

400 Longwater Avenue, Green Park, Reading

Framework Travel Plan

On behalf of **Green Park Reading No.1 LLP**

Project Ref: 27159/001 | Rev:A- | Date: March 2016



Document Control Sheet

Project Name: 400 Longwater Avenue, Green Park, Reading.

Project Ref: 27159

Report Title: Framework Travel Plan

Doc Ref: FTP/001

Date: March 2016

	Name	Position	Signature	Date
Prepared by:	Yasmine Hujair	Graduate Engineer		March 2016
Reviewed by:	Stephen Charters	Principle Engineer		March 2016
Approved by:	James Overend	Equity Director		March 2016
For and on behalf of Peter Brett Associates LLP				

Revision	Date	Description	Prepared	Reviewed	Approved
A	22/03/2016	Bus services updated	SC		

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1 Introduction

1.1 Context

- 1.1.1 This Framework Travel Plan has been prepared by Peter Brett Associates LLP (PBA) in support of the Full Planning Application for the proposed B1 development at 400 Longwater Avenue, and Green Park.
- 1.1.2 400 Longwater Avenue lies towards the south western end of the Green Park development in close proximity to the M4 motorway. The 6.3 acre (2.55 hectare) site forms part of a wider masterplan that has been progressively implemented and is now a thriving business community that benefit from excellent transport links.
- 1.1.3 The site is subject to previous outline consent (ref. 85/TP/690 dated 26th July 1995) and received approval of a Reserved Matters Consent (ref. 08/00261/REM dated 23rd May 2008), for the development of 14,080m² of open B1 (Business) Use, including access, 440 car parking spaces, servicing, landscaping and related works.
- 1.1.4 This Framework Travel Plan sets out the travel planning principles and strategy associated with the creation of 27,207m² of B1 offices representing a net increase of 13,127m² on this plot. The proposed development will provide an associated increase (but pro-rata reduction) in parking from 440 spaces to 702 spaces plus disabled bays. Cycle parking will be provided at a ratio of 1 space per 200m² in accordance with RBC standards, which equates to a provision of 136 covered spaces.
- 1.1.5 It is important to note at this stage, that no end users of the proposed development are known and consequently, there will be a need to conduct a site specific travel survey at a point in the future when the site has been developed and occupied.

1.2 Travel Plan Approach

- 1.2.1 As one of the largest employment locations in Reading, the Developer, Green Park Reading No.1 LLP. recognise the responsibility to minimise the impact of Green Park on local communities and the transport network through the provision of a robust Site-Wide Framework Travel Plan.
- 1.2.2 The Department for Transport (DfT) guidance 'Using the Planning Process to Secure Travel Plans' recognises that it is difficult to achieve the 'ideal' Travel Plan. This is particularly the case for a multi-occupier business park that is developed in phases over a long time frame such as Green Park.
- 1.2.3 The site-wide document sets out a number of travel planning measures to be implemented based on occupancy levels across the site. The responsibility for the implementation of measures will primarily fall to the developer and/or the site-wide management company.
- 1.2.4 The Occupiers/Tenants of individual commercial building plots are encouraged to develop Occupier Specific Travel Plans which comply with the Site-Wide Framework Travel Plan. Each of the Occupier Specific Travel Plans will have the same overall aim as the Site-Wide Framework Travel Plan, but may have differing objectives that relate to issues or opportunities associated with each Occupier /Tenant and their respective business operations. Following the completion of an Employee Travel Survey, this document will evolve from a Framework Travel Plan to an Occupier Specific Travel Plan.

1.3 Structure

1.3.1 The FTP is set out over the following chapters:

- Section 2: describes the development proposals
- Section 3: Outlines the travel planning policy context;
- Section 4: Outlines the site travel opportunities of the site including site location, walking and cycling networks and public transport networks;
- Section 5: Includes aims, objectives and targets for the document;
- Section 6: Describes a toolkit of travel planning measures to be implemented;
- Section 7: Details the management structure for the implementation of the travel planning measures;
- Section 8: Describes how this document will be monitored, reviewed and enforced in conjunction with RBC; and
- Section 9: Outlines an Implementation Strategy.
- Section 10: Summary & conclusions

2 Development Proposals

2.1 400 Longwater Avenue

- 2.1.1 The proposed planning application site (400 Longwater Avenue) is currently undeveloped but benefits from an existing Reserved Matters consent (08/00261/REM) pursuant to Outline consent (85/TP/690). This consent is for the development of 14,080m² of open B1 (Business) Use, including access, 440 car parking spaces, servicing, landscaping and related works.
- 2.1.2 Green Park Reading No. 1 LLP are looking to submit a new planning application that will re-visit and modify the consented scheme for this plot, which will increase the floor space from the permitted level of 14,080m², up to 27,207m². The site will be developed as two buildings to allow flexibility of leasing.
- 2.1.3 The northern building will provide circa 12,440m² of office space and 321 parking spaces and the southern building will provide circa 14,767m² of office space and 381 parking spaces. **Table 2-1** sets out the floor space and parking provision for each building.

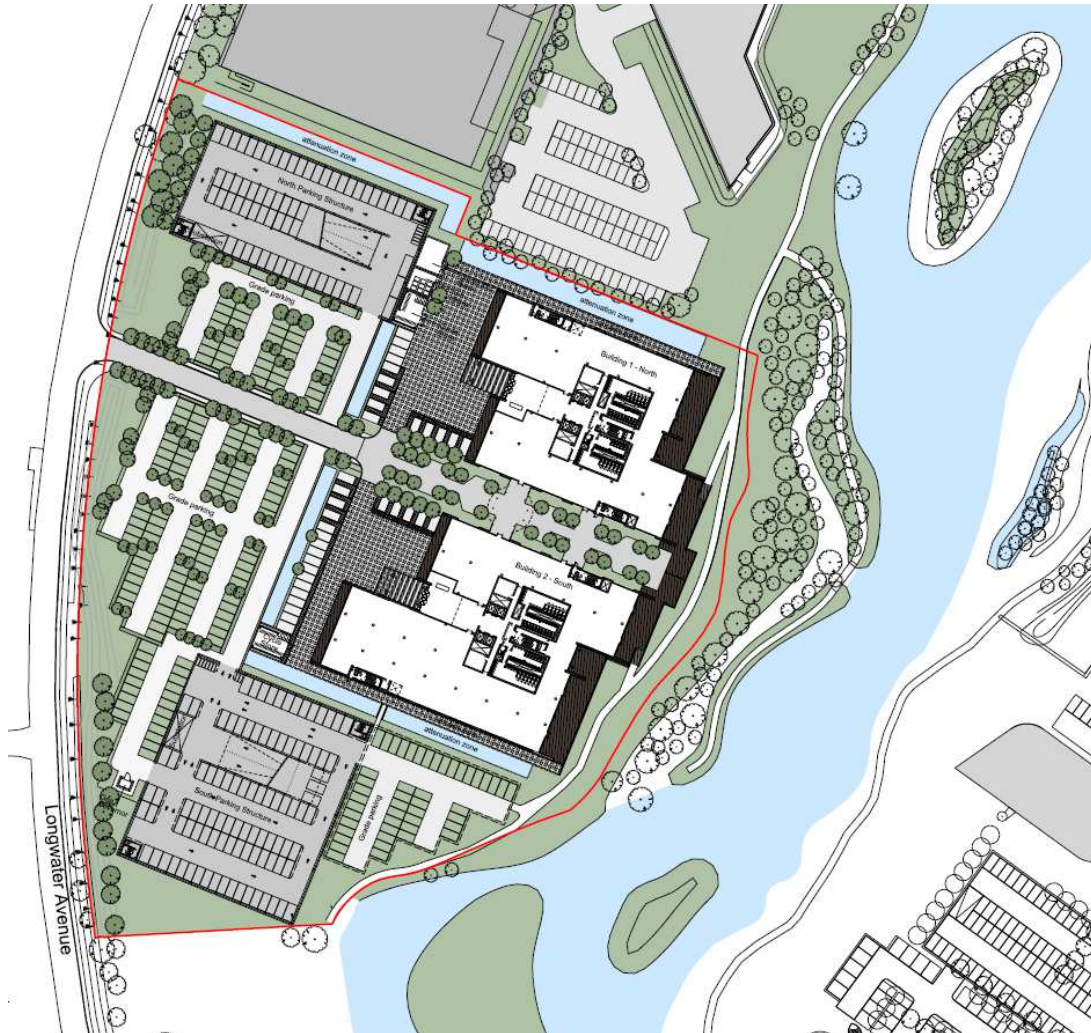
Table 2-1: Floor Space/Parking Provision.

