



Gas Works Road, Reading

Proposed residential redevelopment

FRAMEWORK TRAVEL PLAN

Prepared by: Entran Ltd

**On behalf of:
Galliard Homes**

DATE: February 2016



WEST OF ENGLAND
TRAVEL PLAN AWARDS
GOLD AWARD



Entran is committed to reducing unnecessary waste in the environment. For this reason our paper reports are printed:

- Double sided;
- Using 10 point font; and
- On recycled paper.

Additional copies of this report are available on CD-ROM. If you require this report in another format please ask.





Gas Works Road, Reading

Proposed residential redevelopment

FRAMEWORK TRAVEL PLAN

Revision	Date	Notes	Author	Checked	Approved
V1	Feb 16	Final	RAF	RLF	RGW

Entran Limited
78 York Street
London
W1H 1DP

T: 0208 709 0991



CONTENTS

1.0	INTRODUCTION	3
2.0	SITE LOCATION AND DESCRIPTION	4
3.0	TRAVEL PLAN OVERVIEW	5
4.0	POLICY AND BEST PRACTICE	9
5.0	SITE ASSESSMENT	10
6.0	DEVELOPMENT OF THE TRAVEL PLAN	15
7.0	TARGETS	16
8.0	MEASURES	17
9.0	MONITORING AND REVIEW	27
10.0	SECURING AND ENFORCEMENT	29
11.0	SUMMARY AND CONCLUSIONS	30

TABLES

1.1	Who will benefit?
5.1	Bus route summary
7.1	Residential mode share targets
8.1	Trip reduction measures
8.2	Action plan
8.3	Measures to encourage walking
8.4	Measures to encourage cycling
8.5	Measures to encourage use of public transport
8.6	Measures to reduce car use down to core activity
9.1	Schedule of surveys

FIGURES

2.1	Location Plan
5.1	Pedestrian isochrones

APPENDICES

A	Site plans
B	Cycle routes
C	iBase travel questionnaire



1.0 INTRODUCTION

1.1 Overview

1.1.1 This Framework Travel Plan (FTP) has been prepared in support of a planning application for the redevelopment of land at Gas Works Road, Reading.

1.1.2 The application seeks full planning permission for a residential development comprising the extension and refurbishment of two existing buildings to provide the following:

- 34 residential units (use class C3);
- (composition: 16 x 1-bed, 17 x 2-bed, 1 x 3-bed);
- Creation of residential amenity space;
- Refuse collection provision;
- 34 residential cycle parking spaces.

1.1.3 A proposed layout is included as **Appendix FTP-A**.

1.1.4 It is important to note that the site is in a highly accessible location with excellent links to public transport as well as walking and cycling infrastructure. There are few locations in Reading better suited to promoting car-free housing. The main highway corridors are subject either to urban clearways or pay-and-display restrictions. The nearest residential roads are all Controlled Parking Zones where parking is by permit only. Therefore, given the highly sustainable location of the site and the parking restrictions in the area the proposal is to implement this as a car-free development.

1.1.5 This report forms one element of a three-part Transport Implementation Strategy comprising:

- Framework Travel Plan
- Delivery & Servicing Plan
- Construction Management Plan.

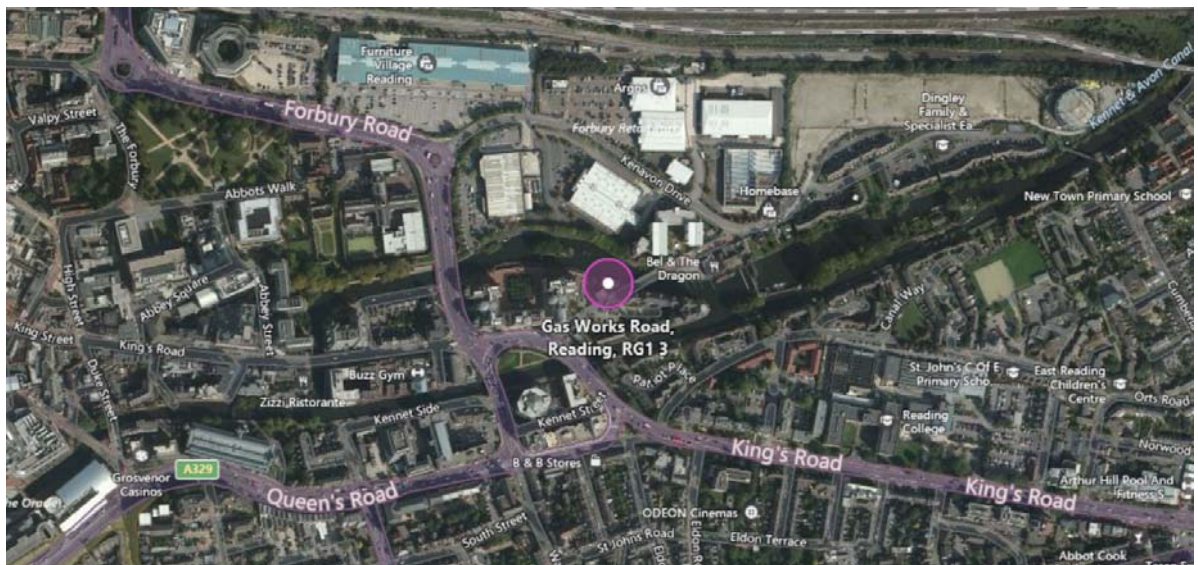


2.0 SITE LOCATION AND DESCRIPTION

2.1 Strategic Site Location

- 2.1.1 The Site is located to the north of Gas Works Road, immediately to the south of the River Kennet. The site is bounded on its western side by Bembridge Place. The site is generally triangular in shape and so is bounded to the south-east by Gas Works Road, to the north by the River Kennet and to the west by a privately maintained access way which links to the walkway on the southern side of the River Kennet. Due to redevelopment in recent years Gas Works Road is now predominantly residential in nature. The site falls within the Reading Central Area Action Plan. The area immediately to the north of the River Kennet is allocated in the Reading Borough Council (RBC) Central Area Action Plan as the East Side Major Opportunities area. The site location is shown in 2.1 below:

Figure 2.1 – Site location



- 2.1.2 The site comprises two buildings; one two-storey brick building (the former Social Club, built in 1903) which runs approximately north-west to south-east along the north-eastern boundary with the River Kennet, and a single storey building that currently houses a redundant gas pipe. A single storey extension to the main building is located in the north-eastern part of the site. The remainder of the site is surfaces with hardstanding.



3.0 TRAVEL PLAN OVERVIEW

3.1 Purpose and Scope

- 3.1.1 This FTP forms part of a Transport Implementation Strategy (TIS) which seeks to influence how people travel rather than simply providing facilities based on current travel habits. This will encourage the use of sustainable travel modes from the outset. The TIS includes a Framework Travel Plan, A Delivery & Servicing Plan and a Construction Management Plan. The developer is committed to implementing and sustaining an effective Travel Plan to influence travel behaviour for residents, employees and visitors. This FTP provides a management plan for the movement of people, vehicles and goods.
- 3.1.2 The approach to this proposed development is to plan how people should travel to and from the development and then to provide the appropriate layout and infrastructure for them to do so. By planning the movement of people from the outset the scheme's layout and future management has been designed to influence modes of travel rather than simply reacting to them. The focus of any such plan is to reduce the need to travel, especially by car, and the provision of a mixed use scheme incorporating commercial and residential properties with restrained parking levels in an area with excellent access to public transport is a fundamental element in achieving this objective.
- 3.1.3 This document has been prepared using the principles of a Framework Travel Plan rather than a full TP. This approach will allow the FTP to provide full details of the infrastructure and management processes so that a detailed TP may be prepared prior to first occupation using this main document for guidance.
- 3.1.4 The primary objective of the FTP will be to effect a change in both attitude to travel and more practically, a reduction in the use of single occupancy private car travel, thereby reducing total car mileage and the resultant impact on the environment. Additional, specific objectives are detailed in this FTP.
- 3.1.5 This is fully in accordance with the primary objectives of both the Government White Paper "A New Deal for Transport: Better for Everyone" (July 1998) and the National Planning Policy Framework (NPPF). This FTP has been prepared with reference to the Department for Transport guidance document 'The Essential Guide to Travel Planning' March 2008 and the DCLG guidance 'Travel plans, transport assessments and statements in decision taking' (2014).
- 3.1.6 The FTP will be a permanent and ongoing strategy for enabling residents to travel to and from the site by more environmentally sustainable modes of transport and also to provide information and incentives to visitors.





3.2 Introduction to Travel Plans

- 3.2.1 A Travel Plan (TP) is a package of initiatives to tackle different aspects of transport, including commuter journeys, business travel and fleet management. The elements of a TP can vary depending on the nature of the development and local geography and circumstances.
- 3.2.2 A TP is typically a package of practical measures to encourage residents to choose an alternative to single-occupancy car-use, and to reduce the need to travel in connection with their work.
- 3.2.3 The TP should be tailored to a particular site and include a range of measures which will make a positive impact at that site, e.g. making best use of public transport; setting up a car sharing scheme; providing cycle facilities; restricting car parking or possibly setting up video conferencing facilities to cut travel to other sites. The purpose is to make the more sustainable transport modes safe and practical and therefore attractive to residents.
- 3.2.4 The key aspect of a TP is that it integrates the various ways an organisation uses transport to ensure that they complement each other. A TP can have real benefits to the development, its residents, and the local community.



