

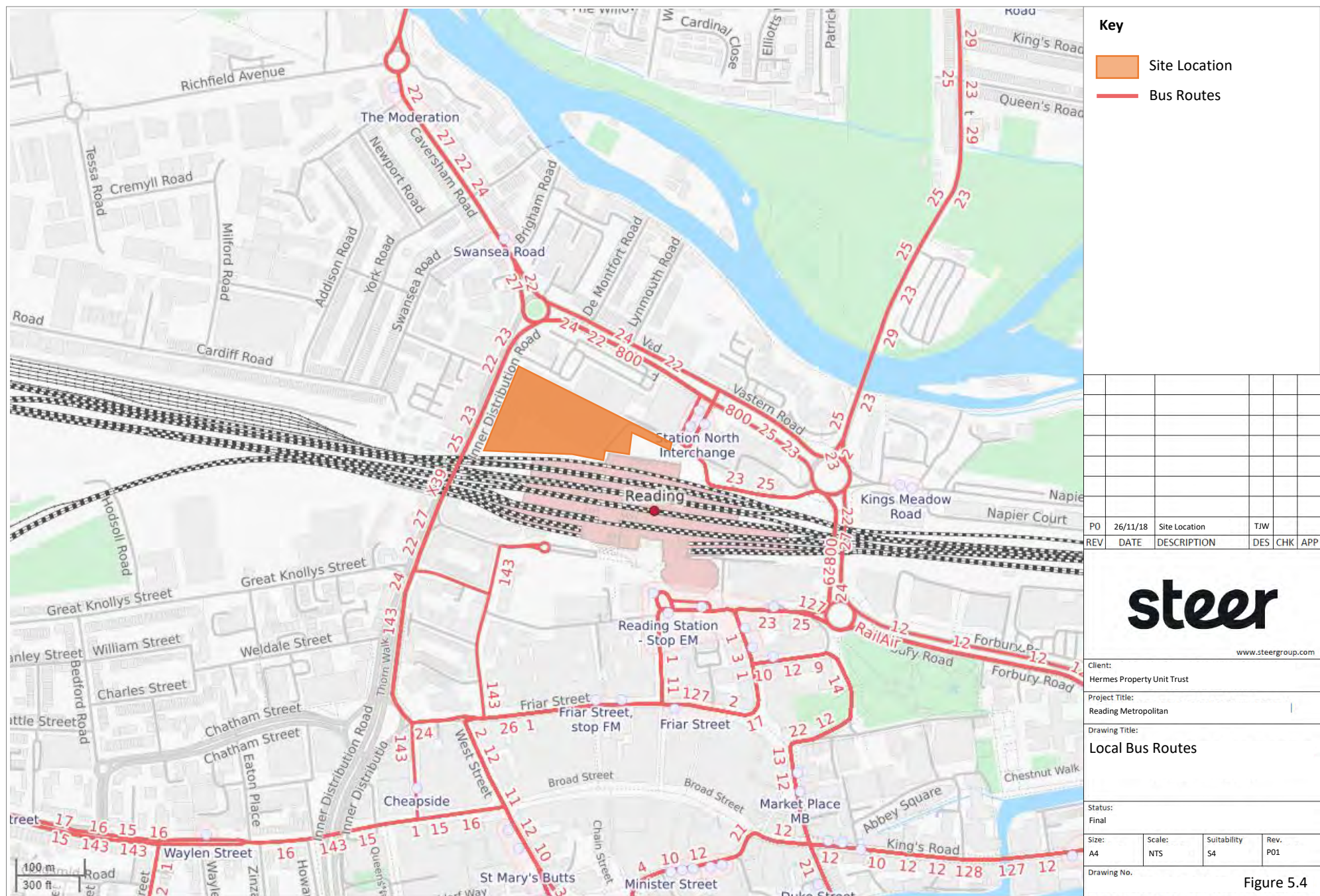


Table 5.2: Reading Station railway services

Destination	Peak frequency	Off-peak frequency
London Paddington*	Every 5 – 10 minutes	Every 5 – 10 minutes
Swindon	Every 12 minutes	Every 12 minutes
Oxford/ Didcot Parkway	Every 10 minutes	Every 10 minutes
Basingstoke	Every 15 minutes	Every 15 minutes
Guildford	Every 20 minutes	Every 30 minutes
Newbury	Every 20 minutes	Every 20 minutes
Bristol Parkway	Every 30 minutes	Every 30 minutes
Cardiff	Every 30 minutes	Every 30 minutes
Bristol Temple Meads	Every 30 minutes	Every 30 minutes
Moreton in Marsh	Every 30 minutes	Every 60 minutes
London Waterloo	Every 30 minutes	Every 30 minutes
Redhill/Gatwick Airport	Every 30 minutes	Every 30 minutes
Bournemouth	Every 60 minutes	Every 60 minutes
Penzance	Every 60 minutes	Every 60 minutes
Newcastle	Every 60 minutes	Every 60 minutes
Swansea	Every 60 minutes	Every 60 minutes
Manchester Piccadilly	Every 60 minutes	Every 60 minutes
Weston-Super-Mare	Every 60 minutes	Every 60 minutes
Paignton	Every 60 minutes	Every 60 minutes

*Note: Fast services only (less than 35 minutes journey time). Additional services are available to London Paddington via stopping services.

Other Factors Impacting Local Mobility / Accessibility

Car Ownership

- 5.2 **Table 5.3** provides 2011 Census data relating to car ownership in order to contextualize the area surrounding the development, and assess the proportion of individuals and households with access to a car. This gives some inclination as to the future relationship between the development and car usage, and the future expectations of site residents.

Table 5.3: Car Ownership Statistics

	2011 Output Area E00082605	Unitary District Authority Reading
No Cars or Vans in Household	45%	28%
1 Car or Van in Household	47%	45%
2 Cars or Vans in Household	9%	21%
3 Cars or Vans in Household	0%	4%
4 or More Cars or Vans in Household	0%	1%
Vehicle Ownership per household	0.64	1.05

- 5.3 This data indicates that local car ownership per household (0.64 cars/household) is significantly lower than Reading as a whole (1.05 cars/household). 45% of households did not have access to an owned car in 2011, compared with an average of 27% across Reading. This information hints that the development is likely to exhibit a lower level of car dependency compared with other areas of Reading.

Access to Taxi and Private Hire Vehicle (PHV) Services

- 5.4 Reading benefits from a number of smaller taxi and private hire vehicle (PHV) services. All individuals travelling to/from the development will have the opportunity to use these services.
- 5.5 There is a taxi rank located immediately outside Reading station's northern entrance, adjacent to the site's proposed eastern access. There is an additional taxi rank on the eastern side of Trooper Potts Way. Both ranks are to be retained as part of the proposed redevelopment. It is not anticipated many site users will undertake journeys by taxi due to the large choice of sustainable modes available within proximity to the site. However, these services may play an important role in the movement of site users with reduced mobility.

Access to Car Club Networks

- 5.6 Car club vehicles are vehicles provided in most cases by private organisations (e.g. Zipcar, Enterprise Car Club, City Car) which can be reserved, rented out and insured by members of the public on short-term bases from easily accessible locations, provided in most cases that these individuals pay a membership fee.
- 5.7 There are three car club vehicle facilities located in close proximity to the site, one more than when the previous planning application was submitted in 2012. These car club vehicles include:

- One 'Co-Wheels Car Club' vehicle available at Reading Council Magistrates Court car park (12-minute walk from site's western pedestrian access); and
- Two 'Carvenient Car' vehicles, one of which is located on Garrard Street (5-minutes' walk from the site) whilst the other is located on New Bright Street (15-minutes' walk from the site).

5.8 The development also proposes the creation of two car club vehicle spaces on-site. The presence of car club vehicles on-site and in close proximity means that residents will have the option of using a car without needing to own one. Research to date indicates that car club vehicles can significantly reduce car ownership and unnecessary / single-occupancy car usage.

Car Sharing

5.9 Car sharing refers to any situation in which two individuals (who may not know each other for any separate or pre-existing reason) decide to travel together by car for separate purposes.

5.10 Liftshare.co.uk, which operates an online car sharing network specialising in introducing individuals travelling between similar locations, provides an effective means of meeting individuals also interested in this alternative. This service is available in this location, and nationally.

5.11 Such a service may prove a useful alternative for future residents and individuals travelling to the site on a regular basis. It has the potential to meaningfully reduce single occupancy car journeys associated with the development.

Summary

5.12 This review of local transport networks indicates that the site benefits from a high level of accessibility by sustainable modes, and in particular that local access to public transport networks has improved significantly since the application for the 2012 Consented Scheme.

6 Forecast Mode Share

Introduction

- 6.1 This section forecasts the mode share which residents are anticipated to exhibit given minimal travel planning.

Mode Share

- 6.2 As the identity of future residents is not known at this stage, no baseline surveys could be undertaken to ascertain likely baseline travel patterns specific to the development.
- 6.3 In lieu of this information and in line with standard practice, mode share data for 2011 Output Area E00082605 has been gathered from the 2011 census dataset QS701EW 'Method of travel to work'. This data, which is considered to be the most accurate available, is shown in **Table 6.1**.
- 6.4 Given that 73 standard and 2 blue-badge spaces are to be provided for the 658 residential dwellings proposed (a ratio of 0.12 residential spaces per dwelling) and that residents will be denied access to on-street parking permits via S106 agreement, this mode share has been adjusted to reflect a limited potential for car ownership amongst residents (See: **Table 6.1**). Notably, residents who would otherwise be anticipated to drive have been proportionately distributed to other modes. This adjusted mode share has been used as the basis for interim travel plan targets, which are set in **Section 7**.

Table 6.1: Residential Mode Share Data (Baseline and Adjusted)

Mode	Residential Mode Share – Baseline (2011 Output Area E00082605)	Residential Mode Share - Adjusted	Net change (%)
Train*	26%	31%	5%
Bus, minibus or coach	8%	10%	2%
Taxi	0%	0%	0%
Motorcycle, scooter or moped	1%	1%	0%
Driving a car or van	25%	10%	-15%
Passenger in a car or van	1%	1%	0%
Bicycle	2%	3%	1%
On foot	37%	44%	7%
Other method of travel to work	0%	0%	0%

Note: Error margins of +1/-1 due to rounding.

* For the purposes of this exercise, train refers to both National Rail and Crossrail services.

7 Interim Targets

Introduction

- 7.1 This section discusses the nature of Travel Plan targets and their function before providing interim targets for the residential element of the Reading Metropolitan development.

Nature of Travel Plan Targets

- 7.2 Targets are quantified goals which are set using modal split data such as that outlined in **Section 6**. These are set at regular interludes after the development has been occupied (typically at 1-year, 3-years and 5-years after 80% occupancy has been achieved).
- 7.3 These are essential in providing the TP with focus and monitoring the success of implemented measures in modifying travel behaviours.
- 7.4 Modal split data, which indicates the percentage of residents using particular transport modes to reach the development, is used as a baseline year and targets indicate how these percentages should change over specific time periods in order to increase the site's sustainability.
- 7.5 For example, if 5% of people cycle to a site from its initial occupation, 1-year, 3-year and 5-year targets may be to achieve 6%, 7% and 8% respectively, thereby reflecting an increase in the site's dependence on this more sustainable form of transport as opposed to cars.
- 7.6 Targets must be specific, measurable, achievable, realistic and timed or 'SMART', in line with standard practice, in order to ensure that they can be effectively pursued.

Interim Travel Plan Targets

7.7 The interim targets for future residents of this site are outlined in **Table 7.1**.

Table 7.1: Interim Travel Plan Targets

Mode	Forecast Resident Mode Share	Interim Targets		
		Year 1	Year 3	Year 5
Train	31%	31%	31%	31%
Bus, minibus or coach	10%	10%	10%	10%
Taxi	0%	0%	0%	0%
Motorcycle, scooter or moped	1%	1%	1%	1%
Driving a car or van	10%	10%	9%	9%
Passenger in a car or van	1%	1%	1%	1%
Bicycle	3%	35	4%	4%
On foot	44%	44%	44%	44%
Other method of travel to work	0%	0%	0%	0%
TOTAL	100%	100%	100%	100%

7.8 In line with the aims of this TP, these SMART targets focus on reducing single occupancy car usage (reflected here as the percentage of individuals 'driving a car or van') from a forecast 10% to approximately 9% within five years of initial occupation.

