

35-43 Greyfriars Road, Reading

Framework Travel Plan

On behalf of **Croudace Asset Development Ltd**

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1 Introduction

1.1 Context

- 1.1.1 Peter Brett Associates LLP (PBA) has been commissioned by Croudace Asset Development Ltd to develop a Framework Travel Plan (FTP) in support of their refurbishment of 35-43 Greyfriars Road, Reading, RG1 1NP. The site is bound along its southern perimeter by Stanshawe Road and Greyfriars Road along its eastern side. To the north the site is bound by offices and to the west by residential properties.
- 1.1.2 The site currently comprises a three storey building with a consented 1,321 m² GEA of B1(a) office use with historic D1 educational uses.
- 1.1.3 The proposals would result in a modest increase in circa 829m² GEA of B1(a) land use, providing a total 1,994m² GEA of B1(a) through refurbishment of the existing three floors and introduction of a fourth floor. Cycle parking will increase from none to 4 spaces, with car parking being reduced from 7 spaces to 6 spaces to accommodate the cycle parking provision.
- 1.1.4 This FTP is underwritten by a dynamic and flexible approach, designed to evolve and remain relevant to both the building type and users (which includes employees undertaking commuter and business travel, visitors and personnel who make deliveries/collections to and from the proposed redevelopment).
- 1.1.5 FTPs differ slightly from a standard Travel Plan in that it is formulated in the period prior to occupation. Whereas the general land uses within the site are known, the specific demographic and geographic profile of employees working and visiting the site is not. As such, this FTP sets out a theoretical and practical framework for managing travel demand to and from 35-43 Greyfriars Road and includes a range of measures recommended to achieve its objectives. It should be noted that specific measures (in terms of their scope) should be determined in detail once the site is occupied and a robust empirical basis can be established through employee travel surveys.

1.2 Building Research Establishment Environmental Assessment Method

- 1.2.1 The Building Research Establishment Environmental Assessment Method (BREEAM) is the leading and most widely used environmental assessment method for buildings. It addresses wide-ranging environmental and sustainability issues and enables developers and designers to prove the environmental credentials of their buildings to planners and clients.
- 1.2.2 As part of BREEAM requirements, all refurbished buildings are required to demonstrate achieving Credit Tra 05 which specifically relates to the preparation and delivery of a Travel Plan. The aim of this credit is “to recognise the consideration given to accommodating a range of travel options for the building, thereby encouraging the reduction of user reliance on forms of travel that have the highest environmental impact”.

2 Policy & Best Practice

- 2.1.1 This section provides an overview of the current national and local government policies that have and will continue to inform the development of this FTP. By reviewing these policies, this will ensure that the FTP is developed and implemented in accordance with established policy aims and objectives.

National Planning Policy:

- National Planning Policy Framework (Department for Communities and Local Government, 2012)

Local Policy

- Local Transport Plan 3: 2011 - 2026 (Reading Borough Council, 2011)

Best Practice Guidance

- 2.1.2 Further to the policy documents listed above, a number of key guidance documents and best practice examples have been reflected in preparation of this Travel Plan and include (but were not limited to) the following:

- National Planning Practice Guidance
- BREEAM Guidance

3 Background

3.1 The Case for Continuous Improvement

- 3.1.1 Since the early 1990s, there has been increasing global concern regarding the adverse effects of motorised transport. A number of issues at a national, regional and local level have been driving a need for organisations to develop a sustainable transport strategy and encourage sustainable transport choices by providing better facilities, incentives and information. Croudace Asset Development Ltd take their corporate social responsibilities seriously and are well aware of the importance of travel planning to employee recruitment and retention, maximising the accessibility of the site and ensuring efficient management and operation of car parks.

Congestion

- 3.1.2 Reading contains a number of radial highway links. The M4, which passes to the south of Reading, is a key strategic corridor within the Thames Valley and South East. Within Reading, traffic levels are consistent throughout the day along the major radial routes which reflects the role of Reading as an economic growth point within the UK.
- 3.1.3 The challenge for Reading Borough Council (RBC) as the Local Highway Authority primarily relates to improving traffic flows to maximise capacity, particularly on the major radial routes. However, in addition to improving the network, congestion can be improved by encouraging mode shift through employees using the pedestrian, cycle and public transport networks.

Air Quality

- 3.1.4 In 2009 RBC declared a single Air Quality Management Area (AQMA) due to the exceedance of both the NO₂ annual and NO₂ hourly mean Air Quality Objectives. The AQMA covers the whole central area of Reading (within which the development is situated), major rail routes and all major arterial trunk routes into the town.
- 3.1.5 The implementation of the FTP at 35-43 Greyfriars Road is important to reduce car journeys into Reading and along the main radial routes. Through the implementation of the FTP, the site can support the town-wide measures aimed at improving air quality by providing information for alternative travel modes to the car and promoting the use of alternative modes for business travel.

Low Carbon Travel

- 3.1.6 Transport is responsible for approximately 25% of global carbon dioxide (CO₂). Every litre of petrol burned produces about 2 kg CO₂ while every litre of diesel burned produces 3 kg CO₂. Over a distance of 50 miles, a large car (with one passenger) will emit the most CO₂ and a coach will emit the least per person. By reducing the CO₂ emissions arising from travel associated with the development local policy to reduce the contribution to climate change will be supported.

Health and Well-Being

- 3.1.7 Croudace Asset Development Ltd recognises the important role that walking and cycling can play in healthy and active lifestyles and represents an easy and convenient way to integrate physical activity into daily routines. Through the promotion of various measures making it easier to walk or cycle to the site, employees will have the opportunity to regularly engage in physical activity.

