



Yield Hall Place 1 & 2, Reading

Framework Travel Plan

On behalf of **The Oracle Limited Partnership**

Project Ref: 332110757/5500 | Rev: 004 | Date: February 2024

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1 Introduction

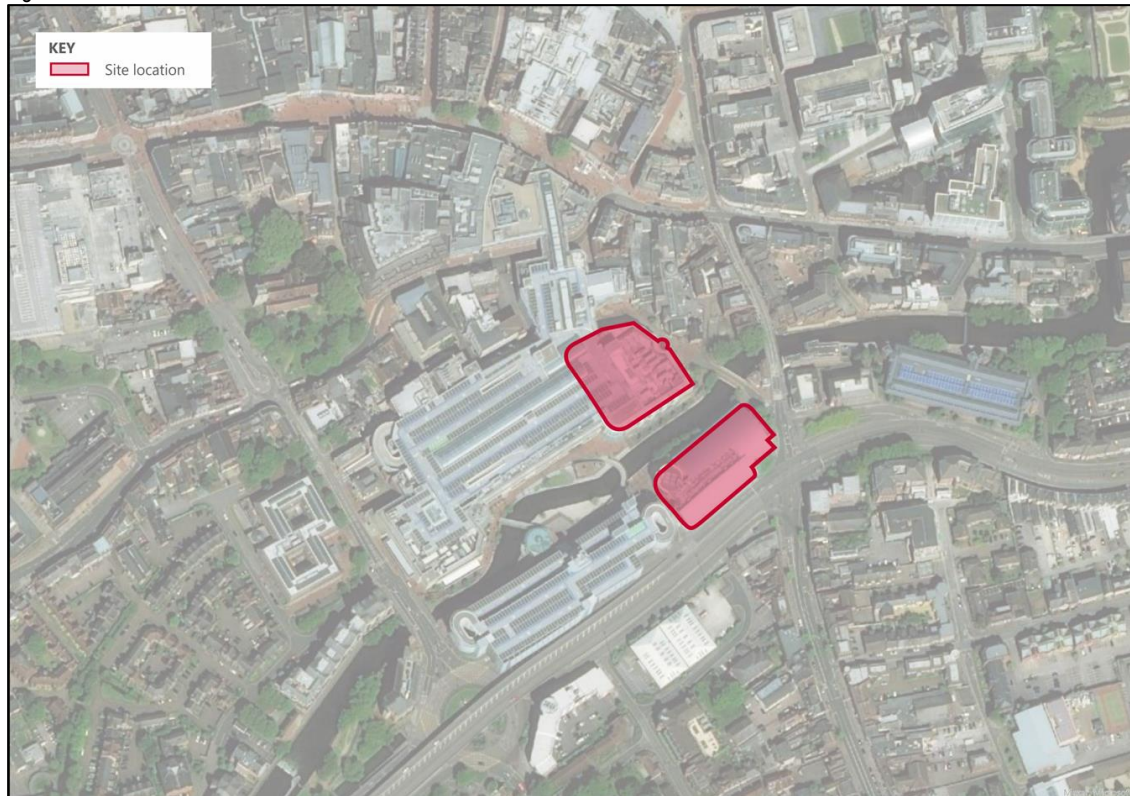
- 1.1.1 Stantec has been commissioned on behalf of The Oracle Limited Partnership to prepare a Framework Travel Plan in support of seeking planning permission for the repurposing and redevelopment of sites at the eastern end of the Oracle to provide a mixed-use development comprising residential and town centres uses. The proposals focus on two main sites:
- Former Debenhams department store at the eastern end of the Oracle shopping centre building and northern side of the River Kennet, to be known as Yield Hall Place 1; and
 - Vue cinema building on the southern side of the River Kennet and to the east of the Oracle Riverside multi-storey car park, to be known as Yield Hall Place 2.
- 1.1.2 Two detailed planning applications are submitted; one for Yield Hall Place 1 and one for Yield Hall Place 2. These applications will be submitted concurrently to Reading Borough Council and are expected to be considered and determined in this way by the local planning authority. This report is submitted in respect of both applications and assesses the proposals as a single scheme for the purpose of the technical assessment undertaken. An illustrative plan is submitted with both planning application which identifies the full extent of the proposed developments, and the schemes assessed for the purposes of this report.
- 1.1.3 The Yield Hall Place 1 scheme (former Debenhams department store) proposes:
- No of Residential units: 218;
 - Proposed leisure unit: 935 sqm (GIA/Gross Lettable Area);
 - Retained retail floorspace: 3,541 sqm (including riverside floor back of house);
 - Ground floor co-working space and maker units: 254 sqm.
 - Proposed restaurant unit: 242 sqm.
- 1.1.4 The Yield Hall Place 2 scheme (Vue cinema building) proposes:
- No of Residential units: 218;
 - Replacement cinema 2,343sqm / 7 Screens;
 - Ground floor commercial space (excluding cinema) 344 sqm.
- 1.1.5 The proposals for the scheme include extensive public realm enhancements to:
- Junction with London Street and Inner Distributor Road
 - Yield Hall Place from junction of London Street to Minister Street
 - Oracle Riverside

1.2 Site Location

- 1.2.1 The site is located to the south of Reading Town Centre with Yield Hall Place 1 and Yield Hall Place 2 bisected by the River Kennet. Reading Railway Station is an 8-minute walk to the north of the site. Yield Hall Place bounds both sites to the east and provides access to London Street and the A329 (IDR) which bounds Yield Hall Place 2 to the south. The Oracle shopping centre bounds both sites to the west.