7.9 This target is considered realistic given the site's location in relation to local goods and services, employment centres, cultural destinations and transport networks.

7.10 As previously indicated, a full travel survey will be undertaken within six months of occupation or 75% site occupancy, whichever comes first. These surveys will include multi-modal traffic counts and questionnaires for all site users. The results of this survey will be used to update resident mode share forecasts and will be used as the basis for final travel plan targets as part of the FRTP.

8 Promotional Strategy

Introduction

- 8.1 This section outlines the promotional strategy which will be employed by this RTP and in the subsequent FRTP. This strategy will be used to promote those measures laid out in **Section 9**.

Promotional Strategy

Residential Travel Plan Co-ordinator (RTPC)

- 8.2 The RTPC, which will take direct responsibility for the execution, monitoring and enforcement of this RTP and the subsequent FRTP, will also act as its human face. He/she will be a fully knowledgeable point of contact for residents of the development seeking travel planning advice. Details of the current RTPC are outlined in **Section 12**.

Marketing of Residential Units

- 8.3 Potential residents will be provided with information on the site's transport strategy, the local transport network and the contents of this RTP prior to purchase or occupation as appropriate. Such information will also be included on marketing platforms (digital or otherwise) associated with the selling of units.

Travel Information Packs (TIP)

- 8.4 Travel Information Packs (TIPs) will be distributed to residents by the RTPC upon site occupation.
- 8.5 Although the contents of these packs may differ marginally depending on the expected recipient, each should provide detail on the following elements as a minimum:
- Site Access Strategy;
 - On-site Parking and its Management;
 - A Local Pedestrian Route Map;
 - Information on Walking and Cycling's Health Benefits;
 - A Local Cycle Infrastructure Map;
 - On-site Cycle Parking;
 - Local Cycle Training Opportunities;
 - Public Transport Map and Information;

- Information on Car Sharing;
- Information on Car Clubs;
- Information on Local Taxi Services;
- An Invitation to Seek Travel Planning Assistance; and
- Contact Details of the RTPC.

8.6 The RTPC will confirm that all residential units have received a TIP within one week of initial occupation to ensure that it informs travel behaviours as they are being formed.

8.7 A digital copy will be provided to the RMC to ensure that new copies can be made on demand.

Development Website / Social Networking

8.8 Promotional materials will also be made available on the development's website. This information will be maintained throughout the lifetime of this TP by the RTPC. A link to the development's website will be provided to all residents as part of the TIP in order to ensure awareness and accessibility.

8.9 The RTPC will also publicise relevant travel planning advice, information or news on social networking platforms as appropriate.

Signage / Wayfinding Improvements

8.10 Where appropriate, physical signage will be provided across the development to indicate the location of infrastructure associated with transport-related infrastructure and facilities. For example, signage will be provided to mark the location of resident and visitor cycle parking.

Travel Plan

8.11 The RTPC will make this RTP (and the subsequent F RTP) available to all residents either digitally or physically upon request, in order to further publicise all available transport alternatives, all measures undertaken as part of the developmental process and the RTPC's contact details. It will be the responsibility of the RTPC to maintain its availability throughout its lifetime.

Transport Forum Meetings (TFMs)

8.12 TFMs will be held in order to facilitate such collaboration. These meetings will enable site users to provide feedback on the travel plan measures and events, and discuss future transport initiatives.

8.13 It is envisaged that the Transport Forum would meet quarterly and include representatives from all site occupiers as well other stakeholders (e.g. RBC representatives, retail tenants) as appropriate.

Travel Planning Events (TPEs)

8.14 It will be the responsibility of the RTPC to organise a Travel Planning Event (TPE) within six months of site occupation or 75% residential occupancy. This event will focus on promoting

awareness, involvement and enthusiasm in sustainable and active transport amongst residents.

- 8.15 Relevant organisations, including Sustrans, local cycle shops, bus and rail representatives, and RBC travel planning officers could be encouraged to attend the event and provide incentives to consider sustainable travel.
- 8.16 A similar event to this will be organised each year for new and existing residents.
- 8.17 Such events will need to be primarily tailored to appeal to both adults and children in order to ensure active engagement.
- 8.18 It will be at the discretion of the RTPC to determine how best to market these events.
- 8.19 It gathered as part of a formal survey process (ensuring the highest levels of balanced exposure) even if this data collection process is should be noted that such events are also an excellent opportunity to gather data regarding the development's modal split. However, modal split data specifically for the publication of the F RTP should be linked to such events.

9 Strategies, Measures and Incentives

Introduction

- 9.1 This section sets out those measures which are to be adopted as part of the travel planning process.
- 9.2 It is structured so as to first focus on the site design and management strategy, and second considers measures associated with specific travel modes (e.g. Private Vehicle, Cycling, Walking).
- 9.3 Finally, **Table 9.1** at the end of this section will provide a summarised brief (Action Plan) indicating how measures work towards specific aims.

Strategy: Site Design and Management

Measure DM1: Access Strategy

- 9.4 Site management (including the RMC and FMC) will be responsible for ensuring that all site access is effectively managed and monitored. For details pertaining to the management strategy, see the accompanying TA.

Measure DM2: High-quality Public Realm

- 9.5 As part of the construction process, the developer will deliver a high-quality public realm which will seamlessly enhance the development's sense of place, contribute to the well-being of residents (and other site users) and naturally encourage walking and cycling.

Measure DM3: Mixed-use Development

- 9.6 By providing a well-designed mixed-use development with retail, office, health and community land-uses on-site in a highly-permeable location, the developer has endeavoured to minimise the need to travel for commuting, leisure and shopping purposes.

Strategy: Private Vehicle

Measure P1: On-site Car Parking Provision and Management

- 9.7 As previously indicated, the development is providing very limited parking for residential units (estimated at 0.12 spaces per dwelling). This level of parking is to be provided in order to support car-dependant residents whilst also greatly reducing the potential for car ownership. Use of all on-site parking will be guided via a concrete management and enforcement strategy to ensure the appropriate use of spaces provided.

Measure	Target(s):	Residents, Resident Visitors
	Benefit(s):	Reduced car usage and ownership Accessibility by those with limited mobility
	Indicative Cost:	Integrated into planning, construction and maintenance costs
	Party Responsible for Providing Infrastructure Elements:	Developer
	Party Responsible for Management:	RMC, FMC
	Deadline:	Construction Phase / On-going

Measure P2: Distribution of Alternative Parking Map and Information

- 9.8 The RTPC will ensure that a map of and information pertaining to local available parking facilities is provided to residents as part of the TIP, and that such a map remains available on the development's website. This will ensure that residents can make informed decisions with respect to the use of local car parking.

Promotion	Target(s):	Residents
	Benefit(s):	Parking Management Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, Development Website
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, on-going

Measure P3: Promotion of Car Sharing

- 9.9 The RTPC will investigate ways in which to promote resident car sharing through the use of established platforms such as Liftshare. This service (for example) is accessible online via the link provided below or via mobile application.

<https://liftshare.com/uk>

- 9.10 Promotional information available free from the organisation will be provided as part of the TIPs whilst links to this information and the website will be provided on the development website. The RTPC may also publicise this alternative at relevant events.

Promotion	Target(s):	Residents
	Benefit(s):	Reduced car ownership Improved awareness of this alternative for the car-dependant
	Promotional Strategy(ies):	TIP, Development Website
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, on-going

Measure P4: Promotion of Car Clubs

- 9.11 The development will provide two car club spaces on-site, and the developer will enter discussions with car club operators to negotiate the placement of vehicles within these spaces prior to the development's completion and occupation. The RTPC will be responsible for promoting the location of these car club vehicles and for providing relevant information on membership, associated costs and any other elements considered important to residents via the TIP, development website, TFMs, TPEs and as part of personalised travel planning advice where appropriate.

Measure (Provision of Car Club Spaces)	Target(s):	Residents
	Benefit(s):	Reduced car ownership and usage Increased awareness of car club services Increased usage of car club vehicles as opposed to private vehicle usage
	Indicative Cost:	Integrated into planning, construction and maintenance costs
	Party Responsible for Providing Infrastructure Elements:	Developer
	Party Responsible for Management:	RMC, FMC
	Deadline:	Construction Phase

Promotion	Target(s):	Residents
	Benefit(s):	Reduced car ownership and usage Increased awareness of car club services Increased usage of car club vehicles as opposed to private vehicle usage
	Promotional Strategy(ies):	TIP, Development Website, TPEs, TFM, RTPC
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, On-going

Measure P5: Promotion of Taxi Services

- 9.12 Contact details for local taxi companies will be provided to residents via a number of promotional measures. Contact details for taxi services which can accommodate wheelchairs will also be provided as this can represent an important modal alternative for such users.

Promotion	Target(s):	Residents
	Benefit(s):	Reduced car ownership and usage Increased awareness of taxi services Increased usage of taxis as opposed to private car Increased accessibility of those with reduced mobility
	Promotional Strategy(ies):	TIP, Development Website, TPEs, TFM, RTPC
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, On-going

Strategy: Walking

Measure W1: Distribution of Pedestrian Route Map

- 9.13 A map detailing key pedestrian routes to and from the site, as well as amenities within walking distance, will be made available and visible to illustrate the most convenient and safest routes for reaching the development by foot.

Promotion	Target(s):	Residents
	Benefit(s):	Improved perception of walking as a modal alternative Increased uptake of walking Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, Development Website
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, on-going

Measure W2: Promotion of 'Walk to School Month' Campaign

- 9.14 October's International Walk to School Month helps to encourage and embed active travel behaviours amongst parents and children travelling to/from school. It's also an opportunity to be part of a global campaign which promotes pedestrian behaviour amongst young people in over 40 countries.
- 9.15 The RTPC will encourage resident participation in this scheme via the TIP and the development website, as well as TFMs and TPEs as applicable.

Promotion	Target(s):	Residents (Parents / Guardians)
	Benefit(s):	Increased uptake of walking Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, Development Website
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	October (Annually)

Measure W3: Promotion of Walking's Health Benefits

- 9.16 According to scientific research, walking regularly strengthens the heart; lowers the risk of diseases such as diabetes; can cause weight loss; and lowers the risk of dementia and depression. Details of these health benefits, which are available at the following link, will be publicised to residents, albeit in a simplified manner, in order to discourage car usage for walkable trips.
- 9.17 For further information, see:

<http://www.nhs.uk/Livewell/getting-started-guides/Pages/getting-started-walking.aspx>

Promotion	Target(s):	Residents
	Benefit(s):	Improved perception of walking as a modal alternative Increased uptake of walking Improved health Reduced air pollution Reduced car ownership and usage.
	Promotional Strategy(ies):	TIP, Development Website, TFMs, TPEs
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, On-going

Strategy: Cycling**Measure C1: Distribution of Cycling Infrastructure Map**

- 9.18 A map detailing key cycling infrastructure and routes such as that shown in **Figure 5.3** will be made available and visible to illustrate the most convenient and safest routes for reaching the development by bicycle.

Promotion	Target(s):	Residents
	Benefit(s):	Improved perception of cycling as a modal alternative Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage.
	Promotional Strategy(ies):	TIP, Development Website
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, On-going

Measure C2: Promotion of Cycling's Health Benefits

- 9.19 Regular cycling can help individuals to reduce stress, increase cardio-vascular fitness and improve their health whilst also having a low impact on the body's joints and being an enjoyable form of exercise and commuting, especially for children. Details of these benefits, which are available in more detail using the link provided below, will be promoted to residents via TIPs, the development website, TFM's and TPEs as appropriate.

<http://www.nhs.uk/Livewell/fitness/Pages/Cycling.aspx>

Promotion	Target(s):	Residents
	Benefit(s):	Improved perception of cycling as a modal alternative Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, Development Website, TFM's, TPEs
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, On-going

Measure C3: Provision, Maintenance and Promotion of Cycle Parking

- 9.20 Cycle parking is to be provided for residents as outlined within the accompanying TA. The level of provision proposed exceeds existing policy requirements. Resident cycle parking will be provided in secure, sheltered locations whilst visitor cycle parking will be provided in easily accessible locations. All cycle parking will be securable using privately-owned locks, although resident cycle parking will also benefit from structural access control measures. Some cycle parking will also be available for the parking of non-standard cycle types (e.g. scooters, tricycles, tandem bicycles).
- 9.21 The location of cycle parking will be publicised in TIPs, on the development website, via appropriate signage and any other means considered appropriate.

