

NAPIER COURT, READING

FRAMEWORK TRAVEL PLAN

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Revision: P13

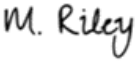
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Appendix A – Proposed Site Layout

1.0 Introduction

1.1 Background

1.1.1 Curtins has been appointed by Peveril Securities Ltd. to provide traffic and transport advice in relation to a proposed residential development located at Napier Court, Napier Road, Reading. The site is within the jurisdiction of Reading Borough Council (RBC).

1.1.2 The Development Proposals consist of a *“Full planning application for demolition of the existing three office buildings, and construction of new 11 storey buildings, with amenity space at roof level (part indoor and set back), to provide 576 residential dwellings consisting of 1, 2 and 3-bedroom apartments. The development will include ancillary facilities for residents, such as a residents’ lounge, gym and communal workspace. The buildings will be set in landscaping to the front and between the buildings together with roof terraces.*

Parking is proposed for 39 cars and 6 motorbikes. Three internal storage spaces are proposed at ground floor for 289 bicycles and an additional 20 cycle spaces are provided externally for visitors.

The site is 1.26 ha in size and stretches east to west along Napier Road, bound by the railway line to the south, Napier Road and Kings Meadow to the north, Thames Quarter to the west and a Network Rail site to the east. The site is located within the administrative boundary of Reading Borough Council and is very well connected to the train station, bus services and town centre facilities.”

1.1.3 The proposed site layout is provided in **Appendix A**.

1.2 What is a Travel Plan?

1.2.1 A Travel Plan (TP) is defined¹ as:

“A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.”

1.2.2 In essence, a TP is intended to encourage people to choose alternative transport modes over single occupancy car use and, where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve this goal.

¹ Ministry of Housing, Communities & Local Government (2023). National Planning Policy Framework [Online]. Available at <https://www.gov.uk/government/publications/national-planning-policy-framework--2#full-publication-update-history>

1.3 Purpose of the Report

- 1.3.1 This Framework Travel Plan (FTP) is intended to be read alongside the accompanying Transport Assessment (TA) (**Ref: 080908-CUR-XX-XX-T-TP-00001**) that has been prepared to assess the potential traffic and transportation impacts of the development proposals.
- 1.3.2 An FTP is the first stage of the Travel Plan process and is often prepared during the planning stage prior to the construction of the development. It includes a list of potential measures that could be implemented to affect modal choice, and a management strategy for producing a full Travel Plan in the future.
- 1.3.3 This document has been written in accordance with the above statements and with reference to the following key documents:
- National Planning Policy Framework, MHCLG (now DLUHC), 2023;
 - National Planning Practice Guidance, DCLG (now DLUHC), 2019;
 - Reading Borough Local Plan (2019);
 - Reading Central Area Action Plan (2009); and
 - Reading Transport Strategy 2011-2026 (2011).

1.4 Structure of the Report

- 1.4.1 Following this introductory section, **Section 2** of the report provides background information on the benefits which can be derived from a successful Travel Plan.
- 1.4.2 **Section 3** describes the existing situation and surrounding area, including the local highway layout; and **Section 4** provides a summary of the development proposals.
- 1.4.3 **Section 5** assesses the accessibility of the site by sustainable modes of transport, including walking, cycling and public transport.
- 1.4.4 **Section 6** sets out key aims and objectives for the Travel Plan process and outlines various initiatives that will be considered to encourage maximum uptake in sustainable modes of travel.
- 1.4.5 **Section 7** outlines the strategy for Travel Plan targets.
- 1.4.6 **Section 8** provides details on the monitoring and review process, responsibility and management of the document, and the appointment of a Travel Plan Coordinator (TPC) as the Travel Plan progresses.
- 1.4.7 **Section 9** concludes the report by providing an Action Plan that summarises the document, how the plan will be funded, and next steps.

2.0 Travel Plan Benefits

2.1 Summary

- 2.1.1 Successful implementation of the travel planning process can have various environmental, health, financial and social benefits for individuals and the wider population.
- 2.1.2 There are varied and wide-ranging negative effects of high levels of car usage, including being one of the biggest drivers of greenhouse gas emissions², causing adverse physical and mental health including premature deaths³, and costs to the health service⁴ and businesses.
- 2.1.3 Poor air quality, of which road transport is a major driver, is the largest environmental risk to public health in the UK⁵.
- 2.1.4 Conversely, physical activity is a “miracle cure”⁶, with cycling in particular having “staggering”⁷ health benefits. Greater uptake of active travel and public transport could combat climate change and poor air quality, improve physical and mental health, relieve pressure on the NHS⁸, boost local businesses, improve the mobility and independence of those who cannot drive⁹, and encourage greater social cohesion¹⁰.
- 2.1.5 A reduction in private car usage can also reduce local congestion (making for more pleasant journeys for active travellers and those who cannot avoid driving) and release land for more productive uses.

² Department for Business, Energy & Industrial Strategy (2021). 2019 UK Greenhouse Gas Emissions, Final Figures [Online]. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/957887/2019_Final_greenhouse_gas_emissions_statistical_release.pdf

³ Clean Air Greater Manchester (undated). Air pollution and you [Online]. Available at: <https://cleanairgm.com/air-pollution/>

⁴ Scarborough, P., Bhatnagar, P., Wickramasinghe, K., Allender, S., Foster, C., Rayner, M. 2011 The economic burden due to diet, physical inactivity, smoking, alcohol and obesity in the UK, Journal of Public Health, 33(4): 527-535.

⁵ Public Health England (2018). Health Matters: Air Pollution [Online]. Available at: <https://www.gov.uk/government/publications/health-matters-air-pollution/health-matters-air-pollution>

⁶ Department of Health and Social Care (2019). UK Chief Medical Officers' Physical Activity Guidelines [Online]. Available at: <https://www.gov.uk/government/publications/physical-activity-guidelines-uk-chief-medical-officers-report>

⁷ The Conversation (2017). Cycling to work: major new study suggests health benefits are staggering [Online]. Available at: <https://theconversation.com/cycling-to-work-major-new-study-suggests-health-benefits-are-staggering-76292>

⁸ Jarrett J, Woodcock J, Griffiths UK, Chalabi Z, Edwards P, Roberts I, Haines A (2012). Effect of increasing active travel in urban England and Wales on costs to the National Health Service. Lancet, 379(9832): 2198-2205

⁹ Aldred R in association with Leigh Day for British Cycling (2014). Benefits of Investing in Cycling [Online]. Available at: https://www.britishcycling.org.uk/zuvvi/media/bc_files/campaigning/BENEFITS_OF_INVESTING_IN_CYCLING_DIGI_FINAL.pdf

¹⁰ Department for Transport (2009). Good Practice Guidelines: Delivering Travel Plans through the Planning Process

3.0 Existing Situation

3.1 Site Location

- 3.1.1 The site is bound to the north by Napier Road, to the east by a Network Rail site, to the south by the railway line, and to the west by a relatively new development known as Thames Quarter.
- 3.1.2 The site is situated in a highly accessible central location that is located within circa 400m of Reading railway station, as the crow flies, and within 500m in terms of actual walking distance. The existing infrastructure that links the site to the station is also of a good quality consisting of well lit, wide footways and controlled crossing points.
- 3.1.3 In terms of local amenities for residents, the site is well located in central Reading ensuring there is good access to employment, health, retail, education, leisure facilities, and transport infrastructure.
- 3.1.4 **Figure 3.1** illustrates the site in relation to the local highway network.