- 1.2.2 The Oracle is a large shopping centre with associated food and beverage units. Currently the site includes over 80 shops and also 22 restaurants, cafes, and bars along the riverside of the Kennet and 11-screen Vue Cinema. This site also has access to two public car parks the Riverside Car Park (1611 Spaces) and the Holy Brook Car Park (595 Spaces), these are adjacent to the site. The location of the sites are illustrated in **Figure 1.1**.

Figure 1.1: Site Location



1.3 Development Proposal Overview

- 1.3.1 The two Yield Hall Place planning applications combined seek Planning Permission for:

Yield Hall Place 1:

'Mixed use development comprising part demolition of former department store and erection of new building comprising up to 218no. build to rent residential dwellings (Class C3) and 1,209 sqm commercial uses within Uses Class E and / or bar (Sui Generis Use). Reconfiguration and change of use of up to 5,866 sqm remaining department store floorspace (Class E) to uses within Use Class E and / or Bar (Sui Generis Use) and / or experiential leisure use (Sui Generis Use). Associated public realm, infrastructure works and external alterations to shopping centre, including creation of new shopping centre entrance.'

Yield Hall Place 2:

'Mixed use development comprising demolition of existing buildings and erection of new building comprising up to 218no. build-to-rent residential dwellings (Class C3) and up to 3,046 sqm commercial floorspace comprising cinema (Sui Generis) and ground floor commercial uses within Use Class E and /or Bar (Sui Generis Use). Associated public realm and infrastructure works.'

- 1.3.2 The sites will provide high-quality residential units in a sustainable location with pedestrian, cycle and public transport links well located for access to the wider town centre; the residential

development will be a car-free development apart from the conversion of two existing public car parking spaces to car club spaces.

- 1.3.3 Additionally, the proposals include improvements to the public realm within the site's boundaries and on the site's borders. These improvements will make cycling and walking a more attractive mode of transport through and to the site.

1.4 Requirements of the Framework Travel Plan

- 1.4.1 This FTP has been developed in line with the local and national travel plan policies and focuses on the residential aspect of the sites. The other proposed uses (leisure, office and restaurant) will not be a part of this travel plan but will continue to be managed as part of the existing Oracle travel plan.

1.5 Travel Planning Approach and Objectives

- 1.5.1 This FTP has been produced to provide a travel planning approach to minimise vehicle movements to the site where possible and facilitate active sustainable modes of transport. It is an active document that will be reviewed post-occupation of the site. This will ensure that the FTP is promoting relevant targets that are both suitable and appropriate for the residents.
- 1.5.2 The objectives of the FTP are to:
- Provide a framework for the promotion of sustainable travel.
 - Establish an outline of potential measures to manage vehicle trips to the site by residents.
 - Outline a feasible ongoing coordination process for maintaining and monitoring the effects of initiatives.
 - Contribute to local, sustainable transport objectives and the good accessibility of the site.

1.6 Report Structure

- 1.6.1 The remainder of this FTP has been structured as follows:
- **Section 2: Sustainable Travel Opportunities** – Provides a review of the sustainable options available for residents of the development available in the locality of the site.
 - **Section 3: Development Proposal** – Outline the proposals of the development and how these will assist in the promotion of sustainable travel.
 - **Section 4: Objectives and Targets** – Sets out the objectives and targets of this FTP.
 - **Section 5 Measures and Actions** – Sets out measures and actions that have been selected to be implemented.
 - **Section 6: Travel Plan Delivery** – Sets out roles and responsibilities for the ongoing management of the TP.
 - **Section 7: Monitoring and Review** – Sets out the monitoring programme to ensure that objectives and targets are met, in line with the FTP.

