



WHITBREAD PLC



Premier Inn Reading South (Reading Gateway M4/J11)

TRANSPORT STATEMENT

for Proposed Hotel Extension
on behalf of Whitbread Group PLC

2024/8100/TS01

September 2024

DOCUMENT CONTROL

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for Proposed Hotel Extension

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Scheme Details

Local Authority	Reading Borough Council
Site Name	Reading South (Reading Gateway, M4/J11)
Site Address	Reading Gateway, Proctor End South, Reading, RG2 0GG
Site Access Road	Sentinel End
Restaurant Brand	Beefeater
Existing Bedrooms	120
Proposed Total Bedrooms	129
Total Net Additional Bedrooms	9

1 INTRODUCTION

1.1 Report Context

- 1.1.1 RGP is commissioned by Whitbread Group Plc. to provide highways and transport planning input in support of a proposed hotel extension at the Reading South (Reading Gateway, M4/J11) Premier Inn, Reading Gateway, Proctor End South, Reading, RG2 0GG ("the site").



Figure 1 Reading South (Gateway, M4, J11) (Source. Premier Inn (2024))

- 1.1.2 The existing site comprises a 120-bedroom Premier Inn hotel and associated Beefeater restaurant (circa. 200 covers) which are both operated by Whitbread. Car parking is provided on-site with capacity to accommodate a total of 333 vehicles for the shared use of the Reading South (Reading Gateway, M4/J11) Premier Inn, Beefeater and other retail operations of Reading Gateway.
- 1.1.3 A plan illustrating the existing site layout is attached hereto at **Appendix A**.
- 1.1.4 The proposals involve a net 9-bedroom extension to the existing hotel, resulting in a total of 129 bedrooms. The associated Beefeater restaurant would be removed and replaced with a 'Guest Restaurant' to cater to guest meals only, this would not generate any external trade. Access would continue to be afforded from Sentinel End as per the existing arrangements, with car parking provided on-site to accommodate a total of 333 vehicles for the shared use of the Reading South (Reading Gateway, M4/J11) Premier Inn, Beefeater and other retail operations of Reading Gateway.
- 1.1.5 A plan illustrating the proposed site layout is attached hereto at **Appendix B**.

- 1.1.6 While the proposals would increase the number of guest bedrooms, any additional trips to the site would be offset as a result of the removal of the associated Beefeater restaurant, this would also compensate for the additional demands for car parking from external visitors that the associated restaurant generated above those from hotel guests.

1.2 RGP & Whitbread Operations

- 1.2.1 RGP is retained as Whitbread's Highway Consultant having been involved in new build and extension projects across the Whitbread estate throughout the United Kingdom (UK).
- 1.2.2 As a result, RGP has a wealth of survey data in relation to trip generation and parking demand for existing sites throughout the UK. This data is therefore used, in part, to determine the likely operation of the proposals in highways and transport terms post-development. The full details of which are included within this Transport Statement.

1.3 Report Structure

- 1.3.1 This Transport Statement has been prepared to support the proposals and evaluates the key highways and transport related matters. This report comprises the following sections:
- **Section 2 – Policy Context:** details pertinent national and local policies.
 - **Section 3 – Baseline Conditions:** provides an overview of the existing situation at the site, including the local highway network and accessibility via sustainable modes of travel.
 - **Section 4 – Trip Generation:** details the existing trip generation associated with the site as a whole, including hotel- and restaurant-specific trips, provides a forecast in these terms for the site post-extension.
 - **Section 5 – Parking Arrangements:** outlines the existing utilisation of the car park at the site, followed by the implications of the proposals in these terms when considering the overall increase in bedrooms, with relevant reference to the locally adopted parking standards for such developments.
 - **Section 6 – Access, Layout and Servicing** - outlines the access strategy and internal layout of the site in the context of vehicle movements and general parking provision, considering any alterations as a result of the proposals and the residual impact of the scheme upon servicing activities at the site.
 - **Section 7 – Summary and Conclusions:** provides a concise set of conclusions and an overall summary of report findings.

2 POLICY CONTEXT

2.1 National Planning Policy Framework

- 2.1.1 The 'National Planning Policy Framework' (NPPF) details the government's planning policies for England and how these are expected to be applied.
- 2.1.2 In considering development proposals Paragraph 114 states "*in assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensure that:*
- (a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
 - (b) safe and suitable access to the site can be achieved for all users;*
 - (c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code 46; and*
 - (d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree."*
- 2.1.3 Paragraph 115 states "*development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe."*
- 2.1.4 It is considered the proposals accord with the policies of the NPPF.

2.2 Local Planning Policy

- 2.2.1 The Reading Borough Council 'Local Plan' contains the policies for how Reading will development up to 2036.
- 2.2.2 Policy TR1 (Achieving The Transport Strategy) highlights the Council's transport objectives include, but are not limited to:
- "*Facilitate more physical active travel for journeys in a healthy environment.*
 - *Provide affordable, accessible and inclusive travel options for everyone.*
 - *Ensure that the transport network operates safely and efficiently to meet the needs of all users.*
 - *Improve journey times, journey time reliability and the availability of information."*
- 2.2.3 It is confirmed the Council expect all developments to be assessed for their impact upon the transport network through a Transport Assessment / Statement.

- 2.2.4 Policy TR3 (Access, Traffic and Highway-Related Matters) confirms development will only be permitted where:
- *“Accesses and works to the highway comply with the adopted standards of the Transport Authority.*
 - *The development would not have a material detrimental impact on the functioning of the transport network.*
 - *The proposals would not be detrimental to the safety of users of the transport network, including pedestrians and cyclists.*
 - *The proposal would not generate regular movement of heavy goods vehicles (HGVs) on unsuitable roads, or on roads without easy access to the Classified Highway Network.*
 - *For non-residential uses, or new dwellings on classified roads, off-street servicing would be provided.”*
- 2.2.5 It is considered the proposals accord with the policies of the Local Plan.

3 BASELINE CONDITIONS

3.1 Site Location

- 3.1.1 The site is located on Sentinel End, in the town of Reading, in the Royal County of Berkshire. The site location is illustrated in the figure below.

