

**Red Kangaroo**

**8 Bridgewater Close, Reading**

Draft Travel Plan

September 2016

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## Contents

|   |                                    |    |
|---|------------------------------------|----|
| 1 | INTRODUCTION .....                 | 1  |
|   | Scope.....                         | 1  |
| 2 | EXISTING SITUATION .....           | 3  |
|   | Local Highway Network .....        | 3  |
|   | Accessibility .....                | 3  |
| 3 | PROPOSED DEVELOPMENT .....         | 5  |
|   | Site Operation .....               | 6  |
|   | Cycle Facilities.....              | 6  |
|   | Car Parking Facilities .....       | 7  |
|   | Staff and Visitor Travel .....     | 7  |
| 4 | OBJECTIVES AND TARGETS.....        | 9  |
|   | Objectives.....                    | 9  |
|   | Targets .....                      | 10 |
| 5 | TRAVEL PLAN STRATEGY .....         | 11 |
|   | Travel Plan Management .....       | 11 |
|   | Marketing Strategy.....            | 11 |
| 6 | MEASURES AND INITIATIVES .....     | 12 |
|   | Introduction.....                  | 12 |
|   | Walking.....                       | 12 |
|   | Cycling .....                      | 12 |
|   | Public Transport .....             | 13 |
|   | Personalised Travel Planning ..... | 13 |
|   | Car Sharing .....                  | 13 |
|   | Other Incentives .....             | 13 |
| 7 | REVIEW AND ACTION PLAN .....       | 15 |

## Figures

Figure 1 - Site Location

## Appendices:

Appendix A - Reading Cycle Map  
Appendix B - Reading Bus Maps

# 1 INTRODUCTION

- 1.1 This Draft Travel Plan has been prepared by Caneparo Associates in support of a planning application, submitted by Red Kangaroo ("the Applicant"), in relation to the proposed planning application at 8 Bridgewater Close, Reading for a change of use from a go-karting centre to accommodate an indoor trampoline park.
- 1.2 This Draft Travel Plan is a commitment by Red Kangaroo (the site operator) to ensure that practical sustainable transport choices are promoted to employees and customers, and sets out the objectives, strategy and measures to promote sustainable travel to the site. It forms the basis from which the Final Travel Plan can be based upon including bus and cycle maps (correct at time of publish) and a travel survey questionnaire template which could be used to inform the site specific travel objectives and targets.
- 1.3 This document is a Draft only as the site is not yet operational and will be updated upon occupation of the site with travel surveys and further additional information. It is expected that the Final Travel Plan will be secured by planning condition.
- 1.4 The primary objective of this Travel Plan is to reduce unnecessary vehicular trips associated with the site and to increase the use of alternative more sustainable modes of transport and in particular active modes of travel i.e. walking and cycling. It will be finalised upon occupation with the inclusion of the Travel Plan Co-ordinator contact details along with the ratification of the Baseline Mode Share for staff and associated targets.

## Scope

- 1.5 This Draft Travel Plan is a strategy setting out the sustainable travel options and measures for employees and customers to the site. It has been written with reference to the National Planning Policy Framework (NPPF) where applicable.

1.6 The remainder of this Travel Plan is structured as follows:

- Section 2 - Outlines the site location and accessibility of the site;
- Section 3 - Outlines the proposed development;
- Section 4 - Sets out the objectives of the Travel Plan;
- Section 5 - Outlines the Travel Plan strategy;
- Section 6 - Sets out the Measures that will be implemented; and
- Section 7 - Outlines a review programme.

## **2 EXISTING SITUATION**

- 2.1 The existing site is located within Bridgewater Close which is formed of a collection of employment / industrial buildings named the Portman Road Industrial Estate accessed from Portman Road. The site is the southernmost building within the Industrial Estate measures approximately 3,500sqm GFA in size and is served by 39 car parking spaces, including two wheelchair accessible spaces across the northern and eastern sides of the building.
- 2.2 The site is currently vacant and has previously obtained planning permission for the use of the site as an indoor go-karting arena specifically within the D2 planning use class. It is bound by industrial / commercial buildings to the north and a mix of commercial and residential properties to the east, south and west.
- 2.3 A site location plan has been included at **Figure 1**, appended to this report.

