



FORMER BATTLE HOSPITAL SITE, READING

FRAMEWORK RESIDENTIAL TRAVEL PLAN

Client: Bellway Homes Limited



i-Transport

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SECTION 1 INTRODUCTION AND POLICY FRAMEWORK

1.1 Background

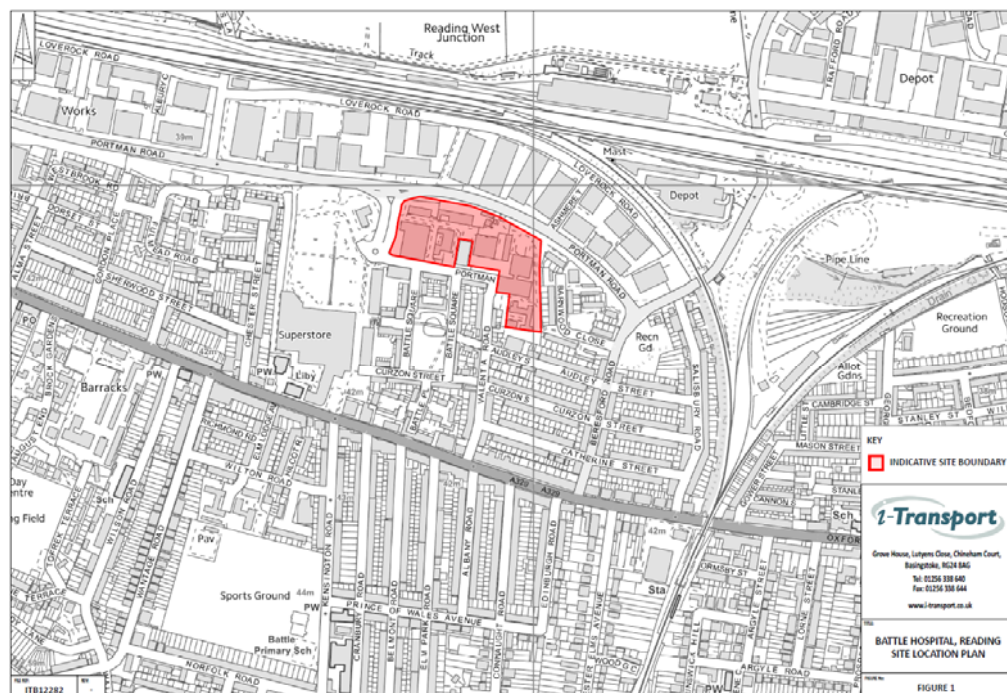
1.1.1 Bellway Homes has appointed i-Transport to provide highways and transport advice to support a full planning application at the former Battle Hospital. The land forms the last phase of the Battle Hospital re-development and is being considered for residential development of some 215 new homes.

1.1.2 This Framework Residential Travel Plan (F RTP) is submitted in support of the application for the development proposal, which considers the wider transport implications of the proposed development and should be read alongside the Transport Assessment (*report reference: ITB12282-005 R*).

1.2 Site Location

1.2.1 The site is located to the west of Reading Town Centre and to the north-west of Reading West railway station and forms part of the former Battle Hospital site. The majority of the site has already been developed for housing and a Tesco Superstore. The site location is illustrated on **Figure 1**, reproduced as **Image 1.1**.

Image 1.1: Site Location



Source: Open source mapping and consultant

1.3 Relevant Transport Policy

1.3.1 The National Planning Policy Framework (March 2012) 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. The sustainable travel objectives include the need to reduce the use of the private car (particularly for single occupancy journeys) and measures to promote walking, cycling and public transport use as alternatives to the private car.

1.3.2 Bellway Homes also include 'transport and connectivity' in their corporate social responsibility policy¹. Bellway Homes realise that location can play a key role in deciding where to live and are committed to providing a range of site-specific information from the offset, so that potential customers can decide whether a development location is right for them.

1.4 Scope of Travel Plan

1.4.1 This F RTP outlines the measures to encourage travel by modes other than single occupancy car use for residents of the proposed residential development.

1.5 Structure of Travel Plan

1.5.1 The remainder of this F RTP is structured as follows:

- Section 2 describes the principles of the Travel Plan, as well as the objectives and benefits of the plan;
- Section 3 considers the existing accessibility of the site by walking, cycling and public transport alongside the existing travel characteristics of the local area;
- Section 4 sets out the targets for the Travel Plan;

¹ Bellway Homes' transport policy can be reviewed here: <http://www.bellway.co.uk/corporate-responsibility/environment/transport-and-connectivity>

- Section 5 sets out the 'hard' (infrastructure led) measures that will be provided to encourage non-car travel to the site and to manage travel demand;
- Section 6 sets out the 'soft' measures that will be provided to encourage sustainable travel to the site and to manage travel demand;
- Section 7 provides an implementation and management strategy;
- Section 8 outlines how the Travel Plan will be monitored to ensure that it is achieving the targets set out in Section 4; and
- Section 9 provides a summary of the Travel Plan.

SECTION 2 PRINCIPLES, OBJECTIVES AND BENEFITS

2.1 Principles and Objectives

2.1.1 This FRTTP sets out a sustainable transport strategy for the proposed development on the site. In line with national and local government guidance, the headline aims for the plan will be as follows:

- **To reduce the number of single occupancy car journeys to the site; and**
- **To improve accessibility to the site by non-car modes of transport.**

2.1.2 The plan will have the following additional objectives:

- a) To manage car parking demand across the development;
- b) To support a range of sustainable transport alternatives to provide the future residents with options for travel to/from the site;
- c) To develop an awareness of the options for sustainable travel to and from the site amongst residents and visitors;
- d) To promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlight the health and environmental benefits of using sustainable travel modes; and
- e) To minimise the impacts of car based travel to the site on the local and strategic highway network and environment.

2.2 Benefits

2.2.1 The development of a Travel Plan has a number of benefits for future residents and visitors, as well as the existing local community and surrounding environment, as set out below:

Residents and Visitors

- Improved health and fitness through increased levels of walking and cycling;
- Increased travel flexibility offered through wider travel choices;
- The social aspects of sharing transport with others; and

- A better environment within the site and its immediate environs as vehicular movements are minimised and parking pressures are reduced.

Local Community and Environment

- 2.2.2 The sustainable transport strategy and associated infrastructure for the consented development will benefit existing residents in the vicinity of the site in a number of ways. The sustainable transport strategy will improve pedestrian and cycle links locally, allowing for wider access between the site and local facilities as part of the consented development.
- 2.2.3 The potential benefits to the environment, compared to the 'without Travel Plan' scenario, are as follows:
- The impact of the development on the local environment will be lessened, in terms of reducing congestion, noise and atmospheric pollution created by vehicle trips to and from the site; and
 - A reduction in vehicular movements to and from the site will reduce pollution levels and contribute to a reduction in vehicular turning movements to/from the site. This will contribute to both local air quality management and national climate change reduction targets.
- 2.2.4 Overall, it is anticipated that the Travel Plan, combined with the package of infrastructure measures designed to promote sustainable transport, will result in benefits for residents of the site and the wider community in the vicinity of the development.

SECTION 3 EXISTING CONDITIONS AND TRAVEL PATTERNS

3.1 Introduction

- 3.1.1 This section of the F RTP describes the existing accessibility of the site by walking, cycling and public transport. **Figure 2** shows the location of local facilities in relation to the site.

3.2 Site Location

- 3.2.1 The site is located to the west of Reading Town Centre and to the north-west of Reading West railway station and forms part of the former Battle Hospital site. The majority of the site has already been developed for housing and a Tesco Superstore. A site location plan is provided in **Figure 1**.

3.3 Journey Purpose

- 3.3.1 The Department for Transport's (DfT) National Travel Survey identifies the proportion of all trips by purpose as set out in **Table 3.1**.

Table 3.1: Proportion of Trips per Year by Journey Purpose

Journey Purpose	Proportion of Trips
Commuting	16%
Personal business and other escort	19%
Shopping	19%
Visiting friends	15%
Education (including escort)	12%
Business	3%
Other Leisure	16%

Source: National Travel Survey Statistics 2015 (Table NTS0401)

- 3.3.2 Travel demand is well spread between a number of journey purposes including leisure, shopping, commuting / business and education / escort education trips which account for around two thirds of all journeys.
- 3.3.3 **Table 3.2** demonstrates the model split of journeys to work of residents who live within Former Battle Hospital Site, Super Output Areas – Middle Layer, Reading 007 – this is based on the available data from the 2011 census.

