

RBH Hospitality Management

**Proposed Hotel Scheme,
Thames Side Promenade, Reading**

Delivery and Servicing Management Plan

July 2019

Contents

1	INTRODUCTION.....	1
2	LOCAL SITUATION	3
	Site Location	3
	Scheme Elements.....	3
	Servicing Arrangements.....	3
3	MEASURES AND INITIATIVES	5
	Management of the Plan	5
	Typical Number, Type and Length of Deliveries	5
	Good Neighbour and Operational Safety Practices.....	6
	Refuse Collection	7
4	MONITORING AND REVIEW	8
	Monitoring.....	8
	Review.....	8
5	SUMMARY	9

Figures

- Figure 1 - Strategic Site Location Plan
Figure 2 - Local Site Location Plan

1 INTRODUCTION

- 1.1 Vectos have been retained by RBH Hospitality Management to provide transport advice in relation to the proposed development of a Hotel on land currently in use as a private car park on Thames Side Promenade in Reading. The local authority is Reading Borough Council (RBC). The location of the site is shown in **Figure 1**.
- 1.2 The site is situated to the north-west of Reading Town Centre, on the western side of Thames Side Promenade, accessed via Richfield Avenue. Reading Rail Station, situated immediately to the north of Reading Town Centre, is just 1.1km walk from the site. The site is surrounded predominantly by a mix of residential and commercial uses with leisure facilities located nearby along the Thames Path.
- 1.3 The site currently comprises a private car park on the western side of Thames Side Promenade, associated with the neighbouring Crowne Plaza hotel.
- 1.4 The development proposes to construct a new 132 bed hotel with associated car parking. The footprint of the new hotel will remove a portion of car parking and the remaining car parking on-site will be shared amongst guests of the proposed hotel and the existing Crowne Plaza hotel.
- 1.5 This Delivery & Servicing Management Plan (DSMP) provides the framework for the management of delivery and servicing activity (including refuse collection) with the aim of respecting local servicing sensitivity and in that context to maximise efficiency of servicing.
- 1.6 This DSMP is applicable to all delivery vehicles and refuse vehicles serving the proposed hotel.
- 1.7 This DSMP has been drafted specifically in respect of the development proposals on Richfield Avenue following discussions with Reading Borough Council regarding refuse collection, recycling and waste management.
- 1.8 This DSMP is a living document and the initiatives can be subject to change, as long as that change results in betterment in the context of the aim.

1.9 The remainder of this report is structured under the following chapter headings:

- Chapter 2 – Local Situation
- Chapter 3 – Measures and Initiatives
- Chapter 4 – Monitoring and Review
- Chapter 5 – Summary

2 LOCAL SITUATION

Site Location

- 2.1 The site currently comprises a private car park with 200 car parking spaces associated with the Crowne Plaza hotel. The car park provides one pedestrian access and one gated vehicle access.
- 2.2 The site is situated on the western side of Thames Side Promenade and is accessed from Thames Side Promenade, approximately 2.0km to the north of Reading Town Centre. Access to Thames Side Promenade is taken via the northern side of Richfield Avenue.
- 2.3 The location of the site in relation to Reading Town Centre and surrounding areas can be seen in **Figure 1** and **Figure 2**.

Scheme Elements

- 2.4 The development proposes to construct a new 132 bed hotel with associated car parking. The footprint of the new hotel will remove a portion of car parking and the remaining car parking on-site will be shared amongst guests of the proposed hotel and the existing Crowne Plaza hotel and ancillary facilities.
- 2.5 Within the proposed 132 bed hotel, a breakfast dining room and fitness room will be provided for the use of hotel guests only.

