

RPS

**ST PATRICK'S HALL
UNIVERSITY OF READING**

TRAVEL PLAN

**ST PATRICK'S HALL
UNIVERSITY OF READING**

TRAVEL PLAN

10 November 2017

Our Ref: SRD/HB/sjs/lh/JNY9421-02

RPS

140 London Wall
London
EC2Y 5DN

Tel: 020 7280 3300

Email: transport@rpsgroup.com

QUALITY MANAGEMENT

Prepared by:	Harrison Bains
Authorised by:	Shelley Dix
Date:	10 November 2017
Project Number/Document Reference:	JNY9421-02

COPYRIGHT © RPS

The material presented in this report is confidential. This report has been prepared for the exclusive use of University Partnerships Programme and shall not be distributed or made available to any other company or person without the knowledge and written consent of RPS.

CONTENTS

1	INTRODUCTION	1
2	AIMS AND OBJECTIVES	2
3	SITE ACCESSIBILITY ASSESSMENT	3
4	EXISTING TRAVEL BEHAVIOUR	10
5	TRAVEL PLAN MANAGEMENT.....	14
6	TARGETS AND MONITORING	15
7	MEASURES	16

FIGURES

FIGURE 1: SITE LOCATION PLAN

APPENDICES

- APPENDIX 1: MASTERPLAN
- APPENDIX 2: RBC CYCLE MAP
- APPENDIX 3: READING BUS MAP
- APPENDIX 4: UOR TRAVEL PLAN TRAVEL SURVEY RESULTS

1 INTRODUCTION

Introduction

- 1.1 This Travel Plan has been prepared by RPS Transport on behalf of the University of Reading (the Applicant) and its specialist partner UPP Projects Limited for the proposed redevelopment of St Patrick's.

Development Brief

- 1.2 The Applicant proposes to redevelop the existing St Patrick's Hall of Residence, located on Northcourt Avenue, Reading, West Berkshire, RG2 7HB (**Figure 1**) within the administrative boundary of Reading Borough Council (RBC). The proposals comprise the demolition of existing halls, which provides 182 student rooms plus five houses for families and warden's accommodation, and construct 884 replacement student rooms with associated shared facilities plus six houses for families. 116 student rooms within the Person Court building will be retained.
- 1.3 The proposed increase in student rooms is to cater for existing demand and future growth. Currently, students who have been unable to obtain a place in University halls of residence have sought accommodation within private rented accommodation across Reading. No car parking is proposed for students; however, cycle parking will be proposed in accordance with current policy requirements.
- 1.4 Whilst no new car parking is to be proposed onsite for students, vehicular access for staff and visitor parking as well as servicing and deliveries and emergency access will be retained from Northcourt Avenue, as illustrated in the Masterplan attached at **Appendix 1**.

Purpose of the Travel Plan

- 1.5 Travel Plans are designed to contain a package of measures, to reduce reliance on the private car and encourage greater use of available sustainable transport modes. Travel Plans can assist in increasing accessibility whilst reducing congestion, local air pollution, greenhouse gases and noise.
- 1.6 This Travel Plan identifies sustainable measures which will be implemented in order to promote and encourage use of available sustainable modes of travel. Travel Plan aims for student travel by car to not exceed existing levels. A series of objectives will support and guide the Travel Plan towards achieving this aim.
- 1.7 Regard has been had for the UoR Travel Plan in the preparation of this document. It is proposed that the Travel Plan for the development would be reflective of the UoR provisions to ensure consistency across the UoR campuses.

2 AIMS AND OBJECTIVES

- 2.1 The Travel Plan is guided by a number of aims, objectives and targets, these identify the purpose of the Travel Plan and set out what is to be achieved. The objectives provide a focus, direction and link with environmental initiatives. They also outline the benefits of the Travel Plan.
- 2.2 The delivery of the Travel Plan's aims and objectives are dependent on the provision of sufficient, sustainable transport infrastructure and implementation of other soft travel measures.
- 2.3 The aims of the Travel Plan are based on those of the UoR overarching Travel Plan (2017-2022), which are identified as follows:
- Seek continued improvements (reductions) in the level of SOVs being used for commuting to our campuses;
 - Give greater priority to options for reducing the need to travel;
 - Seek to develop our campuses into attractive places for walking and cycling in order to encourage these modes;
 - Seek to maintain and continually improve accessibility to our campuses by low carbon modes (public transport);
 - Promote responsible car use for those without alternative options to reach the university;
 - Seek reductions of CO₂ emissions from business travel; and
 - Enable and improve monitoring to enable more intelligent targets to be set.