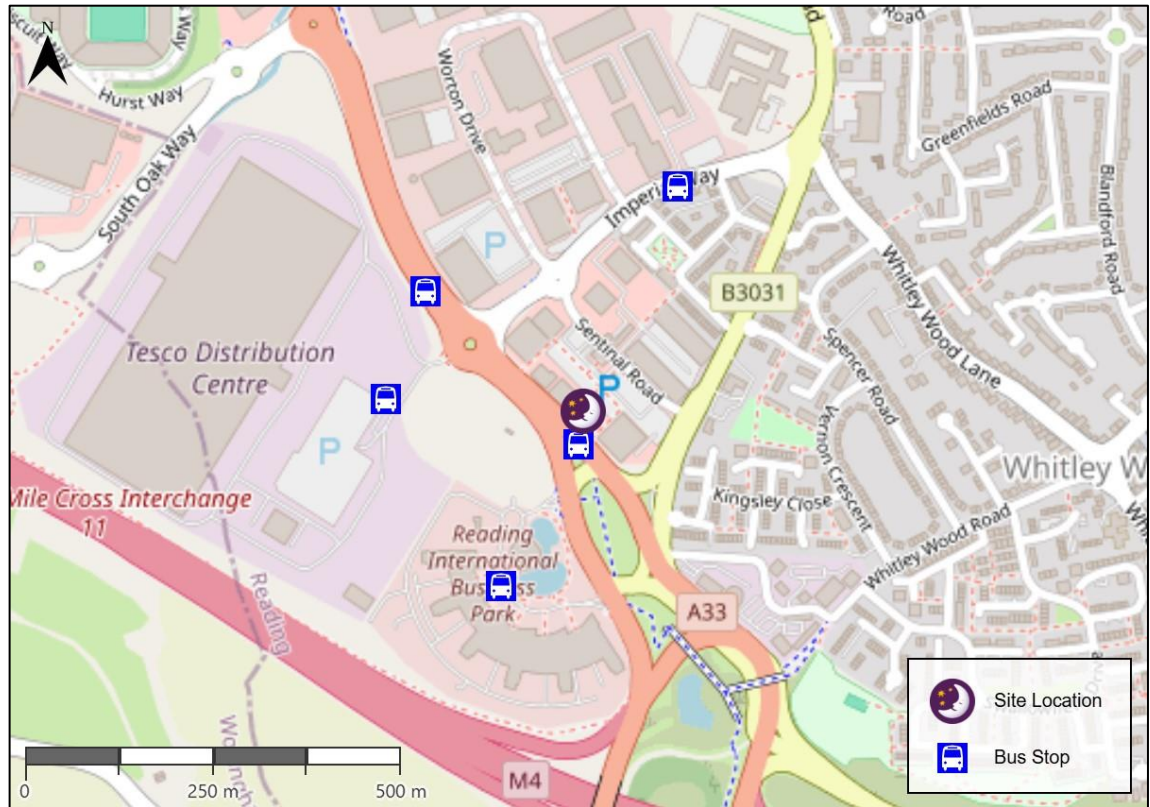


Figure 2 Site Location Plan

- 3.1.2 The extents of the site are predominantly 'edge-of-town' in nature, with the site located in Reading Gateway at Junction 11 of the M4 motorway. It is therefore considered the primary mode of travel would likely comprise the private vehicle, either as a driver of or passenger in, but that the hotel would benefit from a degree of pass-by trade associated with guests on an existing pre-determined journey.

3.2 Accessibility

Active Travel

Walking

- 3.2.1 Footways within the Reading Gateway complex are for the shared use of walkers and cyclists, connecting to local convenience provision and public transport stops. Footways benefit from dropped kerbs, lighting, tactile paving and transition points.
- 3.2.2 It is noteworthy that Reading Gateway provides retail and dining facilities which are likely of attraction to guests during their stay, thereby reducing the need for off-site travel.

Cycling

3.2.3 Reading Borough Council provides information on cycle routes (<https://www.reading.gov.uk/vehicles-roads-and-transport/cycling/>) across the Borough. National Cycle Network (NCN) Routes 4 (Fishguard to London), 5 (Holyhead to Reading), 23 (Reading to Southampton) start or run through Reading.

Sustainable Travel

Bus

3.2.4 The closest bus stops are located on Basingstoke Road. The stops can be reached on foot utilising existing footways and transition points at approximately 150m from the site. A single service comprises:

- 600 Park & Ride.

3.2.5 The 600 provides connections to Mere oak Park & Ride, Thames Valley Science Park (TVSP) and The Bull.

3.2.6 Additional services can be boarded at Imperial Way and can be reached on foot at an approximate 400m walk. Further services comprise:

- emerald 6 – Reading Station to Whitley Wood via Basingstoke Road.
- buzz 9 – Green Park Station to Reading Station via Royal Berkshire Hospital & Whitley Wood.

Rail

3.2.7 The closest rail station is Reading, located approximately 5.0km from the site. The station is served by CrossCountry, Elizabeth line, Great Western Railway and South Western Railway services. Services comprise:

Abbey Wood	Basingstoke	Birmingham New Street
Bournemouth	Bristol Temple Meads	Cardiff Central
Carmarthen	Cheltenham Spa	Didcot Parkway
Gatwick Airport	Hereford	London Paddington
London Waterloo	Manchester Piccadilly	Newbury
Oxford	Plymouth	

Figure 3 Reading Rail Station Services

3.2.8 Step-free access is provided to all platforms.

Taxi

- 3.2.9 For guests requiring a taxi, a freephone is available within the hotel reception area and will automatically connect to a local operator.

3.3 Summary

- 3.3.1 As summarised above, active (walking and cycling) and sustainable (public transport) could be used by staff and guests to access the site, however, as a result of the 'edge of town' nature of the site, it is considered the primary mode of travel would likely comprise the private vehicle, either as a driver or passenger in, but that the hotel would benefit from a degree of pass-by trade associated with guests on an existing pre-determined journey.

4 TRIP GENERATION

4.1 Context

- 4.1.1 While the Trip Rate Information Computer System (TRICS) is considered the industry standard tool for deriving trip generation, in RGP's experience this data is often not representative of Premier Inn sites. Hotels within the TRICS database often contain 'other' on-site uses (i.e. conference and leisure facilities), which can make the data unrepresentative of a hotel which does not contain such facilities.

4.2 Independent Traffic Surveys

- 4.2.1 RGP commissioned independent traffic surveys at Whitbread hotel / restaurant sites to establish vehicle trip rates and parking demand at comparable Premier Inn sites. A full schedule of the surveyed sites is attached hereto at **Appendix C** for reference.

- 4.2.2 The surveys comprised the following scope:

- All surveys undertaken between 07:00 and 23:00 – with parking beat counts at 15-minute intervals.
- All vehicle arrivals and departures (to include occupants' purpose of visit i.e. hotel, restaurant or other) were recorded.
- A record of the number of hotel bedrooms occupied each survey night – to enable all results to be factored to reflect full room occupancy.

