

Worton Grange, Reading

Residential Framework Travel Plan

On behalf of **Kier Reading LLP**



Project Ref: 32618 5501| Rev: FINAL | Date: October 2015



Document Control Sheet

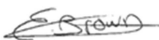
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1 Introduction

1.1 Context

- 1.1.1 Peter Brett Associates LLP (PBA) has been commissioned by Kier Reading LLP to prepare a Residential Framework Travel Plan (FTP) to support the planning application for the redevelopment of Worton Grange, Reading.
- 1.1.2 It is proposed to redevelop for mix use commercial to the south of the site and up to 175 homes to the east. This Travel Plan applies to solely to the residential proportion of the site. The masterplan is enclosed under **Appendix A** of this report.
- 1.1.3 It is envisaged that this FTP will be a 'living' document that is consistently monitored, reviewed and revised where necessary. It is widely recognised that Travel Plans prepared in advance of the occupation of a site can only offer an overall strategy for the adoption of sustainable transport measures. Once a site has sufficient occupancy, then there must be the opportunity to develop the FTP to reflect the specific needs of the residents, whilst meeting the key objectives and planning commitments. This is a particular issue for residential developments, where it can be problematic to maintain momentum and achieve ownership over a long time period. The proposed approach embeds measures from the outset, through good physical infrastructure and plans for management and monitoring, as discussed and outlined in this FTP.

1.2 Document Structure

- 1.2.1 This FTP is divided into the following chapters:
- **Section 2** briefly summarises existing national, regional and local planning policy that informs the writing of this FTP;
 - **Section 3** outlines site accessibility;
 - **Section 4** presents the development proposals and access strategy;
 - **Section 5** outlines objectives and targets;
 - **Section 6** discusses the delivery of the FTP including the coordination role and securing the FTP;
 - **Section 7** details the FTP measures; and
 - **Section 8** summarises plans and timescales for the FTP monitoring, review and handover.

2 Policy Context

2.1 Introduction

- 2.1.1 This chapter summarises the relevant policy and guidance at a national and local level in order to frame the relevance and application of the FTP from a policy perspective.

2.2 National Policy & Guidance

- 2.2.1 The National Planning Policy Framework (NPPF), which was introduced in March 2012, sets out the vision for sustainable transport. The NPPF has since been supported by the release of the Planning Practice Guidance by the Department for Communities and Local Government (March 2014). Specific guidance relating to Travel Plans states that they are long-term management strategies for integrating proposals for sustainable travel into the planning process.

- 2.2.2 Travel Plans can contribute towards:

- encouraging sustainable travel;
- lessening traffic generation and its detrimental impacts;
- reducing carbon emissions and climate impacts;
- creating accessible, connected, inclusive communities;
- improving health outcomes and quality of life;
- improving road safety; and
- reducing the need for new development to increase existing road capacity or provide new roads.