3 SITE ACCESSIBILITY ASSESSMENT

Site Location

- 3.1 The St Patrick's Hall of Residence are located on Northcourt Avenue, approximately two kilometres to the southeast of Reading town centre and 400 metres west of the University's Whiteknights Campus.
- 3.2 The buildings occupied by St Patrick's Hall is bound to the south and west by Sherfield Drive, to the east by Northcourt Avenue, and to the north by a footpath connection from Northcourt Avenue to Benyon Hall. A site location plan is attached at **Figure 1** in the context of its surroundings.
- 3.3 The A327 (Christchurch Road) immediately northwest of Northcourt Avenue offers a number of local shops and amenities inclusive of; local convenience store, newsagents, coffee shop and pharmacy. This local centre is located approximately 300m walk from the site.
- 3.4 The University's leisure facilities are situated on the Whiteknights Campus approximately 400m walk distance from the site. The campus also supports medical facilities, a small supermarket and other with other student welfare services.
- 3.5 Manual for Streets (MfS) considers a walkable neighbourhood to be that where local facilities and amenities are accessible within an 800m. It is considered that the site location affords a sustainable location for accessing a number of facilities and amenities on foot, based on the MfS guidance.

Pedestrian Access

- 3.6 Students and visitors are able to easily access St Patrick's Hall of Residence on foot from Whiteknights Campus, London Road Campus and other key facilities in south-west Reading. All local roads to the halls (Northcourt Avenue, Wellington Avenue, Pepper Lane, A327) exhibit continuous footway provision, street lighting and dropped kerbs with tactile paving at junctions with driveways and minor roads.
- 3.7 As previously mentioned there is a controlled pedestrian crossing over the A327 at two separate points adjacent to the Northcourt Avenue/A327 priority junction, which assists with the safe movement of pedestrians crossing the A327, in particular it assists students cross to access the northern area of the Whiteknights Campus and Redlands Road.
- 3.8 The walking distance between St Patrick's Hall and the Shinfield Road (A327) entrance into Whiteknights Campus is only 450 metres, which is the most convenient entrance for areas north of the campus including the sports centre and the majority of Halls of Residence. The central and southern areas of the campus including the University Library and Reading Enterprise Centre are most conveniently accessed from the Halls via Northcourt Avenue (south) and Pepper Lane. The Pepper Lane entrance is located 900 metres from St Patrick's Hall.

- 3.9 Whiteknights Campus itself is conducive to pedestrian movements with a network of traffic-free footpaths throughout the campus connecting to the various academic and catering facilities in addition to halls of residence. There are several pedestrian crossing points within the campus internal road network for the safety of students, staff and visitors including on all arms of the mini roundabout north of the Pepper Lane access point into the campus. The pedestrian zebra crossing prior to the Pepper Lane ghost island right turn lane priority junction is shown at **Plate 1:**

Plate 1: Pedestrian zebra crossing north-east of Whiteknights Campus entrance off Pepper Lane



- 3.10 External from the campus, the route travelling north along Redlands Road provides access to Royal Berkshire Hospital, the University's London Road campus and Reading College. There is footway provision on both sides of Redlands Road.
- 3.11 The most direct walking route from St Patrick's Hall of Residence into Reading town centre is via the A327 in a north-west direction, covering a distance of approximately 2.2 kilometres (to Castle Street/Bridge Street junction).
- 3.12 There is footway provision along the length of the A327 into the town centre, accompanied by street lighting, dropped kerbs and tactile paving at junctions with side roads and controlled pedestrian crossing points at major junctions and across the A327 itself. Bridge Street routes into the town centre area from the A327/A329 roundabout junction, which has footway provision and signalised crossing points. Commercial retail and leisure facilities are provided in the town centre along Broad Street, St Mary's Butts, Gun Street and within the Oracle shopping centre that students are likely to access.
- 3.13 Reading railway station is located 550 metres walking distance to the north of Castle Street/Gun Street/Bridge Street crossroad junction. The total walking distance between the railway station and St Patrick's Hall of Residence is 2.8 kilometres.

- 3.14 It is noted that there are several food, retail, sport and leisure facilities located on Whiteknights Campus itself, which will help to minimise the number of trips to / from the Halls of Residence to Reading town centre.