- 3.1.8 In addition to individual benefits, there are also organisational benefits. In 2007, a high level Evidence Review was conducted for Transport for London examining the link between physical activity, absenteeism and productivity. The most significant result was that an increase in physical activity of more than one hour per week, easily achieved by walking or cycling to work, would be expected to lead to a measurable reduction in levels of absenteeism.

Financial

- 3.1.9 The implementation of an effective FTP can result in significant financial savings at an organisational and individual level. In recent years, the cost of petrol and diesel have fluctuated significantly. In August 2012, the cost of petrol was £1.38/litre and diesel £1.42/litre which represents an increase of approximately 35% since 2007. The impact of this will influence employee's modal choice for this commute to the site as well as increasing the cost of business travel.

4 Influencing Travel Behaviour

4.1 Context

The purpose of this section is to set out the theories regarding travel behaviour change and provide evidence of the types of results that can influence mode choice.

4.2 The 'Stages of Change'

- 4.2.1 **Figure 4-1** highlights the seven stages of the behaviour change process. It shows that once an employee is aware of a problem, for example; the costs of private car use, they generally go through a thought process of; preparing to tackle the problem - acknowledging and evaluating the alternatives, deciding on an alternative and trying an alternative before they actually make a sustained change to a different mode of travel.

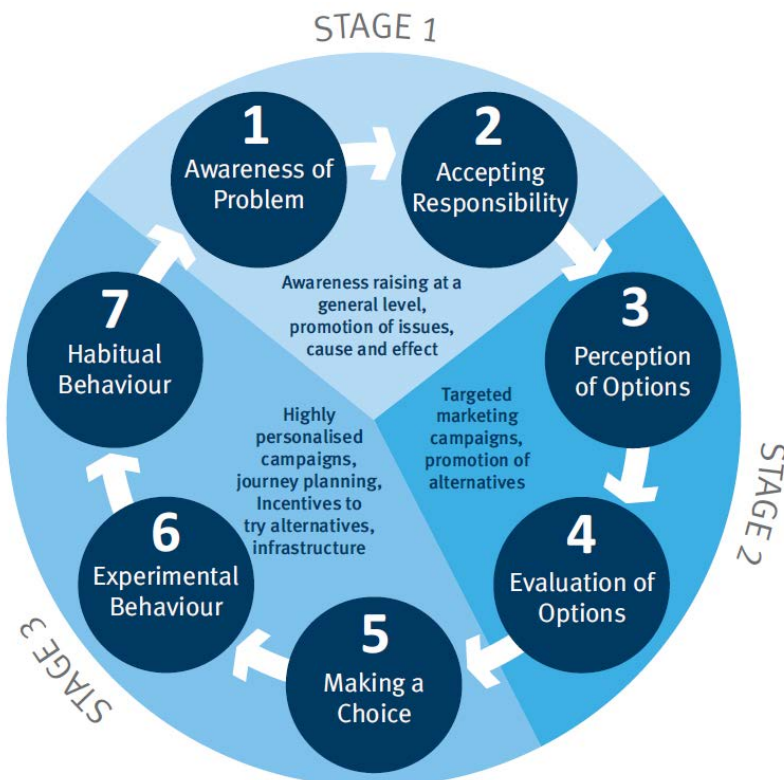


Figure 4-1: The Seven Stages of Behavioural Change

- 4.2.2 By understanding this process we can design measures which best influence an employee at each of the different stages of decision-making. Further to designing measures that are applicable and effective at changing travel behaviour, it is essential that any Travel Plan is constantly monitored and reviewed as any habitual behaviour which has been influenced during the decision-making process can be reversed by external influence i.e. bad weather.

5 Development Proposals

5.1 Overview

5.1.1 As outlined in Chapter 1, a planning application is submitted at 35-43 Greyfriars Road for the refurbishment of the existing three floors and introduction of a fourth floor of the existing office building (B1a) including infill extensions and alteration, in doing so providing a modest uplift of 829m² GEA. The office land use would be retained for the resultant refurbished building. The existing cycle parking provision would increase from none to 8 secure spaces, in line with BREEAM requirements set out in Chapter 7, which would reduce the existing car parking provision from 7 to 6 spaces.

5.1.2 **Figure 5-1** indicates the scheme layout and access at 35-43 Greyfriars Road.

