

RPS

**KING'S POINT
120 KING'S ROAD
READING**

RESIDENTIAL TRAVEL PLAN

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RESIDENTIAL TRAVEL PLAN

5 April 2018

Our Ref: SRD/HB/adf/JNY9536-02a

RPS

140 London Wall
London
EC2Y 5DN

Tel: 020 7280 3300

Email: rpslp@rpsgroup.com

QUALITY MANAGEMENT

Prepared by:	Harrison Bains
Authorised by:	Shelley Dix
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1 INTRODUCTION

Overview

- 1.1 This Residential Travel Plan (the ‘Travel Plan’) has been prepared by RPS on behalf of Henry Construction Projects Ltd in order to discharge Condition 30 of the planning decision for the proposed development at King’s Point, 120 King’s Road, Reading (application ref: 162087/VARIAT). The planning application was approved in February 2017 by Reading Borough Council (RBC).
- 1.2 The development proposal comprises 103 residential apartments and 351.5 sqm of commercial (A1/A3) floorspace, with associated parking and landscaping.
- 1.3 Condition 30 of the Decision Notice states the following:

“No more than 51 (fifty-one) of the flats hereby permitted shall be occupied before a Travel Plan, based on the ‘Framework Travel Plan’ by Entran, received on 8 January 2015 (no reference) has been submitted to and approved by the Local Planning Authority. The Plan shall include a full analysis of the modal split of residents, reasons for the modal choice and detailed proposals for future transport provision, with the aim of securing reduction in car trips generated to and from the site.

Reason: to encourage travel by sustainable alternatives to driving a motor car in accordance with the Local Planning Authority's approved transport policies. Policies: CS23, CS24”

- 1.4 The Travel Plan has therefore been based on the Framework Travel Plan (FTP) and produced in line with best practice guidance.

The Site

- 1.5 The site is located at the junction of King’s Road and Watlington Street (A329), immediately to the north of the Kennet and Avon Canal. The site is bound to the west by Bembridge Place.
- 1.6 The location of the site on the edge of Reading town centre is illustrated in **Figure 1**.

The Development

- 1.7 The development comprises 103 residential apartments and 351.5 sqm GIA (gross internal area) of commercial (A1/A3) floorspace at the ground and mezzanine floor level. A total of 27 residential car parking spaces including accessible spaces and electric charging points are provided, along with 70 residential cycle parking spaces and six visitor cycle spaces.
- 1.8 In terms of the car parking provision, it is anticipated that priority will be given to the 3-bedroom flats and that no parking would be available for the one-bedroom flats. 40% of the parking will be provided with passive electric charging points; it is expected that 20% will receive active charging points but this will be dependent on the results of the first travel survey. A disabled parking space will be designated for each of the five accessible units.

- 1.9 The car parking is located at basement level and cycle parking at ground floor level. The approved ground floor and basement layout plans are shown in **Appendix 1**.

Structure of this Travel Plan

- **Section 2** provides an overview of the Travel Plan, including its purpose, benefits and scope;
- **Section 3** provides details of the current policies that relate to Travel Plans;
- **Section 4** presents an assessment of the existing transport conditions local to the site;
- **Section 5** outlines the aims, objectives and target of the Travel Plan;
- **Section 6** provides details regarding the management of the Travel Plan over the Travel Plan period;
- **Section 7** sets out the measures and marketing and promotional strategies;
- **Section 8** presents the Action Plan for the Travel Plan;
- **Section 9** includes the details of the monitoring and review strategy in terms of meeting the aims, objectives and targets of the Travel Plan; and
- **Section 10** provides a summary of the Travel Plan and conclusion.

2 TRAVEL PLAN OVERVIEW

Purpose and Scope

- 2.1 This Travel Plan is based on the Framework Travel Plan (FTP) prepared by Entran (dated December 2014), which covered both residential and commercial developments at the site. The FTP formed part of a Transport Implementation Strategy (TIS) seeking to influence how people travel rather than simply providing facilities based on current travel habits. The TIS included a Framework Travel Plan, a Delivery and Service Plan and a Construction Management Plan.
- 2.2 Accordingly, this Travel Plan aims to reduce single occupancy car use through encouraging and promoting more sustainable forms of transport from the outset. The developer is committed to implementing and sustaining an effective Travel Plan to influence travel behaviour for residents and visitors. This Travel Plan provides a management plan for the movement of people, vehicles and goods.
- 2.3 The layout of the development and the future management has been designed to influence modes of travel rather than simply reacting to them. The focus of any such plan is to reduce the need to travel, especially by car, and the provision of a residential scheme with limited parking levels in an area with excellent access to public transport is a fundamental element in achieving this objective.
- 2.4 This Travel Plan seeks to formalise the measures to be implemented and targets for the residential development outlined in the FTP.
- 2.5 The primary objective of the Travel Plan will be to effect a change in both attitude to travel and more practically, a reduction in the use of single occupancy car travel, thereby reducing total car mileage and the resultant impact on the environment. Additionally, specific objectives are detailed in Section 3 of the plan.
- 2.6 This is fully in accordance with the primary objectives of the *National Planning Policy Framework (NPPF)*. This Travel Plan has also been prepared with reference to the *Planning Practice Guidance: Travel Plans, Transport Assessments and Statements (2014)*.
- 2.7 The Travel Plan will be a permanent and ongoing strategy for enabling residents and visitors to travel to the site by more environmentally sustainable modes of transport and also to provide information and incentives to residents and visitors.

Introduction to Travel Plans

- 2.8 A Travel Plan (TP) is a package of initiatives to tackle different aspect of transport, including commuter journeys, business travel and fleet management. The elements of a TP can vary depending on the nature of the development and local geography and circumstances.
- 2.9 A TP is typically a package of practical measures to encourage residents and visitors to choose an alternative to single occupancy car use, and to reduce the need to travel in connection with their work.

- 2.10 The TP should be tailored to a particular site and include a range of measures which will make a positive impact at that site e.g. making best use of public transport; setting up a car sharing scheme; providing cycle facilities; restricting car parking or possibly setting up video conferencing facilities to cut travel to other sites. The purpose is to make the more sustainable transport modes safe and practical and therefore attractive to residents.

The Benefits of a Travel Plan

- 2.11 The effects of travel choices on our environment, our health and our quality of life are well documented. Sources describe how increases in road traffic have produced unsustainable levels of congestion and pollution. The effects can be felt at a local level through poor air quality, noise and busier roads and at a global level through suggested linkages to climate change. Journeys by road are becoming slower and less reliable causing problems for the economy and stress to drivers.
- 2.12 There has been a significant increase in the proportion of individuals travelling to work or study by car. Over 80% of car journeys to work are driver only (single car occupancy). Even a small modal shift in journeys to work away from the private car would result in a considerable reduction in traffic congestion at peak times.
- 2.13 It is necessary to look at the way staff and residents currently travel and consider ways of reducing the impact on the surrounding highway network of that travel. This means using more sustainable modes such as walking, cycling, bus or rail in preference to single occupancy car use. The TP should enable staff, residents and visitors to reconsider how they make regular journeys.
- 2.14 If every car commuter used an alternative to the car on just one day a week, car usage levels for such journeys would be reduced by as much as 20% immediately, with parking requirements also reduced by up to 20%. In most towns a 20% reduction in peak hour travel is similar to the reduction experienced during school holidays.
- 2.15 **Table 3.1** below summarises some of the benefits of implementing a TP and indicates who will benefit.

Table 3.1: Summary of the Travel Plan Benefits

Benefit	Residents	Community / Environment
Cost Savings	✓	
Healthier Staff/residents and reduced absenteeism	✓	
Improved site access	✓	✓
Reduced congestion	✓	✓
Reduced accidents	✓	✓
Improved staff morale	✓	
Improved quality of life	✓	✓
Reduced stress	✓	
Improved local air quality	✓	✓
Reduced noise		✓

- 2.16 The problems of traffic growth have been recognised from a global perspective, to a national level and down to local level. TPs are seen to be a key factor in tackling the problems caused by the over reliance upon the motor car and the reluctance to use more sustainable modes of transport.
- 2.17 The NPPF outlines the Government's principal policies relating to transport and planning. This places increased emphasis on TPs with recognition given to the role they play in delivering sustainable transport objectives. Details of relevant national and local guidance are contained in Section 3 of this report.

Components of the Travel Plan

- 2.18 There are a number of key components included within this Travel Plan to ensure that an effective and successful strategy is implemented. The key components include:

- **Background Information:** the existing travel habits of residents/visitors must be identified and the reasons for them understood, before any attempt can be made to influence transport choices;
- **Objectives and Targets:** once the existing conditions are known, realistic, attainable, timebound objectives can be developed, in the light of operational and budgetary constraints. Objectives and targets may be different. Objectives may be as abstract as explaining the reason for implementing certain measures whereas targets may be measurable outcomes or goals;
- **Measures:** having set the objectives the appropriate measures required to attain them should be identified. This process will be an evolutionary one and the measures adopted may vary over time as new partners are found and the effectiveness of measures are evaluated. Therefore, both long and short term policies and initiatives need to be developed. The measures should be worked up in partnership with the local highway and planning authorities.

