



PHASE 6 RESIDENTIAL TRAVEL PLAN
Green Park Village, Phase 6

Prepared for: St Edward Homes
Issue 3: 06 June 2017
Ref: FP4160761/DK/009

Document History

Issue	Date	Description	Prepared By	Checked By
1	11 May 17	-	David Kemp	Howard Gell
2	24 May 17	Updated to reflect client comments	David Kemp	Howard Gell
3	06 June 17	Updated parking provision numbers	David Kemp	Howard Gell

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1.0 Introduction

- 1.1 This Residential Travel Plan has been prepared by Glanville Consultants on behalf of St Edward Homes. It has been prepared to accompany a planning application which seeks to secure planning permission for the Green Park Village Phase 6 residential development in Reading.
- 1.2 The application site (herein referred to as 'the site') is located within the western part of the Green Park Village development, between the existing lake and the adjacent Reading to Basingstoke railway line. It is situated within the local authority area of Reading Borough Council (RBC) and is located approximately 30m to the east of the border with Basingstoke District Council and circa 170m north the Wokingham District Council boundary.
- 1.3 The site is well located to sustainable modes of travel and consequently, this Travel Plan looks to influence behavioural change towards these modes by proposing a package of measures aimed at minimising unnecessary single occupancy car travel from the outset. It takes into account the size and location of the development and considers a range of journeys that could be undertaken by future residents. It adopts and demonstrates a holistic approach by incorporating information, marketing and management measures necessary to address the transport impacts anticipated to arise from the development.
- 1.4 Some of the Initiatives and travel management mechanisms proposed within this Travel Plan include:
- *Appointment of a Travel Plan Co-ordinator by the Green Park Village management company;*
 - *Provision of travel information on occupation;*
 - *Promotion of walking, cycling and public transport as feasible and realistic alternatives to the private car where appropriate; and*
 - *Promotion of existing car sharing schemes within Reading.*
- 1.5 This Travel Plan aims to minimise single occupancy car travel to and from the site through education, encouragement and by improving conditions and choice for pedestrians, cyclists and those using public transport.
- 1.6 St Edward Homes fully recognises the importance of active travel management. It fully supports the implementation of this Travel Plan as part of the Green Park Village development and is committed towards ensuring that the Objectives identified within this Travel Plan will be met by the management company. St Edward Homes also recognises that the success of this Travel Plan relies on its continual development and ability to adapt to changing circumstances. This Travel Plan should therefore be seen as a 'dynamic strategy' to influence and change the travel behaviour of all future residents of the site.

2.0 Travel Management and Transport Policy Context

- 2.1 The concept of travel management aims to reduce the demand for and volume of unnecessary travel undertaken by single occupancy vehicles. It also aims to improve conditions and choice for pedestrians, cyclists and those using public transport.
- 2.2 The Government continues to demonstrate a commitment towards Sustainable Development across England. Revisions to National & Regional Planning Guidance confirm the current importance placed on travel management.
- 2.3 The Government sets out its policy for the future of transport in 'The Future of Transport White Paper A Network for 2030'. It states that a transport network is needed that can meet the challenges of a growing economy and the increasing demand for travel, but can also achieve their environmental Objectives. This means coherent transport networks with:
- *Both walking and cycling as a real alternative for local trips;*
 - *Bus services that are reliable, flexible, convenient and tailored to local needs;*
 - *The rail network providing a fast, reliable and efficient service, particularly for inter urban journeys and commuting into large areas;*
 - *The road network providing a more reliable and freer flowing service for both personal travel and freight, with people able to make informed choices about how and when they travel; and*
 - *Both seaports and airports providing international and domestic links.*
- 2.4 Reference has also been made to the National Planning Policy Framework (NPPF). The Objectives of NPPF are to integrate planning and transport at the national, regional, strategic and local levels.
- 2.5 The guidance states that developments should:
- *Accommodate the efficient delivery of goods and supplies;*
 - *Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;*
 - *Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;*
 - *Incorporate facilities for charging plug-in and other ultra-low emission vehicles; and*
 - *Consider the needs of people with disability by all modes of transport.*
- 2.6 The NPPF further states that a key tool to facilitate the above will be through a Travel Plan given that the development will generate additional traffic movements to and from the site.
- 2.7 Within Reading, the requirements for a Travel Plan are identified within the following local planning policies:
- *Policies T1 and T4 of the Berkshire Structure Plan (2001); and*
 - *Policies CS20 and CS23 of the Reading Borough Council Core Strategy (2015).*

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- 2.8 Guidance provided by the Department for Transport (DfT) and Reading Borough Council has also been adhered to in the development of this Travel Plan with specific reference made to the following guidance documents:
- *DfT 'Making Residential Travel Plans Work: Good Practice Guidelines for New Development' (2005); and*
 - *DfT 'Good Practice Guidelines: Delivering Travel Plans Through the Planning Process' (2009).*
- 2.9 The accompanying Transport Statement (TS) for the development confirms that the development is unlikely to give rise to significant transport impacts nor is there a significant local problem that needs to be addressed. However, the limited amount of parking requires single car occupancy to be reduced as much as possible.
- 2.10 St Edward Homes recognises the positive benefits that Travel Planning can have on making travel choices. This Travel Plan will help minimise the impact of single occupancy car travel and promote more sustainable travel choices for all residents of the development.

3.0 Site Location and Development Description

Site Location

- 3.1 The Green Park Village (GPV) development site is situated to the north of the existing Green Park Business Park, on the northern side of Longwater Avenue in the south western corner of Reading.
- 3.2 The proposed Phase 6 site is located within the western half of the St Edward Homes GPV development. It is situated between the current lake and the Reading to Basingstoke railway line, adjacent to the proposed location of the consented Reading Green Park railway station.
- 3.3 It is situated within the local authority area of Reading Borough Council (RBC) and is situated approximately 30m to the east of the border with Basingstoke District Council and circa 170m north the Wokingham District Council boundary.

Development Description

- 3.4 St Edward Homes are proposing the development of Phase 6 of the Green Park Village site into 459 residential apartments. These dwellings will be contained within seven individual apartment blocks.
- 3.5 The Green Park Village development has previously been granted Outline planning consent for 657 apartments, 16,000m² of B1 office use, an 129 bed Extra Care Home and a primary school (planning reference 10/2172). The area of the site covered by this Phase 6 application originally included 76 apartments in four apartment blocks and the B1 office use. Consequently, the current Phase 6 application consists of two inter-linked applications. These are as follows:
- Phase 6a – Full planning application for 281 apartments with ancillary retail; and
 - Phase 6b – A Reserved Matters Application (RMA) for the previously consented apartments in Blocks A to D.
- 3.6 In addition to the residential apartments, an additional 870m² of ancillary land uses will be provided. These uses will be for the use of residents and station users only and consequently will not generate additional vehicle trips to the site. These ancillary uses are as follows:
- A private gym of approximately 313m²; and
 - Retail provision of circa 557m².
- 3.7 Access to the development will be via the consented 7.3m wide Flagstaff Road (formerly known as Station Road). This access road provides vehicular access to both the station and the Phase 6 Crescent Road. The 5.5m wide Crescent Road, widening to 6m where there is perpendicular parking, provides access to the residential car parks and the drop-off area for the adjacent station proposals. Both roads include the provision of a 2m wide footway on one side of the carriageway, namely the north for Flagstaff Road and the western side for the Crescent Road.
- 3.8 The footway provision being provided as part of the development will connect the site to the pedestrian and public transport facilities within the rest of the Green Park

Village development and the Green Park Business Park. There are also links into the surrounding countryside for leisure purposes.