Table 3.2: Modal Split of Journeys to Work (excluding work from home) – Reading 007 Middle Super Output Area Residents

Mode	%
Car Driver	37%
On Foot	25%
Train	14%
Car Passenger	4%
Bicycle	4%
Bus	15%
Motorcycle	1%
Underground	0%
Other	0%
Total	100%

Source: Census 2011

- 3.3.4 The main mode of travel for journeys to work of local residents is car (driver) which accounts for 37% of all journeys to work. Travelling on foot accounts for some 25% of the total journeys to work, whilst travel by train and bus both account for circa 15%. Travel by bicycle accounts for 4% of journeys.

3.4 Propensity to Travel by Non-Car Modes

- 3.4.1 To consider the potential for trips to be made by walking, cycling and public transport, consideration is given to the distances that people are likely to travel.

Walking Distances

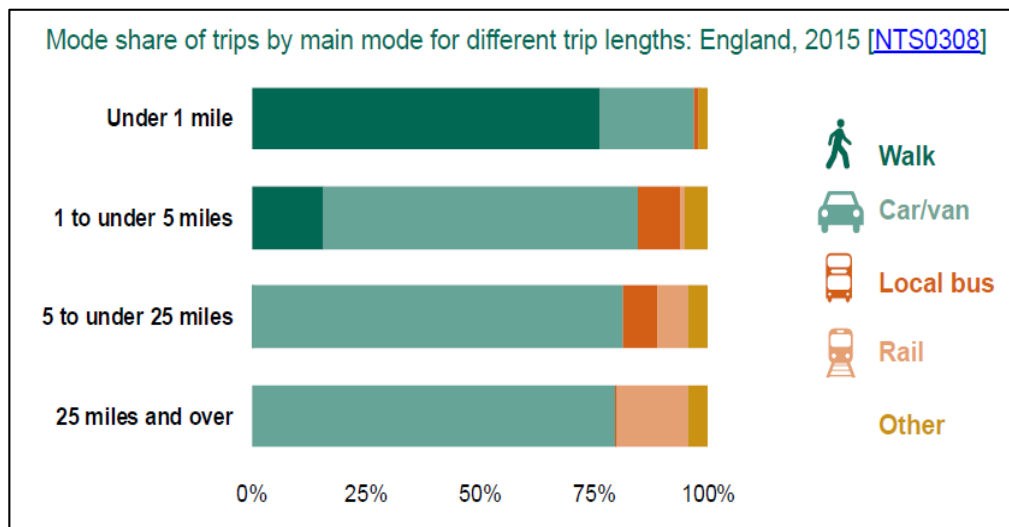
- 3.4.2 Paragraph 4.4.1 of the Manual for Streets identifies that ***“Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes’ (up to about 800 m) walking distance of residential areas”***. MfS also notes that ***“this is not an upper limit and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2km.”***

- 3.4.3 CIHT ‘Planning for Walking’ (Section 6.3) identifies that most people will walk if their destination is less than a mile away (1.6km):

“Across Britain, approximately 80% of journeys shorter than 1 mile are made wholly on foot – something that has changed little in 30 years.

- 3.4.4 This is corroborated by the National Travel Survey (NTS) 2015 which identifies the mode share of journeys of different lengths (**Image 3.1**).

Image 3.1: Mode Share of Trips by Main Mode for Different Trip Lengths: England



Source: National Travel Survey: England 2015 – Department for Transport 8 September 2016

3.4.5 Therefore, the vast majority (76%) of trips of up to one mile (1,600m) are undertaken on foot. Furthermore, 32% of journeys between 1 and 2 miles (1,600m – 3,200m) are likely to also be undertaken on foot.

3.4.6 On this basis, the following walking distances are identified:

- 800m – A comfortable and attractive walking distance in line with the walkable neighbourhood's concept;
- 1,600m – A reasonable walking distance i.e. the distance within which circa three-quarters of all journeys are made on foot;
- 3,200m – A maximum walking distance i.e. the distance within which a significant proportion (circa one-third) of journeys will still be on foot.

3.5 Cycling Distances

3.5.1 The Design Manual for Roads and Bridges (DMRB) TA 91/05 'Provision for Non-Motorised Users' paragraph 2.11 states:

"Cycling is used for accessing a variety of different destinations, including educational facilities, shops and places of work, up to a range of around 5 miles."

3.5.2 Guidance within CIHT "Planning for Cycling" also states that:

"The majority of cycling trips are for short distances, with 80% being less than five miles and with 40% being less than two miles. However, the majority of trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips (DfT, 2014a)..."

- 3.5.3 Paragraph 1.5 in the Department for Transport's (DfT) Local Transport Note 2/08 'Cycle Infrastructure Design' (October 2008) states that:

"Urban networks are primarily for local journeys. In common with other modes, many utility cycle journeys are under three miles (4.8km) (ECF, 1998), although for commuter journeys, a trip distance of over 5 miles (8km) is not uncommon."

- 3.5.4 Data provided within the National Travel Survey demonstrates that the average distance per journey by bike is approximately 4.4km, with the current average length of an employment and leisure cycle trip some 5.2km.

- 3.5.5 On this basis, the following cycling distances are identified:

- Up to 3,200m - an attractive and short cycle trip;
- Up to 5,000m - a 'reasonable' everyday cycle distance; and
- Up to 8,000m - the 'maximum' cycling distance for regular (non-leisure) trips.

3.6 Local Facilities and Services

- 3.6.1 The key local destinations within the context of the local walking and cycling catchments are illustrated on **Figure 2** and are listed in **Table 3.3**, which includes facilities for education, leisure, retail, employment and health.

Table 3.3: Key Local Destinations

Facility Type	Key Destination	Walking Distance (m)	Walk	Cycle
Retail	Tesco Extra	100	✓✓✓	✓✓✓
	Oxford Road Shopping Parade	400	✓✓✓	✓✓✓
	Lidl	800	✓✓✓	✓✓✓
	Reading Retail Park	1600	✓✓	✓✓✓
	Vastern Court Retail Park	1800	✓✓	✓✓✓
	Waitrose	1900	✓✓	✓✓✓
	Reading Town Centre	2000	✓✓	✓✓✓
	The Oracle Shopping Centre	2300	✓	✓✓
Health	Oxford Road Pharmacy	600	✓✓✓	✓✓✓
	Western Elms Surgery	650	✓✓✓	✓✓✓
	Inspire Dental Reading	1200	✓✓	✓✓✓
Employment	Portman Road Industrial Estate	100	✓✓✓	✓✓✓
	Richfield Avenue Industrial Estate	1000	✓✓	✓✓✓
	Reading Retail Park	1600	✓✓✓	✓✓✓
	Reading Town Centre	2000	✓✓	✓✓✓
Education	The Honey Bee Pre-School	400	✓✓✓	✓✓✓
	Battle Primary Academy	800	✓✓✓	✓✓✓
	Wilson Primary School	950	✓	✓✓
	Oxford Road Primary School	1100	✓✓	✓✓✓
	The Wren School	1800	✓✓	✓✓✓
	Ranikhet Academy	2100	✓	✓✓
	Prospect School	2700	✓	✓✓
Leisure	Oxford Road Community Garden	800	✓✓✓	✓✓✓
	Kensington Park	800	✓✓✓	✓✓✓
	Central Swimming Pool	1200	✓✓	✓✓✓
	Prospect Park	1500	✓✓	✓✓✓
	Rivermead Leisure Centre	1500	✓✓	✓✓✓
	River Ibis Leisure Centre	1900	✓✓	✓✓✓
	Bus Stops	650	✓✓✓	✓✓✓
Travel	Reading West Railway Station	750	✓✓✓	✓✓✓
	Reading Railway Station	2300	✓	✓✓

Source: Consultant (all distances are estimated walk distances measured from the centre of the site on Google Maps)

Notes: Walk Distances – ✓✓✓ less than 800m ✓✓ between 800m and 2km, ✓ between 2km and 3.2km
Cycle Distances – ✓✓✓ less than 2km ✓✓ between 2km and 5km, ✓ between 5km and 8km

3.6.2 **Figure 2** and **Table 3.3** demonstrate that there are a wide range of everyday facilities within a comfortable and attractive walking distance of the site, including primary education, convenience retail, personal business services, a range of leisure facilities and employment opportunities.

