



Temporary Car Park, Green Park

Transport Statement

On behalf of **St Edward Homes Ltd**

St Edward
Designed for life

Project Ref: 333100737/001 | Rev: B | Date: October 2024

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1 Introduction

1.1 Preamble

- 1.1.1 This report has been prepared by Stantec on behalf of St Edward Homes Ltd, to support an S73 application to vary the condition on the consent for the contractor car park at 500-600 Longwater Avenue. This will enable use of the car park for an extended period (up to five years) for occupiers of the park.

1.2 Background

- 1.2.1 In 2021, planning consent was granted for the provision of a 150-space temporary car park on 500-600 Longwater Avenue (Ref: 210294). A further planning application to extend this contractor car park to 300 spaces was subsequently granted permission in early 2022 (Ref: 212006).
- 1.2.2 The construction of Green Park Village is reaching completion, and as such, St Edward Homes no longer requires the use of the temporary contractor car park.
- 1.2.3 Wood Group have relocated to Green Park in August 2024 and now occupy 400 Longwater Avenue. Up to 1,000 staff have relocated from their previous office at Shinfield Park, and a transition period is needed while staff adapt to new travel patterns. Their previous office at Shinfield Park had greater levels of car parking provision available to them (1,400 spaces), hence the need for time to adapt.
- 1.2.4 Three have been occupiers in Green Park since 2022, occupying 450 Longwater Avenue. Three employs 1,532 staff at their HQ in Green Park with an additional 380 partners, totalling 1,912 staff using the building. Three have historically been based in more accessible offices at Great Brighams Mead, Reading and Star House, Maidenhead for their employees compared to Green Park. Since Three has moved the travel patterns have been distributed resulting in car driving being a more attractive mode.
- 1.2.5 Three have also found that more recently as they adjust to a new commuter patterns post COVID they are experiencing greater demand for people working from the office which is putting additional strain on their available car parking. Three therefore require temporary car parking for their staff to accommodate the additional demand.
- 1.2.6 The extension to the planning permission will allow the occupiers to use the temporary car park and allow a transitional period while staff adapt their travel patterns to their new location at Green Park and to handle the additional demand for car parking.
- 1.2.7 **Figure 1.1** displays the location of the Temporary Car Park in the context of Green Park.

Figure 1.1: Site Location with Public Transport Nodes



1.3 Development Proposals

- 1.3.1 The temporary car park layout will remain as per the existing arrangement, retaining the existing vehicular access from Longwater Avenue 80m south of the Longwater Avenue / Flagstaff Road Roundabout and pedestrian accesses from Flagstaff Road and Longwater Avenue. The number of parking spaces will be limited to 300 for use by occupiers as per the existing temporary consent. The use of the car park will continue be controlled by the existing entry control barrier.
- 1.3.2 Wood Group and Three will use the car park to support their workforce whilst they adapt travel patterns to their new location. This requires time for the measures and incentives of the Occupier Travel Plan and EasitGREEN Park to affect the mode share of employees.
- 1.3.3 Over a period of five years, staff will adapt their travel habits through the implementation of the travel plan measures to reduce reliance on private cars and reduce the requirement for parking at Green Park.

1.4 Report Structure

- 1.4.1 The remainder of this report will follow the structure below:
- **Section 2:** Existing Conditions – This section outlines the existing car park use, access and public transport provision in the area.
 - **Section 3:** 400 Longwater Avenue Occupiers – The requirements and existing travel patterns of the Wood Group in relation to the Temporary Car Park and Office use.
 - **Section 4:** 450 Longwater Avenue Occupiers – The requirements and existing travel patterns of Three in relation to the Temporary Car Park and Office Use.
 - **Section 5:** Highway Impact – Within this section, the impact upon the local highway network between the consented and proposed use of the Temporary Car Park.

- **Section 6:** Green Park Travel Plan and Measures – This section presents the measures and incentives available within the site-wide Green Park Travel Plan and through the EasitNetwork.
- **Section 7:** Summary and Conclusion – Presents the summary and conclusion of the assessment of this Transport Statement.

2 Existing Conditions

2.1 Introduction

- 2.1.1 This chapter sets out the existing conditions that relate to the Temporary Car Park within Green Park.

2.2 Access Arrangements

- 2.2.1 The existing access to the temporary car park is provided from Longwater Avenue 50m south of the Longwater Avenue / Flagstaff Road roundabout, with access to the car park controlled by barriers. The access arrangements and barrier control will be retained as part of the application.
- 2.2.2 There is a pedestrian access on Flagstaff Road in addition to Longwater Avenue adjacent to the access; these will also be retained.

2.3 Pedestrian Infrastructure

- 2.3.1 The existing pedestrian infrastructure will enable employees to access the park from the temporary car park. 25m north of the existing Temporary Car Park vehicle access, there is a drop kerb crossing with tactile paving and a traffic island allowing pedestrians to safely cross. This crossing point is accessible from the pedestrian/cyclist entrance to the Temporary Car Park via a c.3m wide path that bounds the temporary car park to the north.

2.4 Public Transport

- 2.4.1 Green Park is well connected to Reading and the wider region by both bus and rail; multiple bus stops are located within Green Park, and Green Park Railway Station, situated on the Great Western Line, was opened in May 2023. Over time, employees are expected to use these services more as they adapt their travel habits to their new location.

Bus

- 2.4.2 There are two sets of bus stops in the vicinity of 400 Longwater Avenue: one 40m south of the access to the temporary car park and 400 Longwater Avenue and one 120m north of the access to the temporary car park. The services that serve Green Park and the weekday frequencies are shown in **Table 2.1**.

Table 2.1: Bus Services

Service	Route	Weekday Peak Frequency	Weekday Off-Peak Frequency
9 / 9B Buzz	Reading Station – Green Park via Royal Berkshire Hospital	1 per hour	1 per hour
50 GreenWave	Central Reading – Green Park	5 per hour	4 per hour

Source: [Reading Buses](#) (Accessed: September 2024)

Rail

- 2.4.3 In 2023, Green Park Railway Station opened, providing services along the Great Western Line between Reading Central Station and Basingstoke. Green Park Railway Station includes a bus interchange, cycle parking, a taxi rank, a car park with 66 spaces, including 12 accessible spaces and a ticket hall with toilets and ticket machines. **Table 2.2** displays the services that stop at Green Park Railway Station.