This Travel Plan identifies two types of measure; secured and potential. The secured measures are those which are either already in place or will be delivered as part of the proposed redevelopment scheme. These may include both infrastructure and management practices. The potential measures are those which may be considered appropriate at some stage in the future but which will need to be reviewed following each survey and review session;

- **Raising Awareness and Marketing:** it is essential, if the plan is to succeed, for the site occupiers to 'take ownership' of the plan. A wave of awareness and involvement must be created and the strategy to achieve this must be flexible, but an outline approach is set out within this Travel Plan; and
- **Monitoring and Review:** the range of successes achieved and the need to adopt new tactics or focus on the sub-groups can only be recognised if attitudes to transport and the measures adopted are monitored from the beginning. This Travel Plan therefore sets a programme for surveys and reviews.

- 2.19 It should be noted that a TP is a document that will evolve over time as additional information becomes available and the travel habits of residents and visitors change. To consider any document to be the definitive TP for the development will lead to an ineffective, and ultimately, obsolete initiative. The plan needs to set out the policy objectives and initiatives, but allow them to develop and evolve over time.
- 2.20 All of the above issues are discussed in greater detail in the following sections.

3 POLICY AND GUIDANCE

Introduction

- 3.1 This Residential Travel Plan concentrates on sustainability issues and outlines a package of initiatives that are designed to encourage more efficient use of the private car and promote a choice of alternative travel modes. Travel Plans have become an important tool for the delivery of national and local transport policy and commonly play an integral part in the planning process, fulfilling a role in encouraging more sustainable development. The relevant national and local policy and guidance are outlined below.

National Planning Policy and Guidance

National Planning Policy Framework (March 2012)

- 3.2 *The National Planning Policy Framework (NPPF)* is part of the reforms to make the planning system less complex and more accessible and to promote sustainable growth. The Framework replaces national policy which was outlined in PPSs and PPGs with the prime purpose to be to help achieve sustainable development, with a presumption in favour.
- 3.3 Paragraphs 29 to 41 relate to Promoting Sustainable Transport and paragraph 29 states that Transport policies have an important role to play in facilitating sustainable development. Paragraph 30 states that encouragement should be given to solutions that support reductions in greenhouse gas emissions and reduce congestion.
- 3.4 The NPPF sets the policy background for the development of Travel Plans. Paragraphs 35 and 36 state that:

“Plans should protect and exploit opportunities for the use of sustainable transport modes...

A key tool to facilitate this will be a Travel Plan and all developments which generate significant amounts of movement should be required to provide a Travel Plan.”

Planning Practice Guidance: Travel Plans, Transport Assessments and Statements in Decision-Taking (March 2014)

- 3.5 This Guidance was released in March 2014 and sets out the positive contributions that Transport Assessments/Statements and Travel Plans make. It also states that these documents should be proportionate to the size and scope of a development proposal, be tailored to particular local circumstances and be established at the earliest practicable stage through collaborative ongoing working between local planning authorities, developers, relevant transport authorities and neighbourhood planning organisations.
- 3.6 The Guidance released in March 2014 complements the NPPF. In relation to Travel Plans it states:

“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.” [Paragraph 001]

3.7 It further states that any sanctions should be reasonable and proportionate with careful attention paid to the viability of the development. The document favours non-financial sanctions where Travel Plan outcomes / processes are not adhered to.

3.8 The Travel Plan should explicitly outline what data is to be collected and the length of the monitoring period.

Draft Reading Borough Local Plan (May 2017)

3.9 Paragraph 4.5.3 of the Draft Reading Borough Local Plan highlights the importance that users of, and visitors to major development (defined as over 10 dwellings) make sustainable travel choices using non-car modes of transport. Provision should be made to enable and support walking, cycling and the use of public transport from the development.

3.10 It is noted that Travel Plans are to be sought for developments that are likely to have significant transport implications. These will involve undertakings from developers and occupiers, to implement measures for promoting and supporting the use of sustainable transport, in accordance with best practice. Travel Plans should include robust measures to ensure that the proposals in them are implemented, monitored and reviewed as necessary.

3.11 Furthermore, it is stated that major residential proposals should also examine and include proposals to enable the promotion and support of safe routes to schools, as well as sustainable travel to local services and facilities, including access to and provision of public transport.

4 SITE ASSESSMENT

Site Location and Description

- 4.1 The site is located at the junction of King's Road and Watlington Street (A329), immediately to the north of the Kennet and Avon Canal. The site is bound to the west by Bembridge Place.
- 4.2 The location of the site on the edge of Reading town centre is illustrated in **Figure 1**.

Audit Process

- 4.3 Pedestrian, cycle and public transport audits have been carried out for the area surrounding the development site, as set out below.

Pedestrian Movements

- 4.4 Bembridge Place has a footway on one side only but is a cul-de-sac providing access to the King's Point site and the car park / service area of a public house. In practice this acts as a quasi shared space and it is both safe and suitable for the carriageway to accommodate pedestrian movements.
- 4.5 King's Road has footways at least 2 metres in width on both sides, and signal controlled pedestrian crossing facilities are provided across all arms of the King's Road / Forbury Road / Watlington Street junction. The footways along King's Road provide a direct and convenient route to Reading town centre to the west, which is in the main pedestrianised area. Reading railway station can be accessed via pedestrianised routes within the town centre. There are no prohibitive gradients and the route is well lit and well supervised.
- 4.6 To the north of the site Forbury Road crosses the River Kennet. A ramp on the northern side of the river provides an alternative and pleasant pedestrian route to the rail station referred to as Chestnut Walk, a public right of way (PROW) footpath leading to the Abbey ruins and Forbury Gardens.
- 4.7 To the south of the site Watlington Street also crosses the River Kennet. On the southern side of the bridge the Kennet and Avon Canal towpath can be accessed, either via a ramp on the western side or a set of steps on the eastern side. This towpath provides a direct and traffic-free route to the south of Reading, and to the west it joins the Thames towpath.
- 4.8 An audit of crossings around the site shows that the footways on King's Road and Forbury Road have flush dropped crossings (<6mm). Tactile paving is only provided at controlled crossings rather than all road junctions. Pedestrian crossings are located on pedestrian desire lines to/from the town centre, of which some are controlled and some uncontrolled.
- 4.9 Most footways in the vicinity of the site are subject to some street furniture clutter such as posts, BT cabinets, cycle stands and waste bins; however, in no location is this deemed to cause undue obstruction. Overall the pedestrian environment surrounding the site is of a high quality, commensurate with its town centre location.

Cycle Movements

- 4.10 King's Point is very well served by cycle infrastructure. RBC's cycle route map (Spring 2016) is included as **Appendix 2**. As shown on-road and traffic-free through the town centre can be accessed from King's Road. Access to Reading rail station can be achieved via cycle routes along Broad Street, Queen Victoria Street and Station Approach.
- 4.11 Reading Cycle Route R2 runs directly from the site, southwards over the canal to a segregated cycle route which has a sign indicating Royal Berkshire Hospital can be accessed in one minute and University of Reading can be accessed in 6 minutes. Route E2 branches off to R20 at London Road, providing direct access to the Whiteknights Campus and the Earley Gate.
- 4.12 The Kennet and Avon Canal towpath forms part of the National Cycle Network Route 4 (NCN4), and also forms part of RBC's town centre cycle network to the west of the site and Reading Cycle Route R3 to the east of the site.
- 4.13 It is apparent from the cycle route map included in **Appendix 2** that King's Point represents the convergence of Reading Cycle Routes R3, R30, R2, R20, the town centre network and NCN4. It is therefore considered that the site is exceptionally well placed to promote travel by cycle.
- 4.14 70 long stay residential cycle parking spaces are provided within a secure store within the building plus six short stay visitor cycle parking spaces located adjacent to the refuse store.

Bus Provision

- 4.15 The site is extremely well served by bus services. The nearest bus stops are located on King's Road and the A329 within 100m of the site. All stops have timetables and raised kerbs for low floor buses. The stops on the A329 also have shelters and real time passenger information.
- 4.16 **Table 4.1** below summarises the services available from the bus stops on King's Road and the A329 within one minutes' walk of the site. Full timetables are available at: <http://www.reading-buses.co.uk/times/>.