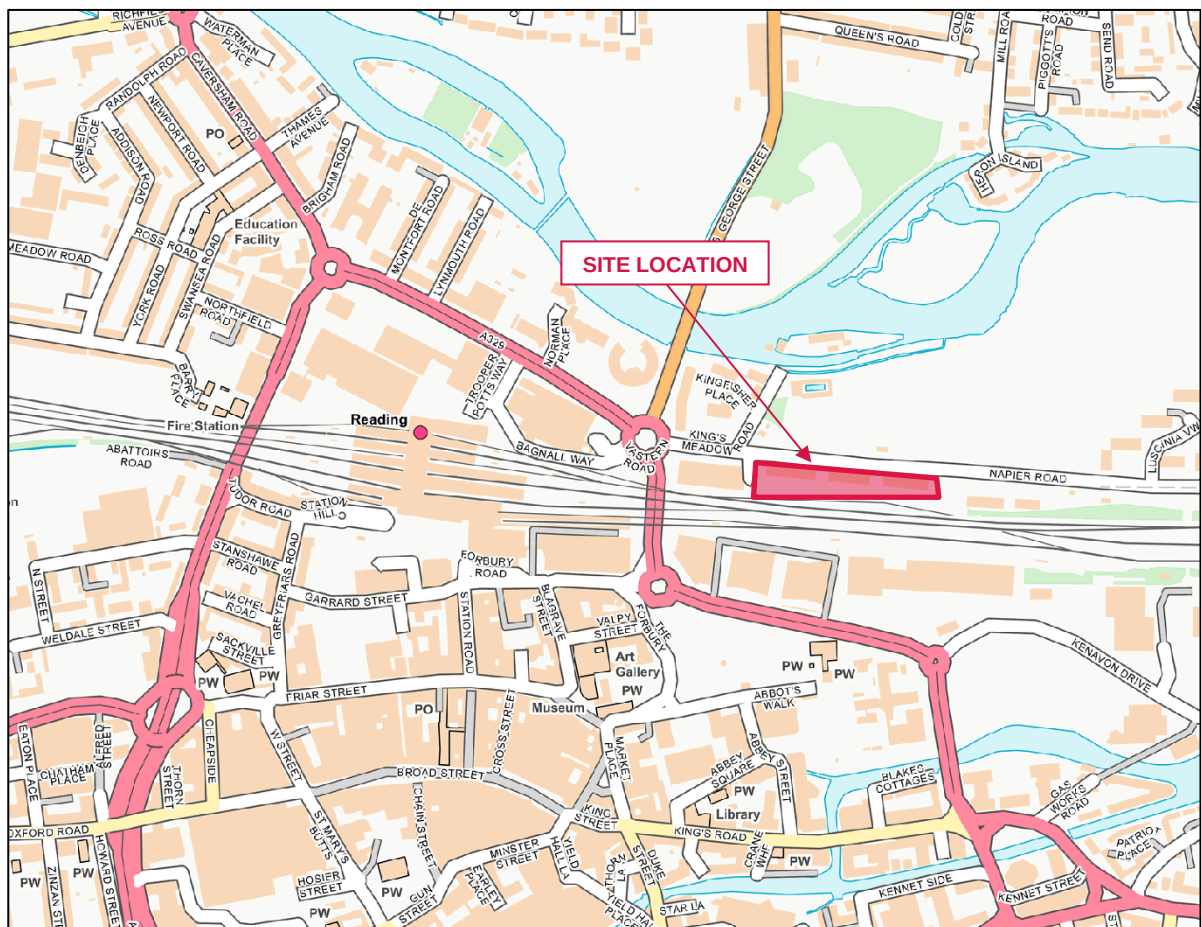


Figure 3.1 – Site Location
(Source: OS Maps, 2024)

3.2 Surrounding Highway Network

Napier Road / Kings Meadow Road

- 3.2.1 Forming the northern boundary of the site, Napier Road provides access only and not a through traffic route, towards the existing Luscinia View residential development and the Tesco Extra superstore to the east. The road comprises an average width of c. 6.5m with a 2m-wide footway along the southern side of the carriageway and is well-lit with street lighting at regular intervals.
- 3.2.2 Kings Meadow Road and Napier Road are subject to a speed limit of 30mph. Traffic Regulation Orders (TROs) in the form of double yellow parking restrictions (no waiting at any time) can be observed along the road, as such no on-street parking is observed.
- 3.2.3 Kings Meadow Road connects with the local strategic network at the roundabout junction with the A329 Vastern Road, Bagnall Way, and B3345 George Street, which lead towards the A329 Caversham Road and A329 Forbury Road (forming a loop around Reading town centre), the Reading Station Multi-Storey Car Park (MSCP), and Caversham respectively.

A329 Vastern Road

- 3.2.4 Further to the north-west and south-west of the site, the A329 commences at the aforementioned roundabout junction and forms part of an inner ring road around Reading town centre. The A329 takes the form of a dual carriageway on both north-western and southern approaches to the roundabout and is subject to a 30mph speed limit.
- 3.2.5 The A329 continues to the north-west of the site as Vastern Road, providing direct access to the A33 which links to Junction 11 of the M4, which provides access to Newbury, Swindon, Maidenhead, and Slough.
- 3.2.6 In the vicinity of the site, the A329 comprises wide footways of up to c. 5m, with dropped kerbs, tactile paving, some guard rail fencing, and controlled Toucan crossing facilities along certain lengths of the road. The road is also well-lit with bus lanes at certain points, and there are also dropped kerbs with tactile paving where smaller junctions stem off the A329.
- 3.2.7 The A329 comprises TROs in the form of double yellow parking restrictions, however there are some sections where designated on-street parking is available for some residential dwellings that are adjacent to the road. These parking spaces are available to permit holders only.

3.3 Access for Mobility and Visually Impaired Users

- 3.3.1 The site benefits from its town centre location within Reading and the existing infrastructure afforded by its strategic position. There are a number of existing features which ensure safe, convenient, and aided

access for those site users who are disabled and / or visually impaired. Blue badge holders can also park free of charge without any time limits at any pay and display bay.

- 3.3.2 Dropped kerbs, tactile paving and colour coded crossings are present at the signalised pedestrian crossing point along Vastern Road to the west. This crossing point provides access for mobility and visually impaired to move between the site and the key transport hub at Reading Railway Station.

4.0 Development Proposals

4.1 Overview of Proposals

- 4.1.1 A full planning application for demolition of the existing three office buildings, and construction of new 11 storey buildings, with amenity space at roof level (part indoor and set back), to provide 576 residential dwellings consisting of 1, 2 and 3-bedroom apartments. The development will include ancillary facilities for residents, such as a residents' lounge, gym and communal workspace. The buildings will be set in landscaping to the front and between the buildings together with roof terraces.
- 4.1.2 Parking is proposed for 39 cars and 6 motorbikes. Three internal storage spaces are proposed at ground floor for 289 bicycles and an additional 20 cycle spaces are provided externally for visitors.
- 4.1.3 The site is 1.26 ha in size and stretches east to west along Napier Road, bound by the railway line to the south, Napier Road and Kings Meadow to the north, Thames Quarter to the west and a Network Rail site to the east. The site is located within the administrative boundary of Reading Borough Council and is very well connected to the train station, bus services and town centre facilities.
- 4.1.4 The proposed site layout is provided in **Appendix A**.

4.2 Proposed Access

Vehicular Access

- 4.2.1 The proposed access and egress strategy for the redevelopment proposals would change the direction of travel for vehicles entering and exiting the site compared to the existing office access arrangements.
- 4.2.2 Under the development proposals, vehicles would access the site via the eastern access point, travel through the site in a one-way arrangement and egress at the western junction, adjacent to the Thames Quarter development.
- 4.2.3 **Drawing 080908-CUR-00-XX-DR-TP-05001** at the rear of this report shows that a panel van can ingress and egress from the site in forward gear. **Drawing 080908-CUR-00-XX-DR-TP-05003** shows that a large car can ingress and egress the car park in a forward gear. This access arrangement is shown in **Drawing 080908-CUR-XX-00-D-TP-75001** at the rear of this report.

Pedestrian and Cycle Access

- 4.2.4 Pedestrian and cycle access into the site would be from Napier Road in a broadly comparable manner to the existing situation.

- 4.2.5 Cyclists can access the three cycle stores on the ground floor. These are sized to accommodate the 289 cycle spaces together with space for charging, accessible cycle storage and repair. An additional 20 cycle spaces are provided externally for visitors.

