

ELDER

GREYFRIARS HOUSE

20 - 30 GREYFRIARS ROAD , READING

RESIDENTIAL TRAVEL PLAN

TTP CONSULTING





ttp consulting
transport planning specialists

Elder

**20 – 30 Greyfriars Road,
Reading**

Travel Plan

November 2024

TTP Consulting Ltd
27 Beak Street
London W1F 9RU
Tel: 020 7100 0753

www.ttp-consulting.co.uk

Registered in England: 09931399

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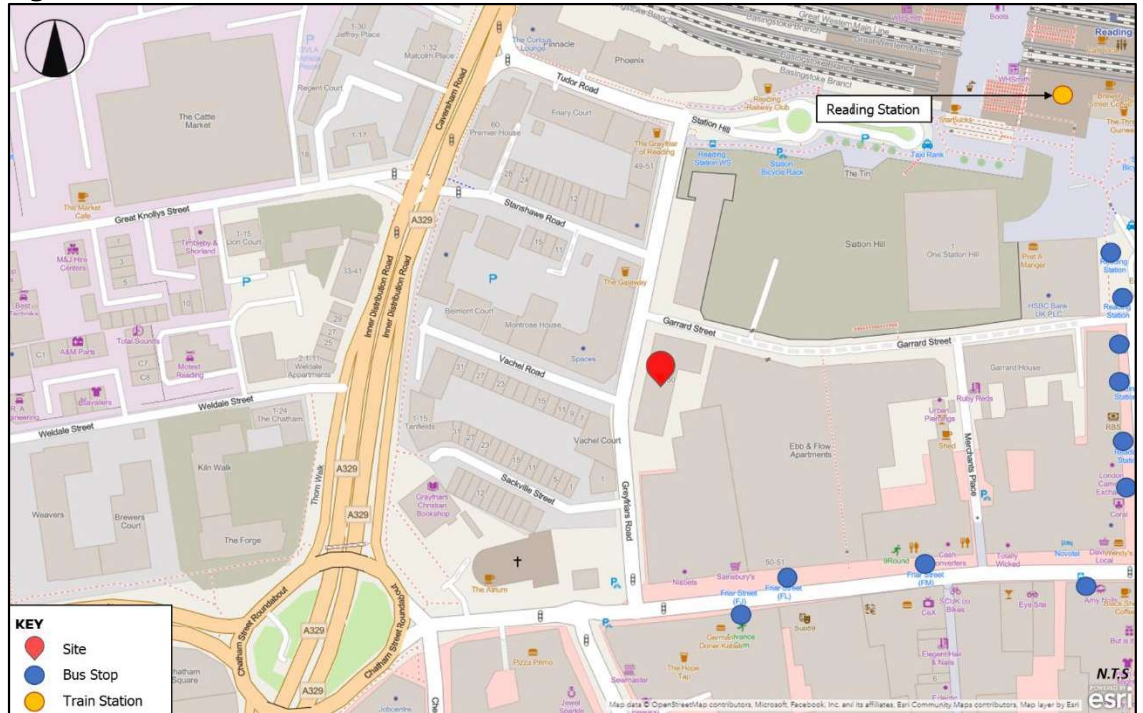
- Appendix A - Bus Map
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1 INTRODUCTION

Overview

- 1.1 This Travel Plan has been prepared by TTP Consulting on behalf of Elder for their Site which is located at 20 – 30 Greyfriars Road in Reading.

Figure 1.1: Location Plan



- 1.2 This Travel Plan aims to put in place the management tools that are necessary to enable residents to make informed decisions about their travel. This will, in effect, minimise the potential adverse impacts of their travel to and from the Site on the environment. The aim is achieved by setting out a strategy for eliminating barriers that would discourage the use of sustainable transport.

