

A Planning Application by
STUDIOUS DEVELOPMENT (READING) LTD

In respect of
**Land at East Street,
READING**

Travel Plan

November 2018



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CONTENTS	PAGE
1 INTRODUCTION	1
2 SITE ACCESSIBILITY AND EXISTING TRAVEL OPPORTUNITIES	2
Pedestrian Infrastructure	
Cycle Infrastructure	
Public Transport Infrastructure	
3 AIMS AND OBJECTIVES	8
Aims	
Objectives	
4 PROPOSED BASELINE AND TARGETS	9
Target Definition	
5 NATIONAL PLANNING POLICY AND GUIDANCE	10
Central Government Policy: NPPF / NPPG	
National Planning Policy Framework (2018)	
6 TRAVEL PLAN CO-ORDINATOR	13
7 INFLUENCING BEHAVIOURAL CHANGE	14
The '4i' Approach	
The Five Stages of Change	
Travel Plan Pyramid Approach	
8 MEASURES	17
Travel Information Pack	
Community Notice Board	
Personal Travel Planning	
Mobility Impaired Access	
Walking	
Cycling	
Public Transport	
Car Sharing	
Private Car	
Car Club	
Home Shopping	
9 ACTION PLAN	22
The Monitoring Surveys	
10 MONITORING AND REVIEW	23
Monitoring Programme	

Monitoring Procedure

Review Procedure

Sanctions

LIST OF TABLES

Table 2.1	IHT's Suggested Acceptable Walking Distances
Table 2.2	Summary of Cycle Routes
Table 2.3	Summary of Bus Services
Table 2.4	Summary of Rail Services

LIST OF FIGURES

Figure 1.1	Site Location PPlan
Figure 7.1	Travel Plan Pyramid

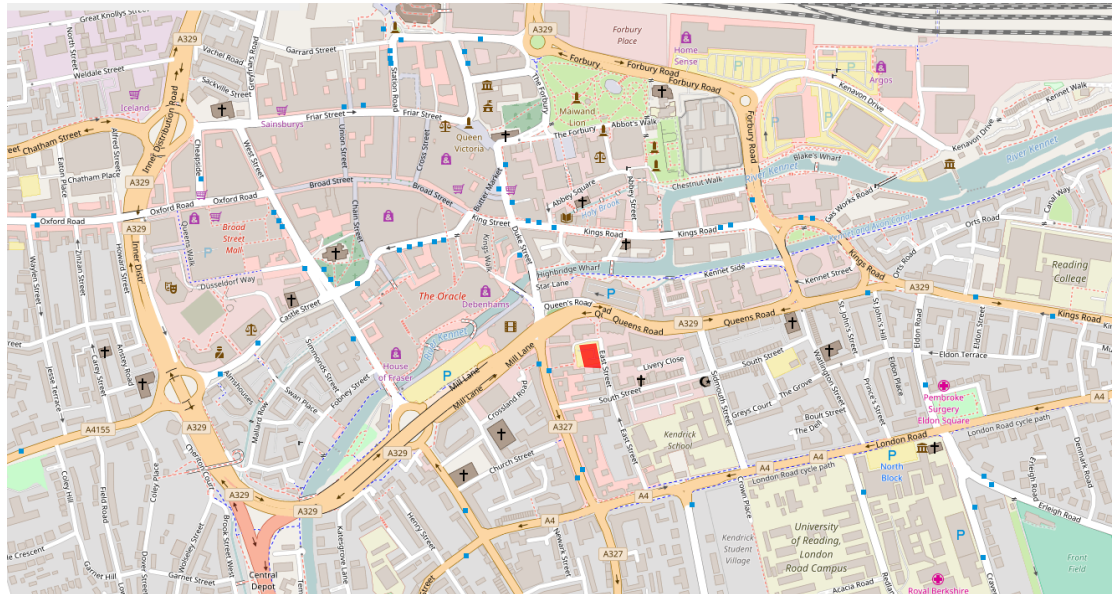
LIST OF APPENDICES

A	Reading Cycle Network Map
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1 INTRODUCTION

- 1.1 Transport Planning Associates (TPA) have been commissioned by Studios Development (Reading) Ltd to prepare this Framework Travel Plan to support a planning application at Land at East Street, Reading for four storey building providing 108 beds / rooms and associated facilities for students. The site location is illustrated in **Figure 1.1**.

Figure 1.1 Site Location Plan



Source: © OpenStreetMap contributors

2 SITE ACCESSIBILITY AND EXISTING TRAVEL OPPORTUNITIES

- 2.1 The application site comprises a 49 space car park to the west of East Street. It is bounded by East Street to the east and a mix of commercial and residential units to the north, south and west.
- 2.2 The site is situated within walking distance of Reading town centre and its associated retail and leisure facilities. The site is also accessible to public transport services, including local bus and regional rail services.