3.6.3 All of the services and facilities outlined in **Table 3.3** are within the maximum walking distance of 3.2km, and all fall within a reasonable cycling distance.

3.7 Walking and Cycling

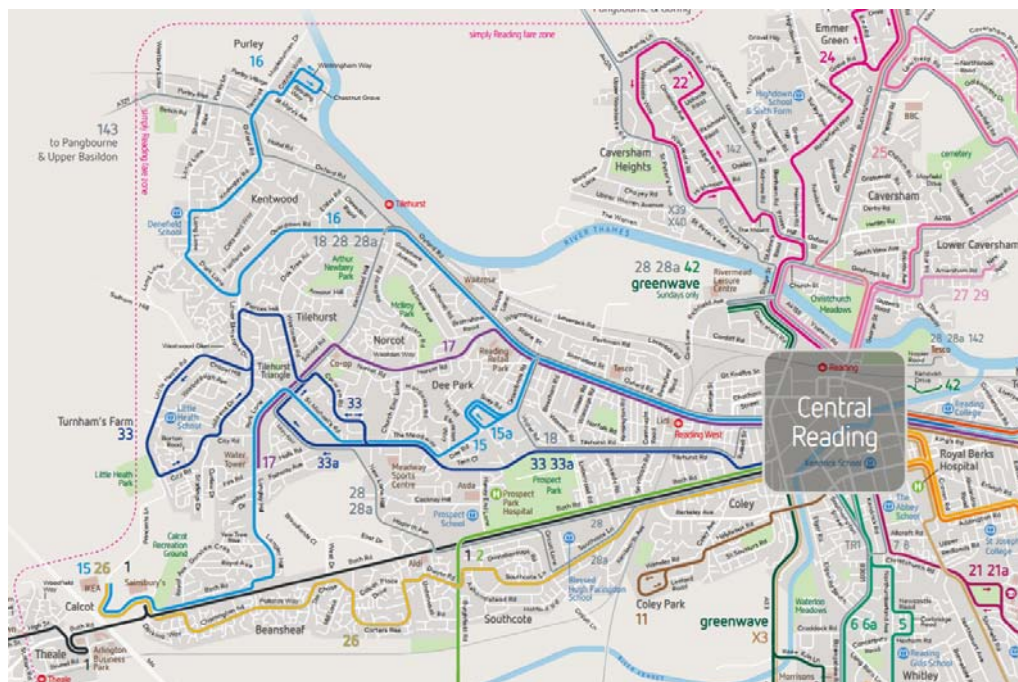
- 3.7.1 The site benefits from connections to Portman Road, Portman Way and Valentia Road which together provide a permeable network of connections to the local area, and onwards towards the centre of Reading.
- 3.7.2 Portman Road Link (along the western boundary of the site) has a designated 2m wide footway on the western side of the carriageway and a 3m wide shared footway / cycleway on the eastern side of the carriageway. These facilities provide continuous connections from Tesco and Portman Way (to the south) to Portman Road (to the north) via the toucan crossings present at the signalised junction of Portman Road at the north western corner of the site.
- 3.7.3 Portman Road, to the north, has a 3m wide shared footway / cycleway on the northern side of the carriageway, which, provides a continuous off-carriageway connection from Tilehurst railway station to the west and Reading town centre to the east.
- 3.7.4 A 2m wide footway is present on the southern side of the carriageway on Portman Way, providing connections from Tesco to the west and the wider highway network on Oxford Road (via the already built Battle Hospital site).
- 3.7.5 Uncontrolled dropped kerb pedestrian crossings and tactile paving are present at local junctions.
- 3.7.6 These facilities provide safe and direct connections for pedestrians and cyclists to local employment and retail facilities, Reading Town Centre, and the rail stations at Tilehurst, Reading West and Reading Central.

3.8 Public Transport

Bus

- 3.8.1 The site benefits from access to a number of bus stops, with the closest stops located on Oxford Road, some 400m south of the site which, is a key public transport corridor. These bus stops provide access to bus services 15, 15a, 16 and 17 which, offer a turn up and go service.
- 3.8.2 An extract of the local bus map is shown as **Image 3.2** (and included at **Appendix A**), while **Table 3.2** provides a summary of the routes and their frequencies.

Image 3.1: Bus Route Plan



Source: Reading Buses

Table 3.4: Bus Routes and Frequencies

Service	Route Description	Frequency (minutes)				
		Mon - Fri			Sat	Sun
		Peaks	Daytime	Evening		
15/15a	Calcot - Tilehurst - Dee Park - Central Reading	15	15	30	15	30
16	Purley - Oxford Road - Central Reading	15	15	30	20	30
17	Wokingham Road - Central Reading - Oxford Road - Tilehurst	7	7	15	7	20

Source: Reading Buses

3.8.3 It is evident from this that there are substantial opportunities to travel to key destinations within Reading by bus, with there being some 16 buses an hour provided throughout Reading.

Rail

3.8.4 The closest railway station to the site is Reading west railway station, located some 750m to the south-east of the site. The station is operated by Great Western Railways and provides regular services to Basingstoke, Newbury and London Waterloo. Basingstoke is a 20-minute journey, with the travel time to Newbury being circa. 25mins and approximately 35mins and 45mins to London Waterloo and London Paddington respectively (changing at Reading main railway station).

3.8.5 **Table 3.5** summarises the local destinations and frequencies.

Table 3.5: Rail services from Reading West Railway Station

Destination	Typical Frequency (trains per hour)		Average Journey Duration
	Peak	Off-Peak	
Reading	4	3	4m
Basingstoke	2	2	22m
London Paddington	4	2 - 4	35m
Newbury	3	2	40m
London Waterloo	5	5	1h20m

Source: National Rail Enquiries

3.9 Broadband Connectivity

3.9.1 The site will benefit from fibre to plot broadband.

SECTION 4 TARGETS

4.1 Overview

- 4.1.1 The key aim of the Travel Plan is to reduce single occupancy vehicle (SOV) use for travel to the site, and the use of targets will enable monitoring of progress against the key objective of the Travel Plan.

4.2 Targets

- 4.2.1 Whilst Census data has been used at this stage as a proxy for the likely mode share for trips made from the development site, the actual mode shares that will occur will not be fully understood until the first travel surveys have been analysed.
- 4.2.2 However, it is sensible to set some interim mode share targets which can then be reviewed to ensure that they are SMART following the first round of travel surveys.
- 4.2.3 An initial aim of the Travel Plan will be to achieve a 10% point reduction in modal share for travel by car (as driver) among residents over the lifespan of the Travel Plan and increase the share of other travel modes. Interim targets will also be provided. The targets will be SMART (specific, measurable, achievable, realistic, time-bound).
- 4.2.4 **Table 4.1** provides a provisional set of targets based on mode share although these will be refined based on the results of travel survey data (see below). The targets are ‘front-loaded’ so as to achieve much of the shift in mode share during the early years of the Travel Plan.

Table 4.1: Provisional Mode Share Targets based on Census 2011 Data

Mode	Initial Mode Share	Target after 1 Year	Target after 3 Years	Target after 5 Years
Car	36.6%	36.6%	30.0%	26.6%
Foot	25.0%	25.0%	26.0%	26.0%
Bicycle	4.4%	4.4%	6.0%	7.7%
Bus	14.9%	14.9%	15.7%	16.0%
Car Pass	3.9%	3.9%	6.0%	7.0%
Train	14.0%	14.0%	14.5%	15.0%
Motorcycle	0.6%	0.6%	1.0%	1.0%
Other	0.3%	0.3%	0.5%	0.5%
Taxi	0.3%	0.3%	0.3%	0.3%
Total	100.0%	100.0%	100.0%	100.0%

Source: Census 2011

- 4.2.5 A survey of residents' travel patterns will be undertaken one year after initial occupation of the site. This will allow the Travel Plan Co-ordinator to refine targets set out in this document using observed mode split data and enable the production of a full Travel Plan based on actual travel patterns. This will be submitted to and agreed with RBC. A sample travel survey has been included in **Appendix B**.
- 4.2.6 Once the first monitoring surveys at the development have been undertaken and analysed (see Section 8 of this Travel Plan) this will update the baseline position and the interim mode shift targets will be reviewed by trip purpose.
- 4.2.7 In addition to mode share targets, it is important to identify a number of targets which will ensure that the commitments made by the developer, through this travel plan are delivered.
- 4.2.8 The first phase of targets is therefore action related. They are as follows:
- Appoint Travel Plan Coordinator prior to sales and marketing phase;
 - Travel Plan Coordinator to become familiarised with the agreed monitoring process;
 - Undertake residential travel surveys and traffic counts, as first phase of monitoring following occupation of the 75th dwelling or one year after first occupation (whichever is sooner);
 - Review measures to ensure that they remain appropriate; and
 - Once agreed with RBC, update the Travel Plan with any necessary revisions to measures.

