



now part of



Alexander House, King's Road, Reading

Framework Student Accommodation Travel Plan

On behalf of **PJ Alexander Estates Ltd**

Project Ref: 45074/5501 | Rev: Final | Date: January 2019

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1 Introduction

1.1 Introduction

- 1.1.1 Peter Brett Associates LLP, now part of Stantec (PBA) has prepared this Framework Educational Travel Plan on behalf of P.J. Alexander Estates Ltd to support the planning application for the redevelopment of Alexander House, located Kings Road in Reading to student accommodation.
- 1.1.2 The development proposals relate to the demolition of the existing office building and construction of residential student scheme comprising of 182 units, with associated amenity space. These units will be a mixture of studio and en-suite room clusters.

1.2 Required Scope of Document

- 1.2.1 This FTP has been developed as a guide to the site-wide travel planning approach to minimise vehicle movements by people accessing the student accommodation redevelopment. As the developments commence, the FTP will be updated to reflect travel issues at the time of implementation.
- 1.2.2 It is anticipated that the FTP will be a 'living' document that is appropriately monitored, managed and revised where necessary. It is widely recognised that Travel Plans prepared in advance of occupation can only offer an overarching strategy for sustainable transport. Once a site has sufficient occupancy, there is an opportunity to develop the FTP to reflect the specific needs of the residents, whilst meeting the key objectives and planning commitments.

1.3 Application Site Location

- 1.3.1 The development is located to the north of Kings Road (A329) in Reading. It is bound by Kings Road to the South, Rupert Street to the west, Saxon Court to the north and Crossway Point to the east. The location of the site in context with the local area is illustrated in **Figure 1-1** below.

Figure 1-1: Site Location



1.4 Document Structure

1.4.1 This FTP is divided into the following chapters:

- **Section 2;** outlines the redevelopment proposals and associated transport/ access strategy;
- **Section 3;** briefly summarises the existing site location accessibility and its local amenities;
- **Section 4;** summarises the current operational Alexander House Travel Plan.
- **Section 5;** outlines potential objectives and targets of a Framework Travel Plan;
- **Section 6;** details the Framework Travel Plan measures; and
- **Section 7;** summarises the Framework Travel Plan management and monitoring.

2 Development Proposals

2.1 Development Proposals

- 2.1.1 The redevelopment proposals relate to the demolition of the existing office building and the construction of a 7-storey student accommodation building, comprising of a mixture of one bed rooms and studios.

2.2 Development Schedule

- 2.2.1 The development schedule of the student accommodation is provided in **Table 2-1**.

Table 2-1: Development Schedule

Room Type	Number
1-bed	159
Studio	23
Total	182

- 2.2.2 The development will provide 182 units comprising of studios and 1 bed ensuite rooms. The 1 bed rooms will be located in clusters of 6, 7, 8, 9 or 10 sharing a communal kitchen.

2.3 Site Access

- 2.3.1 The existing vehicular access onto Rupert Street will be retained, it will be expected that this access will be used by cyclists to access the secure cycle parking in the lower ground floor.
- 2.3.2 There will be a pedestrian access to the building from the frontage on King's Road.

2.4 Cycle Parking Provision

- 2.4.1 46 cycle parking spaces will be provided as part of the development in secure and sheltered storage space. The level of provision exceeds the standards set out in RBC's adopted Revised Parking Standards and Design (2011).
- Student
 - 1 space per 5 students = 37 spaces
 - Staff
 - 1 space per 3 staff = 1 space
- 2.4.2 The cycle parking will be in the form of a semi vertical cycle rack located within the lower ground floor, which will be secure, covered and lit. Students and staff would be given a fob to access through the CCTV monitored Rupert Street access in order to take their bicycle out and return.

2.5 Car Parking Provision

- 2.5.1 The development will provide 2 car parking bays for staff only, with zero car parking for students this meets RBC's adopted car parking standards for zone 2, of which the site is located.
- 2.5.2 The car parking is located to the rear of the building and will be accessed from Rupert Street.
- 2.5.3 Future occupiers will not be eligible for a parking permit to any of the Controlled Parking Zones (CPZ) in Reading, this includes the surrounding 12R Parking Zone in the Abbey ward. More information on the CPZ Zone locations is provided within this PDF link - http://www.reading.gov.uk/media/1732/Permit-Parking-Zones-Street-Index/pdf/STREET_LIST_V3.3.pdf.

