

**KENNET PLACE
121 KINGS ROAD
READING
RG1 3ES**

**PROPOSED CHANGE OF
USE RESIDENTIAL
DEVELOPMENT**

RESIDENTIAL TRAVEL PLAN

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1. INTRODUCTION AND BACKGROUND INFORMATION

Introduction

- 1.1 This Residential Travel Plan (RTP) has been prepared by Cottee Transport Planning on behalf of S&S Quality Building Contractors Ltd in connection with the proposed redevelopment of **Kennet Place, 121 Kings Road, Reading, RG1 3ES.**
- 1.2 The proposals are for the change of use from Class E (g) to C3 residential to provide a total of 93 dwellings (flats).
- 1.3 A Transport Statement (TS) has been prepared to support the planning application and should be read in conjunction with this RTP.
- 1.4 The developer is committed to encouraging a sustainable way of living and this RTP explains the measures which will assist in promoting sustainable travel choices to residents, in particular to promote walking, cycling, public transport and car club usage.

Travel Plan

- 1.5 Providing a choice of travel is an integral part of current transport policy. The RTP is the tool to promote sustainable travel choices and includes a monitoring and review process to assess the success of the initiatives which are introduced. The RTP is a statement of commitment to promote sustainable travel at the site and will be updated as appropriate.
- 1.6 At a national level, Travel Plans are required by the National Planning Policy Framework (NPPF – Dec 2023) which emphasises that developments should encourage the use of sustainable modes of transport through the implementation of a Travel Plan.
- 1.7 At a local level, the Reading Local Plan and Local Transport Plan (2016 – 2026) contain detailed policies for all aspects of transport in Reading. The plan aims to provide a transport system that supports sustainable growth and helps deliver the best quality of life for residents.
- 1.8 Policy TR1 of the Local Plan relates to promoting sustainable travel choices and states:

“Planning permission will not be granted for major development proposals unless there is a commitment to implement measures to promote and improve sustainable transport facilities, such as through provision to encourage walking, cycling and the use of public transport; and through agreed travel plans, safe routes to local facilities and services, including schools and parks, and similar measures.”

- 1.9 The TS prepared in support of the planning application details the measures proposed as part of the development which will encourage residents to travel sustainably from the outset.
- 1.10 This RTP therefore demonstrates that the proposals are in accordance with national and local transport policies to encourage and promote sustainable transport.

Site location

- 1.11 The site is located on the northern side of Kings Road with Gas Works Road forming the eastern boundary, Forbury Road forming the western boundary and the River Kennet forming the northern boundary. It is located around 400m east of Reading town centre.
- 1.12 The wider site consists of three commercial buildings which share an underground car park, access and services. The application site is the western building (Kennet Place) only and the southern and eastern buildings will remain as existing.
- 1.13 A site location plan is shown at **Figure 1**.