4.3 Proposed Parking

Proposed Car Parking & Standards

- 4.3.1 The proposals include dedicated car parking provision for 39 vehicles, the provision represents an overall parking of c.6.7% which is considered commensurate with the site's location and access to key facilities by sustainable modes of travel.
- 4.3.2 Reading Borough is recognised as an urban area with great diversity in transport provision and need. As with the majority of core urban areas, the centre of Reading is well served by public transport, cycle and walking facilities and public car parking. The main railway station provides direct links to a number of local towns and villages as well as regional and nationally important centres throughout the UK.
- 4.3.3 The urban nature of Reading, coupled with good alternatives to the private car provide an ideal base to create a zonal system for parking standards. The principle is that developments located close to public transport and local centres will require less parking than equivalent developments in less sustainable areas of the Borough.
- 4.3.4 The parking standards for Reading are set out in the Reading Borough Council Revised Parking Standards and Design Supplementary Planning Document (SPD) dated October 2011.
- 4.3.5 Curtins notes that the RBC SPD and Parking Standard documents were published in 2011, a decade prior to the National Planning Policy Framework (NPPF). The NPPF sets out the current national transport planning policy and outlines the important role that transport policies have to play in facilitating sustainable development. The RBC SPD and Parking Standard guidance is therefore unlikely to be up to date in regard to the latest travel trends.
- 4.3.6 The four zones are displayed in **Figure 4.1**, and can be defined as:
- Zone 1, Central Core Area
 - Zone 2, Primary Core Area
 - Zone 3, Secondary Core Area
 - Zone 4, Wider Urban Area

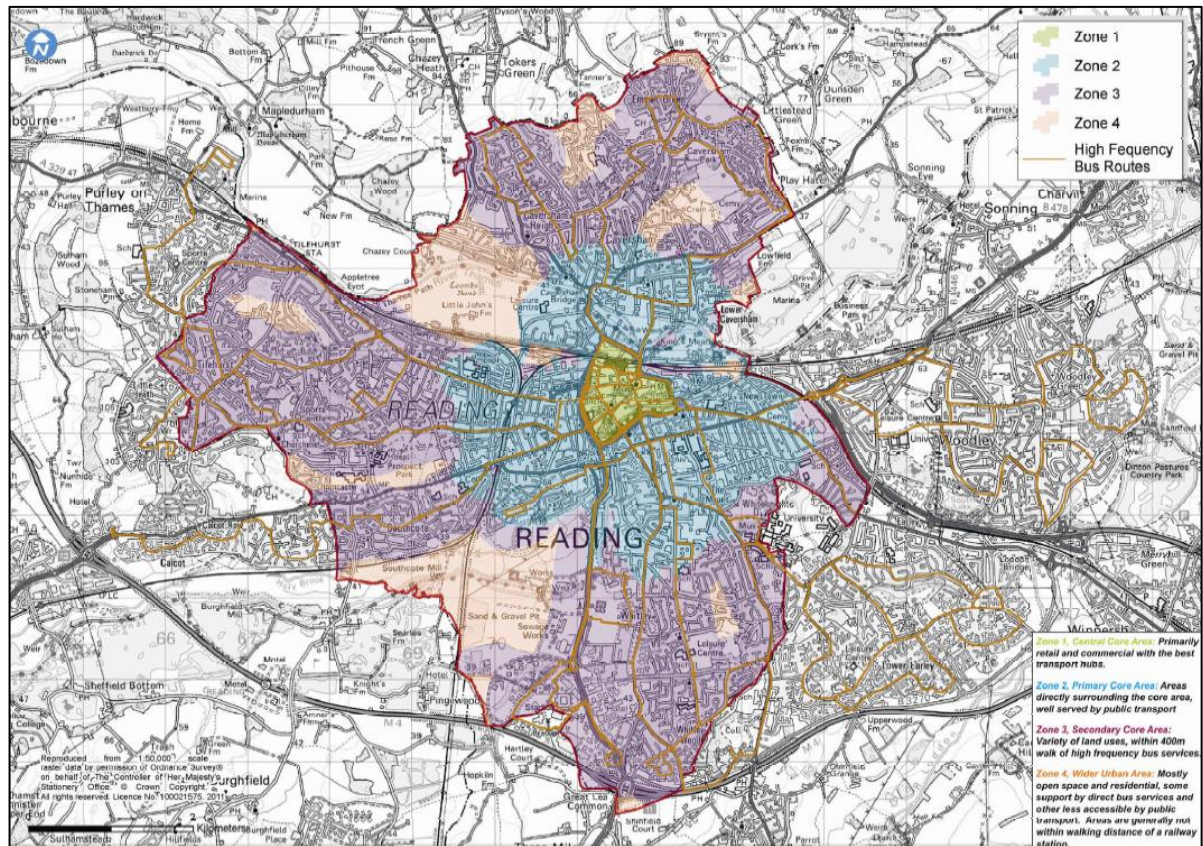


Figure 4.1 – RBC Zonal Scheme

(Source: Revised Parking Standards and Design, 2011)

- 4.3.7 The SPD adopts a zonal system to parking, and the site is understood to be located in Zone 2 which is the 'Primary Core Area'. This is defined as:

"This zone directly surrounds the Central Core Area and extends to walking distances of 2 kilometres from the centre of Reading. Typically, this zone is well served by public transport, with buses continuing either into or out of the Central Core Area via this zone. Much of this area is within acceptable walking distance (400m) of either the main railway station or Reading West railway station. Walking and cycling in this area tends to be encouraged through the provision of wide and safe footways, with some dedicated or shared cycle ways. The areas within Zone 2 also typically have smaller local centres, providing day-to-day access to retail and some commercial facilities. Future growth in these areas is likely to be more mixed than in the core area, with larger amounts of residential than commercial space."

- 4.3.8 For flats with one or two bedrooms the SPD suggests one space per dwelling and for flats with three bedrooms the SPD suggests one-and-a-half-spaces. This would equate to a minimum of 604 spaces, which in Curtins opinion is excessive and not in line with national policy.

- 4.3.9 The SPD does go onto state that:

"Should a developer require fewer spaces than are set out here then there would need to be demonstration, to the Highway Authority's satisfaction, that there would be no detriment to highway

safety as a result. Under exceptional circumstances the Local Authority will give consideration to a higher level of car parking provision than that which is set out above. This requirement would need to be supported by robust evidence.”

Modal Split Profile of the Area

- 4.3.10 The 2011 Census dataset for the Abbey Ward or the Middle Super Output Area (MSOA) ‘Reading 011’ was assessed as part of Thames Quarter Transport Assessment to obtain the 2011 ‘Method of Journey to Work’ census data. This data is reproduced in the below image:

Table 2.2: 2011 Census Data – Method of Journey to Work

	Abbey Ward	Reading Unitary Authority	South East Region	England Country
All Usual Residents Aged 16 to 74	7589	76131	3981067	23813153
Underground, Metro, Light Rail, Tram	0%	0%	0%	4%
Train	21%	10%	8%	6%
Bus, Minibus or Coach	12%	12%	5%	8%
Taxi	0%	0%	0%	1%
Motorcycle, Scooter or Moped	0%	1%	1%	1%
Driving a Car or Van	30%	49%	65%	60%
Passenger in a Car or Van	3%	5%	5%	5%
Bicycle	3%	4%	3%	3%
On Foot	30%	18%	12%	11%
Other Method of Travel to Work	1%	1%	1%	1%

Figure 4.2 – 2011 Census Data – Method of Journey to Work

- 4.3.11 The TA goes onto state that:

“Data indicates that the predominant mode of travel in the ward is by car, with a mode share of 30% driving. This is significantly lower than the regional or country mode share for driving of 65% and 60% respectively. Travel by rail services (21%) and trips on foot (30%) are significantly higher for the ward than the comparative datasets presented in Table 2.2.”

- 4.3.12 The 2011 data is still the most recent available and Curtins is of the view that this demonstrates unusually low levels of car ownership and usage, that negates the requirement to provide significant amounts of parking.

Profile of Occupiers

- 4.3.13 As prospective occupiers come forward, they would be fully aware of the parking availability at the site and would decide on whether to rent such a property. The proposed level of parking on-site would therefore serve as a demand management measure and attract residents with low car ownership and encourage alternative modes of transport.

Hybrid Working

- 4.3.14 It is commonly reported that an increasing number of people are working from home, for at least a proportion of their week, as a result of the COVID-19 pandemic. The adoption of these hybrid working patterns may reduce car ownership and the number of car trips people make and will not have been reflected in the 2011 SPD policy in any way.

Demand Management

- 4.3.15 Demand for car parking spaces would be managed from the outset by encouraging residents and visitors to travel by sustainable modes. This would be implemented via a robust Travel Plan at the site. The Travel Plan would highlight the health, environmental, financial and social benefits of travelling by active and sustainable modes of transport and include measures and initiatives to increase travel to the site on foot, by cycle, and by public transport.

Proposed Cycle Parking

- 4.3.16 Cycle parking for the proposed development is c.50% which equates to 289 spaces and an additional 20 cycle spaces are provided externally for visitors.
- 4.3.17 This is in accordance with the parking SPD, where 0.5 spaces are required per flat with one or two bedrooms. If three-bedroom flats are to be provided the SPD suggests 1 space per dwelling. Under the current proposals, the scheme would be required to provide 316 cycle parking spaces to comply with the parking SPD.
- 4.3.18 **Figure 4.2** above, shows that within Abbey Ward and the 'Reading 011' MSOA, the proportion of residents that travel to work via bicycle is very low, only 3% and 4% respectively. This coupled with the low uptake of car usage shows that residents in the local area are likely to take advantage of the short commuting distances to Reading town centre and train station.
- 4.3.19 It is considered that 289 cycle spaces and the additional 20 visitor spaces is sufficient cycle parking for the proposed development when considering current modal split and the proximity to local amenities.