Development Proposals					
Building	Floor Area	Parking Provision	Accessible parking bays	Cycle Parking	Motor Cycles
Building 1 (Northern block)	12,440 m ²	321	10	62	6
Building 2 (Southern block)	14,767m ²	381	10	74	8
Total	27,207m²	702	20	136	14

- 2.1.4 As previously stated the proposal results in a floor area increase of 13,127m².

2.1.5 **Figure 2-1** illustrates the ground floor layout of the proposed scheme when fully developed:

Figure 2-1: Proposed Site Layout



2.2 Cycle Parking

- 2.2.1 Cycle parking is proposed at a ratio of 1 space per 200m² in accordance with RBC standards, which equates to a total provision of 136 spaces. Building 1 will provide 62 covered cycle parking spaces within a dedicated cycle store. 6 motor cycle spaces will be provided with the ground floor of the decked car park.
- 2.2.2 Building 2 will provide 74 covered cycle parking spaces within a dedicated cycle store. 8 motor cycle spaces will be provided with the ground floor of the decked car park.
- 2.2.3 Each building will provide changing rooms and showers. Six male and 6 female showers per building will be provided within the central core.

2.3 Pedestrian and Cycle Access

- 2.3.1 Pedestrian and cycle access will be via the priority junction joining onto Longwater Avenue. For pedestrians this is facilitated by a segregated pedestrian footway on the southern side of

the access road. As discussed earlier there is a high quality pedestrian and cycle network within Green Park and this provides for the development.

2.4 Car Parking

- 2.4.1 This increased floor space is accompanied by an associated increase (but pro-rata reduction) in car parking from the consented 440 spaces up to 702 spaces plus disabled bays.
- 2.4.2 This increase in parking provision will equate to a pro-rata reduction relative to the new quantum of floor space, due to the more restrained parking standard of 1 space per 50m² in accordance with RBC parking standards that will be applied to the net uplift in floor space. It is intended for the first 14,080m² to be built out at 1 per 32 as consented to align with the introduction of further passenger transport improvements and to de-risk parking overspill.
- 2.4.3 Car parking will be provided in two 3 level decked car parks and landscaped ground level parking. Building 1 will provide 187 parking spaces within its decked car park and 134 at grade. Building 2 will provide 301 parking spaces within its decked car park and 88 at grade.
- 2.4.4 Accessible parking spaces will be provided at grade within close proximity of the main building access points. Building 1 and 2 will have 10 accessible parking spaces each.

3 Transport Planning Policy

3.1 Context

- 3.1.1 This section provides an overview of the current national and local government policies that have, and will continue to, inform the development of this document. Reviewing these policies helps to ensure that the Travel Plan is developed and implemented in accordance with established policy aims and objectives.

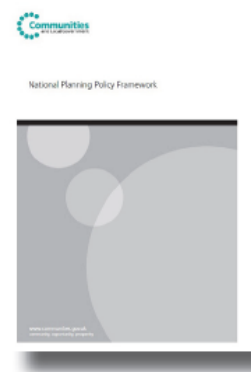
3.2 National Planning Policy Framework, 2012

- 3.2.1 Relevant national planning policy documents include:

- National Planning Policy Framework (Department for Communities and Local Government, 2012); and
- Highways Agency Circular 02/2007: Planning and the Strategic Road Network (Highways Agency, 2002).

- 3.2.2 National policy has moved towards securing more sustainable outcomes with emphasis on minimising the need to travel, reducing car use and encouraging more sustainable modes of transport. The National Planning Policy Framework (NPPF) was adopted in March 2012. In considering travel in the context of planning applications the following NPPF paragraph is relevant:

Paragraph 29: "The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas."



- 3.2.3 This statement emphasises the need to plan for sustainable travel, but also to be pragmatic about the variability of transport options in different communities.

3.3 Local Guidance

- 3.3.1 Two Reading Borough Council (RBC) Policy documents identified as relevant are the:

- RBC Local Transport Plan 3 (2011 – 2026) (2011); and
- RBC Core Strategy (adopted in 2008, with alteration adopted January 2015)

- 3.3.2 The emphasis on sustainable transport is reflected at local level in Reading with major investments in the capacity of Reading station and cycle routes across the town.

3.4 Travel Planning Best Practice

3.4.1 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. These include (but were not limited to) the following:

- Delivering Travel Plans through the Planning Process' (Department for Transport and Department for Communities and Local Government, 2009);
- Good Practice Guidelines: Delivering Travel Plans through the Planning Process (DfT and DCLG, 2009);
- The Essential Guide to Travel Planning' (Department for Transport, 2007);
- Making Personal Travel Planning Work: Research Report (DfT, 2007);
- The Travel Plan Resources Pack for Employers' (Department for Transport, 2006); and
- Smarter choices – Changing the Way We Travel (DfT, 2004).