- 4.2.3 The surveys allow for separate hotel and restaurant (where a hotel is co-located with an on-site restaurant) vehicle trip rates. TRICS is not able to distinguish a separate trip rate for hotel and restaurant elements, and therefore RGP's bespoke data has a high level of accuracy when establishing trip generation and parking demand at Premier Inn sites.

4.3 Trip Rates

- 4.3.1 The hotel and restaurant trip rates from the independent traffic surveys are set out in the figure below, with consideration given to the AM (08:00 – 09:00) and PM (17:00 – 18:00) peak hours on the local highway network, alongside a daily total.

Time Period	Hotel Trip Rates (per bedroom)			Restaurant Trip Rates (per cover)		
	Arrivals	Departures	Two-way	Arrivals	Departures	Two-way
AM Peak	0.039	0.202	0.241	0.016	0.008	0.024
PM Peak	0.156	0.045	0.201	0.076	0.038	0.114
Daily	1.115	1.044	2.158	0.639	0.629	1.267

Figure 4 Hotel and Restaurant Vehicle Trip Rates

- 4.3.2 RGP has successfully used the bespoke data to support planning applications across the Whitbread estate, and the trip rates are therefore considered appropriate in determining the existing and proposed vehicle trip generation at the site.

4.4 Existing

- 4.4.1 The figure below summarises the existing vehicle trip generation at the site associated with the 120 hotel bedrooms and associated Beefeater branded restaurant (200 covers).

Time Period	Hotel Vehicle Trip Generation			Restaurant Vehicle Trip Generation		
	Arrivals	Departures	Two-way	Arrivals	Departures	Two-way
AM Peak	5	24	29	3	2	5
PM Peak	19	5	24	15	8	23
Daily	134	125	259	128	126	253

Figure 5 Existing Trip Generation

- 4.4.2 The existing site could generate in the order of 33 two-way movements across the AM peak, 47 across the PM peak and a total of 512 across the course of a typical day.

4.5 Proposed

- 4.5.1 The figure below summarises the proposed vehicle trip generation at the site, allowing for the proposed net 9-bedroom extension and removal of the associated Beefeater branded restaurant.

Time Period	Hotel Vehicle Trip Generation			Restaurant Vehicle Trip Generation		
	Arrivals	Departures	Two-way	Arrivals	Departures	Two-way
AM Peak	5	26	31	0	0	0
PM Peak	20	6	26	0	0	0
Daily	144	135	278	0	0	0

Figure 6 Proposed Trip Generation

- 4.5.2 The site post-development could generate in the order of 31 two-way movements across the AM peak, 26 across the PM peak and a total of 278 across the course of a typical day.

4.6 Net Impact

4.6.1 The figure below summarises the net trip generation impact of the proposals.

Time Period	Trip Generation Net Impact		
	Arrivals	Departures	Two-way
AM Peak	-3	+/- 0	-3
PM Peak	-14	-7	-21
Daily	-118	-116	-234

Figure 7 Trip Generation Net Impact

4.6.2 As summarised in the table above, the net impact of the proposals is a decrease in two-way movements across the course of a typical day associated with the site in the order of 234 movements. This is anticipated as a result of the removal of the associated restaurant and replacement with a 'Guest Restaurant', which would not generate external trade.

4.6.3 It is considered the additional hotel bedrooms would not necessarily attract new guests, but rather provide overnight accommodation for people making a pre-determined trip to the local area, and therefore, any additional trips to the hotel would not necessarily be 'new' to the local highway network.

5 PARKING ARRANGEMENTS

5.1 Existing Car Parking

- 5.1.1 Car parking is provided on-site with capacity to accommodate a total of 333 vehicles, available for the shared use of the Reading South (Reading Gateway, M4/J11) Premier Inn, Beefeater restaurant and other retail units within Reading Gateway.
- 5.1.2 The land uses at Reading Gateway operate in a complementary manner, with the associated peaks in parking demand noncurrent, whereby guest demand is greatest overnight while diner and other 'general' (e.g. retail) demand is greatest during the day, therefore facilitating the shared use of the car park.

5.2 Proposed Car Parking

- 5.2.1 Car parking would continue to be provided on-site with capacity to accommodate a total of 333 vehicles for the shared use of the Reading South (Reading Gateway, M4/J11) Premier Inn, Beefeater and other retail operations of Reading Gateway.
- 5.2.2 It is considered the removal of the Beefeater restaurant would reduce the daytime parking demand associated with the site, when the car park is likely to be busiest inclusive of 'other' general demand.

5.3 Car Parking Standards

- 5.3.1 Supplementary Planning Document 'Revised Parking Standards and Design' as produced by Reading Borough Council (2011) sets out car parking standards, as reference to in the table below.

Use Class	Car Parking Standard
Hotel	"0.75 per bedroom."

Figure 8 Parking Standards

- 5.3.2 Application of the above standards to the proposed net additional 9 bedrooms could warrant in the provision of an additional seven car parking spaces provided.
- 5.3.3 However, it is important to note that any increased parking demand associated with the additional hotel bedrooms would be offset, in part, by the removal of the associated Beefeater restaurant and the subsequent reduction in restaurant-related parking demand.

5.4 Parking Demand Assessment Context

- 5.4.1 It is important to understand the anticipated parking demand likely to be generated by the site pre- and post-development in the context of the parking standards as outlined above, with a full Parking Demand Assessment attached hereto at **Appendix D**.

RGP Data

5.4.2 As noted in **Section 4**, RGP holds extensive survey data for comparable Premier Inn sites across the Whitbread estate. The collection of this data included a parking beat count at the respective sites which can therefore be used to establish the likely demands for parking in this instance.

5.5 Existing Parking Demand

5.5.1 The figure below illustrates the existing parking demand at the site.

- The blue line illustrates the typical weekday parking demand as based on RGP data held for comparable Premier Inn sites, as detailed in **Section 4**.
- The red line illustrates the 85th percentile parking demand as based on RGP data held for comparable Premier Inn sites, as detailed in **Section 4**.