2 Sustainable Travel Opportunities

2.1 Introduction

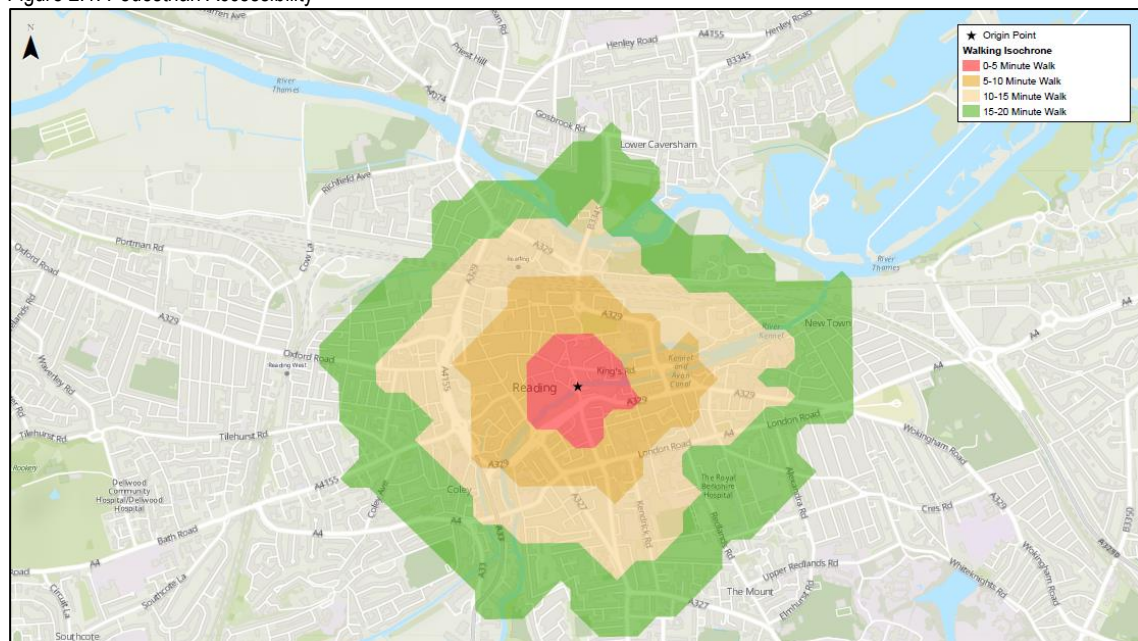
- 2.1.1 This section provides a review of the sustainable travel opportunities available to the residents, of the site. As stated previously, the Yield Hall Place residential units will be a car-free development with the exception of the car-club spaces.

2.2 Local Pedestrian and Cycle Access

Pedestrian Network

- 2.2.1 The site is situated in Reading Town Centre and is ideally located to encourage walking from a relatively large population catchment for retail, office, and leisure activities as well as good access to town centre jobs. The majority of Reading town centre is located within a 20-minute walk from the Site as well as a number of public transport interchanges within a 5-minute walk of the site and is shown in **Figure 2.1**.

Figure 2.1: Pedestrian Accessibility



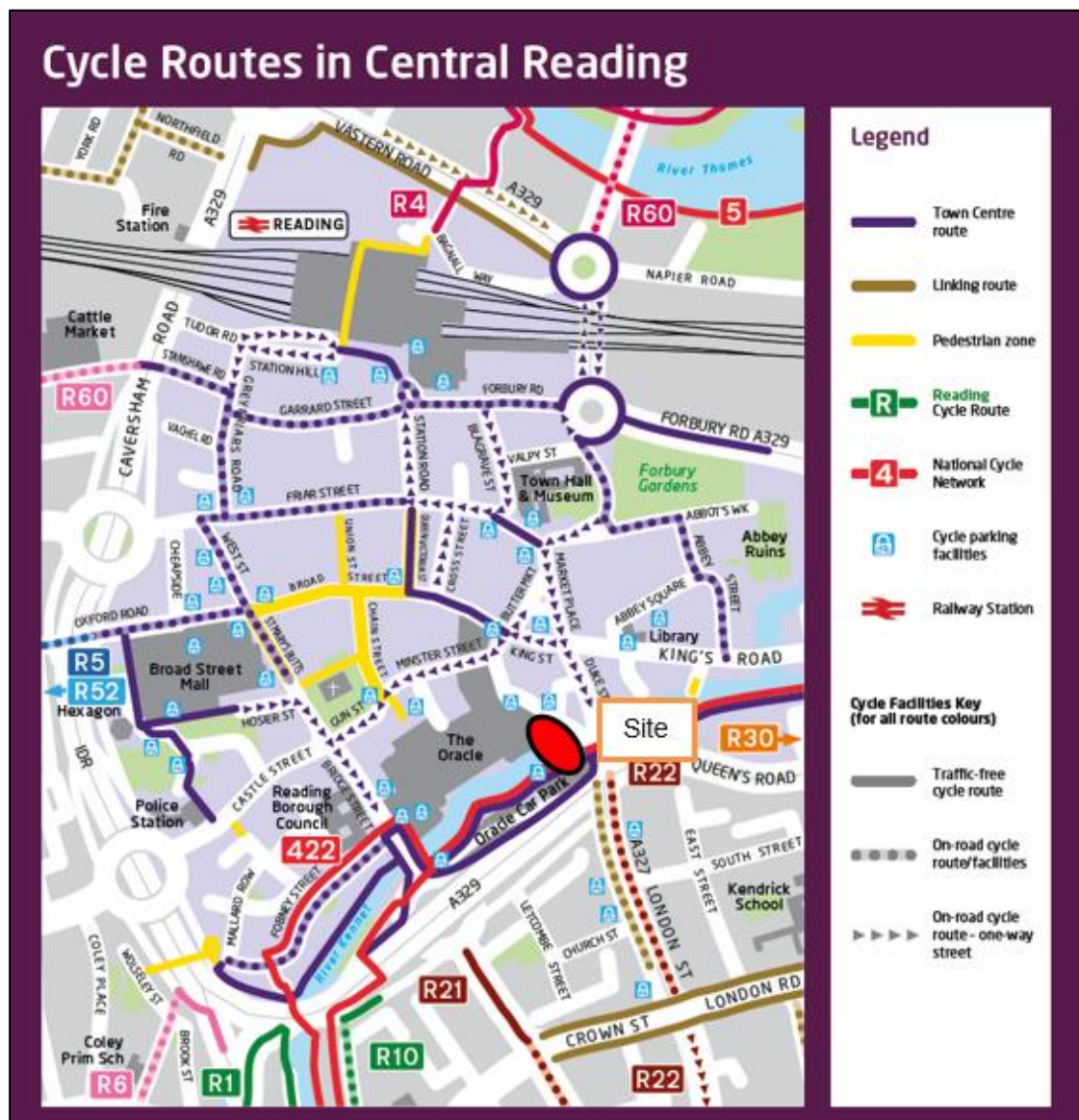
- 2.2.2 There is footpath access along both sides of the River Kennet and several bridge crossings that provide good access to the rest of the Oracle shopping centre. There is also a comprehensive network of on / off-road pedestrian routes into the town centre and beyond.
- 2.2.3 There are footways and pedestrian crossing facilities provided on the connecting highway routes serving the site. These provide safe accessible walking routes in the vicinity of the site.