4.4 Proposed Servicing Arrangements

- 4.4.1 It is envisaged that the refuse and servicing would predominantly take place along the internal access road, away from Napier Road.
- 4.4.2 The on-site management team would coordinate the waste collection to reduce the number of individual vehicles accessing the site. The management company/staff on-site would be responsible for moving the bins to the collection point on collection day.

- 4.4.3 The waste operators will collect the bins and load them into the refuse vehicle. Once the bins have been emptied, containers would be wheeled immediately back to the bin stores by the management team.
- 4.4.4 It is proposed that service and refuse vehicles would enter the site from Napier Road. **Drawing 080908-CUR-XX-00-D-TP-05002** at the rear of this report shows the swept path analysis of a large refuse vehicle manoeuvring from the carriageway and along the internal road layout.
- 4.4.5 In the event of an emergency, a fire tender would be able to enter the site from Napier Road, as shown in **Drawing 080908-CUR-XX-00-D-TP-05006** at the rear of this report.
- 4.4.6 For small deliveries by courier / post, it is envisaged that vehicles would utilise the visitor spaces. Visitors would be able to alert each apartment from the base of each building complex. Given the infrequent deliveries, this is not considered to result in any highway impact or disruption.

5.0 Accessibility by Sustainable Modes of Travel

5.1 Introduction

5.1.1 A key element of national and local policy is to ensure that developments are located in areas where alternative modes of travel are available. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.

5.1.2 The accessibility of the proposed development is considered in this context for the following modes of travel:

- Pedestrian Accessibility;
- Cycle Accessibility; and
- Public Transport Accessibility.

5.2 Pedestrian Accessibility

5.2.1 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution for Highways and Transportation (CIHT) document entitled '*Providing for Journeys on Foot*' suggests walking distances which are relevant to this planning application. These are reproduced in **Table 5.1**.

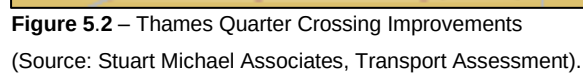
CIHT Category	Town Centres (m)	Commuting / School / Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Table 5.1 – CIHT Recommended Walking Distances

5.2.2 To assist in summarising the accessibility of the school by foot, distances of 500m, 1,000m and 2,000m have been considered. These are termed 'Desirable', 'Acceptable' and the 'Preferred Maximum' by the CIHT for commuting trips; which are considered a good approximation for pedestrian trips associated with the development.

5.2.3 The Department for Transport's National Travel Survey (from Tables NTS0308a and NTS0601) shows that walking is the most frequent mode used for short trips: 80% of all trips and 74% of walking trips were under 1 mile (1.6km) in 2019 – with the 1.6km distance broadly comparable with the CIHT's 2.0km 'Preferred Maximum'. The average distance for walking trips was 1.5km and 96% of walking trips were under 2 miles (3.2km) in 2019.

- 5.2.4 Local amenities that can be accessed within a 2km walking distance of the site include Kings Meadow, Tesco Extra, Thames Lido, Forbury Gardens, Caversham to the north and Reading town centre to the south which comprise schools, offices, supermarkets, shopping centres, convenience stores, places of worship, public houses, restaurants and hot food takeaways, medical practices and medical centres, Post Offices, and parks.
- 5.2.5 Directly to the north of the site, Napier Road (and subsequently Kings Meadow Road) comprises a 2m-wide footway along the southern side of the carriageway, and an off-road footpath located alongside the northern boundary of the recently constructed Thames Quarter development. This leads to step-free access under the railway bridge towards the Vastern Road / Forbury Road roundabout, where there are dropped kerbs, tactile paving, and controlled crossing facilities across each arm of the roundabout.
- 5.2.6 Towards the north of the railway bridge, there are also wide footways and ample crossing points located across Bagnall Way and the A329 Vastern Road which provide access to the Vastern Court Retail Park and Station North Bus Interchange. All of the above facilitates pedestrian access to the rail station, bus interchange, and the town centre.
- 5.2.7 It is also noted that the adjacent Thames Quarter development has committed, through a S106 agreement, to fund a new signalised pedestrian/cycle crossing on Kings Meadow Road, which will be provided as part of the MRT scheme. The design has been agreed with officers at RBC and will reduce severance and provide a safe crossing point over Kings Meadow Road in the future.
- 5.2.8 As part of the development proposals at Napier Court, the vision of this project is to create a new pedestrian and cycle crossing from Napier Road to Kings Meadow, adjacent to the site. This crossing, which has been discussed and agreed with RBC in pre-application meetings, will be additional to the existing Thames Quarter crossing.



- 5.2.9 As shown in **Figures 5.1 and 5.2** the surrounding roads benefit from pedestrian footways, and the carriageways are well lit by street lighting. The proposed new crossing point complements the desire lines for new residents from Napier Court and others wishing to access Kings Meadow.
- 5.2.10 Additionally, signalised crossing points, pedestrian refuge islands, dropped kerbs and tactile paving are provided to aid pedestrians at all major junctions in the vicinity. There is already a high pedestrian footfall in the area, and so high-quality pedestrian facilities exist. The site is, therefore, considered accessible by foot.

5.3 Cycle Accessibility

- 5.3.1 In order to assist in assessing the accessibility of the site by cycle, an 8km cycle catchment for the site has been considered. The 8km (5-mile) cycling distance refers to a recommendation by Cycling England in the document '*Integrating Cycling into Development Proposals*' (2009), which states: "*most cycle journeys for non-work purposes and those to rail stations are between 0.5 and 2 miles, but many cyclists are willing to cycle much further (i.e. for work, a distance of 5 miles should be assumed)*".
- 5.3.2 Within an 8km cycling distance lies additional areas such as Emmer Green to the north, Tilehurst and Calcot to the west, Three Mile Cross to the south, and Woodley and Earley to the east.
- 5.3.3 A combination of on and off-road local cycle routes form an interconnected network within Reading town centre and beyond, shown in **Figure 5.3** below.



Figure 5.3 – Local Cycle Network

(Source: Travel Reading Live by Reading Borough Council, 2016).

- 5.3.4 The cycle network shown in **Figure 5.3** above connects all the town's major public facilities, employment, and leisure areas. The site is located on the town centre circular route which provides access to each of the 7 arterial routes. To the east of the site, Napier Road connects to Route 5 along the Thames Path on the National Cycle Network (NCN) which continues north to Oxford and Wallingford via Caversham, and further east towards Route 4, which links the site to Thames Valley Business Park and Newtown.
- 5.3.5 NCN 422 is a new national cycle route between Newbury and Windsor, including a section within Reading. The scheme has been developed by Reading Borough Council, Wokingham Borough Council, West Berkshire District Council, Bracknell Forest Council and the Royal Borough of Windsor and

Maidenhead. The NCN 422 connects Reading town centre with Bracknell, Wokingham, Earley, Beansheaf, and Thatcham.

5.3.6 This accessibility review demonstrates that key destinations and local amenities are within a short cycling distance of the site, including health (Royal Berkshire Hospital), retail (Forbury Retail Park and Reading Town Centre), leisure and employment facilities and services, together with major public transport interchanges at Reading Railway Station.

5.3.7 It should be noted that whilst cycles are permitted on National Rail trains, Transport for London (TfL) only permit non-folded cycles on some services at specific times. Reading Railway Station is connected to London by Network Rail services and the new Elizabeth Line, which accepts passengers with non-folding bikes from approximately 0930 to 1600 with no additional fare. Folded cycles are permitted anywhere, at any time on all underground rail services.

5.4 Public Transport Accessibility

5.4.1 Accessibility by bus and rail are considered further below, with a local public transport network map included in **Figure 5.4** below.