Cyclist Access

- 3.15 It is likely that a large proportion of students at St Patrick's Hall of Residence will own a bicycle as a form of transport to local areas. This will be supported by the provision of lockable bicycle sheds and storage areas at the Halls.
- 3.16 Reading University encourages staff, students and visitors to cycle to access the facilities, enhanced through the provision of shared and segregated cycleways/footpaths through Whiteknights Campus grounds. There are ReadyBike stands offering bike hire by the hour at the following locations:
1. on the south-eastern corner of the Elmhurst Road/A327/Redlands Road signalised junction;
 2. opposite the University's Chaplaincy Centre 100 metres from the University Library; and
 3. east of Randolph College.
- 3.17 Shower facilities are located at several buildings on the campus should students travelling from the Halls of Residence require these. Cycle parking compounds are available across the campus providing over 1,800 cycle parking spaces across all University campuses.
- 3.18 Reading Borough Council have issued a cycle route map for the Reading area which is attached at **Appendix 2** identifying the suitability of cycle routes in the southeast part of the town.
- 3.19 Northcourt Avenue itself is highlighted at **Appendix 2** as a suitable on-road cycle route with the lower traffic volumes. The recommended route continues south towards Sycamore Road, Linden Road and Westlands Avenue providing good cycling access to residential areas and Asda Superstore in Earley.
- 3.20 The A327 and Redlands Road are highlighted in the extract as an on-road cycle route with no dedicated cyclist facilities. This is the most suitable cycle route from the Halls of Residence into Reading town centre and railway station as there are lower traffic volumes and less signalised junctions. Redlands Road forms a junction with the A4 London Road, which exhibits a blue signed shared cycleway/footway on both sides of the carriageway separated from the traffic. Watlington Street routes north from the A4 opposite Redlands Road and offers an on-road cycle route due to its quiet nature.
- 3.21 The town centre area can then be reached from the traffic-free cycle route on the southern side of River Kennet and Yield Hall Place. This is the long distance National Cycle Network Route 4 which follows the Kennet and Avon Canal. Route 5 is accessible from the footbridge at the River Thames / Kennet confluence east of Cholmeley Road, which routes north towards Oxfordshire.
- 3.22 Reading railway station can be reached by continuing north on London Street, Duke Street, The Forbury and Forbury Road. There is secure and covered cycle parking available at the railway station where students can securely leave their bicycles whilst using the rail services to other destinations. Other key cycle parking destinations in the town centre area are illustrated on **Appendix 2**.

- 3.23 To the east of the campus, Whiteknights Road is identified as suitable on-road cycle routes due to lower traffic volumes. The A329 Wokingham Road is accessible from the Earley Gate entrance to the campus in the eastern corner and has a shared cycleway / footway set back from the carriageway. This provides direct access from the campus to Earley railway station that students at the Halls of Residence may wish to access. Cycle parking is available at the railway station.

Bus Access

- 3.24 The closest bus stops to St Patrick's Hall of Residence are located on the A327 with the northbound and southbound bus stops located either side of the Elmhurst Road/A327/Redlands Road signal controlled junction circa a 300 metre walking distance. Both bus stops are marked by a flag and pole with the addition of a shelter, seating and real time information. These bus stops are marked on **Figure 1**.
- 3.25 These bus stops are served by Reading Bus service Claret 21 / 21a that runs a 24 hour service seven days a week. The Claret 21a operates only during University term time, which is approximately half of the Claret 21 / 21a services combined. Reading Bus services 3 and 10 call at these stops which operate throughout the year and are not constrained to University term time.
- 3.26 The aforementioned bus service details are summarised in **Table 3.1** with their routes attached at **Appendix 3**.

Table3.1: Local Bus Services to St Patrick's Hall of Residence

Route No.	Bus Stop	Operator and Route	Frequency				
			Weekday			Weekend	
			Daily	First Service	Last Service	Sat	Sun
Claret 21 / 21a	A327, adj. to Elmhurst Rd / Redlands Rd	Reading Buses Reading Station - Christchurch Green - Whiteknights Campus - Asda, Chalfont Park - Earley	Every 7-8 minutes	N/A		Every 15 mins	Every 20 mins
	A327, opp. to Elmhurst Rd / Redlands Rd	Reading Buses Earley - Asda, Chalfont Park, Whiteknights Campus - Christchurch Green - Reading Station	Every 7-8 minutes	N/A		Every 15 mins	Every 20 mins
Leopard 3 / 10	A327, adj. to Elmhurst Rd / Redlands Rd	Reading Buses Reading Station - Royal Berkshire Hospital - University - Shinfield - School Green - Arborfield - Wokingham	4 services per hour	05:26	23:51	4 services per hour	Every 30 mins
	A327, opp. to Elmhurst Rd / Redlands Rd	Reading Buses Wokingham - Arborfield - School Green - Shinfield - University - Royal Berkshire Hospital - Reading Station	4 services per hour	05:40	23:49	4 services per hour	Every 30 mins

Source: Reading Buses (accessed October 2017)

- 3.27 It is highlighted that the Halls of Residence is accessible from a large range of destinations across south Reading by public transport, including residential areas like Whitley, Earley and Shinfield which may attract visitors, in addition to Reading town centre where it is likely students will be travelling to from the Halls for the vast range of leisure, retail and employment functions.
- 3.28 The above bus routes either commence or terminate at Reading railway station which provides rail services to several key regional and national destinations. This is a useful link for students or visitors that may visit the Halls from areas outside of Reading, combining a public transport journey with cycling or Reading Buses.