Table 4.1: Bus Route Summary

Route Number	Details	Duration (Weekday)	Frequency		
			Weekday	Sat	Sun
Leopard 3 / 10	Central Reading ĩ Arborfield ĩ Wokingham ĩ Bracknell	05:17 ĩ 23:42	15 mins	15 mins	30 mins
Lion 4 / X4	Central Reading ĩ Wokingham ĩ Bracknell	05:17 ĩ 23:12	15 mins	15 mins	30 mins
Scarlet 9	Reading Station ĩ RBH ĩ Whiteley Wood	08:52 ĩ 19:52	Hourly	Hourly	No Service
Orange 13 / 14	Reading Station ĩ Thatchers ĩ Woodley ĩ Chequers	05:17 ĩ 02:32	30 mins	30 mins	Hourly
Purple 17	Tilehurst ĩ Central Reading ĩ Wokingham Road	24 hours	7-15 mins	7-30 mins	10-20 mins
Pink 22	Caversham Heights ĩ Central Reading ĩ Lower Earley	05:49 ĩ 16:39	Hourly	Hourly	Hourly
42	Reading Station ĩ Rivermead ĩ Kenavon Drive	06:13 ĩ 19:15	40 mins	40 mins	No Service
Greenline 500	Central Reading ĩ Winnersh Triangle P&R	07:03 ĩ 18:56	15 mins	15 mins	No Service
127/128/129	Reading ĩ Twyford ĩ Wokingham / Maidenhead	06:41 ĩ 18:37	Hourly	Hourly	No Service
850	Reading ĩ Marlow ĩ High Wycombe	06:27 ĩ 19:12	Hourly	Hourly	No Service

Source: Reading Buses; Traveline (accessed February 2018)

- 4.17 It is evident from **Table 4.1** that the site is very well served by buses, operating from early in the morning to late at night at high frequencies. Importantly, the frequencies are such that passengers are able to turn up at a bus stop and catch the next bus rather than having to plan their journeys around a timetable.

Rail

- 4.18 Reading rail station is located within easy walking distance of the site along well lit, convenient and direct pedestrian routes with no prohibitive gradients. A number of the local bus services also provide access directly to the station.
- 4.19 The station provides a total of 344 cycle storage spaces and a multi-storey car park.
- 4.20 Reading rail station is served by a number of routes, the primary route being the Great Western Railway, which runs from London Paddington and splits into two lines to the west of Reading; one to Bath, Bristol and South Wales, the other to the West Country. Recent improvements to Reading station have increased line capacity to the West Country in particular.
- 4.21 Other main lines connect Reading with Birmingham, Northern England and Scotland to the north, and Winchester, Southampton and Bournemouth to the south. A secondary line also connects Reading with Guildford and London Gatwick Airport.
- 4.22 Trains travel from Reading into London every 6-8 minutes and the journey into Paddington takes approximately 27 minutes. Oxford can be reached in 23 minutes with trains leaving every quarter of an hour, and Bath can be reached in under an hour with trains every half hour.

Local Highway Network

- 4.23 Bembridge Place is a very lightly trafficked cul-de sac that only serves the site on the eastern side and the pub on the western side of the road. The road is approximately 4.2 metres wide and facilitates two-way movements.
- 4.24 King's Road routes east / west from Reading town centre in the west and the signal controlled junction with Watlington Street / Forbury Road (A329) on the edge of the town centre in the east. The road is approximately 9 metres wide in the vicinity of the site providing one lane westbound and two lanes eastbound, of which one is a dedicated bus lane. King's Road is subject to a 30mph speed limit.
- 4.25 King's Road can be accessed from Watlington Street which forms the southern arm of the signal junction. Watlington comprises four lanes of traffic and is one-way in a northbound direction. Forbury Road forms the northern arm of the signal controlled junction and is a two lane dual carriageway.
- 4.26 Watlington Street / Forbury Road (A329) forms part of Reading's Inner Distribution Road (IDR), which is a heavily trafficked orbital route that provides access around Reading town centre. The IDR connects to the key radial routes including the A4 and A33 which in turn link to the M4 at the southern outskirts of Reading.

Car Parking Provision

- 4.27 27 car parking spaces are provided, including 5 disabled spaces.

Summary

- 4.28 The analysis of bus and rail services has indicated that the development site is located in a highly accessible area with respect to public transport. Within a short walking distance of the site it is possible to access 10 frequent bus routes and rail services to a wide geographic area.
- 4.29 The surrounding footways are of a good quality and considered adequate to accommodate additional pedestrian movements. All crossing points have flush dropped kerbs and all controlled crossings have tactile paving. The site is also located in close proximity to a number of designated cycle routes.
- 4.30 The King's Point site is therefore clearly very well placed to promote travel by sustainable modes of transport.

5 AIMS OBJECTIVES, AND TARGETS

Introduction

- 5.1 The Travel Plan is developed to encourage sustainable travel choices. To guide the Travel Plan a central aim has been identified that will be achieved through delivering a series of objectives. Targets are used to measure the progress of the Travel Plan towards influencing travel choices.

Aim and Objectives

- 5.2 The purpose of the Travel Plan is to achieve a modal shift away from the private car. This subsequently forms the basis for the main aim of the Travel Plan which has been identified as:

“To encourage sustainable travel choices amongst residents so that traffic generation during peak hours is below that forecast for the development by full occupation.”

- 5.3 In line with relevant policies and guidance, the aim of the Travel Plan will be achieved through delivering a series of objectives:

- Remove travel as a barrier to social inclusion;
- Reduce the need to travel;
- Discourage the use of unsustainable modes of transport and enable residents to make travel choices that benefit themselves and the community; and
- Raise awareness of alternative modes of transport and thus encourage a modal shift towards more sustainable travel modes.

Travel Plan Targets

- 5.4 Targets must be SMART (specific, measurable, attainable, realistic, and time-bound). For this reason targets here are for a five year time frame following first occupation, with interim targets at three years.
- 5.5 The Transport Assessment (prepared by Entran and dated December 2014) which accompanied the original planning application (planning permission ref. 150019), included predicted mode share for the residential element of the development. Mode share targets have been set out in the FTP accordingly, which are as follows:

Table 5.1: Residential Mode Share Targets

Year	Driver	Car Passenger	Walk	Cycle	Bus	Rail
Baseline	26%	4%	53%	2%	6%	9%
Year 3	23%	3%	54%	4%	7%	9%
Year 5	21%	2%	55%	5%	8%	9%

Source: Entran FTP (Dec 2014)

- 5.6 These targets would result in a 5% reduction in single car occupancy and a 7% reduction in car travel overall within five years of implementing the Travel Plan, matched by a commensurate increase in travel by sustainable modes.
- 5.7 Following the baseline travel survey it is possible that revised targets for each mode of travel will be identified.

6 MANAGEMENT

Overview

- 6.1 In the context of this development, the Travel Plan will be orientated towards influencing travel behaviour of resident/visitor journeys and will seek to advise these groups of the benefits of using alternative transport modes, promoting their use and discouraging the use of the car. The site developer will be responsible for the overall implementation of the Travel Plan.

Travel Plan Coordinator

- 6.2 The Developer will appoint and fund an appropriately skilled Travel Plan Coordinator (TPC) for the residential development. The TPC will be responsible for the implementation, administration and monitoring of the Travel Plan.
- 6.3 The TPC will be the main point of contact for the residents and the Council and their contact details will be provided to the Council upon appointment and to the residents on first occupation.
- 6.4 The TPC will be appointed ahead of occupation of the development, in order to finalise the measures and strategy for delivery. Following first occupation of the development the TPC will work alongside any emerging residents' groups. The TPC's responsibilities would involve:
- Liaise with RBC to finalise the Travel Plan provisions;
 - Prepare the Residential Travel Information Pack alongside RBC;
 - Endeavour to set-up voucher schemes with local bus operator and/or local cycle store/online retailer as necessary;
 - Provide the sales suite with a Travel Information Pack and inform the sales team of the commitment to the Travel Plan for promotion to prospective residents;
 - Implement the Travel Plan in time for occupation of 51st residential unit;
 - Distribute Travel Information Pack to all first occupants of households;
 - Seek to raise awareness of the Travel Plan and its importance through newsletters (every six months);
 - Contact and link measures with other Travel Plan Coordinators within the area;
 - Contact the local authority Travel Plan Officer as appropriate for travel information updates and feedback of any comments provided by residents relating to the plan;
 - Monitor the redemption rate of distributed vouchers annually;
 - Undertake traffic surveys and resident questionnaires biennially; and
 - Review the Travel Plan once annually with RBC and consider alternate/additional initiatives if necessary.

- 6.5 With regard to the monitoring and ongoing development of the Travel Plan the TPC would update the residents travel details through conducting biennial surveys, commencing six months after occupation of the first dwelling until at least five years following first occupation. If the headline target has not been met after the five years the surveys would continue on a biennial basis until the target was met up to a maximum of three further years.
- 6.6 The developer will fully participate where appropriate with the Travel Plan initiatives and would fully support the TPC, where necessary and required in order that they perform their role effectively.
- 6.7 **Table 6.1** provides an overview of the administrative duties to be undertaken by the TPC and corresponding timescales.