### **Local Highway Network**

- 2.4 Bridgewater Close is a cul-de-sac road serving a small number of industrial/commercial units and accessed via Portman Road to the north of the site. Portman Road is a c.7.3m wide single carriageway road and is subject to a 40mph speed limit. Portman Road is a distributor road, providing access to a number of businesses and commercial premises located along its northern side primarily.
- 2.5 Portman Road links to the wider primary highway network across Reading and as such the site is suitably located to provide access by car without requiring staff or customers to make use of secondary roads such as residential streets.

### **Accessibility**

- 2.6 The site is well-located within walking and cycling distance of large numbers of potential employees and customers and public transport services. As such, there are opportunities for future employees and customers to use modes other than the private car. This section outlines the accessibility of the site by sustainable modes of transport which can be used.

## Walking

- 2.7 The local area benefits from a good pedestrian environment providing suitable and accessible links to local facilities and public transport services as well as wide footways, dropped kerbs, regular crossing opportunities and street lighting. Pedestrian links exist to the east via a link through to Dorset Street and to the south onto Oxford Road via the proposed car park extension or via Dorset Street and Alma Street.
- 2.8 It is generally accepted that for journeys of up to 2km walking is an appropriate mode to replace car trips and this is set out in '*Guidelines for Providing for Journeys on Foot*' (CIHT, 2000) which suggests a maximum 'acceptable' walking distance for pedestrians without mobility impairment of 2km.
- 2.9 The site is located within an acceptable walk distance of a significant proportion of western Reading and within a short 200m (2 minute) walk distance to frequent bus services on Oxford Road. **Figure 3.1** below is a graphic representation of a 2km walking isochrone from the site demonstrating the extent of Reading that can be readily reached on foot.

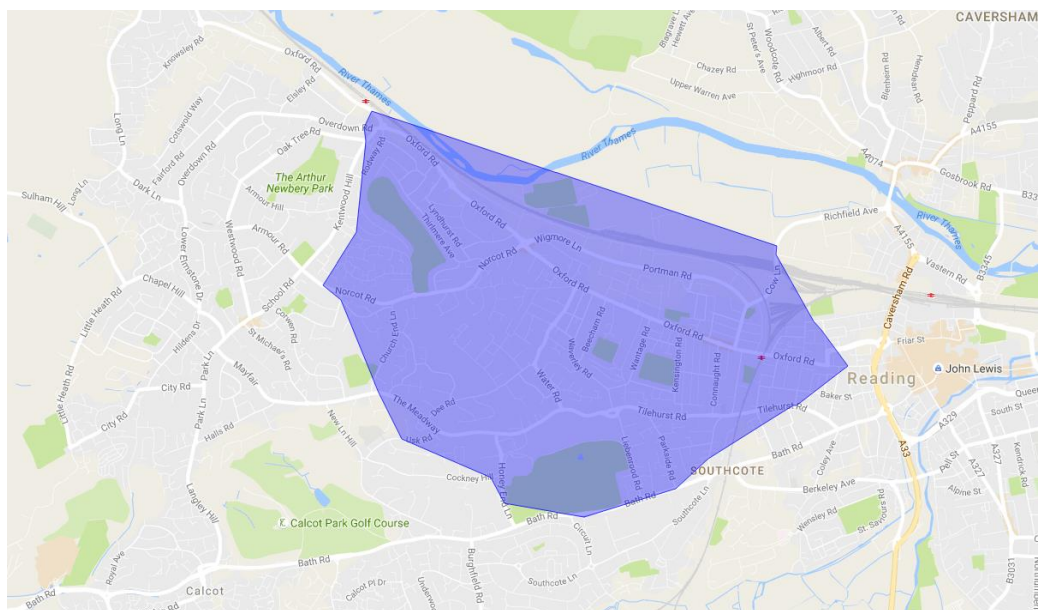


**Figure 3.1: 2km Walking Isochrone from Proposed Site**

## **Cycling**

- 2.10 It is generally accepted that 8km (or 5 miles) is an acceptable cycling distance, representing a journey time on average of 30 minutes. In the vicinity of the site are a number of roads which are suitable for cycling, notably Portman Road forms part of the West Reading (R5) cycle route, forming an important link between the centre of Reading and Tilehurst rail station.
- 2.11 A 5km cycle distance covers the entirety of western Reading, extending as far south as the area of Calcot and as far east as the University of Reading London Road Campus.
- 2.12 A copy of the Reading cycle map is included at **Appendix A**.

