



Access Self Storage
Portman Road, Reading

Travel Plan

For

Access Self Storage

Document Control Sheet

Travel Plan

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Contents

1.0	Introduction.....	1
2.0	Policy and Guidance.....	2
3.0	Site Accessibility	4
4.0	Targets and Baseline Modal Share	6
5.0	Travel Plan Strategy	7
6.0	Travel Plan Measures	8
7.0	Monitoring and Review	10
8.0	Action Plan	11

Appendices

A	Site Location Plan	
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1.0 Introduction

- 1.1 This Travel Plan has been prepared by Motion on behalf Access Self Storage in relation to the proposed extension of office and storage space at the Access Self Storage site on Portman Road, Reading.
- 1.2 The application site is located on the north side of Portman Road, approximately 3 kilometres west of Reading town centre. The building currently comprises 654 square metres (Gross External Area-GEA) of B1 office floor space and 5,972 square metres GEA of B8 storage floor space at ground and first floor plus associated parking/loading facilities. The proposals comprise the extension of the existing building at ground and first floor with a second floor above the extended area. The proposals result in the site providing a total of 1,350 square metres GEA of B1 office space and 8,632 square metres GEA of B8 storage.
- 1.3 In general, a Travel Plan is a package of measures aimed at encouraging a modal shift away from single occupancy car use to more sustainable means of travel such as walking, cycling, public transport and car sharing. The concept of travel planning can promote a wide number of benefits to individuals and the wider community. For example, increased health and fitness, lower operating costs and reduced congestion, pollution, social barriers and risk of accidents.
- 1.4 The nature of the self storage operation is such that the only realistic mode of travel for customers is by car or commercial vehicle. This Travel Plan is therefore aimed primarily at office and self storage staff, although measures to promote and encourage the use of sustainable transport modes will be available for customers.
- 1.5 The principle objectives of the Travel Plan are set out below.
- ▶ To provide staff at the site with a range of sustainable transport initiatives, together with informed choice about these options;
 - ▶ To maximise the use of walking and cycling;
 - ▶ To promote walking and cycling as a health benefit;
 - ▶ To rationalise, where possible, delivery trips to and from the site; and
 - ▶ To promote greater participation in transport related projects throughout the area.

Report Structure

- 1.6 The remainder of this document is structured as follows:
- ▶ **Section 2** – refers to relevant policy and guidance;
 - ▶ **Section 3** – identifies available options for travel to the site;
 - ▶ **Section 4** – outlines the Travel Plan targets;
 - ▶ **Section 5** – sets out the management strategy for the Travel Plan;
 - ▶ **Section 6** – details the Travel Plan measures;
 - ▶ **Section 7** – sets out the monitoring and review process; and
 - ▶ **Section 8** – provides an Action Plan.

2.0 Policy and Guidance

Introduction

- 2.1 It is acknowledged that the Travel Plan will need to encompass measures that are consistent with key policies and identify objectives accordingly. This chapter reviews key national and local transport policies that are relevant to the Travel Plan. These are as follows:

- ▶ National Planning Policy Framework – March 2012
- ▶ Reading Borough Local Development Framework Core Strategy (January 2015)

National Planning Policy Framework

- 2.2 The National Planning Policy Framework (NPPF) was published in March 2012, and replaces the previous national planning policies that were set out in the various Planning Policy Guidance Notes / Statements.

- 2.3 The NPPF sets out a presumption in favour of sustainable development that recognises the importance of transport policies in facilitating sustainable development, and that planning decisions should have regard to local circumstances. In this regard, paragraph 29 of the NPPF states that:

"The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel."

- 2.4 Moreover, paragraph 17 states that planning should:

"...actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable".

- 2.5 In this regard, paragraph 36 states that:

"A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan."

- 2.6 A Travel Plan is a package of measures designed to enable and encourage users of a site to travel by sustainable means other than single occupancy vehicle use. A Travel Plan can bring a range of benefits, not only to residents and visitors but to the wider community. Benefits include improved health, cost savings, reduced demand for on-site parking and less congestion locally.

Local Policy

Reading Borough Local Development Framework Core Strategy (January 2015)

- 2.7 The Core Strategy was adopted in its current form in January 2015. The strategy sets out the key elements of the planning framework in Reading.