4 Site Location and Travel Opportunities

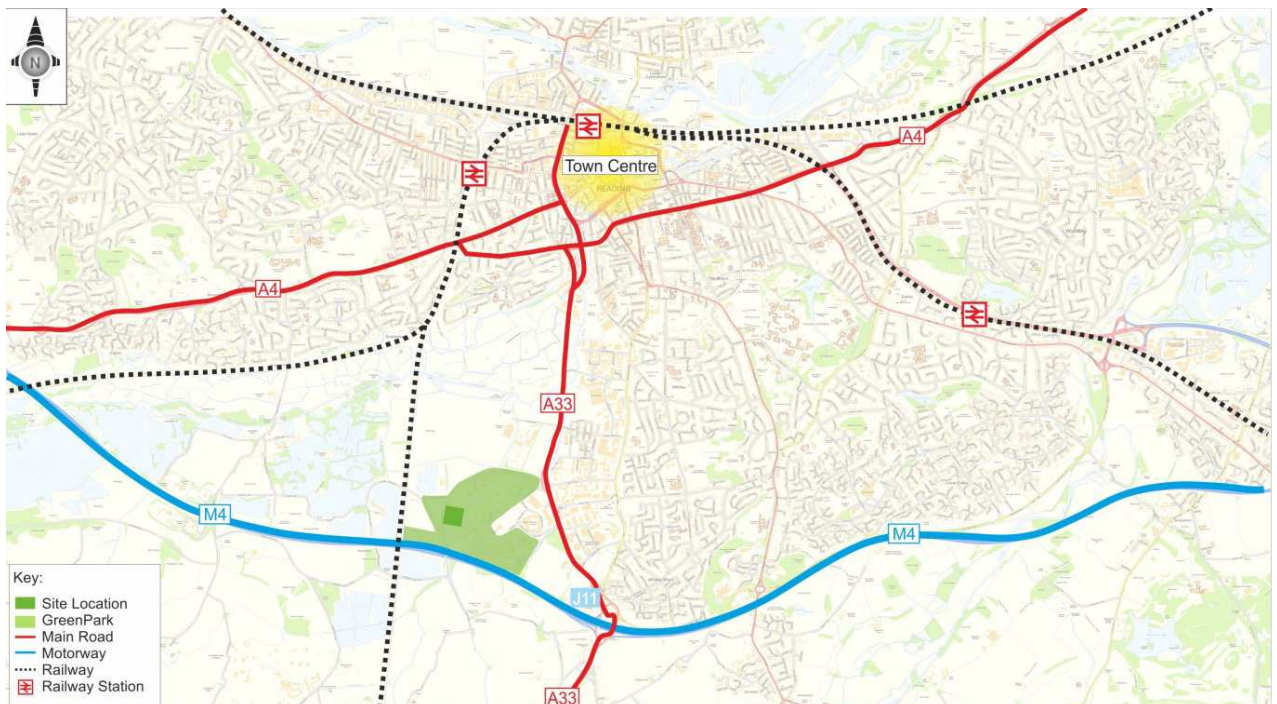
4.1 Introduction

- 4.1.1 This section describes access opportunities serving the site. It describes the site access opportunities through walking, cycling and public transport to encourage use of sustainable modes of travel in preference to single occupancy car trips.

4.2 Site Location

- 4.2.1 **Figure 4-1** pinpoints the geographic location of the proposed development, in the context of the greater Reading area. Green Park is situated in an accessible location approximately 3.7 kilometres to the south of Reading town centre and 1.7 kilometres to the north of Junction 11 of the M4.
- 4.2.2 The A33 provides the main form of access and borders the business park to the east. Madejski Stadium and its associated hotel facilities are situated to the northeast, whilst the southern extents of the park are bounded by the M4. Smallmead Lane and the Reading to Basingstoke railway line are located to the west.
- 4.2.3 In the wider context, Green Park is strategically located in a fast-growing 'Innovation Corridor', close to Heathrow Airport and in easy access to the Great Western mainline railway, making it a very well connected business community.
- 4.2.4 The site is located on the south western edge of Green Park, to the west side of Longwater Lake, to the south end of Longwater Avenue. This is shown further in detail in **Figure 4-2**.

Figure 4-1: Site Location



4.3 Pedestrian and Cycle Access

4.3.1 400 Longwater Avenue is located on the west side of Longwater Lake, to the south end of Longwater Avenue and in the southwest of Green Park. The on-site pedestrian and cycle connectivity takes advantage of this attractive environment as shown further in **Figure 4-2**.

4.3.2 Pedestrian and cyclist access to Green Park is very well facilitated by a number of shared footpath cycle routes located along the A33. This network provides various links to Reading town centre adjacent to the highway or waterways. Together with the presence of at grade controlled (Toucan) crossing points, or alternative 'continuous' subway links across the A33 they permit pedestrian and cycle accessibility to and from neighbouring residential and commercial areas to the east of Green Park. There are also excellent cycle links to the south and west via National Cycle Routes as outlined below.

4.3.3 The existing pedestrian and cycle networks in the vicinity of the site are illustrated on **Figure 4-2** and include:

- A high quality pedestrian and cycle network within Green Park provides for the development and connects into the A33 facilities. CCTV coverage within Green Park increases the perception of the security of walking through the park.
- A comprehensive footway and cycleway network along the A33 corridor providing a direct link between Green Park and Reading Town Centre. This incorporates the National Cycle Route (NCR) 23, which connects Reading with Basingstoke and extends as far as Southampton to the south.
- National Cycle Route 4 (NCN4) passes the north of the site and provides excellent links east and west towards London and Newbury respectively, plus rail stations such as Theale, Midgham, Maidenhead and Slough etc. which can serve a partial cycle/rail commute
- Crossing facilities are located at a number of locations across the A33 Relief Road with both subway and at-grade crossings. These include at the Bennet Road Gyratory and then further north towards the town centre at Island Road. Further signalised at-grade crossings are located opposite Reading Gate Retail Park to the south Longwater Avenue. All signalised crossings cater for both cyclists and pedestrians.
- Improvements to cycle route connectivity and continuity along the A33 corridor, was delivered more recently as part of Reading Borough's Local Sustainable Transport Fund allocation. This includes providing links between the paved sections of the cycle route to allow a safer and more direct all-weather use route for cyclists especially for when fluvial flooding of lower lying routes occurs.
- Continuous pedestrian and cycle connectivity was provided at the upgraded M4 Junction 11 (2010) with improved pedestrian crossing facilities. A pedestrian/cycle bridge over-sails the junction, linking the A33 (S) with pedestrian/cycle routes on Whitley Wood Lane and the A33 (N).
- A cycle hire scheme called ReadyBike has been established by RBC to improve sustainable transport options in and around the town. Three docking stations are located within Green Park. These are also well-used for accessing amenities on Green Park