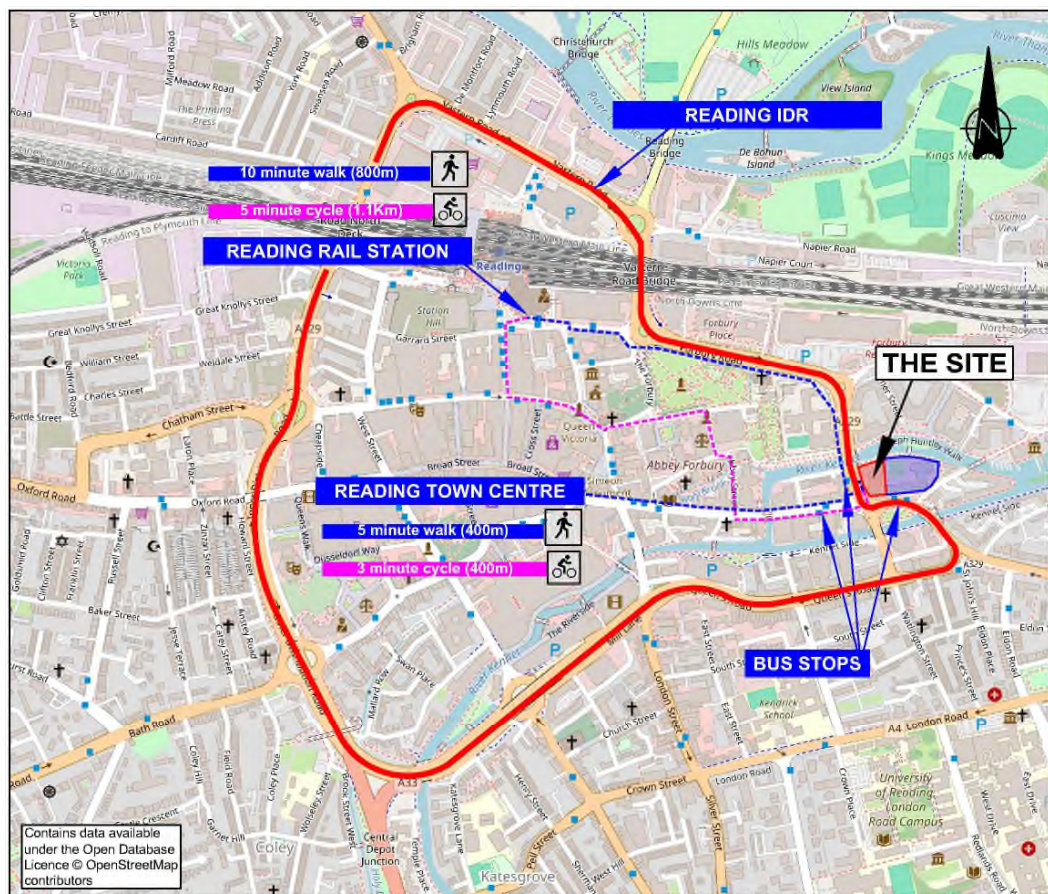


Figure 1: Site Location Plan

Local Highways

- 1.14 Kings Road is the primary east-west route connecting the Reading Inner Distribution Road (IDR) with East Reading and Maidenhead / Woking to the east via the A4 / A3290. In the vicinity of the site it is dual carriageway in an eastern direction only and has double red line road markings on both sides of the road preventing loading or waiting at any time. It is street lit; subject to a 30mph speed limit; and provides footways on both sides of the road.
- 1.15 Forbury Road forms the eastern side of the IDR which is a mostly dual carriageway ring road around the town centre of Reading. In the vicinity of the site it is dual carriageway and subject to double yellow line road markings and is classified as an Urban Clearway which prevents any

waiting or loading between 7.45 – 9.15am and 4.30 - 6.30pm Monday to Friday. It is street lit; subject to a 30mph speed limit; and provides footways on both sides of the road.

- 1.16 Gas Works Road is a private road between Kings Road and the new Kenavon Drive estate to the north of the River Kennet (and surrounding areas). The bridge over the River Kennet has recently been closed to through traffic due to poor road surface conditions and to prevent rat-running of traffic. It is not understood if the road is due to be opened again to vehicular traffic.
- 1.17 The site is very well located in terms of access to the surrounding Strategic Road Network with direct access to the IDR and surrounding strategic routes including the A33 to the west and the M4 to the south and east.

Site Access

- 1.18 There are two main pedestrian entrances to the building from the courtyard (**Figure 2**) on the eastern side of the building or directly from Forbury Road on the western side of the building (**Figure 3**). In addition, there are a further two pedestrian entrances / stairwells from Forbury Road to the north and south of the main entrance.

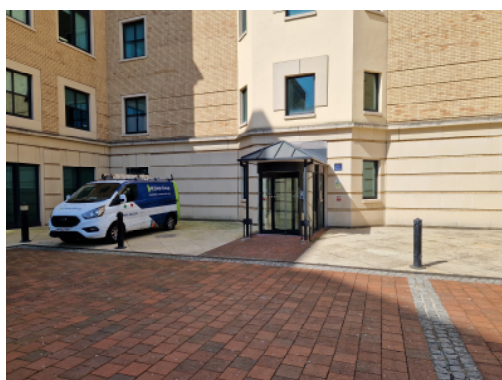


Figure 2: Courtyard Entrance



Figure 3: Forbury Road Entrance

- 1.19 Access to the courtyard is from the north-west corner of the site from Forbury Road (step-free) (**Figure 4**) or from the frontage to Kings Road (**Figure 5**) where there are two accesses on the eastern and western sides of the southern building. The accesses from Kings Road have steps and are therefore not suitable for cyclists.