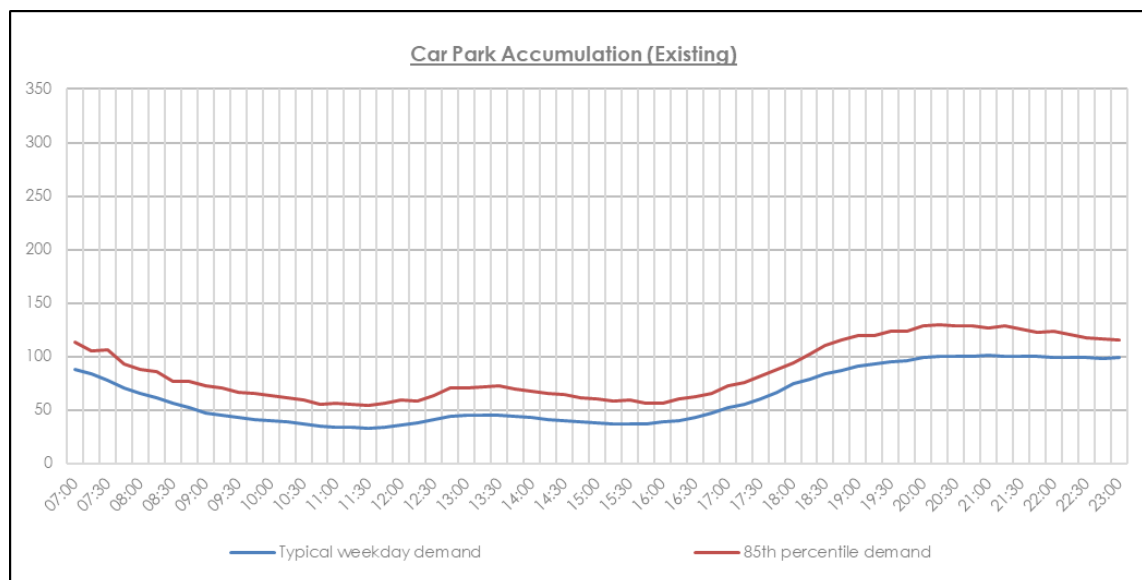


Figure 9 Car Park Accumulation (Existing)

5.5.2 As illustrated in the figure above, the existing Reading South (Reading Gateway, M4/J11) Premier Inn and Beefeater could generate a peak parking demand of 129 parked vehicles between 20:30 and 21:00.

5.6 Proposed Parking Demand

5.6.1 The figure below illustrates the forecasted parking demand at the site.

- The blue line illustrates the proposed parking demand, as based on the RGP data, factored to reflect the net 9-bedroom extension and removal of the associated Beefeater restaurant.



Figure 10 Car Park Accumulation (Proposed)

5.6.2 As illustrated in the figure above, the anticipated parking accumulation could peak with 100 vehicles, representing a reduced parking demand compared to the existing car park accumulation.

Summary

5.6.3 Car parking would continue to be provided on-site with capacity to accommodate a total of 333 vehicles for the shared use of the Reading South (Reading Gateway, M4/J11) Premier Inn, Beefeater and other retail operations of Reading Gateway, which would continue to operate unaffected by the proposals.

5.6.4 It is considered the removal of the Beefeater restaurant would reduce the daytime parking demand associated with the site, when the car park is likely to be busiest inclusive of 'other' general demand.

5.7 Cycle Parking

5.7.1 Supplementary Planning Document 'Revised Parking Standards and Design' as produced by Reading Borough Council (2011) sets out cycle parking standards, as reference to in the table below.

Use Class	Cycle Parking Standard
Hotel	"1 space per 6 staff."

Figure 11 Cycle Parking Standards

5.7.2 It is not anticipated the proposals would require an increase in staff and therefore no additional provision is sought in these terms.

- 5.7.3 It is important to also note that Premier Inn hotels operate a 'cycle friendly' policy, permitting guests to store bicycles within their bedrooms, if preferred, which therefore increases the effective capacity for spaces at the development.

6 ACCESS, LAYOUT AND SERVICING

6.1 Access

- 6.1.1 All vehicular traffic currently access the site via Sentinel End, and would continue to do so post-development.

6.2 Layout

- 6.2.1 Although minor alterations are proposed, the fundamental layout of the site would remain as existing, with all vehicles able to enter and egress the site in forward gear, including the use of the formally marked car parking spaces. Delivery and servicing activities would take place in a consistent manner with the existing procedures within the site curtilage.

6.3 Delivery / Servicing Activity

- 6.3.1 Whitbread sites containing a Premier Inn hotel and branded restaurant are served by a combined 14 servicing vehicles per week, as summarised in the table below.

Servicing Type	Weekly Visits	Typical Duration
Linen	1	30-minutes
Food	3	40-minutes
Beverage	1	45-minutes
Refuse / Recycling	3	20-minutes

Figure 12 Existing Weekly Servicing Requirements

- 6.3.2 It is not considered that the additional hotel bedrooms would require an increase in the size or frequency of servicing vehicles, with any additional demand met through existing visits.
- 6.3.3 As noted, delivery and service vehicles would continue to access the site via Sentinel End and undertake deliveries and refuse collections within the site curtilage.
- 6.3.4 The site would continue to provide a secure refuse store which is designed to be lockable with sufficient drainage points. Bins are allocated for general waste, glass waste and mixed dry recycling. No increase in the frequency of refuse collections would be required post-development.

7 SUMMARY AND CONCLUSIONS

- 7.1.1 RGP is commissioned by Whitbread Group Plc. to provide highways and transport planning input in support of a proposed hotel extension at the Reading South (Reading Gateway, M4/J11) Premier Inn, Reading Gateway, Proctor End South, Reading, RG2 0GG ("the site").
- 7.1.2 The existing site comprises a 120-bedroom Premier Inn hotel and associated Beefeater restaurant (circa. 200 covers) which are both operated by Whitbread. Car parking is provided on-site with capacity to accommodate a total of 333 vehicles for the shared use of the Reading South (Reading Gateway, M4/J11) Premier Inn, Beefeater and other retail operations of Reading Gateway.
- 7.1.3 The proposals involve a net 9-bedroom extension to the existing hotel, resulting in a total of 129 bedrooms. The associated Beefeater restaurant would be removed and replaced with a 'Guest Restaurant' to cater to guest meals only, this would not generate any external trade. Access would continue to be afforded from Sentinel End as per the existing arrangements, with car parking provided on-site to accommodate a total of 333 vehicles for the shared use of the Reading South (Reading Gateway, M4/J11) Premier Inn, Beefeater and other retail operations of Reading Gateway.
- 7.1.4 While the proposals would increase the number of guest bedrooms, any additional trips to the site would be offset as a result of the removal of the associated Beefeater restaurant, this would also compensate for the additional demands for car parking from external visitors that the associated restaurant generated above those from hotel guests.
- 7.1.5 RGP makes the following conclusions from the information and assessments contained within this report:
- The existing site could generate in the order of 33 two-way movements across the AM peak, 47 across the PM peak and a total of 512 across the course of a typical day.
 - The site post-development could generate in the order of 31 two-way movements across the AM peak, 26 across the PM peak and a total of 278 across the course of a typical day.
 - The provision of the shared car parking spaces would be sufficient to accommodate the likely demands of the hotel post-extension.
 - The internal site layout would continue to provide sufficient space for delivery vehicles to manoeuvre, and vehicles to enter and egress parking spaces.
 - The size and frequency of delivery vehicles to the site would not increase post-development.
- 7.1.6 As a result of the data and evidence presented within this Transport Statement, Reading Borough Council is respectfully requested to confirm that the development proposals are satisfactory on highway and transport grounds.