- 3.9 There will be an area of public realm along the southern frontage of the Phase 6 development. This will provide a pedestrian connection between the apartment blocks to the adjacent Green Park railway station in the west and the lake to the east.
- 3.10 As with the rest of the Green Park Village development, it is proposed that the Crescent Road will have a posted speed limit of 20mph. The presence of a chicane adjacent to Block H will assist in reducing traffic speeds.
- 3.11 The adjacent Green Park station development will provide a bus interchange, enabling residents of the development easy access to the existing Greenwave bus service which provides a frequent service between Green Park and central Reading.

Vehicle Parking

- 3.12 Residential car parking has been provided based on the accessibility of the development site to sustainable transport modes namely, the frequent existing Greenwave bus service, the Stadium Park and Ride, the proposed Green Park railway station and the future MRT link. It has also been provided based on car ownership figures from the 2001 and 2011 Census for the Whitley ward.
- 3.13 As a result, 428 parking spaces will be provided. This equates to one space for every private dwelling and one space for every two affordable dwellings. Eleven visitor spaces will be provided within the 428 spaces with additional provision being provided by the nearby station car park. One of the visitor spaces will contain an electric vehicle charging point.
- 3.14 It is anticipated that the reduced parking provision provided for Phase 6 will encourage residents to utilise the sustainable modes of travel available to them.

Cycle Parking

- 3.15 Cycle parking will be provided in excess of the standards required by Reading Borough Council, at one space for every dwelling. These will be provided as a mix of Sheffield cycle stands and 'Dutch Two Tier' racks. This cycle parking will be situated within the car park underneath the podium and within an external cycle store adjacent to Block A.

4.0 Site Sustainability

4.1 So as to gain an understanding of the factors that influence individual choice of travel, and to therefore tailor this Travel Plan to the specific context of the development site, an assessment of the local environment has been undertaken.

4.2 The site is situated within the north western corner of the Green Park Village development within the south western corner of Reading. It is situated adjacent to the Green Park Business Park and the proposed Green Park railway station and within a ten minute walk of the Madejski football stadium complex. It is therefore considered that there would be excellent accessibility to sustainable travel modes. This section of the Travel Plan appraises the accessibility of the site by sustainable modes of travel including walking, cycling and public transport.

Walking

4.3 It is generally considered that around two kilometres is an acceptable distance for pedestrians to walk to work or nearby facilities and amenities. This distance is illustrative and will vary by individual according to their personal circumstances and by location. With this in mind, Green Park, the Madejski Stadium and Reading Gate Retail Park are all within walking distance of the site. A plan illustrating a two kilometre radius drawn around the site is included within Figure 2.

4.4 On this basis, the following destinations are within walking distance of the site:

- | | |
|---|--|
| - Green Park Railway Station | - Green Park Village |
| - Green Park Village Primary School | - Green Park Village Market Square |
| - Green Park Village Extra Care Home | - Green Park Business Park |
| - Madejski Stadium, Hotel and Conference Centre | - Nuffield Health, Fitness and Wellbeing Gym |
| - Green Park Day Nursery and Pre-school | - Reading Gate Retail Park |
| - Circle Reading Hospital | - Kennet Island development |
| - Tri20 Swim Centre | - Island Sailing Club |
| - Fobney Island Nature Reserve | |

4.5 It is evident from the list above that many facilities and amenities are within the realistic walking distance of two kilometres.

4.6 Green Park Village has been designed to have excellent pedestrian permeability between all parts of the development, Longwater Avenue and the adjacent Green Park station site. It will consist of a comprehensive network of footways which have been designed to be between 1.5m and 2.5m wide.

4.7 The Phase 6 sites will also have good pedestrian connectivity with the surrounding developments and the countryside to the north of the site via a bridge across Foudry Brook in the north western corner of the site. A 2m wide footway will be provided along the northern side of the Crescent Road in front of the Podium, between Blocks H and D. This will link the main entrances of Blocks D, F, G and H to the external pedestrian infrastructure and the public square in front of the railway station and Block H.

4.8 There are 1.5m wide gravel footways along the southern side of Longwater Avenue, whilst 2m wide footways will be provided along the northern side of Flagstaff Road between the site and Longwater Avenue. At various points along both Longwater

Avenue and Flagstaff Road, there will be raised uncontrolled crossings to provide access to bus stops and the school site.

- 4.9 The signalised roundabout at the junction of the A33 and Longwater Avenue provides a subway on the northern side of the junction and controlled crossings on the southern side. This provides a safe link to the suburb of Whitley, via Bennet Road, approximately 2km to the east of the Phase 6a site.
- 4.10 No controlled crossings are provided at the South Oak Way junction with the A33, although there are uncontrolled crossings with dropped kerbs and tactile paving to assist pedestrians with impairments.
- 4.11 There is a 4m wide footway / cycleway between Green Park Village and the Madejski Stadium which provides a route for potential pedestrians. This route is the nearest Public Right of Way to the site and is referenced as Footpath 11. It is well lit and is covered by CCTV. To access the route from the Stadium car park, there is a flight of approximately 40 steps, which could potentially cause issues for parents with pushchairs and for cyclists.
- 4.12 At Longwater Avenue, Footpath 11 currently follows Smallmead Road to Kirtons Farm Road. It is anticipated that this route will remain, following the construction of the Extra Care Home and will provide a link to Flagstaff Road and Kirtons Farm Road at the existing junction to the south of the Lake. This junction will be closed to traffic and will be made a pedestrian / cycle only link. The connection to the proposed pedestrian infrastructure will link Footpath 11 to the proposed Green Park station and the Phase 6 development.

Cycling

- 4.13 It is generally considered that around five kilometres is an acceptable cycling distance to work, local amenities and facilities. This distance is illustrative and approximate, will vary by individual according to their personal mobility and fitness, and will be influenced by their perception and prejudices on such factors as local topography, their attitude towards particular travel modes and the cost and time of a journey. A plan illustrating a five kilometre radius drawn around the sites is shown in Figure 3.
- 4.14 On this basis, the following destinations are within cycling distance of the site:

- Green Park Village	- Green Park Business Park
- Madejski Stadium	- Reading Gate Retail Park
- Whitley	- Lower Earley
- The Business Park adjacent to the Kennet Island development	- Kennet Island development
- Circle Reading Hospital	- University of Reading
- Central Reading	- Reading Railway Station
- UTC Reading	- Calcot Park Golf Course
- Theale	- Burghfield
- Shinfield	- Spencers Wood
- 4.15 Cycle paths have been provided throughout the Green Park site. Longwater Avenue has mandatory on-road cycle lanes between the roundabout access to 200, 250 and 300 Longwater Avenue and the Brook Drive signalised junction.
- 4.16 There is also a 4m wide footway / cycleway between Brook Drive and Longwater Avenue which also leads to the car park outside the Madejski Stadium. This forms

part of the National Cycle Route 23, and is also classified as Footpath 11, which connects central Reading to Basingstoke. In the vicinity of the Stadium, there is a flight of approximately 40 steps, which could potentially cause issues for cyclists easily accessing the stadium and Reading Gate Retail Park.