SECTION 5 SITE LAYOUT AND INFRASTRUCTURE MEASURES

5.1 Introduction

5.1.1 The following sub sections cover the sustainable transport strategy:

- Objectives;
- Road network;
- Walking and cycling;
- Public transport; and
- Parking.

5.2 Objectives

5.2.1 Having regard to national and local planning policy guidance and travel characteristics above, the main objectives of the access and transport strategy for the site are to:

- Provide a development layout which maximises the potential for walking and cycling;
- Integrate the site with the local walking and cycling infrastructure on the local highway network;
- Contribute to any off-site highway improvements considered necessary to serve the site.

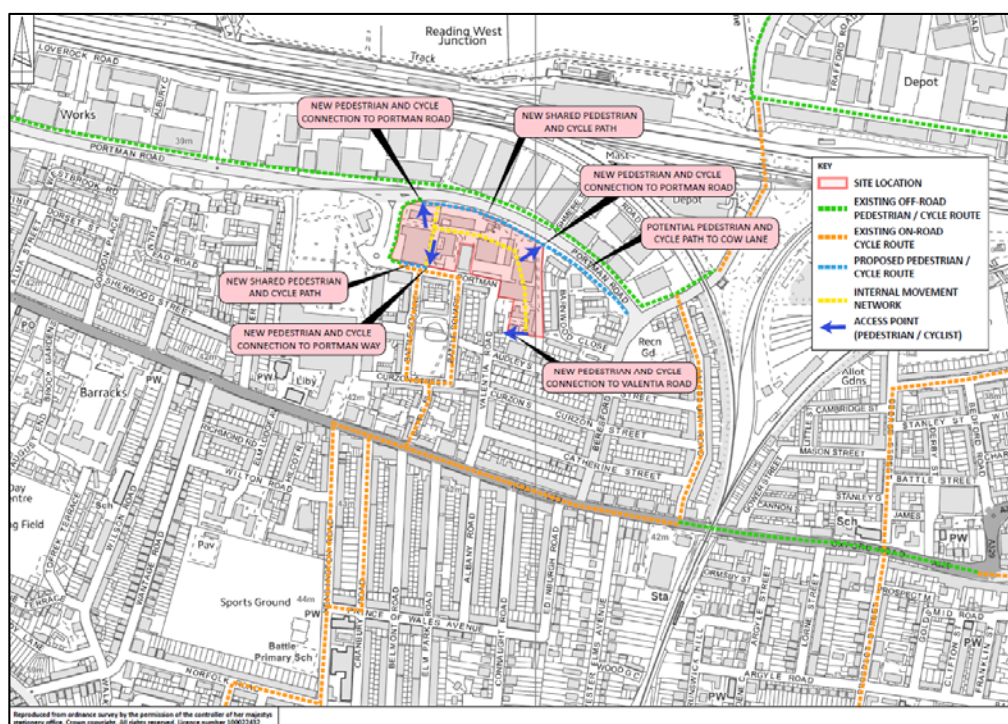
5.3 Walking and Cycling

5.3.1 There is currently a good network of pedestrian and cycle facilities in the vicinity of the site (as outlined in Section 3.7 of this report). The site is proposed to provide a number of connections to the existing infrastructure. These comprise of (and are shown graphically on **Image 5.1**): -

- A new 3m wide north – south pedestrian / cycle connection within the site from Portman Road to Portman Way. This will tie into the existing infrastructure at the signalised junction of Portman Road / Portman Way (north western corner of the site);

- A new east – west footway / cycleway connection within the site adjacent to Portman Road. This will also tie into the existing infrastructure at the signalised junction of Portman Road / Portman Way; and
- A new pedestrian / cycle connection to Valentia Way (via the emergency access).

Image 5.1: Improved Sustainable Transport Connections



Source:

5.3.2 There is also an opportunity for the development to provide an onwards link between the north east corner of the site and planned improvements to pedestrian / cycle facilities at Cow Lane roundabout. This would replicate the provision on the northern side of Portman Road.

5.3.3 The proposed pedestrian and cycle access points will deliver connected, intuitive and direct connections between the site and local facilities. The combination of a permeable and connected development, and delivery of walking and cycling routes within the site, also offers a wider benefit for local residents by better connecting existing Public Rights of Way and movement corridors.

5.4 Public Transport

5.4.1 The site is well located to take advantage of existing bus services (services '15', '16' and '17' – see Table 3.1), which offer a turn up and go service.

5.4.2 The site is also located approximately 750m north west from Reading West Railway Station, which is a reasonable cycling distance. Key destinations from this station include Reading, Basingstoke and Newbury. In addition, Reading Main Railway Station provides further onward travel to London Paddington and London Waterloo.

5.5 Parking

5.5.1 The transport assessment supports the detailed planning application for the redevelopment of the site. The proposed site layout which illustrates the proposed parking arrangements is included as **Appendix C**.

5.5.2 As discussed with RBC, a bespoke parking demand assessment has been undertaken which utilises 2011 census data for the local area to determine likely parking demand.

5.5.1 On this basis, the following parking provision has been identified:

- All parking for apartments to be unallocated;
- 1 bed apartments to have a ratio of at least 0.8 spaces per dwelling;
- 2 and 3 bed apartments to have a ratio of at least 1.0 spaces per dwelling; and
- All 3 bed houses to have at least 1.9 spaces per dwelling (with at least one allocated parking space and 0.9 unallocated spaces per dwelling).

5.5.2 As shown on the master plan, parking will be provided:

- Within an undercroft basement for the flat blocks;
- Within the curtilage of individual dwellings;
- In parking courts; and
- Within dedicated parking bays along the street frontage.

5.5.3 The dimensions of parking spaces and garages are to be provided in accordance with the guidance set out in RBC's Residential Car & Cycle Parking Standards.

5.5.4 All of the parking for the apartments will be unallocated to provide for efficient use, while there will be a number of on-street visitor parking provided in dedicated lay-bys.

5.5.5 Cycle parking will be provided in accordance with the minimum cycle parking standards presented in RBC' LDF Revised Parking Standards and design SPD (adopted October 2011), re-produced below: -

- 1/2 Bed Flat – 0.5 spaces per flat;
- 3+ Bed Flat – 1 space per flat;
- 1 bed house – 1 space per dwelling; and
- 2+ bed house – 2 spaces per dwelling.

5.5.6 Cycle parking for the proposed houses will be provided in garages, or in sheds in back gardens and, for apartments, cycle parking will be provided in covered and secured communal areas.

Car Club

5.5.7 There is an existing Car Club operating on Oxford road, and discussions are ongoing with the operator to determine how well used the car club is and whether there are opportunities to utilise and strengthen this car club, which is located in a highly accessible location which benefits new and existing users.

5.6 Summary

5.6.1 The site layout and provision of new transport infrastructure underpins the aims of the F RTP. The proposed development will bring forward a range of improved pedestrian and cycling facilities to connect with existing walking and cycling routes to provide opportunities for future residents, to make local journeys to key local destinations on foot and by bicycle instead of using the car. There are also opportunities for future residents to travel to and from the proposed development site by travel by public transport.

SECTION 6 'SOFT' MEASURES

6.1 Introduction

6.1.1 This section of the Residential Travel Plan describes the non-infrastructure or 'soft' Travel Plan measures that will be developed and promoted for the residents of the new development. It covers:

- Measures to encourage new residents to walk and cycle;
- Measures to encourage the use of public transport;
- Measures to encourage future residents to car-share;
- Information provision; and
- A new resident's 'welcome' travel pack.