APPENDIX A

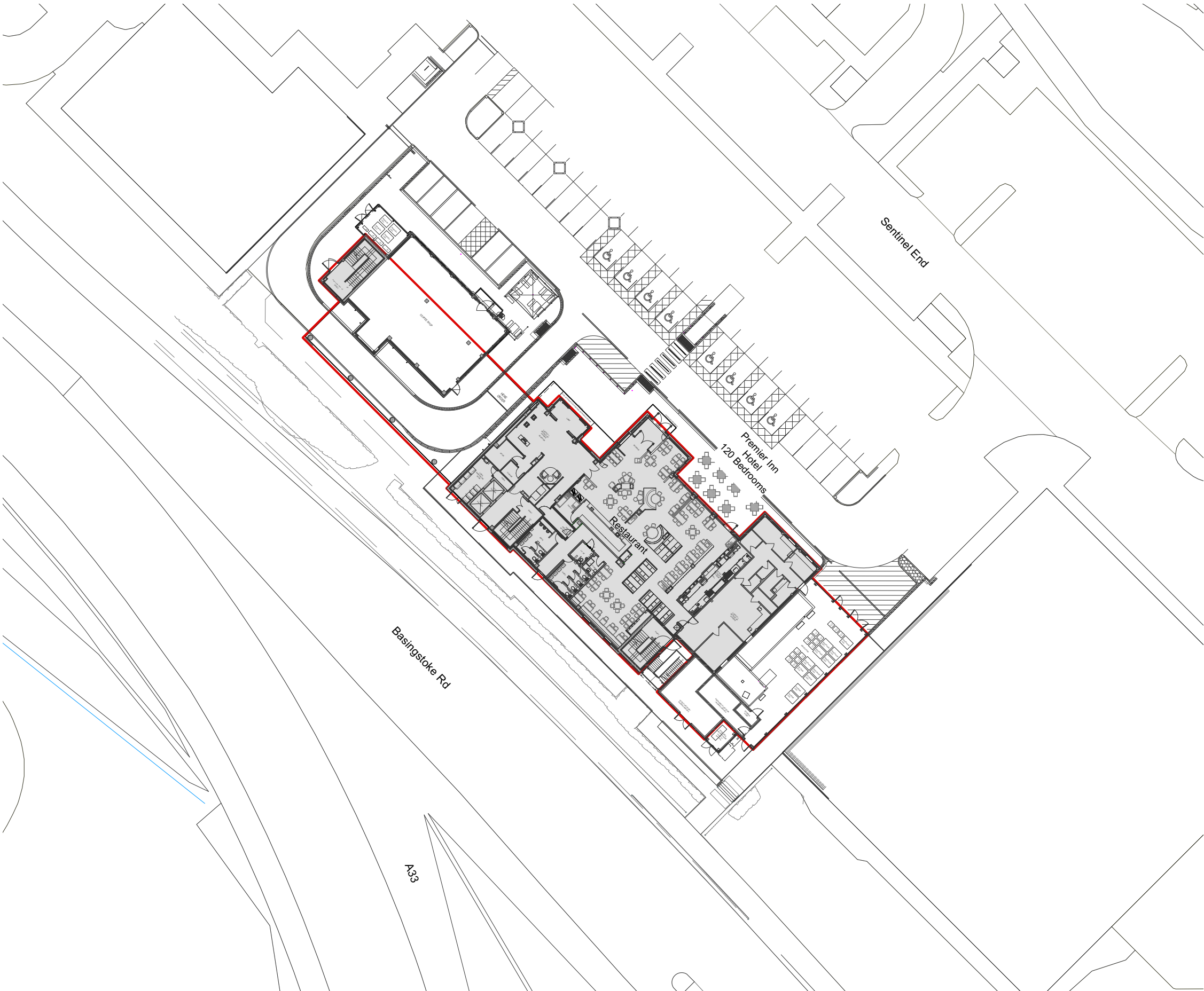
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Notes:

Existing Parking: -

Existing Hotel: GEA - 5019m²
GIA - 4642m²

Existing Rooms: 120



Rev	Date	Description	By	Chk
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**AXIOM
ARCHITECTS**

Barn A Addlepool Business Centre Clyst St George Exeter EX3 0NR
Tel. 01392 368426 www.axiomarchitects.co.uk

Client
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Project
PREMIER INN READING GATEWAY
GATEWAY PROCTOR END SOUTH
READING RG2 0GG

Drawing
EXISTING SITE PLAN

Scale	Date	Drawn	Checked
1:500@A3	03/09/24	EA	RW
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APPENDIX B