Pedestrian Infrastructure

- 2.3 As noted, pedestrian access to the site is from either Queen`s Road, to the north, or East Street, to the south. It is also possible to reach the site via a pedestrian passage at no. 35-39 London Street, which enables access to the bus stops on London Road within a 100m walk. However, this is not a Public Right of Way and as such, although unlikely, access could be restricted in the future.
- 2.4 Footways are located on both sides of Queen`s Road that connect to the pedestrianised area of New Century Place which in turn provides access to the site. East Street also has footways on either sides of the road, with dropped kerbs where the road meets side roads and the entrance to the existing car park. Footways in the vicinity of the Site are between 1.8m and 3.5m wide.
- 2.5 A number of signalised crossings are situated in the vicinity of the site. Staggered crossings are located at every crossing point at the trafficked Queen`s Road / London`s Street junction. The dedicated crossing points include sections of pedestrian guard railings.
- 2.6 Additional pedestrian crossing points with dropped kerbs and tactile paving are provided at other junctions in the vicinity of the site. Several crossing opportunities are provided along London Street and London Road, including signalised crossings (at the junction of London Street and London Road, another on London Road opposite the Royal Berkshire Hospital) and a signalised crossing (at the junction of London Road and Kendrick Road).
- 2.7 The pedestrian network links the site to residential areas, local shops, schools and transport services. The Institute of Highways and Transportation`s (IHT) publication `Providing for Journeys on Foot, 2000` suggests the following acceptable walking distances:

Table 2.1 IHT's Suggested Acceptable Walking Distances

	Town Centres (m)	Commuting / School (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Table 3.2. Providing for Journeys on Foot, IHT, 2000

- 2.8 The University of Reading, London Road Campus, is located 500m to the south of the site (and therefore within the desirable walking threshold) and is accessible within a 6 minute walk via East Street and London Road. The main Campus is located further south, 2.3 km from the site (slightly above the preferred maximum walking distance) and is accessible via East Street, Kendrick Road, Christchurch Road and The Queen`s Drive).
- 2.9 Being situated just outside the centre of Reading, and in particular under 250m walk from the nearby Oracle shopping centre, the site is within walking distance of a multitude of local facilities and shops. They include restaurants, Broad Street Mall, a cinema, Reading Central Library, a gym, Reading Museum, London Street Surgery, a chemist, several bank branches, and a post office. These are all located within 700m, a nine minute walk, of the site.
- 2.10 The whole area north of Queen`s Road is pedestrian friendly, with wide footways on either sides of the roads, or even completely pedestrianised (for example, Broad Street or the riverside).
- 2.11 Public transport services are also located within walking distance of the site, with the nearest bus stops situated 110m from the site on London Street, and Reading Railway Station approximately 900m; an 11-minute walk, to the north of the site.
- 2.12 According to IHT standards, the site is located within desirable or acceptable distances to surrounding facilities, services and commuting opportunities, therefore being in a suitable location for its intended use.

Cycle Infrastructure

- 2.13 The whole of Reading town centre is cycle friendly and benefits from a number of cycle racks and stands, for example outside the railway station, in Town Hall Square, adjacent to the Oracle, along Broad Street or at the riverside, under 200m from the site.
- 2.14 There are many cycle routes located within close proximity to the site. These include one National Cycle Route, and five Local Network Routes. The A327, London Street, is dedicated to buses and cycle only, in northbound direction. The whole of Reading is reachable within a 10/15-minute cycle ride from the site.

- 2.15 A summary of nearby routes is in Table 2.2, with a map of the local cycle network reproduced at **Appendix A**.

Table 2.2 Summary of Cycle Routes

Route	Route Summary	Accessed from	Distance from the Site
NCR 4	London – Reading - Fishguard	Kennet Side	600m
R2	RBH - University - Earley - Winnersh	Watlington Street	650m
R3	Newtown - Palmer Park - Bulmershe	Kennet Side	600m
R10	Madejski Stadium and Whitley	Katesgrove Lane	650m
R20	RBH - University - Earley - Winnersh	London Road	700m
R30	Newtown - Palmer Park - Bulmershe	Kings Road	600m

- 2.16 The University of Reading can be reached within a four minute (850m) cycle journey. This route starts at the south side of the site, and runs from East Street via South Street, Sidmouth Street, London Road and Crown Place. The main Campus is accessible via a ten minute cycle, via London Road and Alexandra Road.
- 2.17 *ReadyBike*, Reading's bike hire scheme, is part of a Reading Borough Council programme to improve sustainable transport options in and around the town. The nearest *Readybike* station is at the Oracle Riverside, less than 200m from the site.
- 2.18 The scheme has a special offer for College and University students to help them get around Reading quickly and cheaply, including special annual membership rates. As noted on its website: ***“With many ReadyBike docking stations across town, with three docks at the University, one outside Reading College, and other docks in the shopping districts and the train station to name a few, it’s a quick, cheap and easy way to travel”¹.***

Public Transport Infrastructure

- 2.19 As previously noted, public transport services are located within close proximity to the site, with the nearest bus stops situated 110m from the site, and Reading Railway Station approximately 900m, an 11 minute walk, to the north of the site.

¹ <https://www.readybike.co.uk/>

Bus Services

- 2.20 Bus services can be accessed from the stops on London Road, Crown Street and London Street (A327). These are serviced by 12 routes, which are summarised in Table 2.3.

Table 2.3 Summary of Bus Services

Route No.	Route	Monday-Friday	Saturday	Sunday
3	Wokingham-Aborfield-Reading	3 per hour	1 per hour	No service
3B	Reading-Bracknell	1 per hour	1 per hour	1 per hour
5	Central Reading-Northumberland Avenue	6 per hour	3 per hour	2 per hour
6	Central Reading-Whitley Wood	7 per hour	3 per hour	1 per hour
6a	Central Reading – Tesco Distribution Centre	7 daily	7 daily	5 daily
7	Reading-Three Mile Cross-Riseley Fleet	1 per hour	1 per hour	4 daily
9	Central Reading – Shinfield Park	1per hour	1 per hour	No service
10	Reading-Spencers Wood	2 per hour	2 per hour	1 per hour
10a	Central Reading – Thames Valley Science Park	2 per hour	2 per hour	No service
11	Central Reading-Coley Park	3 per hour	2 per hour	2 per hour
19a	Central Reading – Loddon Bridge	1 per hour	1 per hour	No service

Route No.	Route	Monday-Friday	Saturday	Sunday
21	Central Reading-Lower Earley	5 per hour	4 per hour	2 per hour

2.21 Although the site is within ready walking distance from both the University of Reading, London Road Campus, and the railway station, it should be noted that a number of the bus routes serve the above-mentioned Campus, and stop on Station Road, which is a one minute walk from Reading Railway Station. The main Campus is accessible via a ten minute journey on route 21, which stops inside the University's grounds.