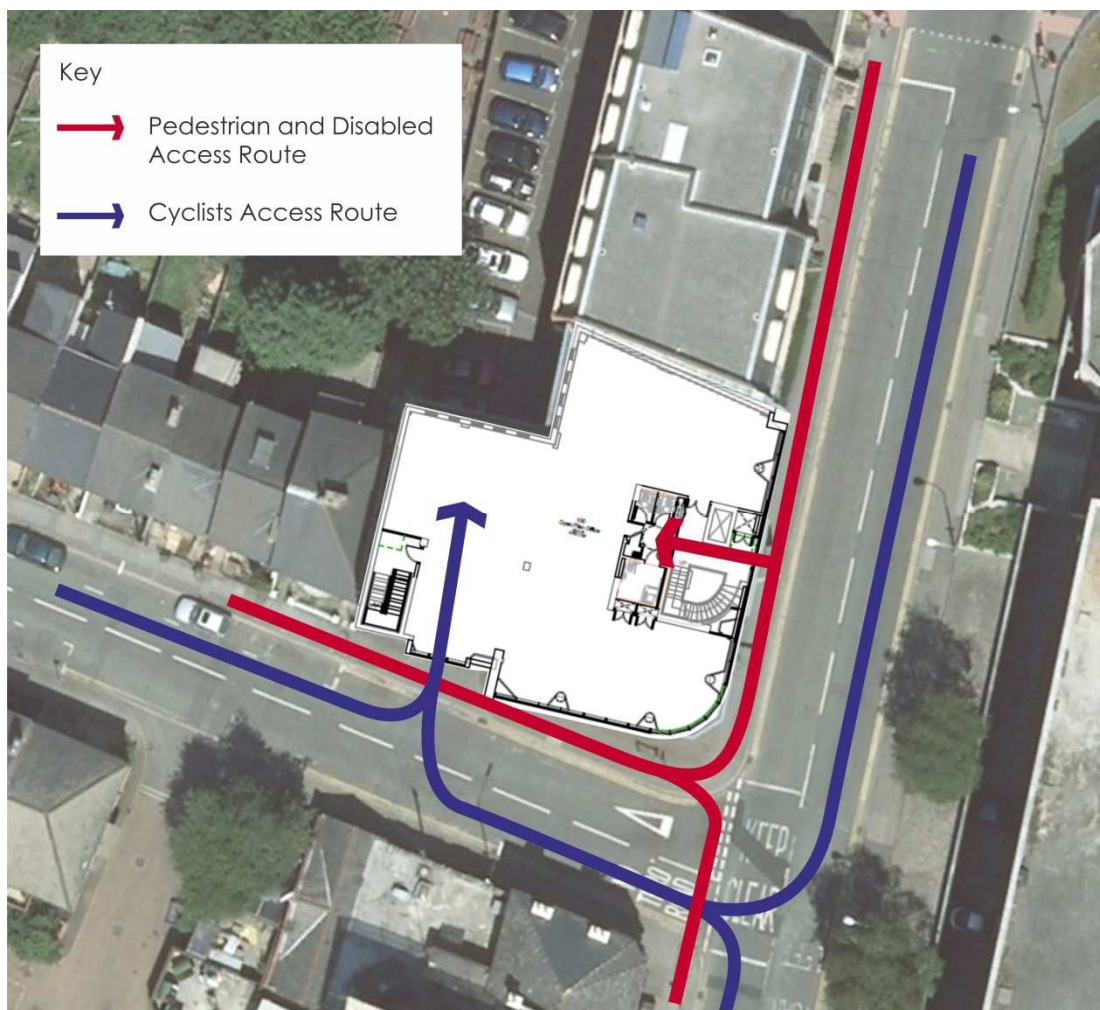


Figure 5-1: Proposed Floor Plan and Building Access

5.1.3 **Figures 5-1** and **6-1** show the current environment for walkers and cyclists to access the major attractions in Reading from the site. The walking routes that are shown are also suitable for visitors who may be accompanied by young children and / or mobility-impaired users. These routes account for varying levels of disability and visual impairment. The disabled access, as shown in pink in **Figure 5-1**, is in accordance with 1:20 ramp levels, and / or of a flat gradient, which complies with DDA.

- 5.1.4 The proposed principal site access to the building will be from the front entrance from Greyfriars Road as existing. A vehicle access from Stanshawe Road will continue to provide access to the 6 car parking spaces. Cyclists will also use the vehicular access to access the proposed secure cycle store for 4 cycles. Deliveries and refuse access will remain as existing.

6 Site Travel Opportunities

6.1 Introduction

- 6.1.1 This section describes access opportunities serving the site. It therefore highlights walking, cycling and public transport provision services to encourage the use of alternative sustainable modes of travel in preference to single occupancy car trips.

6.2 Local Pedestrian & Cycle Network

- 6.2.1 The site is surrounded by a good network of routes offering excellent pedestrian and cycle facilities, providing safe pedestrian crossing facilities at level access in accordance with DDA requirements.
- 6.2.2 A copy of the immediate local pedestrian and cycle network surrounding the site is provided in **Figure 6-1**.

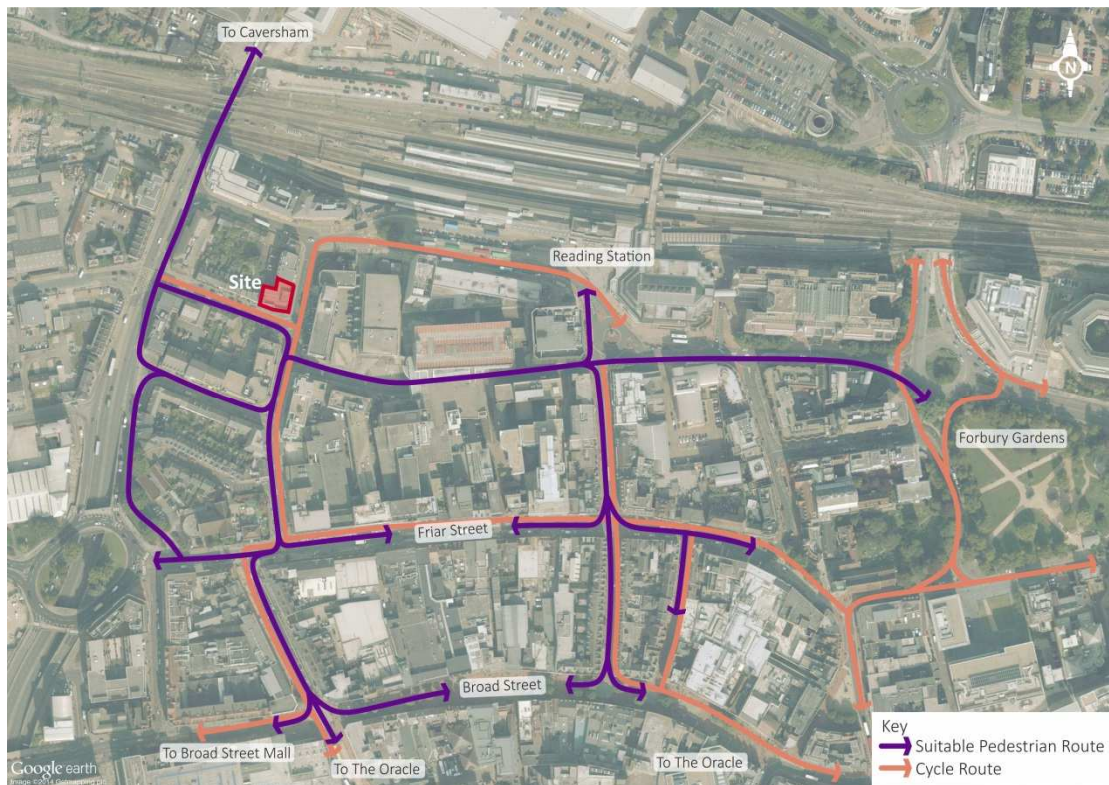


Figure 6-1: Local Pedestrian & Cycle Network

- 6.2.3 **Figures 5-1** and **6-1** show the current local environment for pedestrians and cyclists to access the major attractions in Reading from the site. The walking routes that are shown are also suitable for visitors who may be accompanied by young children and or mobility impaired users. These routes account for varying levels of disability and visual impairment.