Table 2.2: Green Park Railway Station Services

Service	Weekday Peak Frequency	Weekday Off-Peak Frequency	Journey Time
Reading (Main)	3	2	20 minutes
Basingstoke	3	2	8 minutes

Source: [Reading Green Park | National Rail](#) (Accessed: September 2024)

3 400 Longwater Avenue Occupiers

3.1 Introduction

- 3.1.1 This chapter presents the existing travel patterns of Wood Group, the occupiers of 400 Longwater Avenue. The travel data presented is based on surveys undertaken by Wood in October 2023. The survey also included expected travel patterns for staff once moved to their new office location at Green Park.

3.2 Background

- 3.2.1 Shinfield Park provided 1,400 car parking spaces for the staff of Wood Group. Their move to Green Park has resulted in a significant reduction in parking to 361 spaces for the approximate 1,000 staff who have relocated. On this basis, given the availability of parking at Shinfield Park and the travel patterns/ location of their staff, there is significant demand for parking above what would be expected of another occupier of 400 Longwater Avenue. As such, Wood Group is seeking to use the temporary car park for five years to support their move to Green Park. Wood Group would utilise 150 of the car parking spaces to support their transition to their new Green Park office as employees subsequently adapt their travel patterns.
- 3.2.2 Combining the approved parking at 400 Longwater Avenue (361 spaces) and the proposed use of the Temporary Car Park (150 spaces) will bring the total available parking provision for Wood Group to 511 spaces. This is still a significant reduction from Shinfield Park but considers the benefits this location brings with the improved accessibility of Green Park. As such, the relocation to Green Park will encourage a drastic modal shift for their employees, even with the Temporary Car Park in place to facilitate the transition.
- 3.2.3 Wood Group have a strong Environmental, Social and Governance agenda, with 'Sustainability' being embedded within their company agenda with details of the commitments easily accessible from their website¹, with the goal of reducing carbon emissions by 40% by 2030, in line with their pledge to be net zero. Wood Group is a member of the United Nations Global Compact, a non-binding pact for greater adoption of sustainable and socially responsible business policies.
- 3.2.4 Wood Group have also joined the Green Park Sustainability Forum, a quarterly meeting where members of the Green Park community gather showing their commitment to the sustainability agenda. The forum is open to discussion, and members can discuss what is available to employers and employees to improve their sustainability and raise issues that need to be addressed in Green Park. Presentations are given when relevant, such as when the site-wide Green Park Travel Plan was completed to outline the findings.
- 3.2.5 A site-specific Occupier Travel Plan is being prepared for 400 and 450 Longwater Avenue, this will support Wood Group and Mapletree's commitment to sustainable travel.
- 3.2.6 Whilst there is an initial need for increased level of car parking, Wood Group's sustainable commitments support long term aspiration for their staff to travel sustainably.

3.3 Travel Surveys

- 3.3.1 Wood Group provided their latest travel survey data, undertaken in October 2023 for their staff at Shinfield Park, which has been used to inform this Transport Statement. In total, 783 responses were received.

¹ [Sustainability | Wood \(woodplc.com\)](https://www.woodplc.com/sustainability)

Primary Mode of Transport

- 3.3.2 Wood Group staff were asked about their current main mode of travel and what they think their main mode of travel will be to Green Park once they relocate, **Table 3.1** displays this comparison.

Table 3.1: Wood Group Mode Share

Mode	Shinfield Park Mode Share	Green Park Mode Share	Difference
Public Transport	8.4%	9.8%	+1.4%
<i>Train</i>	2.3%	3.7%	+1.4%
<i>Bus</i>	6.1%	6.1%	0.0%
Car	83.4%	83.4%	0.0%
<i>Single Occupant Vehicle</i>	79.6%	80.3%	+0.7%
<i>Multiple Occupant Vehicle</i>	3.8%	3.1%	-0.7%
Active Travel	7.3%	6.0%	-1.3%
<i>Walk</i>	3.1%	0.6%	-2.5%
<i>Bicycle</i>	4.2%	5.4%	+1.2%
Other	0.9%	0.8%	-0.1%
Total	100.0%	100.0%	

- 3.3.3 **Table 3.1** displays that the Car mode share (83.4%), as indicated by Wood Group employees, is not expected to change due to the relocation; this would equate to demand for 653 car parking spaces if all were to drive to their offices on the same day. However, as discussed further below, this does not account for travel on a given day.
- 3.3.4 It is also possible that the employees had not planned their commute to Green Park, not taking into account the Green Park Railway Station and the bus services that serve Green Park as indicated by the little change in public transport mode share. As such, it is expected that the car mode share will be lower and will be limited by the 511 car parking spaces available to employees. Once the employees have established themselves at Green Park, the benefits of the existing public transport, bus services and railway station, and the incentives within Easit, shown in **Table 6.1**, will encourage and support a modal shift towards sustainable modes.

Days in the Office

- 3.3.5 Employees were asked which days they work in the office. The data has been analysed to understand the number of car drivers on a given day, as indicated by Wood Group employees, to provide an indication of the demand for car parking; this is displayed in **Table 3.2**.

Table 3.2: Number of Employees (Car Drivers) in the Office Each Day

Day	No. of Responses (% of Total Responses - 783)	No. of Car Driver Responses (Mode Share)	Daily Occupation % applied to Total Employees (c. 1,000)	Car Driver Mode Share applied to Total employees Daily Occupation
Monday	591 (75.5%)	495 (63.2%)	632	477
Tuesday	693 (88.5%)	578 (73.8%)	738	653
Wednesday	693 (88.5%)	580 (74.1%)	741	656
Thursday	668 (85.3%)	559 (71.4%)	714	609
Friday	436 (55.7%)	363 (46.4%)	464	258

- 3.3.6 **Table 3.2** shows that Tuesday and Wednesday are the busiest days, each receiving 88.5% of the responses, with 73.8% and 74.1% car drivers on these days, respectively. However, not everyone completed the survey as such applying the percentages of employees in the office each day and then applying the daily car driver mode share shows that there is demand for 653 and 656 car drivers for Tuesday and Wednesday, respectively.