3.3 The Benefits of a Travel Plan

- 3.3.1 The effects of travel choices on our environment, our health and our quality of life are well documented. Sources describe how increases in road traffic have produced unsustainable levels of congestion and pollution. The effects can be felt at a local level through poor air quality, noise and busier roads and at a global level through suggested linkages to climate change. Journeys by road are becoming slower and less reliable causing problems for the economy and stress to drivers.
- 3.3.2 There has been a significant increase in the proportion of individuals travelling to work or study by car. Over 80% of car journeys to work are driver only (single car occupancy). Even a small modal shift in home-work-home journeys away from the car would result in a considerable reduction in traffic congestion at peak times.
- 3.3.3 It is necessary to look at the way residents currently travel and consider ways of reducing the impact on the surrounding highway network of that travel. This means using more sustainable alternatives such as walking, cycling, bus or rail in preference to single occupancy car use. The TP should cause residents and visitors to reconsider how they make regular journeys.
- 3.3.4 If every car commuter used an alternative to the car on just one day a week, car usage levels for such journeys would be reduced by as much as 20% immediately, with parking requirements also reduced by up to 20%. In most towns a 20% reduction in peak hour travel is similar to the reduction experienced during school holidays.
- 3.3.5 Table 1.1, below, summarises some of the benefits of implementing a TP and indicates who will benefit.

**Table 1.1: Who will benefit from the Travel Plan?**

Benefit	Residents	Community/ Environment
Cost Savings	√	
Healthier staff/residents and reduced absenteeism	√	
Improved site access	√	√
Reduced Congestion	√	√
Reduced accidents	√	√
Improved staff morale		
Improved quality of life	√	√
Reduced stress	√	
Improved local air quality	√	√
Reduced noise		√

- 3.3.6 TPs can produce indirect but significant benefits, such as improving the punctuality of staff. For example, residents who cycle or walk to work will generally become fitter and by having a TP, the developer demonstrates a more responsible and caring attitude to residents and the local community.
- 3.3.7 Increasingly, educational and commercial organisations are incorporating TPs into their environmental strategy. It is an important way of demonstrating their commitment to improving the environment.
- 3.3.8 In addition, a TP is a good foundation for future business operations. Transport sustainability and costs are issues that will become ever more important.
- 3.3.9 The problems of traffic growth have been recognised from a global perspective, to a national level and down to local level. TPs are seen to be a key factor in tackling the ever-increasing problems caused by the over reliance upon the motor car and the reluctance to use public transport or walk.
- 3.3.10 Details of relevant national and local guidance are contained in Section 2 of this report.
- 3.3.11 NPPF explains the Government's principal policies relating to transport and planning. This places increased emphasis on TPs with recognition given to the role they play in delivering sustainable transport objectives.



3.4 Components of the Travel Plan

3.4.1 As explained earlier, this FTP accompanies the proposal for new residential development at Gas Works Road, Reading and will set the parameters for future residents to develop detailed TP measures under the aegis of this main FTP. There are a number of key components required within such a TP to ensure that an effective and successful strategy is implemented. The key components include:

- **Background Information** – the existing travel habits of staff/residents/visitors must be identified and the reasons for them understood, before any attempt can be made to influence transport choices.
- **Objectives and targets** – once the existing conditions are known, realistic, attainable, time-bound objectives can be developed, in the light of operational and budgetary constraints. Objectives and targets may be different. Objectives may be as abstract as explaining the reason for implementing certain measures whereas targets may be measurable outcomes or goals.
- **Measures** – having set the objectives the appropriate measures required to attain them should be identified. This process will be an evolutionary one and the measures adopted may vary over time as new partners are found and the effectiveness of measures are evaluated. Therefore, both long and short term policies and initiatives need to be developed. The measures should be ‘worked up’ in partnership with the local highway and planning authorities.

This FTP identifies two types of measure; secured and potential. The secured measures are those which are either already in place or will be delivered as part of the proposed redevelopment scheme. These may include both infrastructure and management practices. The potential measures are those which may be considered appropriate at some stage in the future but which will need to be reviewed following each survey and review session.

- **Raising awareness and Marketing** – it is essential, if the plan is to succeed, for the operators to “take ownership” of the plan. A wave of awareness and involvement must be created and the strategy to achieve this must be flexible, but an outline approach is set out within this FTP.
- **Monitoring and Review** – The range of success achieved and the need to adopt new tactics or focus on new sub-groups can only be recognised if attitudes to transport and the measures adopted are monitored from the beginning. This TP therefore sets a programme for surveys and reviews.

3.4.2 It should be noted that a TP is a document that will evolve over time as additional information becomes available and the travel habits of residents and visitors change. To consider any document to be the definitive TP for the development will lead to an ineffective, and ultimately, obsolete initiative. The plan needs to set out the policy objectives and initiatives, but allow them to develop and evolve over time.

3.4.3 All of the above issues are discussed in greater detail in the following sections.



4.0 POLICY AND BEST PRACTICE

4.1 National Policy

4.1.1 Travel plans play an important role in ensuring that national, regional and local transport policy objectives are achieved, and the planning process encourages more sustainable development. The **National Planning Policy Framework (NPPF)** emphasises the need for sustainable travel to be at the heart of any planning permission. Prior to it being superseded by NPPF, PPG13 stated that travel plans are a tool for the planning system to deliver sustainable transport objectives, including:

- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling.
- Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists; and
- More environmentally friendly delivery and freight movements, including home delivery services.



4.1.2 In addition, a number of national policies, such as the **2004 Transport White Paper**, have influenced travel plan development and take-up. **The 2004 Public Health White Paper** also promoted the need to build cycling and walking into people's daily lives, to increase physical activity levels of the nation.

4.2 Best Practice Guidance

4.2.1 In recent years, guidance on best practice in travel planning has been issued at national, regional and local levels. In 2008, the Department for Transport published Guidance on securing travel plans through the planning system. This document provides guidance on the role and benefits of travel plans in the planning process, the way to secure them, their interrelationship with Transport Assessments. It also discusses the requirements and elements of an effective travel plan.

In 2014 DCLG produced guidance entitled 'Travel plans, transport assessments and statements in decision taking'. This is less prescriptive than the DfT guidance from 2008 but sets the current policy and practice framework against which any Travel Plans should be developed.



5.0 SITE ASSESSMENT

5.1 Site Description

- 5.1.1 The site takes access from Gas Works Road which runs from Kings Road to Alexander Turner Close. Immediately to the north-east of the site Gas Works Road is closed to vehicular traffic prior to its bridge over the River Kennet. The length of road from which the site takes access therefore operates as a cul-de-sac for vehicles but is available as a through-route for pedestrians and cyclists

5.2 Audit Process

- 5.2.1 Initial pedestrian, cycle and public transport audits have been carried out for the area surrounding the development site.

5.3 Pedestrian Movement

- 5.3.1 Acceptable journey distances on foot vary depending on the purpose of the journey, the environment in which the journey is taking place and of course the individual walking. Prior to being superseded by the National Planning Policy Framework (NPPF) PPG13 suggested that walking offers the greatest potential to replace short car trips for journeys less than 2km. The IHT guide 'Providing for Journeys on Foot' suggests that for commuting a desirable walking distance would be 500m, an acceptable walking distance would be 1km and the preferred maximum walking distance would be 2km, in line with the PPG13 advice.
- 5.3.2 Figure 5.1 shows walking isochrones from the site. This indicates that a wide range of facilities such as medical facilities, schools and colleges, employment, retail and entertainment uses can be reached within a short walking distance from the site. This is relevant to the proposed residential development. The walking isochrones also show that a wide residential catchment, as well as bus and rail facilities fall within easy walking distance of the site making sustainable travel to and from Gas Works Road a viable travel choice.