Local Highway Network

- 3.29 St Patrick's Hall is accessible from a private access road to the west of Northcourt Avenue, approximately 270 metres from the priority junction with the A327. Northcourt Avenue is a single carriageway and passes through a quiet, residential area with a prevalence of residential on-street parking on its western side. The eastern side of the carriageway is subject to double yellow line parking restrictions. The carriageway itself measures approximately 6.6 metres in width and has ample footway provision on both sides of the road, commensurate with street lighting.

- 3.30 Pedestrian access to the site is also via the footpath connection from the south of Creighton Court accessible from Northcourt Avenue, which routes south to St Patrick's Hall reception area.
- 3.31 Northcourt Avenue forms a priority T-junction with a dedicated ghost island right turn lane with the A327 to the north of the building. The Northcourt Avenue/A327 priority junction is located immediately north of the signal controlled junction between the A327/Redlands Road/Elmhurst Road.
- 3.32 Controlled pedestrian crossings are located to the northwest and southeast of the Northcourt Avenue/A327 priority junction to allow the safe crossing of students over the A327 to access the Whiteknights Campus entrance. Redlands Road routes north from this signal controlled junction towards the A4, University of Reading London Road Campus and Royal Berkshire Hospital. Elmhurst Road routes past the northern border of Whiteknights Campus to connect with Upper Redlands Road and Whiteknights Road.
- 3.33 In the opposite direction, Northcourt Avenue routes south beyond the St Patrick's Hall vehicular entrance to form a priority crossroad junction with Cressingham Road/Sycamore Road. Prior to this Northcourt Avenue forms a priority T-junction with Wellington Avenue, which in turn connects to the signal controlled crossroad junction of the A327 with Pepper Lane, at the Pepper Lane, Whiteknights Campus entrance. This provides a most direct route between the Halls of Residence and the central or southern areas of the University campus. Wellington Avenue has footway provision on both sides of the carriageway.
- 3.34 Pepper Lane is a single carriageway with footway provision on both sides and a hatched central reservation. The majority of the highway has double yellow parking restrictions with the exception of a section on its western side north of the Whiteknights Campus junction, which has no restrictions.
- 3.35 The A327 is a strategic route between Reading town centre south of the River Kennet and south Reading, Shinfield and Eversley. It routes over the M4 but also provides a connection to the B3270, which joins junction 11 of the M4. The A33 routes south from junction 11 of the M4 to Basingstoke and the M3.
- 3.36 The A4 is accessible from the A327 towards Reading town centre via a signal controlled crossroad junction. The A4 bypasses the south of the town centre and connects to Calcot, junction 12 of the M4, Theale and Newbury in the west and Woodley, Twyford and Maidenhead in the east.
- 3.37 St Patrick's Hall of Residence is therefore well connected to the regional strategic highway network from its proximity to the M4, A329(M) and A34.

Accessibility Summary

- 3.38 This site accessibility appraisal demonstrates that St Patrick's Hall of Residence and Whiteknights Campus can be reached by sustainable modes from a large range of local and regional destinations. This accords with the University's sustainability principles and local and national policy. It should be further emphasised that a wide range of facilities are located within the Halls of Residence and campus boundaries itself, which will internalise staff, student and visitor trips. It is expected that the majority of the trips made by students residing in St Patrick's Hall will be to the University Campuses.

4 EXISTING TRAVEL BEHAVIOUR

4.1 Annual travel surveys are undertaken as part of the University Travel Plan. The purpose of the surveys is to understand travel behaviours of students, employees and site visitors. The UoR has provided the latest survey data for 2013 and 2014 which reports on the travel behaviours of those residing at St Patrick's Hall. The raw data is attached at **Appendix 4**.

4.2 The data has provided details of the student modal split by journey purpose as well as typical arrival/departure times for travelling to/from the University Campus. The survey data between 2013 and 2014 provides different background information, the data which is considered of most relevance to this study is listed below:

1. Campus Destination (2013 and 2014);
2. Modal Split for trips to campus (2013 and 2014);
3. Typical Arrival time on campus (2014);
4. Typical Departure time on campus (2014); and
5. Modal Split for other identified journey purposes (2013).

4.3 The site is located within 450m metres of the main Whiteknights, UoR campus. The site therefore provides a convenient location for students based at Whiteknights. The 2013 and 2014 data corroborates this as summarised in **Table 4.1**, with over 90% of students either walking or cycling to campus.