6.2.4 The site is located on the Reading Town Centre Cycle Route. The Reading Town Centre Cycle Route provides access to the entire town centre including Reading Station, The Oracle, Broad Street Mall and the current interchange. This route also provides connection to the following cycle routes across Reading:

- R1 - M4 J11, Madejski Stadium, Green Park and Kennet Island to Reading Town Centre;
- R2 - Lower Earley, Shinfield Rise, University & RBH to Central Reading;
- R3 - Bulmershe, Palmer Park, Newtown to Central Reading;
- R4 - Caversham Park Village, Henley Road and Starr Road to Reading Station;
- R5 - Tilehurst Station, The West Village and Oxford Road to Reading Town Centre;
- R6 - Meadway, Southcote & Coley Park to Reading Town Centre;
- R40 - Emmer Green, Rotherfield Way to Reading Town Centre and Rivermead; and
- R60 - Southcote & Bath Road to Reading Station.



Figure 6-2: Central Reading Cycle Routes (Source: travel Reading live)

6.3 Public Transport

- 6.3.1 Public transport is important in providing sustainable means of travel to local leisure, retail, education and employment opportunities. Reading benefits from a first-class bus and rail network which are centrally-located and within close proximity to the site.

Bus

- 6.3.2 The site is extremely well served by the local bus network providing connections between the site and many of the Reading residential areas. Within the 'Guidelines for Providing for Journeys on Foot' published in 2000 by the Institution of Highways and Transportation, it is recommended that in Town Centres an acceptable walking distance to a bus stop would be 400 metres. A summary of the bus stops located within the recommended maximum walking distance of 400 metres is detailed in **Table 6-1**.
- 6.3.3 A copy of the bus stop locations and main service routes within Reading is presented in **Table 6-1**, and **Figure 6-3** which follows is a map which indicates relevant bus stops.

Table 6-1: Bus services from Central Reading

Bus Stop	Route/Operator	Details	Approximate Frequency (mins)			
			Mon-Fri Peak	Mon-Fri Off-Peak	Sat	Sun
SB	X39/X40 Thames Travel	Oxford - Wallingford - Reading	30	30	30	60
SC	72 Fleet Buzz	Reading Station - Aldershot Bus Station	10	60	60	NS
SC	82 Fleet Buzz	Reading Station - Swallowfield - Yateley - Farnborough	100	60	NS	120
SC	82/82K Reading Buses	Reading Station - Swallowfield	NS	NS	NS	120
SB	126 Thames Travel	Wokingham - Twyford - Reading	NS	NS	NS	NS
SB	127 Thames Travel	Maidenhead - Twyford - Reading	120	120	NS	NS
SB	128 Thames Travel	Wokingham - Twyford - Reading	35	60	60	NS
SB	129 Thames Travel	Wokingham - Twyford - Reading	NS	60	NS	NS
CT	190 First	Reading - Wokingham - Bracknell	20	20	30	60
CS	500 Reading Buses	Reading Park & Ride: Town Centre - Loddon Bridge	10	15	15	NS
SD	40-53 GreenWave	Green Park - Reading Station - Market Place	20	20	20	NS
FL	28 Reading Buses	Purley - Chapel Hill - Kentwood Hill - Tilehurst Triangle - Central Reading - Caversham	120	120	NS	NS
FJ	29 Reading Buses	Lower Caversham (Nire Road) - Amersham Road - Caversham Centre - Central Reading	NS	30	30	60

Bus Stop	Route/Operator	Details	Approximate Frequency (mins)			
			Mon-Fri Peak	Mon-Fri Off-Peak	Sat	Sun
FP	1 Reading Buses	Newbury - Thatcham - Woolhampton - Theale - Reading Station	30	30	60	60
FP	2 Reading Buses	Reading Station - Bath Road - Burghfield - Mortimer (AWE selected journeys)	30	30	60	60
FP	2a Reading Buses	Reading Station - Bath Road - Burghfield - Mortimer (AWE selected journeys)	20	30	60	60
FH	3 Reading Buses	Wokingham - Barkham - Finchampstead - Arborfield - RBH - Reading Station	20	30	60	60
SC	5 Reading Buses	Northumberland Avenue - Corbridge - Reading Station	15	10	20	40
SC	6 Reading Buses	Whitley Wood - Basingstoke Road - Reading Station	20	10	40	60
SC	6a Reading Buses	Tesco Depot - Basingstoke Road - Reading Station	20	10	40	60
FH	9 Reading Buses	Shinfield Park - Shinfield Road - Royal Berkshire Hospital - Reading Station	20	30	20	30
FM	11 Reading Buses	Coley Park - Central Reading	20	20	20	30
FM	13 Reading Buses	Woodley Airfield - Woodley Centre (Chequers) - Bulmershe - Reading Station	30	30	30	60
EM	14 Reading Buses	Woodley (Colemansmoor Road - Thatchers - Woodley Centre (Chequers) - Reading Station	30	30	30	60
CX	15 Reading Buses	Tilehurst Centre - Dee Park - Central Reading	25	30	30	30
CX	16 Reading Buses	Purley - Long Lane - Overdown Road - Oxford Road - Central Reading	30	30	30	NS
CY	17 Reading Buses	Tilehurst (The Water Tower) - Tilehurst Triangle - Oxford Road - Reading Station - Wokingham Road	7	10	10	10
FP	18 Reading Buses	Calcot - Tilehurst - Kentwood Hill - Central Reading	NS	NS	55	NS
SA	19a Reading Buses	Reading Station - Silverdale Road - Woodley - Reading Station	60	60	30	NS
SA	19b Reading Buses	Lower Earley Asda - Beech Lane - Reading Station	60	60	30	NS
SA	19c Reading Buses	Reading Station - Woodley - Silverdale Road - Reading Station	60	60	30	NS
EJ	21 Reading Buses	Lower Earley (Kilnsea Drive) - Rushey Way - ASDA - University of Reading - Reading Station	15	15	15	30
FL	22 Reading Buses	Caversham Heights - Caversham Centre - Caversham Bridge - Station North - Central Reading	30	30	30	60