Home Location of Staff

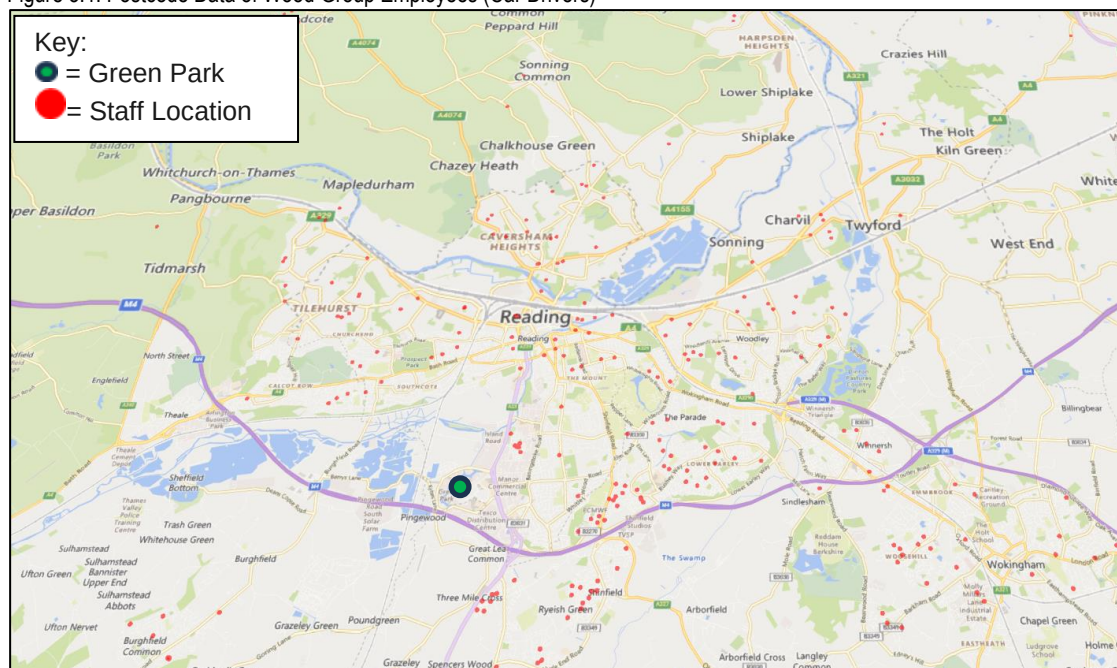
- 3.3.7 Wood Group have provided the postcode data for their employees who drive to work. **Table 3.3** displays the postcode areas with 10 or more employees living there and driving to the Wood Group office in Shinfield.

Table 3.3: Number of Employees per Postcode Area

Postcode Area	Number
RG6	48
RG2	46
RG7	33
RG41	28
RG1	23
RG4	23
RG30	18
RG5	17
RG31	15
RG40	15
SL6	12
RG12	11
RG27	11
GU47	10
RG24	10

- 3.3.8 **Figure 3.1** displays the concentration of workers living in Reading and the surrounding area who drive to work; these workers have the greatest opportunity to change their mode of travel as either they live within active travel distance, within the vicinity of a bus stop that provides a link to a bus service that serves Green Park or Reading Railway Station. A further postcode plot showing employee who travel from further afield is provided in **Appendix A**.

Figure 3.1: Postcode Data of Wood Group Employees (Car Drivers)



- 3.3.9 As shown in **Figure 3.1**, several employees could potentially use a more sustainable mode of transport in the future once they have established themselves at Green Park, such as Greenwave 50 or a train to Green Park Railway Station from residential areas around Reading.

Time of Arrivals / Departures

- 3.3.10 The arrival and departure times of Wood Group employees have been provided; this data has been analysed and summarised below. **Tables 3.4** and **3.5** present this for the busiest day (Tuesday) for the morning and afternoon time periods.

Table 3.4: Arrivals Time of Employees (Car)

Time Period	Percentage of Employees
Before 07:00	4.7%
07:00 – 08:00	55.9%
08:00 – 09:00	38.2%
After 09:00	0.7%
Varies	0.5%
Total	100.0%

Table 3.5: Departure Time of Employees (Car)

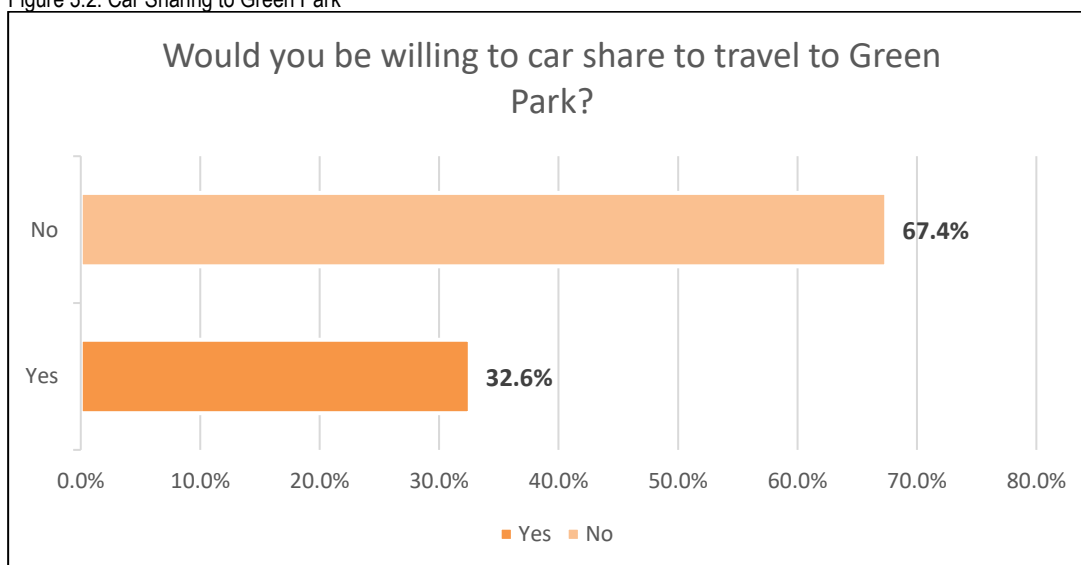
Time Period	Percentage of Employees
Before 17:00	38.9%
17:00 – 18:00	51.9%
18:00 – 19:00	7.4%
After 19:00	1.2%
Varies	0.5%
Total	100.0%

3.3.11 As **Table 3.4** shows, 55.9% of employees who drive arrive to work between 07:00-08:00 with a further 38.2% of employees arrive between 08:00 – 09:00, while **Table 3.5** shows that 51.9% of employees depart between 17:00 – 18:00.

Car Sharing to Green Park

3.3.12 Employees were asked whether or not they would be open to car sharing at Green Park; **Figure 3.2** displays the results.