Disabled Parking Provision

- 2.5.4 The site will provide 3 disabled spaces as standards state, for use by the students.

3 Sustainable Access and Local Amenities

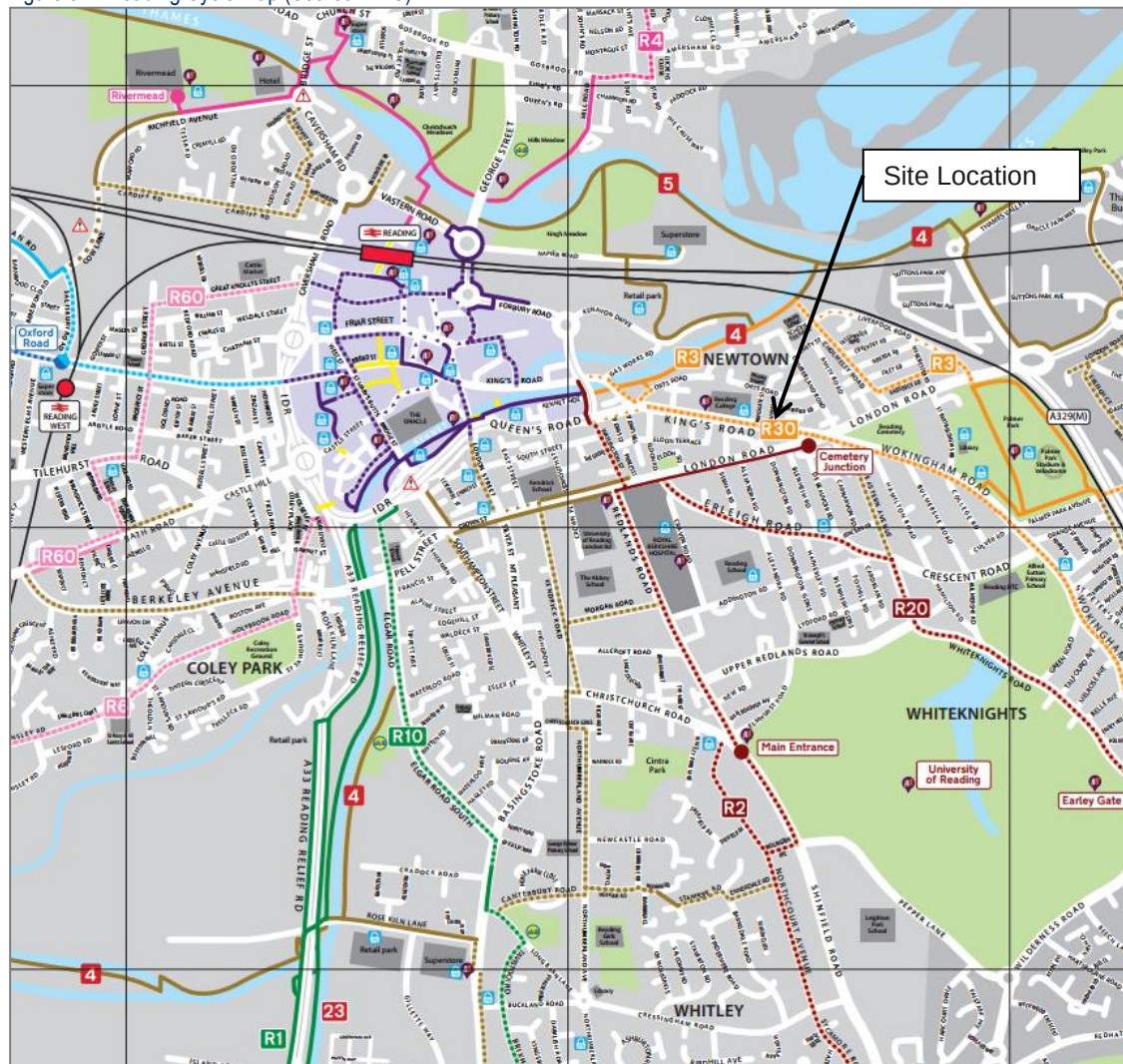
3.1 Overview

- 3.1.1 This chapter describes the transport accessibility from the site and the local amenities.
- 3.1.2 The proposed redevelopment of Alexander House will encourage walking, cycling and the use of public transport.