Bus Stop	Route/Operator	Details	Approximate Frequency (mins)			
			Mon-Fri Peak	Mon-Fri Off-Peak	Sat	Sun
FJ	23 Reading Buses	Caversham Park - Henley Road - Reading Bridge - Station North Interchange - Central Reading	15	15	15	60
FL	24 Reading Buses	Emmer Green - Caversham Bridge - Station North Interchange - Central Reading	20	30	60	60
FL	25 Reading Buses	Peppard Common - Sonning Common - Emmer Green - Caversham - Central Reading	30	30	30	60
FJ	27 Reading Buses	Lower Caversham (Nire Road - Amersham Road - Caversham Centre - Central Reading	30	30	30	60

Note: NS – No Service



Figure 6-3: Bus Stops in Central Reading (Source: Reading Buses)

Rail

- 6.3.4 Reading Railway Station is located approximately 275 metres from the site and this close proximity will encourage people to use train travel as a sustainable mode of travel to work. Reading Railway Station offers a frequent service to a wide range of destinations across the country.
- 6.3.5 A summary of some of the key destinations served from the station, along with the service frequency and journey time are provided within **Table 6-2**.

Table 6-2: Key Rail Destinations

Destination	Services per hour		Journey Time (mins)
	Peak	Off-Peak	
Maidenhead	5	4	14
Slough	4	4	14
Basingstoke	3	3	22
Oxford	4	4	23
London Paddington	10	8	27
London Waterloo	3	2	85
Swindon	5	4	27
Southampton	2	2	56
Bath	2	2	58
London Gatwick	5	3	85
Cardiff	2	2	95
Birmingham	2	2	95

- 6.3.6 From **Table 6-2** it can be seen that the site is well connected to a number of key conurbations via the rail services. The site is particularly well connected to central London, with up to 10 services per hour provided with the journey time to London Paddington being just 27 minutes.
- 6.3.7 Construction is underway for a major new upgrade for Reading Station. The Reading Interchange scheme involves; additional tracks (some of them grade-separated) to remove longstanding bottlenecks, additional station entrances, new and extended platforms, a new wider passenger concourse deck over the platforms and a replacement depot. The upgrade scheme will double the capacity of the station and is due for completion in 2015.

7 BREEAM Assessment

7.1 Introduction

- 7.1.1 The site is aspiring to attain a 'very good' status in the BREEAM Assessment Standards for sustainable buildings.
- 7.1.2 The transport elements that have been assessed to obtain BREEAM credits include:
- Tra 01 - Public Transport Accessibility;
 - Tra 02 - Proximity to Amenities;
 - Tra 03 - Cyclist Facilities;
 - Tra 04 - Maximum Car Parking Capacity; and
 - Tra 05 - Travel Plan.
- 7.1.3 This note will provide the necessary evidence to illustrate compliance with the BREEAM assessment criteria.

7.2 BREEAM demonstration of compliance

Tra 01 – Public Transport Accessibility

- 7.2.1 An assessment of the public transport Accessibility Index (AI) of the site has been undertaken in accordance with the criteria associated with BREEAM credits 'Tra 01 - Public Transport Accessibility'.
- 7.2.2 The methodology for calculating the AI uses Transport for London's Public Transport Accessibility Level (PTAL) method. PTAL is a detailed and accurate measure of the accessibility of a point to the public transport network, taking into account walk access time and service availability. The methodology was developed by the London Borough of Hammersmith and Fulham in 1992. The scoring of PTAL is categorised in 6 levels, 1 to 6 where 1 represents a low level of accessibility and 6 a high level of accessibility.
- 7.2.3 Based on the assessment of services undertaken, the site has a total PTAL score corresponding to a rating of 6, being 'Excellent'. Using the BREEAM compliance notes, this equates to an AI of greater than 25.01. As the site is outside of London, which PTAL is primarily aimed at, this score reinforces how well the site is located in terms accessibility to public transport facilities.

Tra 02 – Proximity to Amenities

- 7.2.4 To comply with the BREEAM assessment criteria the site needs to demonstrate that it is located within 500 metres of:
- Grocery shop or food shop;
 - Post Box; and
 - Cash Machine.

- 7.2.5 **Figure 7-1** details the location of the nearest amenities listed above. These are in addition to any on-site facilities that may exist upon completion of the development such as an office post room that has arranged postal collections.