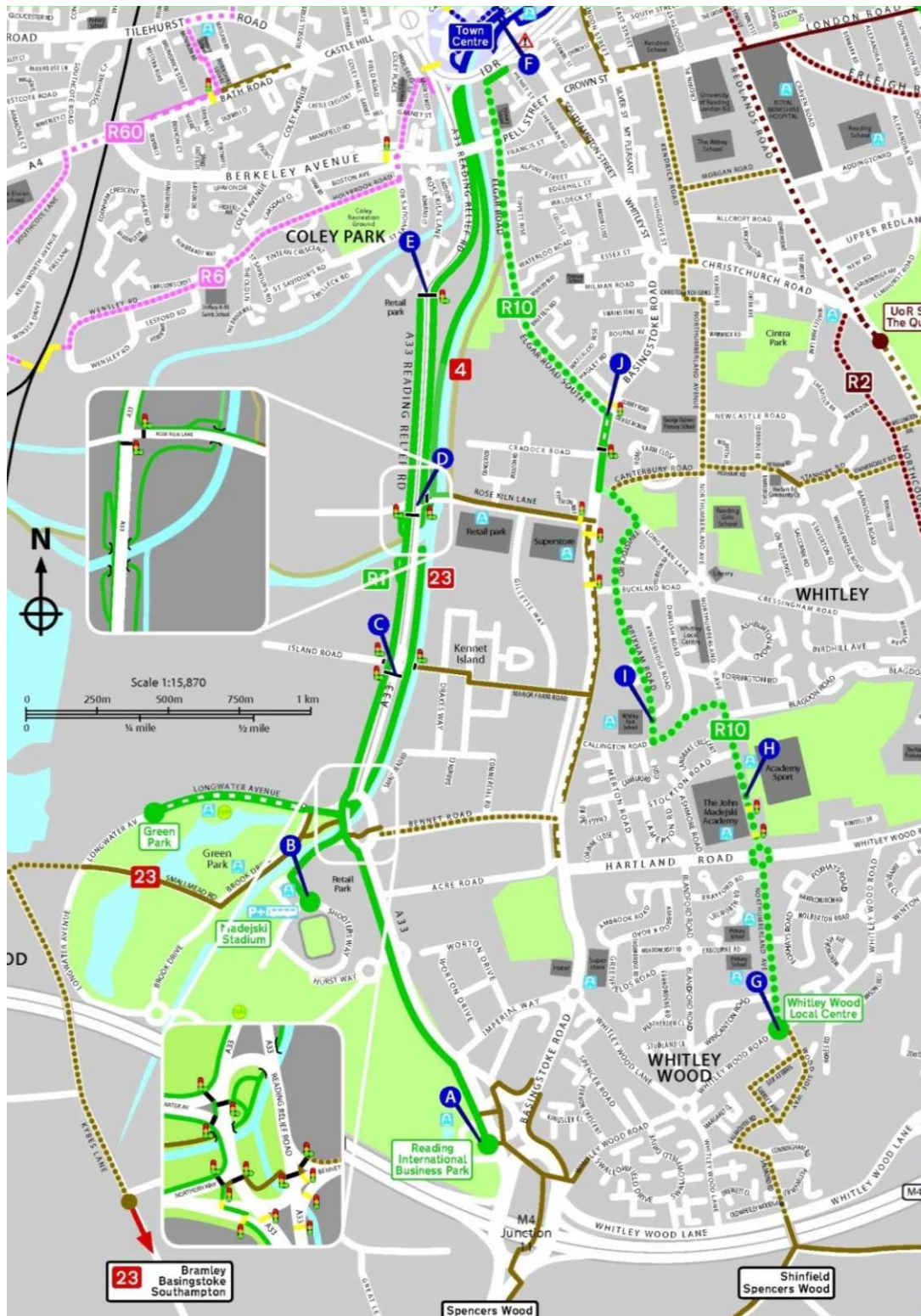
during the day, such as retail outlets and eateries at Lime Square. 10 docking stations are provided at Lime Square, 20 on Brook Drive and 10 on Longwater Avenue

- The existing pedestrian and cycle networks between the Town centre and the site are illustrated in **Figure 4-3**.

Figure 4-2: Green Park Existing Pedestrian and Cyclists Network



Figure 4-3: Reading Existing Pedestrian and Cycle Network



4.4 Public Transport

- 4.4.1 Access to public transport is good at Green Park, with the operation of the frequent Greenwave bus services to and from Reading town centre and Reading Station. Reading Station provides strategic links to a host of other principal destinations by rail including London Paddington, London Waterloo, Basingstoke, Southampton Central, Redhill and Banbury.

Bus Services

- 4.4.2 The owners of Green Park have substantially contributed, financially, to the access infrastructure and public transport services in and around Green Park. The operation of the Greenwave bus service, which operates up to 9 buses in peak hours between Reading town centre/Reading mainline rail station and Green Park are central to this investment.
- 4.4.3 There are a number of bus stops within Green Park on Longwater Avenue, Brook Drive and South Oak Way. These stops are served by bus service numbers 53, 53a, 53b and 53x (these are marketed on a combined basis as Greenwave) which are operated by Reading Buses.
- 4.4.4 Within the town centre, passengers can interchange with other regional and local bus services. Many of these services provide essential links to the residential areas of Reading including Calcot, Caversham, Henley, Purley, Lower Earley, Shinfield, Sonning Common, Tilehurst, Whitley, and Woodley.
- 4.4.5 The routes and frequencies of the relevant 'Greenwave' bus services are outlined in **Table 4-1** below;

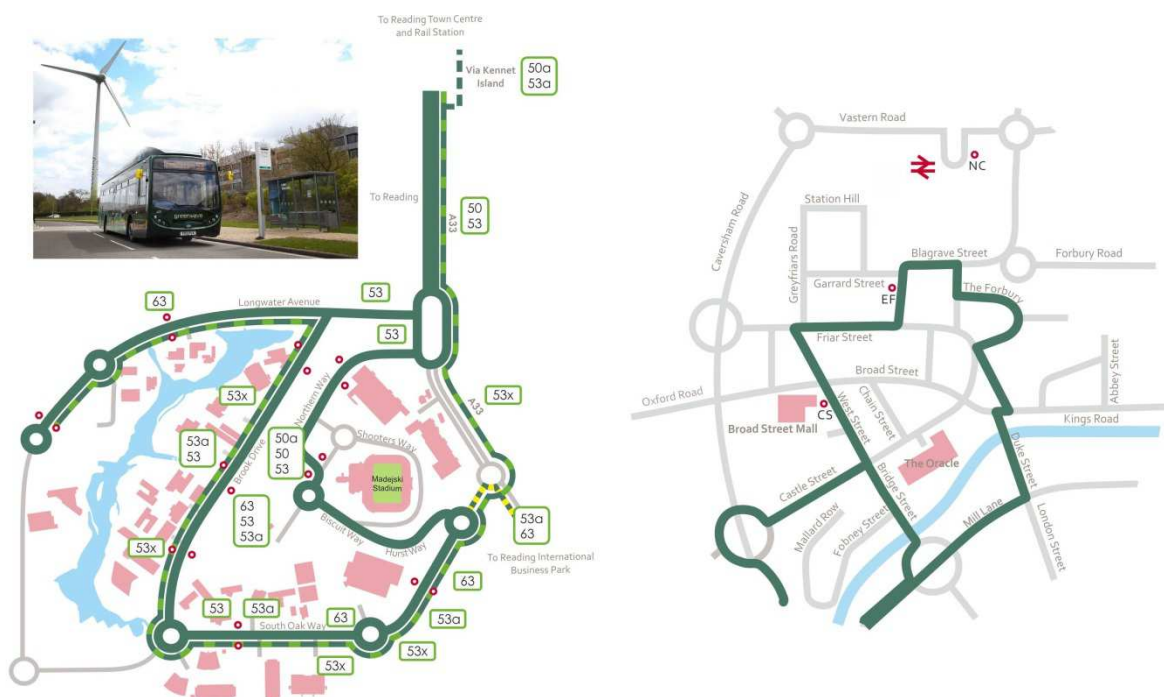


Table 4-1: Existing Bus Services

Service	Operator	Route Description	Service Details
53	Reading Buses	Reading Town Centre – Green Park	Mon – Fri (Every 30 minutes)
53a	Reading Buses	Central Reading – Green Park – Reading Station – Green Park	Mon – Fri AM Service Only (Every 30 minutes)
53b	Reading Buses	St. Mary's Butts/Reading Station – Kennet Island – Longwater Avenue	Mon – Fri (Every 1 hour)
53x	Reading Buses	Reading Station – South Oak Way – Brook Drive – Longwater Avenue	Mon – Fri AM Service Only (Every 11-16 minutes)