Table 4.1: Proportion of Students Residing at St Patricks by Campus

Campus	2013	2014
Earley Gate	5%	11%
London Road	0%	4%
Off campus (e.g. farms)	0%	2%
Whiteknights	95%	83%

4.4 The modal split for trips to campus has remained fairly consistent between 2013 and 2014 as demonstrated in **Table 4.2**. The majority of students walk to campus with 95% walking in 2013 and 96% walking in 2014. The remaining proportion of students travel either on foot or by motorcycle/scooter/moped. No students are reported to travel by car either as a car driver or a car passenger.

Table 4.2: Travel Mode to Campus

Travel Mode	(2013)	(2014)
Cycle	2%	4%
Motorcycle / scooter / Moped	2%	0%
Walk	95%	96%
Bus	0%	0%
Car as driver alone	0%	0%
Car as driver with passengers	0%	0%
Car as passenger	0%	0%
Train	0%	0%
Taxi	0%	0%
Not applicable / don't do this	0%	0%

- 4.5 As part of the 2013 travel survey travel modes used for other journey purposes were also recorded, providing a comprehensive overview of student travel choices. The data is summarised in **Table 4.3**.

Table 4.3: Travel Mode by Journey Purpose (2013)

	Grocery Shopping	Reading (daytime)	Reading (night time)	Out of Reading
Cycle	0%	0%	2%	0%
Motorcycle/scooter/Moped	2%	2%	2%	0%
Walk	66%	48%	16%	7%
Bus	11%	45%	25%	11%
Car as driver alone	2%	0%	0%	2%
Car as driver with passengers	5%	0%	0%	2%
Car as passenger	0%	0%	0%	2%
Train	0%	2%	0%	48%
Taxi	0%	0%	50%	0%
Not applicable / don't do this	14%	2%	5%	27%

- 4.6 For trips to the library, grocery shopping and daytime trips to Reading, walking presents the highest proportion of trips of between 48% and 91%. Travel by bus to Reading town centre is also a common travel choice representing 45% trips. For trips to Reading at night travel by taxi represent 50% of trips with the remainder of trips undertaken by bus (35%), on foot (16%), cycle (2%) and motorcycle (2%).
- 4.7 Travel by car is minimal with only a small proportion driving to undertake grocery shopping (7% car drivers) and for trips outside of Reading (4% drivers).

- 4.8 It is apparent that the proportion of trips are undertaken by car are minimal, with 7% of students travelling by car for grocery shopping and 6% for shopping trips out of Reading. The car does not form a mode travel for other journey purposes.
- 4.9 In view of the UoR's no parking at halls, nor within one mile of campus policy unless obtaining a parking permit, further research has been undertaken to establish where the 7% driving for grocery shopping students might be parking. The UoR have confirmed that that 21 students residing at St Pat's were issued with parking permits for the academic year coinciding with the 2013 travel survey. This equates to 7% of students having a vehicle parked at Halls. The modal share can therefore be offset against those with parking permits for the corresponding academic year, as such parking of students vehicles would be at Halls.
- 4.10 The potential trip generation by journey purposes for the existing halls (298 bedrooms) is presented in **Table 4.4** based on the most recent modal split data. This data presents the potential number of students that might travel by these modes, assuming students undertake these journeys daily.

Table 4.4: Multi-Modal Trip Generation by Journey Purpose (298 bedrooms)

Modal split	Lectures /Campus (2014)	Grocery Shopping (2013)	Reading - daytime (2013)	Reading – night time (2013)	Out of Reading (2013)
Cycle	11	0	0	7	0
Motorcycle / Moped	0	7	7	7	0
Walk	287	196	142	47	20
Bus	0	34	135	75	34
Car as driver alone	0	7	0	0	7
Car driver with passengers	0	14	0	0	7
Car as passenger	0	0	0	0	7
Train	0	0	7	0	142
Taxi	0	0	0	149	0
Not applicable/don't do this	0	41	7	14	81

- 4.11 For the existing situation approximately 298 students walk to the university campus and a further 11 might cycle to campus, no students however drive to campus. Grocery shopping generates minimal trips by car (21 students), with the remaining trips undertaken on foot (196 students), bus (34 students) and motorcycle (7 students).
- 4.12 Travel to the town centre during the day time is largely split between trips on foot (142 students) and trips by bus (135 students). Trips to the town centre at night are split between taxi, bus and on foot. When travelling out of Reading the train serves to generate the largest proportion of trips and the bus the second most common travel choice, minimal trips are undertaken by car. Trips out of Reading are less frequency representing only 2% of total trips.
- 4.13 Based on experience of trip behaviour it is likely that some of these trips would be linked or pass-by trips. However, data to this effect is not available at the time of writing and therefore all trips have been treated as separate trips.