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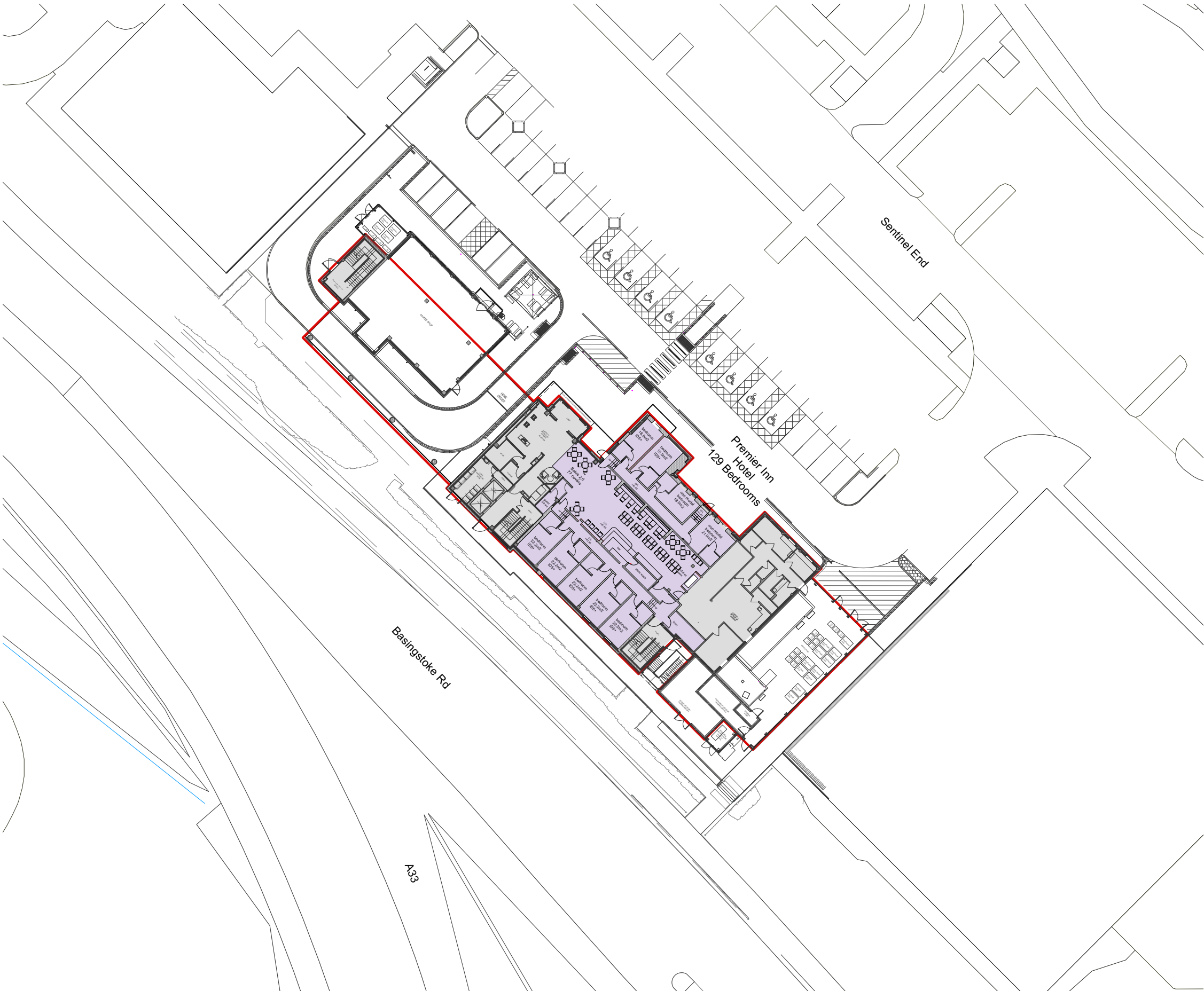
Notes:

Proposed Parking: No change

Proposed Hotel: GEA - 5019m²
GIA - 4635m²

Proposed Rooms: 9

Total Rooms: 129



Rev	Date	Description	By	Chk
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Barn A Addlepool Business Centre Clyst St George Exeter EX3 0NR
Tel. 01392 368426 www.axiomarchitects.co.uk

Client
WHITBREAD GROUP PLC

Project
PREMIER INN READING GATEWAY
GATEWAY PROCTOR END SOUTH
READING RG2 0GG

Drawing
PROPOSED SITE PLAN

Scale	Date	Drawn	Checked
1:500@A3	03/09/24	EA	RW
Drawing No.	Revision		
6269-PL 011			
Status			
PLANNING			

APPENDIX C

Summary of Whitbread Hotel and Restaurant Survey Sites

Premier Inn Hotel and Restaurant Sites								
LOCATION	SURVEY DATE				RESTAURANT BRAND	BEDROOMS	COVERS	PARKING
Aldershot GU11 1SQ	Wednesday	6	October	2010	Brewers Fayre	60	220	131
Aldershot GU11 1SQ	Saturday	9	October	2010	Brewers Fayre	60	220	131
Andover SP10 3UX	Wednesday	16	December	2009	Brewers Fayre	50	220	
Basingstoke RG22 6PG	Thursday	9	October	2008	Beefeater	73	198	112
Basingstoke RG22 6PG	Thursday	9	December	2010	Beefeater	73	198	112
Basingstoke RG22 6PG	Friday	17	September	2010	Beefeater	73	198	112
Bridgewater TA6 4RR	Monday	8	February	2016	Brewers Fayre	67	222	105
Bridgewater TA6 4RR	Tuesday	9	February	2016	Brewers Fayre	67	222	105
Bridgewater TA6 4RR	Wednesday	10	February	2016	Brewers Fayre	67	222	105
Bridgewater TA6 4RR	Thursday	11	February	2016	Brewers Fayre	67	222	105
Bridgewater TA6 4RR	Friday	12	February	2016	Brewers Fayre	67	222	105
Bridgewater TA6 4RR	Saturday	13	February	2016	Brewers Fayre	67	222	105
Bridgewater TA6 4RR	Sunday	14	February	2016	Brewers Fayre	67	222	105
Cannock South WS11 1SJ	Thursday	25	June	2015	Beefeater	60	132	125
Christchurch BH23 3QG	Monday	11	December	2017	Beefeater	122	188	160
Christchurch BH23 3QG	Tuesday	12	December	2017	Beefeater	122	188	160
Christchurch BH23 3QG	Wednesday	13	December	2017	Beefeater	122	188	160
Christchurch BH23 3QG	Thursday	7	December	2017	Beefeater	122	188	160
Christchurch BH23 3QG	Friday	8	December	2017	Beefeater	122	188	160
Christchurch BH23 3QG	Saturday	9	December	2017	Beefeater	122	188	160
Christchurch BH23 3QG	Sunday	10	December	2017	Beefeater	122	188	160
Dartford DA1 5PR	Monday	19	March	2018	Beefeater	120	276	196
Dartford DA1 5PR	Tuesday	20	March	2018	Beefeater	120	276	196
Dartford DA1 5PR	Wednesday	21	March	2018	Beefeater	120	276	196
Dartford DA1 5PR	Thursday	15	March	2018	Beefeater	120	276	196
Dartford DA1 5PR	Friday	16	March	2018	Beefeater	120	276	196
Dartford DA1 5PR	Saturday	17	March	2018	Beefeater	120	276	196
Dartford DA1 5PR	Sunday	18	March	2018	Beefeater	120	276	196
Enfield EN3 7XY	Tuesday	14	June	2011	Table Table	200	143	173
Exeter EX1 3LJ	Saturday	10	November	2015	Brewers Fayre	102	166	140
Exeter EX1 3LJ	Sunday	11	November	2015	Brewers Fayre	102	166	140
Exeter EX1 3LJ	Monday	12	November	2015	Brewers Fayre	102	166	140
Exeter EX1 3LJ	Tuesday	13	November	2015	Brewers Fayre	102	166	140
Exeter EX1 3LJ	Wednesday	14	November	2015	Brewers Fayre	102	166	140
Exeter EX1 3LJ	Thursday	15	November	2015	Brewers Fayre	102	166	140
Exeter EX1 3LJ	Friday	16	November	2015	Brewers Fayre	102	166	140
Exeter EX1 3LJ	Saturday	25	March	2017	Brewers Fayre	143	166	126
Exeter EX1 3LJ	Sunday	26	March	2017	Brewers Fayre	143	166	126
Exeter EX1 3LJ	Monday	27	March	2017	Brewers Fayre	143	166	126
Exeter EX1 3LJ	Tuesday	28	March	2017	Brewers Fayre	143	166	126
Exeter EX1 3LJ	Wednesday	29	March	2017	Brewers Fayre	143	166	126
Exeter EX1 3LJ	Thursday	30	March	2017	Brewers Fayre	143	166	126
Exeter EX1 3LJ	Friday	31	March	2017	Brewers Fayre	143	166	126
Falkirk (Central) FK1 4DS	Tuesday	3	June	2014	Beefeater	31	190	73
Falkirk (Central) FK1 4DS	Saturday	31	May	2014	Beefeater	31	190	73
Falkirk (East) FK2 OYS	Thursday	17	July	2014	Beefeater	40	190	109
Falkirk (East) FK2 OYS	Saturday	19	July	2014	Beefeater	40	190	109
Ilford IG4 5BG	Tuesday	22	April	2008	Beefeater	44	220	127
Manchester Cheadle SK8 3FS	Monday	4	April	2016	Table Table	66	206	212*
Manchester Cheadle SK8 3FS	Tuesday	5	April	2016	Table Table	66	206	212*
Manchester Cheadle SK8 3FS	Wednesday	6	April	2016	Table Table	66	206	212*
Manchester Cheadle SK8 3FS	Thursday	7	April	2016	Table Table	66	206	212*
Manchester Cheadle SK8 3FS	Friday	8	April	2016	Table Table	66	206	212*