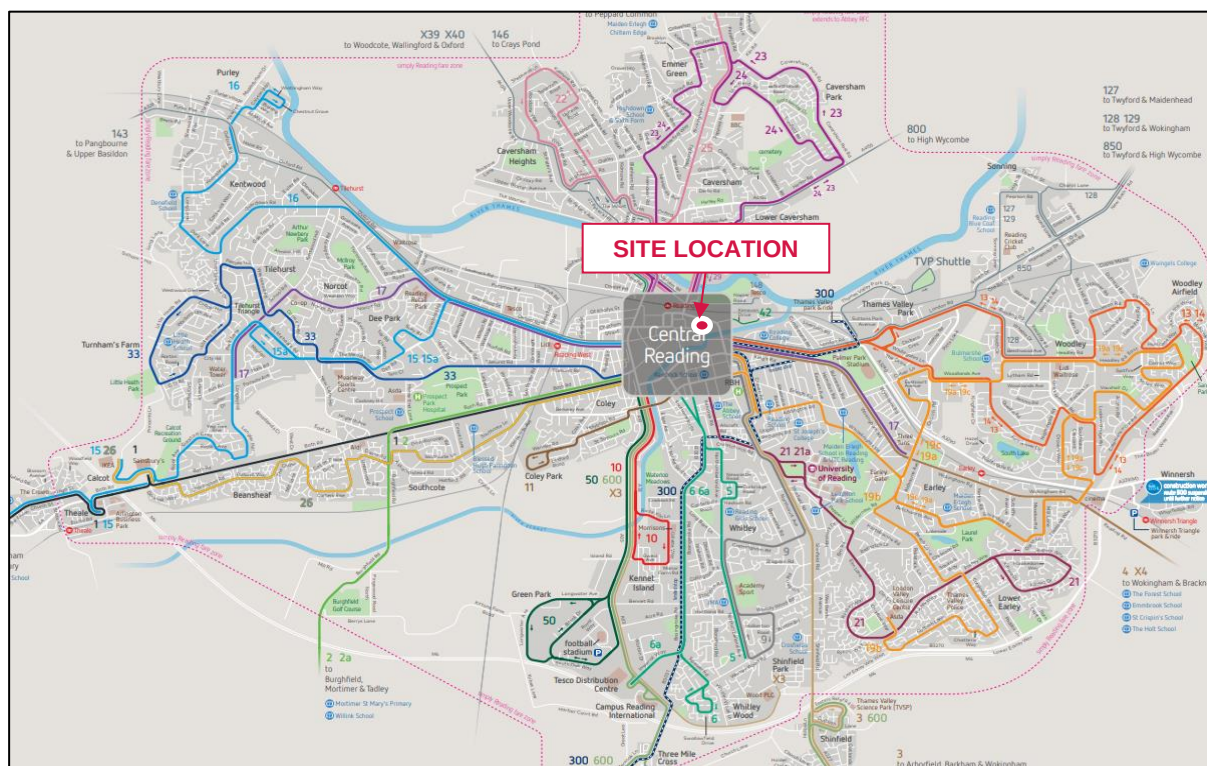


Figure 5.4 – Local Bus Network in the Vicinity of the Site
(Source: Reading Buses, 2023)

Bus Accessibility

- 5.4.2 Guidance from the Chartered Institution of Highways and Transportation (CIHT) document ‘*Buses in Urban Developments*’ (2018) indicates that ideally, a bus stop should be located within the following from a new development based on its location and the number of services:

Situation	Maximum Walking Distance (m)
Core bus corridors with two or more high-frequency services	500
Single high-frequency routes (every 12 minutes or better)	400
Less frequent routes	300
Town / city centres	250

Table 5.2 – CIHT Maximum Suggested Walking Distances to Bus Stops

- 5.4.3 A distance of 400m, which equates to an approximate 5-minute walk, is also commonly cited as a benchmark for access to local bus services.
- 5.4.4 Reading has a comprehensive bus network, in which services have been extensively upgraded with main routes re-branded as Premier Routes. New, low-floor vehicles have been introduced and bus stop infrastructure has been improved. These measures offer a high quality, inclusive service, with frequent, colour-coded buses that are tracked by satellite technology.
- 5.4.5 The nearest bus stops to the site are located to the west of the site along Forbury Rod (near Reading train station), off the A329 Vastern Road (near the Station North Interchange), and along Blagrove Street, all of which are within waking distances of c. 450 – 600m respectively. This equates to a walking time of c. 8 minutes, assuming an average walking speed of 1.2m/s.
- 5.4.6 **Table 5.3** below details the services that call at the nearest stop (Forbury Road), and their associated frequencies:

Bus No.	Route	Mon – Fri First Bus	Mon – Fri Last Bus	Peak Hourly Frequency		
				Mon – Fri	Sat	Sun / Hols
From Forbury Road:						
22	Central Reading – Caversham Heights via Caversham Bridge	05:30	20:41	30 mins	Hourly	No Service
23	Central Reading – Caversham Park via Reading Bridge, Henley Road	05:31	23:31	30 mins	30 mins	Hourly
24	Central Reading – Emmer Green via Caversham Bridge, Hemdean Road	05:11	23:11	30 mins	30 mins	Hourly

Bus No.	Route	Mon – Fri First Bus	Mon – Fri Last Bus	Peak Hourly Frequency		
				Mon – Fri	Sat	Sun / Hols
25	Central Reading – Peppard Common via Reading Bridge, Prospect Street, Emmer Green, Sonning Common	05:26	20:16	Hourly	Hourly	Every 2 hours
29	Central Reading – Lower Caversham via Reading Bridge	06:59	23:02	30 mins	30 mins	Hourly
84	Central Reading – Maiden Erlegh Chiltern Edge School via Reading Bridge, Prospect Street, Emmer Green, Sonning Common (school bus)	07:57	N/A	1 in the AM	No Service	No Service
146	Blagrove Street – Goffs Hill Top	09:40	14:53	4 a day, Tue only	No Service	No Service
148	Blagrove Street – Tesco Kings Meadow	10:31	11:53	2 a day, Tue only	No Service	No Service
800	Reading – High Wycombe	06:16	20:16	Hourly	Hourly	Hourly
	High Wycombe – Reading	06:52	20:02	Hourly	Hourly	Hourly
850	Reading – High Wycombe	06:46	19:46	Hourly	Hourly	Hourly
	High Wycombe – Reading	07:28	19:33	Hourly	Hourly	No Service
X39	Reading Town Centre, Station Road – Oxford City Centre, Westgate	06:08	16:30	Hourly	Hourly	No Service
X40	Reading Town Centre, Station Road – Oxford City Centre, Westgate	06:25	23:30	Hourly	Hourly	Hourly

Table 5.3 – Summary of Bus Services

- 5.4.7 **Table 5.3** above demonstrates that the site is well connected to the bus network within Central Reading and beyond, providing access to areas such as Caversham, Oxford, High Wycombe, Woodley, the University of Reading, Green Park, Thatcham, and Newbury.
- 5.4.8 In summary, there are many bus services within walking distance of the site that provide regular access to a variety of destinations throughout the week and during weekends. These services provide high-frequency buses in each direction that would be available to future users of the site, which is an excellent level of bus service provision.
- 5.4.9 It is noted that the provision of bus services will change over time in response to current circumstances and during different seasons of the year. The bus times are accurate at the time of writing, whereas up-to-date bus times can be found on the bus operators' websites, such as Reading Buses, Oxford Bus Company, and Thames Valley Buses: <https://www.reading-buses.co.uk/>, <https://www.oxfordbus.co.uk/>, and <https://www.thamesvalleybuses.com/> respectively.

Rail Accessibility

- 5.4.10 The Chartered Institution of Highways and Transportation (CIHT) document, *‘Planning for Public Transport in Developments’* notes that those travelling to a site by rail will typically be prepared to walk further to the site than those travelling by bus, with a preferred distance of 800m.
- 5.4.11 Reading Station is the second busiest interchange outside of London, with over 60,000 people using the station daily and approximately 6,000 passengers either arriving or departing in the weekday peak hour. Reading is also the only station where as many people arrive as leave in the peak hours, demonstrating its importance to local employers and residents. The station and its immediate area therefore act as a key hub of the local, regional, and national transport network.
- 5.4.12 Reading Station is located c. 500m (or a 7-minute walk) to the south-west of the site. Reading train station is mainly served by Great Western Railway, CrossCountry, and South Western Railway trains, along with the newly opened Elizabeth Line on the Crossrail (operated by Transport for London). The below table shows the following routes which are the most popular to / from Reading:

Route	Fastest Journey	Train Company
London to Reading	21m	Great Western Railway, South Western Railway, TfL Rail
Oxford to Reading	21m	CrossCountry, Great Western Railway
Bristol Temple Meads to Reading	56m	Great Western Railway, South Western Railway
Birmingham to Reading	1h 27m	CrossCountry
Bath to Reading	52m	Great Western Railway, South Western Railway
Slough to Reading	10m	Great Western Railway, TfL Rail
Basingstoke to Reading	15m	CrossCountry, Great Western Railway, South Western Railway
Maidenhead to Reading	9m	Great Western Railway, TfL Rail

Table 5.4 – Summary of Rail Services
(Source: Trainline, 2023)

- 5.4.13 It is noted that the provision of rail services will change over time in response to current circumstances and during different seasons of the year. The rail frequencies are accurate at the time of writing, whereas up-to-date rail times can be found on the rail operators’ websites at:
- Great Western Railway: <https://www.gwr.com/travel-information/train-times>;
 - CrossCountry: <https://www.crosscountrytrains.co.uk/travel-updates-information/train-timetables>;
 - South Western Railway: <https://www.southwesternrailway.com/plan-my-journey/timetables>; and
 - Crossrail: <https://www.crossrail.co.uk/>.