6.1.2 The strategy for a Travel Plan co-ordinator, implementation, funding and management of the TP also is provided in the later sections of this report.

6.2 Promotion of Walking and Cycling

6.2.1 As described in Section 5, the development will be designed to facilitate walking and cycling, for local journeys to key destinations. All dwellings will be provided with cycle parking in line with current local parking standards. Information on the walking and cycling routes and facilities within the development will be made available to new residents through the resident's travel information pack and the other means described below.

6.2.2 A bicycle user group will be set up for the new development. This will enable cyclists to share information on routes, safety, cycle maintenance etc. It will also enable less experienced cyclists to contact established cyclists and therefore to obtain information, guidance and potentially a 'cycling buddy' to accompany them on cycle journeys.

6.2.3 The Travel Plan Co-ordinator will assist with the dissemination of information regarding the user group, and will help residents, employees etc get in contact with one another. Where possible, the Travel Plan Co-ordinator will attempt to negotiate discounts or promotions for residents at local cycle stores and will also inform residents of any discounts that RBC has already organised with local cycle stores.

6.2.4 The Travel Plan Co-ordinator will also promote 'Bikeability' cycle training courses to residents and will attempt to organise group training sessions if enough residents are interested. Furthermore, the TPC will provide information on local cycling groups such as Cycling UK Reading and Reading Cycling Club.

6.3 Promotion of Public Transport

6.3.1 Information on the public transport routes and facilities serving the new development will be made available to new residents through the residents' travel information pack (see below). Information regarding bus facilities will also be advertised, such as whether there is level access, on-board wi-fi, contactless payments etc.

6.3.2 The frequent and direct public transport services to local destinations will be emphasised.

6.4 Car Sharing Scheme

6.4.1 Car sharing will be promoted amongst new residents of the development, particularly in relation to journeys to work. Not only does car sharing cut the costs of travel to work for the individual, but it reduces the numbers of residents making similar journeys at the same time, thereby reducing peak hour congestion on routes between the site and local employment areas. This in turn helps to reduce vehicle emissions, contributing to meeting local air quality targets.

6.4.2 Residents will therefore be provided with information about car sharing schemes such as liftshare (<https://liftshare.com/uk/journeys/to/reading-uk>) and BlaBla Car (<https://www.blablacar.co.uk/ride-sharing/reading/>). There will also be a leaflet explaining the benefits of the car share scheme and how to register will be included in the residential travel information packs. This provides an easy and safe way for potential car sharers to identify people undertaking similar journeys.

6.5 Information Provision and Marketing

6.5.1 New residents will be provided with travel information during the purchase of their property. The initial sales pack will include a leaflet about the sustainability credentials of the development.

6.5.2 To ensure access to up to date information for residents a travel plan website / information page will be set up. This will contain up to date bus and rail timetable information, and information on car sharing and the discounted car hire scheme, walking and cycling maps will also be available to download.

6.6 Residential Travel Information Packs

6.6.1 The first occupier of each household will be provided with a residents' travel information pack. The pack will pull together information on the above listed measures and contain information about the objectives of the Travel Plan, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport. The following items will be included in the resident's travel information pack:

- Details regarding the provision of broadband access to enable easy access to local home delivery services and home working will be promoted as a way to reduce travel;
- An information leaflet about the Travel Plan, its aims and objectives, how to get involved and how travel will be monitored;
- A link to and information about the community travel website, providing local travel information including: maps showing location of key services and facilities and walking / cycling time isochrones to demonstrate to residents how long it will take to walk or cycle to these destinations;
- A plan of the new development, highlighting local facilities and the nearby key destinations, the walking and cycling routes to these, locations of public cycle parking within the development, and the location of bus stops;
- Information about opportunities to travel to local schools near the site by sustainable modes and schemes;

- Links/web address details for Travel Reading Live cycle route map and Reading Borough Council (<http://www.reading-travelinfo.co.uk/cycling/route-maps-information.aspx>) and <http://www.reading.gov.uk/cycling>)
- Bus and rail maps and timetable information;
- Information about the Reading Travel Info website which provides travel information and advice in and around the Reading area (<http://www.reading-travelinfo.co.uk/>);
- Information about journey planning services, e.g. www.nationalrail.co.uk and www.travelinesoutheast.co.uk ;
- Information about car sharing through the Reading car share website (<https://liftshare.com/uk/journeys/to/reading-uk>) and BlaBla Car (<https://www.blablacar.co.uk/ride-sharing/reading/>); and
- Information about the home delivery services offered by supermarkets in the local area, and potentially a voucher for free home delivery on first use.

6.7 Summary

- 6.7.1 The aforementioned measures are intended to promote the use of walking, cycling and public transport amongst new residents for local journeys and to make more efficient use of the private car through the development of car sharing and car hire initiatives. The measures also aim to ensure that the objectives set out in Section 2 of this report are met and to minimise single occupancy car travel to and from the site.
- 6.7.2 A range of information and marketing initiatives are also put forward to encourage awareness and participation in the Travel Plan amongst residents from the outset.

SECTION 7 MANAGEMENT AND IMPLEMENTATION

7.1 Introduction

- 7.1.1 This section of the report describes the strategy through which the measures contained herein will be implemented and managed.

7.2 Management

- 7.2.1 The developer will appoint a Travel Plan Co-ordinator (TPC) for the site. Contact details will be supplied to RBC at least one month prior to first occupation of the development proposal.
- 7.2.2 The TPC will initially be supported by a steering group, comprising a representative from the developer, a representative of any housing association(s), the highway authority (RBC), the local authority sustainable travel co-ordinator and other local authority officers as needed (e.g. cycling, public transport, and voluntary residents' representatives). The Travel Plan Coordinator will seek to engage with other sites such as local schools and businesses who may also be developing or delivering travel plans.
- 7.2.3 The steering group will meet every 6 months during the first year and annually thereafter. This will enable the Travel Plan to be well established by the end of the initial Travel Plan period. A framework for the continuation of the Travel Plan post developer involvement is set out below.

7.3 Role of TPC

- 7.3.1 The role of the TPC will be as follows:
- To manage the day to day delivery of the measures contained in Section 6 of the TP;
 - To set up and act as chairperson to the steering group;
 - To market the Travel Plan to encourage interest and involvement of residents;
 - To set up and maintain a Travel Plan website / information page;

- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes;
- To promote the bicycle user group and to organise RBC cycle training courses for groups of interested residents;
- To organise annual monitoring of the Travel Plan in line with the strategy outlined in Section 9 of the TP; and
- To provide monitoring feedback to residents and the steering group and to liaise with the local authority as necessary.

7.4 Involvement of Residents

7.4.1 Involvement of residents will be key to the success of the sustainable transport measures. Information regarding the Travel Plan will be included in the sales brochure and on completion of purchase, the first owner of each dwelling will be provided a residents' travel information pack.

7.4.2 The TPC will be encouraged to liaise regularly with residents, employees and visitors of the site, to understand their particular needs and concerns and to examine ways of addressing them. Copies of the Travel Plan will be made widely available to all users of the site, to ensure that people are fully aware of the objectives of the Plan and of the full range of measures.

7.4.3 The TPC will also aim to maintain interest amongst residents through the following means:

- Occasional email update providing information about the Travel Plan, advertising the website and reporting the results of the annual monitoring;
- Involvement of resident volunteers in the Steering Group (to be recruited by the TPC); and
- The steering group will review and develop other methods of involving residents.

7.5 Framework for Implementation

7.5.1 The TPC will be appointed at least one month before the first occupation of the new development, in order to commence development of the initial Travel Plan measures in time for the first occupations. **Table 7.1** provides an initial framework for implementation of the measures set out in Sections 5 and 6 of this F RTP.

Table 7.1: Framework for Implementation

Measure		Timescale
Infrastructure Measures as per Section 5		To be phased in line with the development.
Travel Plan Co-ordinator		Appointed one month prior to 1 st occupation and remain in place for a minimum of 5 years from first occupation.
Steering Group		Every six months during the first year then annually for the duration of the Travel Plan.
Information Development and Provision	Training of sales team about the Travel Plan and in personal journey planning	Training as part of induction process.
	Production of Travel Plan information for sales packs	To be developed before 1 st occupation.
	Production of residents' travel information packs	To be developed before 1 st occupation. Initial occupations to have simplified version of pack, with club/bicycle user group information to be provided at a later date in line with implementation of these schemes.
	Community Web page	To be phased in line with development.
Promotion of Public Transport		Engage in negotiations with local bus operators for reduced price bus tickets (covering first year of occupations)
Promote car share schemes		With resident's travel information pack and on website/community notice boards.
Walking/cycling/local facilities maps		With resident's travel information pack and on website/community notice boards.
Develop bicycle user group		Six months after occupation.