Aim

- 1.3 The main aim of this Travel Plan is to put in place the management tools deemed necessary to enable future residents to make more informed decisions about their travel, which at the same time minimises adverse impacts on the environment. This Travel Plan further aims to promote sustainable transport to improve the health of residents, as well as decreasing the economic costs associated with travelling to work. This is achieved by setting out a strategy for eliminating the barriers keeping residents from using sustainable modes.

Travel Plan Coordinator

1.4 The Travel Plan Coordinator will be responsible for implementing the measures and initiatives in the report to encourage residents to travel by sustainable modes of transport such as walking, cycling and public transport. It is expected the role will be fulfilled by an employee or a management team member.

1.5 The Travel Plan Coordinator's details are:

Name: _____

Email: _____

Tel: _____

Scope of the Report

1.6 This Travel Plan sets out the sustainable travel options, initiatives and measures for residents of the building. This Travel Plan also discusses actions and outcomes for the short and long term. The remainder of this Travel Plan is structured as follows:

- Section 2 - Relevant national, regional and local policy and guidance;
- Section 3 - Describes the accessibility and travel patterns of the building in this location;
- Section 4 - Sets out the objectives and targets of the Travel Plan;
- Section 5 - Outlines the Travel Plan strategy;
- Section 6 - Identifies the measures and initiatives that will be implemented;
- Section 7 - Details the monitoring and review programme; and,
- Section 8 - Sets out an Action Plan.

2 POLICY AND GUIDANCE

- 2.1 An overview of key national and local policies relevant to securing Travel Plans is provided below. It is acknowledged that the Travel Plan will need to encompass measures that are consistent with the key policies outlined below and identifies objectives accordingly.

National Planning Policy Framework

- 2.2 The National Planning Policy Framework (NPPF) was most recently updated in December 2023 setting out the Government's planning policies for England and how these are expected to be applied.

- 2.3 When considering the transport effects of a development, NPPF states that:

"All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed."

- 2.4 A Travel Plan is later defined as:

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

Reading Borough Local Plan

- 2.5 The Reading Borough Local Plan was adopted in November 2019 and contains policies for how Reading will develop up to 2036. It identifies the amount of development that will take place, the areas and sites where development is expected to be accommodated, and where it will be restricted, and sets out policies for how planning applications will be decided.

- 2.6 Policy TR1 states that Travel Plans will be required to assess and mitigate transport impacts according to local guidelines.

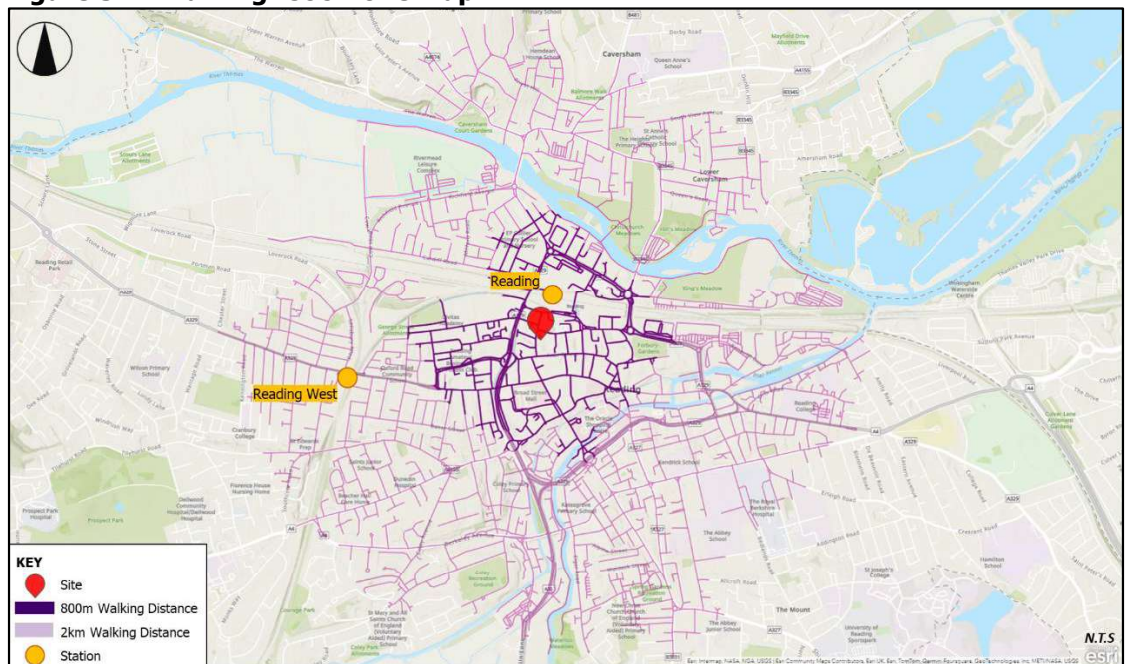
"Planning permission will not be granted for major development proposals unless there is a commitment to implement measures to promote and improve sustainable transport facilities, such as through provision to encourage walking, cycling and the use of public transport; and through agreed travel plans,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