## **Public Transport**

### Bus Services

- 2.13 Bus services can be accessed via Oxford Road within an approximate 200m / 2-minute walk distance of the building entrance. A link will be provided through the acquired additional parking to the south of the site.
- 2.14 Three main bus lines route via the stops on Oxford Road (15, 16 and 17) which provide ready access into the centre of Reading and much of western Reading. As many as 20 buses in each direction across all three services during peak hours. This ensures travelling to the site by bus is attractive, particularly for customers and staff from across the Reading area who can change buses in central Reading and make a quick change to one of the three buses highlighted previously.
- 2.15 A map of bus services across Reading is included at **Appendix B** for reference and distribution.

### Rail Services

- 2.16 Reading West rail station is located approximately 1.4km walking distance to the east of the site and provides access to frequent services to Reading, Bedwyn, Newbury Maidenhead, Slough and Ealing Broadway. Additionally, Reading Station is only a 3-minute train journey from Reading West and provides mainline services between London and the west of England and Wales.

### **3 PROPOSED DEVELOPMENT**

- 3.1 The proposed development seeks the change of planning use of 8 Bridgewater Close from a go-karting centre for use as an indoor trampoline park with associated parking. The site is formed of a 3,500sqm building with parking accessed via Bridgewater Close.

#### **Site Operation**

- 3.2 The trampoline centre will be designed to accommodate as many as 125 trampoline users at any one time who will be supported by 12 members of staff at any one time.
- 3.3 The sessions will be staggered at half-hourly periods i.e. half of the 125 using the trampolines will start on the hour and the remaining half will start half an hour later. This permits a staggering of the changeover of users and prevents 125 users leaving whilst 125 arrive. As such, at maximum capacity there may be a further 63 waiting participants at any one time.
- 3.4 It is noted that should it be necessary or more desirable, the site management will stagger the sessions at 15-minute intervals, permitting a changeover of a quarter of the site's customers each 15 minutes.
- 3.5 The staggering of start times has been designed to reduce strain on staff and the operation of the site, but also benefits the operation of the highway with a reduced strain on parking and upon the capacity of the local junctions, for example.
- 3.6 It is also envisaged that there could be as many as 16 people 'spectating' such as parents and guardians not involved in the use of the trampolines.

#### **Cycle Facilities**

- 3.7 At present the site does not have any cycle parking facilities, requiring potential staff to park in an ad hoc manner within each of the units.
- 3.8 A total of 5 'Sheffield' style cycle parking stands will be provided within the car park, providing space for up to 10 bicycles to be securely accommodated. This quantum of parking will accommodate as many as 8% of the users at any one time.

## **Car Parking Facilities**

- 3.9 At present, the site is understood to be served by 39 car parking spaces, including two wheelchair parking spaces across the northern and eastern site boundaries.
- 3.10 As part of the proposals, the car park will be extended into redundant land to the south of the site. As such, the proposed car park will benefit from a total of 67 parking spaces and set out for the following uses:
- 4 disabled/wheelchair parking spaces;
  - 5 staff-only parking spaces; and
  - 58 customer parking spaces.

## **Staff and Visitor Travel**

- 3.11 A detailed staff and visitor survey will be undertaken following the occupation of the site to generate a detailed understanding of the way in which staff and visitors travel to the trampoline centre.
- 3.12 It is noted that a trampoline centre has a number of inherent characteristics which will assist in seeking to increase the number of both staff and visitors who travel sustainably. This is a consequence of the following reasons:
- Although the proposed indoor trampoline centre would be open to all ages, experience of similar sites elsewhere in the UK and also in the USA where indoor trampoline sites are becoming increasingly prevalent indicate that children and teenagers make up a significant proportion of visitor numbers. This age range is more likely to make use of active travel modes as they are too young to drive and teenagers in particular like to be independent from their parents / guardians;
  - As a high number of attendees are young, the significant majority that do arrive by car will be car sharing by virtue of parents driving siblings and friends together, for example. This significantly reduces single occupancy car travel and improves sustainability for those who would otherwise drive anyway; and

- In general, the majority of staff who work to assist the public and ensure safety (Court Monitors) are typically aged between 17 and 22. These staff are less likely to own cars and will be afforded ample opportunities to travel on foot, by bike or by public transport.