- 4.17 There are controlled crossings and a subway at the Longwater Avenue junction with the A33 to enable cyclists to traverse the A33 to Whitley via Bennet Road. Bennet Road does not have any cycling provision but there is a footway, approximately 2m wide, on each side of the carriageway separated from the live traffic lanes via a grass verge approximately 2.5m wide.
- 4.18 No controlled crossings are provided at the South Oak Way junction with the A33, although there is uncontrolled provision with dropped kerbs.
- 4.19 Secure on-site cycle parking will be available to all residents.

Buses

Public Bus

- 4.20 The development site is well served by the existing Greenwave bus service. This service operates approximately every ten to fifteen minutes Monday to Friday between Reading Station and Green Park Village, every twenty to thirty minutes on Saturdays and hourly on Sundays. These buses are powered by compressed natural gas.
- 4.21 The site will be situated within a five minute walk of the bus interchange at the adjacent railway station. Additional stops are proposed on Flagstaff Road outside the Extra Care Home development. Real time information is also available via a centralised telephone number using the specific bus stop codes and via the Green Park website.
- 4.22 It is considered that once the railway station is open, the number of bus routes to the station is likely to increase thereby further improving accessibility to the site.

Park and Ride

- 4.23 The Phase 6 site is situated within a fifteen-minute walk of the existing 600 space Park and Ride (P&R) site outside the Madejski Stadium, where a Greenwave P&R bus will link the Stadium to stops within Green Park, central Reading and Reading Stadium. These buses run every ten to fifteen minutes Monday to Friday and every 30 minutes on Saturdays.
- 4.24 It is understood that as part of the proposed Royal Elm Park re-development of the area around the Stadium, the number of spaces will be reduced from 600 to 100, as the Park and Ride service will be replaced by the new provision at Moreoak to the south of M4 junction 11.

Future MRT Route

- 4.25 Reading Borough Council has confirmed that there are plans for the introduction of a future MRT (Mass Rapid Transport) link between Green Park and central Reading. It is understood that this will be a dedicated bus lane which will allow buses to avoid the congestion on the A33.

Rail

- 4.26 The proposed development is situated adjacent to the future Green Park Village railway station. This railway station is due to be completed by Spring 2019, before the opening of the Phase 6 development, and will be situated on the main Reading to Basingstoke railway line. Whilst the timetable is yet to be confirmed it is considered that there will be at least a twice hourly service between Reading and Basingstoke.
- 4.27 The station will provide a 242 space multi-storey car park, a bus interchange and a drop-off / pick-up loop.

5.0 Travel Plan Co-ordinator

- 5.1 It is recommended that the Green Park Village management company will appoint a Travel Plan Co-ordinator (TPC) for the Phase 6 residential development. They will be responsible for monitoring the Travel Plan's performance, overseeing the implementation of the Plan and its day-to-day operation, whilst also liaising between Reading Borough Council (RBC) and the residents of the development. The TPC will also manage the Travel Plan's Initiatives and review its progress.
- 5.2 The TPC will be the key driving force of this Travel Plan and integral to its success. Consequently, they will be appointed prior to first occupation of the residential development and will be responsible for each phase of the development for at least five years beyond full occupation.
- 5.3 The TPC will have the responsibility to:
- Oversee the development and implementation of this Travel Plan;
 - Provide each household with a Travel Induction Pack as well as up-to-date travel and transport information on occupation;
 - Ensure that local travel and transport information is available somewhere in each phase of the residential development;
 - Establish a library of travel and transport information from the local authority, public transport providers, cycling groups, car share organisations and relevant websites for dissemination to residents of the development;
 - Act as point of contact for residents requiring information;
 - Potentially organise the formation of a residents' travel forum and Bicycle User Group (BUG);
 - Undertake annual surveys to monitor the effectiveness of Travel Plan measures;
 - Liaise with the Travel Plan Officer at RBC;
 - Provide annual reports to RBC giving updates on the Travel Plan, its measures and its effectiveness;
 - Submit a revised full Travel Plan which shows the actual mode split and revised Targets for Years 1, 3 and 5 to RBC for their approval within 1 month of the Travel Survey; and
 - Attend residents' meetings to promote the Travel Plan and get feedback and input from residents.
- 5.4 Once appointed, the TPC will provide their name, official job title and contact details including address, telephone number and email address to the Travel Plan Officer at RBC. Contact details of any subsequent TC will also be provided.
- 5.5 It is anticipated that the post of TPC will be part-time and will be retained and funded for a period of no less than five years from date of appointment by which time the position will be reviewed. The proportion of time spent on travel issues will be initially high and will generally reduce over time, but will fluctuate periodically according to circumstances.
- 5.6 The TPC will provide a progress report as to the performance of this Travel Plan to RBC no less than once every year throughout the Monitoring period. The role of the TPC is substantially tied into the strategies as detailed in Section 6 of this document.

6.0 Travel Plan Framework

- 6.1 This Residential Travel Plan aims to reduce single occupancy car travel to and from the development by encouraging residents to use sustainable transport in the following order of priority – walking, cycling, public transport and car sharing, for all trips.
- 6.2 So that the Objectives, as set out in paragraph 6.4 below are achieved, various initiatives will be implemented. Progress of the Travel Plan towards meeting the Objectives will be assessed against targets set to be achieved within specified timescales following full occupation of each phase of the development. Monitoring of this Travel Plan provides a means to establish the extent to which the Targets have been met.
- 6.3 Progress of this Travel Plan will be assessed by the Travel Plan Co-ordinator (TPC). Further details regarding the role and responsibilities of the TPC are set out in Section 5.

Objectives

- 6.4 The Objectives of this Travel Plan are as follows:
- a) Reduce car dependency;
 - b) Optimise car occupancy;
 - c) Manage travel demand as efficiently as possible;
 - d) Promote opportunities for access by non-car modes;
 - e) Provision of appropriate on-site facilities to encourage walking and use of cycles;
 - f) To establish walking, cycling and the use of public transport as feasible and realistic alternatives to single occupancy car use for journeys taken by residents;
 - g) To be acceptable to the local authority, residents and visitors;
 - h) To be self-funding after implementation;
 - i) To create awareness of the benefits of sustainable travel to the local and wider environment and community; and
 - j) To be on-going and adaptive, to monitor impacts, to learn from experience and, above all, be proactive.

Initiatives

- 6.5 There are a number of transport initiatives that cannot be solely promoted by St Edward Homes and consequently it is their intention to get maximum involvement and engagement from residents so as to achieve these Objectives. Fostering constructive and supportive partnerships between the local authority, Green Park, transport providers, walking and cycling groups and other local Travel Co-ordinators, for example the Green Park Business Park TPC, will allow the development of a

range of feasible transport options that are sustainable. Such partnerships will be actively sought by the TPC.