- 2.8 *With regard to sustainable transport, it is stated that these will be promoted by:*

- ▶ *'Ensuring that development is accessible;*
- ▶ *Reducing the need to travel especially by car;*
- ▶ *Promoting travel plans and connections from a development via sustainable transport modes; and,*
- ▶ *Ensuring that development contributes towards infrastructure provision that helps to promote safe, sustainable transport choices, and enables the transport system to deal with the additional trips arising from that development.'*

- 2.9 The Core Strategy states that the Council's aims for transport are to:

- ▶ *'Improve accessibility to central Reading and to neighbourhood centres for all modes of transport, ensuring access to essential facilities for all members of the community and continuing sustainable economic growth;*
- ▶ *Reduce the impact of congestion on key radial routes, through the provision of justified additional capacity for each mode, thereby enhancing travel choice;*
- ▶ *Make relevant information widely available in a range of formats, to enable travellers to make informed choices about their journeys and use that information to manage the network efficiently;*
- ▶ *Ensure that travel in Reading is made as safe as possible, particularly for vulnerable road users, through timely maintenance and traffic management;*
- ▶ *Protect the natural and built environment through effective long-term planning to reduce the need to travel;*
- ▶ *Support the delivery of the regional spatial strategy, managing and investing in inter-regional corridors to deliver urban regeneration and sub-regional objectives; and,*
- ▶ *Promote management of and investment in the local transport system, delivering continuous and sustainable improvements through efficient use of resources, effective use of existing networks, and long term planning for future travel needs.'*

2.10 The Core Strategy notes that:

'Planning permission will not be granted unless the proposed development contributes appropriately to the provision of a balanced transport network as outlined in the Reading Transport Strategy, including the implementation of the core transport infrastructure projects and area action plans. Such projects and plans will include the provision of measures that make alternatives to the use of private cars (such as walking, cycling and the use of public transport) more attractive, and contribute to improved accessibility and transport safety.'

2.11 In regard to the impact of development it is stated that:

'All developments need to fully consider their transport impacts and include measures to mitigate those impacts. It is important that all modes of transport are considered, particularly sustainable modes that will usually require improvement (or establishment). It is important that all developments ensure that sustainable choices can be made.'

and;

"Reading Borough Council will expect all applications for major developments to include a travel plan as part of their submission."

3.0 Site Accessibility

Site Location and Surrounding Area

- 3.1 The application site is located to the north of Portman Road approximately 3 kilometres west of Reading town centre. There is a mix of land uses in the vicinity of the site with industrial units to the north of Portman Road and housing to the south.
- 3.2 The application site is bound to the south by Portman Road, to the north by Loverock Road, to the west by Wigmore Road and to the east by further industrial units. A site location plan is attached at **Appendix A**.

Accessibility by Foot

- 3.3 Walking is an important mode of travel at a local level and offers the potential to replace short car trips, particularly those under 2 kilometres. Walking can also form part of longer journeys by public transport and car.
- 3.4 Footways are provided on both sides of Wigmore Lane, the southern side of Loverock Road and the northern side of Portman Road. These footways connect the site with the wider pedestrian network including routes into Reading town centre.

Accessibility by Cycle

- 3.5 Cycling is considered to have the potential to substitute short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport.
- 3.6 There are several cycle routes in the vicinity of the site, as highlighted by Travel Reading Live as well as a National Cycle Network Route. Local cycle routes are summarised in Table 3.1.

Route	Location in Relation to Application Site	Destinations
Route 5	Oxford Road – 500 metres south	Tilehurst Station – The West Village & Oxford Road – Reading Town Centre
Route 50	Oxford Road – 500 metres south	Tilehurst Village – Meadway – Prospect Park & Oxford Road – Reading Town Centre
Route 60	Bath Road – 2500 metres east	Southcote & Bath Road – Reading Station
Route 4 (NCN)	Bridge Street – 3000 metres east	London – Reading – Bath – Swansea – Tenby – Fishguard

Table 3.1 – Local Cycle Network

- 3.7 It is considered that the application site is conveniently located for people undertaking journeys by foot and bicycle.

Accessibility by Bus

- 3.8 The nearest bus stops to the application site are located approximately 650 metres to the south west at Norcot Junction. Both stops provide shelters, seating, timetable information and real time bus information.

- 3.9 A summary of the services operating in the vicinity of the application site is shown below in Table 3.2.