3.2 Walking & Cycling

- 3.2.1 King's Road is a major movement corridor into and out of Reading Town Centre, and provides excellent, direct routes for pedestrians and cyclists for the majority of its length. **Figure 3-1** illustrates the connectivity to Reading Town Centre and to the wider Reading area.
- 3.2.2 The application site's proximity to Reading Town Centre makes it an attractive option to easily walk or cycle to key locations for a number of journey purposes. Reading Station can be reached in 20 minutes on foot and in 7 minutes via bicycle whilst the Oracle Shopping Centre is accessible in 15 minutes and 6 minutes respectively. A number of employment, retail and leisure opportunities are also located within similar reach, within the Town Centre.
- 3.2.1 Kings Road and London road also offer a range of shops and facilities located within a 3-5-minute walk (or 2-minute cycle). These are set out in **Section 3.4**.
- 3.2.2 A Ready Bike hire station is located 350m to the west of the site, to the north of Kings Road on the Reading College campus. This scheme is part of a wider RBC programme allowing users to hire bikes across Reading on an hourly basis, increasing accessibility by active modes of travel.
- 3.2.3 Puffin crossing facilities are provided to the south of the site crossing Kings Road (A329) and London Road (A4), these enabling convenient access to Tesco Express and the other amenities and services to the south.
- 3.2.4 Having excellent pedestrian links to this key destination further enhances the sustainability of the proposed redevelopment of Alexander House.

Figure 3-1: Reading Cycle Map (Source: RBC)



3.3 Public Transport

Bus

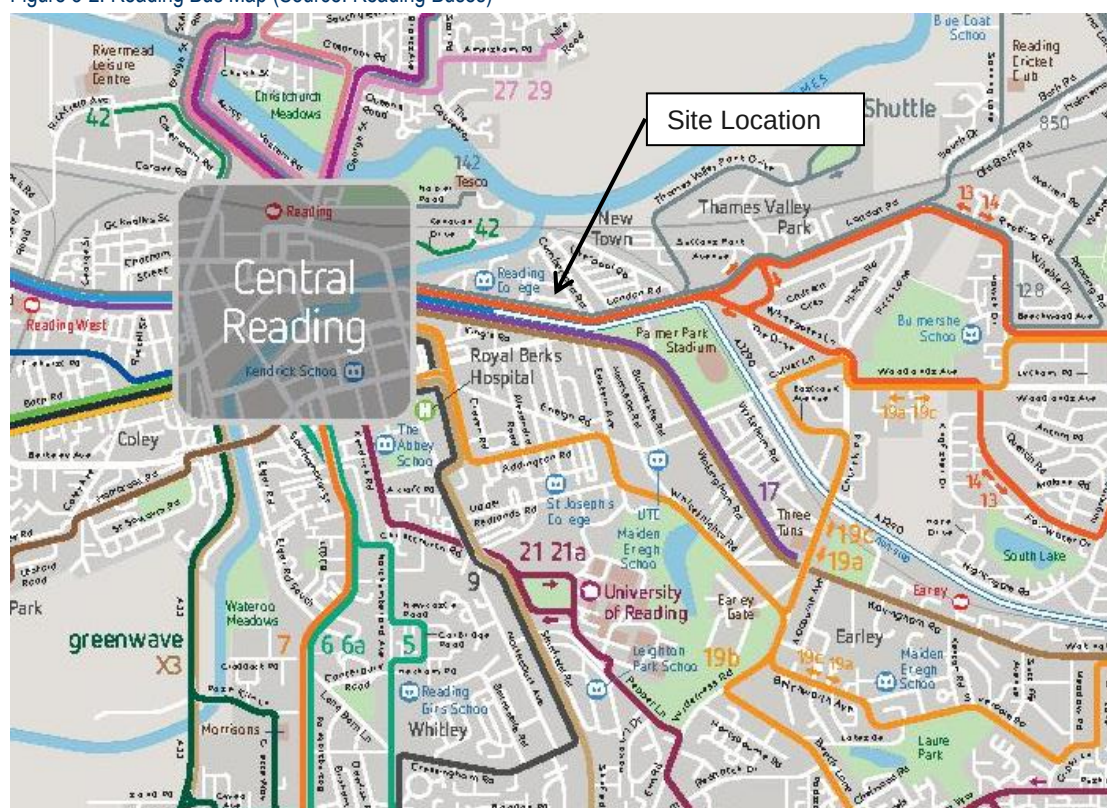
- 3.3.1 Kings Road (A329) offers access to a number of bus services along a major bus route. Bus stops are located on both sides of the carriageway, with dedicated bus lanes allowing for bus priority in both eastbound and westbound directions. These also have dedicated bus signal timings at junctions and recent improvements have also been made to the provision of lanes through the Watlington Street/Kings Road/Queens Road gyratory system.
- 3.3.2 This means that a typical journey time to Reading Town Centre and the Railway Station is approximately 10 minutes. A summary of the buses available with frequencies and directions are included in **Table 3-1**.