2.3 Local Policy

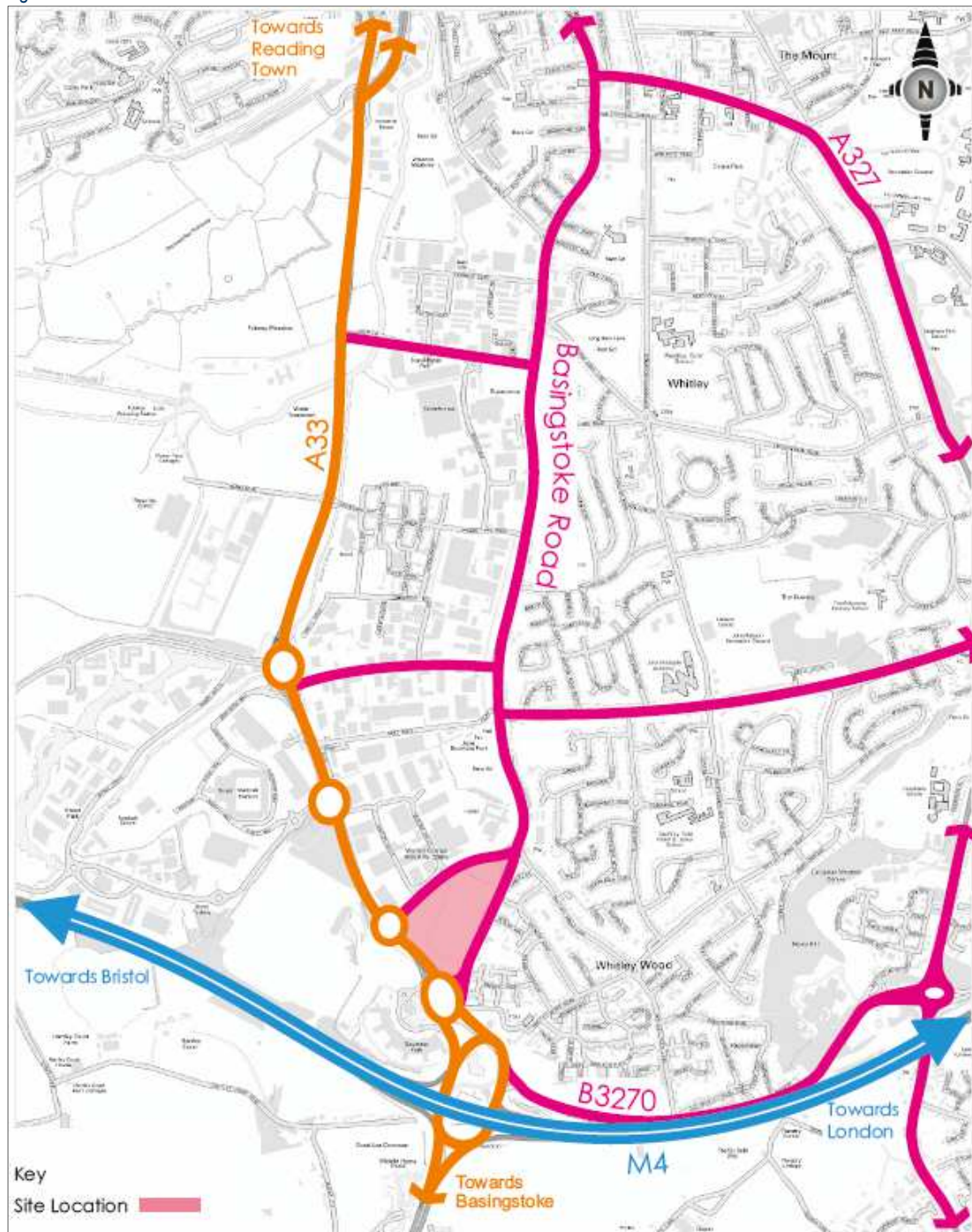
- 2.3.1 Reading Borough Council (RBC) provides limited guidance on the preparation of Travel Plans within their *Local Development Framework Revised Parking Standards and Design Supplementary Planning Document (October 2011)*. Section 10 'Travel Plans' states that 'Reading Borough Council will expect all applications for major developments to include a Travel Plan as part of their submission. The Travel Plan should comply with the latest Department for Transport requirements'.

3 Site Accessibility

3.1 Overview

- 3.1.1 This section describes access opportunities serving the site. It therefore highlights walking, cycling and public transport provision which provides more sustainable travel choices as an alternative to car use. The site location is presented below in **Figure 3-1**.

Figure 3-1 Site Location Plan



- 3.1.2 **Figure 3-1** indicates that the proposed development site is located in the south of Reading, approximately 0.5km north of Junction 11 of the M4 and approximately 4 kilometres from the town centre of Reading.
- 3.1.3 The site is bordered to the south by the A33 and to the east by Basingstoke Road. Imperial Way is located at the northern perimeter of the site. Access to the site is gained from Imperial Way and Basingstoke Road.
- 3.1.4 The south of the site is bordered by a residential development beyond Basingstoke Road with the north of the site seeing the industrial sector along Imperial Way.

3.2 Highway Network

- 3.2.1 Local highway access to the site is gained via Imperial Way, which is a single carriageway containing a 30 mph speed restriction. Imperial Way provides connection with the A33 to the west and the B3031 Basingstoke Road to the east. It contains footways and drop kerbs each crossing point with Worton Drive, which is a loop to the west of the site.
- 3.2.2 The B3031 Basingstoke Road is located to the east of the site and provides a secondary route to Reading Town Centre as well as the residential areas to the east of Reading including Whitley, Whitley Wood and Earley. Basingstoke Road has a 40mph restriction to the south of the junction with Imperial Way. To the north of the junction the speed limits reduces to 30mph.
- 3.2.3 The A33 provides a two-way north / south connection between Junction 11 of the M4 Motorway and Reading Town Centre. This dual carriageway road has a with a 40mph speed restriction.
- 3.2.4 At the end of August 2015, road works were completed on the A33 Reading Relief Road gyratory, extending the left-turn filter lane at the A33/Rose Kiln Lane north (near Matalan) junction, and extended the left and right turn filter lanes at the A33/Rose Kiln Lane south junction. Thus helping to alleviate traffic congestion at these important junctions.
- 3.2.5 From Junction 11, the M4 provides connection to towns along the Thames Valley including Maidenhead, Windsor and Slough with connection to the M25 approximately 38 kilometres from junction 11. The M4 also provides wider strategic connection to towns to the west including Newbury (via the A343) and Swindon.