Service No.	Bus Route	Weekday Frequency (every x minutes)
16	Reading Town Centre – Norcot Junction – Kentwood – Purley on Thames	15 minutes
17	Whiteknights – Palmer Park – Reading Town Centre – Norcot Junction – Tilehurst	10 minutes
18	Kentwood – Norcot Junction – Reading West – Prospect Park – Reading Town Centre	3 services per day
143	Reading Town Centre – Norcot Junction – Pangbourne – Upper Basildon – Whitchurch Hill	5 services per day
BB3 (school service)	Woodcote – Goring – Streatley – Pangbourne – Norcot Junction – Reading West	1 per day
TG6 (school service)	Kentwood – Norcot Junction – Southcote – Fords Farm – Theale	1 per day

Table 3.2 – Local Bus Services

- 3.10 The bus services are frequent and provide access to a range of local destinations.

Accessibility by Train

- 3.11 The nearest rail station to the site is Reading West, which is located approximately 1.6 kilometres to the east. Reading West is managed by the Great Western Railway and is served by trains that operate to and from Reading, Basingstoke and Newbury stations.
- 3.12 All of the bus services listed in Table 3.2 stop within 100 metres of the station providing convenient access between the station and the application site.

Highway Network

- 3.13 Loverock Road provides access to the main parking and loading area. Loverock Road is a two way single carriageway road subject to a 30mph speed limit. There are no parking or loading restrictions on Loverock Road in the vicinity of the site. A footway is provided on the southern side of the road.
- 3.14 To the west of the application site, Loverock Road provides access to Wigmore Lane, a single carriageway, two way road that is subject to a 30mph speed limit. There are no loading or waiting restriction in operation. Footways are provided on both sides of Wigmore Lane.
- 3.15 To the south, Wigmore Lane meets Portman Road by way of a priority junction. Portman Road is a single carriageway, two way road that is subject to a 30mph speed limit in the vicinity of the site. It primarily serves the industrial units in the area and is not subject to any parking or waiting restrictions.
- 3.16 To the west, Portman Road provides access to the A329 Oxford Road. To the east, Portman Road joins Beresford Road, which in turn provides access to the A329 Oxford Road. The A329 provides access to the wider strategic road network including links to the A329(M) and the M4.

4.0 Targets and Baseline Modal Share

- 4.1 Travel Plan targets will be used to assess the effectiveness of the Travel Plan and identify which areas require attention in terms of prioritising resources such as time, cost and labour.
- 4.2 The following target areas are considered most appropriate for the site.
- ▶ Encourage cycling amongst users of the development to maximise use of on site cycle facilities;
 - ▶ Maintain, and if not increase, the proportion of trips to and from the site on foot;
 - ▶ Ensure appropriate management of disabled parking bays; and
 - ▶ To rationalise, where possible, delivery trips to and from the site.
- 4.3 Specific, Measurable, Achievable, Realistic and Time-bound (SMART) targets for staff will be set within two months following the results of an initial travel survey questionnaire. Pending this, interim targets have been set to help inform Travel Plan measures.
- 4.4 The interim modal split for travel to and from the site has been estimated based upon 2011 census data for the modal split of journeys to work for the work place population of Reading. This data is presented in Table 4.1 alongside interim targets based upon this data.

Travel Mode	Baseline Modal share	Year Target	Year 3 Target	Year 5 Target
Train	9%	9%	9%	9%
Bus, minibus or coach	12%	13%	14%	15%
Motorcycle, scooter or moped	1%	1%	1%	1%
Driving a car or van	54%	51%	48%	44%
Passenger in a car or van	5%	5%	6%	7%
Bicycle	4%	5%	6%	7%
On foot	15%	16%	16%	17%

Table 4.1 – Interim targets.

- 4.5 The targets seek to increase the proportion of staff trips to the site by cycling, walking, car sharing and by public transport so as to achieve a reduction in single occupancy car trips. Targets will be subject to review after completion of a travel survey following occupation. Any change in target will be agreed with Council.

Funding

- 4.6 A Travel Plan Coordinator will be provided with the appropriate funds to undertake travel planning duties to ensure that measures and targets set within the Travel Plan are promoted and that suitable monitoring and review objectives are achieved.