Figure 3.2: Car Sharing to Green Park



3.3.13 Almost a third (32.6%) of employees would be willing to car share to Green Park; this would remove some of the demand for car parking. Again, this is expected to be something that will occur within the transitional period once staff establish themselves at their new location and is something that Wood Group will actively encourage.

3.4 Summary

3.4.1 Employees of Wood Group have historically been based in a less accessible office at Shinfield Park with un-constrained access to car parking. Before relocating to Green Park the majority of employees continued to express that they would continue to drive to the new office. Based on the travel behaviour of Wood Group employees, there would be maximum demand for 653 and 656 car parking spaces on Tuesdays and Wednesdays, respectively. Although the demand is slightly higher than the available provision (including the proposed temporary car

park), Mapletree have endeavoured to provide some additional car parking (with this application) whilst encouraging Wood to actively engage with all the measures and benefits that Green Park delivers in terms of sustainable travel. It will also encourage a number of staff to change modes quicker and result in a mode shift, this will be monitored by Wood Group through their Travel Plan.

- 3.4.2 Almost a third (32.6%) of Wood Group employees would be willing to car share to Green Park, encouragement of this would further reduce the demand for car parking spaces. Car Sharing will be encouraged through the travel plan however these measures will take time to take effect.
- 3.4.3 On this basis at present there is a demand for additional parking for Wood Group to serve their employees needs. Mapletree are providing opportunities and incentives to help support future mode shift to more sustainable modes for staff at Green Park. Wood Group are supportive of encouraging sustainability and will therefore promote and encourage future mode shift from car driving. This will be accomplished through the implementation of measures within the travel plan and measures included within the EasitGREEN PARK.

4 450 Longwater Avenue Occupiers

4.1 Introduction

- 4.1.1 This chapter presents the existing travel patterns for Three, the occupiers of 450 Longwater Avenue. The travel data presented is based on data collected by Three upon occupation (2022) of 450 Longwater Avenue; this includes employee travel and occupation information for 450 Longwater Avenue.

4.2 Background

- 4.2.1 Three relocated to Green Park from their former offices at Great Brighams Mead, Reading and Star House in Maidenhead in early 2022. Three employs 1,532 staff at their HQ in Green Park, with an additional 380 partners working with them at Green Park, totalling 1,912 staff using the building. 450 Longwater Avenue has a total car parking provision of 361 spaces. Three have found that more recently as they adjust to a new commuter patterns post COVID they are experiencing greater demand for people working from the office which is putting additional strain on their available car parking.
- 4.2.2 Based on '*Employment Density Guide 3rd edition – November 2015*', a corporate office similar to 450 Longwater Avenue which has a floor area of 14,767sqm would see an average employee per 13sqm; this equates to 1,136 employees potentially being on site.
- 4.2.3 Their current staff levels at 450 Longwater Avenue therefore suggests a high employment density potentially contributing towards the demand for additional car parking.
- 4.2.4 Similarly to Wood Group, Three are also seeking the ability for their staff to park within the Temporary Car Park for up to 150 temporary spaces, to accommodate for the additional demand for car parking.
- 4.2.5 Three is committed to improving its sustainability throughout the company. On its website², Three outlines its approach to sustainability, split into three categories: 'Our Planet, Our People and Our Business', including targets for each category. Also, Three are also a member of the Sustainability Forum at Green Park.
- 4.2.6 However, despite the higher employee numbers a transition period with the extension of the temporary car park will provide time for the Travel Plan measures and incentives within the EasitGREEN PARK to influence the travel patterns of employees. Three will promote these measures and incentives in line with their sustainability ambitions, reducing their employees dependence on driving to the office.
- 4.2.7 An Occupier Travel Plan is being prepared for 400 and 450 Longwater Avenue, which Three will follow to support Mapletree's commitment to sustainable travel.

4.3 Travel Surveys

- 4.3.1 Three have provided travel data for their staff at Green Park. The Travel Survey was undertaken in 2022 upon occupation of the building. Building occupancy data has also been provided.
- 4.3.2 Three have provided the postcode data mapped for the purpose of this report, this is contained in **Appendix B**.

² [Three UK's Sustainability Strategy - Three Media Centre](#)

Primary Mode of Transport

- 4.3.3 Three staff were asked about their main mode of travel, **Table 4.1** displays the model share of Three employees, there was a total of 372 responses to this question.

Table 4.1: Three Mode Share

Mode	Responses	Mode Share
Public Transport	100	26.9%
<i>Train*</i>	84	22.6%
<i>Bus</i>	16	4.3%
Car	251	67.5%
Active Travel	21	5.6%
<i>Walk</i>	7	1.9%
<i>Bicycle</i>	14	3.8%
Total	372	100.0%

*Train to Reading then Bus to Green Park

- 4.3.4 **Table 4.1** displays that the Car mode share is 67.5%, this would equate to demand for 1,291 car parking spaces if applied to the total number of staff who work in Three Green Park. However, as discussed further below, this does not account for travel on a given day.

Days in the Office

- 4.3.5 The number of employees and partners working at 450 Longwater Avenue (based on September 2024 data) has been analysed, and the car driver mode share has been applied to the average number of employees to understand the number of car drivers on a given day. This provides an indication of the demand for car parking, and it is displayed in **Table 5.2**.

Table 4.2: Number of Employees in the Office Each Day

Day	Average Daily Occupants*	Average Car Drivers (67.5%)	Max Daily Occupants*	Max Car Drivers (67.5%)
Monday	609	411	615	415
Tuesday	750	506	820	554
Wednesday	684	462	725	489
Thursday	723	488	779	526
Friday	435	294	456	308

*Taken from door access data provided by Three

- 4.3.6 **Table 5.2** shows that Tuesday and Wednesday are the busiest days, each seeing a maximum demand for 554 and 489 car drivers on these days, respectively. This exceeds the existing provision of 361 parking spaces by 193 spaces.

Time of Arrivals / Departures

- 4.3.7 The arrival and departure times of Three employees have been provided; this data has been analysed and summarised below. **Tables 4.3** and **4.4** present this data.