Cycle Network

- 2.2.4 There are several signed cycle routes located on the roads surrounding the site. The NCN 422 and town centre route intersect the site and run along the southern side of the River Kennet; adjacent to the site, this facility is a shared footway/cycleway. To the south of Yield Hall Place 2, adjacent to the site along Mill Lane and the IDR, the northern footway is also a shared footway / cycleway. These routes connect to the extended cycle network of Reading, which consists of a mixture of traffic-free cycle routes and on-road cycle routes. This network connects the site to

the site of Reading Town centre and key destinations, including Reading Railway Station. The routes can be seen in **Figure 2.2**.

Figure 2.2: Extract from RBC's Cycle Network – Local Routes



Source: <https://www.reading.gov.uk/vehicles-roads-and-transport/cycling/#routes> (Accessed: February 2024)

- 2.2.5 Beyond the immediate centre of Reading, some dedicated cycle routes are presented on the main routes into Reading, including along Oxford Road and Portman Road to the west, A33 to the south, and routes through Caversham and across Caversham Bridge and Christchurch Bridge to the north. An extract from RBC's cycle network plan is included in **Figure 2.3**.

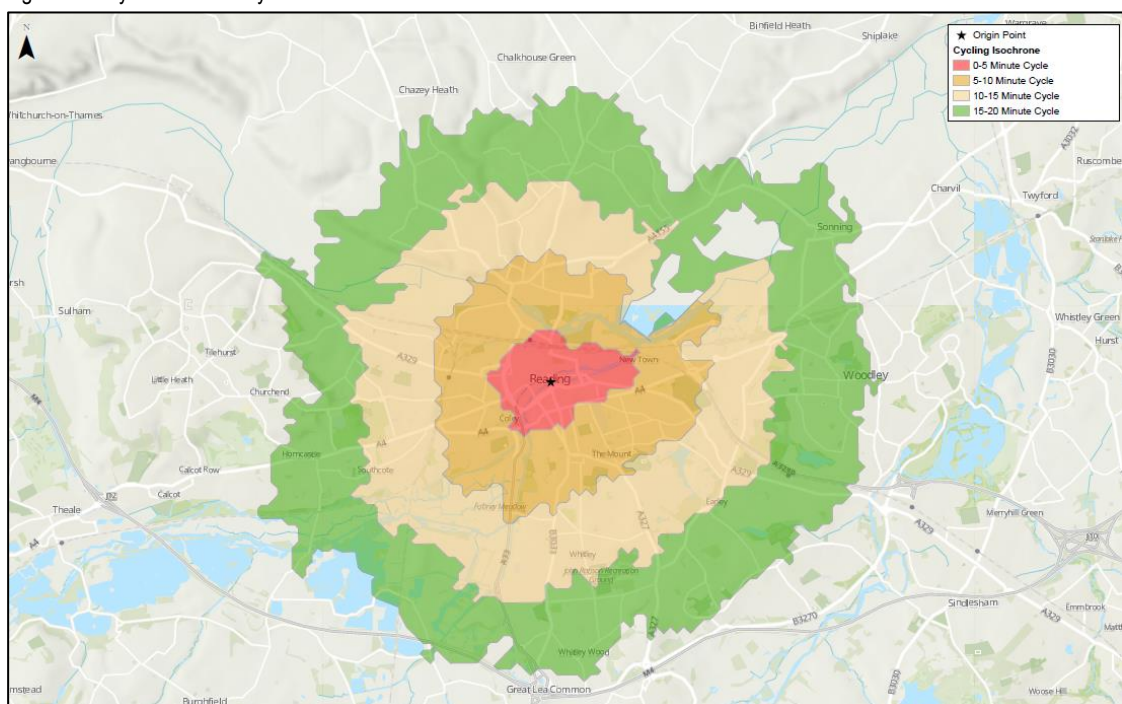
Figure 2.3: Extract from RBC's Cycle Network – Strategic Route