2.22 Further bus stops are located on Queen's Road, approximately 500m west of the site. These stops provide access to an additional eight routes, including the 4, 13, 14, 17, 127 and 128.

Rail Services

2.23 As noted, Reading Railway Station is situated within an 11 minute walk of the site. The station is operated by CrossCountry, GWR and South Western Trains, providing fast and frequent services to London and several other destinations. A summary of the services from this station can be found in Table 2.4 below.

Table 2.4 Summary of Rail Services

Destination	Frequency (trains per hour)	Duration
London Paddington	16	26m – 1h 04m
London Waterloo	12	1h 02m -1h 25m
Gatwick Airport	6	1h 19m – 1h 50m
Oxford	6	23m – 48m
Bristol Temple Meads	2	1h 16m
Paignton	1	2h 52m
Ealing Broadway	10	45m
Penzance	1	4h 38m – 5h 09m
Basingstoke	4	21m – 28m
Cardiff Central	2	2h 01m
Newcastle	1	4h 4min – 5h 42m

Destination	Frequency (trains per hour)	Duration
Bournemouth	2	1h 24m
Hereford	2	2h 47m – 2h 51m
Redhill	2	1h 09m – 1h 24m
Newbury	3	25m – 30m
Manchester Piccadilly	3	3h 09m
Plymouth	1	2h 48m
Great Malvern	2	1h 52m – 2h 12m
Swansea	2	3h 02m
Cheltenham Spa	1 per 2 hours	1h 49m
Southampton Central	2	55m

Source: National Rail Enquiries, www.nationalrail.co.uk

Future Rail Development

- 2.24 Crossrail services will be available from Reading Station potentially from December 2019. This new high capacity railway line will link parts of Berkshire and Buckinghamshire, via central London, to Essex and south-east London and will provide, from Reading, an extra two trains per hour to Central London.

3 AIMS AND OBJECTIVES

- 3.1 This section of this Travel Plan clarifies the scope and objectives, in defining a framework of actions for the proposed Travel Plan.

Aims

- 3.2 The aims of this Travel Plan are to:

- Mitigate against any potential traffic and transport impacts which could result from the proposed student accommodation;
- To create a safer, more sustainable, community-driven environment for students/residents living at the development; and
- To encourage the use of sustainable transport modes to reduce the need for trips to be undertaken to the development in a private car.

- 3.3 In order to achieve these aims, this Travel Plan promotes a range of travel choices and reduced reliance on the private car.

Objectives

- 3.4 Objectives are the high-level aims of the Travel Plan, giving the document direction, and a clear focus. The specific objectives that focus the Travel Plan include:

- To raise awareness of sustainable, active, and healthy modes of travel (e.g. walking and cycling) available to students/residents and visitors;
- To reduce the congestion in the neighbouring streets by discouraging car use;
- To remove the barriers, both perceived and actual, to walking, cycling and using public transport;
- To educate students/residents on road safety and alternative means of travel;
- To increase the number of students/residents cycling to work and using sustainable modes of travel; and
- To increase the number of students/residents choosing 'active travel' options over the private car.

4 PROPOSED BASELINE AND TARGETS

- 4.1 This section of the Travel Plan identifies Targets that may be defined within the *Post-Occupation Travel Plan* which is to be agreed with Reading Borough Council at a later stage, when the student/resident composition is identified more clearly. At this point, generic targets are proposed for future reference, until such a time when these targets can be agreed.

Target Definition

- 4.2 Various Travel Plan Guidance suggest that Travel Plans should include the following elements:

- ***Should set over a minimum five-year time frame, with interim targets at year one and year three.***
- ***Should be ambitious and SMART (specific, measurable, attainable, realistic and time-bound). For example, reduce single occupancy vehicle trips by x% by x date). Clarify which journeys are being assessed (all trips/peak trips only)***
- ***Should be linked to the objectives of the travel plan (eg if the aim is to promote healthy travel, targets to increase walking and cycling should be set)***
- ***Should improve on baseline mode share of sustainable modes in the transport assessment and enable the measurement of success in achieving the objectives of the travel plan***

- 4.3 The above requires that the objectives discussed in Chapter 3 are developed into tangible targets that can be measureable and time-bound.

- 4.4 It should also be noted that the scope of the Travel Plan is not to enforce strict targets, but to develop a philosophy of sustainable regular travel patterns to and from the site. Furthermore, as the site will be car free for students, the overall target of the Travel Plan is to maintain zero car use amongst students, rather than seeking to increase or reduce specific mode shares.

- 4.5 An annual travel survey will be carried out in order to monitor the progress and act as an indicator of whether the targets are being achieved and whether adjustment is necessary. The monitoring schedule is outlined within Chapter 10 of this report.

5 NATIONAL PLANNING POLICY AND GUIDANCE

- 5.1 The section of the Travel Plan provides the context of national and local transport policy.