- 5.4.14 Overall, it is concluded that the site is accessible by public transport that would offer realistic and viable alternatives to travel by the private car.

5.5 Summary

- 5.5.1 It is considered the site is highly accessible by sustainable modes of transport. The surrounding area exhibits good levels of pedestrian and cycling infrastructure, and there are a number of public transport opportunities within acceptable walking distance of the site. This would provide residents with practical alternatives to car travel.

6.0 Travel Plan Initiatives

6.1 Introduction, Aim and Objectives

- 6.1.1 Taking into account the location of the proposed development and the accessibility of the site via walking, cycling and public transport, a series of measures and initiatives have been developed to encourage active and sustainable travel and reduce single occupancy car travel to and from the site.
- 6.1.2 This section of the FTP sets out the initiatives that could be implemented in a full Travel Plan at the site. The initiatives below are in line with the aims, objectives and benefits set out in **Section 2** of this document.
- 6.1.3 Considering the benefits in **Section 2** and the end users, this FTP aims to minimise the number of car trips generated by the development and encourage residents to use sustainable modes of transport.
- 6.1.4 The aims of this FTP will be supported with the following objectives, all within an overarching aim to reduce car trips to and from the site:
- **Objective 1** – To increase the level of walking to and from the site;
 - **Objective 2** – To increase the level of cycling to and from the site;
 - **Objective 3** – To increase the level of public transport use to and from the site;
 - **Objective 4** – To encourage car sharing and shared transport to reduce single occupancy car travel to and from the Site; and
 - **Objective 5** – To encourage uptake of Ultra Low and Zero Emission vehicles to reduce the carbon impact of travel.
- 6.1.5 The barriers and encouragements discussed in **Section 3** have been considered in the formulation of the Travel Plan Initiatives, a process which will be refined if and when the site-specific travel surveys include similar questions. It is suggested, in conjunction with their site-specific knowledge, that the TPC consult the full list provided by dataset NTS0809 when determining the survey questions.

6.2 Appointment of Travel Plan Coordinator (TPC)

- 6.2.1 At least one month before first occupation of the proposed development, a Travel Plan Coordinator (TPC) will be appointed. The duty of the TPC will be to take responsibility for ensuring that the various elements of the Plan are monitored and operate effectively to offer a genuine choice of travel modes.
- 6.2.2 Additional responsibilities of a TPC are further detailed in **Section 8** of this report.

6.3 Production of Welcome Packs

6.3.1 Welcome Packs can be important in influencing travel patterns and therefore it is envisaged that welcome Packs will be supplied to all residents at the development in the early stages of operation. The contents of the Welcome Packs will include:

- Introduction to the Travel Plan concept detailing the aims, objectives and aspirations;
- The health and environmental benefits of travelling by walking, cycling, and public transport;
- Maps showing local walking / cycling routes and places of interest;
- Details of public transport services, including ticketing options, timetables, and routes;
- Details of the Travel Plan Co-ordinator (TPC).
- Details and links to Car Sharer database registration;
- Car Club scheme;
- Electric Cycle scheme;
- Contact information for community transport options where necessary;
- Location of Electric Vehicle (EV) charging points;
- Calendar of annual events (Bike Week etc); and
- Information on rail cards and other incentive schemes available to rail travellers.

6.3.2 The information contained with the Welcome Packs would be periodically updated by the TPC. The information above could also be emailed to residents, or on notice boards to be placed in communal areas.

6.4 Marketing and Promotional Measures

6.4.1 Providing easily accessible information on travel options can be important in influencing travel patterns. Relevant elements of the Travel Plan will be supplied to all residents at the site electronically (via email) or physically on notice boards in communal areas. This will include:

- Provide a summary of the TP in the Welcome Pack;
- Publicise the TP with posters and notice boards in communal areas; and
- Organise a monthly promotional event in a communal area.

6.4.2 A version of the latest TP document should be made readily accessible to all future residents of the site. In order to ensure this, the following strategy will be undertaken:

- Provide an electronic copy to all residents, likely via email, upon the early stages of operation, and when any subsequent version of the TP is published;
- Make a hard copy available at the reception areas; and
- An electronic version made available to download on the residents' Facebook page.

6.5 Measures to Encourage Walking

- 6.5.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual.
- 6.5.2 It has been demonstrated throughout **Section 5** of this FTP that there is an existing good level of pedestrian infrastructure in the surrounding area.
- 6.5.3 The following measures will be provided in order to encourage residents to walk:
- Raise awareness of the health benefits of walking;
 - Promotions within the site on national events such as “National Walking Month”;
 - Clear signing of pedestrian routes within and adjacent to the site;
 - Providing new pedestrian signage from the site to the main destinations and bus stops;
 - Adequate lighting, landscaping, and shelter to create pleasant pedestrian waiting areas; and
 - Participating in Living Streets’ Walking Works (which includes weekly challenges tailored to the business, Walk Champion training, Walking Works Award)
 - Regularly review and update information (if necessary) provided within the Welcome Packs / Travel Page / notice boards, such as:
 - Local pedestrian routes, including public footpaths and walking times to key destinations; and
 - The www.plotaroute.com website for journey planning on foot.
- 6.5.4 Additional measures such as marketing campaigns incorporating free issue pedometers and alarms, and the implementation of a “walking buddy” scheme could also be considered.

6.6 Measures to Encourage Cycling

- 6.6.1 It has been demonstrated throughout **Section 5** of this FTP that there is an existing good level of cycle infrastructure in the surrounding area.
- 6.6.2 There will also be cycle parking provided as part of the proposed development proposals. The provision of sufficient cycle parking of suitable quality has a key synergy with the successful implementation of travel plans.
- 6.6.3 To encourage residents to cycle, the following measures will be provided:
- Raise awareness of the health benefits of cycling;
 - Encouraging local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness;
 - Ensure that there is sufficient cycling infrastructure and facilities on-site, such as:
 - Provision of signage in and around the site;

- Engage with Reading Borough Council to ensure appropriate standards of cycleways adjacent to the Site;
- Pedestrian and cyclist friendly (for all types of user regardless of the level of mobility or visual impairment) infrastructure with the provision of cycle lanes, safe crossing points, direct routes, appropriate tactile surfaces, good lighting and signposting to other amenities, public transport nodes and adjoining off-site pedestrian and cycle routes;
- Sufficient security at proposed cycle parking facilities;
- Provide an on-site cycle repair stand;
- Regularly review and update information (if necessary) provided within the Welcome Packs/ Travel Page / notice boards, such as:
 - Local cycle network routes;
 - Cycle information, including route maps and useful tips and guidance, on the Sustrans website www.sustrans.org.uk;
 - Details of local cycle shops; and
 - Marketing campaigns such as “National Bike Week”.

6.6.4 Additional measures such as encouraging a “cycle buddy” scheme via a development-wide Bicycle User Group (BUG) and having the TPC negotiate discounts with local cycle retailers could also be considered.

6.7 Measures to Encourage Public Transport

6.7.1 It has been demonstrated throughout **Section 5** of this FTP that the site is highly accessible by public transport, and that there are further opportunities for wider public transport travel throughout Reading town centre. The following measures will be provided in order to encourage residents to travel by public transport:

- Promote the 16-17 Saver card and 16-25 Railcard which save holders 50% and 33%, respectively, on all train fares at a cost of currently £30 per year;
- Provision of new and improved inter-connecting footways and cycle links crossings to surrounding public transport infrastructure as part of the development;
- Links to Reading Borough Council’s website to form a “One-Stop-Shop” for all public transport queries; and
- Regularly review and update information (if necessary) provided within the Welcome Packs/ Travel Page / notice boards, such as:
 - Details of Traveline’s online journey planning resources: <https://www.traveline.info/>;
 - Details of Reading Borough Council’s community transport options for residents who may have difficulty accessing regular public transport.
 - Advertise any promotions/discounts offered by public transport operators;
 - A map showing local bus and rail stations in the vicinity of the site; and

- Links to up-to-date bus and rail details including timetables / route maps.