Table 3-1: Local Bus Services

Service No.	Directions	Weekday Peak Frequency	Weekday Off-peak Frequency	Weekend Frequency
4	Bracknell – Reading	Every 30 minutes		
13	Woodley Airfield – Reading Station	Every 30 minutes		
14	Colemans Moor – Reading Station	Every 30 minutes		
17	Wokingham Road - Central Reading - Tilehurst	Every 4 minutes		Every 7 minutes
127/128/129	Reading - Twyford - Wokingham / Maidenhead	Every 60 minutes		Every 2 hours
850	High Wycombe - Marlow - Reading	Every 30 minutes		
X4	Bracknell - Reading	Every 30 minutes		

3.3.3 **Table 3-1** indicates that there are bus services of an average frequency in the commuter periods of one service every 3 minutes. Notably the high frequency 17 bus service provides frequent connections to Reading Town Centre and the Early Gate site of the University of Reading campus 24 hours a day 7 days a week, as shown on **Figure 3-2**.

Figure 3-2: Reading Bus Map (Source: Reading Buses)



- 3.3.4 There are further bus services located on Eldon Road an 8 minute walk from the site. Services 3, 3b, 9, 10 and 10a route via the front entrance to the Whiteknights campus, taking approximately a 6 minute journey time.

Rail Services

- 3.3.5 Reading railway station is located a 1.1km walk away which is approximately a 20-minute walk time or a 7-minute cycle ride. Reading station is situated on the Great Western Main Line, which provides access to key destinations including London Paddington and London Waterloo, as well as local services to Newbury, Swindon, Oxford, Basingstoke and Twyford. A summary of the services, frequency and journey time are provided in **Table 3-2**.

Table 3-2: Key Direct Destinations from Reading Station

Destination	Services per hour		Journey Time (mins)
	Peak	Off-Peak	
Maidenhead	6	4	14
Slough	5	5-6	15-25
Basingstoke	4	3	22-30
Oxford	6	4	23
London Paddington	16	9	27-38
London Waterloo	2	2	85
Swindon	5	3	26-32
Southampton	2	2	56
Bath	3	2	58
London Gatwick	1	2	85
Cardiff	2	1	95
Birmingham	2	2	95

Source: National Rail, January 2019

- 3.3.1 Both London stations provide further national rail services across the UK, there are also a number of underground lines. London Paddington has access to the following underground lines; Bakerloo, Circle and District and Circle and Hammersmith and City. London Waterloo additionally has access to the following underground lines; Bakerloo, Jubilee, Northern and Waterloo and City.

3.4 Local Facilities and Amenities

- 3.4.1 There are a number of local amenities within walking distance of the site that are set out below. There are further facilities and amenities located in Reading Town centre, a short, conveniently accessible distance by foot to the west.

Local Shops

3.4.2 Kings Road and London road offer a range of shops and facilities located within a 3-5-minute walk (or 2-minute cycle). These include:

- Tesco Express and Co-op Food;
- Restaurant / Public house;
- Pharmacy;
- Take-away's;
- Barbers;
- Post Office; and
- Cash Machine / ATM;

Food Retail

3.4.3 There are local convenience stores such as Tesco Express and Co-op Food in the vicinity of the site. There is also a wide range of supermarkets such as Sainsbury's, Morrisons, Asda and Tesco that can be used for online shopping and delivery to the site. The delivery strategy for the site is provided within **Section 3.6**.