Manchester Cheadle SK8 3FS	Saturday	9	April	2016	Table Table	66	206	212*
Manchester Cheadle SK8 3FS	Sunday	10	April	2016	Table Table	66	206	212*
Manchester Cheadle SK8 3FS	Monday	12	December	2016	Table Table	66	206	212*
Manchester Cheadle SK8 3FS	Tuesday	13	December	2016	Table Table	66	206	212*
Manchester Cheadle SK8 3FS	Wednesday	14	December	2016	Table Table	66	206	212*
Manchester Cheadle SK8 3FS	Thursday	15	December	2016	Table Table	66	206	212*
Manchester Cheadle SK8 3FS	Friday	16	December	2016	Table Table	66	206	212*
Manchester Cheadle SK8 3FS	Saturday	17	December	2016	Table Table	66	206	212*
Manchester Cheadle SK8 3FS	Sunday	18	December	2016	Table Table	66	206	212*
Norwich (Showground) NR5 OTP	Wednesday	25	November	2009	Table Table	40	160	93
Norwich (Showground) NR5 OTP	Thursday	26	November	2009	Table Table	40	160	93
Oxford South (Didcot) OX14 4TX	Thursday	19	June	2008	Table Table	83	105	129
Peterborough PE4 6AH	Tuesday	21	September	2010	Table Table	40	152	91
Peterborough PE4 6AH	Saturday	18	September	2010	Table Table	40	152	91
Poole (Holes Bay) BH15 2BD	Thursday	25	June	2009	Table Table	83	155	108
Poole (Holes Bay) BH15 2BD	Tuesday	21	July	2010	Table Table	83	155	108
Romford (Central) RM1 3EN	Thursday	3	March	2011	Table Table	64	175	98
Southampton North SO16 0XJ	Thursday	18	April	2013	Beefeater	50	130	110
Southampton North SO16 0XJ	Friday	19	April	2013	Beefeater	50	130	110
Southampton North SO16 0XJ	Saturday	20	April	2013	Beefeater	50	130	110
Thurrock East RM16 6YJ	Tuesday	28	June	2011	Brewers Fayre	63	200	120
Worcester (M5) WR4 9FA	Monday	24	April	2017	Beefeater	87	179	116
Worcester (M5) WR4 9FA	Tuesday	25	April	2017	Beefeater	87	179	116
Worcester (M5) WR4 9FA	Wednesday	26	April	2017	Beefeater	87	179	116
Worcester (M5) WR4 9FA	Thursday	27	April	2017	Beefeater	87	179	116
Worcester (M5) WR4 9FA	Friday	28	April	2017	Beefeater	87	179	116
Worcester (M5) WR4 9FA	Saturday	29	April	2017	Beefeater	87	179	116
Worcester (M5) WR4 9FA	Sunday	30	April	2017	Beefeater	87	179	116

*The car park at Manchester Cheadle is shared with an adjacent TGI Friday restaurant

Premier Inn Hotel Sites								
Cambridge (A14) CB4 2GW	Thursday	20	March	2017	n/a	154	n/a	128
Cambridge (A14) CB4 2GW	Friday	21	March	2017	n/a	154	n/a	128
Cambridge (A14) CB4 2GW	Saturday	22	March	2017	n/a	154	n/a	128
Chester Central North CH2 1AU	Tuesday	1	July	2014	n/a	31	n/a	73
Chester Central North CH2 1AU	Wednesday	2	July	2014	n/a	31	n/a	73
Chester Central North CH2 1AU	Saturday	31	June	2014	n/a	31	n/a	73
Hemel Hempstead West HP1 2SB	Tuesday	14	June	2011	n/a	62	n/a	60
Sheffield Arena S9 2FA	Wednesday	12	March	2014	n/a	61	n/a	64
Waltham Abbey (EN9 3QF)	Monday	11	February	2019	Chef & Brewer	99	n/a	144
Waltham Abbey (EN9 3QF)	Tuesday	5	February	2019	Chef & Brewer	99	n/a	144
Waltham Abbey (EN9 3QF)	Wednesday	6	February	2019	Chef & Brewer	99	n/a	144
Waltham Abbey (EN9 3QF)	Thursday	7	February	2019	Chef & Brewer	99	n/a	144
Waltham Abbey (EN9 3QF)	Friday	8	February	2019	Chef & Brewer	99	n/a	144
Waltham Abbey (EN9 3QF)	Saturday	9	February	2019	Chef & Brewer	99	n/a	144
Waltham Abbey (EN9 3QF)	Sunday	10	February	2019	Chef & Brewer	99	n/a	144
Watford North WD25 0LH	Thursday	10	July	2014	n/a	45	n/a	124
York South West YO23 3PP	Tuesday	21	June	2011	n/a	61	n/a	63

*Sites contain either an integral restaurant only, or are located next to an independently operated restaurant (i.e. TGI Friday, Chef & Brewer)