6.8 Measures to Encourage Car Sharing / Shared Transport

Car Sharing

- 6.8.1 Car sharing is an effective way of reducing single occupancy car trips if a number of people travel to the same location each day. This could be simply encouraged on an informal basis.
- 6.8.2 To aid the coordination of car sharing, it is suggested that residents who are willing to car share should submit their name to the Travel Plan Coordinator (TPC). People could then be matched with those undertaking similar journeys on a more informal basis through informal events such as 'car share coffee mornings'. Residents will also be encouraged to separately discuss with colleagues and peers the option to car share to and from the site, with common needs, timetables or destinations.
- 6.8.3 It is envisaged that this would need to be regularly maintained / revised.
- 6.8.4 Alternatively, www.liftshare.com/uk is a public website where prospective car sharers can search for matches on their own by filtering via location and time of departure etc. It is considered that car sharing would be an attractive facility for residents who do not own a car but require occasional use.
- 6.8.5 The TPC will also raise awareness of car ownership costs and highlight the social and economic benefits of car sharing.

6.9 Measures to Encourage Ultra-Low and Zero Emission Vehicles

- 6.9.1 Ultra-Low (ULEV) and Zero Emission Vehicles (ZEV) contribute substantially to reduce the carbon footprint of private transportation¹¹.
- 6.9.2 Ownership of ULEVs and ZEVs is rapidly increasing – 14% of all new car registrations in 2021 were ULEVs, up from 8% in 2020, and 9% were ZEVs (a subset of ULEVs)¹². The Office for Budget Responsibility has forecasted that the share of EVs in new car sales will reach 59% in 2026-27, although they note sales thus far have consistently exceeded projections¹³. Therefore, there is an urgent need to rapidly increase provision of electric vehicle chargers (EVC).
- 6.9.3 The proposed development includes a 100% Electric Vehicle Charge (EVC) provision including 3 accessible EV spaces.

¹¹ Carbon Brief (2019). Factcheck: How electric vehicles help to tackle climate change [Online]. Available at:

<https://www.carbonbrief.org/factcheck-how-electric-vehicles-help-to-tackle-climate-change/>

¹² Department for Transport and Driver and Vehicle Licensing Agency (2022). Vehicle Licensing Statistics: 2021 [Online]. Available at: <https://www.gov.uk/government/statistics/vehicle-licensing-statistics-2021>

¹³ Office for Budget Responsibility (2022). What does faster take-up of electric cars mean for tax receipts? [Online] Available at: <https://obr.uk/box/what-does-faster-take-up-of-electric-cars-mean-for-tax-receipts/>

- 6.9.4 The Reading Borough Local Plan states that a “*development should make the following provision for electric vehicle charging points. Within communal car parks for residential or non-residential developments of at least 10 spaces, 10% of spaces should provide an active charging point*”.

Off-Site

- 6.9.5 In addition to the proposed EV charging facilities onsite, there are many EV charging points nearby in Central Reading.
- 6.9.6 The ZapMap website and app can be used by EV drivers to view publicly accessible chargers on all networks in the vicinity of their home, place of work, and other destinations and assist with journey planning to ensure residents are never far from a charging point: <https://www.zap-map.com/live/>.

6.10 Reducing the Need to Travel

- 6.10.1 An effective way of lessening the travel impact of a development is to reduce the need to travel in the first instance. Therefore, the following measures will be considered:
- Promoting nearby services (i.e. facilities necessary for everyday functionality that would otherwise require travel away from the site (e.g. during lunchtimes));
 - Provision of equipment and virtual additions (such as high-speed fibre optic broadband connections) to allow residents to work from home; and
 - Equipping all communal areas with high-speed fibre optic broadband and free Wi-Fi hotspots to enable easy connection.

6.11 Summary

- 6.11.1 In summary, the TP initiatives contained in this section can be implemented by the TPC to encourage residents to travel by sustainable modes of transport and contribute to the achievement of objectives set out earlier within this TP.
- 6.11.2 The list of measures above is by no means exhaustive but form the basis of those to be explored by the TPC and to be agreed with Travel Plan officers from Reading Borough Council.

7.0 Targets

7.1 Introduction

- 7.1.1 Target setting is an important part of any Travel Plan, providing a focus for the overall process and a measure against which the Travel Plan initiatives can be judged. This section sets out the strategy for the Travel Plan targets and provides an overview of the data that should be collected as part of future travel surveys to inform the full Travel Plan once developed.
- 7.1.2 The proposed development is Build to Rent and will therefore likely have a high turnover of tenants when compared to owner occupied. The targets identified will continuously be pushed by the building operator.

7.2 Data Collection and Analysis

- 7.2.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys of future residents. Therefore, it is not appropriate to provide a definitive set of targets at this stage.
- 7.2.2 In order to understand travel habits, a representative sample survey will be undertaken within 3 months of first occupancy or when 50% occupancy has been reached, whichever is sooner, usually as a discharge of planning condition. Recipients will be encouraged to participate, and the surveys would extract the following key information:
- Place(s) of work / residence;
 - Usual mode of travel and reason for modal choice;
 - Attractiveness of various active and sustainable modes;
 - Any barriers to walking, cycling and public transport; and
 - Initiatives that would encourage residents to travel more sustainably.
- 7.2.3 This information will enable analysis to be undertaken to establish final targets. It will also provide information on reasons for that modal split and identify any measures that may encourage a modal shift.
- 7.2.4 Questions will be transferred to an online survey service, such as SurveyMonkey or Microsoft Forms. Residents would be sent this link in the early stages of operation and can click on it to be directed to an internet-based survey.
- 7.2.5 Paper surveys will also be made available across communal areas of the site. These results can be manually transferred to the online survey service used, or a spreadsheet software such as Excel for analysis alongside the electronic surveys.

7.2.6 The information obtained will be used to undertake modal split analysis, whereby an answer rate of 60% could be considered a sufficient representation of residents. Residents would then be surveyed annually from the initial survey to review progress against current and targeted modal splits, as well as means of testing the effectiveness of new measures where appropriate.

7.3 SMART Targets

7.3.1 All performance indicator targets and potential modal split targets are considered to be suitable interim measures before travel surveys are undertaken.

7.3.2 At this point, official targets will be set through consultation with Reading Borough Council. The official targets will be **SMART** (**S**ite-specific – **M**easurable – **A**chievable – **R**ealistic – **T**imed).

7.3.3 Once the travel surveys have been undertaken, it is possible to monitor modal splits so that Travel Plan initiatives can be tailored to increase uptake of certain modes of travel. Modal split targets are set for a reduction in private car use offset by an increase in sustainable modes.

7.3.4 The following phrases have been used to give a general indication of timescales for the '**SMART**' targets following the adoption of the Travel Plan:

- Short-Term Target – within one year;
- Medium-Term Target – for between 1 – 3 years; and
- Long-Term Target – more than 3 years.

7.3.5 To provide an indication of potential targets, an example is provided in **Table 7.1** below:

Example of Potential Modal Shift Targets					
Travel Mode	Existing (2011 Census)	Short Term	Medium Term	Long Term	Total Target
Car Driver	32%	-2%	-4%	-4%	-10%
Car Share	3%	+1%	+1%	+1%	+3%
Public Transport	14%	+1%	+1%	+1%	+3%
Cycle	3%	-	+1%	+1%	+2%
Foot	12%	-	+1%	+1%	+2%
Other	0%	-	-	-	-

Table 7.1 – Example of Potential Targets

7.3.6 The example modal split targets above aim for a 10% reduction in single occupancy car trips, whilst aiming for a 10% increase in trips by more sustainable modes such as public transport, walking and cycling.

- 7.3.7 The 10% reduction in car drivers has been informed by a major synthesis report¹⁴ which found that workplace travel planning can induce a 3-18% (*use 10.5% midpoint*) drop in car use by commuters and personalised (residential) travel planning can induce a 6-12% (*use 9% midpoint*) drop in car use share among residents.
- 7.3.8 The targets are considered to be realistic when considering the Travel Plan Initiatives as detailed throughout **Section 6** of this TP and follow the principles and goals of the Reading Transport Strategy (2011-2026).
- 7.3.9 However, the above targets are indicative only, and final targets will be decided following the receipt of the travel surveys.
- 7.3.10 For example, if uptake for cycling is found to be low through the modal split analysis, a cycle awareness event could be organised including safety and maintenance classes.