3.3 Walking & Cycling

- 3.3.1 Walking and cycling are considered to represent an effective means of access for employees residing in local residential areas who do not need to rely on a vehicle as an essential part of their employment activity. The existing pedestrian and cycle facilities surrounding the site include:
- A 2 metre wide footway along the north side of Imperial Way with a drop kerb and tactile paving at the junctions with the B3031 Basingstoke Road, approximately 120 metres to the east and the A33, approximately 330 metres to the west of the site;
 - The A33 encompasses a comprehensive footway and cycleway providing a direct link between the site and Reading town centre and access to the M4 and housing in the south. In the vicinity of the site the footways along the A33 are approximately 2m in width with even surfacing.

- Toucan crossing facilities to also assist cyclists are located at the following junctions:
 - A33 with Island Road and Lindisfarne Way;
 - A33 with Rose Kiln Lane;
 - A33 gyratory with Rose Kiln Lane; and
 - Basingstoke Road immediately to the north of Cradock Road

3.3.2 **Figure 3-2** provides a summary of the catchment to the site by walking.

Figure 3-2: Worton Grange Walking Isochrones



- 3.3.3 At the end of August 2015, a package of improvement works undertaken as part of the DfT's Pinch Point fund were completed on the A33 Reading Relief Road, extending the left-turn filter lane at the A33/Rose Kiln Lane north (near Matalan) junction, and extending the left and right turn filter lanes at the A33/Rose Kiln Lane south junction. As part of these works improved pedestrian and cycling connectivity was achieved at the A33 / Bennet Road / Long Water Avenue gyratory through construction of a new shared use footway adjacent to the southbound carriageway of the A33 providing more direct pedestrian and cycle links in the area.
- 3.3.4 RBC cycle route R1, depicted as a solid green line in **Figure 3.3** overleaf, is an off road cycle route that runs to the west of the site along the A33 linking to route to the south of the M4 and Reading Town Centre.
- 3.3.5 A significant element of the B3031 Basingstoke Road, to the east of the site, has been designated a 'linking route' with on road cycle/ bus lanes to provide alternative connection to the centre of Reading. The cycle facilities on this road provide connection with the wider cycle route in Whitley and Whitley Wood to the east of the site.
- 3.3.6 These local north-south routes also extend strategically with the east-west route, NCN4 and to the south of the M4, R23 as shown in **Figure 3.3**.
- 3.3.7 **Figure 3-4** shows that a large proportion of the Reading urban area is within a half hour cycle of the Worton Grange site.

Figure 3-3: Reading Cycle Network (Source Reading Borough Council)