- 4.14 The existing travel behaviours are considered to represent a sustainable situation. Students typically choose alternative means to the private car for journeys both locally and further afield in the town centre and out of Reading. This data indicates that there is minimal car ownership amongst students residing at this location.

5 TRAVEL PLAN MANAGEMENT

- 5.1 Management of the Travel Plan will be undertaken on a daily basis by the full time site manager, they are the appointed Sustainable Travel Co-Ordinator (STC). The University have an appointed STC whom is responsible for managing the University Travel Plan. The University STC is thereby responsible for liaising with the STCs of individual sites, liaising students and staff as well as local authorities and transport providers.
- 5.2 The University STC would therefore provide the St Patrick's Halls STC with the relevant marketing materials, which should be disseminated to students and staff at St Patrick's Hall.
- 5.3 Due to the nature of students halls an annual turnover of students occurs, on this basis the STC should remarket the Travel Plan each year to new students. Such a rotation of end-users provides the STC with an excellent opportunity to tailor the initiatives to meet changing demands as well as refreshing the Travel Plan's drive to promote sustainable travel.

6 TARGETS AND MONITORING

Targets

- 6.1 In order to measure the success of the travel Plan, targets are set, consistent with central and local government guidance, these targets are typically Specific, Measurable, Achievable, Realistic and Time-bound (SMART).
- 6.2 The UoR travel plan has a headline target to: ***'reduce the proportion of people travelling to University by single occupancy car, by 1% per year'***.
- 6.3 The travel behaviour for students in the existing St Patricks Hall indicates that the proportion of students travelling by car to the University accounts for 0% of trips (**Table 4.2**).
- 6.4 The level of car ownership for those residing at St Patricks for the current year equates to 0.6% (2 permits issued to 300 students). Whilst travel by car to the university is not practiced, students at St Patrick's Hall mainly use their cars for purposes other than travelling to University (**Tables 4.2 and 4.3**, reproduced below at **Table 6.1**).

Table 6.1: Modal Share by Journey Purpose

Travel Mode	Campus (2014)	Grocery Shopping	Reading (daytime)	Reading (night time)	Out of Reading
Cycle	4%	0%	0%	2%	0%
Motorcycle/scooter/Moped	0%	2%	2%	2%	0%
Walk	96%	66%	48%	16%	7%
Bus	0%	11%	45%	25%	11%
Car as driver alone	0%	2%	0%	0%	2%
Car as driver with passengers	0%	5%	0%	0%	2%
Car as passenger	0%	0%	0%	0%	2%
Train	0%	0%	2%	0%	48%
Taxi	0%	0%	0%	50%	0%
Not applicable / don't do this	0%	14%	2%	5%	27%

- 6.5 Other University Halls includes a target reduction from 9% to 7% for travel by car between 2011 and 2016. The existing travel behaviour of St Patricks Hall demonstrates that this target has already been met.
- 6.6 The Travel Plan target therefore aims for ***'travel by car not to exceed 7% for all journey purposes'***. The Travel Plan will also seek to influence visitor modal splits wherever possible.

Monitoring

- 6.7 The UoR undertake annual monitoring by way of online, snapshot surveys. This data will provide the basis from which to monitor performance against the modal split target. The surveys also capture modal split and other key data which can be used to review the performance of the Travel Plan.

7 MEASURES

- 7.1 For the Travel Plan to be effective a number of best practice initiatives/measures are required. The initiatives and communication methods are based on those currently implemented through the UoR Travel Plan addressing both students and staff.

Awareness and Information

- 7.2 Marketing/promotion is considered to be an important component by UoR in assisting the development, implementation and ultimate success of the Travel Plan.

- 7.3 To raise awareness of the Travel Plan, UoR has implemented the following:

- University Travel Information web page
- TravelWise newsletters
- Transport mailing groups
- Travel Plan Branding in 'Clean and Green' brand
- Travel events and roadshows are held to raise awareness of sustainable travel initiatives. e.g. at Freshers' fayre and visit days
- Target staff new to the university at induction days
- Investigate other ways of improving awareness of the Travel Plan and its initiatives including greater use of emails and the University website
- Travel Plan Co-ordinator appointed to act as a point of contact and look after the day-to-day management of the plan.