¹⁴ Kuss, P. and Nicholas, K. (2022). A dozen effective interventions to reduce car use in European cities: Lessons learned from a meta-analysis and transition management. *Case Studies on Transport Policy*, 10(3), 1494-1513.

8.0 Monitoring and Review

8.1 Introduction

- 8.1.1 This section of the report sets out the proposed management arrangements associated with the FTP.
- 8.1.2 DfT Good Practice Guidelines outlines six key messages regarding implementation and management, as follows:

- *“Travel plans are living documents that need to be updated in the light of experience and sustained throughout the life of a development.*
- *At all times a named individual needs to be responsible for leading the delivery of the travel plan.*
- *The developer/occupier should take the lead in respect of delivering the site-specific elements of the travel plan.*
- *Local authorities need to establish robust databases of all travel plans in their areas.*
- *Post-implementation management arrangements must be identified and included in the travel plan.*
- *Transport Management Associations may be an appropriate mechanism for assisting with the implementation and on-going management of travel plans within a wider area.”*

Source: Good Practice Guidelines: *Delivering Travel Plans through the Planning Process*. DfT, 2009.

- 8.1.3 It is clear from the above that a TP document should be considered as merely the starting point of the process. The implementation of a TP is an on-going requirement and will require support and leadership in achieving its objectives.

8.2 Responsibility and Management

- 8.2.1 Overall responsibility for the TP will lie with the occupier. Following full operation, the FTP will need to be updated to a full Travel Plan. This will involve the distribution of travel surveys.
- 8.2.2 The survey information will enable analysis to be undertaken to establish final targets. It will also provide information on the reasons for modal splits and identify measures that may encourage a modal shift.
- 8.2.3 At this point, the day-to-day responsibility will shift from the occupier to the appropriately appointed TPC.
- 8.2.4 Notwithstanding, adequate consultation and support from the scheme developer / management is required to ensure the smooth implementation of the TP. A number of measures to be undertaken comprise:
- Active management of the car parking supply;

- Provision of security for walkways to and from the site and between the main residential areas and the development, including CCTV monitoring where appropriate;
- Maintenance of cycling and walking facilities, lighting and any CCTV installations in collaboration with the Highways and Planning Authorities;
- Support for a TPC in ways including, but not limited to, funding to enable them to fulfil their duties and deliver the TP as intended; and
- A commitment to actively promoting car-sharing and sustainable transport options at the site.

8.3 Travel Plan Coordinator (TPC)

8.3.1 The TPC will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:

- Leading on the delivery of the TP;
- Representing the human face of the TP and explaining its purpose and opportunities on offer;
- Implementing and promoting sustainable travel initiatives to ensure a coordinated approach across the site as a whole;
- Promoting individual measures/initiatives in the TP and instigate a marketing campaign upon first occupancy of the site;
- Liaising with public transport operators and represent the operator at relevant forums;
- Monitoring the TP and identifying trends in relation to the targets and reporting the findings to relevant parties (i.e. Reading Borough Council); and
- Taking a key role in reviewing the TP according to the achievement of the modal shift targets specified therein.

8.3.2 A TPC will be nominated in due course, at least one month before operation. The TPC will remain in-post for the duration of the monitoring period.

8.4 Monitoring and Evaluation

8.4.1 The monitoring of travel behaviour is vital to measure progress towards the targets and would be the responsibility of the appointed TPC. Apart from receiving regular updates from residents and liaising with Reading Borough Council on transport-related matters, the main monitoring process will involve travel surveys as described in **Section 7** above.

8.4.2 The results of each survey would be used to review progress against target modal splits, where the TPC will be required to calculate the percentage share of all travel modes to and from the site. Where targets are not met, remedial actions will be proposed, agreed and then monitored for effect.

- 8.4.3 The figures calculated will additionally take account of known parameters (such as car parking) which will be calculable independently to ensure the robustness of the information provided.
- 8.4.4 Monitoring reports will be provided to officers at Reading Borough Council annually following the receipt of the first surveys, within 3 months of each travel survey phase. The reports would include a comparison of achievements against targets and remedial proposals for improvement where required. It would also include a summary of changes to any personnel, any new or changed partnerships and outline plans and proposals for the coming year. In addition, survey results would be circulated to all residents upon the completion of surveys.
- 8.4.5 It is recommended that a follow up meeting be held with the Council to review the results of the monitoring survey and discuss any remedial measures required. The meeting should be arranged and chaired by the TPC.
- 8.4.6 Monitoring will be carried out for a period of at least five years from the date of the baseline travel surveys (or until a date to be agreed with Reading Borough Council) to ensure that the TP reflects current opportunities and local circumstances. The five-year monitoring schedule will include six surveys: the initial monitoring survey and five follow-up surveys.

9.0 Action Plan

9.1 Introduction

9.1.1 **Table 9.1** below summarises the key actions from the document by providing an Action Plan for the Travel Plan process:

Action	Target Date	Responsibility
Appoint TPC	Before first occupation	The occupier
Produce Welcome Pack	Upon occupation of the development	TPC
Implement TP Initiatives	During occupation of the development	TPC
Undertake Initial Travel Surveys	Within three months of first occupation or upon reaching 50% occupancy, whichever is sooner	TPC
Decide Targets	Within one month of undertaking the initial surveys	TPC in conjunction with Reading Borough Council
Update FTP to a full Travel Plan	Within two months of agreeing modal splits with Reading Borough Council	TPC
Distribute Travel Survey Results to Reading Borough Council	Within three months of each travel survey phase	TPC
Carry Out Annual Travel Surveys and Other Monitoring Exercises	Annually for at least five years from the date of the baseline travel surveys (or until a date to be agreed with Reading Borough Council)	TPC

Table 9.1 – Action Plan

- 9.1.2 As a TP is a living document which should be adapted and updated as and when required, the TPC should aim to progress these actions within the allocated timeframe, with support as required from the scheme developer / management.
- 9.1.3 Progress against measures can be directly recorded into a working version of an Action Plan, which could be updated on an annual basis as part of the monitoring and review process.

Appendix A – Proposed Site Layout



01-ZZ-P-GF-Masterplan
1 : 500

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All contractors must visit the site and be responsible for taking and checking all dimensions relative to their work. Data and drawings are to be checked for any errors before printing and for any errors.

Electronic data change sheets must be used only and should not be interpreted for measurement. All dimensions and levels should be read only from these sheets (Sheet 1 of 1) on the drawings.

CONSTRUCTION: It is considered that the proposed works are within the scope of a competent Contractor and as such no ground conditions have been identified, refer to relevant Key Symbol Schedule (Designers Risk Assessment).

0 10 20 30.0m

Block A Block B Block C Block D

All Internal Layouts Shown Indicatively. All Amenity Roof Layouts Shown Indicatively.

To be Read and Printed in Colour:
To be Read in Conjunction with Drawing Series:
010000: Existing Site
010100: Demolition
010200: Proposed Masterplan
022200: Proposed Plans
042200: Proposed Elevations
043200: Proposed Elevation Details
052200: Proposed Sections

To be Read in Conjunction with Landscape Drawing Pack. All Landscape Proposals shown outside of Red Line Boundary are Indicative

Existing Site Information is taken from 3D Survey Data provided by Greenhatch Group from a survey dated June 2023. Drawing Number: 41656_01-08_PE

All Mechanical and Electrical Equipment shown Indicatively

- One Bedroom Apartment Type
- One Bedroom Accessible Apartment Type
- Two Bedroom Apartment Type
- Two Bedroom Accessible Apartment Type
- Three Bedroom Apartment Type
- Amenity
- Plant / Back of House

P21	31/05/24	Updates for Planning
P20	29/05/24	Updates to Kitchens and Apartment Layouts
P19	20/05/24	General Updates
P18	17/05/24	Updates for Planning
P17	16/05/24	Updates for Planning
P16	10/05/24	Updates for Planning
P15	07/05/24	Amended Layout of Rear Access Road, Landscape and Parking
P14	03/05/24	Updates for Stage 2 Development
P13	29/04/24	Updates for Stage 2 Coordination
P12	27/03/24	Updates for Planning

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PROJECT:
Napier Road Reading

TITLE:
Ground Floor Plan - Masterplan

SCALE: As indicated @ A1
ORIGIN DATE: 21/11/23
DRAWN: AC
CHECKED: JB

STATUS:
S2 - Planning

DRAWING NO:
READ-5PA-ZZ-00-DR-A-022200

REV:
P21

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