Measure (Provision of Cycle Parking)	Target(s):	Residents, Resident Visitors
	Benefit(s):	Improved perception of cycling as a modal alternative Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage
	Indicative Cost:	Integrated into planning, construction and maintenance costs
	Party Responsible for Providing Infrastructure Elements:	Developer
	Party Responsible for Management:	RMC, FMC
	Deadline:	Construction Phase

Promotion	Target(s):	Residents, Resident Visitors
	Benefit(s):	Improved perception of cycling as a modal alternative Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, Development Website, Signage
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, On-going

Measure C4: Promotion of Cycle Training

- 9.22 RBC provides a variety of cycling proficiency resources and courses for children at local schools. Information on these courses will be included as part of the TIPs.
- 9.23 Further information on Reading cycle training opportunities can be located at:

<http://www.reading.gov.uk/cycling>

Promotion	Target(s):	Residents
	Benefit(s):	Improved perception of cycling as a modal alternative Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, Development Website, TFMs, TPEs
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, On-going

Measure C5: Promotion of Bicycle Hire Schemes

- 9.24 As previously indicated, Readybike, a 24-hour on-street bike share organisation, currently operates in this area of Reading. This RTPC will promote resident use of this scheme (and other emerging schemes as appropriate) via the TIP, the development website, TFMs and TPEs.

Promotion	Target(s):	Residents, Resident Visitors
	Benefit(s):	Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, Development Website, TFMs, TPEs
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, On-going

Strategy: Public Transport**Measure PT1: Distribution of Public Transport Map and Information**

- 9.25 Information and maps detailing key public transport infrastructure and routes, including bus, train and underground, will be made available and visible to residents so as to illustrate the convenience of these alternatives.
- 9.26 Where services allow easy access by those with reduced mobility, this will be emphasized.

Promotion	Target(s):	Residents
	Benefit(s):	Improved perception of public transport modes Increased uptake of public transport services Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, Development Website, TFMs, TPEs
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, On-going

Measure PT2: Promotion of ‘Catch the Bus Week’ Campaign

- 9.27 Catch the Bus Week is a nationwide campaign taking place in July that encourages people to take the bus rather than drive. It aims to reduce congestion and the stress of commuting by car while also supporting the economy. The RTPC will promote this scheme and encourage participation via TIPs, the development website, as well as TFM and TPEs where appropriate.

Promotion	Target(s):	Residents
	Benefit(s):	Improved perception of public transport modes Increased uptake of public transport services Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, Development Website, TFM, TPEs
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	July (Annually)

Strategy: Multi-Modal / Other**Measure M1: Travel Planning Assistance**

- 9.28 When possible, the RTPC will provide personalised journey planning to all residents that request it. In order to accomplish this, it is recommended that the RTPC use a combination of online mapping utilities (e.g. Google Maps), online journey planners (e.g. TfL ‘Plan A Journey’), timetables and local knowledge.
- 9.29 In order to promote independent travel planning, the RTPC will also recommend independent use of these websites, and of Apple and Android mobile applications (Apps) which can assist individuals on the move. These Apps could include:
- Google Maps – a versatile mapping App providing real-time information across multiple modes, journey planning utilities and GPS navigation worldwide;
 - Here WeGo – an extremely simple mapping App designed for use by those which are less familiar or confident with mobile devices; and
 - The Trainline – this App focuses on providing real-time train information, and the ability to buy tickets for both rail and connecting bus services in some locations.
- 9.30 The availability of this personalised travel planning will be promoted via TIPs, the development website, TFEs and TPEs as appropriate. Residents seeking to take advantage of this service will be expected to make an appointment with the RTPC which both parties can easily attend.

Promotion	Target(s):	Residents
	Benefit(s):	Promote Awareness of Sustainable Modes; Promote Uptake of Sustainable Modes Reduce Congestion
	Promotional Strategy(ies):	TIP, TFEs
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	Site's initial occupation, on-going

Measure M2: Promotion of Externally-Organised Events

- 9.31 The RTPC will be responsible for monitoring local, regional and national events / schemes associated with sustainable travel.
- 9.32 For example, 'European Mobility Week', which ran between 16th – 22nd September 2016, was an internationally organised sustainable travel event co-ordinated in the United Kingdom by non-profit 'Act TravelWise' in collaboration with local authorities which encouraged 2,427 towns and cities across Europe to promote involvement in new and existing sustainable travel opportunities.
- 9.33 The RTPC will promote participation in such events as appropriate.

Promotion	Target(s):	Residents
	Benefit(s):	Various
	Promotional Strategy(ies):	Various
	Indicative Cost:	Unknown
	Party Responsible for Providing Materials:	RTPC
	Party Responsible for Distributing Materials:	RTPC
	Deadline:	On-going

Measure M3: Identification of Other Opportunities

- 9.34 The RTPC will be responsible for identifying further opportunities to meet the aims of this TP as these will likely become apparent following the development's occupation. Once a new measure is established, it will be the responsibility of the RTPC to raise awareness and uptake this in line with his existing responsibilities.

Measure M4: Continuing Open Dialogue with RBC Travel Planning Officers

- 9.35 The RTPC will be responsible for maintaining an open line of communication with RBC travel planning officers, making contact at least bi-annually. By maintaining this relationship, it will be possible for the RTPC to encourage their participation in on-site travel planning activities; remain informed about other policy changes, and make queries when necessary.

Table 9.1: Action Plan

		Delivery					Aims										
		Party Responsible For:				Deadline	Promote Awareness	Promote Uptake	Minimise Single-Occupancy Car Use	Manage On-site Parking	Promote Car-based alternatives	Improve Health	Reduce Pollution	Reduce Congestion	Increase Accessibility by the less mobile	Reduce Unnecessary Unsustainable Travel	Protect Vulnerable Site Users
		Providing Materials	Distributing Materials	Providing Infrastructure	Management												
DM1	Access Strategy	RTPC	RTPC	Dev*	RMC, FMC	Initial occupation, on-going			✓	✓			✓	✓	✓	✓	✓
DM2	High-quality Public Realm	-	-	Dev*	RMC, RTPC	Construction Phase		✓	✓			✓	✓	✓	✓	✓	✓
DM3	Mixed-use Development	-	-	Dev*	RMC, RTPC	Construction Phase		✓	✓			✓	✓	✓	✓	✓	
P1	On-site Car Parking Provision and Management	RTPC	RTPC	Dev*	RMC, FMC	Construction Phase, On-going	✓		✓	✓	✓		✓	✓		✓	
P2	Distribution of Alternative Parking Map and Information					Initial occupation, on-going	✓		✓					✓			
P3	Promotion of Car Sharing	RTPC	RTPC	-	-	Construction Phase, on-going	✓	✓	✓		✓		✓	✓	✓		
P4	Car Clubs (Provision and Maintenance of Car Club Spaces)	-	-	Dev*	RMC, FMC	Construction Phase, on-going		✓		✓	✓		✓		✓	✓	
	Car Clubs (Promotion)	RTPC	RTPC	-	-	Initial occupation, on-going	✓	✓			✓		✓	✓	✓	✓	

		Delivery					Aims										
		Party Responsible For:				Deadline	Promote Awareness	Promote Uptake	Minimise Single-Occupancy Car Use	Manage On-site Parking	Promote Car-based alternatives	Improve Health	Reduce Pollution	Reduce Congestion	Increase Accessibility by the less mobile	Reduce Unnecessary Unustainable Travel	Protect Vulnerable Site Users
		Providing Materials	Distributing Materials	Providing Infrastructure	Management												
P5	Promotion of Taxi Services	RTPC	RTPC	-	-	Initial occupation, on-going	✓		✓		✓		✓	✓	✓		✓
W1	Distribution of Pedestrian Route Map	RTPC	RTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓			✓		✓
W2	Walk to School Month	RTPC	RTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓	✓	✓		✓	
W3	Promotion of Walking's Health Benefits	RTPC	RTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓	✓	✓			
C1	Distribution of Cycling Infrastructure Map	RTPC	RTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓	✓	✓		✓	
C2	Promotion of Cycling's Health Benefits	RTPC	RTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓	✓	✓			
C3	Cycle Parking (Provision and Maintenance)	-	-	Dev*	RMC, FMC	Construction Phase		✓	✓	✓		✓	✓	✓			
	Cycle Parking (Promotion)	RTPC	RTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓	✓	✓		✓	
C4	Promotion of Cycle Training	RTPC	RTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓	✓	✓		✓	
C5	Promotion of Bicycle Hire Schemes	RTPC	RTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓	✓	✓			

		Delivery					Aims										
		Party Responsible For:				Deadline	Promote Awareness	Promote Uptake	Minimise Single-Occupancy Car Use	Manage On-site Parking	Promote Car-based alternatives	Improve Health	Reduce Pollution	Reduce Congestion	Increase Accessibility by the less mobile	Reduce Unnecessary Travel	Protect Vulnerable Site Users
		Providing Materials	Distributing Materials	Providing Infrastructure	Management												
PT1	Distribution of Public Transport Map and Information	RTPC	RTPC	-	-	Initial occupation, on-going	✓	✓	✓				✓	✓		✓	
PT2	Promotion of 'Catch the Bus Week' Campaign	RTPC	RTPC	-	-	July (Annually)	✓	✓	✓				✓	✓		✓	
M1	Travel Planning Assistance	RTPC	RTPC	-	-	Initial occupation, on-going	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
M2	Promotion of Externally-Organised Events	RTPC	RTPC	-	-	On-going	Various										
M3	Identification of Other Opportunities	RTPC	RTPC	-	RTPC	On-going	Various										
M4	Continuing Open Dialogue with RBC Travel Planning Officers	-	-	-	RTPC	On-going	Various										

10 Implementation and Management Strategy

- 10.1 This section outlines the management strategy for the RTP (and subsequent FRTP).

Travel Plan Implementation

Securing and Funding the RTP

- 10.2 It is envisaged that this RTP will be secured through a S106 agreement.
- 10.3 The developer will demonstrate its commitment to this RTP by implementing those measures outlined within the Action Plan for which it has been designated as a responsible party. These are predominantly design measures which will improve connectivity and encourage walking and cycling, whilst minimising car trips to and from the site, naturally through design.
- 10.4 The Developer will ensure that suitable funding for the RTP is provided. This will ensure future commitment and on-going monitoring and review.

RTPC Role and Responsibilities

- 10.5 Effective management of the RTP, combined with clearly defined roles and responsibilities, is recognised as being fundamental to achieving the aims and objectives of this document. It is anticipated that an RMC will be appointed by the Developer, which will in turn appoint the RTPC. The RMC will ensure that up-to-date contact details for the RTPC are provided to RBC.
- 10.6 It is likely that the role of RTPC will be undertaken by an existing member of staff from the RMC on a part-time basis (one day per month) with assistance from colleagues and an external consultancy if necessary. The RTPC's responsibilities will include:
- Obtaining and maintaining commitment and support from residents;
 - Distributing relevant materials, such as copies of the TIP or RTP upon request;
 - Implementing the promotional strategy outlined in **Section 8** and the action plan outlined in **Section 9**;
 - Providing travel planning advice when requested;
 - Liaising with other occupiers on-site and outside (e.g. stakeholders, RBC, public transport operators) as required;
 - Liaison with other stakeholders to organise promotional events and other marketing opportunities)
 - Attending TFMs;
 - Coordinating the implementation and management strategy of the RTP outlined in this section; and

- Coordinating the monitoring and enforcement strategy of the RTP as outlined in **Section 11**; and
- Co-ordinating with the RMC, FMC and RTPC as required.

Partnership and Collaborative Working

- 10.7 The RTPC will collaborate with other stakeholders as and when required. TFMs will represent an ideal opportunity to collaborate with residents and other stakeholders (e.g. RBC representatives, other local residents, commercial tenants) as appropriate. However, the RTPC will also maintain an open line of communication with relevant stakeholders and residents to permit collaboration as and when required.