5.0 Travel Plan Strategy

Management

- 5.1 A Travel Plan Coordinator (TPC) will be responsible for implementing and administering the Travel Plan. The TPC will take overall responsibility for the day-to-day operation of the Travel Plan and the implementation of measures. Contact details of the TPC will be made available to all staff prior to occupation of the new extension. In the event that the contact details of the TPC change at any time the Council will be notified in writing. The main responsibilities associated with the role of the TPC are as follows:
- ▶ Maintaining commitment and support of the Travel Plan;
 - ▶ Promoting the objectives and benefits of the Travel Plan to users of the site;
 - ▶ Managing the day-to-day development and implementation of the Travel Plan measures;
 - ▶ Acting as a point of contact for queries relating to the Travel Plan;
 - ▶ Liaising/negotiating with internal/external stakeholders such as Travel Plan officers at Reading Council;
 - ▶ Coordinating the necessary monitoring programme for the Travel Plan; and
 - ▶ Submitting monitoring reports as necessary to the council.

Marketing Strategy

- 5.2 Staff based at the site will be made aware of the existence of the Travel Plan, its aims and objectives. The details of the Travel Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Travel Plan, will be provided to new staff in advance of their first day at work.
- 5.3 Pedestrian and cycle accessibility plans for the site will be produced and made available to staff prior to occupation of the additional floor space and the use of websites providing travel information such as <http://www.traveline.info/> will be provided. Plans would be available in both paper and electronic format. Travel information will be provided on the company website so that visitors to the site can also benefit from this material.
- 5.4 Generally for the site as a whole, the following could be used as a means for disseminating information to staff to promote events, campaigns, services, initiatives, etc.
- ▶ Central notice boards;
 - ▶ Newsletters;
 - ▶ Staff induction material; and
 - ▶ Internet/intranet sites.

Updating

- 5.5 The Travel Plan is a strategy for the indefinite future and, as such, will evolve over time. Although the objectives of the Travel Plan, to educate staff (and where possible visitors and customers) and to facilitate travel by sustainable modes, will not change it may be possible over time to redefine specific targets/measures. The on-going monitoring and review programme (outlined in Section 7) will provide updated information that will allow the Travel Plan to be revised, refined and improved as appropriate.

6.0 Travel Plan Measures

- 6.1 This section of the Travel Plan outlines the specific physical and management measures. As far as possible, the initiatives outlined below are designed to be suitable for review and monitoring. The list is not exhaustive and the TPC will be free to investigate other potential initiatives that are suitable for achieving Travel Plan objectives.

Measures to Promote Walking

- 6.2 Walking will be promoted amongst users of the development as a healthy and inexpensive means by which to travel. In order to encourage travel to the site on foot:
- ▶ Conditions for pedestrians would be examined through discussion with staff of the site to determine whether improvements would encourage walking as a mode of transport. Feedback would be provided to the TPC and passed onto the council;
 - ▶ Promotional information will be produced advising staff, customers and visitors of safe pedestrian routes to and from the site with indicative walking distances and time to local amenities shown;
 - ▶ Staff will be made aware of the associated health benefits of walking; and
 - ▶ The health benefits of walking will be promoted, for example through the '10,000 steps a day campaign'.

Measures to Promote Cycling

- 6.3 Cycling is a cheap, quick and sustainable mode of transport that also provides benefits for personal health as well as reducing road congestion.
- ▶ Cycle parking for 14 cycles is provided on site in accordance with adopted standards;
 - ▶ Cycle parking is available for both staff, customer and visitor use;
 - ▶ The TPC will report any relevant feedback to officers of the Reading Council and liaise with them regarding any identified problems with existing off-site facilities;
 - ▶ All users of the site will be provided with information and advice concerning safe cycle routes to the site, with indicative cycling distances and times shown;
- Staff will be made aware of the associated health benefits of cycling; and,
- ▶ The use of cycle parking facilities will be monitored and consideration given to the provision of additional parking if demand warrants it.

Provision of Public Transport Information

- 6.4 The TPC will ensure that staff are aware of on line travel websites where they can obtain up to date travel information. Relevant sites include;
- ▶ Traveline - <http://www.traveline.info/>; and
 - ▶ National Rail Enquiries - <http://ojp.nationalrail.co.uk/service/planjourney/search>

Taxis

- 6.5 Taxis have an important role in providing for staff trips when other modes of transport may not be available, for example, staff having to work beyond usual working hours.
- 6.6 The TPC will ensure that the contact details for a local taxi operator are available to staff, customers and visitors.