- 4.4.6 There are bus stops with shelter and seating located within a 300m walk from the site at 300 Longwater Avenue.
- 4.4.7 A new dedicated shuttle between MereOak Park and Ride and Green Park (Service 63) is scheduled to commence in April 2016.
- 4.4.8 In addition to the above services and as part of the Greenwave provision, Park and Ride facilities also operate from Madejski Stadium situated to the east of the site to Reading town centre and Reading station at a frequency of one bus every 7 to 8 minutes in peak hours.
- 4.4.9 **Figure 4-4** illustrates the existing Greenwave bus services:

Figure 4-4: Greenwave Bus Services



Rail Services

- 4.4.10 Reading Central Station is located approximately 3.7km to the north of the site in central Reading.
- 4.4.11 Until Green Park Station is delivered and becomes operational there are a number of frequent bus services that link the site to Reading station, as described in **Section 3.3** and outlined in **Table 4-1**. The bus services all operate to Reading town centre, which forms the interchange with Reading Rail station. Cycling is also a practical secondary mode of transport for employees to access rail.
- 4.4.12 Rail services at Reading station are operated by First Great Western, South West Trains and Cross Country Trains and they provide vast national network coverage in terms of destinations, some of which are highlighted below:
- 4.4.13 **London Paddington** - mainline services run to London Paddington, with an approximate journey time of 29 minutes train ride from Reading. Average train frequency is eleven trains per hour throughout the day, with an increase of up to 13 trains per hour during peak periods.

- 4.4.14 **London Waterloo** - a second mainline service runs from Reading Station to London Waterloo, with an approximate journey time of 1 hour 25 minutes and an average train frequency of 2 direct trains every hour throughout the day. This service also calls at Winnersh, Wokingham, Bracknell, Ascot, Staines, Richmond and Clapham Junction.
- 4.4.15 **Birmingham New Street** - a mainline service runs from Reading Station, with an approximate journey time of 1 hour 35 minutes and an average train frequency of 2 direct trains every hour.
- 4.4.16 **Basingstoke** - is a 16 -25 minutes train ride from Reading, with a service frequency of four per hour throughout the day. There is two direct train operated by Cross Country, with a journey time of 16 to 19 minutes. The remaining 2 half hourly rail services, operated by First Great Western, also call at Reading West, Mortimer, and Bramley. It is proposed that, when it comes forward, this rail service will call at the proposed Green Park rail station to the west of the proposed development.
- 4.4.17 **Southampton Central** - is a 1 hour train ride from Reading with an average frequency of two trains every hour throughout the day. This Cross Country Trains rail service also calls at Basingstoke, Winchester and Southampton Airport Parkway.
- 4.4.18 **Redhill** - is a 1 hour 20 minutes train ride from Reading with an average frequency of 2 trains per hour throughout the day. This service also calls at Wokingham, Crowthorne, Sandhurst, Blackwater, Farnborough North, Guildford, Dorking West and Reigate.
- 4.4.19 **Oxford** - is approximately a 25 minute train ride from Reading with an average frequency of five direct trains in the peak hour.
- 4.4.20 The information detailed above is summarised in **Table 4-2**.

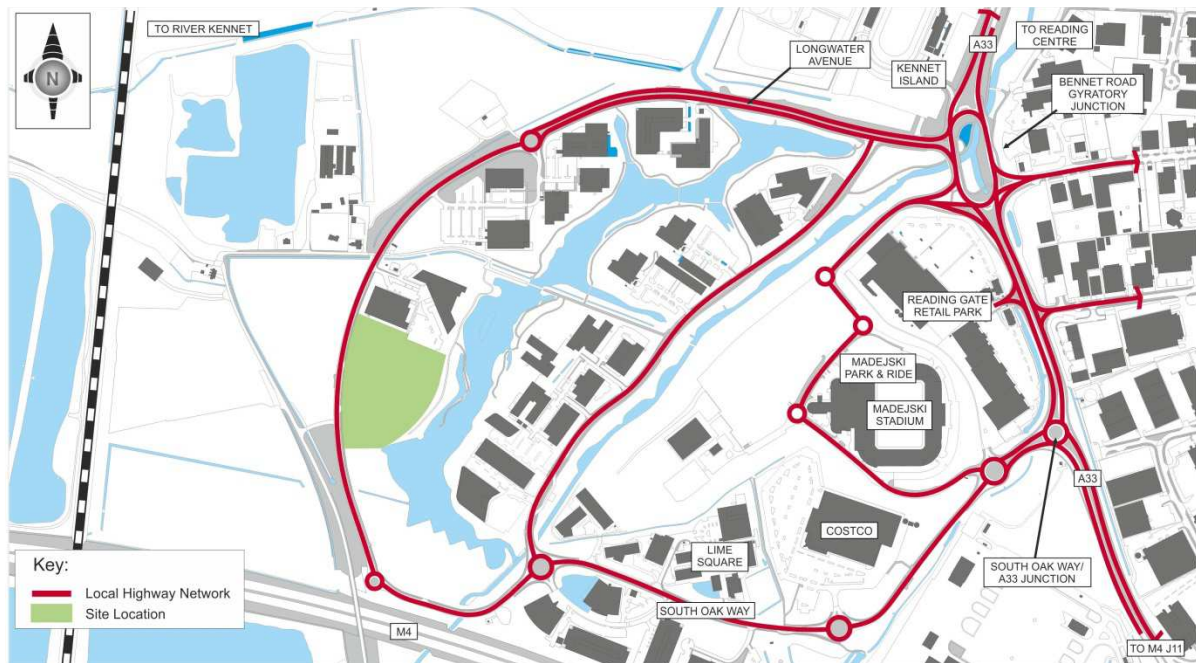
Table 4-2: Existing Rail Services from Reading Station

Destination	Journey Time	Frequency
London Paddington	29 Minutes	11 per hour
London Waterloo	1 Hour 25 minutes	2 per hour
Birmingham New street	1 Hour 35 mins	2 per hour
Basingstoke	25 Minutes	4 per hour
Southampton	1 Hour	2 per hour
Redhill	1 Hour 20 Minutes	2 per hour
Oxford	25 Minutes	2 per hour

4.5 Highway Access

- 3.5.1. The local highway network in the vicinity for the site is illustrated on **Figure 4-5**.