11 Monitoring and Review Strategy

Introduction

- 11.1 This section outlines the monitoring and review strategy for the RTP (and subsequent F RTP).

Monitoring

- 11.2 In order to determine the impacts of this Travel Plan, the RTPC will ensure that baseline travel surveys are undertaken within six months of the site's initial occupation or 75% residential occupancy (whichever occurs first). The purpose of these surveys will be to determine the typical travel habits of residents travelling to and from the site.
- 11.3 The results of this survey will replace the resident mode share forecasts outlined in **Table 6.1** and form the new baseline for annual travel planning targets, which will replace those interim targets outlined in **Table 7.1**.
- 11.4 Comparable surveys will be conducted bi-annually following this. These surveys will continue until five years after the baseline travel survey.
- 11.5 The RTPC will seek to gain a +50% response rate from residents for the baseline and subsequent annual surveys so as to provide an accurate understanding of progress towards established targets.
- 11.6 As previously indicated, TFMs will also be held quarterly in order to permit residents and other stakeholders an opportunity to gather information or voice concerns.
- 11.7 The results of these events and surveys will be used to assess progress towards the aims and objectives of the RTP and subsequent F RTP, comprehensive strategic reviews of which will be carried out at scheduled intervals, or when considered necessary.
- 11.8 In addition, formal audits of resident cycle parking will be undertaken six months after initial occupation, and then on an annual basis. Following this, the RMC will monitor the condition and usage of resident cycle parking on a more regular basis but such monitoring will not be as formal or comprehensive.
- 11.9 For reference, **Table 11.1** provides a summary of the travel plan monitoring framework; this includes each monitoring process and its timescales for delivery.

Table 11.1: Travel Plan Monitoring Framework

Action	Timescale
Baseline residential travel surveys	Within six months of occupation or at 75% occupation
Undertake formal audits of resident cycle parking	Six months then annually
Future resident travel surveys	1st, 3rd and 5th Year
Transport Forum Meetings (TFMs)	Quarterly
Feedback to residents at the development	Quarterly (following TFMs)
Undertake comprehensive strategic review of all aspects of the RTP (including the objectives, targets, the action plan and the monitoring programme)	Six months, 3rd and 5th Year Intervals (or when considered necessary)

Review

- 11.10 The RTP will be reviewed regularly. The data gathered by the surveys will also be analysed by the RTPC. Following the baseline travel survey, outline targets included in this RTP will be updated to reflect the actual modal splits observed and will be published as part of the F RTP within one month.
- 11.11 In Year 1, 3 and 5 following initial occupation, final targets will be reviewed against data from each travel survey to determine progress towards the aims and objectives outlined within **Section 4**.
- 11.12 If the monitoring and review process finds that the RTP is under performing and targets are not being achieved, the RTPC would be responsible for meeting with RBC officers to discuss possible explanations and to debate the need for new and updated measures. Any new measures introduced would then need to be marketed to residents as applicable to encourage uptake.
- 11.13 The RTP (and subsequent F RTP) will be updated to reflect any new measures, incentives or promotional strategies which evolve from the review process.

Remedial Measures

- 11.14 Any remedial measures would need to be discussed and agreed with the local authority, and should only be considered where there is clear evidence that measures outlined within this RTP have not been adequately implemented.

12 Residential Travel Plan Co-ordinator Details

Introduction

- 12.1 This section provides the contact details of the current RTPC.

RTPC Contact Details

- 12.2 The contact details for the current RTPC are as follows:

Name: _____

Phone: _____

Email: _____

Appendices

Appendix A: Site Plan

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K Commercial Travel Plan

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Annex K

Reading Metropolitan: Framework Commercial Travel Plan

Annex K

Reading Metropolitan: Framework Commercial Travel Plan

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Appendices

A Site Layout

1 Introduction

Instruction

- 1.1 This Framework Commercial Travel Plan (CTP) has been prepared by Steer on behalf of Hermes Investment Management (“the Applicant”) for an outline planning application with matters reserved with the exception of “Access” “Landscaping” “Layout” and “Scale” for the demolition of all existing buildings and structures; site preparation ; by the redevelopment of the application site for a mix of land uses to include Employment and Business (B1), Residential (C3), Retail (A1) Food and Drink (A3,A4 and A5) Complimentary Social uses (D2) ,car parking, servicing, public and private open space, landscaping, highways, pedestrian and vehicular access and associated works.
- 1.2 The Proposed Development (the “Site”) is known as “Reading Metropolitan”.
- 1.3 The site is located within Reading Borough Council (RBC).
- 1.4 The CTP has been written to provide support to the planning application submission to Reading Borough Council (“the Local Authority”).

Development Proposal

- 1.5 The proposed redevelopment comprises the demolition of the existing former Royal Mail buildings to provide a mixed-use development which will include:
- 60,514 sqm GEA of residential (Use Class C3), which will support 658 new dwellings;
 - 1,869 sqm GEA of retail (Use Class A1 and A3);
 - 16,608 sqm GEA of office floorspace (Use Class B1);
 - 886 sqm GEA of Health and Community Centre (Use Class D1); and
 - 94 parking spaces, including:
 - 5 standard and 2 blue badge spaces for Retail use;
 - 2 standard and 2 blue badge spaces for Office use; and
 - 1 standard and 1 blue badge space for Health and Community use.
- 1.6 The proposed site plan is provided in **Appendix A** for reference.

Travel Plan Overview

Purpose

- 1.7 The purpose of this CTP is to assist with the long-term management strategy for the sustainable movement of commercial users to, from and within the development. It covers all commercial elements of the proposed development, and provides measures targeted at non-residential site users including:
- ‘Office’ tenants, employees and visitors;
 - ‘Retail’ tenants, employees and visitors; and
 - ‘Heath and Community’ tenants, employees and visitors (which, for the purposes of this CTP, are grouped with Office tenants and visitors).
- 1.8 This CTP, which has been prepared in accordance with national and local policy, sets out the aims of the applicant (and eventual occupiers) to promote sustainable travel to and from the site. It provides interim travel planning targets based on the development’s forecast commercial mode shares. After six months of site occupation or 75% occupancy of commercial units (whichever comes first), baseline travel surveys will be conducted to assess the initial impact of the strategy outlined herein, and to gather mode share information which can be used to refine these travel planning targets. Subsequent to this update, the document will be re-labelled as the Full Commercial Travel Plan (FCTP).
- 1.9 The introduction of a CTP is intended to produce the following benefits:
- To provide an opportunity to establish environmentally responsible travel behaviour amongst commercial users of the development from the outset;
 - To provide an opportunity to introduce travel patterns that will benefit the health and wellbeing of commercial tenants, employees and visitors; and
 - To portray an image of environmental responsibility and promote the development as a good example of sustainable development.

Management

- 1.10 A Facilities Management Company (FMC) will be appointed by the applicant prior to the occupation of commercial units; this appointee will ultimately be responsible for managing the implementation, monitoring and review of this CTP.
- 1.11 The FMC will work alongside the Residential Management Company (RMC), which will be appointed prior to the occupation of residential units; this appointee will ultimately be responsible for managing the implementation, monitoring and review of the Residential Travel Plan (RTP) covering the development. The RMC and FMC share some responsibilities, as noted in **Section 9**.
- 1.12 The Developer and the FMC will also appoint a Commercial Travel Plan Co-ordinator (CTPC) prior to occupation who will work approximately 1 day per month and liaise directly with commercial tenants and other stakeholders. The appointed CTPC will work with the Developer and FMC to update interim travel plan targets provided within this document within 7 months of occupation, following the completion of baseline travel surveys. The CTPC will also be responsible for liaising with the Residential Travel Plan Co-ordinator (RTPC), which will be

appointed to manage the travel planning process associated with the residential elements of the site.

Relationship to Other Documents

1.13 This RTP has been produced in conjunction with the following documents:

- Transport Assessment (TA) (December 2018);
- Framework Residential Travel Plan (RTP) (December 2018); and
- Chapter 9 (Traffic and Transport) of the Environmental Statement.

Travel Plan Structure

1.14 This RTP is divided into twelve chapters, of which this chapter forms the introduction. The remaining chapters are as follows:

- **Section 2:** The Site;
- **Section 3:** Relevant Policy and Best Practice Guidance;
- **Section 4:** CTP Aims and Objectives;
- **Section 5:** Existing Situation;
- **Section 6:** Forecast Mode Share;
- **Section 7:** Interim Targets;
- **Section 8:** Promotional Strategy;
- **Section 9:** Strategies, Measures and Incentives;
- **Section 10:** Implementation and Management Strategy;
- **Section 11:** Monitoring and Review Strategy; and
- **Section 12:** CTPC Details.

2 The Site

Introduction

- 2.1 This section outlines the site's location, current use and its situation with respect to wider Reading.

Site Location

- 2.2 The development site is located east of the A329 (Caversham Road), south of A329 (Vastern Road) and on the northern boundary of Reading Railway Station, as shown in **Figure 2.1**.

Figure 2.1: Site Location Plan



Site Usage

- 2.3 Following site visits undertaken by Steer on Friday 6 October 2017 and Friday 10 August 2018, it has been confirmed that the site has remained predominantly vacant since the departure of Royal Mail in June 2009. The site is currently occupied by disused sorting offices and associated supporting infrastructure.

Wider Context

- 2.4 The site sits within the bounds of 'RC1: Development in the Station / River Major Opportunity Area', as defined by the Reading Central Area Action Plan (RCAAP), which was formally adopted in 2009. Document specifics relevant to the preparation and implementation of this CTP are outlined in **Section 3**.

3 Relevant Policy and Best Practice Guidance

Introduction

- 3.1 This section provides a brief overview of national, regional and local policy and best practice guidance relevant to the preparation and execution of this CTP.

National Policy and Guidance

- 3.2 This CTP has been produced in accordance with the following national policy and best practice guidance.

Department for Communities and Local Government (DCLG) 'National Planning Policy Framework (NPPF)', 2012

- 3.3 Paragraph 35 of the NPPF states: "Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to:
- Accommodate the efficient delivery of goods and supplies;
 - Give priority to pedestrian and cycle movement, and have access to high quality public transport facilities;
 - Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;
 - Incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
 - Consider the needs of people with disabilities by all modes of transport."
- 3.4 Furthermore, paragraph 36 of the NPPF states: "A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan".

Department for Communities and Local Government (DCLG) 'Travel Plans, Transport Assessments and Statements' (TPTAS), 2014

- 3.5 The TPTAS document identifies that the need for a Travel Plan should be identified early within the planning application process, and defines its contents by stating:

'Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.'

Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should seek to fit in with wider strategies for transport in the area.'

- 3.6 This guidance also sets out a number of considerations which should be included within a Travel Plan document including the following:

- Benchmark travel data including trip generation databases;
- Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
- Relevant information about existing travel habits in the surrounding area;
- Proposals to reduce the need for travel to and from the site via all modes of transport;
- Provision of improved public transport services.
- Parking strategy options; and
- Proposals to enhance the use of existing, new and improved public transport services and facilities for cycling and walking both by users of the development and by the wider community (including possible financial incentives).

- 3.7 Furthermore, the DCLG identify that Travel Plans must include aims, objectives, targets and measures. Monitoring is required and should only cease once it has been agreed by all parties that there is sufficient evidence to suggest that travel patterns are in line with the aims and objectives of the Travel Plan, or as reasonably practical. This is deduced through comparison of data and the Travel Plan's targets.

Department for Transport (DfT) 'Delivering Travel Plans through the Planning Process', 2009

- 3.1 The DfT's good practice guidance highlights the benefits, purpose and means of securing FTPs through the planning process. It also provides advice on ways to ensure FTPs are effective and emphasises their link with Transport Assessments and Transport Statements).

Department for Transport (DfT) 'Smarter Choices – Changing the Way We Travel', 2004

- 3.2 This document focuses on case studies and examples of implemented FTPs and initiatives aimed at changing travel habits and promoting sustainable alternatives in an attempt to provide inspiration and advice for best practice.