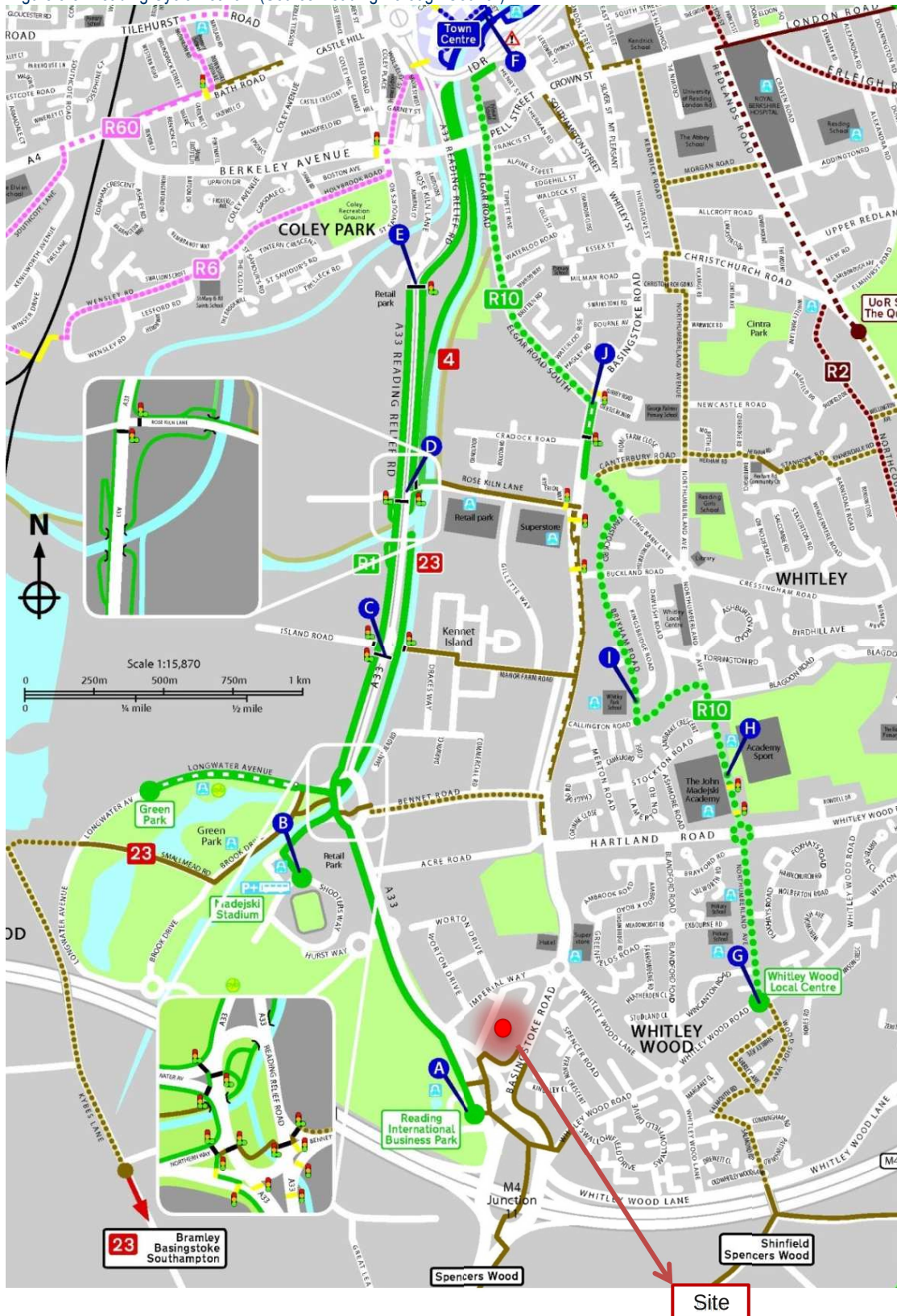
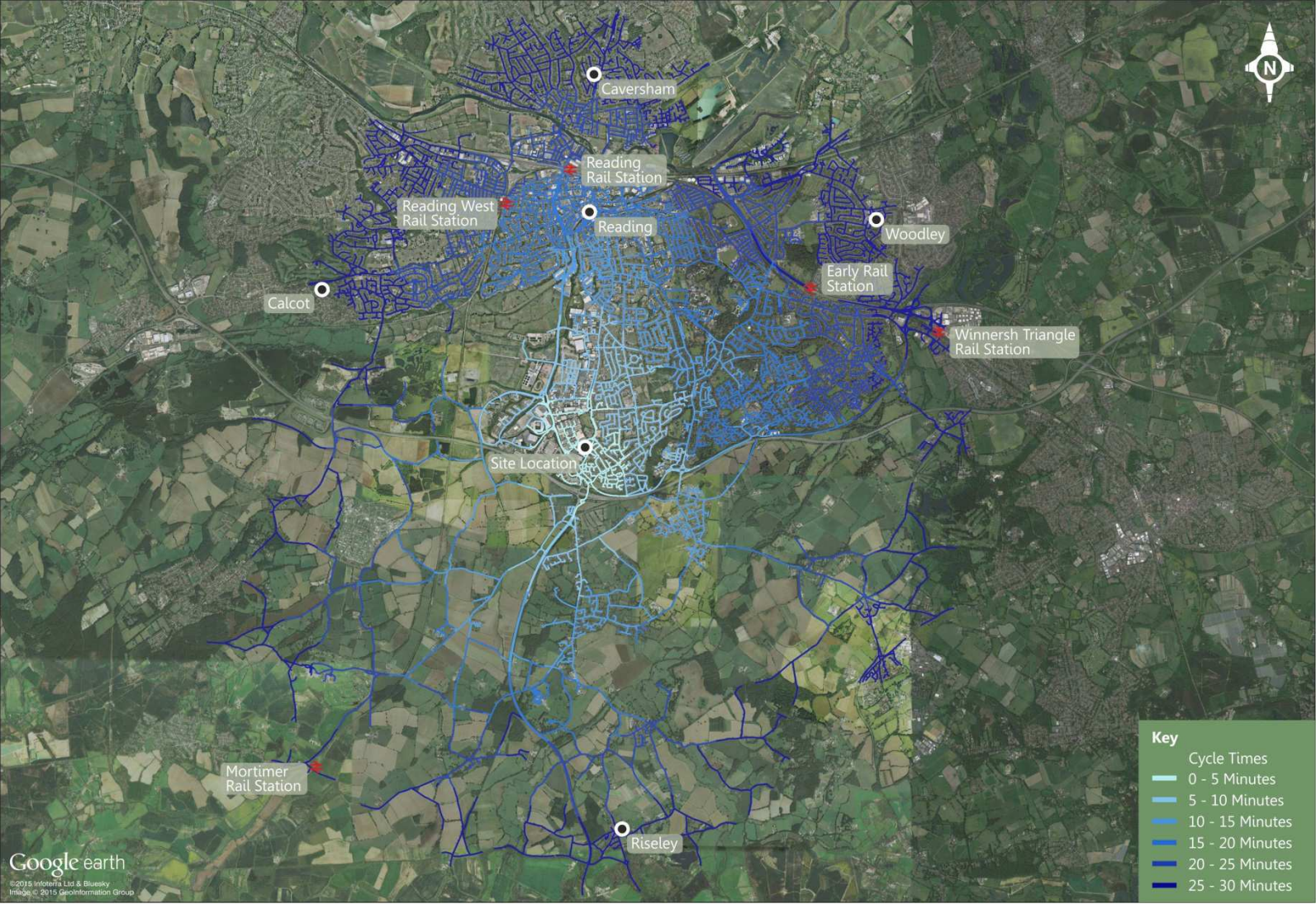