Source: <http://www.reading.gov.uk/cycling> (Accessed: February 2024)

2.2.1 **Figure 2.4** shows that the majority of Reading Borough is within a 20-minute cycle of the site, assuming a cycle speed of 16 kph. The sites Reading Town Centre location means that within a 20-minute cycle, the site can be accessed from Caversham, Sonning Whitley Wood, and Woodley. It allows residents to access employment centres such as Green Park, University of Reading and Thames Valley Park.

Figure 2.4: Cycle Accessibility



2.3 Public Transport

Bus

- 2.3.1 The Oracle is within short walking distance of numerous strategic bus routes which connect the town centre with destinations across Reading Borough and beyond. There are multiple bus stops within walking distance of the site on Minster Street, Bridge Street, Kings Road, etc. These services provide access to the wider region, including Newbury and Wokingham, along with other transport nodes, such as Reading Railway Station.
- 2.3.2 A summary of the local bus services serving these bus stops and other bus stops in a 500m radius of the site is provided in **Table 2.1**.

Table 2.1: Summary of Local Bus Services

Service	Destinations (to/from)	Weekday services per hour	Saturday services per hour	Sunday services per hour
1	Newbury to Reading via Thatcham and Theale	2	2	1
2	Central Reading to Mortimer via Burghfield	2	2	1
3	Reading Station to Wokingham via Royal Berkshire Hospital (RBH)	3	3	2
4 / 4X	Reading – Bracknell via Wokingham	3	3	2
5	Reading Station - Northumberland Avenue	5	5	3
6 / 6a	Reading Station - Whitley Wood	5	4	3
9	Reading Station to Green Park via RBH / Whitley Wood	1	1	-
10	Central Reading – Kennet Island	2	2	2
11	Central Reading – Coley Park	3	3	2
13/14	Reading Station – Woodley (Circular)	4	4	2
15/15a	Central Reading – Theale and Calcot	3	3	2
16	Central Reading – Purely	3	3	2
17	Wokingham Road - Tilehurst	7	6	4
19a / 19c	Central Reading – Loddon Bridge via RBH, Earley Gate	2	2	-
19b	Central Reading – Lower Earley via RBH, Earley Gate, Beech Lane	1	1	-
21 / 21a	Reading Station - Lower Earley via UoR	7	3	2
22	Central Reading – Caversham Heights	1	1	-

Service	Destinations (to/from)	Weekday services per hour	Saturday services per hour	Sunday services per hour
23	Central Reading – Caversham Park	2	2	1
24	Central Reading – Emmer Green	2	2	1
25	Central Reading – Peppard Common	1	1	1 every 2 hours
26	Reading Station - Calcot	4	4	2
29	Central Reading – Lower Caversham	2	2	1
33	Central Reading - Turnhams Farm	3	3	2
X40	Oxford City Centre to Central Reading	2	2	2
42	Rivermead – Kenavon Drive via Central Reading	2	2	-
50	Central Reading – Green Park	5	2	-
127/128/129	Wokingham Town Centre – Reading Town Centre	1	1	-
600/603/650	Central Reading – Spencers Wood / Riseley / Mere oak P&R	4	3	1
800/850	Reading to High Wycombe	2	2	1
RA1	Reading Station to Heathrow	2	2	2

Source: [Routes & times - Reading Buses \(reading-buses.co.uk\)](https://www.reading-buses.co.uk/) (Accessed February 2024), [Thames Valley Buses](#) (Accessed February 2024), [Oxford Bus Company and Thames Travel](#) (Accessed February 2024), [Route | RailAir](#) (Accessed: February 2024), [Carousel Buses](#) (Accessed: February 2024)