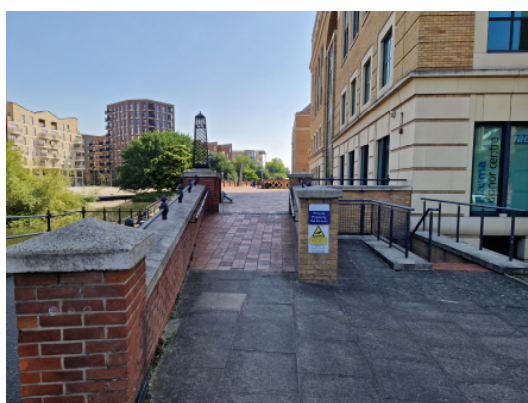


Figure 4: Forbury Road Access

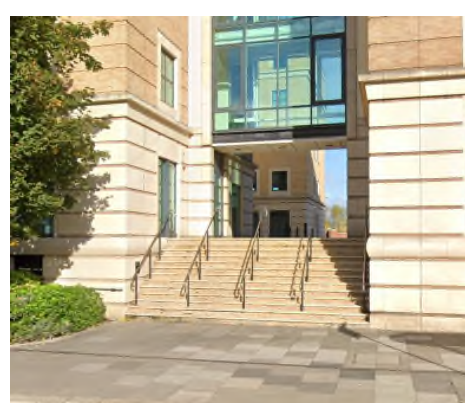


Figure 5: Kings Road Access

- 1.20 As shown at **Figure 6** below, vehicular access is from Gas Works Road. Upon entering the site from Gas Works Road there is a ramp on the left hand side which leads up to the shared surface area forming the courtyard between the three buildings and provides access to the main pedestrian entrance to the building including the stairwell, lifts and reception.
- 1.21 On the right when entering the site from Gas Works Road there is a ramp which leads down to the shared underground car park including bin stores and cycle stores.



Figure 6: Vehicular Access to courtyard (left) and Car Park (right)

Pedestrians and Cyclists

- 1.22 The site is very well served by footway, footpaths and on / off-road cycle routes ensuring that there is excellent access to active modes of travel for future residents at the site.
- 1.23 All roads surrounding the site have good quality, wide and street-lit footways on both sides of the road which provide convenient and direct access to all surrounding facilities including the local bus stops, rail station and town centre.
- 1.24 There are signalised pedestrian crossing points on all major roads, including Forbury Road and Kings Road, providing safe access to the wider area including the town centre and railway station and there are regular crossing opportunities for pedestrians along the main desire lines.
- 1.25 The site also has a direct connection to the canal towpath system along the northern side of the site, and around 100m to the south, which provides convenient and quiet walking routes to the surrounding areas.
- 1.26 The site is also very well located with direct access from Kings Road to the surrounding cycle network including the National Cycle Route 4 and Reading Town Centre route within 100m of the site. NCR4 is a long distance route between London and Pembrokeshire via Reading, Bath, Bristol and surrounding areas.
- 1.27 The Reading Town Centre cycle route is also accessible within 100m of the site and links all local cycle routes as shown on the map extract at **Figure 7** below.

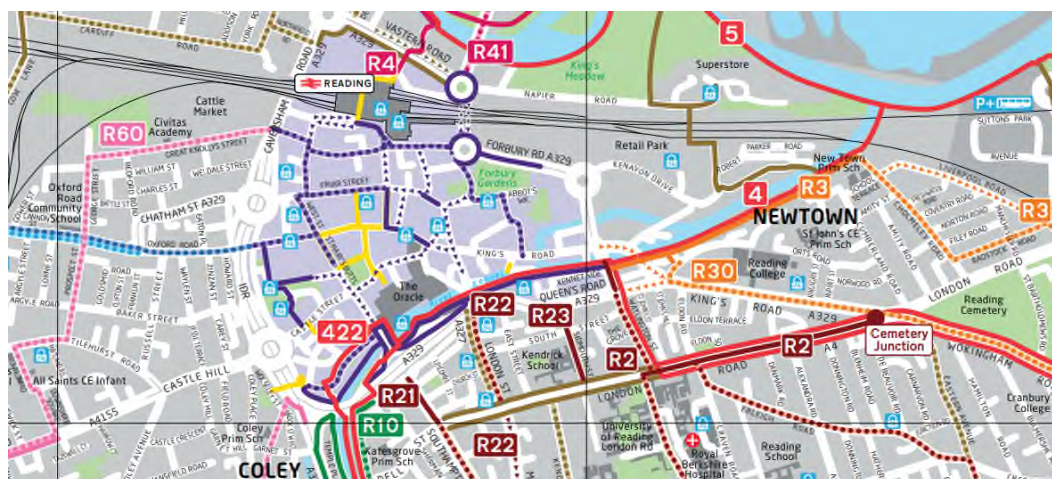


Figure 7: Reading Cycle Network Map Extract (Reading.gov.uk)