- 6.6 It is acknowledged that different people will respond to different measures, and some may not react to any. With this being the case, a range of initiatives and travel management mechanisms have been identified within this Travel Plan. It is proposed that these measures will be introduced as required and amended as necessary in consultation with RBC. The Travel Plan should therefore be considered as being a 'dynamic strategy'.
- 6.7 The level of public transport provision in the vicinity of the development is considered sufficient to serve a development of this scale, particularly with the future Green Park railway station and the potential for an MRT link to Reading town centre which avoids the congested A33. It will therefore be promoted to ensure that all residents are aware of the bus and rail services available to them, as well as the walking and cycle routes that link these bus and rail services with the development and central Reading.

Targets

- 6.8 To assist in meeting the Objectives, a number of Targets have been set for 1, 3 and 5 Years for following occupation of Green Park Village Phase 6. This will enable the progress of the Travel Plan to be assessed and reviewed.
- 6.9 Comprehensive data that shows the development's baseline travel patterns are difficult to establish since this Travel Plan has been prepared prior to the construction and occupation of Green Park Village. The initial Targets for Years 1, 3 and 5 for the development are therefore based on predicted modal splits collected from data derived from the 2011 UK Census Journey to Work data.
- 6.10 Green Park Village is situated within the Whitley ward and consequently the Journey to Work data has been extracted for this ward. The predicted modal split is shown in Table 1.

Table 1: Predicted Transport Modal Split by Residents for Whitley Ward

Mode of Transport	Proportion of Residents
Single Occupancy Vehicle	56.5%
Car / Van Passenger	6.2%
Motorcycle	0.8%
Bus	14.1%
Train	4.2%
Cycle	3.4%
Walk	11.5%
Other	0.6%
Work from Home	2.7%

- 6.11 The data from the 2011 UK Census shows that the ward is well located to bus services. It also suggests that the predicted baseline travel pattern for the Phase 6 development will be as follows:

- A 'Single Occupancy Vehicle: Sustainable Transport Mode' split of 57% : 43%.
- 6.12 As the development will be situated adjacent to the proposed Green Park railway station, it is considered that there is scope for the proportion of residents travelling by train will increase. In addition to this, the site will be adjacent to the Greenwave bus interchange at the station and consequently, this would also encourage residents to utilise the bus service.
- 6.13 The following Targets have therefore been set for each phase of the development to reduce single occupancy vehicle use as the main mode of travel. It should be made clear that the following Targets are provisional at this stage and other more detailed Targets will be set as soon as the results of the initial Travel Survey are known and the transport mode split established. The provisional Targets for the end of Years 1, 3 and 5 for each phase of the development are shown in Table 2.

Table 2: Provisional Travel Targets for the end of Years 1, 3 and 5

Mode of Transport	Predicted Baseline	Target – End of Y1	Target – End of Y3	Target – End of Y5
Single Occupancy Vehicle	57%	55%	52%	50%
Sustainable Transport Mode	43%	45%	48%	50%

- 6.14 The provisional Targets set out above will be reviewed and amended where necessary in consultation with RBC following the results of the initial Travel Survey on occupation of the development.

Monitoring

- 6.15 To understand the extent to which the Initiatives are contributing towards achieving the objectives and targets of this Travel Plan, a recommended monitoring structure has been specified which would be in place within three months of first occupation of each phase and will remain in place for at least 5 years thereafter. This monitoring structure is as follows:
- a. An initial review will be undertaken within three months of first occupation of each phase of the development. This will provide the information base for revised modal split targets and for the future monitoring of this Travel Plan.
 - b. For the purposes of reviewing the progress of this Travel Plan, it is proposed that monitoring reports based on an annual Travel Survey, will be prepared and submitted to RBC for a period of 5 years after the initial review is undertaken. This review will take place within the first three months of first occupation of each phase of the development. The monitoring reports will be submitted to RBC within one month of the Travel Survey being undertaken and will contain their results, whether the provisional or revised Targets have been met, and any plans for remedial measures if the Targets have not been met. An example of the Travel Survey to be undertaken is included in Appendix A, albeit iTrace could be used if considered necessary.
 - c. Where Targets within this Travel Plan are not being met, further promotion of low carbon travel modes and promotion of this Travel Plan will be undertaken towards all residents of the development.

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- 6.16 Given that this Travel Plan is a 'dynamic strategy' which will continually evolve through the monitoring period, it is expected that the targets will be revised and updated over time for each phase of the development. Any future amendments to this Travel Plan and any new targets will be agreed by both St Edward Homes and RBC in writing and complied with thereafter.

7.0 Measures and Initiatives to Encourage Sustainable Transport

- 7.1 The Travel Plan Co-ordinator (TPC) will be appointed by the Phase 6 management company, and will be responsible for the implementation, management and Monitoring of the Green Park Village Residential Travel Plan over its lifetime. It is proposed that the TPC will promote the Travel Plan and provide information to all residents on how to travel to and from the development without recourse to their private car. The TPC will also act as a point of contact for those residents who require information on how to reduce single occupancy car use, whilst they will also monitor the take-up of the initiatives and liaise with RBC as and when necessary. Further details regarding the TPC are provided within Section 5 of this document.

Walking & Cycling

- 7.2 The management company will maintain safe, convenient, accessible and well-lit routes across the Phase 6 residential development site to all principal facilities including Green Park Station, Flagstaff Road and the GPV primary school and nursery. They will also raise awareness of the health, fitness and social benefits, as well as the environmental benefits, of walking and cycling to all residents.
- 7.3 It is recommended that arrangements will be made with local crime prevention officers to give advice and, if available, provide useful equipment such as high visibility armbands and personal alarms to residents who walk and have concerns about personal security.
- 7.4 Information on walking routes to a number of local amenities as well as the promotion of websites such as the Reading Borough Council website (www.reading.gov.uk), the Reading Travel line website (www.reading-travelinfo.co.uk), <http://www.getwalking.org/> and www.walk4life.info/ will be provided to all residents as part of the 'Travel Induction Pack' (TIP). Whilst the 'Walkit' walking journey planner (www.walkit.com) currently does not cover Reading, the website should be monitored and included within the TIP when this facility is available.
- 7.5 Information on cycle routes to a number of local amenities and information on local cycle groups for example Reading Cycling Club, as well as the promotion of the Reading County Council, Reading Travel Line websites (www.reading-travelinfo.co.uk/) and Sky Ride website (www.goskyride.com) will also be provided to all residents as part of the 'Travel Induction Pack'
- 7.6 The upkeep of footways and cycleways on and off-site is of great importance to encourage travel on foot and by cycle. Therefore, the TPC will monitor the condition of footways and cycleways off-site and encourage Green Park and RBC to give priority to a rolling programme of footway and cycleway maintenance and improvements for their facilities. They will also ensure that regular reviews of the facilities used by pedestrians and cyclists are undertaken.
- 7.7 The TPC will work in partnership with RBC and local cycling organisations to encourage safer cycling and provide cycle training to improve the road skills, competence and confidence of residents. Such organisations can also provide details of local and national Initiatives such as 'Bike to Work Week'.