Walk

- 7.4 The Travel Plan aims to improve the pedestrian environment to encourage walking amongst students and staff by way of the following measures:

- Work with the local authorities to assess option for crossing facilities;
- Improve pedestrian facilities on-site including the provision of the Northern Green Access Corridor to direct pedestrians away from Northcourt Avenue early on, drawing them into St. Patrick's Hall;
- Introduction of a more standardised wayfinding system including walk times to various destinations;

Cycle

7.5 UoR recognises that cycling can prove to be an attractive mode of travel for students and levels of cycling are often highest in university towns and cities. The UoR 2012 travel survey identified that the most popular measures to encourage cycling are improved cycle routes to campus and also through the campus, additional secure cycle parking was also highly popular, as well as the introduction of more showers for cyclists to use. To improve the cycling environment and encourage cycling, the UoR has implemented the following measures:

- Improved lighting for cyclists on Redlands Road and other roads to the north of Whiteknights campus taking place over summer 2013.
- Improvements to lighting in a range of locations elsewhere on campus.
- Launch of a campaign promoting cycle security.
- Production of the University shower map.
- Introduction of cycle2work scheme in June 2014
- Installation of new lockable cycle parking shelters outside Chemistry and Harbourn
- Additional covered cycle parking provision elsewhere across campus
- Availability of discounted cycle safety equipment
- Work with local authorities to improve the cycling environment off-site. The best value improvements would need to be identified through a programme of cycling audits and stakeholder consultation
- Introduction of BikeHire Scheme through the Readybike scheme, residents have convenient access to the station at the Northcourt Avenue / Shinfield Road junction.

Bus

7.6 Travel by bus is popular form of travel for accessing the town centre particularly. UoR travel surveys have identified that popular measures to increase bus use are subsidised/cheaper fares and improvements to frequency and reliability. The following measures have been implemented to improve the bus user experience and encourage bus use:

- SimplyUni discount bus passes
- Free WIFI on buses through campus implemented by bus companies
- £1 fares between Whiteknights and London Road introduced in 2011
- Bus routes diverted to come onto campus in 2009 (increased frequency in 2011/12)
- Installation of electronic information boards in Palmer and the library displaying public transport information
- Introduction of a night bus service

- Increased frequency of buses between the University and town centre to every 5 minutes.
- Improvements to the drainage along Queen's Drive to avoid flooding.
- An increase in the frequency of the bus services from town on Sunday Evenings.
- Introduction in October 2013 of the Unisaver10 bus smartcard giving discount for staff and students on single journeys and meaning you don't need to worry about having change.
- Early launch and publicising of the new mybusreading app to help provide you with bus information on the go.
- Introduce a salary sacrifice scheme for annual public transport tickets through the Easit Reading scheme.

Train

- 7.7 Travel by rail is largely used by students for travelling out of Reading. The UoR travel survey concluded that increasing travel by rail appeared to have only limited potential to bring about more sustainable travel. Only costs incurred from rail fares for staff proved to be the main matter which could be addressed. Support is now available via the Easit Reading scheme which offers salary sacrifice for those using season tickets.

Green Vehicle Practices

Car Share

- 7.8 It is not anticipated that students without parking permits associated with the accessible units would travel by car. Notwithstanding this, it is appropriate that the Travel Plan markets the benefits of car sharing should students need to travel by car and might then seek the opportunity to car share. In addition, staff accessing St Patricks Hall by private car should be encouraged to car share. The UoR currently promote the following car share measures:

- Operate a University wide car share scheme (www.rucarsharing.com)
- Promote the cost saving benefits of car sharing via the website;
- Host car-share breakfasts/coffees/meet-ups to provide an opportunity for potential car share partners to meet
- Investigate the potential to use car-clubs to provide a guaranteed ride home for car sharers
- Provide dedicated spaces for car sharers
- Introduced parking charges on Campus that incentivise car sharing

Car Club

- 7.9 A cost effective alternative to owning a car is to use a car club vehicle. Car clubs operate as a pay-as-you-go scheme, with vehicles available to hire in convenient locations. Typically, cars can be booked online/by phone and a smartcard is used to access them. Usage of the car is charged on a time basis.

7.10 The University previously operated a Car Club through Hertz, this however is being reviewed currently. Other car clubs are available in Reading as listed below, links are available on the Reading travel website:

- [Co wheels](#)
- [Carvenient Club](#)

7.11 It is proposed that provision could be made for a car club vehicle either within the St Patricks Hall development site, or on Northcourt Avenue. This could be operated either through the University car club scheme (once reinstated) or one of the local car clubs.

7.12 Locating the car club space near the site boundary with Northcourt Avenue or on Northcourt Avenue itself would also enable convenient access to the vehicle for local residents.