1.28 The following local cycle routes are accessible from the site:

- South Reading – Green Park & Whitley
- Reading & Wokingham – RBH, University and Winnerish
- East Reading & Woodley – Newtown & Bulmershe
- North Reading – Caversham & Emmer Green
- West Reading – Tilehurst & Prospect Park
- South West Reading – Coley Park & Southcote
- North West Reading – Tilehurst & Oxford Road

1.29 The site is therefore very well connected to the surrounding areas by all modes of transport including bus, rail, walking and cycling and is considered to be a highly sustainable location for development.

1.30 The table below outlines the facilities available within a short walking and cycling distance of the site. The list is not exhaustive but demonstrates that the site has excellent accessibility to all daily needs within a reasonable distance to encourage sustainable travel behaviours.

Facility	Walking Distance	Cycling Distance
Bus Stops	<80m 1-minute	-
Rail Station	800m 10-minutes	1.1km 5-minutes
Town Centre (retail, restaurants, banks, employment)	400m 5-minutes	400m 3-minutes
Outdoor Space (Kings Road Park)	<50m 1-minute	-
Outdoor Space (Forbury Gardens Park)	400m 5-minutes	600m 3-minutes

Supermarket (Tesco Express, Sainsburys, M&S)	550m 6-minutes	600m 3-minutes
Leisure Facility (Rivermead Leisure Centre)	2.2km 30-minutes (21-minutes by bus)	3.8km 13-minutes
Nursery / Childcare (Closest 3 Options)	<350m 4-minutes	-
Primary Education (St Johns Primary)	700m 9-minutes	700m 2-minutes
Secondary Education (Reading School)	700m 9-minutes	700m 3-minutes
GP Surgery (Staines Health Centre)	450m 5-minutes	500m 2-minutes

Cycling distance not included where facilities are within 4-minute walk distance.

Public Transport - Bus

- 1.31 The nearest bus stops are located on Kings Road at the southern side of the building (for eastbound services), Forbury Road on the western side of the building (northbound services) and Kings Road around 100m (1-minute walk distance) west of the building for westbound and eastbound services. The eastbound bus stop on Kings Road provides shelters, seating and live timetable information as shown at **Figure 8** below. The northbound bus stop on Forbury Road and the western bus stops on Kings Road provide flagpoles with timetable information as shown at **Figure 9** below.



Figure 8: Eastbound Bus Stop



Figure 9: Northbound Bus Stop

- 1.32 The surrounding bus stops are served by 11 regular bus services plus a Saturday Park & Ride service as summarised in the table below:

Route	Frequency (in each direction)		
	Monday - Friday	Saturday	Sunday
4 Lion / X4 Lion Reading – Bracknell	3 per Hour	3 per Hour	2 per Hour
17 Purple	7 per Hour	7 per Hour	6 per Hour

500 Park & Ride Reading – P&R	-	3 per Hour	-
13 Orange Reading - Woodley	2 per Hour	2 per Hour	1 per Hour
14 Orange Reading - Woodley	2 per Hour	2 per Hour	1 per Hour
127 / 128 / 129 Wokingham – Reading - Maidenhead	1 per Hour	1 per Hour	1 per Hour
701 London Line London - Legoland	1 per Hour	1 per Hour	1 per Hour
850 Reading – H Wycombe	1 per Hour	1 per Hour	-
3 Leopard Reading - Wokingham	3 per Hour	3 per Hour	2 per Hour
9 Buzz Reading – G Park Station	1 per Hour	1 per Hour	-
18 Buzz / 18a Buzz Tilehurst Triangle	2 per Hour	2 per Hour	1 per Hour
19A / B / C Little Orange Central Reading	3 per Hour	3 per Hour	-

1.33 The site therefore benefits from very good access to local bus services with an average of 26 buses per hour available within a 1-minute walk distance of the site providing access to the local employment, education and shopping areas including Reading, Wokingham and Maidenhead.