3 ACCESSIBILITY AND TRAVEL PATTERNS

Access on Foot

- 3.1 The Site benefits from being within a short walking distance of a number of public transport opportunities, local facilities, amenities, as well as employment zones being located in the town centre and in close proximity to Reading Station. Typically, roughly half of all walking journeys are part of longer public transport journeys, for example walking to or from the bus stop or train station.
- 3.2 **Figure 3.1** provides details of the 800m (10-minute walk) and 2km (25-minute walk) walking distance surrounding the building which demonstrates that there are several retail and employment areas as well as a number of public transport facilities including The Oracle, Reading Station and Reading Bus Station within 800m. Furthermore, the Christchurch Meadows which provides open green space as well as the Thames and Reading West Station are within the 2km walking distance.

Figure 3.1: Walking Isochrone Map



- 3.3 The walking environment in the vicinity of the existing building is such that footways are provided on both sides of Greyfriars Road and Garrard Street with dropped kerbs at crossings, offering a step-free route for pedestrians.
- 3.4 The nearest signal-controlled crossing which is located 100m to the south is equipped with dropped kerbs and tactile paving. The crossing provides a route over Friar Street and allows for convenient access to bus stops on Friar Street and a route towards The Oracle.

3.5 **Table 3.1** sets out details of distances between the building and public transport. This illustrates that there are a number of public transport facilities within a short walking distance with an average walking speed assumed to be the standard 80m per minute.

Table 3.1: Distance and Walk Time to Public Transport			
Local Amenity		Distance	Approximate Walk Time*
Mode	Name - Location		
Rail	Reading	250m	4min
	Reading West	1,300m	18min
Bus Stop	Greyfriars Road	65m	1min
	Station Hill	160m	2min
	Friar Street	180m	2min
*Based on 80m per minute			