Servicing Arrangements

- 2.6 Refuse collection will take place within the site (off the public highway), taking access from Thames Side Promenade.
- 2.7 Refuse collection will be undertaken by a private waste collection company. This arrangement therefore does not require an RBC refuse vehicle to enter the site as the private refuse collection company will use a shorter refuse collection vehicle with a more generous turning circle which can manoeuvre within the site without having to reverse against one-way vehicle flow.
- 2.8 With regards to deliveries and servicing, the largest delivery vehicle anticipated to make regular trips to the site is a 10.0m rigid linen delivery vehicle. It has been agreed with the

management of the Crowne Plaza hotel to permit the shared use of the loading area within their land ownership on the eastern side of Thames Side Promenade for the linen requirements of the proposed hotel site. As linen deliveries will be undertaken by the same company, this reduces the requirement for additional vehicle trips on the highway network and no longer requires a 10.0m rigid delivery vehicle to enter the car park of the proposed hotel.

- 2.9 To support this arrangement, a Traffic Marshall from either hotel will be in place to oversee the loading / unloading of the linen vehicle when it is parked in the Crowne Plaza loading bay. Linen deliveries to the proposed hotel will be accompanied across Thames Side Promenade (a private road) by the Traffic Marshall.
- 2.10 Deliveries undertaken by smaller LGVs will take place from within the southern car park.
- 2.11 Accordingly, dedicated servicing of the site will take place from the Crowne Plaza loading bay with refuse collection taking place on-site. No servicing will take place on the public highway.
- 2.12 All servicing will be in accordance with the legal requirements for service vehicle movement, parking and loading.

3 MEASURES AND INITIATIVES

- 3.1 This section of the DSMP outlines the specific management measures to be implemented at the proposed development at Richfield Avenue, Reading. The aim is to manage delivery and servicing activity to respect local servicing sensitivity and in that context to maximise efficiency.
- 3.2 This management will ensure that the potential for vehicle conflicts is minimised, that the effect of servicing on the ambience of the local area is minimised and that servicing occurs during permitted daytime hours, this being the least sensitive period, and that the proposals have the minimum impact on both the surrounding highway and pedestrian network.
- 3.3 This DSMP is a living document, and can be modified in agreement with Reading Borough Council on the basis that the purpose of the modifications is to better achieve the aims of the DSMP.
- 3.4 It will be mandatory for vehicles servicing the unit to adhere to the initiatives contained within this DSMP.

Management of the Plan

- 3.5 The managing agent of the hotel property will oversee the management, development and monitoring of the DSMP.

Typical Number, Type and Length of Deliveries

- 3.6 As there is the potential for deliveries (linen, housekeeping supplies and consumables) to be shared with the neighbouring Crowne Plaza hotel, it is unlikely that there will be an intensification of servicing trips as a result of the new hotel.
- 3.7 Based on previous experience with hotel sites of this scale, it is anticipated that within a typical week, the following servicing movements are expected to be associated with the new hotel.

Table 3.1: Typical Daily Servicing Arrangements

Delivery	Frequency	Vehicle	Dwell Time
Linen Deliveries	6 deliveries / collections per week	Largest vehicle to be used would be a 7.5t Rigid	Typically less than 20 minutes
Consumables (Food / Housekeeping Supplies)	2 deliveries per week	Typically delivered by a Transit-style van or a Rigid vehicle of circa 8.5m	Typically less than 30 minutes
Refuse Collection	2 collections per week	Private Waste Collection Company Vehicle	Typically 5 minutes

3.8 As a result the development will be serviced by the following vehicles in the following maximum frequencies.

- Vehicles no larger than 10m in length and 2.45m in width
- No more than 4 daily deliveries (midnight to midnight).

3.9 Linen deliveries and larger service vehicles will load / unload within the dedicated loading bay associated with the Crowne Plaza. To support this arrangement, a Traffic Marshall from either hotel will be in place to oversee the loading / unloading of the linen vehicle when it is parked in the Crowne Plaza loading bay. Linen deliveries to the proposed hotel will be accompanied across Thames Side Promenade (a private road) by the Traffic Marshall.

3.10 Deliveries undertaken by Transit-style vans or LGVs will take place within the southern car park.

3.11 All daily deliveries will typically be undertaken during daytime hours (0700 – 1900). Once the end user tenants are known, the DSMP can be updated to reflect delivery timings.