Table 6.1: TPC Administrative Duties

Approximate Time Period	Administrative	Activity
Prior to First Occupation	Appoint an individual as the site Travel Plan Coordinator Ensure Travel Plan measures are in place from the outset where feasible and appropriate	Display public transport and walk/cycle route information in site sales office Set up internet site Train sales / marketing staff to inform potential purchasers of travel options
At First Occupation	Prepare marketing material - including public transport information and welcome packs	Provide a Travel Information Pack for residents when they purchase their property Display public transport, walking, cycling and car share information on internet site
Within six months of first occupation of site	Undertake resident travel survey to ascertain baseline travel patterns and establish secondary mode share targets.	Send out, collect and collate surveys Analyse survey information, ascertain trip rates per dwelling
Within two months following survey results	Update Travel Plan and agree secondary mode share targets	Review secondary mode share targets.
On-going every six months	Liaise with the local authority travel plan officer as appropriate for travel information updates Update the public transport, walking, cycling and car share information on internet site, if required Undertake a Personalised Travel Planning Program	Raise awareness of the Travel Plan and its importance Hold Travel Plan Days Encourage residents to consider sustainable modes of travel

Approximate Time Period	Administrative	Activity
Ongoing Monitoring programme until 5 years following 1 st occupation of development subject to the headline target being met	Regular assessment through surveys of resident travel patterns on a biennial basis Revise and amend the Travel Plan, if required, based on survey results, feedback and comments	Appraise performance against headline and secondary mode share targets

On-Going Management

- 6.8 This covers the construction period, then the initial occupation of the site, followed by the first few monitoring and review periods of the plan. This period is crucial in ensuring that the measures set out within the plan are actively implemented to reduce car use to and from the site, and that the objectives and targets identified in the Travel Plan are being met. During this period, it is likely that the developer, management company and Travel Plan Coordinator will all need to be closely involved in the management and refinement of the Plan.
- 6.9 The developer will fund the role of Travel Plan Coordinator for a period of at least 5 years from first occupation. With regards to the management of the Plan over the longer term it is envisaged that the responsibility for the administration and monitoring will pass to a residents steering group with support from the RBC Travel Plan Officer if required.

Funding

- 6.10 The funding for the Travel Plan Coordinator throughout the five year period would be provided by the developer.
- 6.11 The developer would also provide the funding for the measures, marketing and monitoring of the Travel Plan over the lifetime of the plan. Funding will be made available to be drawn down for additional travel planning incentives to encourage the success of the Travel Plan should the agreed targets not be met at the end of the five year Travel Plan period.

7 MEASURES

- 7.1 The development will deliver a series of infrastructure improvements and management measures to influence travel behaviour. The programme of surveys and monitoring therefore not only needs to identify travel behaviour but also attitudes to travel and key motivators for change.
- 7.2 Notwithstanding this, the Travel Plan measures are divided into sub-categories:
- Hard Measures – these comprise infrastructure provision or improvements;
 - Soft Measures – these comprise management measures, incentives, marketing initiatives etc;
 - Secured Measures – these comprise either existing measures or those to be delivered by the development; and
 - Potential Measures – these comprise a selection of measures available to the TPC to be chosen according to survey feedback so that resources can be targeted towards those measures found to be most effective.
- 7.3 Travel planning must be realistic and should not expect to remove car usage altogether. Instead, an effective TP will maximise the use of sustainable travel achieve more sensible and appropriate use of the private car. If every car commuter used an alternative to the car on just one day a week, car usage levels for commuting would be reduced by as much as 20% immediately, with commuter parking requirements also reduced by up to 20%. In a highly accessible location such as the King’s Point site, however, low-car and car-free housing is a realistic prospect.
- 7.4 Unlike employment, retail or educational sites it is not possible to dictate to residents how they should travel. For this reason the Residential Travel Plan is based on the provision of infrastructure and information rather than the imposition of management procedures. It is important that the proposed development capitalises on its excellent links to public transport and close proximity to retail, employment and education facilities. Section 4 has provided an accessibility assessment of the site. A range of measures have been selected based on this information, which are considered suitable for encouraging sustainable travel choices.
- 7.5 Based on available empirical evidence Colin Buchanan and Partners published a document commissioned by the Scottish Executive Development Department. This contains a table (*Table 1, ‘Planning for Mode Share in New Development’ July 2001*) which illustrates the relative effectiveness of various trip reduction measures.
- 7.6 The table, part of which is reproduced below as **Table 7.1**, indicates that restrictive parking measures are the most effective way of discouraging single occupancy car use. The next most effective measures are new public transport infrastructure and a reduction in the prices of public transport services by 30% or more.

Table 7.1: Trip Reduction Measures

Measure	Score
Major new public transport infrastructure	3
Minor new infrastructure e.g. bus stops, cycle tracks	1
1-2 new or enhanced public transport services	2
More than 2 new or enhanced public transport services	2
Reduction in prices of public transport services by 30% or more	3
Restrictions on effective parking availability	5
Promotional activities e.g. Green Transport Week	1
Consultation with Staff	2
Public transport Information	1
Car Sharing scheme	1-2

Source: Planning for Mode Share in New Development July 2001

General Considerations for the Identifications of Measures

7.7 The following general points are based on previous experience and are included to highlight potential issues:

- **Walking:** Many residents may be prepared (or possibly have no other option) to walk more than a mile and walking may be an area which can be further encouraged. Potential modal shift gains could be made, if those who occasionally walk were persuaded to make walking their normal transport mode. However, it is also clear that many people who normally walk are occasionally lost to car or bus use. The principal reasons are likely to be convenience, lateness, things to carry and inclement weather;
- **Cycling:** Cycling can be unpopular for reasons other than distance, possibly due to the topography of the surrounding area; the risks associated with cycling in traffic; and perhaps some residents do not own cycles. The King's Point site has good links to the Reading Cycle Network and the National Cycle Network both of which provide direct and convenient access to a range of facilities by bike;
- **Car Club:** Car clubs offer a convenient alternative to owning a car in areas with good accessibility to sustainable modes of transport; and
- **Taxis:** journeys by taxi relieve parking demand and could be used on a car share basis by those who would like to share, but do not always have access to a shared car. However, for the purposes of this section of the report they will be considered as public transport, despite the fact that they are often used to transport a single person. It should be noted that taxis can provide a valuable link to bus and train stations, allowing the greater part of a journey to be undertaken by bus or train.

7.8 One of the key practical factors controlling modal choice is the distance to be travelled. The other principal limiting factor is the time taken to make the trip. As a rough guide we should consider 30 minutes to be a reasonable length of time to commute. Depending on the local conditions this could represent:

- Walking up to 2 kilometers (taking 1.4m/s as a typical walking speed implies a journey of up to 24 minutes);

- Cycling up to 5 kilometers (taking 4.7m/s as a typical cycling speed implies a journey of up to 18 minutes);
- Taking a bus up to five miles or 8.3 kilometres (assuming an average bus speed of 20mph or 9.3m/s and a five minute walk at each end of the journey as well as a five minute wait for the bus implies a journey of 30 minutes); and
- Driving up to ten miles (assuming car speeds around town are similar to bus speeds, implies a journey time of 30 minutes).

Sustainable Mode Travel Measures

- 7.9 In order to reduce the need to travel, broadband internet access will be provided across the development. This would allow future residents to work from home, shop online for certain goods and services and thus reduce the need to travel for certain journey purposes.
- 7.10 The site will be designed in accordance with the relevant design standards to ensure that it encourages and gives priority to walking and cycling trips, whilst at the same time accommodating service and delivery vehicles to encourage home shopping opportunities.

Infrastructure

- 7.11 A key element of the proposed development is the introduction of appropriate infrastructure to encourage sustainable travel. The site will be designed in accordance with the relevant design standards to ensure that it encourages and gives priority to walking/cycling and public transport trips, whilst at the same time accommodating service and delivery vehicles to encourage home shopping opportunities.

Walking / Cycling

- 7.12 The site already benefits from excellent links to the wider area for pedestrians and cyclists including good signage and dropped kerbs at all junctions; however the following improvements are also proposed as part of the redevelopment proposals:
- Improved public realm and canal-side extension to Bembridge Place;
 - Secure, covered cycle parking will be provided for all residents in the form of a communal parking area for the flats within the curtilage of the site. The provision of 70 spaces exceeds RBC's minimum standards; and
 - Six Sheffield-style loop stands will be located close to the entrance to the commercial units providing secure cycle parking spaces for visitors.

Public Transport

- 7.13 The site already benefits from excellent public transport provision with high frequency bus services and rail services operating within easy walking distance of the site.