Source: Consultants' Estimates

7.6 Funding

7.6.1 The developer will fund the following items:

- a) The transport infrastructure outlined in Section 5 of the TP;
- b) The TPC role for a period of 5 years from first occupation;
- c) The initial implementation of the measures outlined in Section 6 and Table 7.1; and

- d) The monitoring surveys outlined in Section 9 including setting aside an amount of money to undertake the surveys two years after full occupation.

7.6.2 The aim will be to take steps to enable the Travel Plan to become self-funding by the time that the development is complete. The Steering Group will be responsible for ensuring that steps are taken so that the Travel Plan becomes self-financed, consequently providing the plan with future longevity.

7.7 Delivery and Enforcement

7.7.1 The implementation of the Travel Plan will be secured within a Section 106 obligation with Reading Borough Council. The obligation will secure the following matters;

- Implementation of the Residential Travel Plan, including the measures outlined and the ongoing monitoring of the plan; and
- Preparation and agreement of a Full Travel Plan within 12 months of occupation of the site (six months after the first monitoring period); and
- Appointment of a Travel Plan coordinator to be responsible for implementing the plan, who will be retained for the duration of the travel plan period.

7.8 Strategy for Handover at End of the Developer Involvement

7.8.1 The TPC role will cover a period of five years from the first occupation of any dwelling. Thereafter, the developer will no longer be responsible for the management of the Travel Plan. At this time, the management of the Travel Plan will revert to a residents' committee, residents' steering group, or management company to which the Local Authority's sustainable travel co-ordinator will be invited to attend and provide guidance. However, it is anticipated that sustainable travel behaviour will already be well established by this stage.

SECTION 8 MONITORING

8.1 Monitoring

8.1.1 The travel plan monitoring will cover a period of 5 years from first occupation. After this period, it is expected that the targets of the Travel Plan should have been achieved.

8.1.2 Monitoring of the Travel Plan will be important in understanding the changing nature of residents travel habits and the effectiveness of the Travel Plan's measures in working.

8.2 Traffic Surveys

8.2.1 It is proposed to undertake Automatic Traffic Count (ATC) surveys at the entrance to the site in order to collect information on the number of vehicle movements to/from the site. The first survey will be carried out one year after first occupation of the site. This will ensure that the survey captures information about an established critical mass of residents, and will allow time for the measures contained within the Travel Plan to take effect. Subsequent surveys will be undertaken at the end of the years 3 and 5 of the travel plan period.

8.3 Questionnaire Surveys

8.3.1 Questionnaire surveys will also be used to determine the effectiveness of the Travel Plan measures, and enable residents to remain involved in the Travel Plan process. The surveys will collect information such as work destination, number of cars and bicycles per household, modal split of work, educational and leisure journeys and preferences towards the availability and use of more sustainable modes of transport. A sample residential travel survey is provided as **Appendix B**.

8.3.2 The first questionnaire survey will be undertaken one year after first occupation and then biennially until the end of the travel plan period (i.e. years 1, 3 and 5 of the travel plan period).

8.4 Reporting

8.4.1 The results of the surveys and statistical analysis will form the basis of discussions with the local planning and highway authorities to examine how the Travel Plan is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success.

8.4.2 A biennial monitoring report (i.e. every-other year) over the period of the Travel Plan will be submitted to RBC setting out the results of the travel surveys against the targets and objectives identified within the Travel Plan. Monitoring reports will be supplied to RBC within three months of the surveys being undertaken. The following information is likely to be provided:

- Recap of the site Travel Plan's objective and agreed targets;
- Monitoring methodology;
- Summary of monitoring results, presented in relation to agreed targets;
- Progress against agreed measures;
- Corrective measures to get the plan back on track, if targets are not being met;
- Proposals to further develop the Travel Plan for the future; and
- Residents and other interested parties will also be informed of the survey results and Travel Plan progress via newsletters and on the community travel website.

8.4.3 In addition, the results of the traffic surveys and the analysis will be included in an updated Travel Plan and Travel Plan targets revised or updated accordingly.

8.5 Remedial Measures

8.5.1 Should the Travel Plan targets not be met by the end of the monitoring periods outlined above, the TPC will identify suitable improvements and actions to get the Travel Plan back on track.

- 8.5.2 The assessments carried out in the Transport Assessment (report ref: ITB12282-005A R) are based upon a 'without Travel Plan' situation and demonstrate that, on the basis that if a 10 percentage point reduction in single occupancy traffic flows is not achieved, the impact of the development on the local highway network after highway improvements is still acceptable in highway and safety terms. On this basis, the development is not dependent on the success of the Travel Plan in making the development acceptable in terms of traffic impact on the local highway network.
- 8.5.3 The sustainable transport strategy set out in this Travel Plan and all of the associated measures will provide a genuine opportunity for the 10 percentage point reduction in single occupancy traffic flows associated with the development to be achieved.
- 8.5.4 An annual Travel Plan budget will be provided for the development to fund the 'soft' measures, as well as the cost of monitoring and implementation. How this fund would be allocated and spent will be determined by the TPC. For example, should the first monitoring surveys report that certain schemes or modes are better utilised or more popular, more funds could be invested into those more successful aspects of the Travel Plan.

SECTION 9 SUMMARY

9.1 Summary

- 9.1.1 This Framework Residential Travel Plan (FRTTP) is submitted in relation to a planning application at the Former Battle Hospital Site, Reading, for a development comprising 215 residential dwellings.
- 9.1.2 The FRTTP aims to promote sustainable lifestyles amongst new residents, through reducing the need for travel by private car, and in particular reducing single occupancy car journeys; providing non-car mode travel options for local journeys; and influencing modal choice.
- 9.1.3 The overarching target will be to achieve a year on year reduction in single occupancy car trips from the development site to achieve a 10 percentage point reduction by year 5.
- 9.1.4 In line with current guidance, sustainable transport measures will be incorporated as an integral part of the site masterplan. Car and cycle parking is proposed in line with local standards and identified demand. The proposed development will assist in bringing forward a range of new / improved high quality off-site pedestrian and cycling facilities to connect with existing walking and cycling routes to provide opportunities for future residents at the proposed development to make local journeys to key local destinations by walking and by bicycle instead of using the car.
- 9.1.5 A sustainable transport strategy is proposed for the development, including enhanced pedestrian and cycle links. This will provide new residents with opportunities to travel by sustainable modes to the key destinations in the area.
- 9.1.6 The Framework Residential Travel Plan presents a range of non-infrastructure or 'soft' measures aimed at influencing modal choice for travel to the site, including:
- Measures to promote walking and cycling, including provision of plans showing walking and cycling routes to local facilities, and a bicycle user group;
 - Promotion of public transport, including provision of public transport timetable and route information;
 - Promotion of car sharing schemes within Reading;