3.13 For the purpose of the Transport Statement prepared to support the planning application, worst-case assumptions have been assumed to demonstrate the proposals do not have a negative implication upon highway safety, capacity or amenity.

3.14 It has been assumed that 75% of visitors will arrive by car (including car sharing) to the trampoline centre, with the remaining 25% arriving on foot, by cycle or by public transport. With respect to staff travel, only 5 members of staff will have the opportunity to park, representing a 40% car mode share.

## 4 OBJECTIVES AND TARGETS

4.1 This section sets out the overarching objectives for the Travel Plan, as well as Action Targets for the short and medium term.

- **Objectives** are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- **Targets** are the goals by which progress will be assessed.

### Objectives

4.2 The Travel Plan's overriding objective is:

**To engage with and encourage employees and customers to use more sustainable ways of travelling to / from the site through more effective promotion of active modes and the reduction of single-occupancy vehicle trips. This will minimise the impact of the development on the surrounding highway network.**

4.3 The sub-objectives are:

- a) Sub-objective 1: To increase employee and customer awareness of the advantages and availability of sustainable / active modes of transport;
- b) Sub-objective 2: To promote the health and fitness benefits of active travel to employees and customers, where practical;
- c) Sub-objective 3: To promote the use of alternative means of travel to the Single Occupancy Vehicle (SOV) which are more sustainable and environmentally friendly to employees and customers, e.g. car share;
- d) Sub-objective 4: To introduce a package of physical and management measures that will facilitate employee and customer travel by sustainable modes; and therefore,
- e) Sub-objective 5: To reduce unnecessary use of the car for the journey to and from the site by employees and customers.

## **Targets**

4.4 Targets are essential for the success of a travel plan. The key Action Targets are set out below:

- a) A Travel Plan Co-ordinator (TPC) will be appointed at least 1 month prior to the site opening to the public;
- b) New employees will be provided with a Welcome Pack, detailing the Measures set out in this document; and
- c) A sustainable transport noticeboard will be provided and located in a prominent location. The noticeboard will be periodically updated so that it details up-to-date information.

### **SMART Targets**

4.5 Upon the undertaking of travel surveys once the site is occupied, specific AIM Targets will be prepared to focus the Travel Plan and give rise to specific thresholds to meet. These could include a target to increase in the walking modal share by 5% in 3 years, or a decrease in the modal share of car travel by 10% in 5 years, for example.

## **5 TRAVEL PLAN STRATEGY**

### **Travel Plan Management**

- 5.1 A Travel Plan Co-ordinator (TPC) will be appointed at least one month prior to the site opening to the public. The contact details of the TPC will be provided to the Local Planning Authority, if requested.
- 5.2 The TPC will be responsible for overseeing the management, development, implementation and review of this Travel Plan. The TPC will be fully funded by Red Kangaroo.
- 5.3 The primary responsibilities of this role include:
- The implementation of measures as set out in this Travel Plan (including reviewing the employee welcome packs and noticeboards every 6 months).
  - Promoting the objectives and benefits of this Travel Plan; and
  - Acting as the point of contact for information with employees and customers.
- 5.4 Regular updating of this Travel Plan document is part of the responsibility of the nominated person.

### **Marketing Strategy**

- 5.5 Each employee will be provided with a Welcome Pack during their induction session. The Welcome Pack will include a summarised version of the Travel Plan along with information on public transport, the local walking and cycling network, and contact details for taxi operators.
- 5.6 Employees will as a consequence be made aware of the Travel Plan, including the purpose and objectives of the Travel Plan, along with specific measures such as the cycle parking.
- 5.7 The sustainable transport noticeboard, described above, and the Red Kangaroo website will also highlight the purpose and objectives of the Travel Plan.