National Rail

- 2.3.3 Reading Railway Station is located some 520m to the north of the site. The station is accessible both on foot and by bicycle as there are pedestrian / cycle routes and controlled crossings points between the site and the station.
- 2.3.4 The Reading Railway Station is a major transport hub used by approximately 17 million passengers per year, pre-pandemic. It is the ninth busiest outside of London and the second busiest interchange station outside of London. Reading Railway Station underwent a phase of expansion and modernisation between 2009 and 2014, adding five new platforms and improving the station facilities and interchanges.
- 2.3.5 Rail services from Reading Station provide connections to the regional and national rail network, where the following train companies offer services to a range of destinations:
- **First Great Western** operate trains to destinations which include London Paddington, Slough, Basingstoke, Gatwick Airport, Oxford, Hereford, Worcester, Bristol, South Wales and the South West of England;
 - **Cross Country Trains** operate trains to destinations including Bournemouth, Southampton, Guildford, Banbury, Coventry, Birmingham, the North of England and Scotland; and

- **South Western Trains** provides services to Wokingham, Staines, Richmond, Clapham Junction, London Waterloo, Basingstoke, Winchester, Southampton, Hey Portsmouth and Brighton.

2.4 Car Parking

Car Club

- 2.4.1 Car clubs offer car hire on an hourly and daily basis to their members and provide flexibility so that a car can be booked in advance or picked up without pre-booking, subject to availability. Cars belonging to the car club typically have a dedicated parking space and are located for ease of access.
- 2.4.2 Two spaces within the Riverside car park will be converted to car club spaces as part of the residential development.

Public Parking

- 2.4.3 The Oracle site is served by two existing public car parks, Riverside car park with 1,611 spaces and Holy Brook car park with 595 spaces. Cars access and exit the Riverside car park from the IDR via Mill Lane, with the Holy Brook car Park access and exit located from Bridge Street.
- 2.4.4 Riverside Car Park is open 24 hours a day, 7 days a week, with increasing prices the longer a car is parked, with reduced rates between 6pm – 6am. It has 100 disabled spaces, 50 family spaces and EV charging points. Holybrook Car Park has reduced opening hours from 7am to 7:30pm and contains all the same facilities.

2.5 Local Facilities

- 2.5.1 Due to the location of the sites in the centre of Reading there is a vast range of shops, leisure facilities, restaurants, health centres and community facilities within cycling and walking distance.

3 Development Proposal

3.1 Introduction

- 3.1.1 This section presents an overview of the central element of the proposed developments for the Yield Hall Place 1 & 2 most relevant to transport matters and the proposed residential units.

3.2 Development Proposal

- 3.2.1 The two development proposals combined comprise of the following:

‘A mixed-use town centre scheme with over 3700sqm of commercial and hospitality space, that includes the potential for a cinema, restaurants/bars and co-working spaces; 436 new homes, reconfigured retail and leisure space within retained parts of the former Debenhams Store’.

- 3.2.2 The Yield Hall Place 1 scheme (former Debenhams department store) proposes:

- No of Residential units: 218;
- Proposed leisure unit: 935 sqm (GIA/Gross Lettable Area);
- Retained retail floorspace: 3,541 sqm (including riverside floor back of house);
- Ground floor co-working space and maker units: 254 sqm.
- Proposed restaurant unit: 242 sqm.

- 3.2.3 The Yield Hall Place 2 scheme (Vue cinema building) proposes:

- No of Residential units: 218;
- Replacement cinema 2,343sqm / 7 Screens;
- Ground floor commercial space (excluding cinema) 344 sqm.

- 3.2.4 The proposals for the scheme include extensive public realm enhancements to:

- Junction with London Street and Inner Distributor Road
- Yield Hall Place from junction of London Street to Minister Street
- Oracle Riverside

3.3 Access Strategy

Vehicle

- 3.3.1 Due to the site's location in a riverside pedestrianised area, there is no direct vehicular access to the development except for emergency services and delivery and servicing needs.

Pedestrian and Cycle Access

- 3.3.2 The proposed scheme will encourage walking and cycling for short journeys by providing high-quality public routes throughout the site, improved connectivity, and new on-site infrastructure, including secure, lit cycle parking.
- 3.3.3 Each of the buildings will have multiple access points. YHP1 will have separate leisure, office, residential and restaurant entrances. Similarly, YHP2 will have separate entrances for the cinema and restaurant. These entrances will be facing onto the River Kennet.

3.4 Cycle Parking

- 3.4.1 To encourage sustainable travel by future residents, on-site cycling parking for the residential units will be provided in excess of the minimum standards outlined in Reading Borough Council Parking Standards 2011.
- 3.4.2 The residents parking standards are shown in **Table 3.1** along with the proposed residential provision.

Table 3.1: Reading Parking Standards and Minimum Requirements for Residential

No. of Bedrooms	Standards	Minimum for YHP1	Minimum for YHP2
1-2	0.5	163	170
3+	1		
Proposed		166	182

- 3.4.3 In addition to the residential parking, there is ample provision for visitors adjacent to the development sites with 158 parking spaces available in the public realm.

3.5 Car Parking

- 3.5.1 The residential development will be car-free which will reinforce the site's sustainability and good levels of access to other modes of transport, including walking, cycling, bus and train.