Figure 5.1 – Pedestrian isochrones





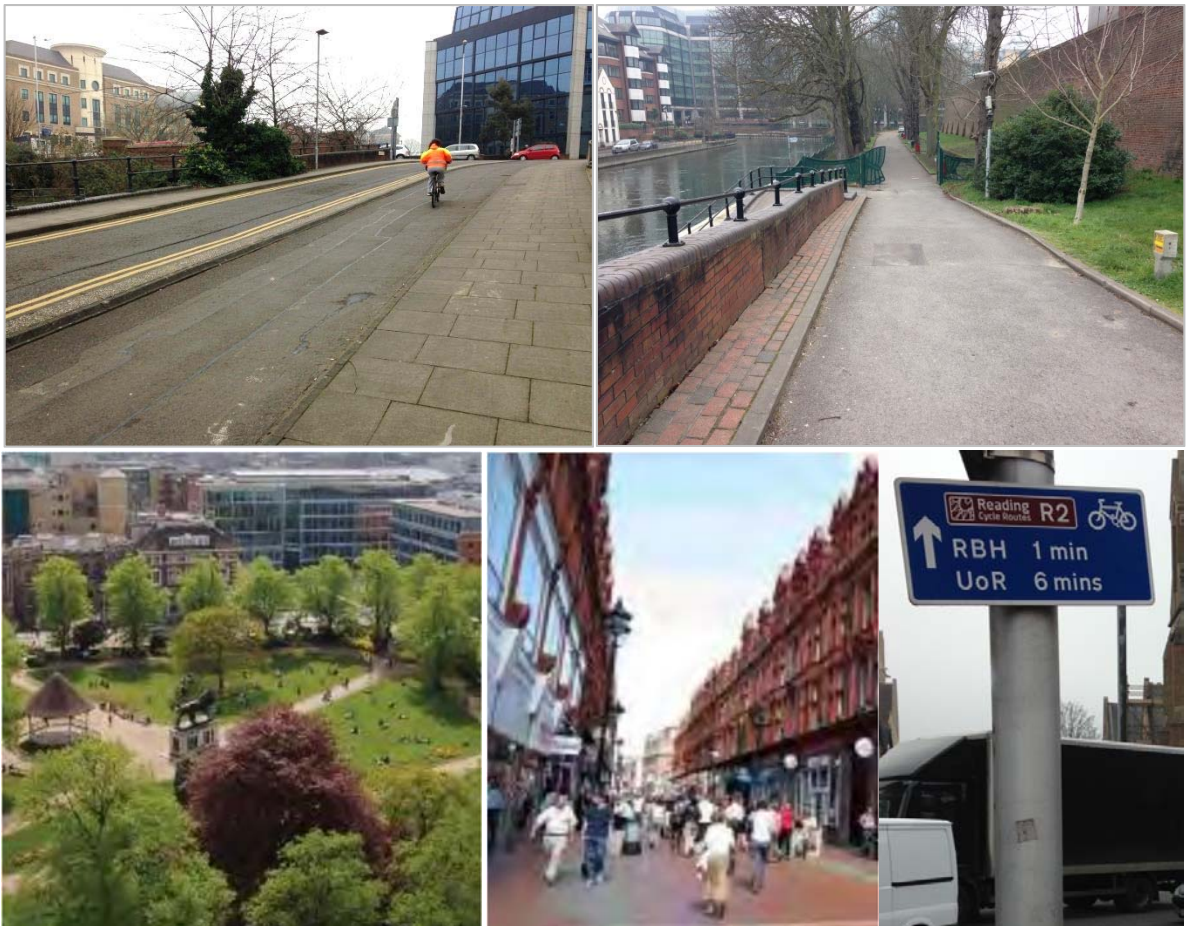
- 5.3.3 Gas Works Road has footways on both sides. There are signalised pedestrian crossing facilities across Kings Road, Forbury Road and Watlington Street. The walking route from the site to the pedestrianized Reading Town Centre and Reading Station beyond can be described as direct, convenient, uncongested and with active building frontages along the entire route. There are no prohibitive gradients and the route is well lit and well supervised.
- 5.3.4 To the north-east of the site the closure of Gas Works Road at the river bridge means that this section of road is lightly trafficked and attractive for pedestrians. The area to the north of the river is defined as the East Side Major Opportunity Area and will therefore become an attractive destination in the future for residents of the Gas Works Road development.
- 5.3.5 Immediately adjacent to the site pedestrians can access the walkway along the southern side of the River Kennet, this traffic-free route runs as far as Forbury Road.
- 5.3.6 Forbury Road crosses the River Kennet. A ramp on the northern side provides an alternative and pleasant pedestrian route to the station referred to as Chestnut Walk, a public right of way footpath leading to the Abbey ruins and Forbury Gardens.
- 5.3.7 On the southern side of the Kennet and Avon Canal the metalled towpath can be reached via a ramp on the western side of the bridge or a set of steps on the eastern side of the bridge. This towpath provides a direct and traffic-free route to the south of Reading, and to the west it joins the Thames towpath.
- 5.3.8 An audit of crossings around the site shows that the footways on Kings Road and Forbury Road have flush dropped crossings (<6mm). However, tactile paving is only provided at controlled crossings rather than all road junctions. This appears to be a conscious policy decision by RBC. Pedestrian crossings were located on pedestrian desire lines on each route; some controlled, some uncontrolled.
- 5.3.9 Most routes were subject to some street furniture 'clutter' such as posts, BT cabinets, cycle stands and waste bins; however, in no location was this found to cause undue obstruction. Overall the pedestrian environment surrounding the redevelopment site is very good.





5.4 Cycle Movement

- 5.4.1 Gas Works Road is very well served by cycle infrastructure. RBC's cycle route map (Spring 2014) is included as **Appendix FTP-B**. There is an on-street cycle lane along the western section of Kings Road providing access to Reading Station via Broad Street, Queen Victoria Street and Station Approach.
- 5.4.2 Reading Cycle Route R2 runs directly from the site, southwards over the canal to a segregated cycle route which has a sign indicating Royal Berkshire Hospital 1 minute, University of Reading 6 minutes. Route R2 branches off to R20 at London Road, providing direct access to the Whiteknights campus and Earley Gate.
- 5.4.3 The canal towpath forms part of National Cycle Network Route 4 (NCN4) but also represents part of RBC's town centre cycle network to the west of the site and Reading Cycle Route R3 to the south and east of the site. There is a linking route directly from Gas Works Road to route R3. It is apparent from the cycle route map that Gas Works Road represents the convergence of Reading Cycle Routes R3, R30, R20, R2, R10, R1, the town centre network and NCN4. There is therefore no doubt that the site is exceptionally well placed to promote travel by cycle.





5.5 Bus Provision

- 5.5.1 The site is extremely well served by bus services. The nearest bus stops are located on Kings Road and Watlington Street within 100m of the site. All stops have timetables and raised kerbs for low floor buses. The stops on Watlington Street also have shelters and real time passenger information (RTI).
- 5.5.2 Table 5.1 summarises the services available from the bus stops on Kings Road, Forbury Road and Watlington Street within 1 minute's walk of the site. Full timetables are available at: <http://www.reading-travelinfo.co.uk/bus/services.aspx>

Table 5.1 – Bus route summary

Route Number	Details	duration	frequency
3	Wokingham – Arborfield Cross – Shinfield - Reading	0637- 2355	Peak 20 mins Otherwise 30 mins
4/X4	Bracknell – Wokingham - Reading	0629 - 2318	15 mins
9	Reading Station – RBH – Shinfield Park	0520-2330	30 mins
13	Reading Station – Bulmershe – Woodley Centre – Woodley Airfield	0502-2322	30 mins
14	Reading Station – Shepherd's Hill – Woodley Centre – South Woodley – Colemans Moor	0522-2319	30 mins
17	Tilehurst – Central Reading – Wokingham Road	24 hrs	Peak 7 mins Otherwise 10-15 mins
19 B, C	Reading Station – RBH – Woodley – Lower Earley ASDA	0600-1920	Peak 30 mins Otherwise hourly
19A	Reading Station – RBH – University - Woodley	0642-1940	Hourly
128-129	Reading Station – Sonning – Charvil – Twyford - Wokingham	0645-1915	Peak 14 mins Otherwise 30-60mins
500	Loddon Bridge P&R – Central Reading	0645-1848	Peak 10-15 mins Otherwise 15 mins
850	Reading Station – Charvil – Twyford – Wargrave - Henley	0629-1950	Peak 30 mins Otherwise hourly

- 5.5.3 It is evident from Table 5.1 that the site is extremely well served by buses, operating from early in the morning to late at night at very good frequencies. Importantly, the frequencies are such that passengers are able to turn up at a bus stop and catch the next bus rather than having to plan their journeys around a timetable.



5.6 Rail

- 5.6.1 Reading station is located within easy walking distance of the site along routes with good pedestrian provision and no prohibitive gradients. A number of the local bus services also provide access directly to the station.
- 5.6.2 Reading Station is served by a number of rail routes, the primary route being the Great Western Railway which runs from London Paddington and splits into two lines to the west of Reading; one to Bath, Bristol and South Wales, the other to the West Country. Recent improvements to Reading Station have increased line capacity to the West Country in particular.
- 5.6.3 Other main lines connect Reading with Birmingham, Northern England and Scotland to the north, and Winchester, Southampton and Bournemouth to the south. A secondary line also connects Reading with Guildford and London Gatwick Airport.
- 5.6.4 Trains travel from Reading into London every 6-8 minutes and the journey into Paddington takes 27 minutes. Oxford can be reached in 23 minutes with trains leaving every quarter of an hour, and Bath can be reached in under an hour with trains every half hour.



Reading Station improvements

5.7 Accessibility Audit Summary

- 5.7.1 The analysis of bus and rail services has indicated that the development site is located in a highly accessible area. Within walking distance of the site it is possible to access 14 bus routes and rail services to a wide geographic area. The site is therefore highly accessible to multiple modes of public transport.
- 5.7.2 The surrounding footways are adequate to accommodate further pedestrian growth. All crossing points have flush dropped kerbs and all controlled crossings have tactile paving.
- 5.7.3 The site is very well located to promote cycling as a primary mode of travel.
- 5.7.4 The Gas Works Road site is clearly extremely well placed to promote travel by sustainable modes of transport.



6.0 DEVELOPMENT OF THE TRAVEL PLAN

6.1 Approach to the Development of the Travel Plan

- 6.1.1 This FTP is provided as a starting point from which the operational Travel Plan will be continually “worked up” in partnership with the local highway and planning authorities.
- 6.1.2 The TP will be secured by planning condition which requires the documents to be submitted to the planning authority prior to commencement on site.

6.2 Objective of the Plan

- 6.2.1 In line with Central Government and RBC policies and guidance, the primary objectives of the FTP are to:
- Remove travel as a barrier to social inclusion;
 - Reduce the need to travel;
 - Discourage the use of unsustainable modes of transport and enable residents and visitors to make travel choices that benefit themselves and their community;
 - Raise awareness of alternative modes of transport and thus encourage a modal shift towards more sustainable travel modes.