Department for Transport (DfT) 'Making Travel Plans Work: Lessons from UK Case Studies'

- 3.3 This document produced by the Department for Transport (DfT) outlines not only the essential elements of a TP but also uses examples to demonstrate how they might be effectively implemented, managed and funded. It focuses on businesses, hospitals, retail locations and a university, making its findings relevant to this document.
- 3.4 Most importantly, it notes that the most successful travel planning usually incorporate a combination of strategies including:
- Parking restraint;
 - Financial incentives which make car usage comparably more expensive;
 - Support from management and a TPC;
 - Detailed promotional and marketing strategies;
 - Positioning in an accessible location; and
 - Measures which reduce the need to travel.

Regional Policy and Guidance

- 3.5 Although Reading is located within Berkshire, RBC represents the unitary authority for Reading. Berkshire County Council (BCC) regional planning policy is superseded by local RBC policy within Reading, and is therefore not a material consideration in the preparation of this CTP (except where explicitly referenced by RBC). As such, an outline of BCC regional planning policy and guidance has not been provided.

Local Policy and Guidance

- 3.6 This CTP has been produced in accordance with the following local policy and best practice guidance.

Reading Borough Council (RBC) 'Core Strategy', 2015

- 3.7 This document sets out the Council's adopted planning strategy for the Borough. It sets out RBC plan to achieve the 'Reading 2020 Vision' for the town and provides a framework its sustainable growth, indicating that the majority of future development should be focused in central and southwest Reading.
- 3.8 This document includes the following policies of relevance to the preparation and implementation of this TP, and its sister TA:
- **Policy CS22: Transport Assessments**, which states that '*Planning permission will not be granted unless development proposals make appropriate provision for works and contributions to ensure an adequate level of accessibility and safety by all modes of*

transport from all parts of a development, particularly by public transport, walking and cycling, in accordance with an agreed transport assessment submitted as part of the application’.

- **Policy CS23: Sustainable Travel and Travel Plans**, which states that ‘*Planning permission will not be granted for major development proposals unless there is a commitment to implement measures to promote and improve sustainable transport facilities, such as through provision to encourage walking, cycling and the use of public transport; and through agreed travel plans, safe routes to schools, safe routes to parks and similar measures’.*

Reading Borough Council (RBC) ‘Local Development Framework (LDF)’,

- 3.9 The role of the LDF is in implementing the transport strategy for Reading, by ensuring that development is accessible (see Policies CS4, CS11, CS14); reducing the need to travel especially by car; promoting travel plans and connections from a development via sustainable transport modes; and ensuring that development contributes towards infrastructure provision that helps to promote safe, sustainable transport choices, and enables the transport system to deal with the additional trips arising from that development.

Reading Borough Council (RBC) ‘Local Transport Plan 3: Strategy 2011 – 2026’, 2011

- 3.10 The Reading Borough Local Transport Plan (LTP) contains the objectives, policies and schemes intended to improve transport within Reading and improve its links to the wider area, whilst also contributing to wider environmental, social and economic benefits.
- 3.11 The LTP states that future developments should seek to minimise their impact on the transport network in order to reduce environmental impacts associated with air quality, noise and carbon. This should be done through the promotion of development which is well-located for and predisposed towards the use of sustainable transport modes.
- 3.12 This document indicates that the site sits within the Reading Central Area Action Plan (RCAAP), and is consequently subject to certain localised considerations. Furthermore, it recognises that development within this area will increase strain on the traffic network. Consequently, RBC outline their drive to work with the private sector to secure the delivery of integrated transport choices associated with new development as a means of reducing this pressure.

Reading Borough Council (RBC) ‘Reading Central Area Action Plan to 2026 (RCAAP)’, 2009

- 3.13 As previously indicated, the site falls within the Reading Central Area Action Plan (RCAAP), which forms part of Reading’s Local Development Framework. This document provides a series of supplementary policies which, alongside the Core Strategy, dictate how the development of Reading Central will be pursued by RBC up until 2026.
- 3.14 The RCAAP is divided into subsections; this site sits within the ‘Station / River Major Opportunity Area’. The following policies of relevance to the preparation and implementation of this CTP (and its sister documents) are included within this document:
- **Policy RC1: Development in the Station / River Major Opportunity Area**, which states that new development must (amongst other elements):

- Contribute towards making Reading Central a destination in itself, with high-quality, mixed-use development;
 - Help facilitate greater pedestrian and cycle permeability, and front such routes; and
 - Provide additional open areas of space.
- **Policy RC5: Design in the Centre**, which states (amongst other elements) that *‘Development will provide appropriate, well designed public spaces and other public realm, including squares, open spaces, streetscape, utilising high quality and well-maintained hard and soft landscape, public art, that provide suitable functions and interest, sense of place and safe and convenient linkages to adjoining areas’*.
 - **Policy RC14: Public Realm**, which states that *‘Proposals for new development will need to make a positive contribution towards the quality of the public realm of the central area’*.

3.15 This document also provides transport context useful to the production of this TP, and its accompanying TA, including:

- RBC indicate that spatial planning and transport must be joined effectively to ensure that development is timed to coincide with necessary local transport improvements;
- RBC identify Reading Station as one of the busiest rail interchanges outside London but also as a bottleneck for the national rail network;
- RBC note that congestion is a major issue within the town centre; and
- RBC note the importance of denying car-based access to Reading Station, and encouraging park-and-ride and other sustainable supporting modes.

4 CTP Aims and Objectives

Introduction

- 4.1 This section outlines the aims, objectives and aspired benefits of this CTP.

Aims

- 4.2 This travel planning process has four core aims:
- To facilitate the movement of commercial tenants, employees and visitors by sustainable means;
 - To ensure that the modal split of such users of the development progresses towards, meets and if possible improves upon those levels outlined in **Section 6**;
 - To reduce the need to travel; and
 - To mitigate the transport-related environmental impact of this development, in terms of traffic congestion, pollution and parking stress.

Objectives and Benefits

- 4.3 Within these overarching aims, this report seeks to fulfil the following objectives, each of which will have significant benefits for individuals using the site and the surrounding transport network:
- To ensure a high level of awareness amongst commercial tenants and employees of more sustainable transport modes, their accessibility and their benefits;
 - To increase usage of more sustainable modes;
 - To minimise single-occupancy car trips associated with the site;
 - To assist in the management of parking demand associated with the commercial elements of the site;
 - Where car dependency continues, to promote usage of car-based alternatives such as car sharing, taxi services and car club networks;
 - To improve the health of regular commercial site users;
 - To minimise traffic-related pollution associated with the site;
 - To minimise congestion associated with the site;
 - To provide adequately for those with reduced mobility;

- To help ensure the sufficient provision of infrastructure on-site to reduce unnecessary trips by unsustainable means; and
- To reduce road danger and protect vulnerable site users.

4.4 By achieving these objectives, the aims of this TP will be realised.

5 Existing Situation

Introduction

- 5.1 This section provides an understanding of the transport network surrounding the site, and demonstrates its overall accessibility. It considers in particular changes to local transport infrastructure since the application for the 2012 Consented Scheme.
- 5.2 This section is organised by:
- Assessing the current accessibility of the site by private vehicle;
 - Assessing the current accessibility of the site by active modes;
 - Assessing the current accessibility of the site by public transport;
 - Analysing how other factors are likely to influence travel patterns associated with the development (e.g. car ownership, car club accessibility, car sharing); and
 - Identifying any existing transport issues.
- 5.3 This information is used to forecast modal splits for each land use type proposed in **Section 6**.

Site Accessibility by Private Vehicle

Highway Network

Local Highway Network

- 5.4 At present, access to the site is possible from the A329 (Caversham Road) and Trooper Potts Way.
- 5.5 The vehicle entrance from the A329 (Caversham Road) southbound provides access to a small on-site car park running along the western border of the site, and to a larger on-site car park on the site's southern side; this is accessible via an access route between the existing buildings.
- 5.6 The vehicle access from Trooper Potts Way provides access to a small on-site car park and on-site servicing yard to the rear of the development. Trooper Potts Way's main carriageway, which is currently owned by Royal Mail, also provides access to Reading station's northern entrance, associated drop-off and car parking facilities.
- 5.7 A separate two-way carriageway is also now provided along Trooper Potts Way's eastern side. This carriageway is restricted to bus and cycle use only and supports a series of new bus stops, which form part of the Reading station transport interchange (See: **Section 5.21**). This carriageway connects to the priority junction with Bagnall Way, and forms a loop with the

main carriageway of Trooper Potts Way, permitting buses to leave in forward gear without turning.

- 5.8 The A329, which is referred to as Caversham Road to the site's west and as Vastern Road to the site's north, forms part of the Inner Ring Road. This route acts as a local distributor road for traffic moving to/from different areas of Reading. The junction between the A329 (Caversham Road) and the A329 (Vastern Road) has been signalised since the application for the 2012 Consented Scheme.
- 5.9 For context, a map of the local highway network is provided in **Figure 5.1**. This indicates the site's beneficial position in relation to the highway network. However, it is noted that congestion can represent a significant issue in central Reading; this will act to limit the site's perceived and real accessibility by private vehicle, particularly at peak times.

Parking

- 5.10 A limited quantity of on-street parking in the site's immediate vicinity is reserved for pay-and-display users; however, the vast majority on residential streets is reserved for use by permit holders only.
- 5.11 Paid-for off-street parking capacity in the site's vicinity is extensive, given its proximity to Reading station and the town centre. A map of this is provided in **Figure 5.2**.
- 5.12 Given the site's accessibility by public transport and foot, it is anticipated that a large number of commercial trips to/from the development will be made by these more sustainable modes.



Key

 Site Location

PO	26/11/18	Site Location	TJW		
REV	DATE	DESCRIPTION	DES	CHK	APP

steer

www.steergroup.com

Client:	Hermes Property Unit Trust
Project Title:	Reading Metropolitan
Drawing Title:	Local Highway Network

Status:			
Final			
Size:	Scale:	Suitability	Rev.
A4	NTS	S4	P01
Drawing No.			