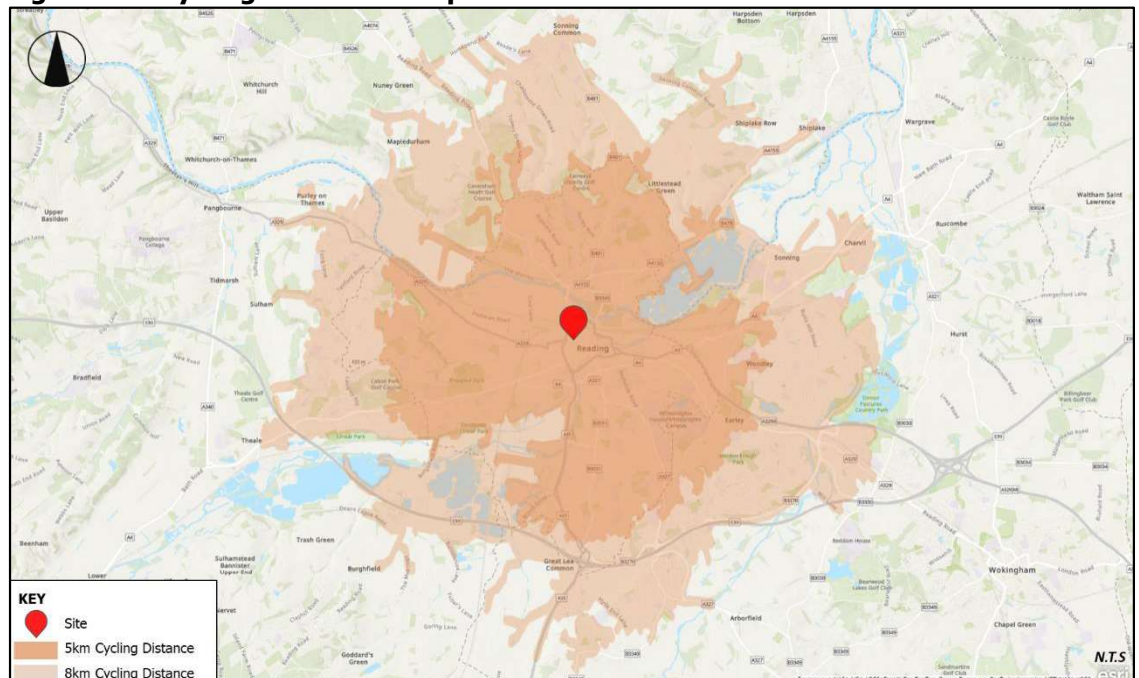
3.6 **Table 3.2** provides a summary of approximate distances and walk times to local facilities and amenities which includes banks, a post office, convenience stores, and cafes, which are all located a short walking distance from the building.

Table 3.2: Distance and Walk Time to Amenities			
Local Amenity		Distance	Approximate Walk Time*
Facility	Name - Location		
ATM / Bank	Sainsburys – Friar Street	160m	2min
	TSB – West Road	270m	3-4min
	Metrobank – St. Mary's Butts	320m	4min
	Halifax – Broad Street	320m	4min
	Tesco Bank	375m	5min
	Barclays Bank	380m	5min
	Nationwide Bank	400m	5min
Post Office	Reading Post Office – Broad Street	460m	6min
Doctor	Urgent Care Centre - St. Mary's Butts	360m	4 - 5min
Dentist	Friar Street Dental Practice	420m	5min
	Reading Smiles – Broad Street	600m	8min
Supermarket	Sainsbury's – Friar Street	160m	2min
	M&S Simply Food – Station	300m	4min
	Tesco Express – Oxford Road	375m	5min
	M&S Simply Food – Forbury Road	470m	6min
Coffee Shop	Starbucks – Reading Station	300m	4min
Public House	The Greyfriars – Greyfriars Road	90m	1min
	Weatherspoon's – Friar Street	160m	2min
	The Allied Arms - St. Mary's Butts	380m	5min
*Based on 80m per minute			