## **6 MEASURES AND INITIATIVES**

### **Introduction**

- 6.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.

### **Walking**

- 6.2 There are a number of inherent advantages that will encourage staff and customers to walk to the site. In summary, these are:

- A significant number of people live within walking distance.
- There is a good network of footways in the local area.
- There are good pedestrian routes to other neighbouring facilities.

- 6.3 Noticeboards will be erected showing the most direct routes to the site.

- 6.4 The TPC will identify, through discussion with staff and customers, where possible, problems with external pedestrian routes and will liaise with the Local Planning and Highway Authority to encourage maintenance of all pedestrian routes to a high standard and discuss with the Local Planning Authority any further improvements to pedestrian routes and linkages. For example, they will seek to identify any particular safety hazards, poorly lit areas, etc.

### **Cycling**

- 6.5 As explained earlier in this Travel Plan, Red Kangaroo will be providing 10 cycle parking spaces for staff and customer use. In addition, lockers will be provided which can be used to store helmets and other supplies needed by arriving cyclists.

- 6.6 Employees will be provided with information and advice concerning cycle routes within the Welcome Pack.

- 6.7 The TPC will explore with local bicycle retailers the possibility of providing discounts on cycling equipment to employees.

- 6.8 Other employee and customer specific cycle promotions will include the following:

- Promotion of the health benefits of cycling; and
- Cycle routes and other cycling information provided on notice boards, and in the Welcome Pack etc.

## **Public Transport**

- 6.9 There are a number of bus services that operate in the vicinity, as detailed earlier in this Travel Plan. The TPC will encourage staff living along bus routes to use the bus. They will liaise with staff that use public transport to keep abreast of their opinion of the services they use. Any concerns will be discussed with the Local Planning Authority and operators in an effort to resolve any issues.
- 6.10 General information on public transport services and taxi services will be available, located on noticeboards.
- 6.11 In addition, a web link to maps and timetable information will be included on the website.

## **Personalised Travel Planning**

- 6.12 The TPC will offer a personalised Travel Planning service for all employees, if requested. The TPC will be able to draw on advice from journey planning websites such as Traveline <http://www.traveline.info/>.

## **Car Sharing**

- 6.13 The financial and social benefits of car sharing will be promoted to employees and customers. Additional information is available on the Liftshare Wesbite:
- <https://liftshare.com/uk/journeys/to/reading-uk>

## **Other Incentives**

- 6.14 Red Kangaroo will examine the feasibility to further incentivise its customers to use sustainable modes of travel through potential marketing and promotional material which could encourage repeat business through sustainable travel options and encourage healthy lifestyles.
- 6.15 A number of initial ideas are being considered at the time of preparing this Draft Travel Plan including, but not limited to:

- Loyalty cards which reward free visits following a number of visits undertaken by travelling on foot/by cycle or by public transport;
- Free piece of fruit or water for visitors who travel sustainably after a number of visits; and
- Visitors who produce a valid bus ticket to travel to the site could receive a discount voucher for future attendance.

6.16 Details of any scheme(s) introduced will be included within a forthcoming Detailed Travel Plan upon the trampoline centre becoming operational.