Leisure and Recreation

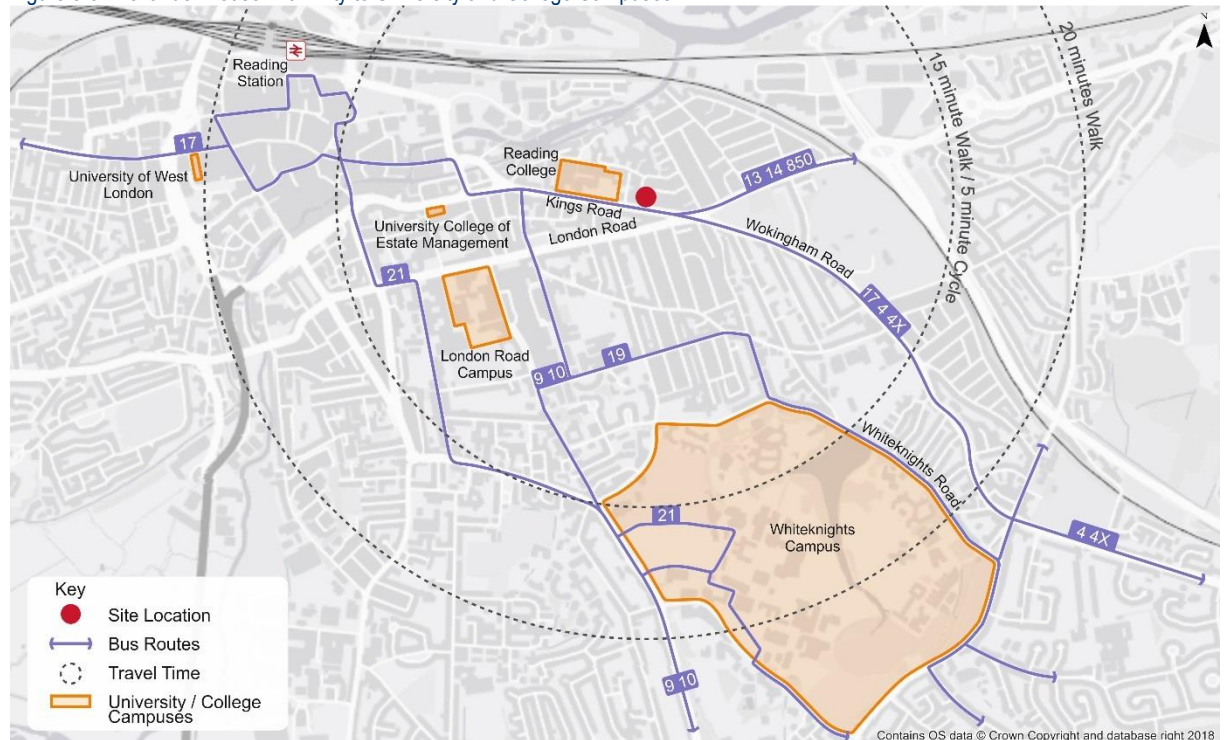
- 3.4.4 The development proposals include the provision of a gym, games room, TV room, Cinema room, laundry facility and a study room facility within the building footprint.
- 3.4.5 Palmer Park is located within a 10 minute walk of the site and provides access to sports facilities including a gym, football pitches and athletics track. Palmer Library is also located within the park accessed from St Bartholomew's Road.

Education

- 3.4.6 Reading University provides a large variety of undergraduate and postgraduate courses as well as research posts at their Whiteknights and London Road Campus locations. Reading University's Whiteknights Campus is located 1.3km away from the site and can be reached within a 15 minute walk or 8 minute cycle, the library and central buildings are located approximately a 21 minute walk from the site. Whiteknights campus can also be accessed from the site via the number 3, 3b, 9 and 10 buses within a 13 minute journey time.
- 3.4.7 Whiteknights campus forms the main campus for Reading University, where the majority of university departments are located as well as Henley Business School and the ICMA Centre. The campus also provides a variety of amenities including the main library, student union, food and drink outlets and SportsPark.
- 3.4.8 Reading University's London Road Campus is located within 1km of the site, approximately a 12 minute walk and 5 minute cycle. The London Road Campus is home to the Institute of Education and the Great Hall. There are a number of food and drink outlets at the London Road Campus.
- 3.4.9 The University of West London, Berkshire Institute of Health is located to the centre of Reading, 2km west of the site. The campus can be accessed directly via the 17 and 4 bus services within 15 minutes.