Access by Bicycle

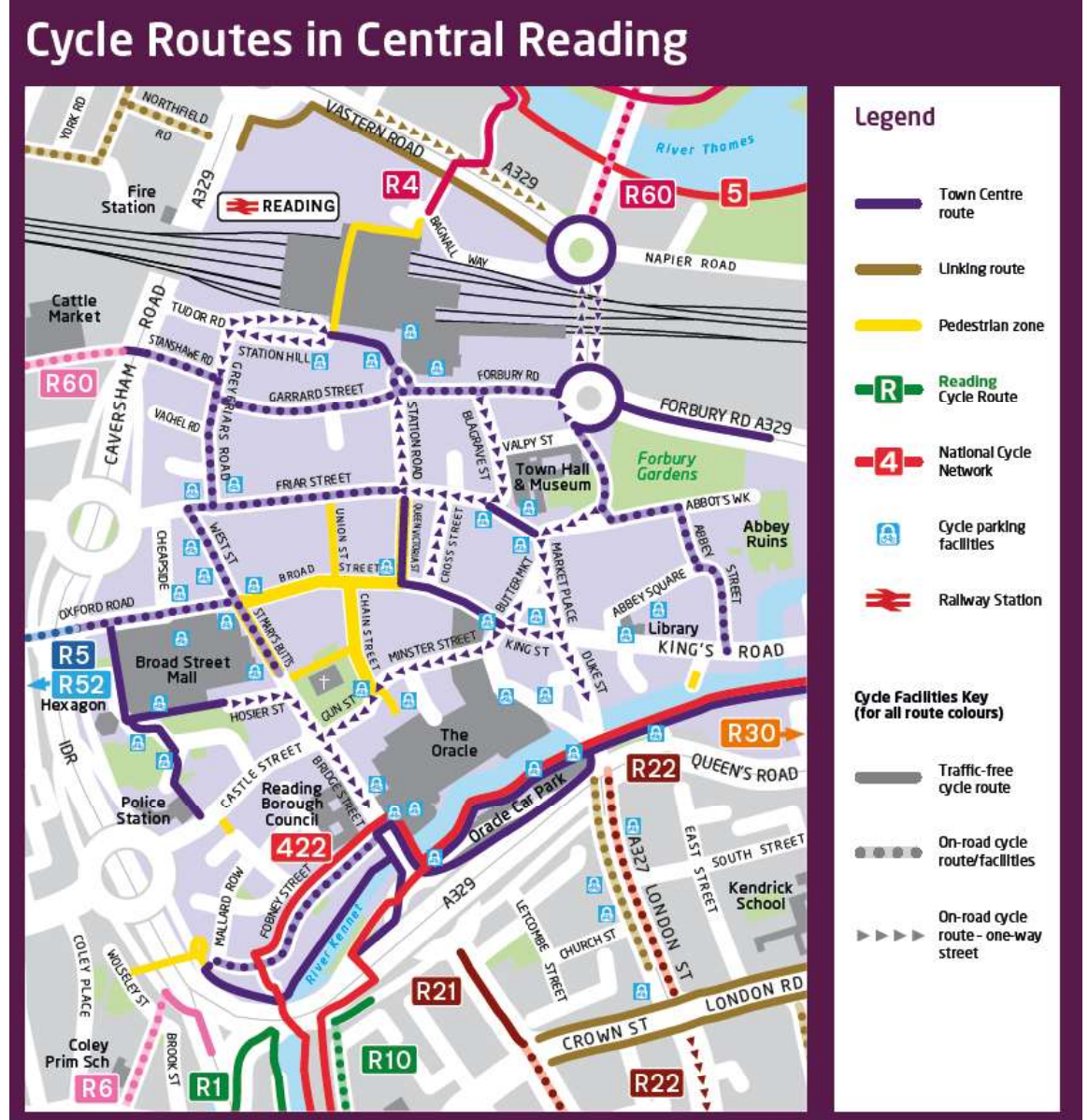
- 3.7 Cycling is considered to be a suitable mode of transport to replace car and public transport journeys for distances up to 8km with factors such as health, weather and access to a car along with journey purpose all influencing a person's choice to cycle. **Figure 3.2** shows a 5km and 8km cycling distance from the Site which demonstrates that all of Reading along with areas such as Great Lea Common, Sonning and Purley-on-Thames within 8km.
- 3.8 Parking is provided for up to 72 bicycles within the building adjacent to the Management Suite which is located on the first floor at the southern end of the building; access to the store is provided directly from Greyfriars Road.

