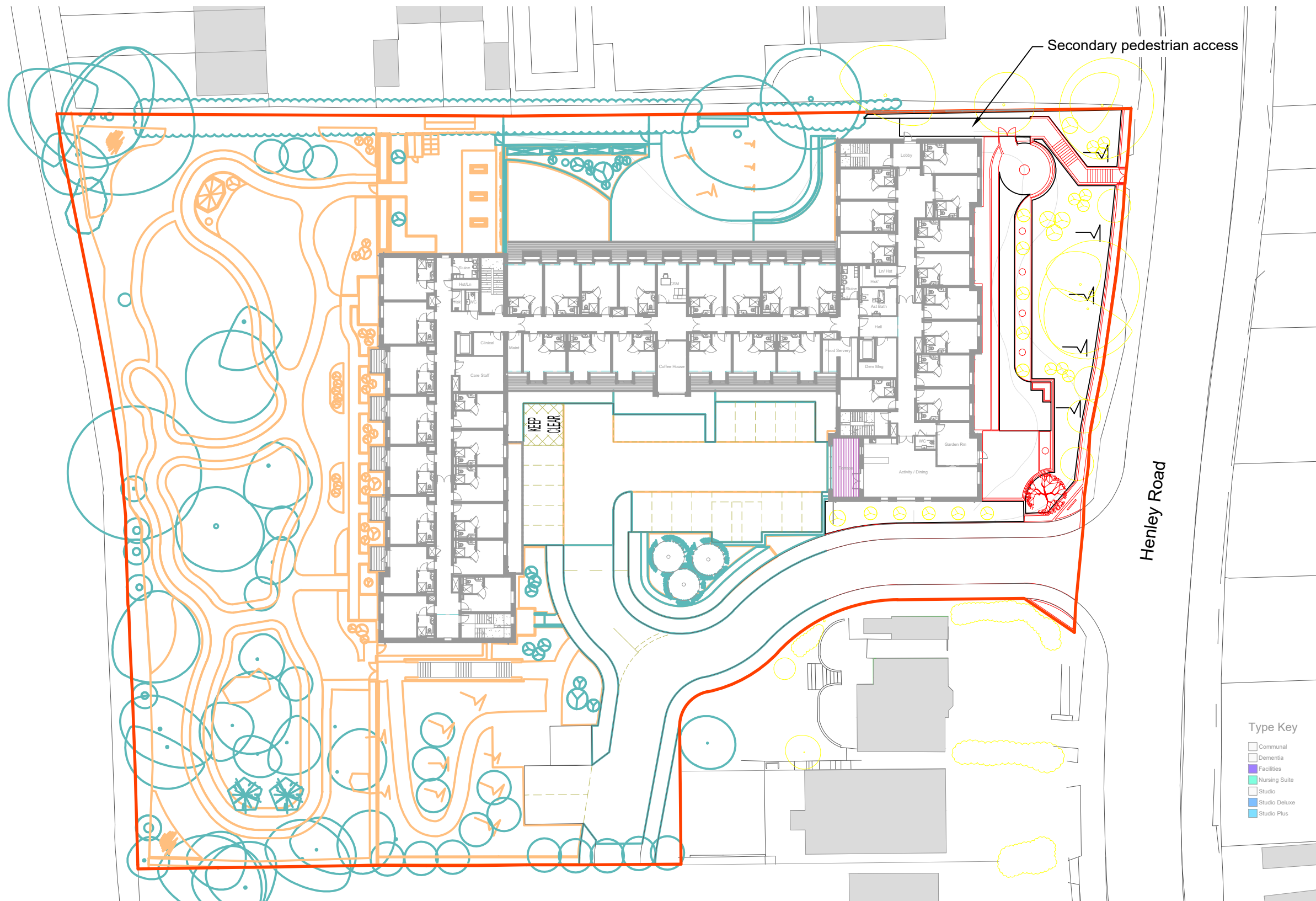
	First	Last
Mon – Fri	06:37	19:53
Saturday	08:23	18:36
Sunday	-	-

*1 = One Service

N.T.S @ A3







Caversham Care Home - Staff Travel Survey

Please answer all questions as accurately as possible by ticking the appropriate boxes or filling in the spaces provided and striking through questions not applicable to you. All information will be treated in the strictest of confidence.