Central Government Policy: NPPF / NPPG

National Planning Policy Framework (2018)

- 5.2 The Government's *National Planning Policy Framework* (NPPF) was introduced in July 2018. The NPPF sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans for housing and other development can be produced.

- 5.3 A sustainable transport mode is described as;

“Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, low and ultra-low emission vehicles, car sharing and public transport” (annex 2, p. 72).

- 5.4 With regards to promoting sustainable transport, the NPPF states:

Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

a) the potential impacts of development on transport networks can be addressed;

b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;

c) opportunities to promote walking, cycling and public transport use are identified and pursued;

d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and

e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places. (para. 84)

- 5.5 Transport is recognised as having an important role in supporting sustainable development:

“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.” (para. 111)

- 5.6 In supporting sustainable development, planning decision makers are advised to consider opportunities for sustainable transport to reduce the need for major transport infrastructure and achieve safe and suitable site access:

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

- 5.7 Where practical, a new development should;

“a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles. (para.110)

- 5.8 It can be concluded that the proposed development is in accordance with NPPF requirements as the proposals are located in a sustainable location and will not have a detrimental impact on the local highway network.

National Planning Practice Guidance (2014)

- 5.9 The latest update to the National Governments National Planning Guidance (“NPPG”) for Travel Plan, Transport Assessments and Statements in decision-taking was released on 6th March 2014. This document provides advice on when Transport Statements and Assessments are required and what they should contain.

- 5.10 With regard to Travel Plans the guidance states that Travel Plans should be used as ***“long-term management strategies for integrating proposals for sustainable travel into the planning process.”***

- 5.11 The guidance states that a Travel Plans should be ***“proportionate to the size and scope of the proposed development to which they relate”*** and furthermore that they must be ***“tailored to particular local circumstances”***.
- 5.12 As previously stated in **Paragraph 2.7** the NPPG states that Travel Plans can positively contribute towards numerous aspects of travel and within a proposed development.

6 TRAVEL PLAN CO-ORDINATOR

6.1 A Travel Plan Co-ordinator (TPC) will be appointed prior to the first occupation. The TPC will be responsible for implementing this Travel Plan and the *Post Occupation Travel Plan* and to lead the strategy for meeting its objectives. It is envisaged that the role of the TPC will comprise but not necessarily be limited to the following activities:

- to lead the strategy for meeting the Travel Plan's objectives;
- set up and co-ordinate groups that can dictate or influence the strategies, as required;
- coordinate data collection to develop the Travel Plan; and,
- act as point of contact for residents requiring additional information and a point of contact for the local highway authority, when required.
- be responsible for the submission of monitoring reports;
- ensure all information regarding cycle routes and bus service time tables are kept up to date and readily available; and
- be responsible for the maintenance of the Travel Awareness notice board.

6.2 It is estimated that the TPC will be employed for around 70 hours per year, with varying work load on a week to week basis. Prior to occupation of the development the contact details of the TPC will be provided to the Council and how the Travel Plan will be funded.

6.3 In the event that the existing TPC can no longer maintain the role, it will be transferred to another suitable person and Reading Borough Council officers will be informed.

7 INFLUENCING BEHAVIOURAL CHANGE

The '4i' Approach

7.1 The initiatives presented within this Travel Plan have focused on increasing the awareness and use of sustainable travel modes through the use of the 4i approach. The 4i approach considers the need to:

- Supply information - The provision of accurate sustainable travel information through a variety of means.
- Pursue initiatives - Instigating new or linking up with existing schemes to promote sustainable travel options, guidance or advice.
- Provide incentives - Encouraging participation in initiatives. For example, the provision of discounts or gifts to raise awareness of sustainable transport or providing external incentives such as tax benefits.
- Continue to influence modal choice towards sustainable travel.

7.2 The development of a community spirit to influence fellow neighbours and colleagues to switch to, or maintain use of, sustainable travel will enhance the value of the initiatives undertaken.

The Five Stages of Change

7.3 The 'Five Stages of Change' relate to different people differently, at different stages and at different times. The challenge is to ensure initiatives are introduced at the appropriate time for individuals or groups that will enable them to achieve the most appropriate but least environmentally damaging travel option. The five stages are:

- Pre contemplation – There is no contemplation for change. Initiatives employed at this stage would be based around awareness raising. As there are no existing residents this could be targeted towards existing residents in the local area who may not be fully aware of the range of travel options available to them.
- Contemplation - Acknowledgement has been made of a problem but no plans are in place to overcome it. This is the key stage to seek to influence the mode travel for residents and visitors. They will have established the need to travel to / from the site, but will then contemplate how to travel. Providing high quality advice on travel options at this stage in their thought process would have optimal impact. This information could be presented in the Travel Information Packs for new residents.
- Preparation - There is intention to take action. The active role of the TPC is highly important at this stage. Residents and visitors will be preparing to travel to the site but the ability to influence decisions is much reduced.
- Action - Modification of behaviour in order to overcome the problem. For many residents and visitors, the opportunity to affect their mode of travel has passed at

the point of “action”. If they have chosen to arrive by car, there could be occasion to assist with future travel behaviour by providing information on public transport and other local options.

- Maintenance - Working to consolidate gains attained during other stages and prevent a relapse. The continued use of incentives for all site users is important to continue to motivate them in their choice of sustainable travel. It is equally as important to ensure those that travel sustainably continue to do so as it is to “convert” others to sustainable travel. For many visitors to the site, their visit will be too short to consider maintaining sustainable travel options. It is likely, however, that the residents will travel to and from the site on a daily basis and the TPC could seek to ensure they are able to continue to travel sustainably.