Figure 3.2: Cycling Isochrone Map



- 3.9 There are a number of cycle routes within Reading as illustrated on **Figure 3.3** with Greyfriars Road annotated as an on-road cycle route. The local streets are considered suitable for cycling, with the Station Hill redevelopment including the removal of on-street parking adjacent to the Site and the incorporation of formal cycle lanes along both sides of the carriageway.

Figure 3.3: Reading Cycle Routes



Access by Public Transport

- 3.10 Buses call at stops along Station Road and outside the Station as well as running along Friar Street to the south. The stops provide access to numerous services facilitating access to destinations throughout Reading; **Figure 3.4** illustrates the locations of bus stops local to the Site with the closest located on Friar Street to the south with others to the north on Station Hill and outside the station.

Figure 3.4: Location of Local Bus Stops



3.11 The Reading mainline station is a short distance to the east of the Site with Reading West to the west.

- Reading Station which is located approximately 250m to the east is served by trains operated by Great Western Railway which operate between London Paddington and Wales, and by trains on the Elizabeth Line which run through London to Shenfield.
- Reading West Station which is located approximately 1.2km to the west can be accessed on foot via West Road and Oxford Road in about 17minutes, or by buses which run along Oxford Road in about 10minutes. The station is served by trains that run between Reading, Basingstoke and Newbury.

3.12 Reading Station is accessible from both the north and south with pedestrian and cycle along with bus and taxi access on both sides, with the station car park located to the north. To the south of the station there is cycle parking in the form of Sheffield Stands which are under cover with further parking in the basement accessible via the drop-off access from North Street.

Travel Patterns

Travel to Work Mode Share

3.13 Data from the 2011 Census for the immediate local area suggests that 45% of people used public transport to travel to work with 32% using rail and 13% bus. It suggests that 31% of people walked to work, with 5% cycling and 17% driving as summarised in **Table 3.3**. Data from the 2021 Census has not been adopted on the grounds that it was undertaken at a time during the COVID-19 pandemic when more people were working at home or not working.

Table 3.3: of Travel to Work (2011 Census)			
	Wards E00174512, E00174483 & E00174484		Assumed Mode Share
	No.	%	%
Train	138	32.2%	40%
Bus, minibus or coach	54	12.6%	15%
Taxi	1	0.2%	-
Motorcycle, scooter or moped	0	0.0%	-
Driving a car or van	74	17.2%	-
Passenger in a car or van	6	1.4%	-
Bicycle	19	4.4%	5%
On foot	133	31.0%	40%
Other method of travel to work	4	0.9%	-
	429	100.0%	100%

Travel to Work within Reading

- 3.14 The 2011 Census suggested that approximately 53% of people in the locality worked within Reading including 8% at home, with 49% of people working in the town centre; as expected, the majority, 79%, of those working in the town centre walked to work with 2% cycling and 9.5% driving.

Table 3.4: Travel to Work within Reading – Number (2011 Census)								
Zone		Mode						
From	To	Walk	Cycle	Bus	Car	Pax	Other	Total
Reading 011	Reading 011	1361	36	65	162	18	72	1714
Reading 011	Reading 014	132	15	17	32	11	2	209
Reading 011	Reading 017	40	33	77	102	11	6	269
Reading 011	Reading 007	78	16	14	60	7	7	182
Reading 011	Reading 018	7	8	50	47	10	2	124
Reading 011	Reading 010	51	0	11	18	0	8	88
		1669	108	234	421	57	97	2586

Table 3.5: Travel to Work within Reading – Percentage (2011 Census)								
Zone		Mode						
From	To	Walk	Cycle	Bus	Car	Pax	Other	Total
Reading 011	Reading 011	79.4%	2.1%	2.1%	9.5%	1.1%	5.9%	100%
Reading 011	Reading 014	63.2%	7.2%	7.2%	15.3%	5.3%	1.9%	100%
Reading 011	Reading 017	14.9%	12.3%	12.3%	37.9%	4.1%	18.6%	100%
Reading 011	Reading 007	42.9%	8.8%	8.8%	33.0%	3.8%	2.7%	100%
Reading 011	Reading 018	5.6%	6.5%	6.5%	37.9%	8.1%	35.5%	100%
Reading 011	Reading 010	58.0%	0.0%	0.0%	20.5%	0.0%	21.6%	100%
		64.5%	4.2%	9.0%	16.3%	2.2%	5.8%	100%