Table 4.3: Arrivals Time of Employees

Time Period	Percentage of Employees
Before 09:00	75%
After 09:00	25%
Total	100%

Table 4.4: Departure Time of Employees

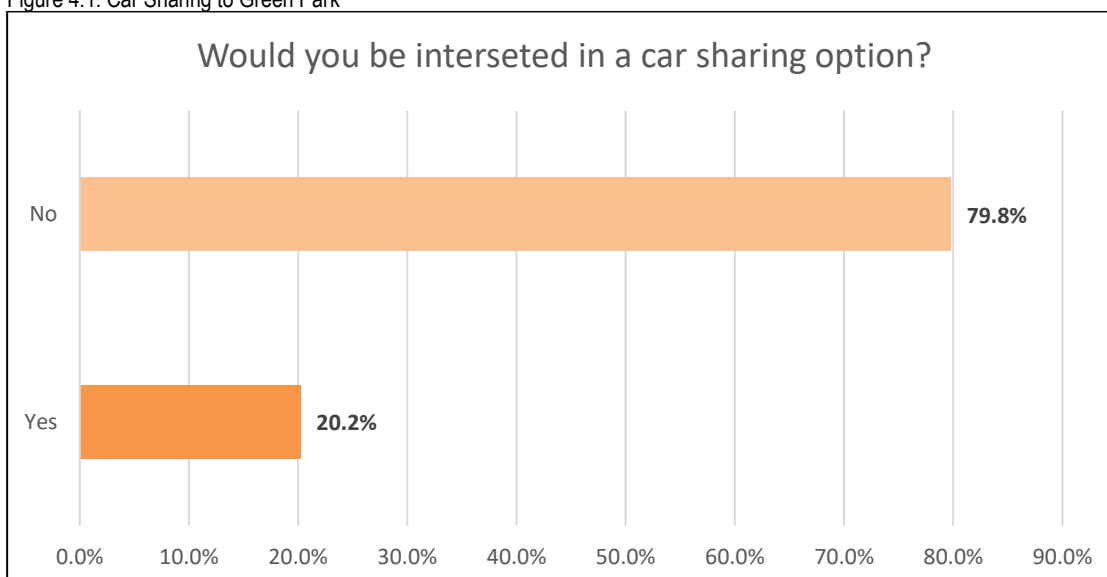
Time Period	Percentage of Employees
Before 17:00	61%
After 17:00	38%
Total	100%

- 4.3.8 As **Table 4.3** shows, 75% of employees arrive at work before 09:00, while **Table 4.4** shows that 38% of employees depart after 17:00.

4.4 Car Sharing

- 4.4.1 Employees were asked whether or not they would be open to car sharing at Green Park; **Figure 4.1** displays the results.

Figure 4.1: Car Sharing to Green Park



- 4.4.2 A fifth (20.2%) of employees would be interested in car sharing to Green Park; this would remove some of the demand for car parking. Again, this is expected to be something that will occur within the travel plan period and is something that Three will actively encourage.

4.5 Summary

- 4.5.1 Three have historically been based in more accessible offices at Great Brighams Mead, Reading and Star House, Maidenhead for their employees compared to Green Park. Since Three has moved the travel patterns have been distributed resulting in car driving being a more attractive mode.
- 4.5.2 Based on the travel behaviour of Three employees, there would be a maximum demand for 554 and 489 car parking spaces on Tuesdays and Wednesdays, respectively; this is in excess of the existing car parking provision of 361. Three are anticipating demand to increase further over the next few months with a number of high focus projects required staff to be in the office. On this basis, there is additional parking demand for Three that would be accommodated within the temporary car park whilst employees switch to sustainable modes over time as the travel plan takes effect.
- 4.5.3 Although the demand is slightly higher than the available provision (including the proposed temporary car park), Mapletree have endeavoured to provide some additional car parking (with this application) whilst encouraging Three to actively engage with all the measures and benefits that Green Park delivers in terms of sustainable travel. It will also encourage a number of staff to change modes quicker and result in a mode shift, this will be monitored by Three through their Travel Plan.
- 4.5.4 A fifth (20.2%) of Three employees would be interested to car share to Green Park, encouragement of this would further reduce the demand for car parking spaces. Car Sharing will be encouraged through the travel plan however these measures will take time to take effect.
- 4.5.5 On this basis at present there is a demand for additional parking for Three to serve their employees needs. Mapletree are providing opportunities and incentives to help support future mode shift to more sustainable modes for staff at Green Park. Three are supportive of encouraging sustainability and will therefore promote and encourage future mode shift from car driving. This will be accomplished through the implementation of measures within the travel plan and measures included within the EasitGREEN PARK.

5 Highway Impact

5.1 Introduction

- 5.1.1 This chapter presents the impact on the local highway network of the Temporary Car Park change of use from contractor to employee use.

5.2 Consented Use

- 5.2.1 The Temporary Car Park was consented for contractor parking. No formal monitoring of the car park's use has been undertaken throughout construction. As such, for the purpose of this assessment, the trip generation, as agreed as part of the application to expand the temporary car park from 150 spaces to 300 spaces (Ref: 212006), will be used as presented in **Table 5.1**.

Table 5.1: Consented Use Trip Generation - Temporary car park (300 spaces)

Time Period	Arrive	Depart	Total
08:00 – 09:00	156	0	156
17:00 – 18:00	0	148	148

Source: Glanville Transport Technical Note, 2021

5.3 Proposed Use

- 5.3.1 It is proposed that 300 car parking spaces will be made available for the duration of the temporary consent for Green Park occupiers. 150 will be allocated to Wood Group employees (400 Longwater Avenue) with 150 spaces allocated to Three employees (450 Longwater Avenue) based on demand set out in **Section 3** and **Section 4**.
- 5.3.2 Mapletree will control the car park, limiting its use to its employees of occupiers. The barrier access will prevent more than 300 cars from parking within the temporary car park.
- 5.3.3 To calculate the peak hour trip generation of the temporary car park between 08:00 - 09:00 and depart between 17:00 and 18:00, the arrival and departure data of Wood Group employees from **Table 3.4** and **Table 3.5** have been applied to the number of proposed parking spaces for themselves (150) in the temporary car park, respectively. For Three, the arrival and departure data from **Table 4.3** and **Table 4.4** has been applied to the number of proposed parking spaces for themselves (150).
- 5.3.4 **Table 5.2** displays the proportion of trip generation associated with the 300-space temporary car park based on the arrival and departure patterns of employees of Wood Group and Three staff.

Table 5.2: Temporary Car Park Vehicle Trip Generation

Time Period	Vehicle Trip Generation		
	Arrive	Depart	Two-way
08:00 – 09:00	170	0	170
17:00 – 18:00	0	135	135

5.4 Net Change

5.4.1 **Table 5.3** displays the net change in vehicle trip generation between the consent and proposed uses of the Temporary Car Park.