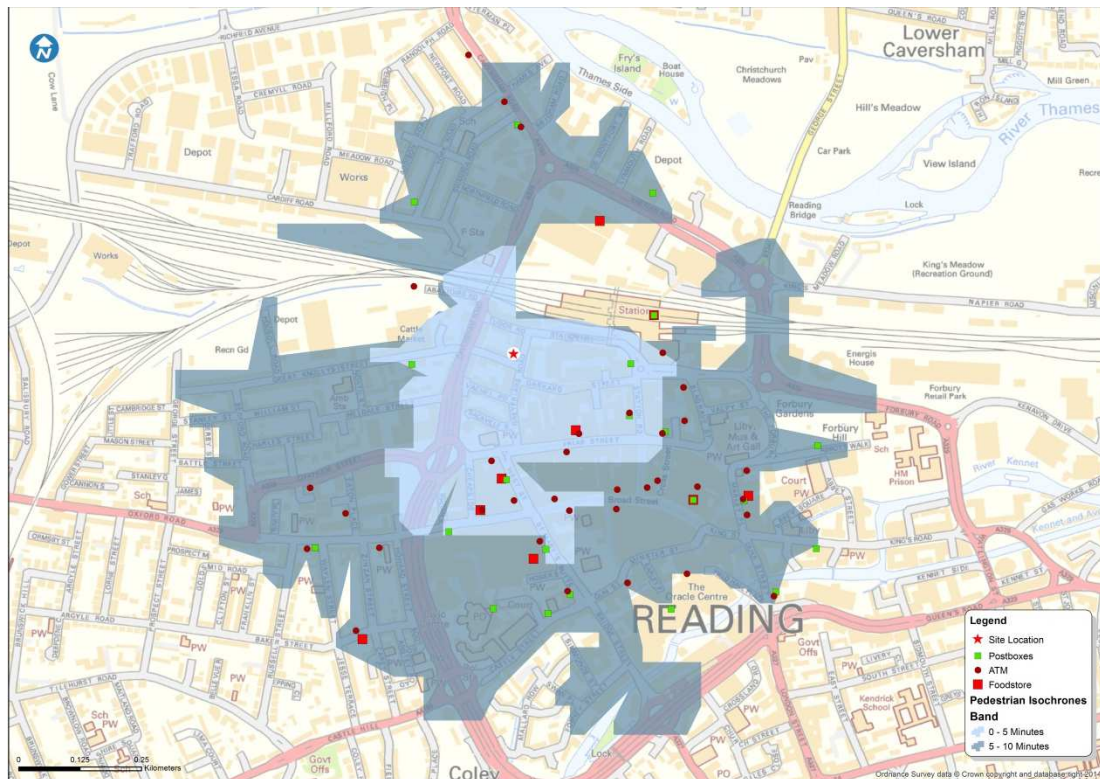


Figure 7-1: Pedestrian Isochrones with Local Amenities

- 7.2.6 From the figure above, it can be seen that the site is located within 500 metres of the amenities required for assessment and therefore Tra 02 provides the maximum one credit.

Tra 03 – Cyclist Facilities

- 7.2.7 RBC employs a zonal parking system to comply with Core Strategy objectives. Using RBC's Revised Parking Standards and Design Supplementary Planning Document (2011) the extent of cycle parking that the proposed development is required to provide is a minimum of 1 space per 200m² GEA. However, given that the existing site has no cycle parking spaces the minimum standard of 1 space per 200m² can be applied to the uplift in GEA which is 808m²; therefore the minimum cycle parking provision according to RBC standards would be 4 spaces.

- 7.2.8 Separate shower and changing facilities are to be provided which will contain lockers although these are not BREEAM compliant, therefore the second credit under Tra 03 is not obtained.

Tra 04 – Maximum Car Parking Capacity

- 7.2.9 The benchmarks for assessing the maximum car parking capacity are based on the proposed AI at the site. The site will achieve the highest level of AI so the maximum car parking capacity is set at one space per five employees.
- 7.2.10 To comply with BREEAM the maximum car park capacity for the development would be 32 spaces and therefore given the proposed development is to reduce the site's car parking provision from 7 car parking spaces to 6, this is within the maximum BREEAM specified amount; therefore Tra 04 provides the maximum one credit.

Tra 05 – Travel Plan

- 7.2.11 As part of BREEAM requirements, all refurbished buildings are required to demonstrate achieving Tra 05 which specifically relates to the preparation and delivery of a Travel Plan. The aim of this credit is “to recognise the consideration given to accommodating a range of travel options for the building, thereby encouraging the reduction of user reliance on forms of travel that have the highest environmental impact”.
- 7.2.12 This document has been produced in accordance with the above guidance and therefore obtains the maximum one credit.

8 Objectives

- 8.1.1 The main objective of this FTP is to significantly reduce the proportion of single occupancy car trips made to/from 35-43 Greyfriars Road. To achieve this aim, a corresponding increase in the number of employees using sustainable modes will be required.
- 8.1.2 Although the primary focus of the plan is focused on employees based at the site, some of the measures proposed will remain relevant to the travel choices made by visitors.
- 8.1.3 The objectives of this FTP are therefore:
- To achieve a decrease in the proportion of employee and visitor trips to and from the proposed development made as a single occupancy car driver;
 - To maximise the proportion of trips made to work on foot, by cycle, public transport and through car sharing;
 - To promote a healthy and accessible work environment and raise awareness of the benefits of travelling more sustainably; and
 - To ensure wide dissemination of relevant and easy to understand travel information for employees and visitors to improve awareness of the range of transport options available.

9 Targets

9.1 Overview

- 9.1.1 As outlined in Section 5, the 35-43 Greyfriars Road redevelopment is to reduce current car parking provision from 7 car parking spaces to 6. Based on this ratio of car parking spaces to GEA, this section details the site-specific trip generation for all modes of travel to and from the site. The information provided in this section has been used to tailor the measures specifically to proposed redevelopment.