Figure 4-5: Existing Highway Network



- 3.5.2. Green Park is well connected to the strategic road network with direct access via South Oak Way and Longwater Avenue to the A33. The A33 is a dual carriageway road running north / south, to the east of Green Park and provides connections to J11 of the M4 and then on to Basingstoke to the south and central Reading to the north.
- 3.5.3. Longwater Avenue combines with South Oak Way as the main perimeter roads surrounding Green Park. Longwater Avenue is a private single carriageway, road built to high adoptable standards, approximately 9.5m wide with two vehicular lanes each measuring approximately 4.0m in width and a central median strip separating the lanes. The road carries an advisory 25 mph speed limit and standard street lighting.
- 3.5.4. Longwater Avenue connects with the A33 at the Bennet Road Gyratory. The opposite end of Longwater Avenue extends past the proposed development to a roundabout with South Oak Way and Brook Drive. South Oak Way runs along the south of the Green Park development and links to the southern access roundabout with Costco, the Madejski stadium and finally the A33 three arm roundabout junction.

4.6 Sustainable Transport & Future Travel Opportunities

- 4.6.1 In addition to the infrastructure improvements that have been delivered since the opening of Green Park, there are a number of additional transport interventions still to come on line that will further improve and influence sustainable access for development in the South Reading and wider TV region. Some of these are local, but some are of regional and even national significance.

Green Park Station

- 4.6.2 As referred to earlier, it is understood that planning permission has been granted for Green Park Station on the Reading to Southampton Central/Bournemouth line via Basingstoke and operated by Cross County Services. .
- 4.6.3 The new station would be approximately 650m to the north-west of the site and would provide local rail connectivity to the wider rail network. Upon opening it would increase the future sustainable travel options for the site.
- 4.6.4 The station would also have a benefit for the local highway network by providing a significant opportunity for journeys currently undertaken by car to transfer to rail.
- 4.6.5 In addition to the Reading Green Park Station, the Reading to /Southampton Central/Bournemouth line has been identified for electrification by 2019 which is set to provide improved journey times and capacity, whilst allowing the introduction of electric rolling stock on the route.

Crossrail

- 4.6.6 The railway network around Reading forms the western interchanges of the Crossrail route - a new high-frequency service operating from Reading through central London to Shenfield (Essex) and Abbey Wood (Royal Borough of Greenwich). The Crossrail network is currently under construction and it is expected that Crossrail services will run from Reading Station from 2019 and provide further opportunities for trips into Central Reading by public transport.

Rail/Air connection to Heathrow

- 4.6.7 Network Rail has committed to build a new rail connection from the Great Western line into Heathrow that will provide a direct Reading to Heathrow rail service, similar to the Heathrow Connect service from Paddington.
- 4.6.8 The service will offer a up to 4 trains an hour to Heathrow with a journey time of under 30 minutes and is projected to remove a significant number of car trips from the M4 (estimated at 200,000 per annum) helping to reduce congestion

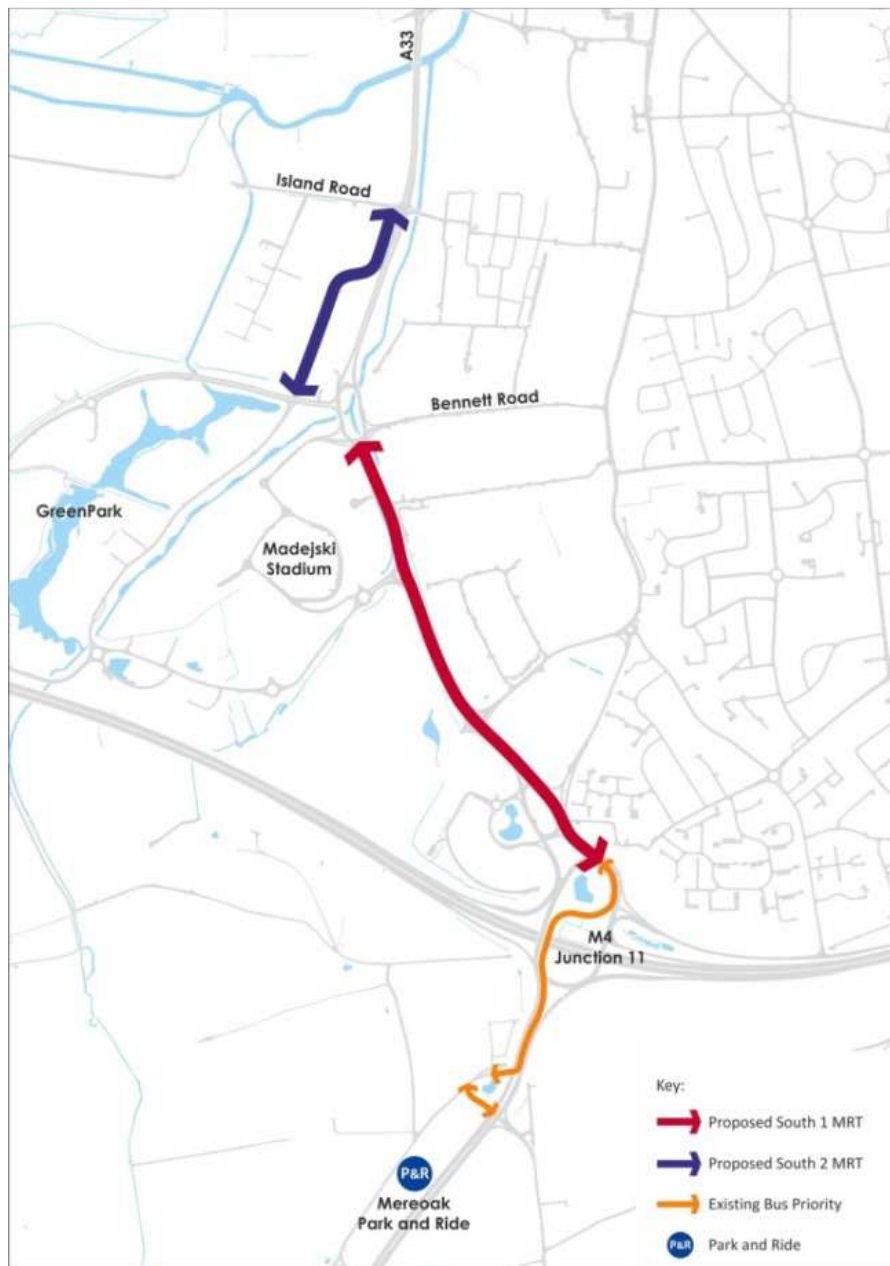
Network Improvements

- 4.6.9 The GWR is undergoing major upgrades including electrification to South Wales. A new fleet of intercity express and high speed trains will provide a faster service and increased capacity.

Mass Rapid Transit (MRT)

- 4.6.10 Reading Borough Council are promoting a Mass Rapid Transit (MRT) which will connect Mereok Park and Ride site to the south of M4 Junction 11 with Reading town centre via major employment centres and destinations in South Reading and the A33 corridor as well as supporting the future growth.
- 4.6.11 The capacity improvements undertaken at M4 junction 11 included a dedicated two-way bus link through the junction to form part of the MRT route. RBC have secured LEP funding to deliver the southern section of this route from Junction 11 of the M11 through to Island Road to the north of the site. The details of the MRT extents are summarised in **Figure 4-6**.