Table 5.3: Temporary Car Park Net Change Vehicle Trip Generation

Time Period	Vehicle Trip Generation		
	Arrive	Depart	Two-way
08:00 – 09:00	+14	0	+14
17:00 – 18:00	0	-13	-13

5.4.2 The change of use from a contractor car park to an office staff car park results in an increase in the number of vehicle trips of 14 two-way trips between 08:00 – 09:00 and a decrease of 13 two-way trips between 17:00 – 18:00. The number of vehicle trips will decrease throughout the lifespan of the temporary car park as employees switch their modes through the implementation of Occupier Travel Plans and awareness of travel options increases in the employee population.

5.4.3 The changes in trips are minimal within daily fluctuation of traffic flows and as such acceptable in highways terms.

6 Green Park Travel Plan and Measures

6.1 Introduction

- 6.1.1 This chapter outlines the measures in the latest Green Park Travel Plan updated in 2023. All employees at Green Park are eligible for the incentives outlined below. The measures and incentives outlined in this chapter will be utilised to facilitate a modal shift for Wood Group and Three employees.

6.2 Green Park Travel Plan 2023 Measures

- 6.2.1 The site wide Travel Plan was updated following a travel survey conducted with Green Park employees in 2023. The updated Travel Plan was approved by RBC in March 2024. The Travel Plan was originally implemented in 2001 and subsequently updated in 2008, 2015 and 2024. **Table 6.1** displays the Occupier / Strategic Measures.

Table 6.1: Occupier / Strategic Measures

Travel Plan Measure	Responsibility	Travel Behaviour Focus
Working Practices		
Promote tele/homeworking amongst all employers	Occupier TPC	Reduces the demand for travel
Ensure that any vehicles purchased, leased or hired by site occupiers are fuel efficient	Occupier Management	Environmental promotion
Consider the use of teleconferencing facilities	Occupier TPC	Reduces the need to travel
Promote motorcycle/moped training with local supplier	Occupier TPC	Encourages safer driving for those unable to use public transport or car share
Develop Sustainable Supplier Policy	Occupier Management	Enhance relationship with local community and on-going environmental awareness
Travel Information		
Advertise and promote the offers and incentives that are included in the EasitGREENPARK	Site Management/Occupier Management/ Occupier TPC	Encourages use of sustainable mode
Distribute Green Park tube style cycle map to all employers	Occupier TPC	General awareness
Promote live travel information system which can be downloaded through using mobile phone technology	Occupier Management/ Occupier TPC	Increases awareness of sustainable travel options
Implement personalised travel planning approach providing specific advice	Occupier TPC	Introduce travel options and offer specific advice to assist with option evaluation
Parking Policy		
Consider providing car sharing priority parking	Site Management/Occupier Management	Raises profile of carsharing scheme

Travel Plan Measure	Responsibility	Travel Behaviour Focus
Distribute Green Park tube style cycle map to all employers	Occupier Management	Reduce demand on car park
Public Transport		
Provide free monthly bus passes for those employees who are willing to use or live within close proximity to services	Occupier TPC	Encourages use of sustainable mode
Promote and advertise the use of Green Park Station to tenants and employees	Site Management/Occupier Management/ Occupier TPC	Encourages use of sustainable mode
Car Sharing		
Consider providing prize draw incentive for regular car sharers through holding monthly competitions	Occupier TPC	Raises profile of carsharing scheme
Consider providing car sharing priority parking (within close proximity of building entrances)	Site Management/Occupier Management	Raises profile of car sharing scheme
Cycle/Walk Initiatives		
Promote Green Park pool bicycle scheme in collaboration with cycling awareness campaigns e.g., 'National Bike Week'	Occupier TPC	Increase awareness of encourage usage amongst those employees who do not own a bike.
Promote a discount cycle equipment purchase scheme and Petes Bike Shed maintenance resource available to all staff that cycle to / from Green Park.	Occupier TPC	Encourages people to choose cycling
Promote bicycle mileage scheme for business travel	Occupier TPC	General awareness

- 6.2.2 Since 2001, the Car Driver mode share has decreased from 76% to 66% in 2019; this reached 34% in 2023 due to the lasting effects of COVID-19. In 2015, the monitoring of Green Park began to capture remote working, which increased from 16% to 53% from 2015 to 2023. The effects of COVID-19 have changed the travel patterns of Green Park, resulting in all mode shares experiencing a decrease in mode share except for rail, which has increased since 2015 and walking, which has remained unchanged. The long-lasting effects of COVID-19 on travel patterns are still uncertain, but data shows more flexible working patterns and remote working.
- 6.2.3 The 2023 monitoring was conducted prior to the opening of Green Park Railway Station, the new bus lanes on the A33 and the new Buzz 9 service, which will promote and facilitate greater use of public transport. Discussions are also underway about extending the Mere oak P&R services into Green Park, which will further promote sustainable travel.

6.3 EasitGreenPark

Incentives

- 6.3.1 Green Park employees all benefit from **EasitGreenPark**, a service that provides discounts and incentives for transport to encourage greater levels of sustainable travel behaviour. The program is free for employers and employees to join. The measures included within EasitGreenPark are presented below.

Train

- 15% discount on journeys to Reading Station (Peak/Off Peak/Annual Season Tickets)
- Rail Season Tickets

Bikes

- Discounts on Brompton Bike Hire
- 25% discount on Ecomove Smart Electric Mopeds
- Loans bikes including electric and folders
- 10% off Halfords cycling, cycling accessories and motoring
- 10% discount on electric bikes from Cyclotricity

Bus

- Free 1 Day Taster bus tickets on Reading Buses and Greenwave
- Free '2 week Taster' bus tickets with Arriva buses on Route 800 & 850

Car

- Discounted EO Home Charing Units with installation
- Co-Wheels Car Club – Free membership (worth £25) plus £10 driving credit
- Discounts with Enterprise Car Club
- Salary Saving Car Scheme, in partnership with Tusker

Membership

- 6.3.2 Easit have provided the following current usage data that outlined the success of these measures at Green Park:

- Members of easitShare – 1,056
- easitCard Holders (using train) – 1,279
- Halfords Initiative – 250 – 300 users per month
- EVCP Consultations – 2-3 conducted a month

- 6.3.3 In addition to the above, Easit delivers 12-15 roadshows a year, promoting sustainable travel and regularly engaging with the larger occupiers to promote sustainable travel for commuting. By promoting EasitGreenPark benefits with Wood employees it will help to encourage mode shift and in turn reduce reliance on the private car over the transition period.