- 7.8 The TPC will also assist Green Park Village residents to set up walking / cycling groups, for example a Bicycle User Group, in order to encourage residents to walk / cycle together rather than undertake single occupancy car travel or to car share.

Public Transport

Information on journey planning, local public transport services (www.reading.gov.uk, www.reading-travelinfo.co.uk, and www.travelinesoutheast.org.uk, www.travelfor.co.uk/Berkshire/Reading/), national rail services (www.nationalrail.co.uk) and National Express (www.nationalexpress.com) websites will be provided to all residents as part of the 'Travel Induction Pack'.

- 7.9 The TPC will establish and maintain a relationship with public transport operators to remain abreast of developments and convey feedback on service provision and reliability. The continued use of public transport by residents will derive from confidence that the service is reliable and convenient.

Car Use

- 7.10 Residents will be provided with information as part of the 'Travel Induction Pack', in order to encourage car sharing as well as providing information on established car share schemes such as LiftShare (<https://liftshare.com/>). Alternatively, the TPC could arrange for residents to join the existing Green Park Business Park car share scheme (<http://gocarshare.com/easitnetwork-green-park>).

Information & Promotion

- 7.11 If this Travel Plan is to work as effectively as possible, it is important that all of the initiatives and targets are well promoted to residents and that a sustainable travel culture is established from the outset. This will ensure that the momentum of its implementation is maintained as the development progresses.
- The TPC will provide travel advice to all new residents and will emphasise the sustainable nature of the development in terms of location and travel choice prior to moving to the site.
 - All new residents in each home will be provided with a 'Travel Induction Pack' following occupation with further copies available on demand. The 'Travel Induction Pack' will be compiled by the TPC and will comprise:
 - clear walking maps to the nearest bus stops;
 - public transport timetables and information;
 - travel options leaflet which will raise awareness of the health, fitness and social benefits, as well as the environmental benefits, of the various travel alternatives to driving;
 - information and details of local cycle shops, facilities and training (with vouchers for free/discounted cycles, equipment or training if available);
 - details of local car clubs;
 - free or discounted travel vouchers (if available);
 - information on any local community transport Initiatives;
 - details of useful websites e.g Reading Borough Council, Traveline South East, national rail services and National Express coaches;
 - information on local amenities, as well as health, leisure, shopping and recreation facilities; and

- information about Workwise UK, 'Smarter Working' or other flexible working practices, as well as information about online shopping.
 - The 'Travel Induction Pack' will also provide an opportunity to give feedback or suggestions to the TPC as it will include the contact details of the TPC and details of the Travel Plan website.
- 7.12 Dedicated travel information, as well as information that raises awareness of the benefits of the various alternatives to driving, will be made available and displayed on notice boards both within the residential development. Information relating to designated walking and cycling routes, the latest public transport timetables, initiatives and Travel Plan targets will be included and regularly updated.
- 7.13 The TPC will invite comments and suggestions from residents so as to maximise the achievability of the Travel Plan Objectives.

8.0 Action Plan

8.1 To enable an assessment to be made as to the success of this Residential Travel Plan, the Action Plan below links the measures & initiatives with the objectives set out in paragraph 6.4, to ensure they have been met.

Table 3: Action Plan

Measures & Initiatives	Objectives (from paragraph 6.4)	Timescale	Responsibility
Nominate a TC	c	At least 3 months prior to first occupation	Green Park Village Management Company
Undertake a Travel Survey to establish transport mode share	c and j	Within 3 months of first occupation and annually thereafter for a minimum of 5 years	TPC
Produce a revised Travel Plan which shows actual transport modal split and revised <i>Targets</i> for Years 1, 3 and 5 for each phase of the development	c and j	Within 1 month of Travel Survey	TPC
Prepare a new Travel Induction Pack	d and i	Prior to first occupation	TPC
Encourage residents, where possible, to use online shopping and home deliveries	a	Upon first occupation and on-going	TPC
Promote & Publicise agreed Travel Plan	d, g, h and j	Prior to first occupation	TPC
Set up notice boards and display travel maps and information	d and i	Upon first occupation and on-going	TPC
Walking and Cycling			
Encourage residents to car share, use public transport, walk or cycle rather than drive alone	a, b and f	To be included in Travel Induction Pack and on-going	TPC
Provide equipment and facilities to assist those who walk to and from the site	d and e	Prior to first occupation and on-going	TPC

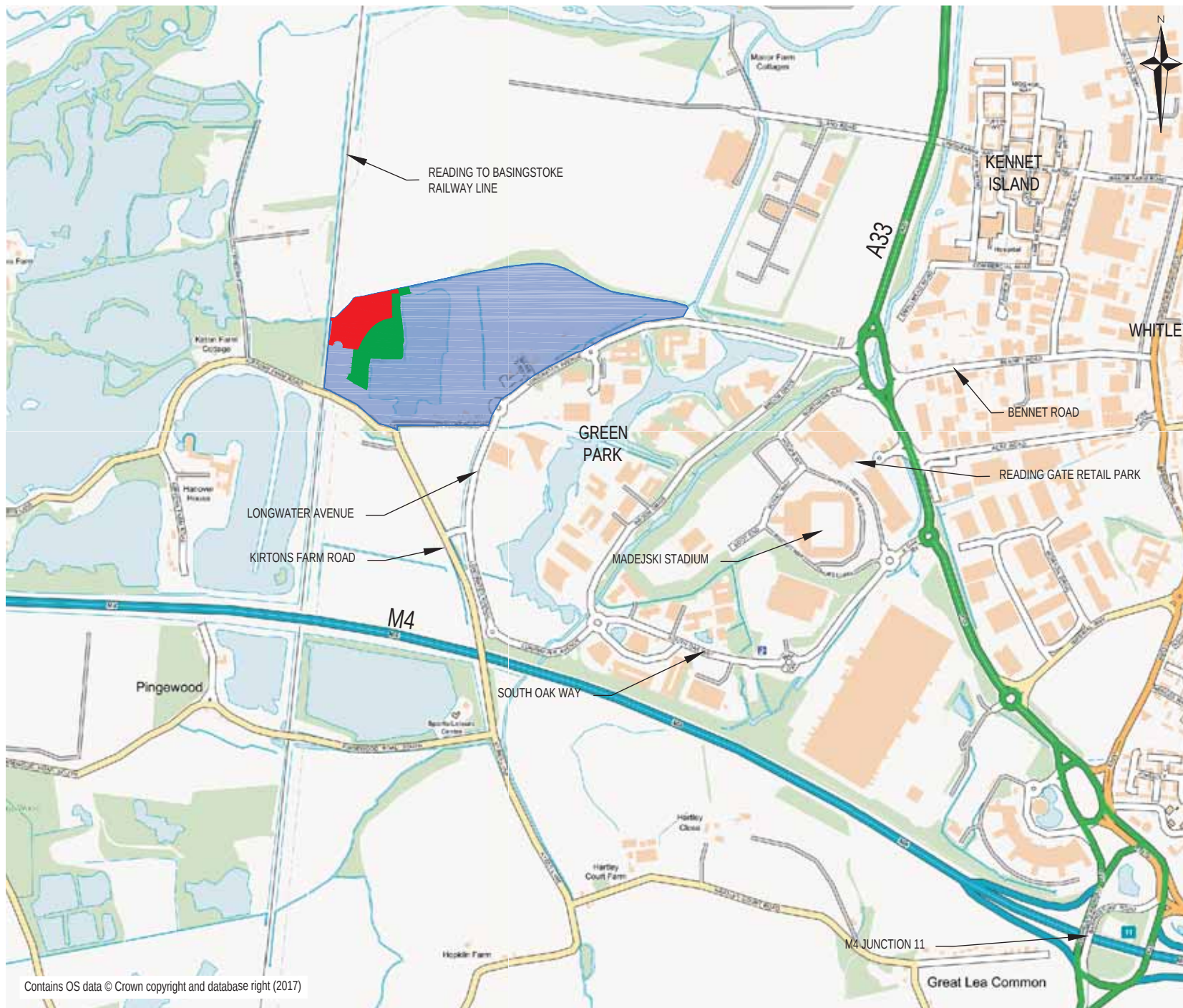
Measures & Initiatives	Objectives (from paragraph 6.4)	Timescale	Responsibility
Provide information on walking	d and i	To be included in Travel Induction Pack and on-going	TPC
Provide equipment and facilities to assist those who cycle to and from the site	d and e	Prior to first occupation and on-going	TPC
Provide information on cycling	d and i	To be included in Travel Induction Pack and on-going	TPC
Encourage safer cycling and provide cycle training to improve the road skills, competence and confidence of residents	d and f	Upon first occupation and on-going	TPC
Public Transport			
Provide information on public transport	d and i	To be included in Travel Induction Pack and on-going	TPC
Establish and maintain a relationship with public transport operators	d and j	Upon first occupation and on-going	TPC
Provide assistance to residents with personalised journey planning	a, d, f and i	To be included in Travel Induction Pack and on-going	TPC
Car Use			
Encourage residents to sign up to car sharing schemes	b	Upon first occupation and on-going	TPC