Car Sharing

- 6.7 Car sharing represents a relatively convenient alternative form of travel and whilst parking on site is limited, potential may exist to reduce the number of vehicle trips by staff to a minimum by implementing and publicising a car share scheme. The TPC will promote the use of www.liftshare.com, or a similar scheme.

Deliveries and Servicing

- 6.8 Deliveries to and from the site will be managed and, where possible, rationalised, in order to maximise safety of vulnerable road users and minimise pollution. The TPC will seek to minimise the impact of delivery and servicing activity by implementing the following measures:
- ▶ Source supplies locally when possible; and
 - ▶ Investigate the potential of sourcing goods and services from companies using alternatively fuelled vehicles, for example electric and LPG vehicles and bicycles,

Other Measures

- 6.9 Travel Awareness initiatives can play a key part in the success of the Travel Plan, for example the TPC promote involvement in any of the following activities:
- ▶ Car-free days;
 - ▶ National Liftshare Week;
 - ▶ Walk to Work Day; or
 - ▶ Bike2Work Week.

7.0 Monitoring and Review

- 7.1 A programme of monitoring and review has been designed to generate information by which the role of the Travel Plan can be evaluated. Monitoring and review will be coordinated by the TPC. The monitoring measures outlined below incorporate both the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence.
- ▶ Monitor the use of cycle parking spaces;
 - ▶ Monitor the number of deliveries to the site; and
 - ▶ Record comments received relating to the operation and implications of the Travel Plan.
- 7.2 Information gathered through the monitoring process will be recorded for input to the review process (outlined below) and made available to Reading Council on request.
- 7.3 In addition to the initial baseline travel survey questionnaire, travel survey questionnaires will be conducted for staff at the site on the first anniversary of the implementation of the Travel Plan and then on the third and fifth year anniversaries.
- 7.4 The re-issue of the travel survey questionnaire offers the opportunity to gather new information about the wider attitudes to travel. Analysis of the travel survey questionnaire results will also yield updated modal split information for comparison with data derived at the introduction of the Travel Plan.
- 7.5 The TPC will compile a monitoring report, outlining the results of the staff monitoring process. The report will include the following information:
- ▶ A summary of the Travel Plan objectives and targets;
 - ▶ How and when information has been gathered;
 - ▶ Modal split;
 - ▶ Progress towards meeting targets; and
 - ▶ Future proposals for further refinement of the Travel Plan.
- 7.6 The TPC will submit the monitoring report to the Council's Travel Plan officer. If for any reason analysis of travel patterns reveal that the Travel Plan is not proving effective (for example, cycle parking spaces are not being properly utilised, or, there is demand for additional cycle parking spaces) the TPC would liaise with the Reading Council in the first instance to ascertain an appropriate way forward.