6.4 Other Measures

- 6.4.1 Mapletree are exploring the option of implementing a shuttle bus service in Green Park. This would operate from Green Park Railway Station around Green Park, decreasing the travel time from the station to all offices. This would increase the stations' attractiveness to employees as it reduces their overall travel time for door-to-door travel.
- 6.4.2 Additionally, Green Park is engaging in ongoing discussions with Reading Buses to divert the MereOak Park and Ride services through Green Park on weekdays, the service previously ran through Green Park but was suspended during Covid-19. At present, the MereOak 650 service route does go through Green Park, but only on Sundays. If a MereOak service is diverted through Green Park during the week, it will offer a further sustainable travel route available to the employees and encourage more use of the MereOak Park and Ride reducing the need for parking at Green Park.

7 Summary and Conclusion

7.1 Summary

- 7.1.1 This Transport Statement has been prepared on behalf of St Edward Homes Ltd to support the S73 application for the Temporary Car Park, located at 500 – 600 Longwater Avenue to be converted from a contractor's car park to use by Wood Group, and Three, the new occupiers of 400 and 450 Longwater Avenue. This is to facilitate Wood Group relocation from Shinfield Park and to support Three employees move from Maidenhead/ Reading with the extension of the permission for the Temporary Car Park being sought for a period of five years.
- 7.1.2 Wood Group had 1,400 car parking spaces at Shinfield Park. Their move to 400 Longwater Avenue has significantly reduced this to 361 parking spaces.
- 7.1.3 It is proposed that the Temporary Car Park will have a capacity of 300 parking spaces, the same as the current consented use, and provide barrier access at its vehicle access point, 80m south of Longwater Avenue and Flagstaff Road. Pedestrian and cyclist access onto Flagstaff Road and Longwater Avenue will also be maintained.
- 7.1.4 The number of cars in the car park will be limited to 300 through the use of an entry barrier access, ensuring the car park's capacity is not exceeded and will be monitored by Mapletree for the duration of the consent.
- 7.1.5 Based on the travel surveys of Wood Group employees, extrapolating to the total Wood Group employees (c. 1,000), there would be maximum demand on Tuesday and Wednesday of 653 and 656 car parking spaces, respectively, which is in excess of the total 511 spaces (including the addition of the 150 temporary car parking spaces proposed as part of this application).
- 7.1.6 Although the demand is higher than the provision, Mapletree have endeavoured to provide some additional car parking (with this application) while encouraging Wood to actively engage with all the measures and benefits that Green Park delivers in terms of sustainable travel. This will also encourage a number of staff to change modes quicker, resulting in a mode shift.
- 7.1.7 Almost a third (32.6%) of Wood Group employees would be willing to car share to Green Park; encouraging this would further reduce the demand for parking spaces. The employees of Wood Group will be made aware of the site-wide Green Park Travel Plan alongside Wood Group Occupier Travel Plan; this will promote sustainable travel to the employees, encouraging a modal shift to sustainable modes of transport.
- 7.1.8 Three also have additional demand for car parking due to their relocation from more accessible offices, resulting in employees requiring the use of their car to commute to Green Park. Based on travel survey data and door entry data provided by Three, there is a maximum demand of 554 and 489 on Tuesday and Wednesday, respectively. This is in excess of the current parking provision, 361, at 450 Longwater Avenue. Including the additional parking provided by the temporary car park results in a total provision of 511, which is still less than the demand on a Tuesday and will encourage employees to use sustainable travel. Three are anticipating demand to increase further over the next few months with a number of high focus projects required staff to be in the office.
- 7.1.9 A summary of the peak demand for Wood and Three employees is set out in **Table 7.1** below. This demonstrates that there will be peak combined demand of 1,207 and 1,145 on Tuesday and Wednesday respectively. This is still in excess of the total provision that will be provided for the employees (722 + 300 = 1,022) and as such still encourage a mode shift which is anticipated to increase over time with the delivery of the travel plan measures.

Table 7.1: Summary of Demand

Day	Wood – Max. Parking Demand	Three – Max. Parking Demand	Total Demand
Tuesday	653	554	1,207
Wednesday	656	489	1,145

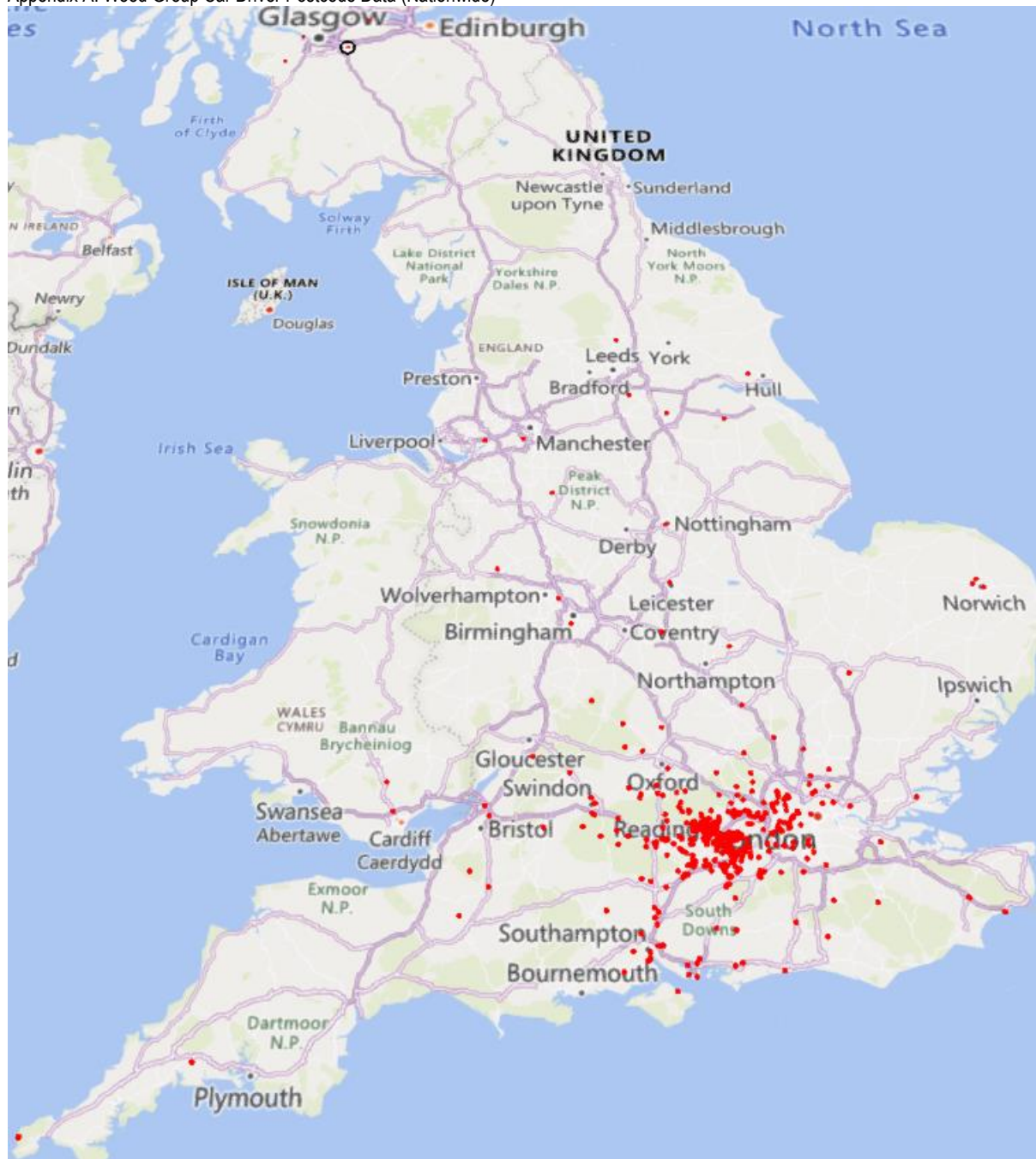
- 7.1.10 It is anticipated that the change of use from a contractor car park to the employees of Wood Group and Three will increase the AM peak hour vehicle movements and a decrease in PM peak hour, and this application will have no significant impact on the local highway network.