8.2 These timescales have been put in place to ensure that the best endeavours are made to meet the overall Objectives and the Targets for single occupancy vehicle use. The results from the initial Travel Survey will give this Travel Plan the flexibility it requires to adjust to meet new Targets and overcome specific barriers identified in the future.

9.0 Summary

- 9.1 This Residential Travel Plan aims to reduce, from the outset, single occupancy car travel so as to maximise the number of journeys made using sustainable transport modes associated with the proposed Green Park Village Phase 6 residential development in Reading.
- 9.2 St Edward Homes fully recognises the importance of active travel management. It fully supports the implementation of this Travel Plan to cover the development site and is committed towards ensuring that the Objectives within this Residential Travel Plan are met.
- 9.3 In order for this to be achieved, measures identified in this Travel Plan will be implemented as soon as is relevant and practical, whilst progress of the Travel Plan will be monitored and the initiatives contained within it will be amended as necessary in consultation with Reading Borough Council and in accordance with the wishes of residents.
- 9.4 There are a number of transport initiatives that cannot be solely promoted by St Edward Homes and the management company. Fostering constructive and supportive partnerships between the local authority, Green Park, transport providers, walking and cycling groups and other local Travel Plan Co-ordinators (TPC), for example the Green Park TPC, will allow the development of a range of feasible transport options which are sustainable.
- 9.5 The Travel Plan initiatives are flexible and capable of being modified at any stage in response to operational experience. The initiatives highlighted in this version of the Travel Plan actively seek to achieve the desired mode shift of the development and will therefore be regularly monitored and appraised to assess their effectiveness. This Travel Plan should therefore be considered a 'living document'.

Figures



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KEY



PHASE 6a DEVELOPMENT SITE



PHASE 6b DEVELOPMENT SITE



OVERALL GREEN PARK VILLAGE DEVELOPMENT SITE

FIGURE 1

FOR INFORMATION ONLY

P1	FIRST ISSUE	24/04/17	DK
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Rev.	Description	Date	Chkd
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Glanville
 3 Grovelands Business Centre
 Boundary Way
 Hemel Hempstead, Herts. HP2 7TE
 Tel: (01442) 835999 Fax: (01442) 258924
 postbox@glanvillegroup.com www.glanvillegroup.com

Client : 

Project : GREEN PARK VILLAGE, READING

Title : PHASE 6
SITE LOCATION PLAN

Project Engineer :	DK	Scale : 1:10,000 @ A3
Project Director :	HG	Date : DEC 16
Status :	INFORMATION	

Drawing No.	4160721-1402	Rev	11
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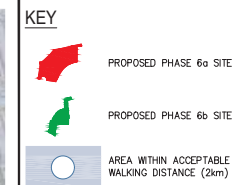
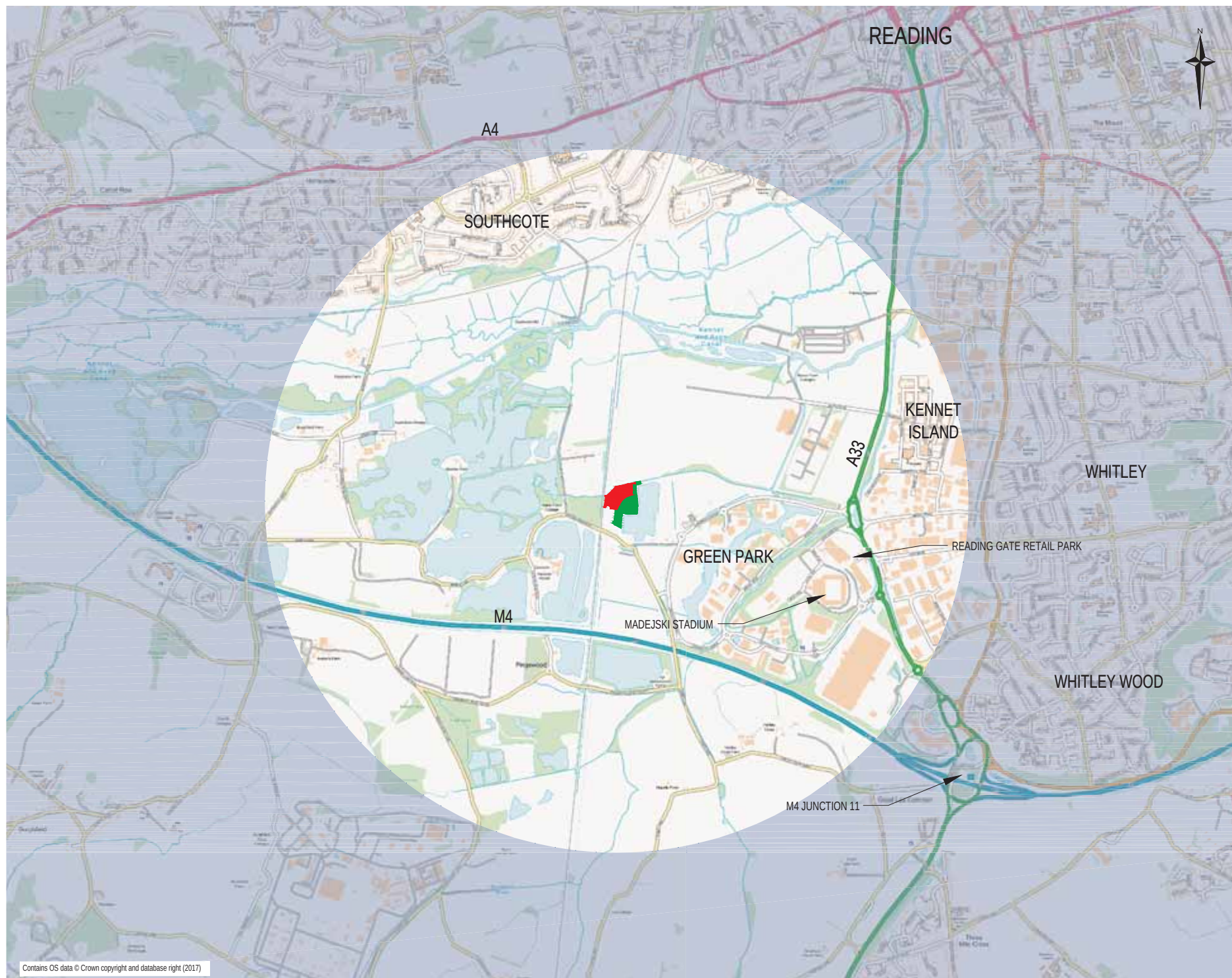