Residents Travel Information Pack

- 7.14 It will be the responsibility of the developer to ensure that residents are provided with a Travel Information Pack containing details of public transport timetables and maps, as well cycling and pedestrian infrastructure when they move in to the flats.
- 7.15 The building will be maintained by a management company. The management company will be obliged to provide an update to the Residents Travel Pack once every twelve months in order that any new residents are made aware of their local transport options.
- 7.16 The information pack will include information and incentives for all purchasers. The information will enable the new residents to make informed decisions about their modes of travel. The incentives will be provided by the developer in the first instance and will be dependent on negotiating suitable packages with local shops and services. The content of the Residents Travel Pack will include:
- Reading Cycle Network information;
 - ReadyBike hire scheme information;
 - Sustrans leaflets on the beneficial effects of walking and cycling;
 - Free reflective clothing i.e. cycle bib, arm bands etc.;
 - Free bicycle locks/helmets;
 - Developer to negotiate local cycle shop discount (e.g. Scukco, Friar Street);
 - Details of local cycle groups (e.g. Reading Cycling Campaign);
 - Details of BikeBUDi travel system;
 - Bus route/timetable information;
 - Train timetable information;
 - Car Club information (e.g. Co-Wheels, Queen's Road);
 - Details of car-sharing website (e.g. www.liftshare.com);
 - Details of CarBUDi travel system;
 - Notice/message board in foyer of flats to allow people to car share/walk/cycle together (perhaps at night for safety);
 - TPC to endeavour to negotiate preferential rates at local car-hire company;
 - Taxi company information i possible discount vouchers for a taxi company;
 - Details of TaxiBUDi travel system;
 - Supermarket home delivery details; and
 - www.reading-travelinfo.co.uk.

- 7.17 This list is not exhaustive or a prescriptive list of what will be in the travel pack but provides details of the likely content of the pack. Details of the final pack will be agreed in partnership with RBC.

Marketing

- 7.18 22 standard and 5 accessible parking spaces will be provided for the 103 flats; therefore up to 76 of the flats will be sold on the basis that they are suitable for those who do not own a car. It may be necessary for the developer to enter into a legal agreement preventing future residents from being eligible to apply for on-street parking permits. The site will be marketed in such a way that prospective purchasers will be made aware of the level of parking provision as well as the viable alternative travel opportunities. The marketing will not seek to target people without a car but will explain to all prospective purchasers that the new dwellings are suitable for households with one vehicle or no vehicles.
- 7.19 For this reason some people who choose not to own a car may be attracted to this development because of the various alternative travel opportunities. The 2011 Census data shows that a large proportion of households in Reading who own two cars actually use the equivalent of 1.1 to 1.2 vehicles. In practice this means that one vehicle remains unused for up to 90% of the time. These households will also be attracted to a development where one parking space is provided and alternative modes of travel, potentially including the use of a Car Club vehicle, are available.
- 7.20 Travel Plan Coordinators who run vigorous marketing campaigns have shown that strong promotion translates into greater uptake of sustainable travel. The hallmarks of successful travel plan marketing are lively presentation, persistence and a readiness to use a variety of marketing tools and techniques. These include branding the TP and building brand recognition, promotional events, incentives, special offers and prizes. Maximum visibility can be achieved through electronic media, leaflets, posters, displays, give-away freebies or messages on pay slips.
- 7.21 Plenty of strong facts and figures are readily available to support the TPC's case. For example:
- One-quarter of all car journeys are less than 2 miles and over half are less than 5 miles; and
 - Half an hour of daily exercise, such as a walk or cycle ride to work, can halve your risk of heart disease.
- 7.22 Special promotions will be needed for individual initiatives. Commitment to a long term communication effort is necessary to bring about the cultural change and behaviour shift that the travel plan aims for. New campaigns will be needed every so often to refresh and revitalise the Travel Plan.
- 7.23 Appropriate information will need to be provided at point of first contact (i.e. sales and marketing material; staff website etc.) as well as continued, on-going marketing.
- 7.24 The TPC will also need to actively market the Travel Plan rather than assume residents will find the information themselves. This can include one-off events, regular events (e.g. walkers and cyclists' breakfast first Wednesday of the month) and competitions.

Branding

- 7.25 The term 'Travel Plan' can turn people off the idea so it may be that the residents can produce a 'King's Point' brand more relevant to themselves. The development can take advantage of a strong brand identity for its communications. The Travel Plan communications can be fully branded so that the staff and residents can see that all the initiatives, information and messages are linked to the travel plan, which has its own style but is also recognisably part of the site's sustainable image.
- 7.26 The TPC can then use e-shots to keep staff and residents informed of news, timetable changes, or new items on the travel plan notice boards.

Future Success

- 7.27 Residents purchasing one of the flats will do so as a lease-hold purchase and will therefore be bound by certain requirements imposed by the free-hold owner. The nature of the building will mean that a management company will be responsible for the maintenance of the communal areas. This management company will also be given a brief to ensure that upon the re-sale of any of the dwellings any new purchasers will be provided with an up to date Residents' travel pack.
- 7.28 It is currently intended that the residential management company will be the co-ordinating body.
- 7.29 This co-ordinating body will ensure the future success of the parking and travel strategy through the promotion of the readily accessible alternative modes of transport.

8 ACTION PLAN

- 8.1 Those measures specified as 'Secured' will be delivered by the developer prior to first occupation as part of the capital expenditure of the development. Those measures referred to as 'Potential' are available for the TPC to consider as part of the Year 3 and Year 5 review process. The 'Potential' measures are available to the TPC if the mode share targets have not been met. These additional measures must be carefully matched against the 'key motivators' identified in the staff and resident surveys. Potential measures will be funded by the management company through a levy charged to residents and as part of their normal service charge. The action plan is therefore as illustrated in **Table 8.1**.

Table 8.1: Action Plan

Timescale	Measures	Delivery
Development	Secured	Developer
Year 3	Potential (as required)	Management company
Year 5	Potential (as required)	Management company

- 8.2 **Tables 8.2 to 8.5** summarise those measures secured as part of the development as well as potential future measures at the disposal of the TPC:

Table 8.2: Measures to Encourage Walking

Hard Measures	
Secured	Potential
- High quality hard and soft landscaping scheme for Watlington Street and canal frontages; and - Lockers and changing areas for the commercial units.	- Additional pedestrian signage; - Drying areas for clothes; and - Showers for the commercial units.
Soft Measures	
Secured	Potential
- Residents Travel Information Pack - Marketing & promotional material; - To influence local stakeholders such as local authorities to achieve any desired improvements in the public realm in terms, for example of security, safety and lighting of local environs; and - To publicise the benefits to health of walking.	- Financial incentives for walkers; - Free or subsidised wet weather/high vis clothing; - Walking clubs; - Events to encourage walking (walkers' breakfast first Wednesday of the month etc.); and - Personalised travel planning.

Table 8.3: Measures to Encourage Cycling

Hard Measures	
Secured	Potential
- Secure, covered, lit cycle parking for every residential dwelling; - Secure, supervised, lit visitor cycle parking close to entrances; - Good on-site lighting; and - Lockers and changing areas for the commercial units.	- Additional cycle signage; - Drying areas for clothes; - Off site localised cycle improvements at identified junctions; and - Showers for the commercial units.
Soft Measures	
Secured	Potential
- Marketing i promoting cycling in all written and electronic material; - Promotion of RBC cycle maps at reception desks; and - Travel pack (including cycle route info, leaflets on the beneficial effects of cycling etc.) and personalised travel planning.	- Financial incentives for cyclists (e.g. mileage rate for work related journeys); - Free or subsidised wet weather/high vis clothing; - Bicycle user group (BUG); - Training for those who are not confident cyclists; - Provision of, or payment for, bike maintenance (possibly on site as part of course); - Negotiated discount with local bike shop i additional special rate for folding bikes; - Salary sacrifice tax-free cycle purchase scheme for staff; - Interest free bike loan for staff; and - Events to encourage cycling (cyclists breakfast first Wednesday of the month etc.).

Table 8.4: Measures to Encourage Public Transport Use

Hard Measures	
Secured	Potential
-	Possible S106 contribution towards strategic public transport improvements in central Reading.
Soft Measures	
Secured	Potential
- Website and email communication to visitors to refer to sustainable modes and discourage driving; - Policy to state that all staff are expected to use public transport for work related journeys where this is a realistic option; - Marketing i promoting the use of public transport in all written and electronic material; and - Bus routes identified on staff website.	- Financial incentives for bus/train users (e.g. mileage rate for work related journeys); - Discount on bus/train season tickets; - Travel pack (including bus routes and bus/train timetable info); - Interest free season ticket loans for annual season tickets for staff; and - Personalised travel planning.