Figure 3-4: Worton Grange Cycling Isochrones



- 3.4.7 **Table 3-1** details the daytime and night time bus services and frequencies within a 5 minute walk (400 metres of the site). These are all accessed via the bus stops located on the B3031 Basingstoke Road.

Table 3-1: Local Bus Services

Stop	Service	Route Description	Frequency (minutes / journeys)				
			Mon – Fri (peak)	Mon – Fri (off peak)	Saturday (0800-1900)	Sunday (1000-1900)	Evening / Night (1900- 0800)
Whitley Wood, Post House	5	Reading Station - Northumberland Avenue via Whitley Street - Corbridge Road	10 -15	10 -15	10 -15	10 - 20	30
	6	Reading Station – Whitley Wood via Basingstoke Road	10	10 - 20	10 - 20	20	10 - 20
	9	Reading – Whitley Wood – Shinfield Park	15 - 20	20	20	30	15 - 20

Source: www.reading-buses.co.uk website (October 2015)

Mass Rapid Transit (MRT)

- 3.4.8 RBC are promoting a Mass Rapid Transit (MRT) which will connect Mere oak Park and Ride site to the south of M4 Junction 11 with Reading town centre via major employment centres and destinations in South Reading and the A33 corridor as well as supporting future growth. The scheme is promoted as the Southern Thames Valley Mass Rapid Transit.
- 3.4.9 The capacity improvements undertaken at M4 junction 11 included a dedicated two-way bus link through the junction to form part of the MRT route. The site at Worton Grange forms part of the emerging alignment for a future MRT route. As such a strip of land on the western boundary of the site has been safeguarded for this purpose with building plots positioned accordingly to accommodate this route.
- 3.4.10 The proposed redevelopment of Worton Grange therefore will safeguard land along the A33 corridor to facilitate the delivery of the MRT route.

Rail

- 3.4.11 The current major improvement at Reading Station reflects the nearest rail interchange to the site. Located approximately 5 kilometres to the north of the site within the heart of the town centre, the station benefits from excellent bus connections towards the site as described earlier. Although beyond a convenient walk distance, cycling will also be a practical secondary mode for some employees.
- 3.4.12 The level of service to key destinations include:
- Twyford (6 minute journey time): up to 4 trains per hour during peak periods;
 - Theale (8 minute journey time): up to 3 trains per hour during peak periods;

- Basingstoke (25 minute journey time): up to 4 trains per hour during peak periods; and
- London Paddington (28 minute journey time): up to 10 trains per hour during peak periods.