- 3.4.10 University College of Estate Management is located along Queen's Road, providing a variety of undergraduate and postgraduate courses. It is located approximately 950m away from the site by foot, a walk time of 12 minutes.
- 3.4.11 Reading College is located in close proximity to the site, next door but one. It provides a variety of courses.
- 3.4.12 The site in relation to the campuses outlined above is set out in **Figure 3-3**. The frequency and destinations of the bus routes shown in this figure is provided within **Table 3-1**.

Figure 3-3: Alexander House Proximity to University and College Campuses



Health & Medical

- 3.4.13 The closest GP surgery is Melrose Surgery, located within a 9-minute walk from the site. Royal Berkshire Hospital is located 700m from the development site which has the nearest A&E department, this would take approximately an 8 minute walk from the site.
- 3.4.14 Alexandra's Dental Practice, is located 400m south-west of the site, providing NHS services in addition to private services. This dental practice could be accessed within a 5 minute walk.

4 Baseline Mode Share and Travel Surveys

4.1 Interim Travel Data

- 4.1.1 The baseline travel data has been used to set targets in **Section 5**. This baseline modal split has been calculated using the comparable TRICs sites selected as set out in the TS. As these targets are for student residents only the single occupancy vehicle has been set at 2% due to there being 3 disabled bays only. The interim baseline targets is provided within **Table 4-1**.

Table 4-1: Interim Baseline Modal Split for Student Residents

Walking	*SOV	*MOV	Cycling	Rail	Bus and Tram
84%	2%	6%	1%	0%	7%

(*SOV = Single occupancy vehicle, *MOV = Multiple occupancy vehicle)

4.2 Travel Survey Methodology

- 4.2.1 The travel methodology will benefit from discussions with the travel plan officers prior to surveys being undertaken. At this stage, it is expected the travel surveys will take the form of a questionnaire issued to the residents as part of the management of the facility. will include consideration of the journey purpose and destination.

4.3 Schedule of Travel Surveys

- 4.3.1 The baseline travel data for the future occupiers of the 182 student living units will be confirmed through undertaking resident travel questionnaires within 3 months after occupation. Year 1, 3 and 5 surveys will be undertaken one year after the initial surveys within the same calendar month.

5 FTP Objectives and Targets

5.1 Overview

- 5.1.1 This section sets out the overarching objectives and targets of the FTP for the academic and student accommodation uses of the redevelopment.

5.2 Objectives

- 5.2.1 The aim of this FTP is to outline a set of potential measures and initiatives to help promote sustainable travel in the absence car parking for students. The future TP will seek to encourage sustainable and healthier travel alternatives by users to the site.
- 5.2.2 The following objectives are proposed for a future Travel Plan to support sustainable travel of staff and residents at Alexander House.
- 5.2.3 The following objectives are proposed for a future Travel Plan to support sustainable travel of staff, students and visitors to the new proposed academic and student accommodation facilities at the campus:
- i. Increase the awareness of the Travel Plan and its constituent elements;
 - ii. Reduce the need to travel;
 - iii. Encourage greater use of more sustainable means of travel; and
 - iv. Develop an ongoing management coordination process which will be monitored and reviewed to identify any changes needed.

5.3 Targets

- 5.3.1 The success of the future Travel Plan should be monitored against clearly defined targets related to travel. These targets must be SMART as explained below as;
- **Specific:** identifying precisely what is to be achieved;
 - **Measurable:** over the duration of the target period; allowing for regular evaluation of effectiveness;
 - **Appropriate:** and linked to the overall objectives and aims;
 - **Realistic:** in terms of the potential to actually be achieved over the duration of the target;
 - **Timed:** the target must define a date and series of dates by which it is expected to be achieved.
- 5.3.2 A mode share is set that seeks to cap the level of single occupancy car travel as per the interim mode share confirmed in **Section 4**. As the key goals for this FTP, all local trips to Reading Town Centre and the university campuses can be made by sustainable transport.
- 5.3.3 The interim targets are set out below in **Table 5-1**.

Table 5-1: 5 Year Mode Share Targets for the Student Residential Units.