7.4 It is important that consideration is given to the timing of the initiatives in order to achieve the best possible result. In particular, travel behaviour needs to be guided from the outset before an unsustainable travel pattern has had chance to form. Once this occurs it is difficult to persuade people to switch to more sustainable modes of transport.

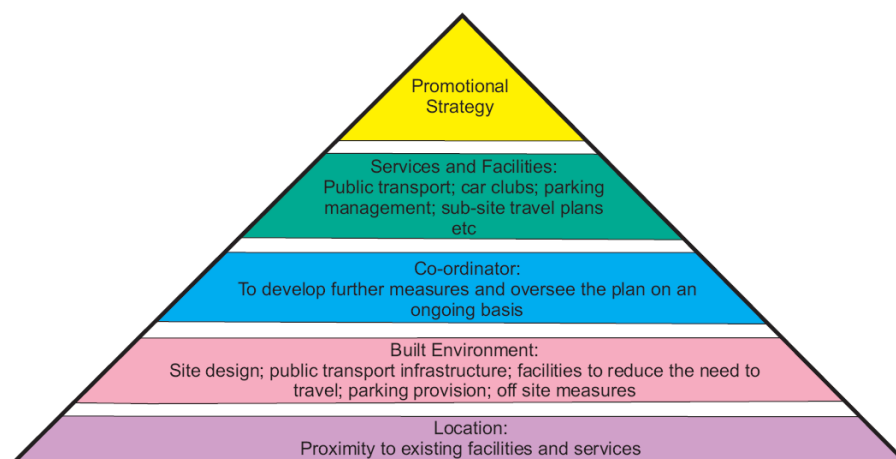
7.5 All trips to and from the site will be new trips and therefore, the chance to achieve a modal switch to sustainable modes may be greater than if the site was already occupied.

7.6 Therefore, if initiatives are implemented prior or upon occupation, a high level of sustainable travel should be achieved.

Travel Plan Pyramid Approach

7.7 When considering the appropriateness of travel initiatives to promote sustainable travel a hierarchical approach can be adopted that reviews the complementary benefits of sustainable travel with things such as health and environmental benefits that might further influence peoples attitude to change. The hierarchical pyramid can be seen below.

Figure 7.1 Travel Plan Pyramid



- 7.8 The Pyramid approach uses the benefits of a good site location and builds tiers of physical measures, management initiatives, public transport services and marketing methods to create a robust and fully integrated Travel Plan.
- 7.9 The 'Coordinator' tier relates to the introduction of a TPC who is appointed to manage transport facilities in an integrated and responsive way.
- 7.10 The 'Services and Facilities' tier relates to any services and facilities available on site. The limited size of the development of course depends on the surrounding areas facilities.
- 7.11 The upper most tier of the pyramid relates to sustainable travel marketing, promotion, awareness-raising, monitoring and review. This could involve personal travel advice for students/residents and visitors, promotional campaigns and other incentives. Transport information should be easily accessible and available at locations such as community notice boards and website.
- 7.12 In summary, the Pyramid Approach is intended to help organise the measures needed to deliver the Travel Plan objectives, making the Travel Plan robust, integrated and having an impact on the modal shift.

8 MEASURES

8.1 This Travel Plan sets out a range of measures which will aim to reduce the amount of vehicular trips to and from the site and increase sustainable travel mode choice.

8.2 The measures have been developed in line with the behavioural change mechanisms and in line with Objectives.

Travel Information Pack

8.3 Each student/resident will receive a Travel Information Pack which will include information on sustainable travel options including current details of bus and train times, bus stop locations, cycle route maps and walking routes to local facilities. Public transport and cycling vouchers will be advertised and news of any forthcoming green transport initiatives such as 'Walk to Work Week' will also be provided within the packs.

8.4 **Initiative 1:** Development and distribution of a Travel Information Pack.

Community Notice Board

8.5 Notice boards displaying relevant travel information can be a persuasive tool for tipping the balance in favour of more sustainable travel. Travel information will therefore be provided on community notice boards which will be positioned at prominent locations within the building. The notice board will provide relevant travel information, green travel initiatives and public transport timetables.

8.6 **Initiative 2:** Develop a travel section on the community notice boards and ensure the information is regularly updated.

Personal Travel Planning

8.7 Personal Travel Planning is the process by which people are provided with detailed information regarding the travel options that are available specifically to them through a personalised approach. This could be through timetables, fares & location and distance to their nearest services. Research has shown that this can have a significant impact on reducing car based travel, ie in the region of 5-20% mode shift away from the private car².

8.8 The Department for Transport guidance 'Essential Guide to Travel Planning' 2008, states that 'travel surveys tend to reveal some mismatches between the transport options people think are available, and the actual situation on the ground. This is largely explained by the fact that

² Personalised Travel Planning; evaluation of 14 pilots part funded by DfT prepared by the Operational Research Unit, DfT, for the Sustainable Travel Branch

people who habitually drive are not well informed about public transport options available to them.

- 8.9 **Initiative 3:** Advertise Personal Travel Planning sessions (booked in advance) to all students/residents on the community notice board and through the Travel Information Packs.

Mobility Impaired Access

- 8.10 During the design of the building, consideration has been given to ensuring that the access arrangements and the movement through the building are suitable to those with mobility impairments.