FIGURE 2

FOR INFORMATION ONLY

11	FIRST ISSUE	24.04.17	DK
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Rev.	Description	Date	Chkd
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Glanville
 3 Grovelands Business Centre
 Boundary Way
 Hemel Hempstead, Herts, HP2 7TE
 Tel: (01442) 835999 Fax: (01442) 258824
 postbox@glanvillegroup.com www.glanvillegroup.com

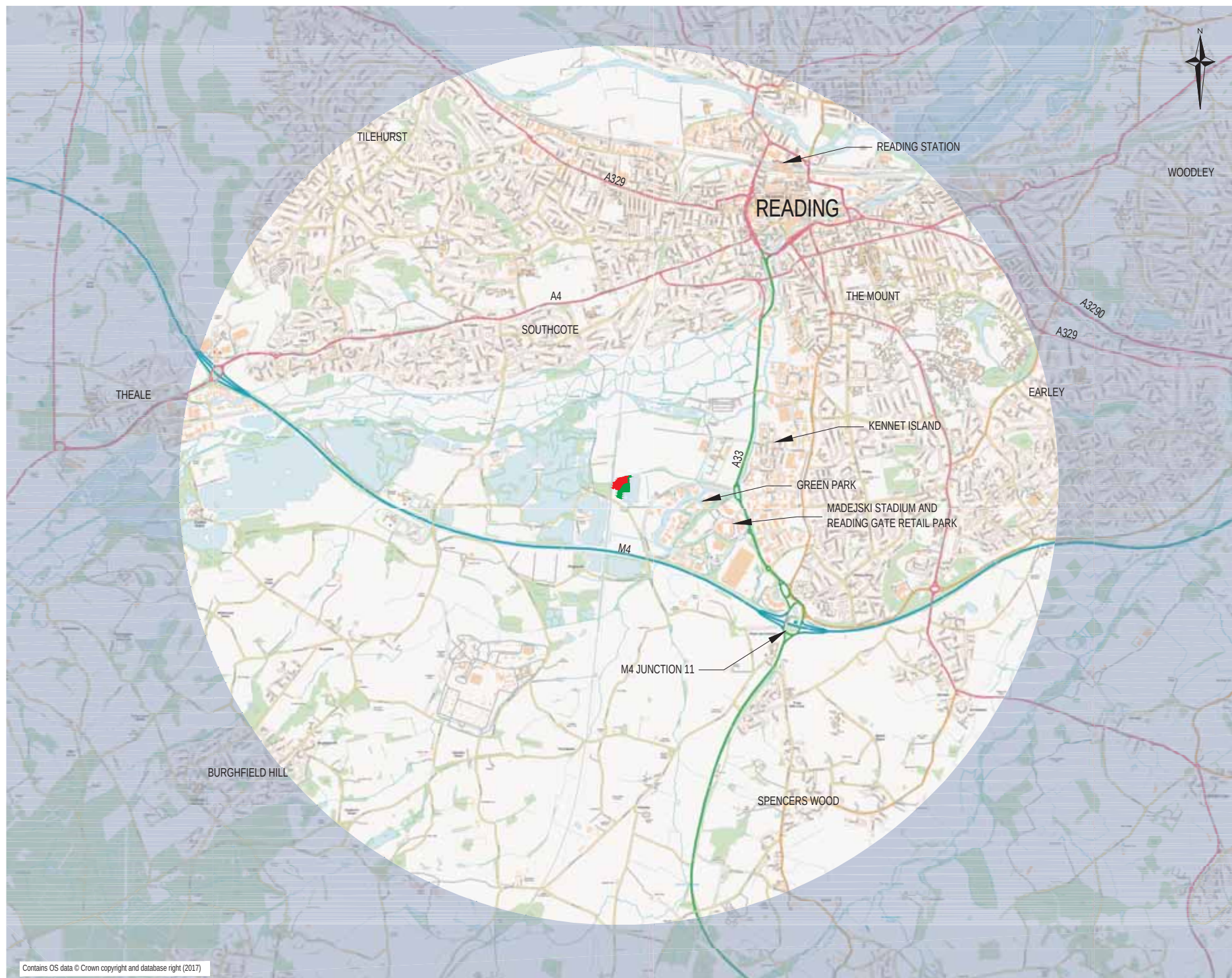
Client: **St Edward**
 College

Project: **GREEN PARK VILLAGE, READING**

Title: **PHASE 6 - 2km WALKING CATCHMENT PLAN**

Project Engineer :	DK	Scale :	1:20,000 @ A3
Project Director :	HG	Date :	APR 2017
Status :	INFORMATION		

Drawing No.	4160761-1403	Rev	11
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KEY

- PROPOSED PHASE 6a SITE
- PROPOSED PHASE 6b SITE
- AREA WITHIN ACCEPTABLE CYCLING DISTANCE (5km)

FIGURE 3

FOR INFORMATION ONLY

I1	FIRST ISSUE	24.04.17	DK
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Rev.	Description	Date	Chkd
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Glanville
 3 Grovelands Business Centre
 Boundary Way
 Hemel Hempstead, Herts, HP2 7TE
 Tel: (01442) 856999 Fax: (01442) 268824
 postbox@glanvillegroup.com www.glanvillegroup.com

Client: **St Edward**
 Holy & the City

Project: **GREEN PARK VILLAGE, READING**

Title: **PHASE 6 - 5km CYCLING CATCHMENT PLAN**

Project Engineer :	DK	Scale :	1:40,000 @ A3
Project Director :	HG	Date :	APR 2017
Status :	INFORMATION		

Drawing No.	4160761-1404	Rev	11
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Appendices

Appendix A
Example Residential Travel Survey

Residents Travel Survey

Private and Confidential

Please return to
by



Section A - About You

Q1 Gender?
Female ☐ Male ☐

Q2 What is your age?
☐ Under 25
☐ 25 - 34
☐ 35 - 44
☐ 45 - 54
☐ 55 or over

Q3 How many people in your household?
☐ 1
☐ 2
☐ 3
☐ 4+

Q4 How many cars in your household?
☐ 1
☐ 2
☐ 3
☐ 4+

Q5 What is your employment status?
☐ Employed
☐ Unemployed
☐ Student
☐ Retired

Section B - About Your Journey

Q6 What is your main travel mode?