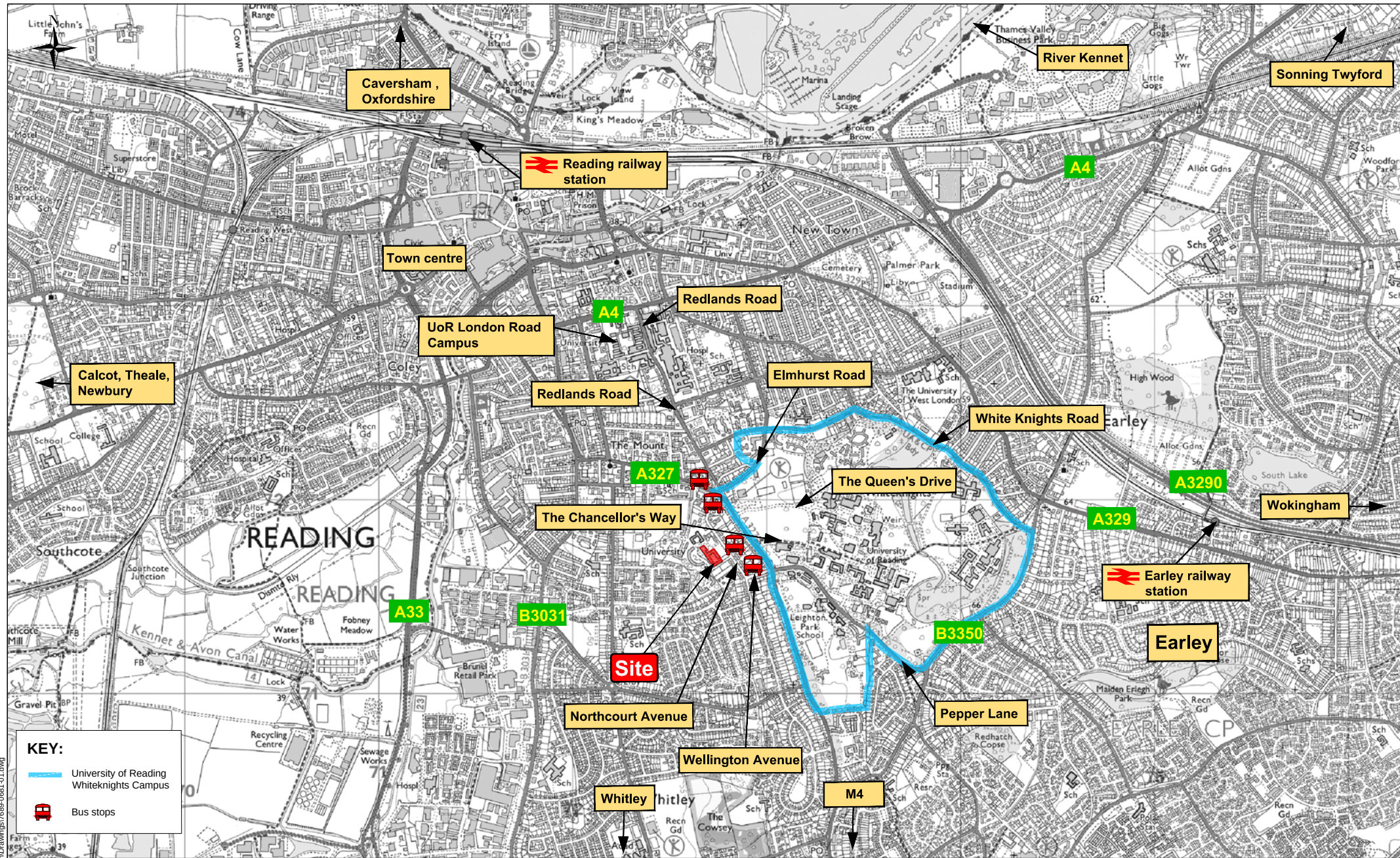
Parking Management

7.13 There is limited parking on site and therefore staff and visitors parking on site would be required to apply for a permit. Staff permits can be obtained on a full time and casual basis, however certain eligibility criteria must be met to receive a permit. Visitor parking permits can be purchased at a half day and daily rate. In order to manage parking, the UoR have implemented the following measures which would also be employed on the St Patricks development site:

- Parking and access management system
- Student parking permit criteria
- Restricted parking zone, whereby students cannot park within 1 mile of the university campus.
- Civil enforcement taken for persons parking on-site without permits
- Automatic Number Plate Recognition (ANPR) cameras are operational on the White Knights campus to monitor parking, this could be extended to St Patricks Hall if considered necessary.

FIGURES

Figure 1: Site Location Plan



O:\17689 Newbury Tech Support\TechDrawings\17689-0831-01.dwg

KEY:

University of Reading Whiteknights Campus

Bus stops



Date: OCT 2015

Scale: NTS

Rev: -

Dwg. No: JNY8681-01

Drawn: AVG

Checked: SD

Project:

ST PATRICK'S HALL, READING

Title:

SITE LOCATION PLAN

Figure No:

1

APPENDICES

APPENDIX 1: MASTERPLAN