Good Neighbour and Operational Safety Practices

3.12 The following practices will be implemented for all deliveries and servicing:

- Keep noise to a minimum
- Switch off the engine, fridge and radio
- The considerate closing of doors (do not slam)

3.13 The standard safety practices for both the driver and hotel staff / Traffic Marshall will be observed. These include:

- All relevant PPE (Personal Protection Equipment) is worn during delivery (boots, jacket and gloves)
- Audible and visual warning devices to be used
- Hi-viz to be worn in all areas at all times
- Only trained persons to be involved
- An awareness of the risks (a risk assessment)
- Two persons always involved with unloading and loading
- An awareness of the potential for pedestrian conflict, and suitable mitigation measures, including a 'pedestrian watch'

Refuse Collection

3.14 The hotel will make use of a private waste collection company to collect waste and recycling. Refuse will be collected from within the site and will be managed by on-site staff to ensure the bins are ready to be collected prior to the refuse vehicle arriving, to minimise the delays to waste collection staff. Refuse will be collected no more than once per day.

3.15 No refuse will be stored outside of the premises.

4 MONITORING AND REVIEW

Monitoring

- 4.1 The hotel management will be responsible for the on-going monitoring of the DSMP and for ensuring the implementation of the initiatives contained within this DSMP.
- 4.2 The monitoring process will generate information by which the success of the DSMP can be evaluated. The monitoring process will enable the DSMP initiatives to be modified as appropriate to respond to any issues as they arise.