Figure 4-6: South Reading MRT Proposals



Highway Improvements

4.6.12 There are two locally committed highways schemes:

- The replacement of Cow Lane bridges to the west of the town centre is providing a segregated cycle footway link under the main line railway and new vehicle portals capable of allowing a double decker bus to pass underneath. Current traffic flow is restricted to alternate working.
- Shinfield Eastern Relief Road to the east provides a new bridge over the M4 and link road as part of works to deliver development to the south of the M4 to support about 2,700

homes with associated primary schools, school expansion, local shopping facilities, open spaces and the University of Reading Science Park.

M4 Hardshoulder Running

- 4.6.13 Highways England (formally the Highways Agency) is proposing to improve the M4 between Junction 3 and Junction 12 by making it a smart motorway. The hard shoulder will be converted to a running lane, and variable speed limits will be put in place to ease traffic flow and increase capacity. The extent of the proposals are shown in **Figure 4-7**.

Figure 4-7: M4 Junction 3 to 12 Smart Motorway (source DfT Consultation Document Preliminary Environmental information report November 2014)



5 Objectives and Targets

5.1 Overview

- 5.1.1 The DfT's (2009) 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' guidance sets out an 'outcomes-based' approach to Travel Plans, which specifies outcomes linked to specific targets that can also be strengthened with remedial measures if these are not met. In this case, the developer is committed to achieving specified outcomes linked to targets and agrees to a thorough monitoring and review process.

5.2 Objectives

- 5.2.1 The overall objective of this document is to reduce the overall number of all car journeys by employees and visitors to promote sustainable travel by:
- Delivering a long-term and sustained commitment to widening travel choice and increasing accessibility to the proposed development of 400 Longwater Avenue, Green Park, Reading for employees and visitors;
 - Maximising the proportion of trips made to work on foot, by bicycle, public transport and through car sharing;
 - Promoting a healthy and accessible work environment and raising awareness of the benefits of travelling more sustainably;
 - Ensuring wide dissemination of relevant and easy to understand travel information for employees and visitors to improve awareness of the range of transport options available; and
 - Minimising the impact of traffic-related activities (noise, pollution, parking and congestion) on the local highway network.

5.3 Targets

- 5.3.1 Achievable but stretching mode shift targets are an important element of any Travel Plan. Travel Plan targets should be SMART, that is:
- **S**pecific
 - **M**easurable
 - **A**ttainable
 - **R**ealistic
 - **T**ime-bound.
- 5.3.2 Based on the trip rates proposed in the Transport Statement, the target for the Framework Travel Plan is to reduce the number of single occupancy vehicle trips made by employees and visitors to 400 Longwater Avenue by 10% within 5 years of full occupation.
- 5.3.3 Following the completion of an Employee Travel Survey, this target will be updated.

6 Measures

6.1 Overview

- 6.1.1 In order to meet the objectives and targets for sustainable travel, a number of potential initiatives are proposed. These proposals offer a wide variety of initiatives to allow employees to/from the proposed development to choose measures to suit their personal situation and requirements, whatever mode of travel is best suited to their trip. Each of these measures would be confirmed, introduced, refined and expanded during the life of the Travel Plan and according to the occupier requirements and operations.
- 6.1.2 As with any Travel Plan, it is important to identify a number of measures which will act to encourage the use of alternatives to the private car. The proposed measures are split into the following categories.
- Travel Information and Awareness;
 - Measures to Encourage Walking and Cycling;
 - Measures to promote Public Transport Use;
 - Measures to Promote Car Sharing; and
 - Other Measures.
- 6.1.3 Given the location of Green Park on the edge of Reading, car use is relatively high. Therefore the vast majority of measures will be aimed at promoting and incentivising the use of existing travel facilities in the area (walking, cycling and public transport), but also car sharing where appropriate. This will be in tandem with the Site-Wide Travel Plan Framework.

6.2 Travel Information and Employee Awareness

- The most important single element of the Framework Travel Plan is the dissemination of travel information. The main reason for not travelling by sustainable modes of transport is the uncertainty and unawareness of routes that are available to the individual;
- Travel information notice boards will be displayed within the reception of the proposed development. These travel information notice boards will include details on walking, cycling, public transport and car share opportunities, and promotional material on up-and-coming events and activities; and
- The same information should also be communicated to new employees. There is significant evidence that employees are much more likely to consider changing their travel habits at “life change moments”, one of which is starting a new job. There is a significant opportunity, as new employees start at the proposed development, to encourage more sustainable travel behaviour from the outset by promoting relevant alternatives. It is also crucial that employees who do not have access to a car are given appropriate information on what travel options are available to them. By providing employees with tailored information as part of the recruitment and induction/training process, there is a much greater chance of maximising modal shift amongst new employees. Therefore, a Travel Information Pack will be given to all new employees and will include:
 - o Details of the Travel Plan and its purpose;

- o Travel Plan Coordinator contact details and responsibilities;
- o RBC cycle and bus network map (linked to bus timetables on an appropriate website);
- o Car sharing details and potential car-sharers within the proposed development; and
- o Information on the wide range of financial, health and environmental benefits of sustainable travel.

6.2.1 The Travel Information Pack will be re-issued to all employees every year with updated travel information.

6.3 Measures to Encourage Walking and Cycling

- Promote Green Park pool bicycle scheme in collaboration with cycling awareness campaigns e.g. 'National Bike Week';
- Provide cycle training;
- Promote discount cycle equipment purchase scheme and Dr Bike maintenance resource available to all employees that cycle to/from Green Park ; and
- Promote bicycle mileage scheme for business travel.

6.4 Measures to Encourage Public Transport Use

- Consider providing a free monthly bus passes for those new employees who are willing to use or live within close proximity to services.

6.5 Measures to Encourage Car Sharing

- Encourage employees to sign-up to the Green Park lift sharing group;
- Consider providing prize draw incentive for regular car sharers through holding monthly competitions; and
- Consider providing car sharing priority parking (within close proximity of building entrances).

6.6 Other Measures

- Promote tele/homeworking amongst where appropriate and possible;
- Promote travelling to and from the site outside of peak hours where possible;
- Consider the use of teleconferencing facilities; and
- Ensure that any vehicles purchased, leased or hired by site occupiers are fuel efficient.