- 8.11 **Initiative 4:** Access to the building will be step free to ensure access for those mobility, and visual, impairment is level.

- 8.12 **Initiative 5:** Within the build the corridors and doorways will be of sufficient width to allow wheelchair access where required, while handrails will be provided within all stairwells to assist those with mobility impairment. In addition, lifts will provided to ensure wheelchair users are able to access all floors of the building easily.

Walking

- 8.13 Walking is the most sustainable means of travel, although its benefits can often be overlooked when faced with the time benefits of the private car. Raising awareness of the health benefits that walking can provide, as well as highlighting the financial costs and environmental issues associated with private car use is likely to generate an increase in the use of this mode.

- 8.14 It is therefore understood that walking will be encouraged wherever possible and as a result, the developer will provide quality walking routes through the site to encourage the use of this mode.

- 8.15 **Initiative 6:** Advertise local walking routes within the vicinity of the site on the community notice board and in the Travel Information Packs.

- 8.16 **Initiative 7:** Promote the health benefits of walking through information provided on the community notice board and in the Travel Information Packs.

- 8.17 **Initiative 8:** Liaise with the Local Authority to encourage the upgrade of local walking routes where required.

Cycling

- 8.18 Cycling is one of the most sustainable modes of transport to use and studies have shown it can offer many health benefits such as improving the immune system, reducing the risk of heart attacks and improving weight loss.
- 8.19 Good quality facilities and secure parking are often cited as most persuasive to cycling. Therefore, in a bid to encourage residents to cycle to and from the site, cycle parking spaces will be provided in accordance with local standards. Cycle spaces will be located in an area within the building and therefore they will be sheltered, safe, secure and convenient, in order to maximise their use.
- 8.20 A Bicycle User Group (BUG) will be established at the site to allow all site users to meet with other cyclists, to discuss cycle issues, plan events (such as local bike rides, Dr Bike sessions) and to try to improve facilities for cyclists (where required) through meetings with the TPC.
- 8.21 **Initiative 9:** Provide details of local cycle routes, safe cycling corridors and local events such as 'bike week' through information provided on the community notice board and in the Travel Information Packs.
- 8.22 **Initiative 10:** The developer will provide cycle parking in line with policy requirements.
- 8.23 **Initiative 11:** Seek out local bicycle shops and encourage them to offer discounts to residents in exchange for promotion of their shop. In order to maximise discounts and offers, this will be done in conjunction with other site users.
- 8.24 **Initiative 12:** Establish, promote and run a community BUG.

Public Transport

- 8.25 It is understood that if the use of the private car is to be restrained then viable alternatives must be in place.
- 8.26 There is a good level of public transport available and the TPC will be familiar with local services to assist students/residents in their use. The TPC will regularly check public transport services and inform residents if any changes have been made. Details should be made available on the community notice board and in the Travel Information Packs.
- 8.27 **Initiative 13:** Provide plans showing the location of, and distance to, the nearest bus stops in relation to the site and the services that are provided by each stop. The plans should be available on the community notice board and in the Travel Information Packs.

- 8.28 **Initiative 14:** Provide web links to local public transport provider's websites so residents can obtain up to date timetabled information and where possible, obtain real-time information on bus journeys.
- 8.29 **Initiative 15:** Promote the use of public transport on the community notice board and in the Travel Information Packs.
- 8.30 The TPC will liaise with the TPCs of other site users who will share information (in order to ensure that all site users are kept up to date with public transport information) and to encourage public transport providers to offer additional discounts.

Car Sharing

- 8.31 While students/residents will be restricted from using cars, the opportunity to car share at the start and end of the academic year when travelling to and from the Site will be promoted.
- 8.32 **Initiative 16:** Promote car sharing on the community notice board and in the Travel Information Packs.
- 8.33 **Initiative 17:** Try to find car share matches using postcode data and promote these to students/residents.

Private Car

- 8.34 As set out above, the use of the private car will not be permitted at the site. However, to develop future travel patterns when students/residents have left the site the following will be promoted.
- 8.35 **Initiative 18:** Provide promotional information on the positive aspects of sustainable travel and the negative impacts of car based travel to students/residents on the community notice board and in the Travel Information Packs.

Car Club

- 8.36 Car clubs have been increasing in popularity in recent years and this is illustrated in the growth of car sharing companies.
- 8.37 **Initiative 19:** Promote the availability of car clubs within the local area on the community notice board and in the Travel Information Packs.

Home Shopping

- 8.38 Home shopping is becoming increasingly popular due to the time saved in travelling, the convenience of shopping outside of standard working hours, being able to compare prices of multiple retailers and the possible reduction in stress levels compared to shopping in a busy supermarket.
- 8.39 **Initiative 20:** Promote the use of home shopping to students/residents on the community notice board and in the Travel Information Packs.

9 ACTION PLAN

9.1 This section of the Travel Plan introduces the proposed Action Plan and Monitoring Strategy which will be put in place to assist in reaching the Aims and Objectives outlined previously within Section 3 of this report.

9.2 The anticipated timescales for submission full details of the Travel Plan are:

- Submission of *Pre-occupation Travel Plan*: at completion of development;
- Construction commencement: not yet defined; anticipated occupation: September 2020;
- *Initial Monitoring Survey*: four months after first occupation;
- Submission of *Post-occupation Travel Plan*: 2 months after initial monitoring survey;
- Year 1 *Monitoring Survey*: 12 months after initial monitoring survey;
- Year 1 Review and updating of the *Travel Plan* by Travel Plan Coordinator: 2 months after Year 1 *Monitoring Survey*;
- Year 3 *Monitoring Survey*: 36 months after initial monitoring survey;
- Review and updating of the *Travel Plan* by Travel Plan Coordinator: 2 months after Year 3 *Monitoring Survey*;
- Year 5 *Monitoring Survey*: 60 months after initial monitoring survey; and
- Review and updating of the *Travel Plan* by Travel Plan Coordinator: 2 months after Year 5 *Monitoring Survey*.