Figure 5.1

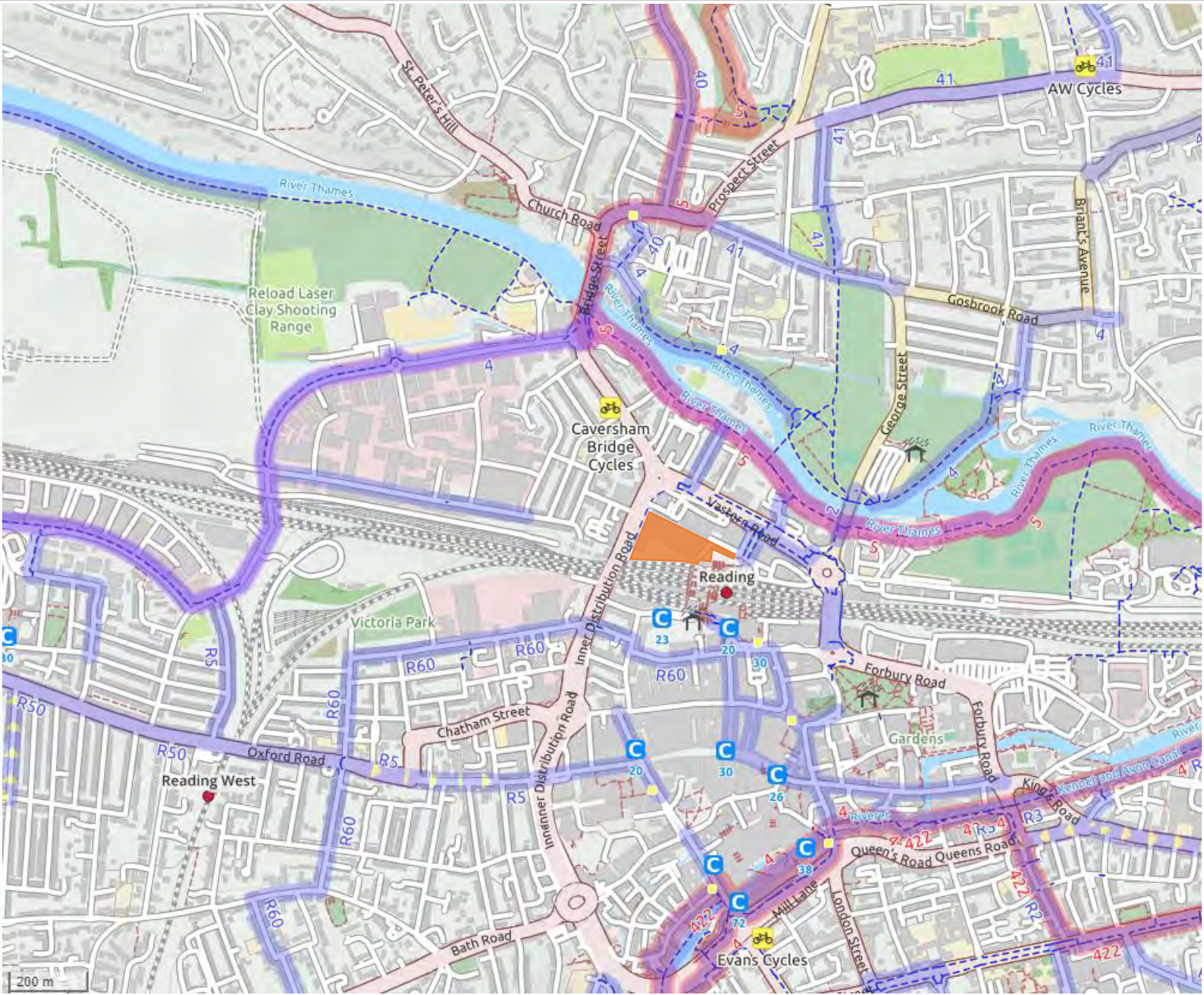
Site Accessibility by Active Modes

Walking

- 5.13 The improvements to Reading railway station that were completed in 2014 have enhanced connectivity between the area north of the station and Reading town centre (to the station's south) through the provision of a new walk-through between the two station entrances (available for non-ticket holders). This has significantly reduced the journey time for pedestrians since the 2012 Consented Scheme for accessing the town centre area, as previously pedestrians were required to walk via A329 Vastern Road and Forbury Gardens.
- 5.14 The public realm outside the railway station's northern entrance along Trooper Potts Way has also been significantly improved since 2012, with footway provision on both sides of the carriageway along Trooper Potts Way complete with dropped kerbs and tactile paving at all informal pedestrian crossing points. This will benefit site users accessing the new bus stops (NA, NB, NC, ND and NE) provided adjacent to the station and those travelling towards northern destinations including the Thames Path and Christchurch Bridge (for Caversham).
- 5.15 There have also been significant improvements to the A329 Vastern Road / Trooper Potts Way junction, which previously did not provide a pedestrian crossing over the A329 due to the presence of a central reservation. As part of the Reading railway station northern entrance's completion, a signalised pedestrian crossing (equipped with dropped kerbs and tactile paving) has been provided across Trooper Potts Way and across the A329 east of the junction. This has enhanced the safety of pedestrians leaving the site's eastern access point and crossing the dual carriageway, which exhibits high traffic volumes throughout the day.
- 5.16 Christchurch Bridge was completed in September 2015 and provides a pedestrian link over the River Thames between the Thames Path near Lynmouth Road and Christchurch Meadows. This has reduced walking journey times between the site's vicinity and Caversham since the successful planning application for this site in 2012.

Cycling

- 5.17 Cycle infrastructure remains similar to that detailed in the 2011 Transport Assessment. This is presented cartographically in **Figure 5.3**.
- 5.18 The completed Christchurch Bridge across the River Thames is appropriate for cyclists and forms part of the North Reading designated cycle route, enabling shorter journey times to / from Caversham and Reading's northern suburbs. This bridge also links the site with National Cycle Network Route 5.
- 5.19 Readybike, a 24-hour on-street bike share organisation, currently operates in this area of Reading. This scheme, which offers convenient access to bicycles based on either casual or annual subscriptions, includes sufficient infrastructure to support 20 hireable bicycles from Reading station's northern entrance (immediately adjacent to the site) and 19 hireable bicycles from the station's southern entrance. This CTP will promote the use of this alternative to bicycle ownership in an effort to encourage individuals to make short trips by bicycle (rather than less sustainable modes) and encourage the uptake of cycling on a regular basis.



Key

- Site Location
- Cycle Parking
- National Cycle Network Routes
- Local Cycle Routes

PO	26/11/18	Site Location	TJW		
REV	DATE	DESCRIPTION	DES	CHK	APP

steer

www.steergroup.com

Client:
Hermes Property Unit Trust

Project Title:
Reading Metropolitan

Drawing Title:
Cycle Infrastructure

Status:
Final

Size: A4	Scale: NTS	Suitability S4	Rev. P01
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Drawing No.

Figure 5.3

Site Accessibility by Public Transport

Public Transport Accessibility Level (PTAL)

- 5.20 The site achieves a PTAL rating of 6b ('Excellent' level of public transport services) in the peak AM hour. This is due to the site's proximity to the station, and therefore access to both rail and bus connections. The introduction of Crossrail in December 2019 will also significantly improve the public transport accessibility of the site in future years.

Bus

- 5.21 As part of the public realm and highway improvements associated with the railway's station northern entrance, five new bus stops (NA, NB, NC, ND and NE) have been provided since the 2012 application. These stops are equipped with shelters, detailed scheduling and wayfinding information, and real-time information infrastructure. These bus stops are located next to the site's proposed eastern access onto Trooper Potts Way. These stops support access to the following bus services: 22, 23, 24, 25, X39, X40 and X80.
- 5.22 Notably, the following bus services were not accessible within easy walking distance of the site at the time of the previous successful planning application in 2012:
- Bus services 23 and 25, which are operated by Reading Buses; and
 - Bus services X39/40, which are operated by Thames Travel; and
 - Bus service X80, which is operated by Carousel bus services.
- 5.23 Given that these bus services have only recently become available within easy walking distance of the site, this indicates that the site's accessibility by bus has increased since the planning application for the 2012 Consented Scheme.
- 5.24 Bus services 27, 29 and 42 are also accessible from the 'Caversham Road Fire Station' stops on either side of Caversham Road on the site's western border.
- 5.25 A summary of these routes is provided in **Table 5.1**.

Table 5.1: Bus services within 200m of the Site

Route no. (provider)	Destinations	Peak frequency	Off-peak frequency
22 (Reading Buses)	Reading Station – Caversham Heights	Every 60 mins	Every 60 mins
23 (Reading Buses)	Reading Station – Caversham Park – Emmer Green	Every 30 mins	Every 30 mins
24 (Reading Buses)	Reading Station – Caversham library – Chalgrove Way	Every 30 mins	Every 30 mins
25 (Reading Buses)	Reading Station – Peppard Common	Every 30 mins	Every 60 mins
27/29 (Reading Buses)	Caversham Road – Nire Road	Every 30 mins	Every 60 mins
42 (Reading Buses)	Rivermead Drive - Caversham Road – Kenavon Drive	Every 40 mins	Every 40 mins
X80 (Carousel)	Reading Station – Caversham – Henley-on-Thames – Marlow – High Wycombe	Every 60 mins	Every 60 mins
X39/40B (Thames Travel)	Reading Station – Caversham – Woodcote – Henley-on-Thames – Wallingford – Oxford	Every 30 mins	Every 30 mins

- 5.26 A number of bus services are also accessible via Reading Station, which is easily accessible from the site. For reference, a map indicating the route of local bus services is presented in **Figure 5.4**.

National Rail

- 5.27 A series of large-scale improvements to Reading railway station were completed in 2014; these included the following elements:
- The creation of five additional platforms;
 - The creation of two new pedestrian accesses (including the site-adjacent northern entrance);
 - Changes to track layout designed to facilitate the use of the additional stations and increase the number of services able to pass through the station per day;
 - The creation of a new pedestrian link bridge; and
 - The creation of retail floorspace within the station; this is predominantly located on the new pedestrian link bridge.
- 5.28 These changes have resulted in the enhancement of the public realm at the station's northern entrance (adjacent to the site) and have reduced journey times between areas to the north and south of the station since the previous application.
- 5.29 Furthermore, these improvements have permitted increases in service frequency and in the number of destinations directly accessible from Reading station by rail (without interchange). Destinations now directly accessible from Reading station, and the approximate frequency of services to each destination, are outlined in **Table 5.2** for reference.
- 5.30 Reading railway station and the Great Western Railway (between London and Oxford, Bristol and Newbury stations) are set to experience further improvements as part of the 'Great Western Route Modernisation'. This project involves 13 major engineering projects that are in different stages of planning and execution, including:
- The introduction of new high-speed electric trains;
 - The modernisation of signals along the length of the line;
 - The addition of Crossrail services from Maidenhead to London;
 - Electrification of the line; and
 - The redevelopment of Newport, Reading, and Paddington stations, amongst others.
- 5.31 These improvements are projected to substantially increase passenger capacity, with the aim of accommodating an estimated 100 million passengers in 2019. This development will benefit

Crossrail (Elizabeth Line)

- 5.32 Reading railway station will represent the western terminus for the Elizabeth line following its completion in December 2019. Peak services will operate every 15 minutes, providing a direct connection to stations in central and east London, including Bond Street, Farringdon and Canary Wharf. Off-peak services will operate every 30 minutes.