6.3 Travel Plan Management

- 6.3.1 Marketing is an important element of travel planning as it is important for potential residents to be informed about the travel choices the site offers and that it is appropriate for households who choose not to own a car.
- 6.3.2 A Travel Plan Co-ordinator (TPC) will be appointed for the whole site. At this stage it is not possible to specify who this person will be; however, as the flats will either be rented or leasehold there will always be a management body responsible for the residential element of the development who will take on responsibility for appointing the residential TPC. The TPC will be a named person whose contact details will be provided to all residents. The TPC will not be a full-time position but the named TPC will be available full-time. The TPC will have responsibility for provision of information to residents and for carrying out travel surveys and reporting their results to the planning authority.
- 6.3.3 The residential management company will be responsible for developing their own travel plan under the aegis of this framework within three months of occupation. The site TPC will co-ordinate the TP and be responsible for reporting and liaising with RBC.



7.0 TARGETS

7.1 Travel Plan Targets

- 7.1.1 Targets must be SMART (specific, measurable, attainable, realistic, and time-bound). For this reason targets here are for a five year time frame following first occupation, with interim targets at three years.
- 7.1.2 The Transport Assessment which accompanies the planning application, includes predicted mode share. For this reason mode share targets can be set for the residential TP as follows:

Table 7.1: Residential mode share targets

	Driver	Car pass'	Walk	Cycle	Bus	Rail
Baseline	0%	5%	72%	2%	8%	12%
3 years	0%	4%	71%	4%	9%	12%
5 years	0%	3%	70%	5%	10%	12%

- 7.1.3 These targets would result in an increase in cycling and bus patronage and would result in a reduction in car passenger trips.
- 7.1.1 The TPC will need to identify modal shifts by means of regular surveys.



8.0 MEASURES

8.1 Measures

8.1.1 The development will deliver a series of infrastructure improvements and management measures to influence travel behaviour. The programme of surveys and monitoring therefore not only needs to identify travel behaviour but also attitudes to travel and key motivators for change.

8.1.2 Notwithstanding this, the TP measures are divided into sub-categories:

- **Hard measures** – these are infrastructure provision or improvements;
- **Soft measures** – these are management measure, incentives, marketing initiatives etc;
- **Secured measures** – these are either existing measures or those to be delivered by the development;
- **Potential measures** – these are an ‘arsenal’ of measures available to the TPC to be chosen according to survey feedback so that resources can be targeted towards those measures found to be most effective.



8.1.3 Travel planning must be realistic and should not expect to remove car usage altogether. Instead, an effective TP will maximise the use of sustainable travel achieve more sensible and appropriate use of the private car. If every car commuter used an alternative to the car on just one day a week, car usage levels for commuting would be reduced by as much as 20% immediately, with commuter parking requirements also reduced by up to 20%. In a highly accessible location such as the gas Works Road site, however, car-free housing is a realistic prospect.

8.1.4 Unlike employment, retail or educational sites it is not possible to dictate to residents how they should travel. For this reason residential travel plans are based on the provision of infrastructure and information rather than the imposition of management procedures. It is important that the proposed development capitalises on its excellent links to public transport and close proximity to retail, employment and education facilities.

8.1.5 Based on available empirical evidence Colin Buchanan and Partners published a document commissioned by the Scottish Executive Development Department. This contains a table (Table 1, “*Planning for Mode Share in New Development*” July 2001) which illustrates the relative effectiveness of various trip reduction measures.

8.1.6 The table, part of which is reproduced below as Table 8.1, indicates that restrictive parking measures are the most effective way of discouraging single occupancy car use. The next most effective measures are new public transport infrastructure and a reduction in the prices of public transport services by 30% or more.

**Table 8.1: Trip Reduction Measures**

Measure	Score
Major new public transport infrastructure	3
Minor new infrastructure e.g. bus stops, cycle racks	1
1-2 new or enhanced public transport services	2
More than 2 new or enhanced public transport services	2
Reduction in prices of public transport services by 30% or more	3
Restrictions on effective parking availability	5
Promotional activities e.g. Green Transport Week	1
Consultation with Staff	2
Public transport information	1
Car Sharing scheme	1-2

8.2 General Considerations for the Identifications of Measures

- 8.2.1 The following general points are based on previous experience and are included to highlight potential issues.
- 8.2.2 **Walking:** Many residents may be prepared (or possibly have no other option) to walk more than a mile and walking may be an area which can be further encouraged. Potential modal shift “gains” could be made, if those who occasionally walk were persuaded to make walking their normal transport mode. However, it is also clear that many people who normally walk are occasionally “lost” to car or bus use. The principal reasons are likely to be convenience, lateness, things to carry and inclement weather.
- 8.2.3 **Cycling:** Cycling can be unpopular for reasons other than distance, possibly due to the topography of the surrounding area; the risks associated with cycling in traffic; and perhaps some residents do not own cycles. The Gas Works Road site has good links to the Reading Cycle Network and the National Cycle Network both of which provide direct and convenient access to a range of facilities by bike.
- 8.2.4 **Car Club:** Car clubs offer a convenient alternative to owning a car in areas with good accessibility to sustainable modes of transport.
- 8.2.5 **Taxis** relieve parking demand and could be used on a “car share” basis by those who would like to share, but do not always have access to a shared car. However, for the purposes of this section of the report they will be considered as public transport, despite the fact that they are often used to transport a single person. It should be noted that taxis can provide a valuable link to bus and train stations, allowing the greater part of a journey to be undertaken by bus or train.



- 8.2.6 One of the key practical factors controlling modal choice is the distance to be travelled. The other principal limiting factor is the time taken to make the trip. As a rough guide we should consider 30 minutes to be a reasonable length of time to commute. Depending on the local conditions this could represent:-
- Walking up to 2km (taking 3mph or 1.4m/s as a typical walking speed implies a journey of up to 24 minutes);
 - Cycling up to 5km (taking 10mph or 4.7m/s as a typical cycling speed implies a journey of up to 18 minutes);
 - Taking a bus up to five miles or 8.3km (assuming an average bus speed of 20mph or 9.3m/s and a five minute walk at each end of the journey as well as a five minute wait for the bus implies a journey of 30 minutes);
 - Driving up to ten miles (assuming car speeds around town are similar to bus speeds, implies a journey time of 30 minutes).
- 8.2.7 The development will deliver a range of measures designed to encourage travel by sustainable modes of transport. Other potential measures are identified below; these are not intended to be exhaustive or prescriptive but will inform the development process.

8.3 Infrastructure

- 8.3.1 A key element of the proposed development is the introduction of appropriate infrastructure to encourage sustainable travel. This comes under the headings of slow mode (walk/cycle) and public transport.

8.3.2 Slow mode

The site already benefits from excellent links to the wider area for pedestrians and cyclists including good signage and dropped kerbs at all junctions; however the following improvements are also proposed as part of the redevelopment proposals:

Improved public realm and communal areas;

Secure, covered cycle parking will be provided for all residents in the form of a communal parking area for the flats within the curtilage of the site. The provision of 34 spaces exceeds RBC's minimum standards;

8.3.3 Public Transport

The site already benefits from excellent public transport provision with high frequency bus services and rail services operating within easy walking distance of the site. The following improvement is therefore proposed:

A financial contribution may be made in accordance with the Council's Planning Obligation Strategy for Transport and Traffic Management. The Council may wish to apply this contribution towards providing bus timetable information or real time information at the local bus shelters, or to provide additional pedestrian way-marking.



8.4 Residents Travel Pack

- 8.4.1 It will be the responsibility of the developer to ensure that residents are provided with an information pack containing details of public transport timetables and maps, as well cycling and pedestrian infrastructure when they move in to the flats.
- 8.4.2 The building will be maintained by a management company. The management company will be obliged to provide an update to the 'Residents Travel Pack' once every twelve months in order that any new residents are made aware of their local transport options.
- 8.4.3 The information pack will include information and incentives for all purchasers. The information will enable the new residents to make informed decisions about their modes of travel. The incentives will be provided by the developer in the first instance and will be dependent on negotiating suitable packages with local shops and services. The likely content of the Residents' Travel Pack will be:
- Reading Cycle Network information;
 - 'ReadyBike' hire scheme information;
 - Sustrans leaflets on the beneficial effects of walking and cycling ;
 - Free reflective clothing i.e. cycle bib, arm bands etc.;
 - Free bicycle locks/helmets;
 - Developer to negotiate local cycle shop discount (e.g. Scukco, Friar Street);
 - Details of local cycle groups (e.g. Reading Cycling Campaign);
 - Details of BikeBUDi travel system ;
 - Bus route/timetable information;
 - Train timetable information;
 - Car Club information (e.g. Co-Wheels, Queen's Road)
 - Details of car-sharing website (e.g. www.Liftshare.com);
 - Details of CarBUDi travel system;
 - Notice/message board in foyer of flats to allow people to car share/walk/cycle together (perhaps at night for safety);
 - Developer to negotiate preferential rates at local car-hire company;
 - Taxi company information – possible discount vouchers for a taxi company;
 - Details of TaxiBUDi travel system;
 - Supermarket home delivery details.
 - www.reading-travelinfo.co.uk



- 8.4.4 This list is not exhaustive or a prescriptive list of what will be in the travel pack but provides details of the likely content of the pack. Details of the final pack will be agreed in partnership with RBC.