The Monitoring Surveys

9.3 Each year, the Travel Plan Coordinator will be required to update the Travel Plan, based on the monitoring from the previous survey. A *Monitoring Survey* is required to be submitted to Reading Borough Council, at 12 months, 36 months and 60 months from the *Initial Monitoring Survey*. The *Monitoring Survey* is to include:

- A statistical summary of the methods of transport used or copies of the completed questionnaires, explaining the *Car Ratio* calculation methodology within the report;
- Method for calculating *Car Ratio* if this does not take place within the time required, explaining the *Car Ratio* methodology within the report;
- Method for calculating *Car Ratio* if this is not verified within the time required, explaining the *Car Ratio* methodology within the report; and
- The method of monitoring progress of the Travel Plan in achieving Modal shift.

10 MONITORING AND REVIEW

- 10.1 This section sets out the processes for monitoring and reviewing the Travel Plan.

Monitoring Programme

- 10.2 The first monitoring period is anticipated to take place during the first four months of occupation of the scheme, once regular travel patterns have had chance to develop for the majority of residents.
- 10.3 The Travel Plan will then be monitored by the TPC at year 1, year 3 and year 5 post the first monitoring survey.

Monitoring Procedure

- 10.4 It is recognised that the Travel Plan needs to remain a living document and will therefore be subject to regular monitoring and review. This means the Travel Plan can reflect changing circumstances, and ensure there is a reduction or continuation of low single occupancy vehicle trips. Monitoring the Travel Plan will ensure initiatives are being promoted and that resources such as public transport, are in line with demand.
- 10.5 The TPC will maintain the Travel Plan as a living document.
- 10.6 It is recommended that monitoring surveys are undertaken in close liaison with the Local Planning Authority. This ensures comparable and standardised survey results. The surveys would be made up of online or paper questionnaires recording such things as 'main mode of travel', 'reason for choice of travel mode', 'place of study', and 'attitudinal information about measures which are likely to encourage a switch to more sustainable alternatives'. The costs of undertaking these surveys would be met by the developer.
- 10.7 Once the surveys have been completed, the TPC would then assess the results against the target of the Travel Plan, to establish whether this has been achieved or not. The Travel Plan would then be updated accordingly.