Table 8.5: Measures to Reduce Vehicle Use

Hard Measures	
Secured	Potential
▪ Restricted on-site car parking provision; ▪ On-site parking for disabled drivers; and ▪ Electric vehicle charging points.	▪ Motorcycle parking provision.
Soft Measures	
Secured	Potential
▪ Website and e-mail communication to visitors to refer to sustainable modes and discourage driving; ▪ Promote car sharing; ▪ Policy to state that all staff are expected to use public transport for work related journeys where this is a realistic option; and ▪ Marketing i promoting the use of sustainable transport in all written and electronic material.	▪ Permits issued on basis of need; ▪ Financial incentives for sustainable transport users (e.g. preferential mileage rate for work related journeys); ▪ Guaranteed taxi home (if required) for car sharers; ▪ Reduced rate at local car-hire company. ▪ Personalised travel planning; and ▪ Smarter Travel page on staff intranet site.

9 MONITORING AND REVIEW

Overview

- 9.1 The effectiveness of the Travel Plan and the measures proposed will need to be monitored and reviewed in liaison with RBC. This review process will identify the most effective measures and key motivators influencing people's travel choices. A sample questionnaire, obtained from iBase Systems Ltd is included as **Appendix 3** to this report.
- 9.2 Identifying these key motivators is very important as it will allow the TPC to focus funds and resources on those areas most likely to affect people's travel choices. For example, there is no benefit in providing excessive cycle storage or discounted bus travel if the early surveys show that such very expensive measures would have little or no influence on occupiers's desire to cycle. Instead, the measures should be tailored to the findings of the surveys and needs of residents and staff. DfT guidance is clear that Travel Plans and their measures must not be based on a 'one size fits all' approach. Of course, if such measures score highly in future surveys then they will need to be included in the TPC's regular reviews of targets and measures as set out below.

Travel Survey

- 9.3 It will be the responsibility of the Travel Plan Coordinator to conduct surveys of residents's travel patterns. The surveys will aim to establish:
- Up-to-date modal split;
 - Modes used occasionally;
 - Reasons for modal choice;
 - Attitudes to more sustainable modes; and
 - What measures would persuade people to change to more sustainable modes.
- 9.4 A number of suggestions for improvements could be included within the travel survey. The list need not be exhaustive, but should provide an insight into the type of measures that would be required to cause worthwhile modal shift towards each of the more sustainable modes of transport.
- 9.5 In addition to annual surveys the TPC can carry out interim spot counts to monitor progress if necessary. The first surveys will take place once 75% of the dwellings are occupied, or 6 months after the first occupation of the site, whichever is first.
- 9.6 The schedule of monitoring and review will be as follows:

Table 9.1: Schedule of Surveys

Survey	Review / Report
1. Occupation of 75% of residential dwellings (or 6 months, whichever is first)	▪ Include questions about current travel and intended travel to new site; ▪ Review survey findings and report to local authority within 1 month of survey; ▪ Feedback findings to residents within 1 month of local authority review; and ▪ TPC to implement review outcomes prior to Survey 2.
2. Three years after survey 1.	▪ Identify actions from Review 1; ▪ Review survey 2 findings, and report to local authority within 1 month of survey; ▪ Feedback findings to staff and residents within 1 month of local authority review; and ▪ TPC to implement review outcomes prior to Survey 3.
3. Five years after survey 1.	▪ Identify actions from Review 2; ▪ Review survey 3 findings, and report to local authority within 1 month of survey; ▪ Feedback findings to staff and residents within 1 month of local authority review; and ▪ TPC to implement review outcomes.

- 9.7 The schedule of monitoring and review should be augmented by interim spot counts to review progress throughout the year.

Enforcement

Mitigation Measures

- 9.8 Following the biennial resident surveys, if the headline car use trip rate targets are not being achieved, additional actions will be agreed with RBC.
- 9.9 If after 5 years following first occupation of the development the target continues to not be met, the Travel Plan Coordinator will liaise with RBC to investigate possible mitigation measures. It is suggested that if targets are not met following the surveys a meeting is held with the RBC Travel Plan Officer within three months of the submission of the survey results. An example of possible mitigation measures that could be included are stated as follows:
- Increase the marketing and promotion of the Travel Plan and travel options;
 - Extend the monitoring period and provide a revised package of measures until such time as the targets are met;
 - Review and promote cycle parking facilities;
 - Provide additional cycle parking areas;
 - Further offer of cycle purchase discount;
 - Distribute further subsidised bus tickets; and
 - Hold further Travel Plan days to promote the plan.

- 9.10 It should be noted that the above list is an indication of potential future measures, and is by no means considered exhaustive or prescriptive of what would be implemented. For instance, it is difficult to identify the precise form and scale of the mitigation measures as the appropriate interventions will be determined following a review of the performance against the headline target and also the secondary targets for each mode of travel.

Section 106

- 9.11 If considered appropriate by RBC, the developer may be prepared to enter into a legal agreement pursuant to Section 106 of the Town and Country Planning Act preventing residents of the development applying for residents' parking permits. This would ensure the intended car-free housing remains so in perpetuity or unless the Council wishes to remove the restriction. Any such legal obligation would run with the property irrespective of ownership.

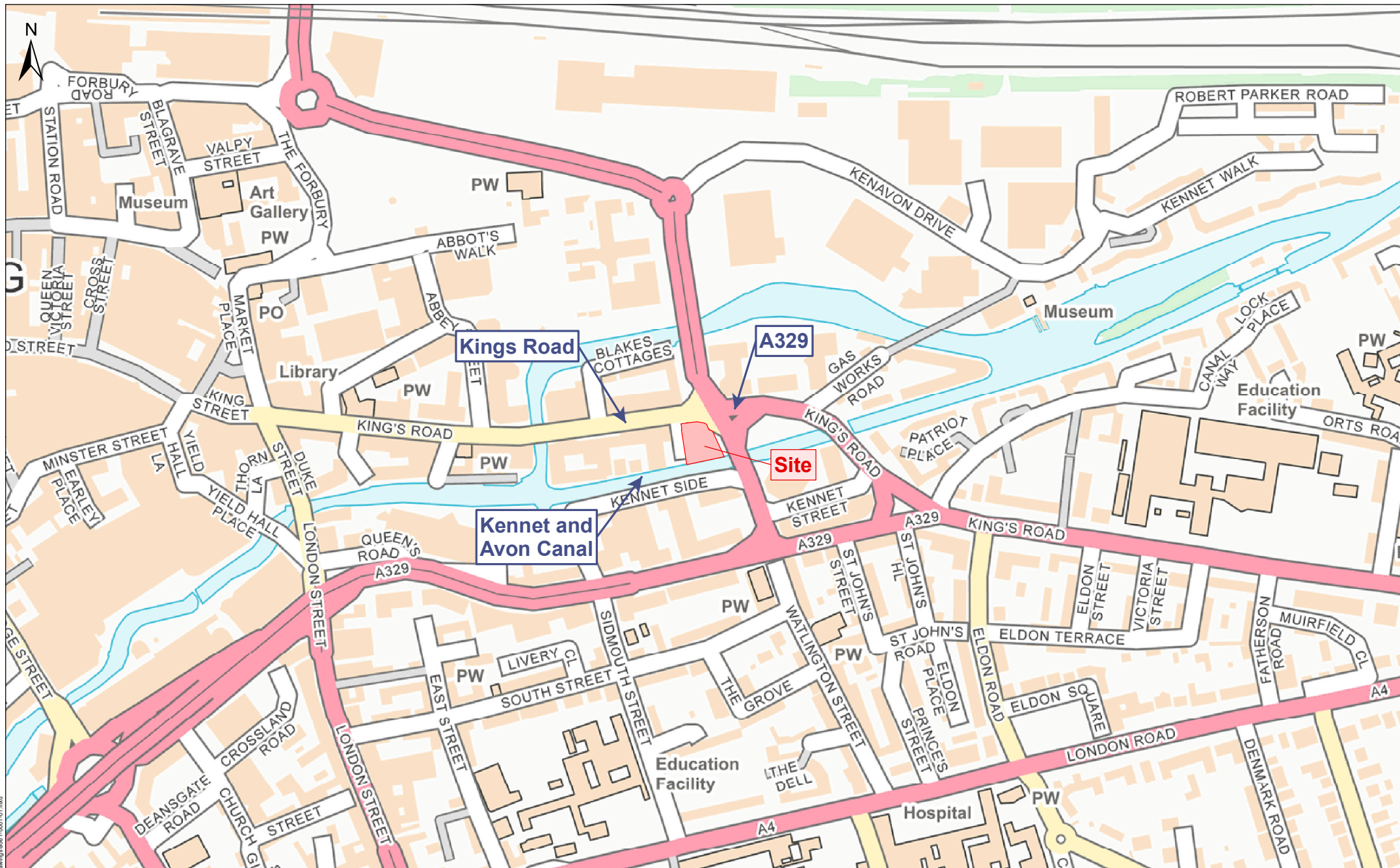
10 SUMMARY AND CONCLUSIONS

Overview

- 10.1 This Residential Travel Plan has been produced in order to discharge Condition 30 of the planning decision for the proposed development at King's Point, 120 King's Road, Reading (application ref: 162087/VARIAT).
- 10.2 This Travel Plan been based on the Framework Travel Plan (FTP) prepared by Entran (dated December 2014) and produced in line with current best practice guidance.
- 10.3 A partnership approach will be adopted with the relevant authorities and service providers, and whenever possible with other stakeholders, in order to promote sustainable travel choices.
- 10.4 The Travel Plan seeks to influence how people travel rather than simply providing facilities based on current travel habits. This will encourage the use of sustainable travel modes amongst residents from the outset, and thus reduce reliance on single occupancy car travel.