	Usually	Sometimes
Car – as driver	☐	☐
Car – as passenger	☐	☐
Bus	☐	☐
Underground / Train	☐	☐
Cycle	☐	☐
Walk – whole journey	☐	☐
Motorcycle	☐	☐
Combination of above	☐	☐
(please specify)		

Q7 Where is your travel destination?
Town/Village:.....

Q8 How long does it usually takes you to travel to your destination?
Hours ☐☐ Mins ☐☐

If you usually travel by car or motorcycle go to Section C otherwise please go to Section D

Section C - Please answer Questions 9 to 16 only if your Journey is usually by Car or Motorcycle

Q9 Please tick each of the following that apply to you:

- ☐ I have a company car
- ☐ I receive a car allowance
- ☐ The company pays for my fuel for business use
- ☐ The company pays for all my fuel
- ☐ None of the above
- ☐ I need the car for business travel during the day
- ☐ I have children to collect/deliver from school
- ☐ Other, (please specify)

Q10 For what reasons do you drive or get driven to your destination?
(Please select up to 3 responses and rank them from 1 to 3, where 1 is the most important).

- ☐ It is quicker
- ☐ It is more comfortable
- ☐ It is cheaper
- ☐ It provides greater personal security than other modes
- ☐ I have to carry heavy equipment
- ☐ Convenience
- ☐ Distance
- ☐ I am disabled / have restricted mobility

Q11 Could you make the journey by public transport?
(please tick)

☐ Yes ☐ No ☐ don't know

If NO – (state why) No Service ☐

No Service at a convenient time ☐

Don't know where the buses run ☐

Other (please state)

.....Continued over page

Q12 Is there a bus stop within reasonable walking distance of your destination? ☐ Yes ☐ No

Q13 Which of the following measures would encourage you to travel by public transport for your journey?
(please select up to 3 responses and rank them from 1 to 3, where 1 is the most important)

- ☐ A direct bus service from home to your destination changing buses
- ☐ An interest free loan for a discounted season ticket
- ☐ Bus stops within 3 minutes of home and work
- ☐ Increased frequency
- ☐ Improved security
- ☐ More reliable service
- ☐ Better lighting at bus shelters and on walking routes
- ☐ Better information on services
- ☐ Faster journey time
- ☐ Discount tickets / passes available at work
- ☐ Better quality buses
- ☐ Easier interchange
- ☐ Parking charge
- ☐ Increasing traffic congestion
- ☐ None of these
- ☐ Other (Please specify)

Q14 (a) Would you consider cycling as a main mode of travel?
☐ Yes, Regularly ☐ Yes, Occasionally ☐ No, Never
(b) Which of the following measures would encourage you to Cycle? (Please select up to 3 responses and rank them)

- ☐ More dedicated cycle paths in the surrounding area
- ☐ Showers and changing facilities at destination
- ☐ Improved cycle parking and security at destination
- ☐ Interest-free cycle loan
- ☐ Free taxi home in emergencies
- ☐ None of the above
- ☐ Other (Please specify)

Car sharing is a practical way to reduce the cost of getting to work. It also helps reduce peak hour traffic congestion and pollution. You would be helped to find a compatible car-share partner who also drives to a destination nearby. You would then agree whether to share you car or be a passenger in your car-share partner's car - most people take it in turns. You wouldn't have to commit to sharing every day and it will not affect your insurance.

Q15 Which of the following would most encourage you to car share?
(Please tick no more than two)

- ☐ Help in finding car share partners with similar work travel patterns
- ☐ Free taxi home if let down by car driver
- ☐ Reserved parking for car sharers
- ☐ Reduced parking charge for car sharers
- ☐ None of these
- ☐ Other (Please specify)

Q16 Would you be prepared to car share?
☐ Yes, Every Day ☐ Yes, Some Days ☐ No, Never
If Never, please say why.....
.....

Now go to Section E

Section D - Please answer Questions 17 to 21 only if your Journey is usually by Public Transport, Cycling or Walking

Q17 (a) Is a car available for your journey?
☐ Yes ☐ No

(b) Why do you normally travel as you have indicated?
(Please select up to 3 responses and rank them from 1 to 3, where 1 is the most important)

- ☐ I don't drive
- ☐ No car available
- ☐ Car available but too expensive to use
- ☐ For environmental reasons
- ☐ To avoid traffic congestion
- ☐ Health / fitness reasons
- ☐ More flexibility in the start time of journeys
- ☐ For increased comfort
- ☐ None of the above
- ☐ Other (please specify).....

Q18 If public transport is your main mode of transport, which measures would improve your journey?
(Please select up to 3 responses and rank them 1 to 3, where 1 is the most important)

- ☐ A direct bus service from home without changing Buses
- ☐ An interest free loan for a discounted season ticket
- ☐ Bus stops within 3 minutes of home and destination
- ☐ Increased frequency
- ☐ Improved security
- ☐ More reliable service
- ☐ Better lighting at bus shelters and on walking routes
- ☐ Better information on services
- ☐ Faster journey times
- ☐ Discount tickets / passes available
- ☐ Better quality buses
- ☐ Easier interchange
- ☐ None of the above
- ☐ Other (Please specify).....

.....Continued over page

- Q19** If cycling is your main mode of travel, which measures would improve your journey? (Please select up to 3 responses and rank them from 1 to 3, where 1 is the most important)
- ☐ More dedicated cycle paths in the surrounding area
 - ☐ Better cycle facilities, particularly at
 - ☐ Showers and changing facilities at destination
 - ☐ Improved cycle parking and security at destination
 - ☐ None of the above
 - ☐ Other (Please specify)

- Q20** If walking is your main mode of travel, what measures would improve your journey? (Please select up to 3 responses and rank them from 1 to 3, where 1 is the most important)
- ☐ Better footpaths at(state where)
 - ☐ Better pedestrian facilities particularly at
.....
 - ☐ Improved lighting and security
 - ☐ None of the above
 - ☐ Other (Please specify)
.....

- Q21** Prior to undertaking this survey were you aware of the Travel Plan and measures and targets?
- ☐ Yes ☐ No

Section E

Please use separate sheet for any comments or suggestions you would like to add. Thank you



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- CDM Co-ordinators