8.5 Marketing

- 8.5.1 The development will have no car parking provision and residents will not be eligible for residents' parking permits. The flats will be sold on the basis that they are suitable for those who do not own a car. It may be necessary for the developer to enter into a legal agreement preventing future residents from being eligible to apply for on-street parking permits. The site will be marketed in such a way that prospective purchasers will be made aware of the car-free nature of the scheme as well as the viable alternative travel opportunities. The marketing will not seek to 'target' people without a car but will explain to all prospective purchasers that the new dwellings are suitable for households with no vehicles.
- 8.5.2 Travel plan coordinators who have run vigorous marketing campaigns have shown that strong promotion translates into greater uptake of sustainable travel. The hallmarks of successful travel plan marketing are lively presentation, persistence and a readiness to use a variety of marketing tools and techniques. These include branding the travel plan and building brand recognition, promotional events, incentives, special offers and prizes. Maximum visibility can be achieved through electronic media, leaflets, posters, displays, give-away freebies or messages on pay slips.
- 8.5.3 Plenty of strong facts and figures are readily available to support the TPC's case. For example:
- One-quarter of all car journeys are less than 2 miles and over half are less than 5 miles
 - Half an hour of daily exercise, such as a walk or cycle ride to work, can halve your risk of heart disease.





- 8.5.4 Special promotions will be needed for individual initiatives. Commitment to a long term communication effort is necessary to bring about the cultural change and behaviour shift that the travel plan aims for. New campaigns will be needed every so often to refresh and revitalise the TP
- 8.5.5 Appropriate information will need to be provided at point of first contact (i.e. sales and marketing material; website etc.) as well as continued, on-going marketing.
- 8.5.6 The TPC will also need to actively market the TP rather than assume residents will find the information themselves. This can include one-off events, regular events (e.g. walkers and cyclists' breakfast first Wednesday of the month) and competitions.

8.6 Branding

- 8.6.1 The term 'Travel Plan' can turn people off the idea so it may be that the residents can produce a 'Gas Works Road' brand more relevant to themselves. The development can take advantage of a strong brand identity for its travel plan communications. The travel plan communications can be fully branded so that the residents can see that all the initiatives, information and messages are linked to the travel plan, which has its own style but is also recognisably part of the site's sustainable image.
- 8.6.2 The TPC can then use e-shots to keep residents informed of news, timetable changes, or new items on the travel plan notice boards.

8.7 Legal Obligations

- 8.7.1 Circular 05/2005 produced by the Office of the Deputy Prime Minister (now DCLG) sets the policy background for planning obligations.
- 8.7.2 The developer may be prepared to enter into a legal agreement pursuant to Section 106 of the Town and Country Planning Act preventing residents of the development applying for residents' parking permits. This would ensure the intended car-free housing remains so in perpetuity or unless the Council wishes to remove the restriction. Any such legal obligation would run with the property irrespective of ownership.
- 8.7.3 A financial contribution may also be required which could be paid towards sustainable travel initiatives, pedestrian way-marking or enhanced bus shelters.

8.8 Future Success

- 8.8.1 Residents purchasing one of the flats will do so as a lease-hold purchase and will therefore be bound by certain requirements imposed by the free-hold owner. The nature of the building will mean that a management company will be responsible for the maintenance of the communal areas. This management company will also be given a brief to ensure that upon the re-sale of any of the dwellings any new purchasers will be provided with an up to date Residents' travel pack.



8.9 Action Plan

- 8.9.1 Those measures specified as *Secured* will be delivered by the developer prior to first occupation as part of the capital expenditure of the development. Those measures referred to as *Potential* are available for the TPC to consider as part of the year 3 and year 5 review process. The Potential measures are available to the TPC if the mode share targets have not been met. These additional measures must be carefully matched against the 'key motivators' identified in the resident surveys. Potential measures will be funded by the management company through a levy charged to residents as part of their normal service charge. The action plan is therefore as illustrated in Table 8.2 below:

Table 8.2: Action Plan

Timescale	Measures	Delivery
Development	Secured	Developer
Year 3	Potential (as required)	Management company
Year 5	Potential (as required)	Management company

- 8.9.2 Tables 8.3 to 8.6 below summarise those measures secured as part of the development as well as potential future measures at the disposal of the TPC:

Table 8.3: Measures to Encourage Walking

Hard measures	
Secured	Potential
- High quality hard and soft landscaping scheme and canal frontages; - Well-lit pedestrian routes	Additional pedestrian signage;
Soft measures	
Secured	Potential
- Residents Travel Pack - Marketing – promotional material - To influence local stakeholders such as local authorities to achieve any desired improvements in the public realm in terms, for example of security, safety and lighting of local environs. - To publicise the benefits to health of walking.	- Financial incentives for walkers; - Free or subsidised wet weather/high vis clothing; - Walking clubs; - Events to encourage walking (walkers' breakfast first Wednesday of the month etc) - Personalised travel planning;

**Table 8.4: Measures to Encourage Cycling**

Hard measures	
Secured	Potential
• Secure, covered, lit cycle parking for every residential dwelling; • Good on-site lighting; • Lockers and storage areas at basement level	• Additional cycle signage; • Drying areas for clothes; • Off site localised cycle improvements at identified junctions;
Soft measures	
Secured	Potential
• Marketing – promoting cycling in all written and electronic material; • Promotion of RBC cycle maps in lobbies; • Travel pack (including cycle route info, leaflets on the beneficial effects of cycling etc) and personalised travel planning;	• Financial incentives for cyclists (e.g. mileage rate for work related journeys); • Free or subsidised wet weather/high vis clothing; • Bicycle user group (BUG); • Training for those who are not confident cyclists; • Provision of, or payment for, bike maintenance (possibly on site as part of course); • Negotiated discount with local bike shop – additional special rate for folding bikes; • Events to encourage cycling (cyclists' breakfast first Wednesday of the month etc)

**Table 8.5: Measures to Encourage Public Transport Use**

Hard measures	
Secured	Potential
-	Possible S106 contribution towards strategic public transport improvements in central Reading.
Soft measures	
Secured	Potential
- Website and email communication to visitors to refer to sustainable modes and discourage driving; - Marketing – promoting the use of public transport in all written and electronic material; - Bus routes identified on website;	- Discount on bus/train season tickets; - Travel pack (including bus routes and bus/train timetable info); - Personalised travel planning;

**Table 8.6: Measures to reduce use of vehicles to core activity (plus disabled)**

Hard measures	
Secured	Potential
Zero car parking provision;	Motorcycle parking provision.
Soft measures	
Secured	Potential
- Website and email communication to visitors to refer to sustainable modes and discourage driving; - Promote car sharing; - Marketing – promoting the use of sustainable transport in all written and electronic material;	- Personalised travel planning; - Car Club membership

How does it work?**1. Book**

By phone or use our easy online booking engine

10.00AM ✓

2. Unlock

Your Streetcard will let you into the car.

**3. PIN**

Type a unique PIN into the dashboard

4. Drive

Use the car like it's your own





9.0 MONITORING AND REVIEW

9.1 Overview

- 9.1.1 The effectiveness of the Travel Plan and the measures proposed will need to be monitored and reviewed in partnership with RBC. This review process will identify the most effective measures and key motivators influencing people's travel choices. A sample questionnaire, obtained from iBase Systems Ltd and compatible with iTrace, is included as **Appendix FTP-C** to this report.
- 9.1.2 Identifying these 'key motivators' is very important as it will allow the TPC to focus funds and resources on those areas most likely to affect people's travel choices. For example, there is no benefit in providing excessive cycle storage or discounted bus travel if the early surveys show that such very expensive measures would have little or no influence on occupiers' desire to cycle. Instead, the measures should be tailored to the findings of the surveys and needs of residents. DfT guidance is clear that Travel Plans and their measures must not be based on a 'one size fits all' approach. Of course, if such measures score highly in future surveys then they will need to be included in the TPC's regular reviews of targets and measures as set out below.

9.2 Travel Survey

- 9.2.1 It will be the responsibility of the Travel Plan Co-ordinator to conduct surveys visitors and residents' travel patterns. The surveys will aim to establish:
- Current modal split
 - Modes used occasionally
 - Reasons for modal choice
 - Attitudes to more sustainable modes
 - What measures would persuade people to change to more sustainable modes
- 9.2.2 A number of suggestions for improvements could be included within the travel survey. The list need not be exhaustive, but should provide an insight into the type of measures that would be required to cause worthwhile modal shift towards each of the more sustainable modes of transport.
- 9.2.3 In addition to annual surveys the TPC can carry out interim spot counts to monitor progress if necessary. The first surveys will take place once 75% of the dwellings are occupied, or 6 months after the first occupation of any part of the site – whichever is first.
- 9.2.4 The schedule of monitoring and review will be as follows:

**Table 9.1: Schedule of surveys**

Survey	Review / report
1. Occupation of 75% of residential dwellings (or 6 months, whichever is first)	• Include questions about current travel and intended travel to new site. • Review survey findings and report to local authority within 1 month of survey. • Feedback findings to residents within 1 month of local authority review. • TPC to implement review outcomes prior to Survey 2.
2. Three years after survey 1.	• Identify actions from Review 1 • Review survey 2 findings, and report to local authority within 1 month of survey. • Feedback findings to residents within 1 month of local authority review. • TPC to implement review outcomes prior to Survey 3
3. Five years after survey 1.	• Identify actions from Review 2 • Review survey 3 findings, and report to local authority within 1 month of survey. • Feedback findings to residents within 1 month of local authority review. • TPC to implement review outcomes

9.2.5 The schedule of monitoring and review should be augmented by interim spot counts to review progress throughout the year.