Mode	Baseline	Year 1	Year 3	Year 5
Walking	84%	84%	84%	84%
SOV	2%	2%	2%	2%
MOV	6%	5%	5%	4%
Cycling	1%	2%	2%	2%
Rail	0%	0%	0%	0%
Bus and Tram	7%	7%	7%	8%

- 5.3.4 The key target is to reduce the Multi Occupant Vehicle modal share by 2% over the five years. It is not proposed to increase the rail modal share over the five years, as the student accommodation will be used by students studying within Reading, with no requirement for trains to travel to the campuses.

6 FTP Measures

6.1 Context

- 6.1.1 In order to meet the objectives and targets, set out in **Section 5** of this FTP the occupier will continue to promote the use of sustainable transport and discourage the use of car using a number of measures and initiatives.

6.2 Measures and Initiatives

- 6.2.1 A key element of the FTP is ensuring residents, visitors and staff are aware of what travel options are available to them and the benefits that will allow them to choose to travel by a range of modes. This is very important to make this Framework Travel Plan successful.
- 6.2.2 **Table 6-1** below identifies a number of potential measures to meet the five FTP objectives set out in chapter 5.

Table 6-1: FTP Measures

Objective	Measure	Phase	Responsibility
Increase the awareness of the FTP and its constituent elements	Promote availability of cycle, walking public transport routes, maps, services and facilities at the vicinity of the site to staff, students and visitors. To include during the annual bike and sustainable travel weeks	Following Occupation	Travel Plan Coordinator
	Include sustainable travel information in student and staff inductions and include information online		
	Communicate sustainable travel options to new students at the time of booking		
	Improve visitor travel information on website		
	Extend the Marketing campaign to support sustainable transport including travel challenges		
Encourage greater use of more sustainable means of travel	Offer a Walking Buddy scheme		Developer
	Promote the Ready Bike Share Scheme at Reading College		
	Provide pedestrian connecting to existing pedestrian network and public transport facilities.		
	Provide secure and conveniently located cycle storage provision		
	Provide lockers to store personal equipment for staff		
	Fibre optic broadband infrastructure to allow internet access to every student unit		

Objective	Measure	Phase	Responsibility
	and academic space, if required		
Develop an ongoing management coordination process	Undertake future travel surveys.		Travel Plan Coordinator
	Following the completion of the travel surveys, a comprehensive review of the TP will be undertaken.		Travel Plan Coordinator

6.3 Staff Recruitment

- 6.3.1 There is to be two members of staff employed at the development, so there travel habits of the staff are likely to have a small effect on the local road network. However, in the process of recruiting the member of staff for the development, there is to be an endeavour to hire a person living in walking distance to the development or within access by cycling or public transport.

7 Travel Plan Management

7.1 Introduction

- 7.1.1 This part of the FTP outlines the details of appointing a Travel Plan Coordinator (TPC) and responsibilities of the role. The TPC will be responsible for keeping the FTP up-to-date and adapting the measures of the TP based on the initial travel behaviour of the residents, visitors and members of staff.

7.2 Appointment of travel Plan coordinator

- 7.2.1 The appointment of a Travel Plan Co-ordinator (TPC) is fundamental to the successful implementation and management of the FTP. The TPC will act as the promoter and day-to-day manager of the components of the FTP to secure its implementation, as well as being the key contact point for the residents and other people who use the site.

7.3 Responsibilities of the travel plan coordinator

- 7.3.1 The key responsibilities of the TPC are set out below, although they will be reviewed on a regular basis:
- Coordinating the necessary data collection to develop the 'Welcome Pack' for all units, containing: maps of local walking and cycling facilities; public transport timetables; contact details for local bus and taxi companies; contact details for local authority travel-based initiatives and promotions; and information about all local facilities in the area;
 - Representing the 'human face' of the FTP, such as liaison with the residents' steering group (if applicable);
 - Providing a focal point for the residents for community-based travel issues;
 - Liaising with RBC over monitoring and reviews of the TP, and to help assess progress towards achieving mode-shift away from car use; and
 - Promoting the individual measures and packages.

7.4 Monitoring and Review

- 7.4.1 A travel survey will be regularly conducted following the occupation of the site, and repeated year, year three and year five following the initial survey. The survey will give an idea of the mode share of the residents at the site and the results will be fed into future versions of this FTP and measures should be updated should this be necessary.