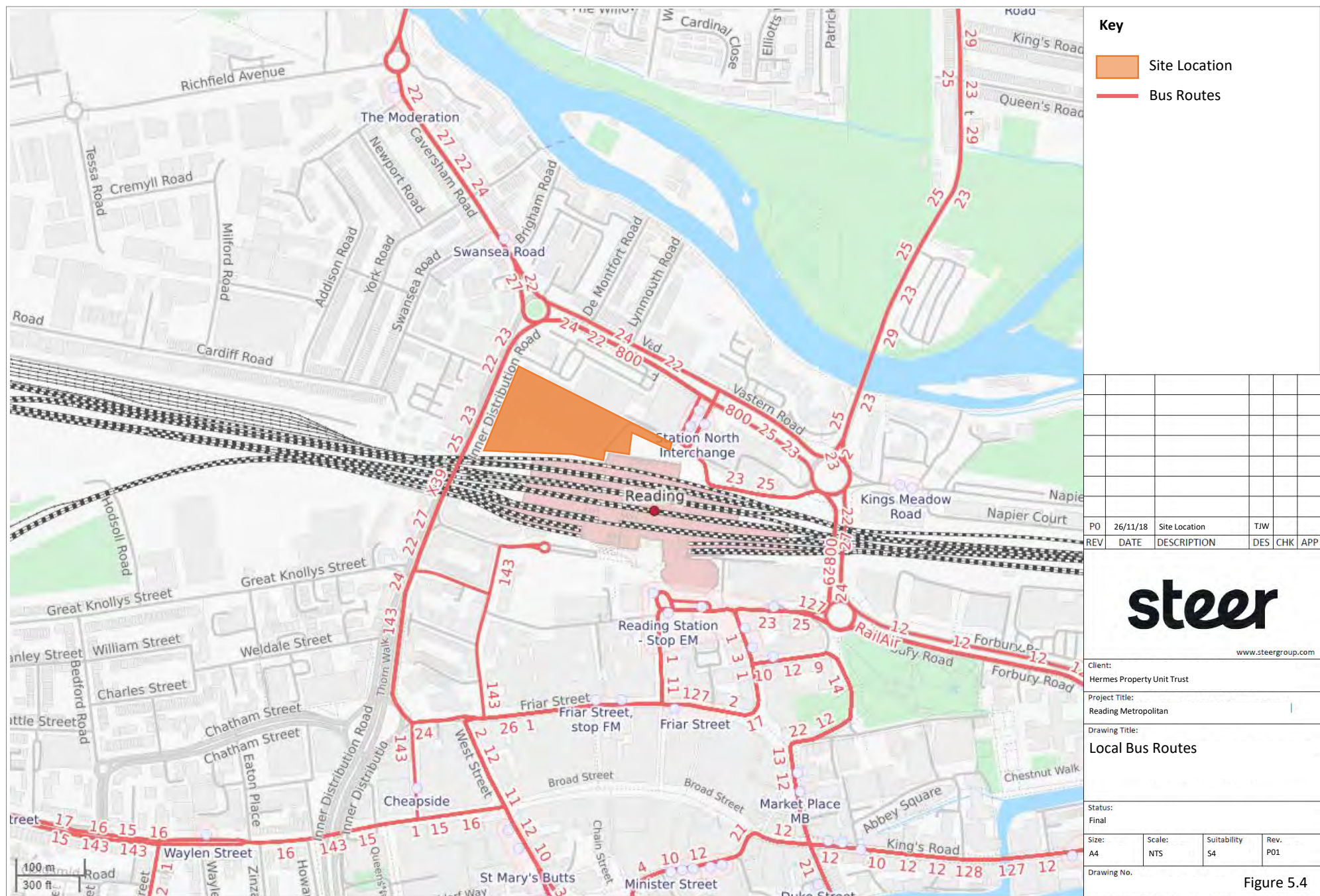


Table 5.2: Reading Station railway services

Destination	Peak frequency	Off-peak frequency
London Paddington*	Every 5 – 10 minutes	Every 5 – 10 minutes
Oxford/ Didcot Parkway	Every 10 minutes	Every 10 minutes
Swindon	Every 12 minutes	Every 12 minutes
Basingstoke	Every 15 minutes	Every 15 minutes
Guildford	Every 20 minutes	Every 30 minutes
Newbury	Every 20 minutes	Every 20 minutes
Bristol Parkway	Every 30 minutes	Every 30 minutes
Cardiff	Every 30 minutes	Every 30 minutes
Bristol Temple Meads	Every 30 minutes	Every 30 minutes
Moreton in Marsh	Every 30 minutes	Every 60 minutes
London Waterloo	Every 30 minutes	Every 30 minutes
Redhill/Gatwick Airport	Every 30 minutes	Every 30 minutes
Bournemouth	Every 60 minutes	Every 60 minutes
Penzance	Every 60 minutes	Every 60 minutes
Newcastle	Every 60 minutes	Every 60 minutes
Swansea	Every 60 minutes	Every 60 minutes
Manchester Picadilly	Every 60 minutes	Every 60 minutes
Weston-Super-Mare	Every 60 minutes	Every 60 minutes
Paignton	Every 60 minutes	Every 60 minutes

*Note: Fast services only (less than 35 minutes journey time). Additional services are available to London Paddington via stopping services.

Other Factors Impacting Local Mobility / Accessibility

Car Ownership

- 5.33 **Table 5.3** provides 2011 Census data relating to local car ownership in order to contextualize the area surrounding the development, and assess the proportion of individuals and households with access to a car. This gives some inclination as to availability of private vehicles to commercial tenants, employees and visitors which are likely to be associated with the development. Car ownership in the local output area is considerably lower than the Reading average.

Table 5.3: Car Ownership Statistics

	2011 Output Area E00082605	Unitary District Authority Reading
No Cars or Vans in Household	45%	28%
1 Car or Van in Household	47%	45%
2 Cars or Vans in Household	9%	21%
3 Cars or Vans in Household	0%	4%
4 or More Cars or Vans in Household	0%	1%
Vehicle Ownership per household	0.64	1.05

Access to Taxi and Private Hire Vehicle (PHV) Services

- 5.34 Reading benefits from a number of smaller taxi and private hire vehicle (PHV) services. All individuals travelling to/from the development will have the opportunity to use these services.
- 5.35 There is a taxi rank located immediately outside Reading station's northern entrance, adjacent to the site's proposed eastern access. There is an additional taxi rank on the eastern side of Trooper Potts Way. Both ranks are to be retained as part of the proposed redevelopment. It is not anticipated many site users will undertake journeys by taxi due to the large choice of sustainable modes available within proximity to the site. However, these services may play an important role in the movement of site users with reduced mobility.

Access to Car Club Networks

- 5.36 Car club vehicles are vehicles provided in most cases by private organisations (e.g. Zipcar, Enterprise Car Club, City Car) which can be reserved, rented out and insured by members of the public on short-term bases from easily accessible locations, provided in most cases that these individuals pay a membership fee.
- 5.37 There are three car club vehicle facilities located close to the site, one more than when the previous planning application was consented in 2012. These car club vehicles include:
- One 'Co-Wheels Car Club' vehicle available at Reading Council Magistrates Court car park (12-minute walk from site's western pedestrian access); and
 - Two 'Carvenient Car' vehicles, one located on Garrard Street (5-minutes' walk from the site) and one located on New Bright Street (15-minutes' walk from the site).
- 5.38 It is considered unlikely that commercial tenants or employees will make frequent use of car club vehicles to reach the site, given the costs associated with prolonged usage of such vehicles. Conversely, such site users may make use of on-site or local car club vehicles for outgoing vehicle trips during business hours given an adequate level of awareness. Commercial visitors are considered more likely to visit the site using car club vehicles obtained further afield given shorter average stopping times.

Car Sharing

- 5.39 Car sharing refers to any situation in which two individuals (who may not know each other for any separate or pre-existing reason) decide to travel together by car for separate purposes.
- 5.40 Liftshare.co.uk, which operates an online car sharing network specialising in introducing individuals travelling between similar locations, provides an effective means of meeting individuals also interested in this alternative. This service is available in this location.
- 5.41 Such a service may prove a useful alternative for individuals travelling to the site on a regular basis. It has the potential to meaningfully reduce single occupancy car journeys associated with the development.

Summary

- 5.42 This review of local transport networks indicates that the site benefits from a high level of accessibility by sustainable modes, and in particular that local access to public transport networks has improved significantly since the application for the 2012 Consented Scheme.

6 Forecast Mode Shares

Introduction

- 6.1 This section provides the forecast mode shares which the retail and office elements of the development are anticipated to exhibit given minimal travel planning.

Retail Mode Share

- 6.2 As the identity of future Retail site users remains unknown at this stage, no baseline surveys could be undertaken to ascertain likely baseline travel patterns specific to the development.
- 6.3 In lieu of this information and in line with standard practice, Retail mode share information associated with comparable sites has been extracted from the Census journey to work data. This data, which is considered to be a more accurate reflection of likely travel behaviour associated with this land use, is shown in **Table 6.1**.
- 6.4 Given that only seven on-site parking spaces are to be provided for the retail land use proposed, this mode share has been adjusted to reflect a limited potential for car usage amongst retail tenants, employees and visitors (See: **Table 6.1**).
- 6.5 It is noted that there is significant parking surrounding the site which might be used in lieu of on-site parking (See: **Figure 5.2**); however:
- It is considered unlikely that retail tenants or employees will use these parking alternatives on a regular basis given the associated parking charges, local congestion and the accessibility of the site by other modes; and
 - It is considered unlikely that retail visitors will typically use these alternate parking locations to reach the site as the limited on-site retail space proposed is anticipated to be occupied by “local” goods and services providers, which will typically attract on-site demand or passing pedestrian traffic as opposed to customers travelling from further afield.
- 6.6 As such, despite the availability of parking in alternate locations, the adjusted mode share (which reflects a lower baseline level of car usage associated with the site’s retail elements and distributes car users proportionately to other modes) is considered accurate.

Table 6.1: Retail Mode Share Data (Baseline and Adjusted)

Mode	Retail Mode Share – Baseline (2011 Output Area E00082605)	Retail Mode Share - Adjusted	Net change (%)
Train*	20%	29%	+9%
Bus, minibus or coach	25%	30%	+5%
Taxi	0%	0%	0%
Motorcycle, scooter or moped	0%	2%	+2%
Driving a car or van	10%	1%	-9%
Passenger in a car or van	10%	1%	-9%
Bicycle	5%	7%	+2%
On foot	30%	30%	0%
Other method of travel to work	0%	0%	0%

Note: Error margins of +1/-1 due to rounding.

* For the purposes of this exercise, train refers to both National Rail and Crossrail services.

Office Mode Share

- 6.7 As the identity of future Office (including Health and Community) site users remains unknown at this stage, no baseline surveys could be undertaken to ascertain likely baseline travel patterns specific to the development.
- 6.8 In lieu of this information and in line with standard practice, Office mode share information associated with comparable sites has been extracted from the TRICS database. This data, which is considered to be a more accurate reflection of likely travel behaviour from this land use than census data, is shown in **Table 6.2**.
- 6.9 Given that only three standard and three blue badge spaces are to be provided for the Office, Health and Community land uses proposed, the mode share has been adjusted to reflect this.
- 6.10 It is noted however that there is significant parking surrounding the site which might be used in lieu of on-site parking (See: **Figure 5.2**). It is considered unlikely that office users will make use of this parking as part of their regular commuting habits for several reasons including:
- Parking charges associated with the use of such parking;
 - The site's accessibility by public and active transport modes; and
 - Congestion on the existing road network, particularly at peak commuting times. This is considered particularly significant given the site's comparable accessibility by alternate modes.
- 6.11 Consequently, baseline mode share information has been adjusted to also reflect both limited on-site parking and off-site parking alternatives. The adjusted mode share information is shown in **Table 6.2**.

Table 6.2: Office Mode Share Data (Baseline and Adjusted)

Mode	Office Mode Share – Baseline (2011 Output Area E00082605)	Office Mode Share - Adjusted	Net change (%)
Train*	3%	29%	+26%
Bus, minibus or coach	5%	31%	+26%
Taxi	0%	0%	0%
Motorcycle, scooter or moped	0%	1%	+1%
Driving a car or van	30%	0%	-30%
Passenger in a car or van	32%	1%	-31%
Bicycle	1%	8%	+7%
On foot	30%	30%	0%
Other method of travel to work	0%	0%	0%

Note: Error margins of +1/-1 due to rounding.

* For the purposes of this exercise, train refers to both National Rail and Crossrail services.

7 Interim Targets

Introduction

- 7.1 This section discusses the nature of Travel Plan targets and their function before considering interim targets for Retail and Office (including Health and Community) site users.

Nature of Travel Plan Targets

- 7.2 Targets are quantified goals which are set using modal split data such as that outlined in **Section 6**. These are set at regular interludes after the development has been occupied (typically at 1-year, 3-years and 5-years after 80% occupancy has been achieved).
- 7.3 These are essential in providing the TP with focus and monitoring the success of implemented measures in modifying travel behaviours.
- 7.4 Modal split data, which indicates how individuals are choosing to travel to/from the development, is used as a baseline year and targets indicate how these percentages should change over specific time periods in order to increase the site's sustainability.
- 7.5 For example, if 5% of people cycle to a site from its initial occupation, 1-year, 3-year and 5-year targets may be to achieve 6%, 7% and 8% respectively, thereby reflecting an increase in the site's dependence on this more sustainable form of transport as opposed to cars.
- 7.6 Targets must be specific, measurable, achievable, realistic and timed or 'SMART', in line with standard practice, in order to ensure that they can be effectively pursued.

Interim Retail Travel Plan Targets

- 7.7 As shown in **Table 6.1**, extremely low levels of car usage (1% driver, 1% passenger) are anticipated in association with the retail elements of the site. Consequently, and because any measures will have a limited potential to impact the behaviour of retail visitors (the largest associated user group), no targets for the retail elements of the site have been proposed at this stage.
- 7.8 As previously indicated, a full travel survey will be undertaken within six months of occupation or 75% occupancy of commercial units (whichever comes first). These surveys will include multi-modal traffic counts and questionnaires for all site users. Should the results of this survey indicate unsustainable levels of car usage amongst retail tenants, employees or visitors, this data will be used as the basis for Retail travel plan targets as part of the FCTP.

Interim Office Travel Plan Targets

- 7.9 As shown in **Table 6.2**, extremely low levels of car usage (0% driver, 1% passenger) are anticipated in association with the office (including Health and Community) elements of the site. Consequently, no targets for these elements of the site have been proposed at this stage.
- 7.10 As previously indicated, a full travel survey will be undertaken within six months of occupation or 75% occupancy of commercial units (whichever comes first). These surveys will include multi-modal traffic counts and questionnaires for all site users. Should the results of this survey indicate unsustainable levels of car usage amongst Office (and/or Health and Community) tenants, employees or visitors, this data will be used as the basis for Office travel plan targets as part of the FCTP.

8 Promotional Strategy

Introduction

- 8.1 This section outlines the promotional strategy which will be employed by this RTP and in the subsequent F RTP. This strategy will be used to promote those measures laid out in **Section 9**.