FIGURES

Figure 1 i Location Plan



Site location

RPS

Date: Mar 2018 Scale: 1:5,000 Rev:
 Drwg. No: JNY9536-01 Drawn: CR Checked: CM

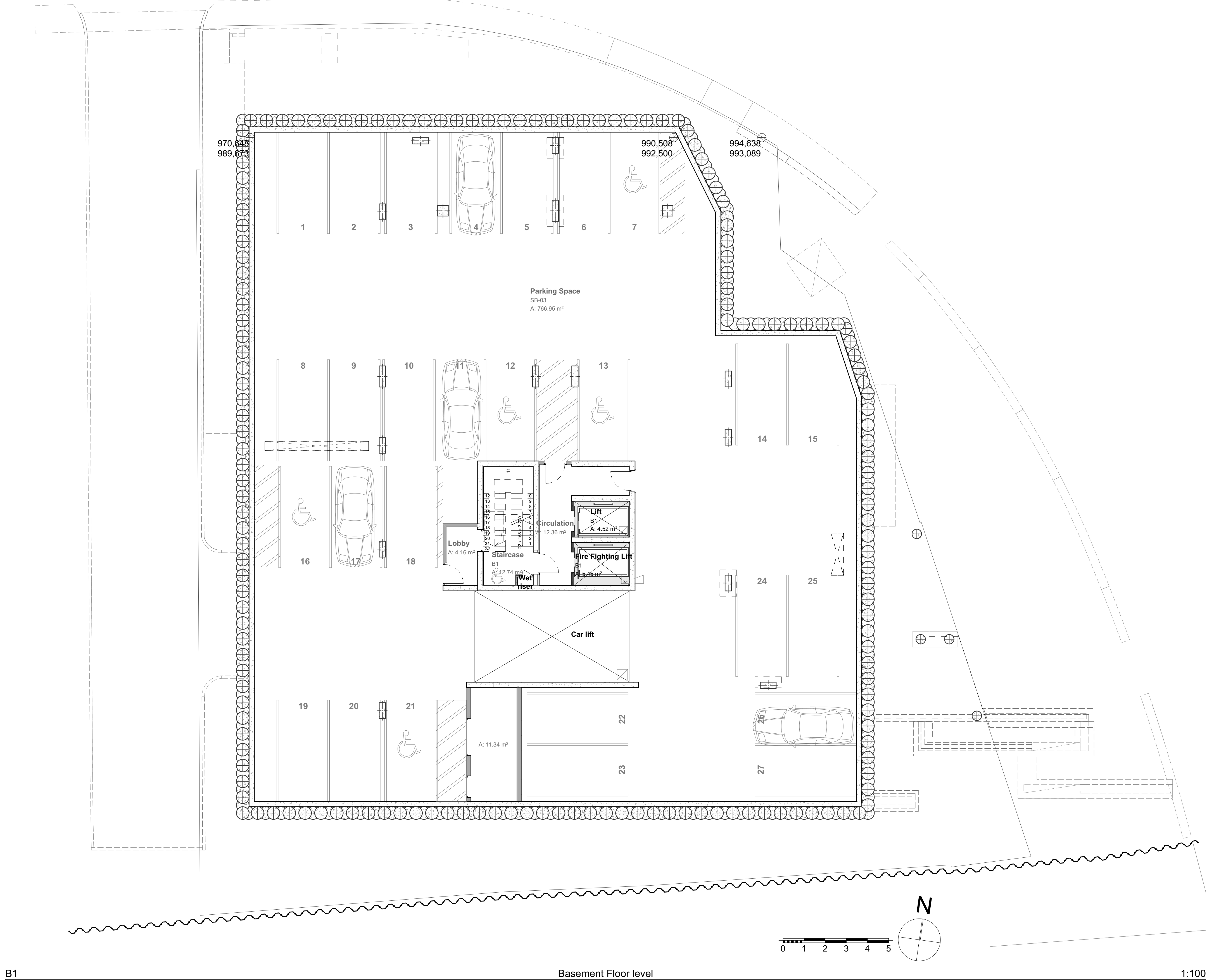
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 KINGS POINT, READING
 Title:
 SITE LOCATION PLAN

Figure No:
 1

Transport

APPENDICES

APPENDIX 1 – SITE PLANS



rev	issue name	issued	checked	date
01	P - Planning	BA	CI	22/09/2017



Phone: +44 020 8754 1227
Email: office@henryconstruction.co.uk

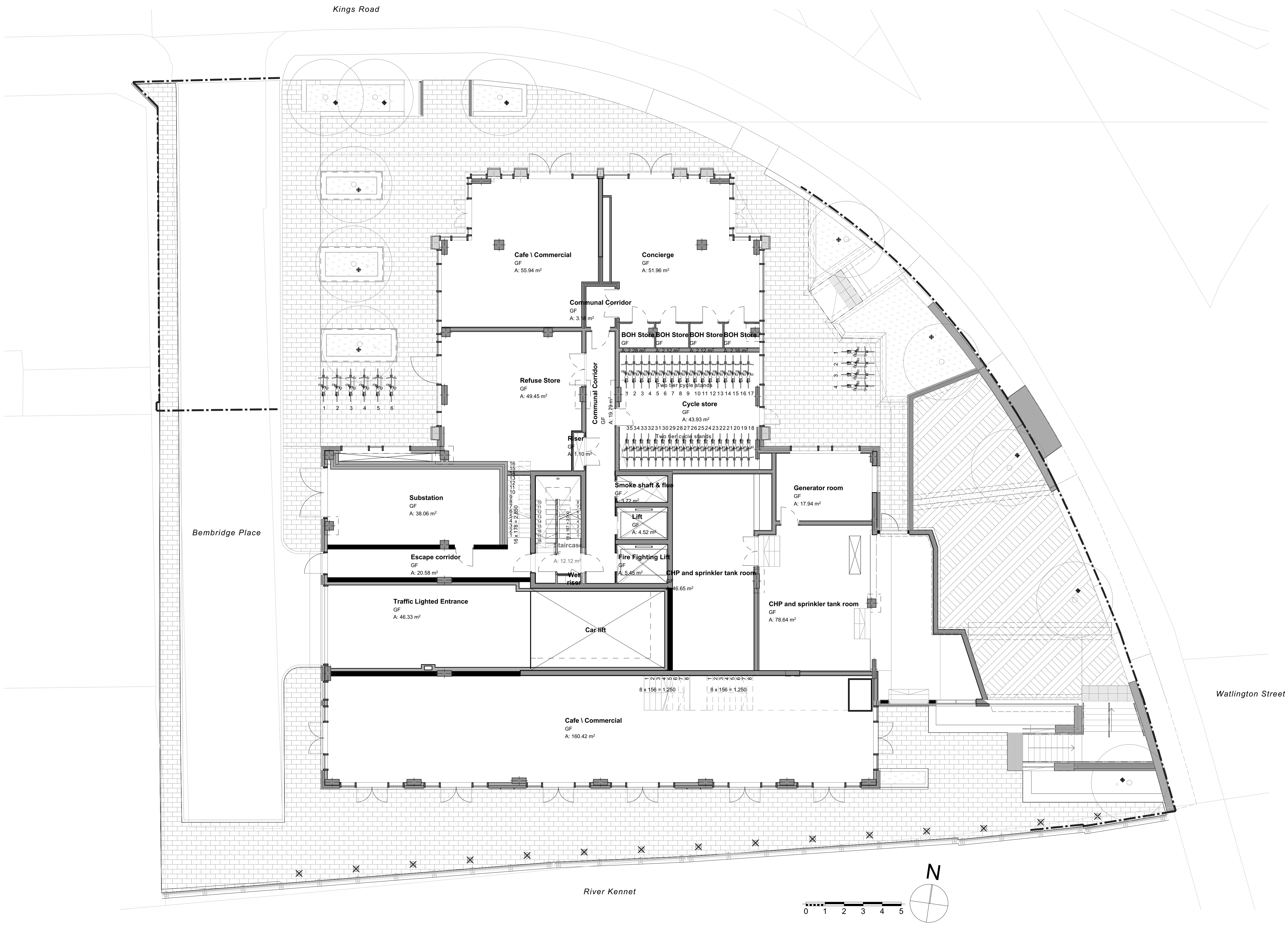
GERAGHTY TAYLOR

geraghtytaylor.com

Saxon House 48 Southwark Street London SE1 1UN 020 3696 5530

Client	CNM Estates
Project	King's Point, Reading 120 King's Road, Reading, RG1 3ES
Drawing	Plans - Basement floor level
Drawing no.	P16039-GT-00-B1-DR-A-02100
Scale	1:100 @A1
Revision	01
Date	22/09/2017
Drawn	BA
Checked	CI
Status	P - Planning