3.6 Future Car Club

- 3.6.1 The redevelopment of the Oracle offers an opportunity to promote car clubs as another form of sustainable transport. This will require converting two spaces within the Riverside Car Park to car club spaces. This will provide travel opportunities to residents and the wider community who may not have access to a car.
- 3.6.2 Further discussion will be undertaken with car club operators, to establish the future operation of the car club on the site.

3.7 Highway and Public Realm Improvements

- 3.7.1 As part of the development proposals, landscape improvements will be delivered to the public highway and public realm areas adjacent to the site. These measures aim to improve the environment in these areas and adjacent road space to provide betterment for the future occupiers of the site and local area.
- 3.7.2 In summary, the improvements to the area include the following:

- Landscape corridor enhancements on A329 (IDR).
- Landscape improvements to London Road and Yield Hall place.
- Landscape improvements to site frontages on the River Kennet (north and south)

Figure 3.1: Illustrative Landscape Masterplan



4 Objectives and Targets

4.1 Introduction

- 4.1.1 This section outlines the overarching objectives and targets of this FTP for the residential units proposed at the Yield Hall Place development sites.

4.2 Aims and Objectives

- 4.2.1 The overarching aim of this FTP is to develop a set of practical measures and initiatives to help promote sustainable and healthier travel amongst future residents at the site and reduce reliance on car use.
- 4.2.2 To support this overarching aim, the following objectives have been set out:
- Increase the awareness of the Travel Plan and its constituent elements;
 - To minimise single occupancy car travel to and from the development
 - Encourage greater use of more sustainable means of travel, particularly cycling and walking;
 - Reduce the need to travel; and
 - Develop an ongoing management coordination process which will monitor and review changes.

4.3 Travel Plan Targets

Targets

- 4.3.1 The inclusion of targets with this Framework Travel Plan enables progress monitoring to be carried out and ensures the FTP seeks to meet its objectives actively. The targets have been set to reflect the reduced levels of car use expected as a result of the TP's measures and the low car nature of the development scheme
- 4.3.2 These targets must be **SMART** as explained below as
- **Specific:** Identify precisely what is to be achieved;
 - **Measurable:** Over the duration of the target period, allowing for regular evaluation of effectiveness;
 - **Appropriate:** Linked to overall objectives and aims:
 - **Realistic:** In terms of the potential to be achieved over the duration period of achieving targets; and
 - **Timed:** The target must define a date by which it is expected to be achieved.

Residents Targets

- 4.3.3 For the residential uses on the site, a key measure of the FTP's success would be the car ownership levels of the development. In this respect the development has been designed to minimise car usage and ownership.

- 4.3.4 The residential car driver mode share for the site has therefore been assumed to be 0% based on the premise that there is no provision for residents to park their vehicles.
- 4.3.5 As a travel survey of the site cannot yet be undertaken, the modal split targets within this section are indicative. They will be refined once the initial travel survey has been undertaken and reviewed.
- 4.3.6 Due to the anticipated high proportion of sustainable transport mode share from the inception of the residential units, the targets across the monitoring period are not set out to change and should instead be maintained. The indicative targets are provided below, which have been informed from the journey to work data for MSOA of E02003399: Reading 011. The indicative targets are set out in **Table 4.1**.

Table 4.1: FTP Interim Mode Share Targets for Residents

Mode	Baseline Mode Share	Interim Targets		
		Year 1	Year 3	Year 5
Car Driver	0%	0%	0%	0%
Public Transport	43%	43%	43%	43%
Cycling and Walking	55%	55%	55%	55%
Other	2%	2%	2%	2%

- 4.3.7 A comprehensive and compliant first baseline survey will be conducted within the first 6 months of occupation to provide an updated baseline.
- 4.3.8 The targets in years 1, 3, and 5 are not guaranteed and will require validation once the baseline modal share proportions are confirmed. Once data on travel patterns has been obtained, these targets can be firmed up.

5 Measures and Actions

5.1 Introduction

5.1.1 In order to achieve the objectives and targets that have been outlined, this section will cover the measures that are proposed. Each measure will need to be confirmed, introduced, refined and expanded during the life of the travel plan and according to the occupier's requirements and operations.

5.2 Measures and Initiatives

5.2.1 **Table 5.1** shows the measures that will be implemented to achieve the objectives.