9.2 Person Trip Rates and Generation

- 9.2.1 As 35-43 Greyfriars Road is currently vacant and future tenants have not yet been confirmed, it has been necessary to estimate the number of people that will travel to the street. In the absence of a trip generation assessment, person trip rates have been used from the agreed Station Hill development (located adjacent to the site). These person trip rates are considered applicable to this site given the similar location and travel characteristics.
- 9.2.2 The associated person trip rates along with the anticipated number of people travelling to the site are set out in **Table 9-1**.

Table 9-1: Person Trip Rates

	AM (08:00-09:00)		PM (17:00-18:00)		Two-Way Daily
	Arrivals	Departures	Arrivals	Departures	
People Trip Rates per 100m ²	2.190	0.160	0.130	1.970	17.810
People Trip Generation (2,166m ²)	47	3	3	43	386

- 9.2.3 It can be seen from **Table 9-1** that during the AM and PM peak hours, the site is anticipated to generate 51 and 46 two-way people movements in the AM (08:00-09:00) and PM (17:00-18:00) peak hour periods, respectively, and 386 daily two-way people movements.

9.3 Mode Share

- 9.3.1 As previously discussed, the site is located in close proximity to Reading Station in an area of good accessibility without available free on-street parking. It is therefore anticipated that the majority of people travelling to the site will do so by sustainable modes. The methodology detailed below has been used to determine the likely modal share of the development taking this into account.
- 9.3.2 The 2001 Census data forms the basis of the anticipated mode share for the site. As per the agreed Station Hill development the Reading Town Centre Output Area (Ref: OOMCMR000022) where the site is located, covers all employment within the boundary of the Inner Distribution Road that has been analysed to determine the site-specific trips from home to work that finish within the output area. This data has been used to calculate the mode share of employees travelling to the 35-43 Greyfriars Road redevelopment.
- 9.3.3 The output area includes: Apex Plaza; Prudential; Yell; Civic Offices; Oracle and other town centre employment areas. It therefore provides a broad spread of employment users similar to those that will occupy the redevelopment.
- 9.3.4 To reflect that the site has a limited number of associated car parking and is located opposite the train station, the mode share has been adjusted. The rail mode share has been doubled to

account for the increased attractiveness of rail use as part of the Reading Station Area Major Upgrade scheme where future rail patronage at Reading Station is forecast to double. The proportion of people arriving/departing by rail has been displaced from car users to account for the limited parking provision.

- 9.3.5 The proportional mode share, as well as the resultant proportion of trip generation, is set out in **Table 9-2**.

Table 9-2: Expected Mode Share

Mode	Modal Share (%)	AM (08:00-09:00)		PM (17:00-18:00)		Two-Way Daily
		Arrivals	Departures	Arrivals	Departures	
Work Mainly at or from Home	0.2	-	-	-	-	-
Underground, Metro, Light Rail, Tram	0.0	0	0	0	0	0
Train	34.1	16	1	1	15	131
Bus, Minibus or Coach	37.1	18	1	1	16	143
Taxi	0.1	0	0	0	0	0
Motorcycle, Scooter or Moped	0.5	0	0	0	0	2
Driving a Car or Van	5.7	3	0	0	2	22
Passenger in a Car or Van	1.1	1	0	0	0	4
Cycle	3.6	2	0	0	2	14
On Foot	17.5	8	1	0	7	67
Other	0.1	0	0	0	0	0
Total	100	47	3	3	43	386

- 9.3.6 It can be seen within **Table 9-2** that the resultant mode share for car drivers is 5.7%. Surveys, monitoring and review of these targets will take place within 6 months of occupation as outlined in Chapter 12.

10 Roles & Responsibilities

10.1 Overview

At this stage, it is unclear as to the proposed nature of the occupation of 35-43 Greyfriars Road. To accommodate the possibility of one or multiple tenants, an overall Building Travel Plan Coordinator and individual Occupier Travel Plan Coordinator will be introduced.

10.2 Appointment of Building Travel Plan Coordinator

10.2.1 The appointment of a Building Travel Plan Coordinator is critical to the success of the FTP.

10.2.2 The Building Travel Plan Coordinator will therefore be appointed prior to first occupation of the site. The Building Travel Plan Coordinator will be employed full-time by the Management Company, but their role as Building Travel Plan Coordinator will form part of a wider role. Their role will include leading the implementation, monitoring and review of the FTP. Full contact details will be provided to RBC before the redevelopment is occupied.

10.2.3 The main responsibilities of the Building Travel Plan Coordinator are set below but will be reviewed on a regular basis:

- Overseeing the implementation of the FTP;
- Holding regular meetings to discuss the Travel Plan;
- Designing and implementing effective marketing and awareness-raising measures and events to promote sustainable forms of travel;
- Acting as a point of contact for the Occupier Travel Plan Coordinators requiring local travel information, when required;
- Designing and conducting the Employee Travel Surveys and submitting feedback through reports; and
- Liaising with other local businesses, RBC and local public transport operators where necessary.

10.3 Occupier Travel Plan Coordinator

10.3.1 Each business leaseholder will be required to appoint their own company Travel Plan Coordinator who will manage and ensure that their company will adhere to and follow the site's FTP. Their role is to report and liaise with the Building Travel Plan Coordinator where necessary.

10.4 Occupier Leaseholder Buy In

10.4.1 A constructive relationship with individual leaseholders is central to the achievement of the objectives of the FTP as they have the direct day-to-day contact with employees working at the site. Moreover, employers have the opportunity to directly influence travel behaviour through both incentives (for example financial or subsidy based) and disincentives (for example through car parking management policies).

10.4.2 A quarterly Travel Plan Group is to be established by the Building Travel Plan Coordinator at the initial stages of the implementation process. All Occupier Travel Plan Coordinators will be required to attend the group, which will be facilitated by the Building Travel Plan Coordinator.

11 Measures

11.1.1 This section provides a comprehensive summary of the committed measures. The measures are broken down under each of the key objectives of this document.