1.34 In addition, a large number of the regular services stop at Reading railway station which is a 3-minute bus journey from the site and will be of benefit to users who have difficulty walking.

Public Transport – Rail

1.35 Reading railway station is within an 800m (10-minute) walk distance from the main entrance of the building as shown on the site location plan at **Figure 1**. It is a major transport hub served by four operators: Great Western Railway, CrossCountry, South Western Railway and the Elizabeth Line.

1.36 The station is served by an average of around 40 trains per hour with services to London Paddington, London Waterloo, Maidenhead, Slough, Oxford, Swindon, Bristol and the wider surrounding areas.

1.37 The station is accessible by wheelchair to all platforms and provides a ticket office, step-free access, ticket machines, toilets, seating, waiting rooms and wi-fi.

- 1.38 A total of 344 covered and secure cycle parking spaces are provided at the station. Bicycles are permitted to travel on the trains (with some peak-time restrictions if travelling within London) allowing users to complete the start and end of their journeys by bicycle.

Travel modes – Census

- 1.39 Method of travel to work information has been obtained from the 2011 census data for the surrounding MSOA. The TS outlines why 2021 census data in relation to method of travel to work is unreliable due to the effects of the Covid pandemic at the time of the survey.
- 1.40 The method of travel information provided from the 2011 census gives a good indication of the likely travel patterns of the proposed development, before the effects of the Travel Plan are accounted for. The 2011 census identifies the following method of travel modes:

Mode of Travel	Modal Split
Car Driver	31%
Car Passenger	3%
Public Transport - Bus	12%
Public Transport – Train	21%
Walking	30%
Cycling	3%

- 1.41 The census information indicates that the existing residents in the surrounding area already make use of the sustainable modes of travel available.

Car Club

- 1.42 Currently Co-Wheels operate a number of cars within Reading with the closest vehicles to the site being on Filbert Street within 350m (4-minute walk distance) of the site which were provided as part of the Kenavon Drive development to the north.
- 1.43 There are a total of 3 vehicles provided within a 350m walk distance of the site which will encourage residents to reduce their personal car ownership levels. A photograph of the car club spaces is shown at **Figure 5** below. At the time of the site visit all car club vehicles were in use with one car (not a car club vehicle) parked in one of the bays.

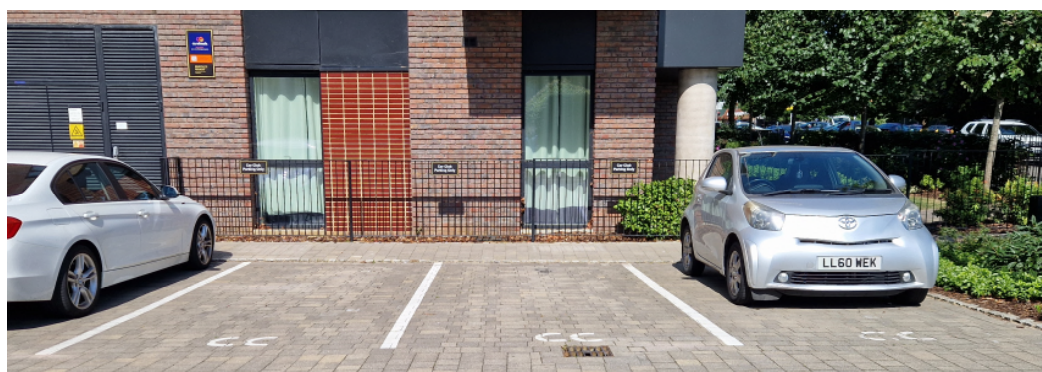


Figure 5: Filbert Street Car Club Bays

- 1.44 The proposals include provision of 2 car club spaces, including EVCPs, to encourage the uptake of sustainable modes of travel and to assist with the expansion of car club operations in Reading.
- 1.45 The provision of the car club spaces will be secured via the S106 agreement and the development will fund the provision of car club vehicles through Co-Wheels car club to tie in with the existing car club provision in the surrounding area.