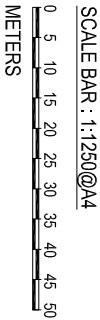
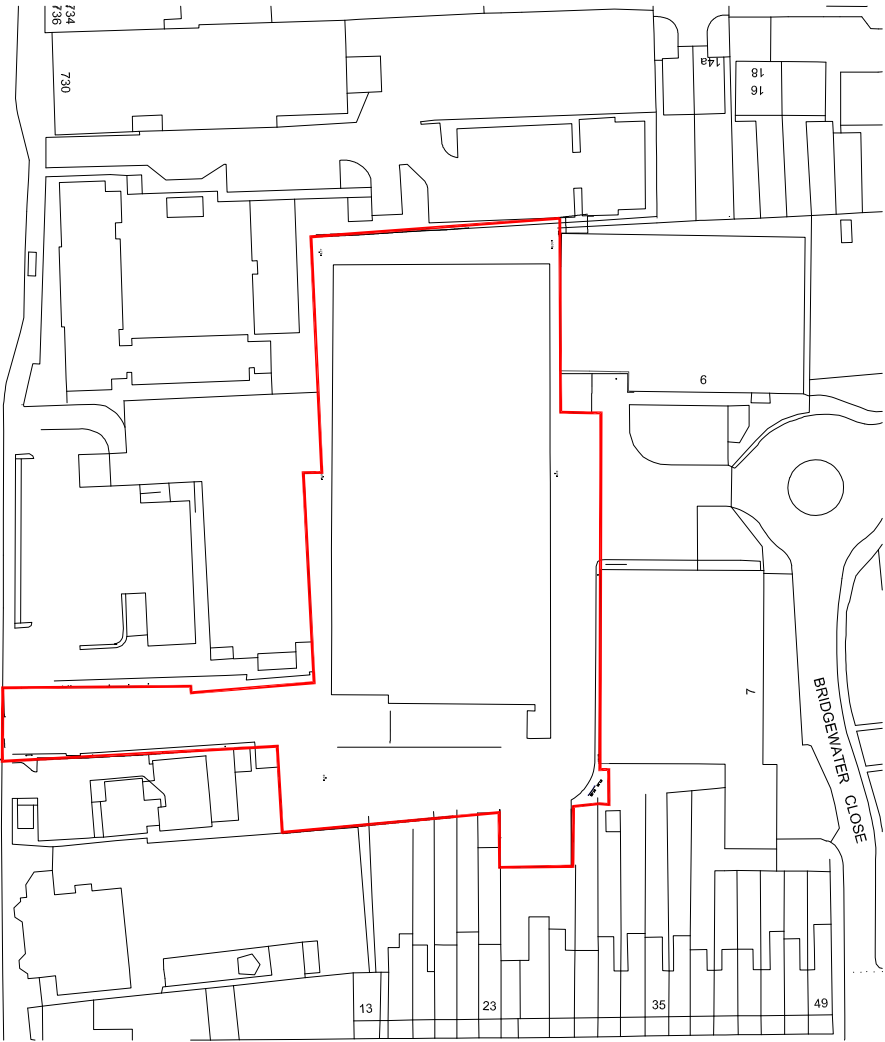
## 7 REVIEW AND ACTION PLAN

- 7.1 It is important that this Travel Plan is continuously reviewed and revised to ensure it remains relevant to the site.
- 7.2 The following will be monitored by the TPC on a regular basis:
- The level of usage and condition of the cycle stands;
  - The usage of car parking spaces;
  - The detail and information provided on the noticeboards and in the Welcome Packs; and
  - The number of employees utilising the personalised travel planning measure.
- 7.3 In addition, the TPC will undertake monitoring of customer numbers, their travel modes and parking demand for 2 weekdays and 2 Saturdays during the first 12 months of operation. If considered necessary and appropriate, the TPC will arrange a meeting with the Local Planning Authority and Highway Authority to discuss the results of the monitoring exercise and any further actions or initiatives that are considered reasonable should any operational difficulties be identified.
- 7.4 A Travel Plan Review will occur on a regular basis that will ensure the Travel Plan remains up-to-date. The Review will include updates to the Welcome Pack and Noticeboard to ensure their content remains relevant.
- 7.5 **Table 7.1** overleaf sets out the Action Plan for the implementation of the various measures associated with the Travel Plan along with who is responsible and how funding will be secured.

| <b>Table 7.1: Travel Plan Action Plan</b>                                |                                         |                |                                         |                                        |
|--------------------------------------------------------------------------|-----------------------------------------|----------------|-----------------------------------------|----------------------------------------|
| <b>Action</b>                                                            | <b>Target</b>                           | <b>Funding</b> | <b>Measure / Timeframe</b>              | <b>Responsibility</b>                  |
| Appointment of Travel Plan Co-ordinator                                  | To be appointed prior to opening        | Red Kangaroo   | Appointment of Travel Plan Co-ordinator | Red Kangaroo                           |
| Provision of Cycle Parking, Changing Facilities and Lockers for Cyclists | Before opening                          | Red Kangaroo   | Before opening                          | Red Kangaroo                           |
| Erection of Travel Noticeboards                                          | Before opening                          | Red Kangaroo   | Prior to opening the trampoline park    | Travel Plan Co-ordinator               |
| Production of Welcome Pack                                               | Before opening                          | Red Kangaroo   | Completed Travel Pack                   | Travel Plan Co-ordinator               |
| Promote Active Modes                                                     | On-going with emphasis on summer months | Red Kangaroo   | On-going                                | Travel Plan Co-ordinator               |
| Travel Survey                                                            | Within 12-months of opening             | Red Kangaroo   | Completed survey                        | Travel Plan Co-ordinator/ Red Kangaroo |