3.4.13 Other destinations include Thatcham, Newbury, Slough, Pangbourne, Oxford, Swindon, Didcot and many more due to the strategic nature of Reading Station as a national transport interchange.

Future Rail Proposals

3.4.14 Planning permission has been granted for a new railway station at Green Park on the Reading to Basingstoke line, subject to the delivery of the supporting Green Park Village. The new station would be approximately 1.5 kilometres to the west of the application site and would provide a local transport node with new and re-routed buses providing wider inter-connection with the rail, which would increase future sustainable travel options for the site.

4 Development Proposals

4.1 Accommodation Schedule

- 4.1.1 **Table 4-1** indicates that the emerging residential element proposals up to 175 homes, comprising a mixture of flats and family houses.

Table 4-1: Worton Grange Accommodation Schedule

Unit Type	% of Units
1-bed flat	14%
2-bed flat / house	36%
3-bed house	29%
4-bed house	22%
Total	100%

4.2 Parking

- 4.2.1 Secure cycle parking provision is to be provided for each dwelling, in accordance with the RBC minimum cycle parking standards. Where possible, allocated cycle parking will be provided within individual plot's gardens or garages, however secure and covered cycle parking will be provided in the shared spaces where this is not feasible.
- 4.2.2 Vehicle parking will be provided in line with RBC standards.

4.3 Internal Vehicle Movement Arrangement

Internal Road Layout

- 4.3.1 The road layout has been designed to keep speeds low. The nature of the site layout will mean that vehicle speeds will be limited naturally, with features designed in appropriate locations. The site layout provides suitable visibility across the site in accordance with the standards set out in MfS. This means that pedestrian and cycle movement through the site will be encouraged.

Servicing & Deliveries

- 4.3.2 The site layout provides suitable access for servicing, refuse and emergency vehicles. Vehicle swept path analysis has been completed with a RBC refuse vehicle and FTA Rigid.

5 Objectives & Targets

5.1 Overview

- 5.1.1 This section sets out the overarching objectives and targets of the FTP for the Worton Grange development.
- 5.1.2 The objectives are supported by a set of quantified SMART (Specific, Measurable, Achievable, Realistic and Time-Bound) targets to ensure progress towards achieving them can be measured.

5.2 Objectives

- 5.2.1 The objective of this FTP is to encourage residents and visitors of the development to travel using sustainable means.
- 5.2.2 Several sub-objectives have been set to support the realisation of this overarching objective. These seek to:
- Increase the awareness of the FTP and its constituent elements;
 - Encourage greater use of more sustainable means of travel;
 - Encourage the best use of cars and other vehicles;
 - Reduce the need to travel; and
 - Develop an ongoing management coordination process which will monitor and review changes.

5.3 Targets

- 5.3.1 Comprehensive and compliant travel surveys will be conducted when 50% of the development is occupied, or within 6 months of first occupation, whichever threshold is reached first.
- 5.3.2 The targets presented in this section are indicative only and based on the 2011 Census journey to work data for the Whitley Wood ward. They will be updated when baseline surveys are conducted.
- 5.3.3 Maximum impact on people's travel patterns is likely to be achieved immediately following a life change – for example moving into a new home. Therefore, it is expected that the FTP will have maximum effect during first occupation. Targets for mode share improvements will be set based on the baseline survey, however indicative targets are presented in **Table 5-1**.

Table 5-1 Residential Mode Share Targets

Mode	Mode Share (%)	3 rd Year Target (%)	5 th Year Target (%)
Work from Home	7%	7%	7%
Train	3%	4%	4%
Bus	15%	16%	17%
Taxi	1%	1%	1%
Motorcycle	1%	1%	1%
Car Driver	57%	54%	52%
Car Passenger	6%	6%	6%
Bicycle	3%	3%	4%
Foot	7%	8%	8%