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GF Ground Floor plan 1:100

rev	issue name	issued	checked	date
01	P - Planning	BA	CI	22/09/2017



Phone: +44 020 8754 1227
Email: office@henryconstruction.co.uk

GERAGHTY TAYLOR

geraghtytaylor.com

Saxon House 48 Southwark Street London SE1 1UN 020 3696 5530

Client CNM Estates
Project King's Point, Reading
120 King's Road, Reading, RG1 3ES

Drawing Plans - Ground floor plan

Drawing no. P16039-GT-00-GF-DR-A-02101

Scale 1:100 @A1

Revision 01

Date 22/09/2017

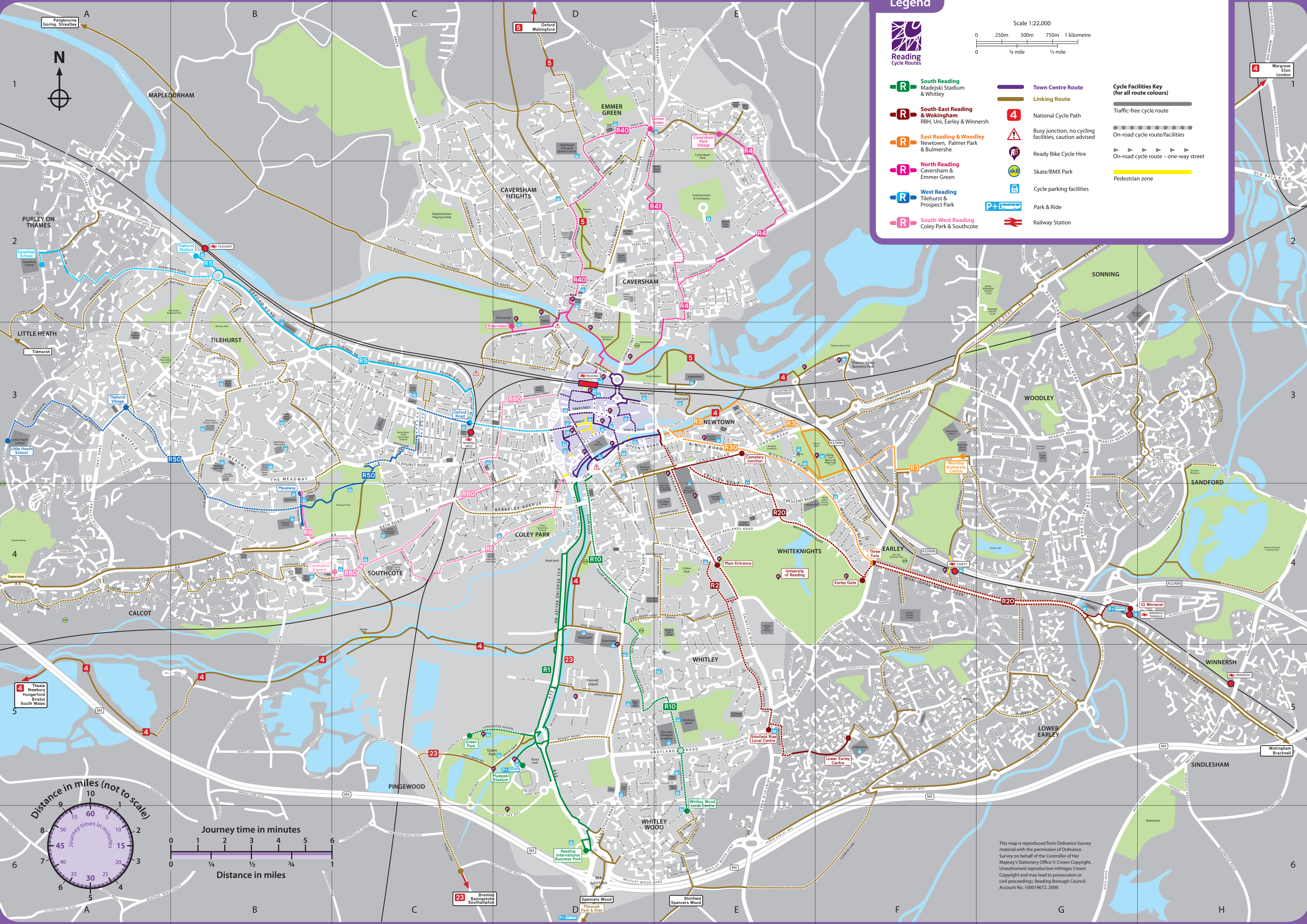
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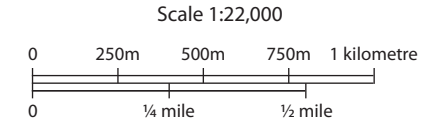
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APPENDIX 2 – CYCLE ROUTES



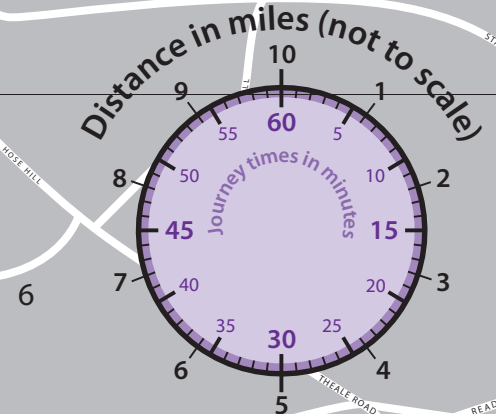
Legend



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

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

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



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APPENDIX 3 – IBASE TRAVEL QUESTIONNAIRE

Survey Questions

1. What is your home postcode?
2. Which company site do you work at?
3. How do you most frequently travel to and from [*name of site*]? (Choose the mode that covers the greatest distance for your typical journey)
 - Bus
 - Cycle
 - Train
 - Walk
 - Car share (as passenger or driver)
 - Car on own
 - Motorbike/scooter
4. How did you travel on the following days (choose the mode which covered the greatest distance)?

	Day 1	Day 2	Day 3	Day 4	Day 5
Public Bus					
Private Bus					
Cycle					
Car ¹ – alone					
Car share - as passenger or driver					
Motorcycle or Scooter					
Taxi					
Train					
Walk					
Did not work on this day					
Worked from home					
Worked at another site					

¹ Car includes van, if applicable for your site

5. How far is your journey to work?

- Less than 1 mile
- 1-2 miles
- 3-5 miles
- 6-10 miles
- 11 miles and over

6. Do you work from home instead of travelling to work?

- Never
- Occasionally – less than once a month
- Quite often – more than once a month
- Very often – more than once a week

8 Which, if any of the following would enable you to work from home more often than you currently do? (tick as many as apply)

- Access to files and emails from home
- Provision of laptops
- Internet access
- Managerial support
- Flexi time working

Please only complete questions 9 –12 if you ticked “car on own” in Question 3.

7. What are the main reasons you make this choice
(only tick one)

- Car required for business trips
- Personal responsibilities
- Parking provided
- Public transport not available/unrealistic
- Lack of cycling infrastructure
- Mobility difficulties
- Other, please state

9 Which, if any of the following, would encourage you to car share?

- Help in finding car share partners
- Reserved car parking spaces
- Guaranteed lift home in emergency
- Pool cars for site visits/meetings etc
- Financial incentives for car sharers
- Other, please state
- None of the above

10 Which, if any of the following, would encourage you to use public transport?

- Subsidised/discounted tickets
- Increased service frequency on route to work
- Easy to use timetable information
- Installation of real time information
- Pool cars for site visits/meetings etc
- Quicker routes
- Guaranteed lift home in emergency
- Better quality waiting facilities
- Regular shuttle bus
- Other, please state
- None of the above

11 Which, if any of the following, would encourage you to walk to work?

- Walking buddies
- Better street lighting
- Improved changing facilities
- Pool cars
- Improved pavements and paths
- More relaxed dress code
- Other.....
- None of the above

12 Which, if any of the following, would encourage you to walk to work?

- Provision of cycle paths
- Improved signage
- Improved changing facilities/showers
- Pool cars for site meetings/visits
- Provision of cycle maps
- Improved cycle parking at work
- 1:1 cycle training
- More relaxed dress code
- Discounts /loans for purchase of bikes
- Cycle buddy
- Other.....
- None of the above

13 Please make any other suggestions or comments regarding travel below.