7 Management

- 7.1.1 The key to the implementation of the Occupier Specific Travel Plan is the nomination of a Travel Plan Coordinator who will act as a “champion” for the document.
- 7.1.2 The position of Travel Plan Coordinator is to be fulfilled by an employee or a member of management (if there is more than one employer in the building), however noting that the role may be one of a set of responsibilities for that person. This will be confirmed prior to occupation. Once the Travel Plan Coordinator has been nominated, the appropriate contact details will be made available to all employees and to RBC.
- 7.1.3 The proposed Occupier(s) / Tenant(s) will provide sufficient time for the Travel Plan Coordinator to implement and manage the Occupier Specific Travel Plan. The main responsibilities of the Travel Plan Coordinator are set below but will be reviewed on a regular basis:
- Overseeing the implementation of the Occupier Specific Travel Plans and representing the ‘human face’ of the plan;
 - Preparing the Travel Information Packs and keeping all the transport information up-to-date on the travel information notice board;
 - Designing and implementing effective marketing and awareness-raising measures and events to promote sustainable forms of travel;
 - Acting as a point of contact for employees and customers requiring local travel information, including providing Personalised Travel Planning, when required;
 - Managing and monitoring cycle parking demand to ensure adequate supply of parking provision;
 - Liaising with RBC and local public transport operators where necessary; and
 - Conducting travel and car park occupancy surveys and submitting feedback.

8 Monitoring and Review

8.1 Monitoring

- 8.1.1 It is stated in the DfT's Good Practice Guidelines that 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". In line with this guidance, a cyclical approach to managing the Occupier Specific Travel Plan is proposed for the development.
- 8.1.2 Monitoring the Travel Plan is important in gauging the success of the measures implemented and therefore the progress made towards meeting the targets set. Employee Travel Surveys will therefore be organised by the Travel Plan Co-ordinator within 3 months of 1st occupation and then subsequent surveys aligned with the site-wide Green Park travel surveys, which are carried out once every two years. The first Employee Travel Survey will allow the mode share to be understood and modal share targets to be set.
- 8.1.3 The Travel Plan Co-ordinator will arrange for the Employee Travel Surveys to be issued. It is proposed that the survey would take the form of self-completion paper and online questionnaires and the following key information would be asked for:
- Employee details – home postcode, gender, position in retail unit, mobility restrictions, car registration, etc;
 - Employee 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.

8.2 Reporting

- 8.2.1 A Monitoring Report will be prepared by the Travel Plan Co-ordinator and submitted to RBC at the end of the following years:
- 1st year after occupation;
 - 3rd year after occupation; and
 - 5th year after occupation.
- 8.2.2 The reports will show the results of the Employee Travel Surveys, progress made against the targets set and propose changes to the Occupier Specific Travel Plan, where appropriate.
- 8.2.3 Following completion of the five year monitoring period, if the targets for the site have been achieved, it is considered that the Occupier Specific Travel Plan is established and no further formal monitoring will be required. More informal monitoring of the site will continue through the Site-Wide Framework Travel Plan.

8.3 Enforcement

8.3.1 In the event that the measures fail to make an impression on the targets set, there will be a 'ramping-up' of strategies highlighting the benefits and opportunities of sustainable travel. This will involve the Travel Plan Co-ordinator delivering the following measures:

- Increased one-to-one consultation bespoke to the individual's home location and travel requirements; seeking management support to potential changes in establish travel habits and reluctance towards sustainable travel
- Increased free / subsidised public transport travel to 'kick-start' travel by public transport
- Increased car share incentives such as car sharer matching, free/subsidised MOT, car wash and / or valet

9 Implementation Plan

9.1.1 An implementation plan showing when the measures are to be undertaken is provided in **Table 9-1**.

Table 9-1: Implementation Strategy

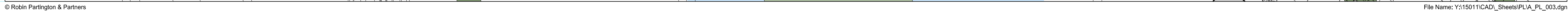
Area	Action	Responsibility	Travel Behaviour Focus	Best Practice Criteria	Timescale
Information and Employee Awareness	Install travel information notice boards	Travel Plan Coordinator	Improves awareness of employee travel options	Promotion	Prior to occupation.
	Travel Information Pack will be given to all new employees upon the commencement of employment	Occupier / Tenant – HR Department			As part of employee training/induction programmes.
	Travel Information Pack will be issued to all employees on an annual basis	Occupier / Tenant – HR Department			Annually
Walking and Cycling	Promote Green Park pool bicycle scheme in collaboration with cycling awareness campaigns e.g. 'National Bike Week'	Travel Plan Coordinator	Promotion of more sustainable modes	Promotion	As appropriate
	Provide cycle training				
	Promote discount cycle equipment purchase scheme and Dr Bike maintenance resource available to all staff that cycle to/from Green Park				
	Promote bicycle mileage scheme for business travel	Occupier / Tenant – Finance Department			
Public Transport	Consider providing a free monthly bus passes for those new employees who are willing to use or that live within close proximity to services	Occupier / Tenant – Finance Department	Promotion of more sustainable modes	Promotion	Within 6 months of occupation.

Car Sharing	Encourage employees to sign-up to the Green Park lift sharing group	Travel Plan Coordinator	Promotion of more sustainable modes	Promotion	Upon occupation
	Consider providing prize draw incentive for regular car sharers through holding monthly competitions				Within 6 months of occupation
	Consider providing car sharing priority parking (within close proximity of building entrances)				As appropriate
Other	Promote tele/homeworking amongst all employers	Occupier / Tenant – HR Department	Reduce the need to travel	Promotion	Upon occupation
	Consider the use of teleconferencing facilities				Within 6 months of occupation
	Ensure that any vehicles purchased, leased or hired by site occupiers are fuel efficient	Occupier / Tenant – Finance Department	Efficient use of vehicles	Social Corporate Responsibility	Within 1 year of occupation
Management	Appointment of a Travel Co-ordinator	Occupier / Tenant	Provides overarching management resource	Central focus for implementation of measures	Prior to occupation
	Arrange for self-completion Employee and Customer Surveys	Travel Plan Co-ordinator	Monitoring		Within 3 months of occupation, and Years 1, 3 and 5
	Submission of a Monitoring Report to RBC	Travel Plan Co-ordinator	Monitoring		Years 1, 3 and 5

10 Summary and Conclusion

- 10.1.1 This Framework Travel Plan has been prepared by Peter Brett Associates LLP (PBA) in support of the Full Planning Application for the proposed B1 development at 400 Longwater Avenue, and Green Park.
- 10.1.2 400 Longwater Avenue lies towards the South western end of the Green Park development in close proximity to the M4 motorway. The site is subject to previous outline consent (Planning Reference: 85/TP/690 dated 26th July 1995) and received approval of a Reserved Matters Consent (Ref. 08/00261/REM dated 23rd May 2008), for the development of 14,080m² of open B1 (Business) Use, including access, 440 car parking spaces, servicing, landscaping and related works.
- 10.1.3 This Framework Travel Plan sets out the travel planning principles and strategy associated with the creation of 27,207m² of B1 offices representing a net increase of 13,127m² and defines mechanisms to encourage employees to assess and think about the way that they travel to the site and encourage more sustainable commuting. There is currently no occupier identified and therefore, mechanisms will be confirmed, introduced, refined and expanded during the life of the Travel Plan according to the occupier requirements and operations.
- 10.1.4 Once the proposed development is occupied, a travel plan coordinator will be appointed and defined objectives will be set alongside a package of incentives to achieve the targeted outcome.
- 10.1.5 Periodic reviews of travel behaviour to and from the site will be undertaken on year 1, year 3 and year 5 and reported back to RBC.

Appendix A Development Masterplan



Project No.	Drawing No.	Revision
15011	A_PL_003	01