## Figures

# PLANNING



REVISION NOTES  
Rev. A - 21/09/2016 (SN/GG) Red line removed from building.  
Carpark layout removed.

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PROJECT ADDRESS

**RED KANGAROO Reading,  
8 Bridgewater Close,  
Reading,  
RG30 1JT**

DRAWING TITLE

**SITE LOCATION PLAN**

DRAWING NO.

**13078-PL-019**

REV.

**A**

DRAWN BY

**SN**

SCALE

**1:1250 @ A4**

DATE

**20/09/2016**

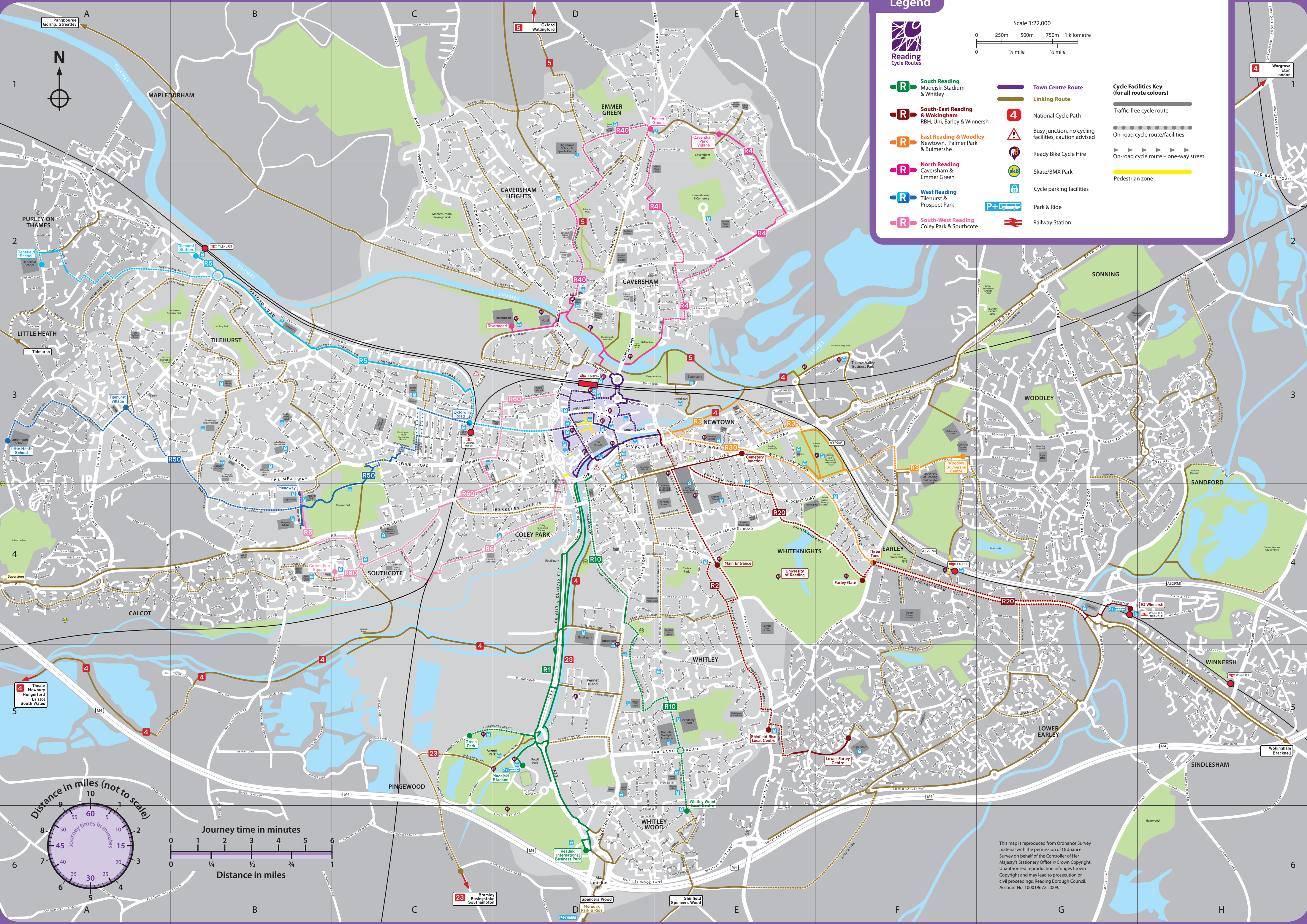
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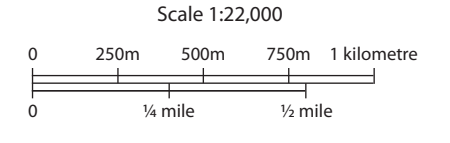