Promotional Strategy

Commercial Travel Plan Co-ordinator (CTPC)

- 8.2 The CTPC, which will take direct responsibility for the execution, monitoring and enforcement of this CTP and the subsequent FCTP, will also act as its human face. He/she will be a fully knowledgeable point of contact for commercial tenants and employees of the development seeking travel planning advice. Details of the current CTPC are outlined in **Section Error! Reference source not found.**

Marketing of Commercial Premises

- 8.3 Prospective commercial tenants will be provided with information on the site's transport strategy, the local transport network and the contents of this CTP. Such information will also be included on marketing platforms (digital or otherwise) associated with the marketing of these premises.

Travel Information Packs (TIP)

- 8.4 Travel Information Packs (TIPs) will be distributed to tenants by the CTPC upon site occupation. Tenants will be encouraged to distribute these to employees and other parties as appropriate.
- 8.5 Although the contents of these packs may differ marginally depending on the expected recipient, each should provide detail on the following elements as a minimum:
- Site Access Strategy;
 - On-site Parking and its Management;
 - A Local Pedestrian Route Map;
 - Information on Walking and Cycling's Health Benefits;
 - A Local Cycle Infrastructure Map;
 - On-site Cycle Parking;
 - Public Transport Map and Information;

- Information on Car Sharing;
- Information on Car Clubs;
- Information on Local Taxi Services;
- An Invitation to Seek Travel Planning Assistance; and
- Contact Details of the CTPC.

8.6 The CTPC will confirm that all commercial tenants have received sufficient copies of the TIP within one week of initial occupation to ensure that it informs travel behaviours as they are being formed.

8.7 A digital copy will be provided to the FMC to ensure that new copies can be made on demand.

Signage / Wayfinding Improvements

8.8 Where appropriate, physical signage will be provided across the development to indicate the location of infrastructure associated with transport-related infrastructure and facilities. For example, signage will be provided to mark the location of employee and visitor cycle parking.

Travel Plan

8.9 The CTPC will make this CTP (and the subsequent FCTP) available to all commercial tenants either digitally or physically upon request, in order to further publicise all available transport alternatives, all measures undertaken as part of the developmental process and the CTPC's contact details. It will be the responsibility of the CTPC to maintain its availability throughout its lifetime.

Dialogue with Commercial Tenants

8.10 The CTPC will maintain an open dialogue with commercial tenants in order to provide relevant materials, keep tenants informed regarding travel planning issues/events and discuss measures for which their commitment is required (e.g. enrolment in "Cycle to Work" schemes).

Transport Forum Meetings (TFMs)

8.11 TFMs will be held in order to facilitate such collaboration. These meetings will enable site users to provide feedback on the travel plan measures and events, and discuss future transport initiatives.

8.12 It is envisaged that the Transport Forum would meet quarterly and include representatives from all site occupiers as well other stakeholders (e.g. RBC representatives, residential tenants) as appropriate.

9 Strategies, Measures and Incentives

Introduction

- 9.1 This section sets out those measures which are to be adopted as part of the travel planning process.
- 9.2 It is structured so as to first focus on the site design and management strategy, and second considers measures associated with specific travel modes (e.g. Private Vehicle, Cycling, Walking).
- 9.3 Finally, **Table 9.1** at the end of this section will provide a summarised brief (Action Plan) indicating how measures work towards specific aims.

Strategy: Site Design and Management

Measure DM1: Access Strategy

- 9.4 Site management (including the FMC and RMC) will be responsible for ensuring that all site access is effectively managed and monitored. For details pertaining to the management strategy, see the accompanying TA.

Measure DM2: High-quality Public Realm

- 9.5 As part of the construction process, the developer will deliver a high-quality public realm which will seamlessly enhance the development's sense of place, contribute to the well-being of all site users and naturally encourage walking and cycling.

Measure DM3: Mixed-use Development

- 9.6 By providing a well-designed mixed-use development with retail, office, health and community land-uses on-site in a highly-permeable location, the developer has endeavoured to minimise the need to travel for commuting, leisure and shopping purposes.

Strategy: Private Vehicle

Measure P1: On-site Car Parking Provision and Management

- 9.7 As previously indicated, the development is providing very limited parking for Retail, Office, Health and Community land uses (See: **Section 1.5**). Providing such limited parking should naturally discourage car usage, whilst also permitting blue badge holders to access the site by car. Use of all on-site parking will be guided via a concrete management and enforcement strategy to ensure the appropriate use of spaces provided.

Measure	Target(s):	All Site Users
	Benefit(s):	Reduced car usage and ownership Accessibility by those with limited mobility
	Indicative Cost:	Integrated into planning, construction and maintenance costs
	Party Responsible for Providing Infrastructure Elements:	Developer
	Party Responsible for Management:	RMC, FMC
	Deadline:	Construction Phase / On-going

Measure P2: Distribution of Alternative Parking Map and Information

- 9.8 The CTPC will ensure that a map of and information pertaining to local available parking facilities is included within TIPs. This will ensure that site users can make informed decisions with respect to the use of local car parking.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Parking Management Reduced car ownership and usage
	Promotional Strategy(ies):	TIP
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, on-going

Measure P3: Promotion of Car Sharing

- 9.9 The CTPC will investigate ways in which to promote car sharing amongst tenants and their employees through the use of established platforms such as Liftshare. This service (for example) is accessible online via the link provided below or via mobile application.

<https://liftshare.com/uk>

- 9.10 Promotional information available free from the organisation will be included within the TIP, and digital copies of this information will be made available to commercial tenants as and when required. The CTPC may also publicise this alternative at TFEs.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Reduced car ownership Improved awareness of this alternative for the car-dependant
	Promotional Strategy(ies):	TIP, TFEs
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, on-going

Measure P4: Promotion of Car Clubs

- 9.11 The development will provide two car club spaces on-site, and the developer will enter discussions with car club operators to negotiate the placement of vehicles within these spaces prior to the development's completion and occupation. The CTPC will be responsible for promoting the location of these car club vehicles and for providing relevant information on membership, associated costs and any other elements considered important to commercial tenants via the TIP, TFMs and as part of personalised travel planning advice where appropriate.

Measure (Provision of Car Club Spaces)	Target(s):	Commercial tenants, employees and visitors
	Benefit(s):	Reduced car ownership and usage Increased awareness of car club services Increased usage of car club vehicles as opposed to private vehicle usage
	Indicative Cost:	Integrated into planning, construction and maintenance costs
	Party Responsible for Providing Infrastructure Elements:	Developer
	Party Responsible for Management:	RMC, FMC
	Deadline:	Construction Phase

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Reduced car ownership and usage Increased awareness of car club services Increased usage of car club vehicles as opposed to private vehicle usage
	Promotional Strategy(ies):	TIP, TFMs, CTPC
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, On-going

Measure P5: Promotion of Taxi Services

- 9.12 Contact details for local taxi companies will be provided to commercial tenants via TIPs. Contact details for taxi services which can accommodate wheelchairs will also be provided as this can represent an important modal alternative for such users.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Reduced car ownership and usage Increased awareness of taxi services Increased usage of taxis as opposed to private car Increased accessibility of those with reduced mobility
	Promotional Strategy(ies):	TIP
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, On-going

Measure P6: Guaranteed Ride Home Scheme

- 9.13 One of the main barriers to car sharing or using public transport is the fear of being left stranded in an emergency. In order to reduce this dependency, the TPC should encourage commercial tenants to agree to arrange a "Guaranteed Ride Home" scheme. Under this system, their organisation would commit to meeting the cost of a taxi fare when their staff or personnel experience an emergency. This would help to further reduce car-based travel and the perceived need to commute by personal car to this development.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Reduced car ownership and usage Increased usage of public transport Increased usage of car club vehicles as opposed to private vehicle usage Increased accessibility of those with reduced mobility
	Promotional Strategy(ies):	Dialogue with Commercial tenants
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, On-going

Strategy: Walking

Measure W1: Distribution of Pedestrian Route Map

- 9.14 A map detailing key pedestrian routes to and from the site, as well as amenities within walking distance, will be made available and visible to illustrate the most convenient and safest routes for reaching the development by foot.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Improved perception of walking as a modal alternative Increased uptake of walking Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, on-going

Measure W2: Promotion of Walking's Health Benefits

- 9.15 According to scientific research, walking regularly strengthens the heart; lowers the risk of diseases such as diabetes; can cause weight loss; and lowers the risk of dementia and depression. Details of these health benefits, which are available at the following link, will be publicised to commercial tenants, albeit in a simplified manner, in order to discourage car usage for walk-able trips.

- 9.16 For further information, see:

<http://www.nhs.uk/Livewell/getting-started-guides/Pages/getting-started-walking.aspx>

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Improved perception of walking as a modal alternative Increased uptake of walking Improved health Reduced air pollution Reduced car ownership and usage.
	Promotional Strategy(ies):	TIP
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, On-going

Measure W3: Provision of Coat Racks and Umbrella Stands

- 9.17 Although a seemingly simple method, the provision of adequate storage space for coats and umbrellas is a low-cost measure which encourages more individuals to consider walking, even during less than ideal weather conditions. The CTPC will encourage commercial tenants to provide these elements as appropriate.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Improved perception of walking as a modal alternative Increased uptake of walking Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	Dialogue with Commercial tenants
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, on-going

Strategy: Cycling**Measure C1: Distribution of Cycling Infrastructure Map**

- 9.18 A map detailing key cycling infrastructure and routes such as that shown in **Figure 5.3** will be made available and visible to illustrate the most convenient and safest routes for reaching the development by bicycle.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Improved perception of cycling as a modal alternative Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage.
	Promotional Strategy(ies):	TIP
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, On-going

Measure C2: Promotion of Cycling's Health Benefits

- 9.19 Regular cycling can help individuals to reduce stress, increase cardio-vascular fitness and improve their health whilst also having a low impact on the body's joints and being an enjoyable form of exercise and commuting, especially for children. Details of these benefits, which are available in more detail using the link provided below, will be promoted to commercial tenants via TIPs.

<http://www.nhs.uk/Livewell/fitness/Pages/Cycling.aspx>

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Improved perception of cycling as a modal alternative Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, On-going

Measure C3: Provision, Maintenance and Promotion of Cycle Parking

- 9.20 Cycle parking is to be provided for commercial employees and visitors as outlined within the accompanying TA. The level of provision proposed exceeds existing policy requirements. Long-stay cycle parking will be provided in secure, sheltered locations whilst visitor cycle parking will be provided in easily accessible locations. All cycle parking will be securable using privately-owned locks, although long-stay cycle parking will also benefit from structural access control measures. Some cycle parking will also be available for the parking of non-standard cycle types (e.g. scooters, tricycles, tandem bicycles).
- 9.21 The location of cycle parking will be publicised in TIPs, via appropriate signage and any other means considered appropriate.

Measure (Provision of Cycle Parking)	Target(s):	Commercial tenants, employees and visitors
	Benefit(s):	Improved perception of cycling as a modal alternative Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage
	Indicative Cost:	Integrated into planning, construction and maintenance costs
	Party Responsible for Providing Infrastructure Elements:	Developer
	Party Responsible for Management:	RMC, FMC
	Deadline:	Construction Phase

Promotion	Target(s):	Commercial tenants, employees and visitors
	Benefit(s):	Improved perception of cycling as a modal alternative Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, Development Website, Signage
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, On-going

Measure C4: Promotion of Bicycle Hire Schemes

- 9.22 As previously indicated, Readybike, a 24-hour on-street bike share organisation, currently operates in this area of Reading. This CTPC will promote the use of this scheme (and other emerging schemes as appropriate) via TIPs and TFMs.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, TFMs
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, On-going

Measure C5: Cycle to Work Schemes

- 9.23 The TPC will publicise the possibilities and benefits of “Cycle to Work” schemes (e.g. CycleScheme UK) to commercial tenants and encourage them to enrol their organisation. Such schemes are free to enrol in for both businesses and employees, and represent a key low-cost means of reducing the cost of cycling equipment which can thus be used for commuting.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	Dialogue with Commercial Tenants
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site’s initial occupation, On-going

Measure C6: Showering and Storage Facilities

- 9.24 Showering facilities, changing areas and storage lockers will be provided so as to be easily accessible by commercial tenants and employees arriving at the site in line with existing. Providing these amenities is important in promoting higher levels of walking and cycling. The CTPC will publicise these facilities and associated terms of usage via TIPS and other means as appropriate.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Increased uptake of cycling Improved health Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site’s initial occupation, On-going