6 Travel Plan Delivery

6.1 Travel Plan Coordinator

- 6.1.1 The appointment or nomination of a Travel Plan Coordinator is central to the successful implementation and management of the FTP. The FTP Coordinator will act as the promoter 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.
- 6.1.2 During the pre-occupation stage of the development, a suitable FTP Coordinator will be appointed. This person will be appointed / nominated and funded by the residential land developer or a nominated management company.
- 6.1.3 The key responsibilities undertaken by the FTP Coordinator are set out below; acknowledging that these will be reviewed / amended on a regular basis:
- Leading on the delivery of the RTP once approved by RBC;
 - Coordinating the necessary data collection to develop the 'Household Welcome Pack' for all residential dwellings, 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 RTP, such as liaison with the residents' steering group (once set up);
 - Providing personalised travel planning tailored to residents' needs if requested;
 - Promoting the individual measures and packages;
 - Liaising with RBC over monitoring and reviews of the RTP, and to help assess progress towards achieving mode-shift away from car use (discussed in more detail in the next chapter);
 - Providing an information leaflet containing links to key websites promoting sustainable transport options and home shopping, and providing information and advice on local travel issues when requested;
 - Providing a focal point for the residents for community-based travel issues.

6.2 Securing

- 6.2.1 The future land owner will fund the preparation, implementation and operation of the travel plan process, including the day-to-day site RTP Coordinator's role, the implementation and management of physical measures, the promotion of sustainable travel throughout the delivery period of the proposed development, and the coordination of the monitoring and review process.

7 Measures

- 7.1.1 In order to meet the objectives set out in Section 5 of this FTP, there are a number of measures available to encourage sustainable travel and discourage the use of the car. The 'hard' measures will be delivered with the development and the 'soft' measures can be selected by the Travel Plan Coordinator, as appropriate, to encourage the residents to meet the objectives.
- 7.1.2 The measures have been allocated to targeting one of the five FTP, objectives; increase the awareness of the RTP, encourage use of sustainable modes, encourage the best use of cars and other vehicles, reduce the need to travel and develop an ongoing management coordination process. The measures are summarised in **Table 7-1**.

Table 7-1: FTP Measures

Objectives	Measure	Phase	Responsibility
Increase the awareness of the RTP	Offer Personalised Travel Planning (PTP) to house purchasers to raise their awareness of travel choices before they move in.	Pre-occupation	Travel Plan Coordinator
	Provide a 'Household Welcome Pack' upon occupation to ensure awareness of travel options, enabling residents to plan sustainable journeys to and from their new home. The document will be continuously updated and contain the following: - Map of the site highlighting transport facilities in and close to the site such as bus stops and cycle routes. - The latest local bus timetables and maps. - Links to relevant websites with travel information such as Travel Reading Live. - Local walking and cycling maps showing local services and schools within an easy walk/cycle distance. - A brief introduction in the pack to explain the TP objectives, targets and how the residents can make a difference. - Details of car sharing schemes in Reading, such as RBC's 'Reading Carshare' website. - Information on the health and financial benefits of sustainable modes of travel - Feedback survey forms	Upon occupation	Travel Plan Coordinator

Objectives	Measure	Phase	Responsibility
Increase the awareness of the RTP	Prepare and distribute an e-newsletter to all residents on a quarterly basis to inform residents of promotional events, prize draws and local travel issues in addition to updates on progress towards the mode shift target.	Throughout Life cycle of the Travel Plan	Travel Plan Coordinator
Encourage the use of sustainable transport modes	Pedestrian footways along the internal streets connecting to existing pedestrian network and public transport facilities.	Pre-occupation	residential land developer / management company
	Secure and conveniently located cycle storage provision to RBC standards.	Pre-occupation	residential land developer / management company
	Encourage residents to register with Walk-BUDi and Bike-BUDi, which provides a national travel database of registered users wishing to find someone to share daily journeys to work.	Throughout Life cycle of the Travel Plan	Travel Plan Coordinator
	As part of the Household Welcome Pack, a discount/voucher for each household will be provided for use on local bus and rail services.	Upon occupation	Travel Plan Coordinator
Encourage the best use of cars and other vehicles	Slow speed / pedestrian and cyclist friendly environment with a strong sense of safety.	Pre-occupation	residential land developer / management company
	Encourage residents to register with Reading Carshare to record their daily journeys and find others to car share with. This will also be promoted using literature in the Household Welcome Packs and the e-newsletter.	Upon occupation and in e newsletters	Travel Plan Coordinator
Reduce the need to travel	Fibre optic broadband infrastructure to allow internet access to every household.	Pre-occupation	residential land developer / management company
Develop an ongoing management coordination process	Appointment of a Travel Plan Coordinator.	Pre-occupation	residential land developer / management company
	Undertake baseline and future residential travel surveys.	When 50% occupation of residential units, then Years 3 and 5	Travel Plan Coordinator
	Following the completion of the baseline and future residential travel surveys, a comprehensive review of the FTP will be undertaken.	Following Surveys	Travel Plan Coordinator