7.2 Conclusion

- 7.2.1 The Temporary car park would facilitate the transition period for Wood Group as they relocate to Green Park and provide additional temporary car parking for Three employees who require use of their car to commute to Green Park. This will allow them to adapt their travel behaviours over time as awareness of transport options increases and incentives encourage a modal shift.
- 7.2.2 In conclusion, this Transport Statement has demonstrated the need for the extension of the temporary car park (300 spaces) for a further five years to facilitate the transition of Wood Group to Green Park and for additional parking provision for Three to allow their employees time to switch their modes through the implementation of the Occupier Travel Plans and the incentives within EasitGREEN PARK. This Transport Statement has demonstrated that there will be no detrimental impact on the local highway network as a result of the application.

Appendix A Wood Group Postcode Plots

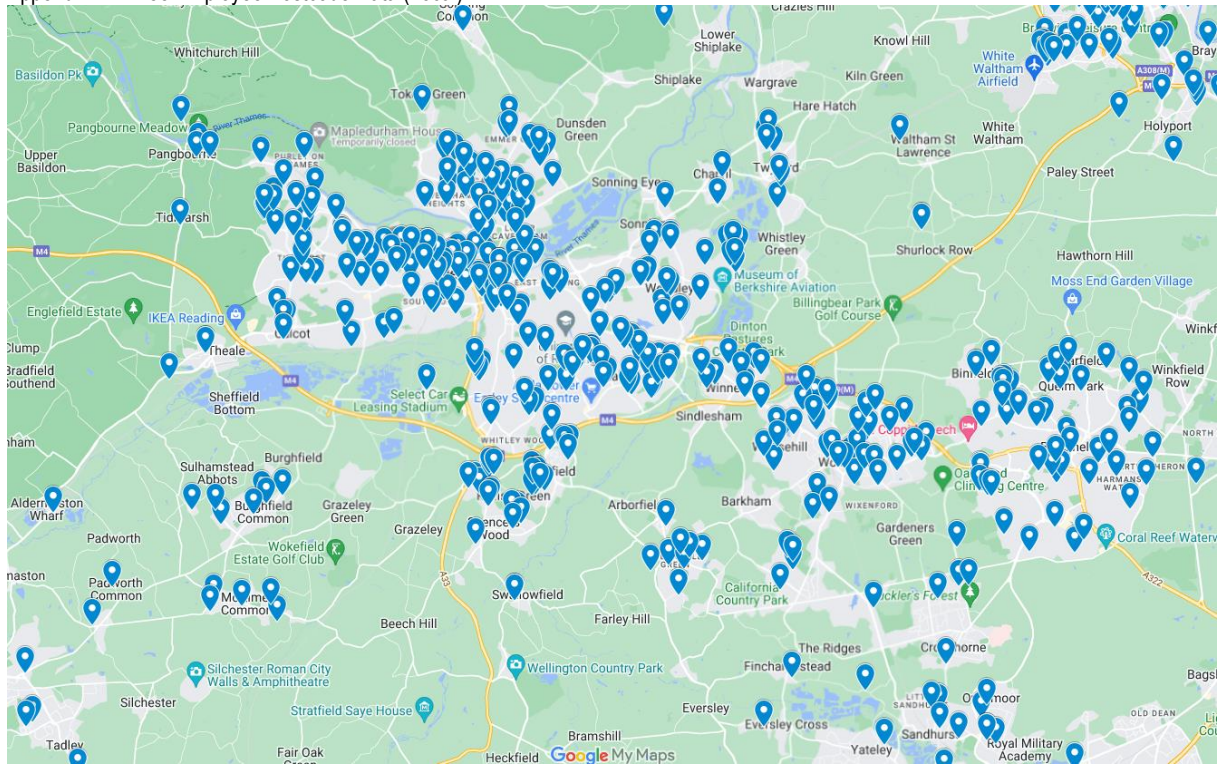
Appendix A: Wood Group Car Driver Postcode Data (Nationwide)



This map displays the distribution of wood group car driver postcode data in the Reading area. Red dots represent individual driver locations. The highest density of dots is found in the central Reading area, particularly around the city center and the M4 corridor. Other notable clusters are visible in Wokingham, Bracknell, and the area around Basingstoke. The map includes labels for major roads (M4, M3, A4), green spaces (e.g., Peppard Hill, Emmer Green, Heckfield Heath), and various towns and villages (e.g., Reading, Wokingham, Bracknell, Basingstoke, Aldershot). The distribution shows a clear urban concentration with some scattered points in the surrounding rural areas.

Appendix B Three Postcode Data

Appendix B: Three Employee Postcode Data (Local)



Appendix B: Three Employee Postcode Data (National)