10.0 SECURING AND ENFORCEMENT

10.1 General

- 10.1.1 This FTP will be secured by planning condition which requires the document to be submitted to the planning authority prior to commencement on site.
- 10.1.2 The schedule of monitoring and review will be the responsibility of the TPC and will ensure an on-going partnership between the Council and the site occupiers. Any enforcement of the planning condition will fall within the jurisdiction of the local planning authority.
- 10.1.3 The developer may be prepared to enter into a legal agreement pursuant to Section 106 of the Town and Country Planning Act preventing residents of the development applying for residents' parking permits. This would ensure the intended car-free housing remains so in perpetuity or unless the Council wishes to remove the restriction. Any such legal obligation would run with the property irrespective of ownership.
- 10.1.4 The S106 agreement may also include obligations to provide funding towards enhancing sustainable transport in the central Reading area.



11.0 SUMMARY AND CONCLUSIONS

11.1 Overview

11.1.1 This Framework Travel Plan (FTP) has been prepared in support of a planning application for the redevelopment of land at Gas Works Road, Reading.

11.1.2 The application seeks full planning permission for a residential development comprising the extension and refurbishment of two existing buildings to provide the following:

- 34 residential units (use class C3);
- (composition: 16 x 1-bed, 17 x 2-bed, 1 x 3-bed);
- Creation of residential amenity space;
- Refuse collection provision;
- 34 residential cycle parking spaces.

11.1.3 A partnering approach will be adopted with the relevant authorities and service providers, and whenever possible with other stake holders, in order to promote sustainable travel choices.

11.1.4 This FTP forms part of a Transport Implementation Strategy (TIS) which seeks to influence how people travel rather than simply providing facilities based on current travel habits. This will encourage the use of sustainable travel modes from the outset.

11.1.5 One objective of the FTP is to reduce the number of car trips and increase the predicted proportion of walking and cycling journeys.

11.1.6 This FTP sets out the basis upon which specific measures will be developed by the occupiers so that the preliminary survey and administrative matters will be undertaken as soon as the majority of the units have been occupied. This will encourage the use of sustainable travel modes from the outset.

11.1.7 This FTP has been prepared in such a way that it can be used as a management 'toolkit' for the new Gas Works Road development. This FTP supports the TA which accompanies the planning application. By this method the travel planning process will seek to influence how people travel in and around Reading rather than simply reacting to how they have travelled in the past.

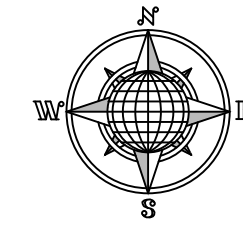
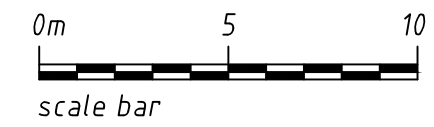




Appendix FTP-A

Layout and floor-plans

NOTES
1. All dimensions are to be checked on site prior to the commencement of work and any discrepancy is to be reported to the Architect before construction.
2. All work is to comply with the current Building Regulations and allied legislation.
3. All contractors and sub-contractors must ensure that they have the latest issue of this drawing and related details before the commencement of work on site.
4. All materials are to be used and installed in strict compliance with the relevant manufacturers instructions and recommendations.
5. All works on site, managed and implemented as a result of the designs indicated on this drawing are to be given full consideration for compliance with the Health and Safety CDM Regulations in respect of Design and Implementation on site and no works are to be undertaken if it is considered that compliance with the CDM Regulations cannot be achieved.
6. All dimensions shown in millimetres.
7. This drawing is the copyright of e3 design & planning consultants limited and must not be used in conjunction with any other project without e3 design & planning consultants limited written consent.



SCHEDULE OF ACCOMMODATION		
47%	16 No.	1-bed apartments
50%	17 No.	2-bed apartments
3%	1 No.	3-bed apartments
Total 34 No. apartments		



Rev.	Date	Revision



e3 design
planning & design consultants

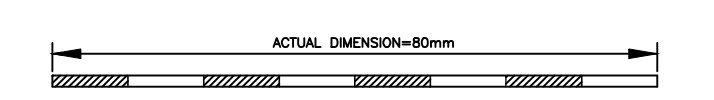
Project Title
**Land at
Gas Works Road
Reading
RG1 3EE**

Drawing Title
PROPOSED SITE PLAN

Status **PRELIMINARY ISSUE**

Scale **1 : 100 @ A1**

Date January 2015	Drawn Stuart Loxton
--------------------------	----------------------------



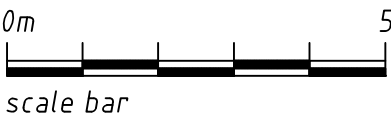
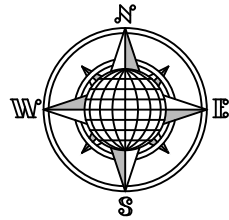
Drwg. No. 14/354/P100	Rev.
---------------------------------	----------

SCHEDULE OF ACCOMMODATION

47% 16 No. 1-bed apartments
50% 17 No. 2-bed apartments
3% 1 No. 3-bed apartments

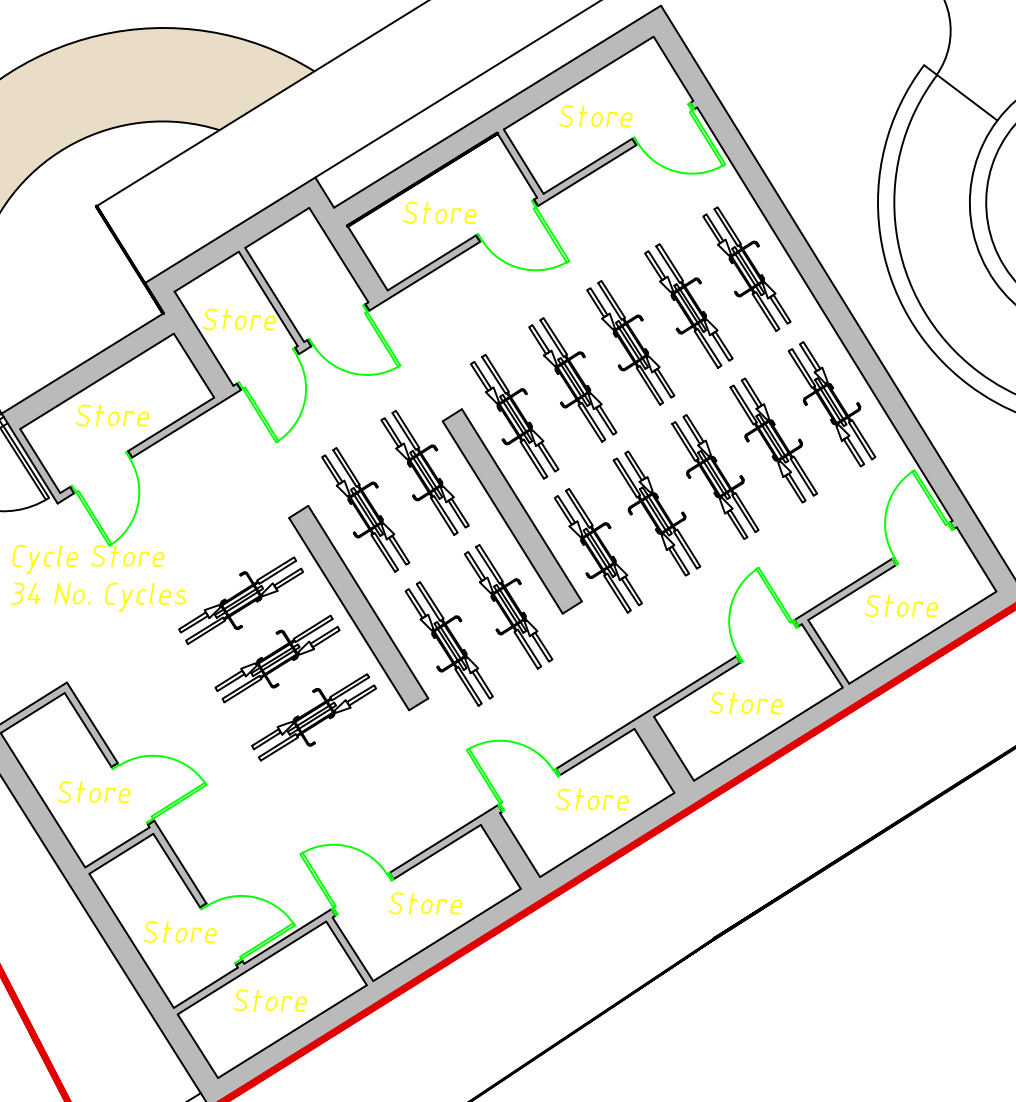
Total 34 No. apartments

- NOTES
1. All dimensions are to be checked on site prior to the commencement of work and any discrepancy is to be reported to the Architect before construction.
 2. All work is to comply with the current Building Regulations and allied legislation.
 3. All contractors and sub-contractors must ensure that they have the latest issue of this drawing and related details before the commencement of work on site.
 4. All materials are to be used and installed in strict compliance with the relevant manufacturers instructions and recommendations.
 5. All works on site, managed and implemented as a result of the designs indicated on this drawing are to be given full consideration for compliance with the Health and Safety CDM Regulations in respect of Design and Implementation on site and no works are to be undertaken if it is considered that compliance with the CDM Regulations cannot be achieved.
 6. All dimensions shown in millimetres.
 7. This drawing is the copyright of e3 design & planning consultants limited and must not be used in conjunction with any other project without e3 design & planning consultants limited written consent.