2. TRAVEL PLAN MANAGEMENT

Residential Travel Plan Co-Ordinator

- 2.1 The Residential Travel Plan Co-Ordinator will be a permanent member of staff appointed by the Developer with the appropriate skills, budgetary provision and resources to fulfil the role and will likely be undertaken as part of the management company appointed to monitor the site.
- 2.2 The Residential Travel Plan Co-Ordinator will be employed for the lifetime of the Travel Plan, to allow for surveys to be undertaken when the site is at full capacity.
- 2.3 The Residential Travel Plan Co-Ordinator duties will include:
- Support, oversee and implement the requirements of the Residential Travel Plan upon first occupation of the development and through the life of the plan.
 - Provide travel advice and guidance to residents in the early stages of occupation and throughout the development process.
 - Liaise with the Sustainable Travel Planning Team on the production and management of the Residential Travel Information Pack.
 - Distribute the Residential Travel Information Pack to all households upon first occupation, along with any travel tickets or vouchers.
 - Assess the potential journeys that residents may make and identify what modes of transport are available from the site, promoting sustainable options.
 - Continuously monitor the impact that residents journeys may have on the surrounding areas and existing transport infrastructures.
 - Undertake personal journey planning for residents where appropriate.
 - Ensure the travel information made available is always current and up to date.
 - Design and implement effective marketing and awareness-raising campaigns to promote the initiatives and sustainable transport infrastructure within in Residential Travel Plan.
 - Ensure cycle storage facilities are functional upon first occupation and maintained throughout the life of the Travel Plan.
 - Organise annual Traffic Counts and Travel Surveys, analyse these and submit the results to the Sustainable Travel Planning Team, together with an assessment of the success of the Residential Travel Plan in reducing the number of trips by private car and details of any additional measures necessary to achieve the targets set within the Residential Travel Plan.
 - Provide promptly upon written request such information as the Council reasonably requires in relation to the Residential Travel Plan.

- Investigate new ideas, modes of transport and future plans, for example, electric car charging points and promote or implement as appropriate.
- Update Residential Travel Plan at least every two years, based on results of the traffic counts and travel surveys, to incorporate additional measures as agreed with the Sustainable Travel Planning Team.

2.4 The contact details for the Residential Travel Plan Co-Ordinator will be submitted to the Sustainable Travel Planning Team upon appointment to the role and prior to first occupation of the site.

3. TRAVEL PLAN TARGETS

3.1 The main objective of this RTP is to:

- Reduce the number of single occupancy vehicle trips;
- Encourage residents to use public transport services such as bus and rail;
- Encourage residents to walk and cycle for journeys within Reading; and
- Encourage residents to reduce reliance on private car ownership through use of car clubs.

Targets

3.2 The first target is to appoint a TPC, which will be completed prior to first occupation of the development. The remaining targets will be implemented once the results of the first baseline travel surveys have been obtained one year after first occupation of the development.

3.3 The results of site surveys will be used to develop incentives, measures and targets for the TP and will help progression of the RTP.

3.4 The census information has been used to set initial targets for the first 5 years. These targets will be updated once the first travel surveys have been undertaken at the site.

Mode of Travel	Modal Split (2011 Census)	3 rd Year Target	5 th Year Target
Car Driver	31%	27%	21%
Car Passenger	3%	3%	3%
Public Transport - Bus	12%	13%	15%
Public Transport – Train	21%	22%	24%
Walking	30%	31%	32%
Cycling	3%	4%	5%

3.5 The following initial mode share targets have been set and will be adjusted following the baseline data of the initial travel survey:

- To achieve, and maintain, a 10% reduction in single car occupancy vehicle movements;
- To increase the number of bus passengers from 12% to 15%;
- To increase the number of rail passengers from 21% to 24%;
- To increase the number of people walking from 30% to 32%; and
- To increase the number of people cycling from 3% to 5%.

3.6 Undertaking surveys every year will enable targets to be adjusted accordingly and ensure that targets are SMART (Specific – Measurable – Achievable – Realistic – Timed).

- 3.7 To ensure the targets are SMART, targets will be defined following the completion of the initial baseline surveys. However, the following initial targets are proposed:
- to appoint a TPC prior to first surveys being undertaken;
 - to provide a TP introductory pack to all new residents (with sustainable travel information and a summary of the TP); and
 - to ensure sustainable transport information is clearly available.
- 3.8 Following completion of surveys, targets will be reviewed to ensure that they are realistic and achievable. Further targets can be set during the review process.