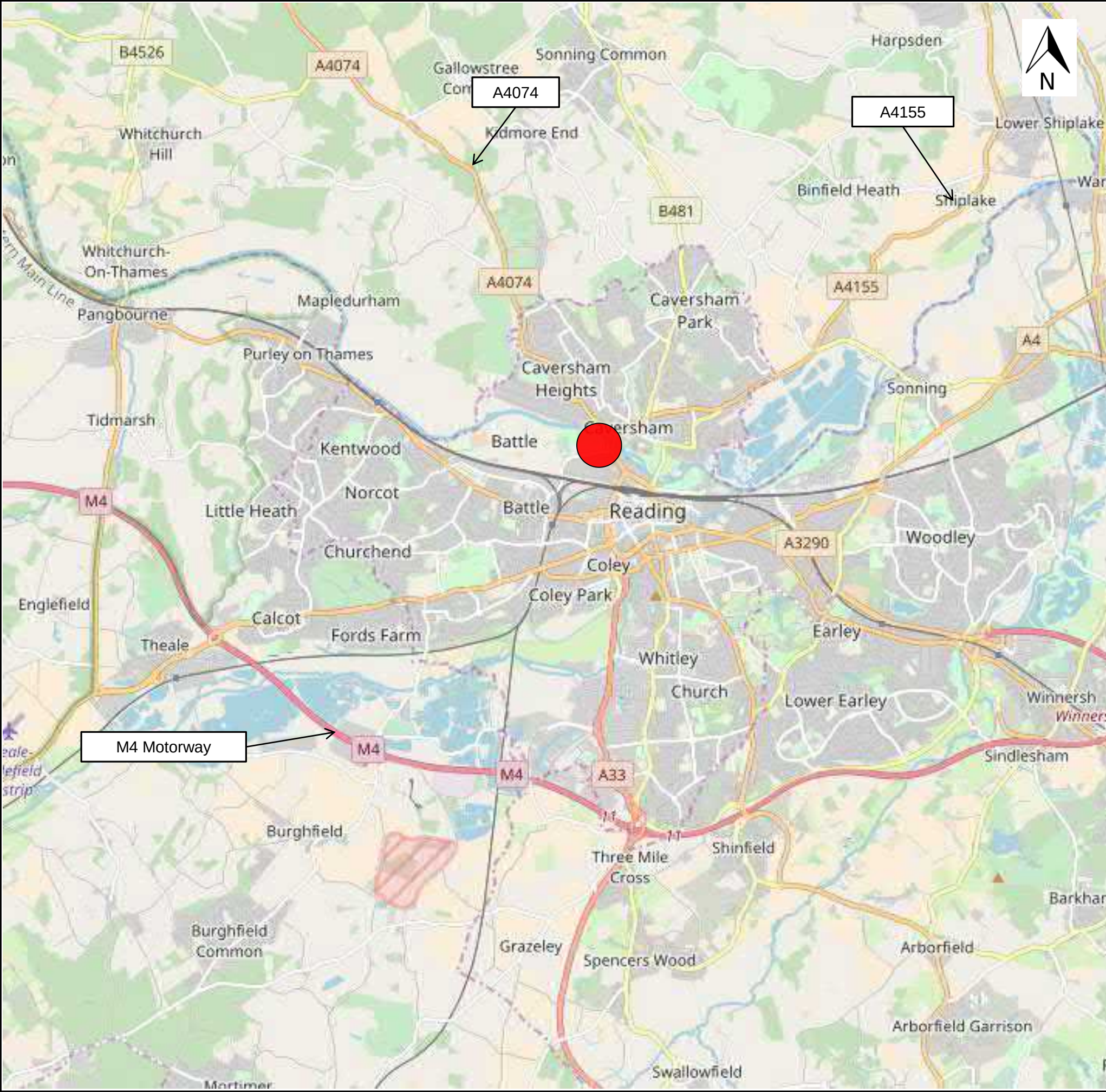
Review

- 4.3 Regular reviews of the DSMP will be undertaken. Representatives from hotel management, employees, suppliers, the Reading Borough Council will be consulted as necessary.

5 SUMMARY

- 5.1 This DSMP has been prepared for the proposed hotel development located off Richfield Avenue to the north of Reading Town Centre.
- 5.2 The Plan provides the framework for the management of delivery and servicing activity (including refuse collection) with the aim of respecting local servicing sensitivity and in that context to maximise efficiency of servicing.
- 5.3 The DSMP requires the development to be serviced off the public highway, within a dedicated loading bay associated with the Crowne Plaza hotel and within the southern car park for smaller service vehicles. Servicing will typically occur during daytime hours (0700 – 1900) on a daily basis as required.
- 5.4 Service vehicle, and refuse vehicle, arrival and departure will be subject to time slots, with the aim that only one vehicle services the hotels at any one time.
- 5.5 A Traffic Marshall will supervise the loading / unloading of deliveries and safely escort linen deliveries across Thames Side Promenade.
- 5.6 Deliveries will be undertaken by vehicles no larger than 10m in length. Refuse collections will be undertaken by a private waste collection company which will utilise a smaller vehicle which can manoeuvre within the site.
- 5.7 Service vehicle drivers and hotel staff will adhere to amenity and safety procedures.
- 5.8 The DSMP is a living document and will be revised from time to time as necessary and with the agreement of Reading Borough Council. The DSMP initiatives will be monitored on a regular basis by the management team, consulting with relevant stakeholders.

FIGURES



Key:

 Site Location

Redefine BDL

Proposed Hotel,
Richfield Avenue, Reading

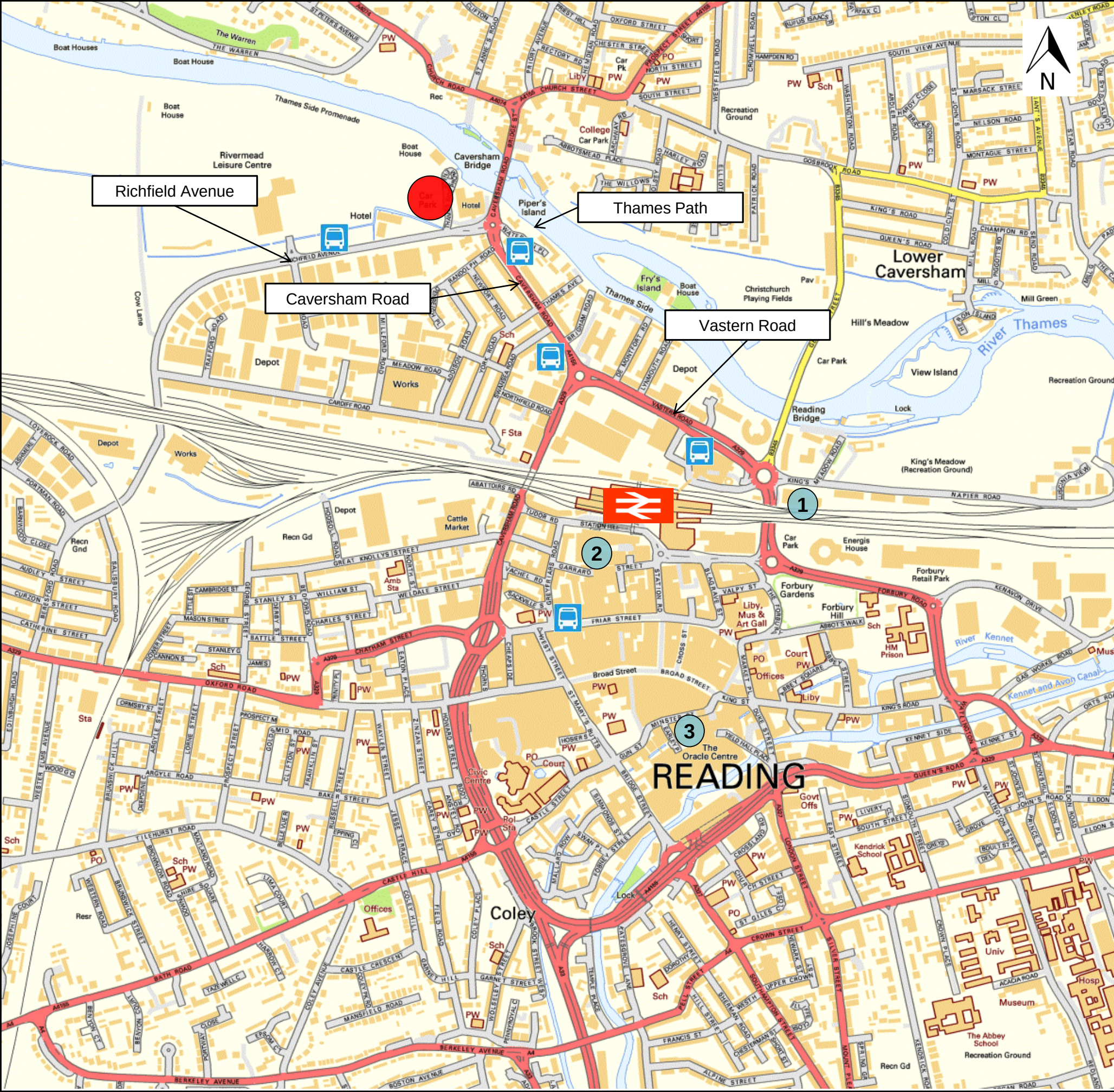
Strategic Site Location Plan

SCALES:		NTS		
DRAWN:	CHECKED:	DATE:	REVISION:	
BB	KH	27/06/19	•	



Network Building, 97 Tottenham Court Road, London W1T 4TP
Tel: 020 7580 7373 Email: london@vectors.co.uk www.vectors.co.uk

DRAWING REFERENCE: Figure 1



- Key:
-  Site Location
 -  Reading Rail Station
(1.1km Walking Distance)
 -  King's Meadow Car Park
(1.1km Walking Distance)
 -  Garrard Street Car Park
(1.1km Walking Distance)
 -  Oracle Shopping Centre
(1.6km Walking Distance)

Redefine BDL

Proposed Hotel,
Richfield Avenue, Reading

Local Site Location Plan

SCALES: NTS			
DRAWN: BB	CHECKED: SE	DATE: 27/06/19	REVISION: .