Site Area
651.67m² 0.0651 ha
0.161 Acres

Level 0



Rev.	Date	Revision



Project Title

Land at
Gas Works Road
Reading
RG1 3EE

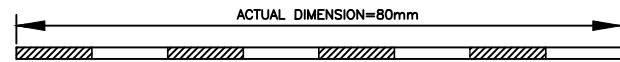
Drawing Title

PROPOSED BASEMENT PLAN
LEVEL 0

Status **PRELIMINARY ISSUE**

Scale 1 : 100 @ A2

Date January 2015 Drawn Stuart Loxton



Drwg. No.	Rev.
14/354/P14	

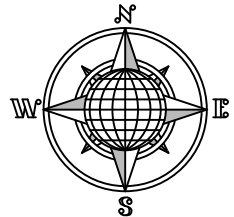
Replace existing boundary wall with new to match existing

SCHEDULE OF ACCOMMODATION

47% 16 No. 1-bed apartments
50% 17 No. 2-bed apartments
3% 1 No. 3-bed apartments

Total 34 No. apartments

- NOTES
1. All dimensions are to be checked on site prior to the commencement of work and any discrepancy is to be reported to the Architect before construction.
 2. All work is to comply with the current Building Regulations and allied legislation.
 3. All contractors and sub-contractors must ensure that they have the latest issue of this drawing and related details before the commencement of work on site.
 4. All materials are to be used and installed in strict compliance with the relevant manufacturers instructions and recommendations.
 5. All works on site, managed and implemented as a result of the designs indicated on this drawing are to be given full consideration for compliance with the Health and Safety CDM Regulations in respect of Design and Implementation on site and no works are to be undertaken if it is considered that compliance with the CDM Regulations cannot be achieved.
 6. All dimensions shown in millimetres.
 7. This drawing is the copyright of e3 design & planning consultants limited and must not be used in conjunction with any other project without e3 design & planning consultants limited written consent.



0m 5
scale bar

Site Area
651.67m² 0.0651 ha
0.161 Acres

Private garden to Plot 6

Existing boundary wall

Wheelchair ramp

Existing boundary wall

Rev.	Date	Revision
------	------	----------



e3 design
planning & design consultants

Project Title

Land at
Gas Works Road
Reading
RG1 3EE

Drawing Title

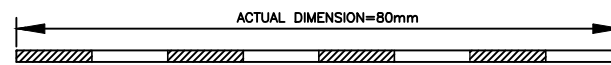
PROPOSED FLOOR PLANS
LEVEL 1

Status **PRELIMINARY ISSUE**

Scale 1 : 100 @ A2

Date January 2015

Drawn Stuart Loxton



Drwg. No.

14/354/P08

Rev.

R I V E R K E N N E T T

Level 1

G A S W O R K S R O A D

Obscure glazed windows

Amenity Space
194.38 m²

Obscure glazed window

Ramp down to
Cycle Store

Obscure glazed
window

Bed 1
Bath
Hall
Kitchen
Lounge
1 39.14 m²
421 ft²

AC
Lobby
Hall
Bath
Kitchen
Lounge
2 39.14 m²
421 ft²

Lounge
3 43.91 m²
472 ft²
Bed 1
Hall
Bath
Kitchen
Lobby

Lounge
4 31.66 m²
343 ft²
Bed 1
Hall
Bath
Kitchen
Lobby

Bed 1
Bed 2
Hall
Bath
Kitchen
Lounge
5 44.32 m²
478 ft²

Bed 1
6 41.89 m²
449 ft²
Lobby
Hall
Bath
Kitchen
Lounge

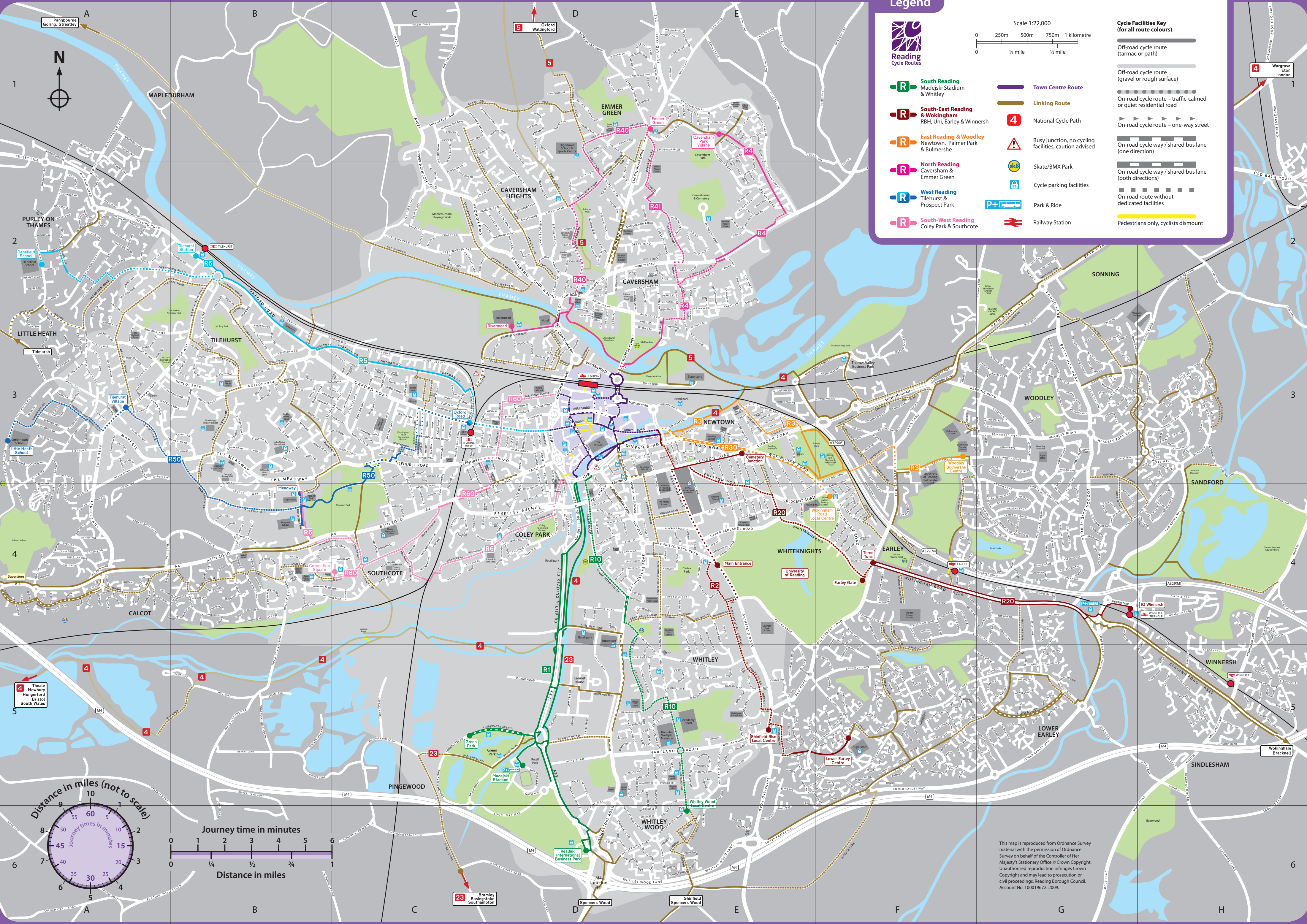
Bed 1
AC
Bath
Kitchen
Lounge
7 41.89 m²
449 ft²

Bin Store

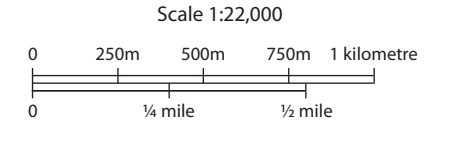


Appendix FTP-B

Cycle routes

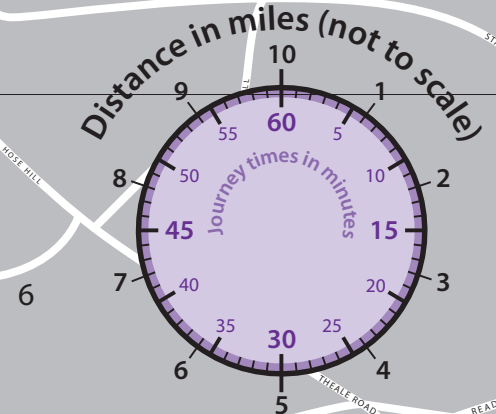


Legend



- South Reading**
Madejski Stadium & Whitley
- South-East Reading & Wokingham**
RBH, Uni, Earley & Winnersh
- East Reading & Woodley**
Newtown, Palmer Park & Bulmershe
- North Reading**
Caversham & Emmer Green
- West Reading**
Tilehurst & Prospect Park
- South-West Reading**
Coley Park & Southcote
- Town Centre Route**
- Linking Route**
- 4** National Cycle Path
- Busy junction, no cycling facilities, caution advised
- Skate/BMX Park
- Cycle parking facilities
- Park & Ride
- Railway Station

- Cycle Facilities Key (for all route colours)**
- Off-road cycle route (tarmac or path)
 - Off-road cycle route (gravel or rough surface)
 - On-road cycle route – traffic-calmed or quiet residential road
 - On-road cycle route – one-way street
 - On-road cycle way / shared bus lane (one direction)
 - On-road cycle way / shared bus lane (both directions)
 - On-road route without dedicated facilities
 - Pedestrians only, cyclists dismount



This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Reading Borough Council. Account No. 100019672. 2009.