Appendix A Masterplan



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REV	DESCRIPTION	DATE	AUTHOR	CHK'D
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- KEY**
- Site Boundary
 - Built Form
 - Public open Space
 - Gardens
 - Pond / Swale
 - Residential Parking Courts
 - Commercial Parking Courts
 - Commercial Driveways
 - Clear zone to accommodate future MRT



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REV	DESCRIPTION	DATE	AUTHOR	CHK'D

KEY

- Site Boundary
- Residential Buildings
- Public open Space
- Gardens
- Parking Courts
- Tarmac





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PROJECT
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DRAWING
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SCALE	DATE	AUTHOR	CHK'D
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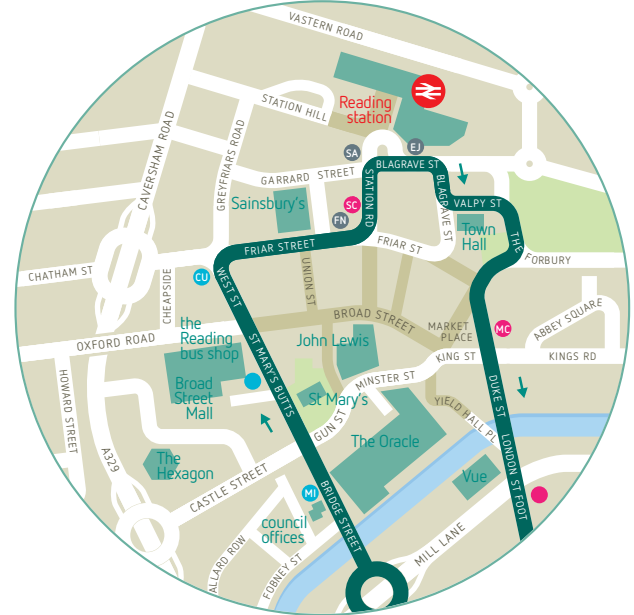
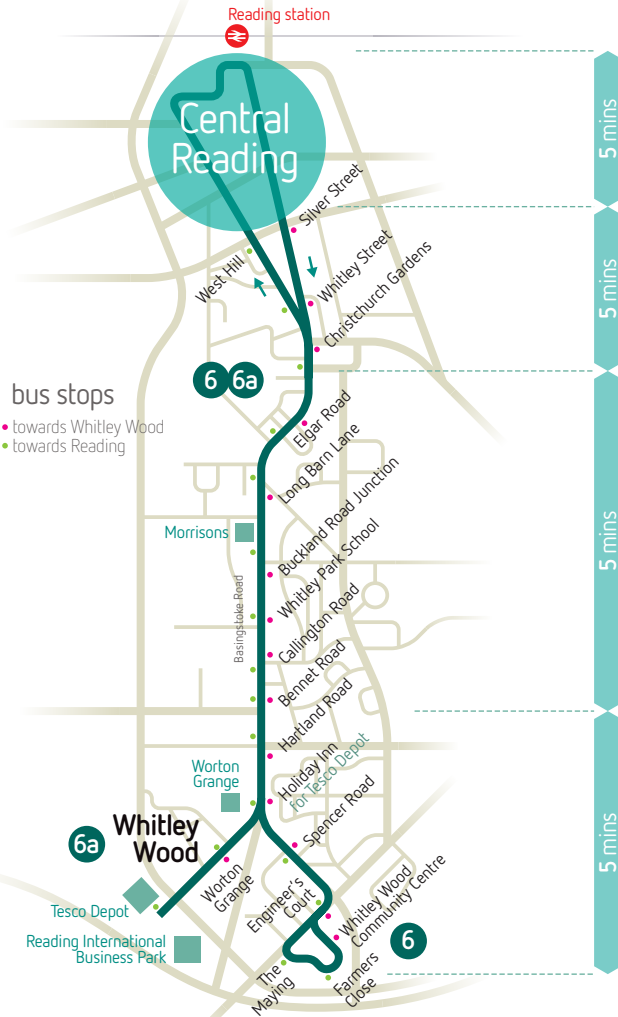
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Central Reading

where to get on and off

towards Central Reading ● getting off only
towards Whitley Wood ● getting on & off

handy connections

Reading College change to purple 17 at Friar Street **FN**

RBH change to leopard 3, scarlet 9 or the nineteens at Station Road **SA**

University change to claret 21 at Blagrove Street **EJ**