4. SUSTAINABLE TRAVEL OPPORTUNITIES

Residential Travel Information Pack (RTIP)

- 4.1 The residents of each new dwelling will be provided with a RTIP which is aimed at encouraging and promoting sustainable travel behaviours from the outset.
- 4.2 The RTIP will be prepared in consultation with the Council's Travel Plan team and will include the following:
- A map of footways and cycleways in the area with routes to local destinations;
 - Promotional information for local cycle shops and repair centres;
 - Details of the on-site car club including initial free membership and discounts;
 - Up to date bus timetables and service information;
 - Up to date rail timetables and service information;
 - TPC contact details; and
 - A list of useful website links for public transport, walking and cycling.
- 4.3 The development will provide RTP notice boards within the communal areas of the building and will include information relating to the on-site car club, walking and cycling routes as well as public transport services, timetables and local cycle repair shops.
- 4.4 The TPC will undertake regular reviews of the noticeboard to ensure it is up to date.
- 4.5 The TPC will prepare a bi-annual newsletter for all residents to update them on progress of the Travel Plan as well as any upcoming events, surveys or new public transport services.

Walking

- 4.6 Details of pedestrian routes to and from the site will be made available to residents on the site noticeboard.

Cycling

- 4.7 Cycle parking will be provided in accordance with the provision outlined within the TS. All cycle parking, including visitor spaces, will be available to use from the outset of the development.
- 4.8 The TPC will seek to negotiate preferential rates for new cycle purchases, or existing cycle maintenance, at local cycle shops.
- 4.9 The TPC will organise cycle proficiency training in conjunction with RBC.

Public Transport

- 4.10 Public transport timetables and routes will be displayed on the RTP noticeboard and will be provide within the RTIP.
- 4.11 The RTIP will include a discount / vouchers for local bus and rail journeys.

Car Club

- 4.12 Details of the on-site car club will be provided within the RTIP and on the RTP notice board. The TPC will ensure that all residents are aware of the car club and advise on how to book and use the vehicle.
- 4.13 Details of how to activate the initial free car club membership, and any discounts, will be supplied within the RTIP.

Car Sharing

- 4.14 The RTIP will include details in relation to car sharing and will encourage residents to sign up to liftshare.org which provides a national travel database with an extensive database of local users wishing to share daily journeys to work by car.
- 4.15 The TPC will organise coffee mornings and promotional events for residents who are interested in car sharing.

5. TRAVEL PLAN MONITORING AND REVIEW

- 5.1 The RTP will be monitored and reviewed by the TPC on an on-going basis with annual reports being prepared. The following actions will be undertaken as a minimum;
- Travel surveys to be undertaken one year after first occupation to determine baseline conditions;
 - Travel surveys to be undertaken annually for 5-years from the date of the first survey or until the time of full occupancy;
 - The RTP to be annually reviewed and updated;
 - An annual monitoring report to be prepared following the survey results and distributed to residents and the RBC Travel Plan Monitoring team.
- 5.2 The travel surveys will determine the number of total person movements to and from the site including their mode of travel. The results will enable year-on-year changes to be identified and targets to be monitored and adjusted as necessary.
- 5.3 The surveys will also record car ownership levels for residents to compare these with surrounding Census information.
- 5.4 The provisions of the TP will be monitored in order that the various initiatives can be assessed as to their usefulness or otherwise.
- 5.5 An Action Plan (AP) will be prepared for the full RTP prior to first occupation of the site and will provide a breakdown of actions, timescales, and persons responsible. The AP will be reviewed in consultation with the council following receipt of survey results to ensure progress of the RTP.
- 5.6 The annual reviews will include:
- assessment of the various initiatives implemented and agreement on those to pursue and those to discard;
 - a review of the AP and amendments made if necessary;
 - take account of feedback received from residents;
 - updating sustainable travel information and including the latest RTP initiatives and promotions;
 - the development of new initiatives to encourage walking and cycling in particular; and
 - the number of cycles parked within the development will also be monitored on an ad-hoc basis.

6. SUMMARY

- 6.1 The developer has agreed to these Residential Travel Plan arrangements, which demonstrate the importance of the environmental, health and commercial benefits of increasing the use of more sustainable modes of travel as an alternative to the private car. S&S Quality Building Contractors Ltd is committed to developing this programme with the support of Reading Borough Council.
- 6.2 It is proposed that, subject to agreement with Reading Borough Council, the full Residential Travel Plan will be produced prior to first occupation of the development.