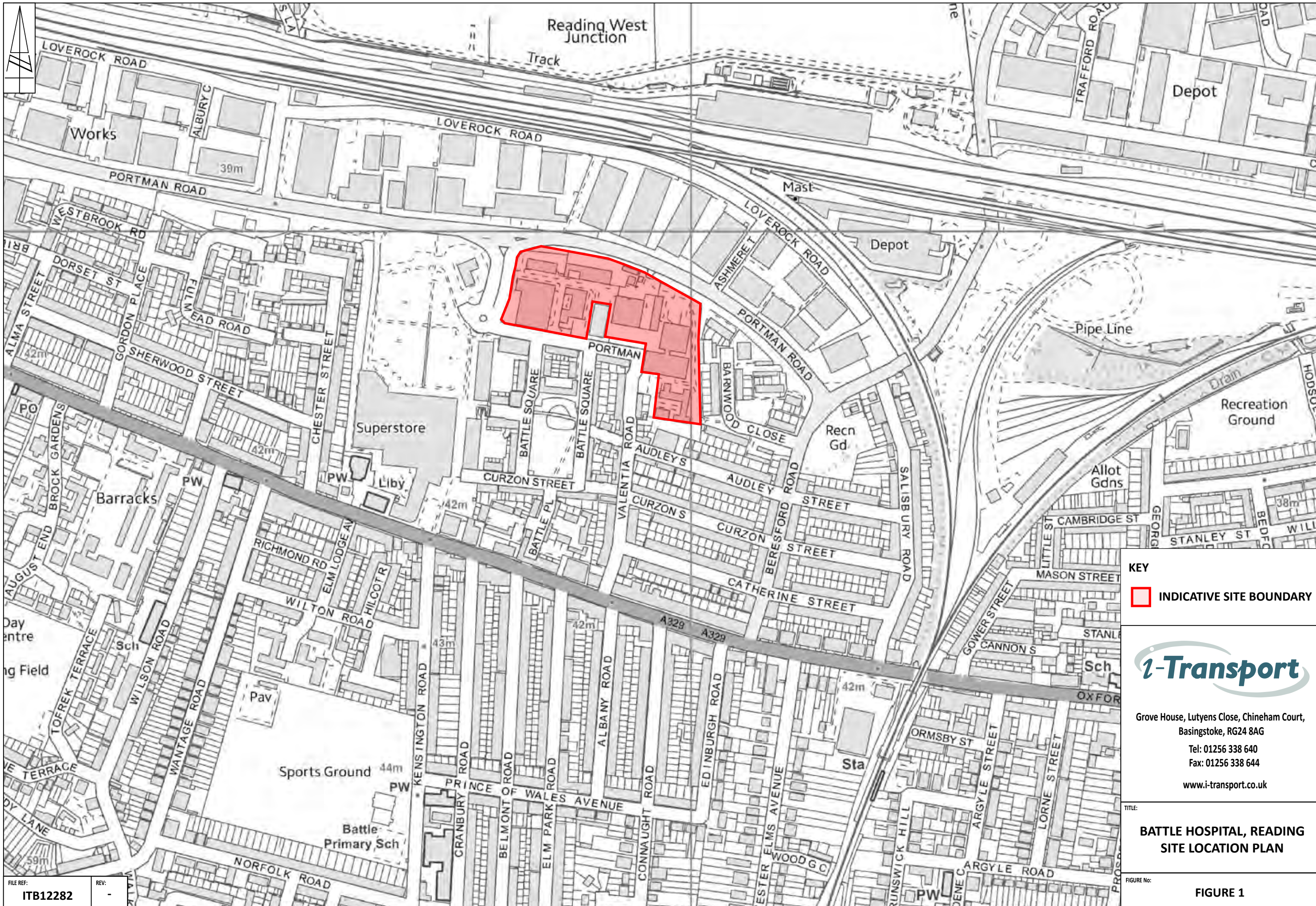
- Provision of broadband access to enable easy access to local home delivery services and home working;
- A resident's travel information pack; and
- Provision of up to date travel information by other means, including a community travel website.

9.1.7 A framework for management and implementation of the Travel Plan is proposed. A Travel Plan Co-ordinator will be appointed by the developer for a period of 5 years from first occupation. The Travel Plan Co-ordinator will be appointed prior to first occupation of the proposed development to oversee the implementation of the proposed measures. A suggested timetable for the implementation of these measures has been put forward.

9.1.8 The Travel Plan Co-ordinator will be supported by a Steering Group, comprising representatives from the developer, local authority, residents etc. A framework is proposed for the handover of the Travel Plan at the end of the developer's involvement.

9.1.9 A monitoring strategy is proposed, which involves both traffic surveys and to help determine the effectiveness of the Residential Travel Plan and its measures. Monitoring reports will be submitted to RBC in years 1, 3 and 5 of the travel plan; setting out the results of the travel surveys against the targets and objectives identified within the Travel Plan.