Table 11-1: Measures to reduce the need to travel

Measure	Implementation	Responsibility
Appointment of the Building Travel Plan Coordinator	Prior to first occupation	Management Company
Appointment of the Occupier Travel Plan Coordinator	Prior to occupation	Business Leaseholder
Promote flexible working hours for employees	Prior to occupation	Business Leaseholder
Provision of IT systems and promotion of the benefits of home working	Prior to occupation	Business Leaseholder
Local recruitment policy for employees	Prior to occupation	Business Leaseholder
Establish Travel Plan Group with quarterly meetings	Three months after first occupation	Building Travel Plan Coordinator
Ensure that leases include commitment to achieving objectives of the FTP and that company leaseholders should attend Travel Plan Group	Prior to first occupation	Management Company/ Building Travel Plan Coordinator
Develop a Leaseholder Welcome Pack	Prior to first occupation	Business Leaseholder
Create printed visitor information map for inclusion in company-specific literature and websites	Prior to first occupation	Management Company

11.1.2 Within **Table 11-1**, the Leaseholder Welcome Pack is initially envisaged to be a booklet-style document which includes a range of information as summarised below. It can either be building-related or personalised for each occupier. This is a method of promoting all non-car modes from day of purchase or occupation and providing a reinforcement of the building's website and visitor leaflets. The pack would include:

- Bus routes and timetables;
- Train routes and timetables;
- Plans showing the walking and cycling routes to the building;
- A plan showing the facilities within Reading Town Centre and within walking distance of the building;
- An introduction to the building, including a summary on the Travel Plan Coordinator commitments; and
- Prior to occupation, the Travel Plan Coordinator and the Management Company will seek to include additional relevant information on such things as cycle shops, car hire and

possibly either with operators, and the Council or private business will seek to provide vouchers or discounts for use of non-car modes or services provided by the companies.

- 11.1.3 The following tables outline the variety of measures that could be used on the site to target modal shifts away from single occupancy car use and towards sustainable modes of transport.

Table 11-2: Measures to increase walking and cycling

Measure	Implementation	Responsibility
Walking and cycling routes around the site for all site users and visitors	Prior to occupation	Management Company
Secure, covered and convenient cycle parking for all site users	Prior to occupation	Management Company
Changing and showering facilities for staff and visitors	Prior to occupation	Management Company
Consideration of interest-free loans/salary sacrifice schemes for cycle purchase	On first occupation	Business Leaseholder
Seek to provide discount vouchers for staff at cycle shops	On first occupation	Building Travel Plan Coordinator / Occupier Travel Plan Coordinator
Promote health benefits of walking and cycling through distribution of appropriate literature (for inclusion in Leaseholder Welcome Pack)	On first occupation	Building Travel Plan Coordinator / Occupier Travel Plan Coordinator
Hold regular walking promotion events in line with national event (e.g. Walk2Work Day)	Annually	Building Travel Plan Coordinator / Occupier Travel Plan Coordinator
Review cycling facilities in line with demand and provision of additional cycle parking if required	Ongoing	Building Travel Plan Coordinator / Occupier Travel Plan Coordinator
Provide basic cycle maintenance equipment for use by staff	Ongoing	Building Travel Plan Coordinator / Occupier Travel Plan Coordinator

Table 11-3: Measures to increase the use of public transport

Measure	Implementation	Responsibility
Consider discount or taster vouchers for staff using local public transport services as agreed with the local public transport operators	On occupation	Building Travel Plan Coordinator / Occupier Travel Plan Coordinator
Access to public transport information, timetable, boarding points via site noticeboards and website	Prior to occupation	Building Travel Plan Coordinator / Occupier Travel Plan Coordinator
Emergency ride home system for staff using public transport or car-share scheme	On first occupation	Business Leaseholder

Table 11-4: Measure to reduce the impact of cars

Measure	Implementation	Responsibility
Consider parking for car sharers	On first occupation	Management Company / Building Travel Plan Coordinator / Occupier Travel Plan Coordinator
Agree car parking priority policy	Prior to occupation	Management Company / Building Travel Plan Coordinator / Occupier Travel Plan Coordinator

12 Monitoring & Review

12.1 Monitoring Plan

- 12.1.1 Travel Plans are living documents that need to be updated regularly and implementing a Travel Plan involves a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances. A cyclical approach is therefore proposed to managing the Framework Travel for the development.
- 12.1.2 RBC specifies that the conduction of surveys should be carried out once every two years for the first five years following planning consent (i.e. in Years 1, 3 and 5) and the results reported to RBC in the form of a monitoring report.
- 12.1.3 Surveys, monitoring and review of targets will take place within 6 months of occupation. The Building Travel Plan Coordinator will arrange for Employee Travel Surveys to be issued and the following key information will be asked for:
- Resident details – home postcode, gender, position, mobility restrictions, car registration, etc.;
 - Work patterns – full time, part time, shift based work, hours of work;
 - Current travel patterns – mode of transport, other responsibilities affecting mode choice; and
 - Views on alternative modes of travel other than the car – what could encourage a change in travel mode.

12.2 Reporting

- 12.2.1 Monitoring reports will be submitted to RBC following the completion of the Employee Travel Surveys and will show the results of the surveys, progress made against the targets set and propose changes to the FTP.
- 12.2.2 **Table 12-1** below summarises on-going monitoring actions in relation to the FTP.

Table 12-1: FTP Monitoring Actions

Action	Timescale
Baseline travel survey of employees	Within 6 months of occupation
Update of the FTP following baseline surveys	Following baseline travel surveys
Future Employee Travel Surveys	Years 3 and 5
Undertake a comprehensive strategic review of all aspects of the FTP (including the Objectives, Targets, the Action Plan and Monitoring)	Following baseline surveys (6 months), 3rd and 5th year