1. **Home Location:**
Full Postcode: _____

Town/Village: _____
2. **What is your job title & department?**

3. **What are you usual work hours?**
☐ Days
☐ Mixed Shift
☐ Nights
☐ Other (please specify): _____

 Start & finish times: _____ - _____
4. **Do you work full or part-time?**
☐ Full
☐ Part
☐ Bank/Casual
5. **What is your current MAIN method of travel to and from work?**
(Please tick one box only in each column):

TO	FROM
☐	☐ Car driver (alone)
☐	☐ Car driver with passengers
☐	☐ Car passenger with colleague
☐	☐ Car passenger with other
☐	☐ Bus
☐	☐ Train
☐	☐ Cycle
☐	☐ Motorcycle/Scooter
☐	☐ Walk
☐	☐ Taxi

 Other: _____
6. **Do you occasionally use other means of transport to and from work?**
How often?
(Please tick all that apply)
(Times per week)
 - ☐ Car driver (alone)
 - ☐ Car driver (with passengers)
 - ☐ Car passenger
 - ☐ Bus
 - ☐ Train
 - ☐ Cycle
 - ☐ Motorcycle/Scooter
 - ☐ Walk
 - ☐ Taxi
 - ☐ Other: _____
7. **How long does it currently take you to travel to work?**

☐ 0 – 15 mins	☐ 16 – 30 mins
☐ 31 – 45 mins	☐ 46 – 60 mins
☐ Over 60 minutes: (please give approximate time): _____	

8. If you drive to work where do you currently park? Usually (U) or Occasionally (O). (Please tick one box in each column):
- U O
- ☐ ☐ On site in the car park;
- ☐ ☐ On street, no charge located at: _____
- ☐ ☐ On street with charge located at: _____
- Cost/day: £ _____
- ☐ ☐ In off-site car park, located at: _____
- Cost/day: £ _____
- ☐ ☐ Other: _____
9. How far do you currently travel to work?
- ☐ Less than 1 mile
- ☐ 1 - 2 miles
- ☐ 3 - 5 miles
- ☐ 6 - 10 miles
- ☐ 11 - 20 miles
- ☐ 20 - 30 miles
- ☐ Over 30 miles (please give approx. distance): _____
10. Could you realistically walk, cycle or use public transport to get to work? (please tick all that apply):
- ☐ Walk ☐ Bus
- ☐ Cycle ☐ Train
11. Reasons that prevent you from WALKING:
- ☐ Too far to walk
- ☐ Safety concerns
- ☐ Health reasons
12. Please tick any measures that would encourage you to WALK to work:
- ☐ Introduce new footways
- ☐ Better maintained footpaths
- ☐ Safer road crossings
- ☐ Better street lighting in the local area
- ☐ Other measures: _____
13. Reasons that prevent you from CYCLING:
- ☐ Too far to cycle
- ☐ Do not own a bicycle
- ☐ Cost of purchasing a bicycle
- ☐ Safety concerns
- ☐ Health reasons
14. Please tick any measures that would encourage you to CYCLE to work:
- ☐ Cycle paths on the journey to work
- ☐ On-site secure cycle parking
- ☐ Cycle changing facilities & lockers at work
- ☐ Cycle purchase scheme/loan in place
- ☐ Cycle route information
- ☐ Formation of Bike User Group
- ☐ Other measures: _____
15. Reasons that prevent you from using PUBLIC TRANSPORT:
- ☐ Too expensive
- ☐ Infrequent services
- ☐ Incompatible schedule
- ☐ Takes too long
- ☐ Unreliable
- ☐ Not enough information available
- ☐ No local services available
16. Please tick any measures that would encourage you to use PUBLIC TRANSPORT to travel to work:
- ☐ More direct bus routes
- ☐ Frequent public transport services
- ☐ Public transport services in line with work patterns
- ☐ Flexibility in work times to match public transport schedule
- ☐ Discounted public transport travel available from work
- ☐ Public transport information available
- ☐ More convenient bus drop-off points
- ☐ Better waiting facilities
- ☐ Better connections to Reading by bus or train; if so state which: _____

17. If you do not car share currently, would you be interested in car sharing to work?
☐ YES ☐ NO
18. Please tick any measures that would make **CAR SHARING** more effective or encourage you to car share:
☐ Help in finding car share partners with similar work patterns
☐ Help with alternative lift home if let down by car share driver
☐ Reserved parking for car sharers
☐ Other, please state: _____
19. If you use a **CAR** to travel to work what are your main (M) and secondary(S), if applicable, reasons?
M S
☐ ☐ Car required as part of job
☐ ☐ Dropping off/collecting children
☐ ☐ Car sharing with colleagues
☐ ☐ Car sharing with non-colleagues
☐ ☐ Health reasons
☐ ☐ Personal security
☐ ☐ Time savings
☐ ☐ Lack of alternative transport
☐ ☐ Cost of alternative transport
☐ ☐ Convenience
☐ ☐ Other reasons: _____
20. If you use a **CAR** to travel to work what would make you switch to another method of travel?
☐ Worsening traffic conditions
☐ Rises in petrol prices
☐ Discounted travel card
☐ Addition of parking costs
☐ Improvements to existing alternatives
☐ Loss of on-site parking facility
☐ Pool cars available for business related trips
☐ Other; please state: _____
21. Please add here or on a separate sheet any further travel related comments you may like to make:

Thank you very much for your co-operation. All your answers will remain confidential.