Table 5.1: Objectives and Measures

Objective	Measure	Phase	Responsibility
Increase the awareness of the TP and its constituent elements	Provide a travel information pack to residents before moving into the units to provide awareness of travel options, enabling residents to plan sustainable journeys to and from their delivery. The document will need to be continually updated and contain the following: - Map of the site highlighting transport facilities in and close to the site, such as bus stops and cycle routes. - The latest local bus timetables and maps. - Links to relevant websites with travel information. - Local walking and cycling maps showing local services and transport interchanges within an easy walk/cycle distance. - A brief introduction in the pack to explain the TP objectives, targets and how the residents can make a difference. - Information on the health and financial benefits of sustainable modes of travel. - Feedback survey forms.	Pre and during occupation	Travel Plan Coordinator
	Review, improve, and update travel information on transport web pages.	From occupation	Travel Plan Coordinator / Building Managers
	Create an awareness strategy and programme for the continued promotion of sustainable travel for residents, including consideration of the use of social media channels.	From occupation	Travel Plan Coordinator
	Promote walking and cycling through specific transport events (e.g. bike week) and those organised by RBC.	From occupation	Travel Plan Coordinator

Objective	Measure	Phase	Responsibility
Encourage greater use of more sustainable means of travel	Provide secure and conveniently located cycle storage provision for residents.	Pre-occupation	Developer
	Provide basic cycle maintenance equipment at the site, including a pump, puncture repair kit, tools, etc., for use by any residents/staff who need it.	0-6 months	Travel Plan Coordinator
	Public Transport real-time display screen in the reception to inform residents when the next bus/train service is.	From occupation	Developer
Encourage the best use of cars and other vehicles & discourage SOV use	Promote lift-sharing taxi-ride services	From occupation	Travel Plan Coordinator
	To investigate the introduction of Car Club spaces.	From occupation	Travel Plan Coordinator / Developer
Develop an ongoing management coordination process	Undertake baseline and future residents' travel surveys.	Within 6 months of commencement of the term, then in years 3 and 5	Travel Plan Coordinator
	After completing the baseline and future travel surveys, a comprehensive review of the TP will be undertaken.	As appropriate	Travel Plan Coordinator

6 Travel Plan Delivery

6.1 Introduction

- 6.1.1 This section sets out the responsibilities for the management of the TP to ensure that the objectives and targets set out are achieved.

6.2 Travel Plan Coordinator

- 6.2.1 A key element of the Travel Plan is the nomination of a Travel Plan Coordinator (TPC) who will act as the “champion” for the travel plan.
- 6.2.2 The appointment or nomination of the TPC is central to the successful implementation and management of the TP. The TPC will act as the promoter of the components of the TP to secure its implementation and be the key contact point for the people who use the site.
- 6.2.3 The key responsibilities undertaken by the TPC are set out below, acknowledging that these will be reviewed/amended regularly:
- Leading on the delivery of the updated TP once approved by Reading Borough Council;
 - Coordinating the necessary data collection for maps of local walking and cycling facilities; public transport tables; contact details for local bus and taxi companies; contact details for local authority travel-based initiatives and promotions, and information about all local facilities in the area;
 - Representing the ‘human face’ of the TP to provide a point of contact for residents to discuss travel arrangements;
 - Promoting individual events and co-ordinating initiatives; and
 - Liaising with Reading Borough Council over monitoring surveys and reviews of the TP to help assess progress towards achieving mode-shift away from car use.

7 Monitoring and Review

- 7.1.1 This FTP is a active document that should be continually monitored and reviewed. This section details the schedule for monitoring and review to ensure that any changes to the site or local environment which affect travel patterns are documented accordingly.
- 7.1.2 Initial surveys, monitoring and review of targets will occur once the proposed development has been occupied for six months, or at 75% occupation (whichever comes first). Revised baseline targets may be proposed once the surveys have been reviewed and analysed.
- 7.1.3 Bi-annual monitoring would be appropriate for the Yield Hall Place proposals due to the car-free nature of the development, which results in the majority of trips made by residents being carried out by sustainable modes (walking, cycling or public transport). **Table 7.1** identifies the key actions and timescales relating to the monitoring and review of the FTP.

Table 7.1: Timeline of Action Plan

Action	Timescale
Baseline travel surveys	Within 6 months of the first occupation or at 75% occupancy (whichever comes first)
Update of FTP following baseline surveys	Following baseline surveys (as above)
Future resident travel surveys	Years 3 and 5
Undertake a comprehensive review of all Travel Plan (including Objectives, Targets, the Action Plan and Monitoring Programme)	At years 3 and 5, following baseline travel surveys.

- 7.1.4 The TPC shall undertake and submit a Bi-Annual Monitoring Report to Reading Borough Council for approval. This report is to demonstrate to the council reasonable satisfaction with how the Framework Travel Plan has been implemented during the preceding period and should include the following:
- Measures introduced and actions taken to promote the FTP;
 - A summary of the modal split through the monitoring surveys;
 - The progress of the FTP in achieving targets and identifying any amendments to be agreed in writing by the council in the event that targets are not met; and
 - A plan for future actions to be implemented.

7.2 Remedial Measures

- 7.2.1 Remedial measures would only be required if the development consistently fails to meet the targets set out within the TP. The remedial measures would consider the reasons why the targets have not been met and would introduce new measures that are targeted to address
- 7.2.2 The site's TPCs would be responsible for negotiating any remedial measures and their subsequent funding with the managing agents of the residential units and Reading Borough Council.