Whitbread Restaurant Sites								
Cambridge CB3 0DL	Tuesday	27	June	2006	Beefeater	n/a	130	66
Christchurch BH23 5ET	Friday	23	May	2008	Beefeater	n/a	182	74
Paignton TQ4 6LP	Friday	7	November	2008	Brewers Fayre	n/a	180	72
Rainham ME8 7JE	Friday	20	November	2009	Beefeater	n/a	196	

RGP TRANSPORT PLANNING AND INFRASTRUCTURE DESIGN CONSULTANTS

Shackelford Suite, Mill Pool House, Mill Lane, Godalming, Surrey GU7 1EY • Tel: 01483 861681 • Fax: 01483 861682 • www.rgp.co.uk
Vat Registration No. 771 9821 04 • Registered in England No. 4237910. Registered office: Shackelford Suite, Mill Pool House, Mill Lane, Godalming, Surrey GU7 1EY

APPENDIX D

Whitbread Hotel & Restaurant Traffic Survey Data

Premier Inn - Reading South (Reading Gateway, M4/J11)

SITE DETAILS

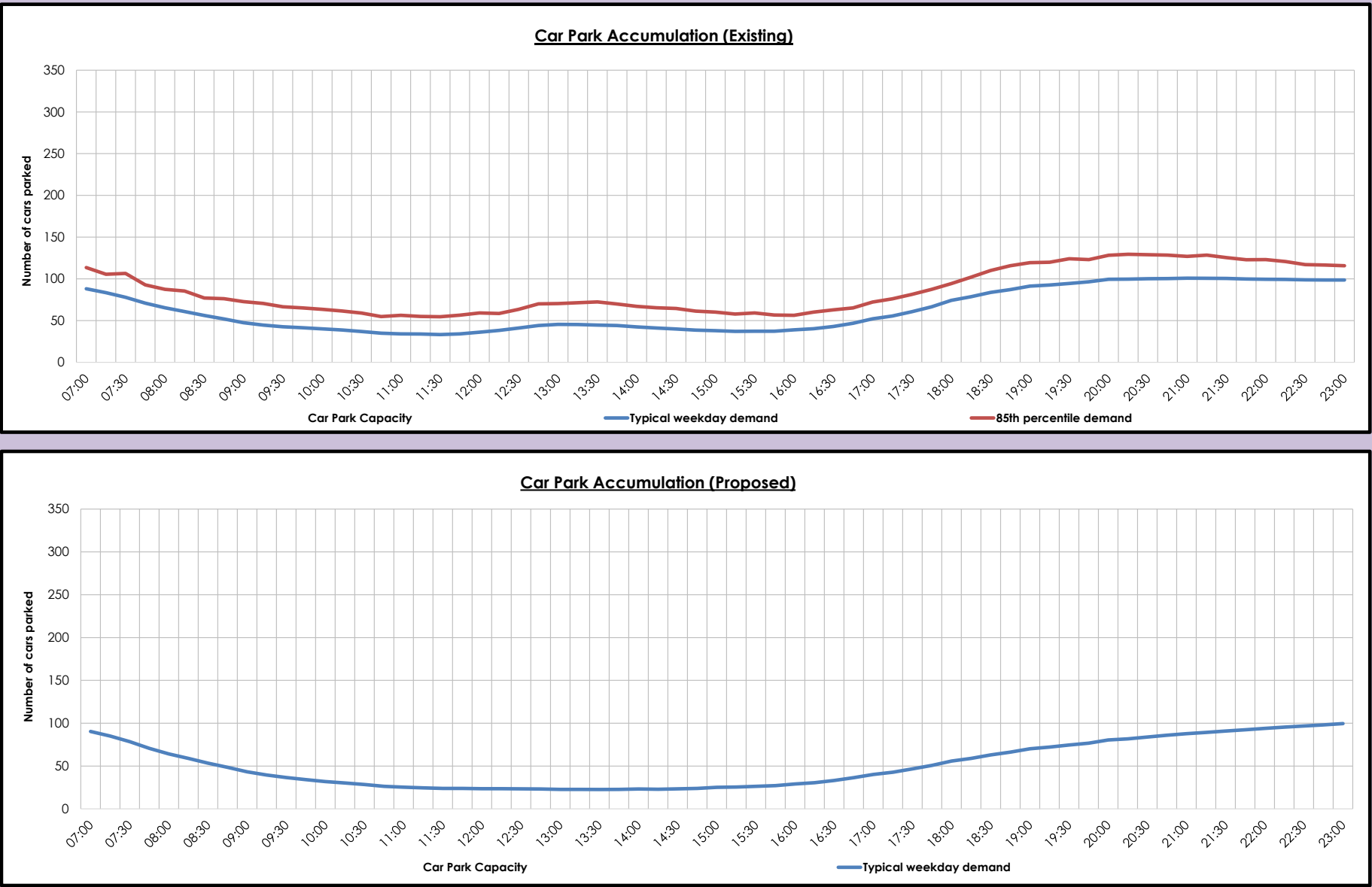
Existing Site		Proposed Alterations		Total Site (Proposed)	
Hotel Bedrooms:	120	Additional Bedrooms:	9	Total Bedrooms:	129
Restaurant Covers:	200	Change in Covers:	-200	Total Covers:	0
Car Parking Spaces:	333	Change in Parking:		Total Parking:	333

VEHICLE TRIP GENERATION

Hotel Trip Rates (per bedroom):				Existing Hotel				Proposed Hotel			
	Arr	Dep	Two-way		Arr	Dep	Two-way		Arr	Dep	Two-way
AM Peak	0.039	0.202	0.241	AM Peak	5	24	29	AM Peak	5	26	31
PM Peak	0.156	0.045	0.201	PM Peak	19	5	24	PM Peak	20	6	26
Daily	1.115	1.044	2.158	Daily	134	125	259	Daily	144	135	278

Restaurant Trip Rates (per cover):				Existing Restaurant				Proposed Restaurant			
	Arr	Dep	Two-way		Arr	Dep	Two-way		Arr	Dep	Two-way
AM Peak	0.016	0.008	0.024	AM Peak	3	2	5	AM Peak	0	0	0
PM Peak	0.076	0.038	0.114	PM Peak	15	8	23	PM Peak	0	0	0
Daily	0.639	0.629	1.267	Daily	128	126	253	Daily	0	0	0

CAR PARK ACCUMULATION





RGP - Transport Planning and Infrastructure Design Consultants

enquiries@rgp.co.uk

www.rgp.co.uk

Surrey Office Shackleford Suite, Mill Pool House, Godalming, Surrey GU7 1EY
London Office 10 York Road, London SE1 7ND

T: 01483 861 681
T: 020 7078 9662