Appendix FTP-C

iBase travel questionnaire

STAFF TRAVEL SURVEY

All staff are being surveyed on the way that they travel to work. The data will be used exclusively to develop and promote measures to improve the journey to work for all employees and visitors.

Please take five minutes to complete the questionnaire and return it to the main office in the envelope provided.

Company Name : Location/Site :

Journey to Work Details

1. Home Postcode (required for mapping purposes only)

--	--	--	--	--	--	--	--	--	--

2. How do you normally travel to work?(Please tick appropriate box)

Car (Driver)	☐
Car (Passenger)	☐
Bus	☐
Train	☐
Motorcycle	☐
Cycle	☐
Walk	☐
Other	☐

3. If you normally travel to work by car do you ever use public transport? (Please tick one box)

Yes ☐ No ☐

If yes, how often do you use public transport to travel to work? (Please tick one box)

One or two times a week	☐
Once a week	☐
Once a fortnight	☐
Less frequently	☐

4. Does your journey to or from work include a school (or other) drop off or pick up? (Please tick one box)

Yes ☐ No ☐

5. How far do you travel to work? Km's

miles

6. How long does it normally take you to travel to work, door to door?

mins

7. Where do you usually park if you drive to work? (Please tick appropriate box)

Company car park	☐
Public Car Park	☐
On-Street paid parking	☐
On-street free	☐

8. Do you usually pay to park? (Please tick one box)

Yes ☐ No ☐

If you usually pay to park, how much do you normally pay?

Cost(pence)

9. Do you currently give a colleague a lift to or from work? (Please tick one box)

Most Days ☐ Occasionally ☐ Never ☐

Personal Transport Options

10. How often is a car available to you for commuting to work? (Please tick one box)

Most days	☐
Occasionally	☐
Never	☐

11. How often is a bicycle available to you for commuting to work? (Please tick one box)

Most days	☐
Occasionally	☐
Never	☐

12. If you drive to work is the car that you use a company car? (Please tick one box)

Yes ☐ No ☐

13. Why do you normally travel to work the way you do? <i>(Please tick up to three boxes)</i> <table style="width: 100%;"> <tr><td>No alternative</td><td>☐</td></tr> <tr><td>No public transport nearby</td><td>☐</td></tr> <tr><td>Cheapest way</td><td>☐</td></tr> <tr><td>Quickest way</td><td>☐</td></tr> <tr><td>Gives me flexibility</td><td>☐</td></tr> <tr><td>Reliable</td><td>☐</td></tr> <tr><td>Health reasons</td><td>☐</td></tr> <tr><td>Need car for work in the day</td><td>☐</td></tr> <tr><td>Other</td><td>☐</td></tr> </table>	No alternative	☐	No public transport nearby	☐	Cheapest way	☐	Quickest way	☐	Gives me flexibility	☐	Reliable	☐	Health reasons	☐	Need car for work in the day	☐	Other	☐	14. Which of the following would encourage you to use the bus or train more for your journey to work? <i>(Please tick up to three boxes)</i> <table style="width: 100%;"> <tr><td>More direct bus routes</td><td>☐</td></tr> <tr><td>More frequent bus services</td><td>☐</td></tr> <tr><td>Better facilities at bus shelters</td><td>☐</td></tr> <tr><td>Discount tickets/passes from work</td><td>☐</td></tr> <tr><td>More convenient bus drop-off points</td><td>☐</td></tr> <tr><td>More frequent rail services</td><td>☐</td></tr> <tr><td>Better connections from work to rail</td><td>☐</td></tr> <tr><td>Better bus/rail information at work</td><td>☐</td></tr> <tr><td>Nothing</td><td>☐</td></tr> <tr><td>Other</td><td>☐</td></tr> </table>	More direct bus routes	☐	More frequent bus services	☐	Better facilities at bus shelters	☐	Discount tickets/passes from work	☐	More convenient bus drop-off points	☐	More frequent rail services	☐	Better connections from work to rail	☐	Better bus/rail information at work	☐	Nothing	☐	Other	☐	15. Which of the following changes would encourage you to cycle to work more? <i>(Please tick up to three boxes)</i> <table style="width: 100%;"> <tr><td>Improved cycle paths</td><td>☐</td></tr> <tr><td>Improved cycle parking at work</td><td>☐</td></tr> <tr><td>Improved changing/showering facilities</td><td>☐</td></tr> <tr><td>More lockers at work</td><td>☐</td></tr> <tr><td>Arrangements to buy bicycles at a discount</td><td>☐</td></tr> <tr><td>Nothing</td><td>☐</td></tr> <tr><td>Other</td><td>☐</td></tr> </table>	Improved cycle paths	☐	Improved cycle parking at work	☐	Improved changing/showering facilities	☐	More lockers at work	☐	Arrangements to buy bicycles at a discount	☐	Nothing	☐	Other	☐
No alternative	☐																																																					
No public transport nearby	☐																																																					
Cheapest way	☐																																																					
Quickest way	☐																																																					
Gives me flexibility	☐																																																					
Reliable	☐																																																					
Health reasons	☐																																																					
Need car for work in the day	☐																																																					
Other	☐																																																					
More direct bus routes	☐																																																					
More frequent bus services	☐																																																					
Better facilities at bus shelters	☐																																																					
Discount tickets/passes from work	☐																																																					
More convenient bus drop-off points	☐																																																					
More frequent rail services	☐																																																					
Better connections from work to rail	☐																																																					
Better bus/rail information at work	☐																																																					
Nothing	☐																																																					
Other	☐																																																					
Improved cycle paths	☐																																																					
Improved cycle parking at work	☐																																																					
Improved changing/showering facilities	☐																																																					
More lockers at work	☐																																																					
Arrangements to buy bicycles at a discount	☐																																																					
Nothing	☐																																																					
Other	☐																																																					

16. Have your patterns of travel to work changed in the last twelve months? <i>(Please tick one box)</i> If yes which of the following is applicable? <i>(Please tick one box)</i> <table style="width: 100%;"> <tr> <td style="width: 50%;">Drive more</td> <td style="width: 10%;">☐</td> <td style="width: 50%;">Drive less</td> <td style="width: 10%;">☐</td> </tr> <tr> <td>Use public transport more</td> <td>☐</td> <td>Use public transport less</td> <td>☐</td> </tr> <tr> <td>Walk/cycle more</td> <td>☐</td> <td>Walk/cycle less</td> <td>☐</td> </tr> </table>	Drive more	☐	Drive less	☐	Use public transport more	☐	Use public transport less	☐	Walk/cycle more	☐	Walk/cycle less	☐	Yes <input style="width: 50px;" type="checkbox"/> No <input style="width: 50px;" type="checkbox"/> 17. Would you be prepared to car share? <i>(Please tick one box)</i> If yes then what would be most likely to encourage you to car share? <i>(Please tick more than one box)</i> <table style="width: 100%;"> <tr><td>Help in finding sharers</td><td>☐</td></tr> <tr><td>Free taxi travel home if let down by sharer</td><td>☐</td></tr> <tr><td>Reserved parking for car sharers</td><td>☐</td></tr> <tr><td>Reduced parking charges for car sharers</td><td>☐</td></tr> <tr><td>Other</td><td>☐</td></tr> </table>	Help in finding sharers	☐	Free taxi travel home if let down by sharer	☐	Reserved parking for car sharers	☐	Reduced parking charges for car sharers	☐	Other	☐
Drive more	☐	Drive less	☐																				
Use public transport more	☐	Use public transport less	☐																				
Walk/cycle more	☐	Walk/cycle less	☐																				
Help in finding sharers	☐																						
Free taxi travel home if let down by sharer	☐																						
Reserved parking for car sharers	☐																						
Reduced parking charges for car sharers	☐																						
Other	☐																						
Yes <input style="width: 50px;" type="checkbox"/>	No <input style="width: 50px;" type="checkbox"/>																						

Work Details

18. Job Title :				
19. What hours do you normally work?	Start time		Finish time	
20. Do you work flexi-time? <i>(Please tick one box)</i>		Yes <input style="width: 50px;" type="checkbox"/>	No <input style="width: 50px;" type="checkbox"/>	
21. Do you use a vehicle in the course of your work? <i>(Please tick one box)</i>		Yes <input style="width: 50px;" type="checkbox"/>	No <input style="width: 50px;" type="checkbox"/>	

Personal Details

Male <input style="width: 50px;" type="checkbox"/>	Female <input style="width: 50px;" type="checkbox"/>			
Age <i>(Please tick relevant box)</i>				
Under 24 <input style="width: 50px;" type="checkbox"/>	25 - 34 <input style="width: 50px;" type="checkbox"/>	35 - 44 <input style="width: 50px;" type="checkbox"/>	45 - 54 <input style="width: 50px;" type="checkbox"/>	Over 55 <input style="width: 50px;" type="checkbox"/>

Miscellaneous

Do you have any general comments about your journey to work that you would like to make, or are there any particular issues that you feel could be addressed in the development of the company travel plan.

Thank You for your cooperation. We would like to ensure you that all of your answers will remain confidential and will only be used to assist in the development of a company travel plan. Please return your completed form to the main office.
--