8.0 Action Plan

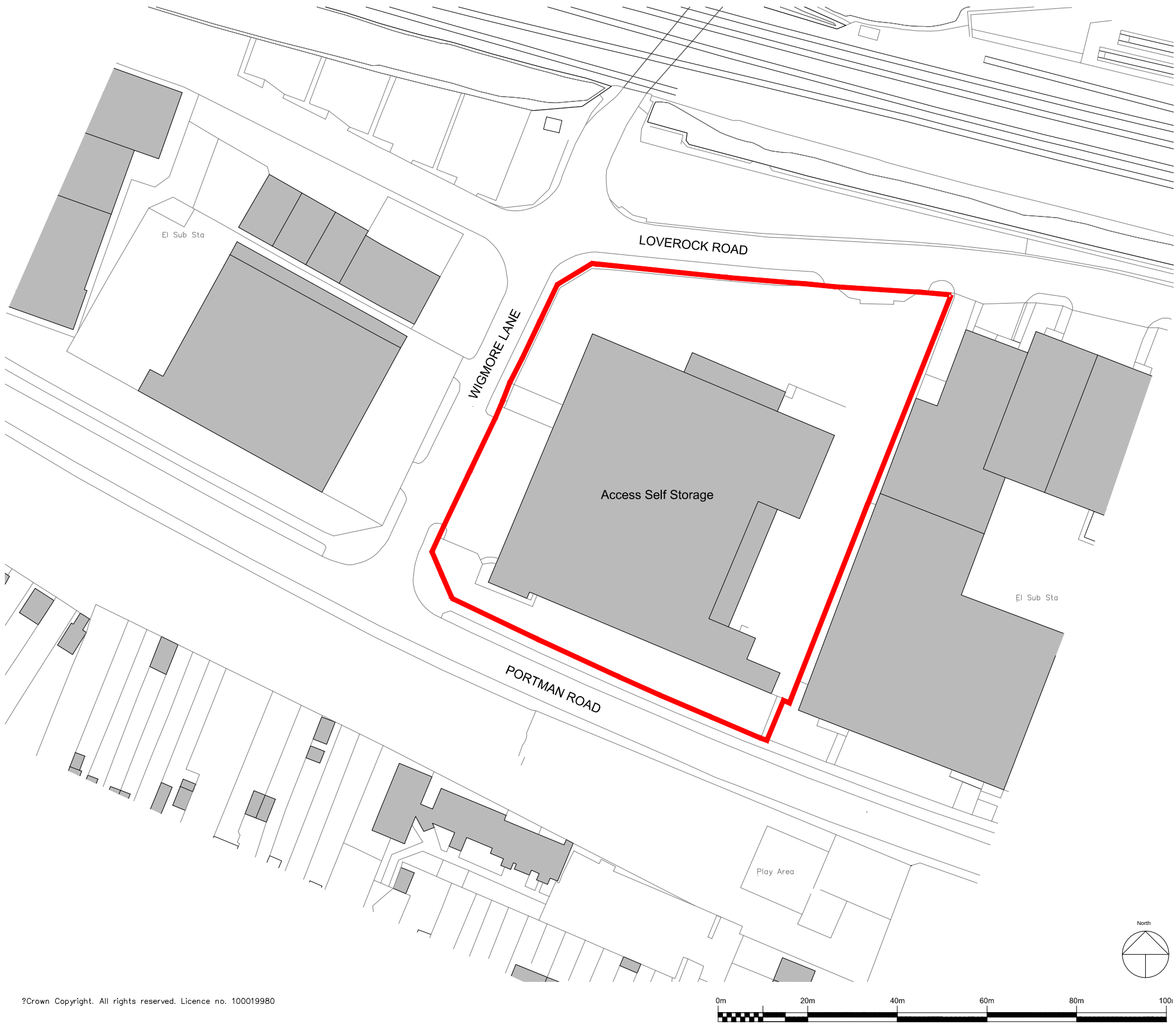
- 8.1 It is important that, as far as possible, the measures associated with this Travel Plan are in place before or soon after the implementation of the Plan. Table 8.1 provides an 'Action Plan' timetable.

Action	Timescale	Responsibility
Install hard measures on site (for example, cycle parking facilities)	Prior to occupation	Developer
Appoint a TPC for the development	Prior to occupation	Occupier
Ensure information detailing local walking, cycling, public transport routes, etc, are displayed and promoted	Prior to occupation	TPC
Promotion of Travel Plan measures	On-going	TPC
Initial baseline travel survey questionnaire to be carried out	3 months of occupation	TPC
SMART Travel Plan targets to be set for staff	Within two months following the results of the initial baseline survey	TPC
Conduct first review of the Travel Plan	12 months after undertaking baseline travel surveys	TPC
Submit Travel Plan monitoring report to the council	Within three months of undertaking second staff travel survey	TPC

Table 8.1 Action Plan Timetable

Appendix A

Site Location Plan



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Rev	Date	Version Description	Dm	Chk					Client Logo	Client	Drawing Status	North	
/	01.06.16	First Issue	HS	JA					dmwr Architects DMWR Architects Limited 16-18 Hatton Garden London EC1N 6AT t: 0207 870 3779 e: mail@dmwr.co.uk www.dmwr.co.uk	Access Self Storage	PLANNING		
					In addition to the hazards/risks normally associated with the types of work detailed on this drawing, refer to Designers Risk Assessment, note the following :					Project Name			Drawing Details
					It is assumed that all works will be carried out by a competent contractor working, where appropriate, to an approved method statement					Access Self Storage Reading 62 Portman Road, Reading RG30 1EA		3237	
					Use Dimensions - DO NOT SCALE Contractors Must Verify All Dimensions On Site Before Starting Work This Drawing Is Copyright					Site Location Plan	Drawn By HS	Drawn Date 05/2016	Checked By JA
										Drawing Number DMWR/A3/3237-PL01			Revision /