FIGURES



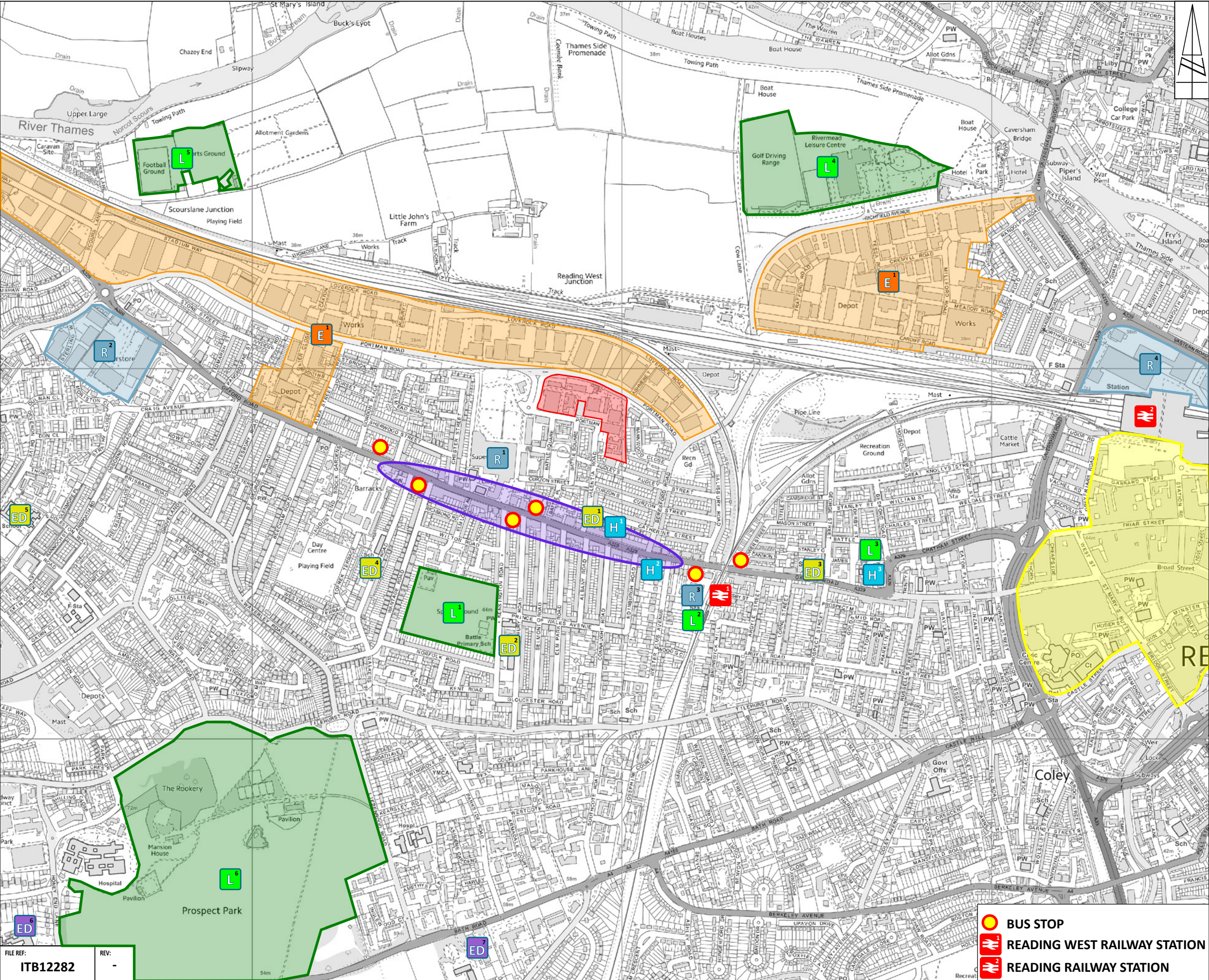
KEY
INDICATIVE SITE BOUNDARY



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TITLE:
**BATTLE HOSPITAL, READING
SITE LOCATION PLAN**

FIGURE No:
FIGURE 1



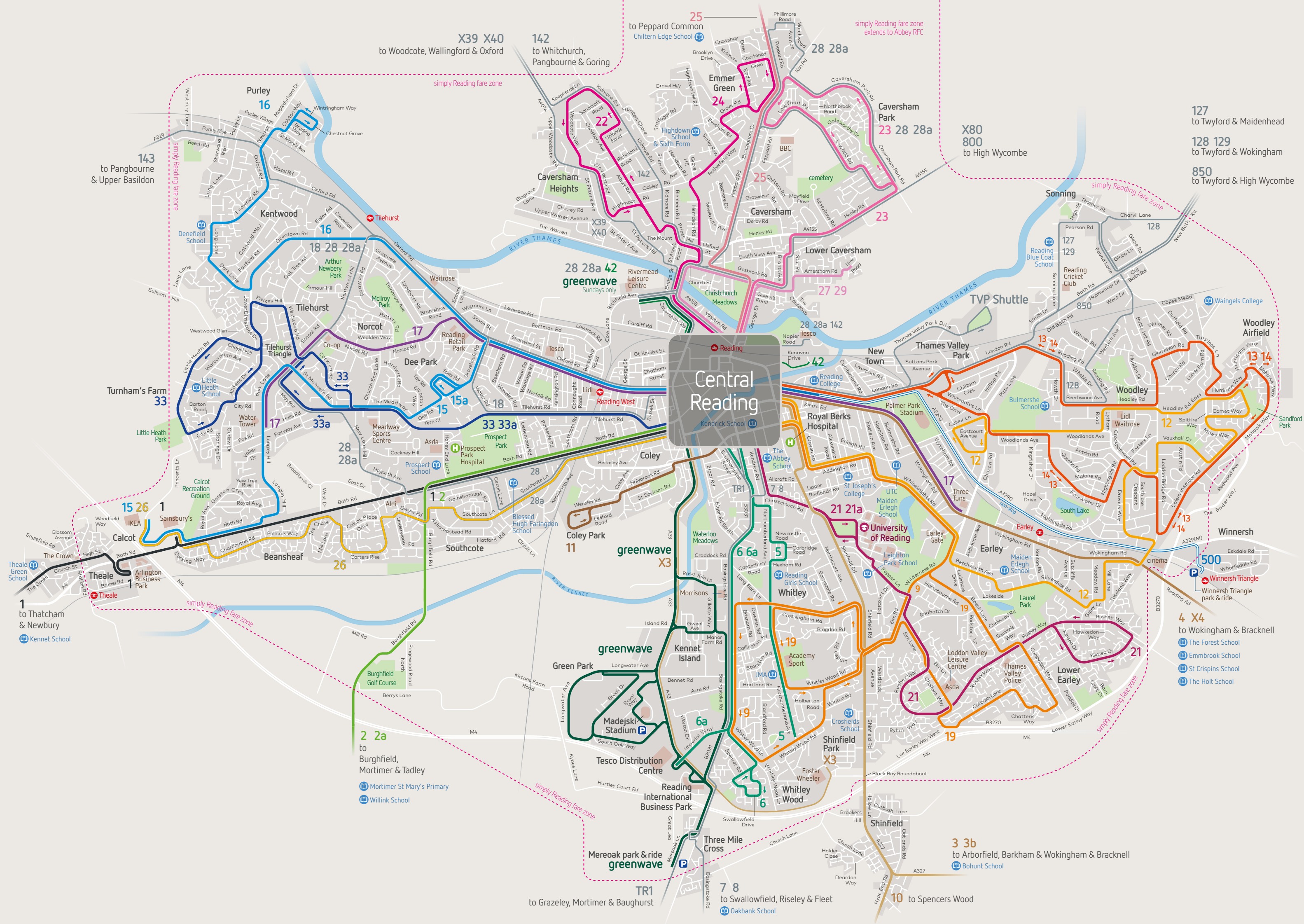
- KEY**
- SITE BOUNDARY**
 - OXFORD ROAD SHOPPING PARADE**
 - READING TOWN CENTRE**
 - TESCO EXTRA**
 - READING RETAIL PARK**
 - LIDL**
 - VASTERN COURT RETAIL PARK**
 - KENSINGTON PARK**
 - OXFORD ROAD COMMUNITY GARDEN**
 - CENTRAL SWIMMING POOL**
 - RIVERMEAD LEISURE CENTRE**
 - RIVER IBIS LEISURE CENTRE**
 - PROSPECT PARK**
 - OXFORD ROAD PHARMACY**
 - WESTERN ELMS SURGERY**
 - INSPIRE DENTAL READING**
 - THE HONEY BEE PRE SCHOOL**
 - BATTLE PRIMARY ACADEMY**
 - OXFORD ROAD PRIMARY SCHOOL**
 - WILSON PRIMARY SCHOOL**
 - RANIKHET ACADEMY**
 - PROSPECT SCHOOL**
 - THE WREN SCHOOL**
 - PORTMAN ROAD INDUSTRIAL ESTATE**
 - RICHFIELD AVENUE INDUSTRIAL ESTATE**

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TITLE:
**BATTLE HOSPITAL, READING
LOCAL FACILITIES PLAN**

FIGURE No:
FIGURE 2

APPENDIX A BUS ROUTE PLAN



APPENDIX B SAMPLE TRAVEL QUESTIONNAIRE

Residential Travel Survey

About You

1. Your place of work postcode

2. Your home postcode

3. Your house name / number

4. Gender Male ☐ Female ☐

5. Age Group

Under 18 ☐ 18 - 34 ☐ 35 - 44 ☐ 45 - 60 ☐ 60+ ☐

6. Number of people in household

1 ☐ 2 ☐ 3 ☐ 4+ ☐

7. Number of cars per household

1 ☐ 2 ☐ 3 ☐ 4+ ☐

8. Number of bicycles per household

1 ☐ 2 ☐ 3 ☐ 4+ ☐

9. Do you have a disability that affects your travel arrangements?

Yes ☐ No ☐

About your job

10. Do you work? 1 -3 days ☐ 4 days ☐ Full time ☐ Shifts ☐

Other, please specify

11. What hours do you normally work? Regular Office ☐ Flexi ☐

Other (please specify)

12. Are there any aspects of your job that require you to have the use of a car?

None ☐ Attend meetings ☐ Visit site / clients ☐ Other ☐

Travel to work

13. How do you normally travel to work?

Walk/jog

Bicycle

Bus

Train

Taxi

Motorbike

Car on own

Car Share

Other (please specify)

14. What alternatives do you occasionally use?

Walk/jog

Bicycle

Bus

Train

Taxi

Motorbike

Car on own

Car Share

Other (please specify)

15. How far do you travel to work? (one way)

Up to 1 mile

1 - 3 miles

3 - 10 miles

10 - 20 mile

Over 20 miles

16. How long does it normally take you to get to work? (one way)

0 - 15 mins

16 - 30 mines

30 - 60 mins

60 mins +

17. If walking or cycling are a practical alternative for you, what would encourage you to do so? (select up to 2 answers)

Free transport home in an emergency

Covered and secure cycle parking

Changing / locker facilities

Pool car available for business use

Other (please specify)

For drivers only

18. Is a car share a possibility if a suitable sharer/s was found?

Yes

No

I already car share

19. Which of the following would most encourage you to car share? (select up to 3 answers)

Help in finding a car share partner		Financial incentives for car shares	
Free transport home in an emergency		Pool car available for business use	
Priority parking for car sharers			
Other, please specify			

20. Is bus or train travel a possibility?

Yes		No		Both	
-----	----------------------	----	----------------------	------	----------------------

Which is most convenient?

Bus		Train	
-----	----------------------	-------	----------------------

21. What would encourage you to use the bus or train more frequently to commute? (select up to 3 answers)

More direct train/bus route		Pool car available for business use	
More frequent services		More reliable services	
Better information on times and fares			
Regular link between station/bus stop and place of work			
Other, please specify			

24. For what other purposes do you regularly travel from home, please indicate number of trips per week in box.

Education for self		Education for dependants	
Access to Health services		Access to retail services	
Leisure			
Other, please specify			

This information is collected in accordance with the Data Protection Act 1998.
The data has been collected for the purposes of:-

- * establish travel patterns to site;
- * to assist with setting objectives for the Travel Plan which may be implemented in the future
- * to monitor travel patterns at the site over set periods of time to quantify modal shift.

APPENDIX C PROPOSED SITE LAYOUT PLAN



Description	Qty
One Bedroom Apartment	45
Two Bedroom Apartment	105
Three Bedroom Apartment	14
Two Bedroom Coach House	2
Three Bedroom House	18
Three Bedroom Townhouse	31
TOTAL	215

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