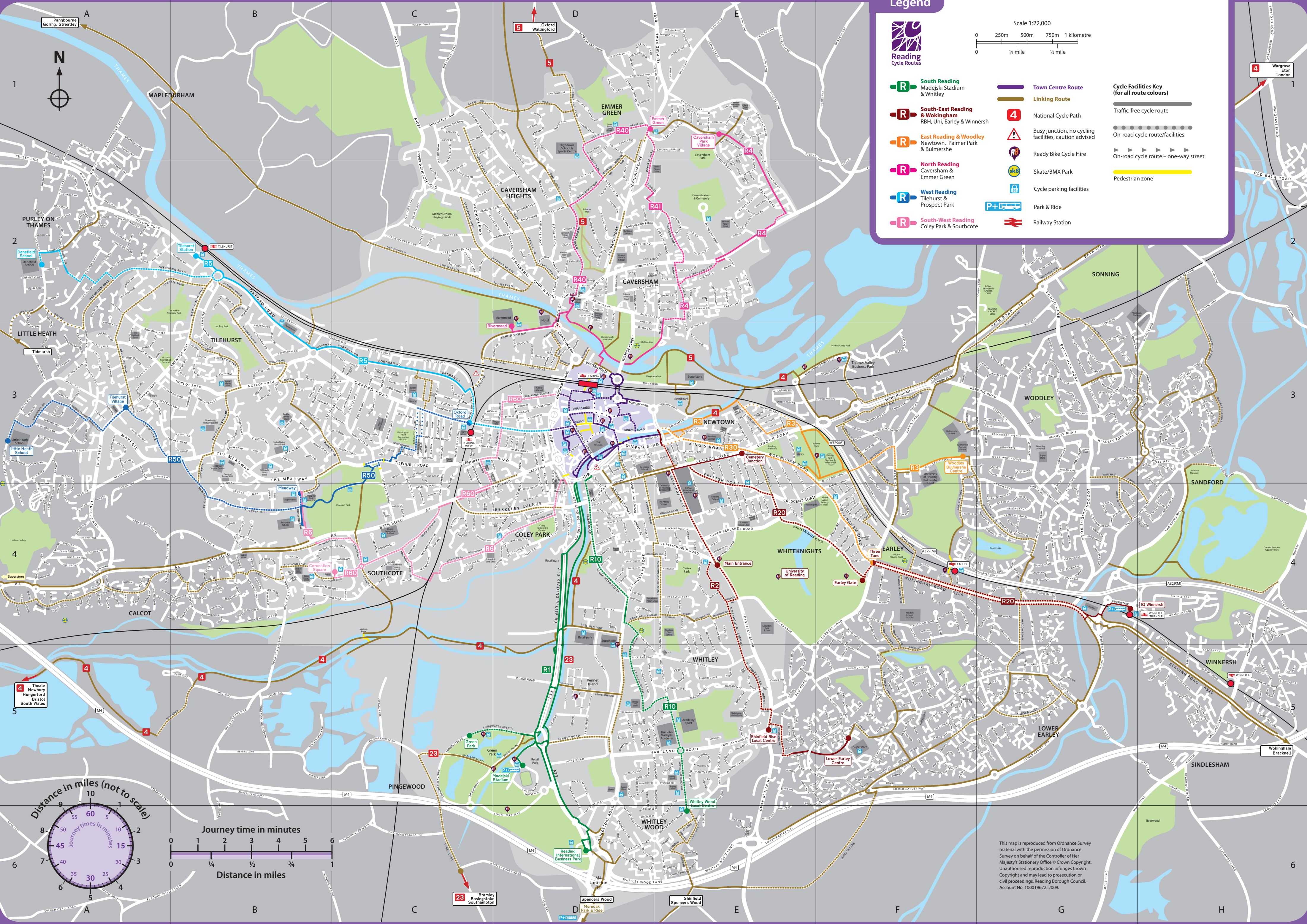
Review Procedure

- 10.8 The annual review of the Travel Plan will be in the form of a Travel Report produced by the TPC. The report will evaluate whether zero car use target by students has been maintained. If the target has not been maintained the report will state sanctions (if any), which will be implemented. The report should be distributed to the Local Planning Authority and advertised to students/residents and visitors in order to inform them about the progress that has been made towards maintaining the target.

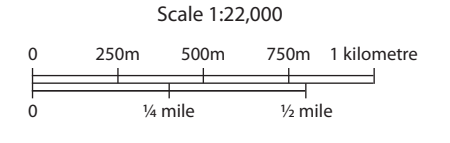
Sanctions

- 10.9 In the event that the target is not met, the TPC will implement different sanctions, depending on the year that the targets have not been met. The cost of those sanctions will be required to be met by the developer.
- 10.10 In the event that the target has not been met after the first and third year, the TPC will liaise with the Local Highway Authority (Reading Borough Council) to identify whether any circumstances outside of the developer's control may have led to the use of private vehicles. The Local Highway Authority would then advise either that the survey results should stand unchanged; that the survey results should be altered in some specific way; or that, on that occasion, the results do not constitute a breach of the target.
- 10.11 If the Local Highway Authority confirm that there were no circumstances outside of the developer's control that may have contributed to excessive traffic being identified by the surveys, the TPC will increase the awareness of the Travel Plan measures, will offer additional personal travel planning sessions to the students/residents, and will also consider implementing any new measures that have been identified within the monitoring surveys.
- 10.12 In the event that the target is not met after the fifth year, the TPC will meet Reading Borough Council to discuss suitable mitigation measures, to be funded by the developer.
- 10.13 No additional measures will be taken over and above the ones outlined above as at this point.

APPENDIX A



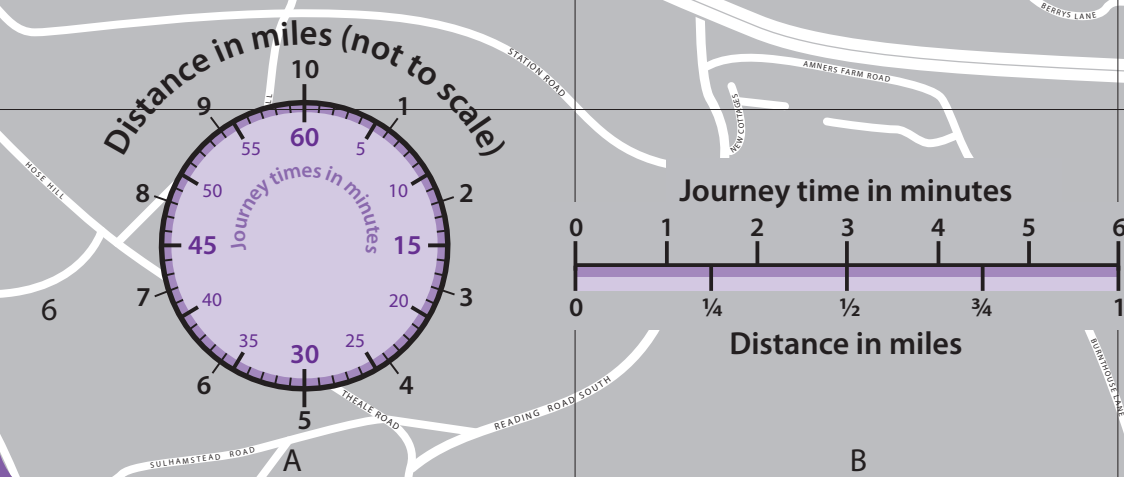
Legend



- R** South Reading
Madejski Stadium & Whitley
- R** South-East Reading & Wokingham
RBH, Uni, Earley & Winnersh
- R** East Reading & Woodley
Newtown, Palmer Park & Bulmershe
- R** North Reading
Caversham & Emmer Green
- R** West Reading
Tilehurst & Prospect Park
- R** South-West Reading
Coley Park & Southcote

- Town Centre Route**
- Linking Route**
- 4** National Cycle Path
- Busy junction, no cycling facilities, caution advised
- Ready Bike Cycle Hire
- Skate/BMX Park
- Cycle parking facilities
- Park & Ride
- Railway Station

- Cycle Facilities Key (for all route colours)**
- Traffic-free cycle route
 - On-road cycle route/facilities
 - On-road cycle route – one-way street
 - Pedestrian zone



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