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## **Appendix A**



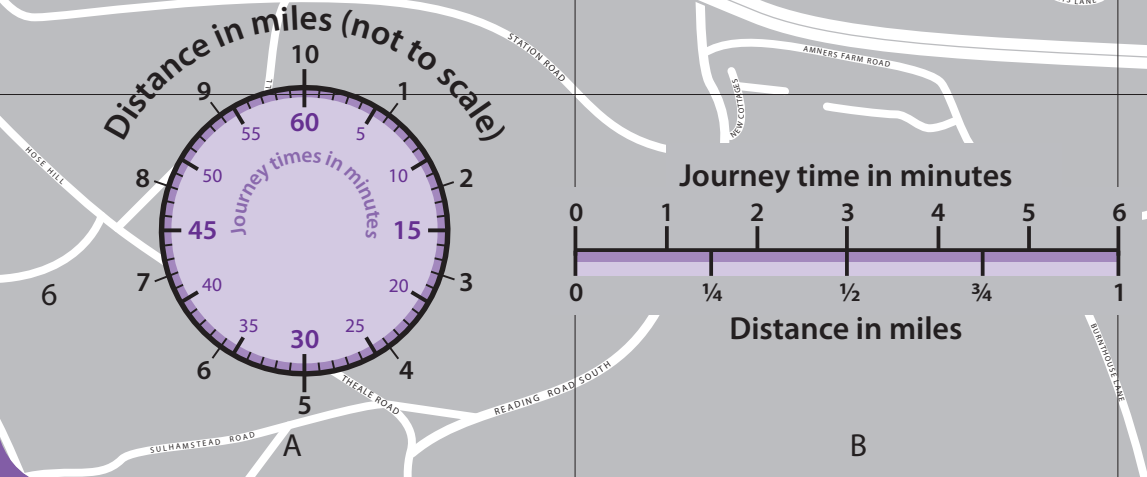
Legend



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

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

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



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## **Appendix B**



- jet black 1
- lime 2 2a
- leopard 3 X3 10
- lion 4 X4
- emerald 5 6 6a
- scarlet 9
- bronze 11
- orange 12 13 14
- sky blue 15 15a 16
- purple 17
- nineteens 19a 19b 19c
- claret 21 21a
- yellow 26

- pink 22 23 24 25 27 29
- royal blue 33 33a
- greenwave 40-60
- Merevale park & ride 60
- Winnersh Triangle park & ride 500
- community link 28
- other routes 7 7K 60K

- other operators
- Arriva 800 850
  - Carousel Buses X80
  - Courtney Buses 127 128 129
  - Moretons TR1
  - Stagecoach 7 8
  - Thames Travel 143 X39 X40

- TR1 to Grazeley, Mortimer & Baughurst
- 7 7K 8 to Swallowfield, Riseley & Fleet
- 10 to Spencers Wood

- 127 to Twyford & Maidenhead
- 128 129 to Twyford & Wokingham
- 850 to Twyford & High Wycombe