Car Ownership

- 3.15 The data suggests that 66% of local residents did not have access to a car with an average of 0.39 cars per dwelling; the data is influenced by housing along Vachel Road, with ownership levels likely to be lower for new flatted developments which are emerging in the immediate surrounding area.

4 OBJECTIVES AND TARGETS

Introduction

4.1 This section sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the Travel Plan can be found in **Section 7**.

- **Objectives** are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus; and,
- **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the TPC will seek to reach within the five-year period covered by this Travel Plan.

Objectives

4.2 The Travel Plan's over-riding objective is:

To engage with and encourage residents to use the most sustainable way of travelling to and from the Site through more effective promotion of sustainable and in particular active modes of transport. This will minimise the impact of the Site on environment, surrounding highway and public transport network.

4.3 The sub-objectives are:

- **Sub-objective 1:** To increase resident awareness of the advantages and availability of sustainable / active modes of transport;
- **Sub-objective 2:** To promote the health and fitness benefits of active travel to all users;
- **Sub-objective 3:** To introduce a package of physical and management measures that will facilitate resident travel by sustainable modes; and,
- **Sub-objective 4:** To reduce unnecessary public transport for the journey to and from the buildings by residents.

Targets

- 4.4 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring the progress and success of the Travel Plan and should be 'SMART' – specific, measurable, achievable, realistic and time-related.
- 4.5 Targets come in two forms – Action and Aim targets.
- Action Targets are defined actions that need to be achieved by a certain time.
 - Aim Targets are quantifiable and in the case of this travel plan related to the degree of modal shift the plan is seeking to achieve.

Action Targets

- 4.6 The key Action targets are set out below:
- A Travel Plan Co-ordinator will be appointed prior to the first Co-living Unit being occupied and will remain in place for the duration of this Travel Plan;
 - Residents will be provided with a digital copy of the Travel Information Pack upon occupation;
 - A Baseline Travel Survey (Year 0) will be undertaken within 3 months from the first Unit being occupied or once 75% of the units are occupied, whichever comes first;
 - Further Travel Surveys will also be conducted on the first, third and fifth anniversary of the Baseline Travel Survey (as detailed in the Monitoring section);
 - Monitor the condition of cycle parking to ensure that they are maintained to an appropriate standard; and
 - Update the Travel Information Pack and Travel Plan annually or as necessary to ensure that it is up to date.

Aim Targets

- 4.7 **Table 4.1** outlines the draft Aim Targets for the building which are set to measure progress towards the main objectives over five years.
- The Baseline figures have been based on the assumed mode share as set out in Table 3.3 and will be ratified / updated following commissioning if the Baseline Survey.
 - The interim targets are defined as those which the Travel Plan will seek to achieve within 3 years of the launch of the Travel Plan and the final targets are those sought after 5 years of the launch of the Travel Plan.

Table 4.1: Travel Plan Aim Targets

Target	Mode Split		
	Baseline (Year 1)	Interim (Year 3)	Final (Year 5)
Increase the mode share for trips by foot by 5% by Year 5	40%	43%	45%
Increase the mode share for trips by bike by 5% by Year 5	5%	8%	10%

5 TRAVEL PLAN STRATEGY

- 5.1 A Travel Plan is a practical management tool that sets out initiatives. This means that a Travel Plan is a process of continual improvement, requiring regular review to monitor changes in travel patterns and assessing the success of the plan's measures.

Travel Plan Coordinator

- 5.2 The Travel Plan Co-ordinator will be appointed prior to occupation of the first apartment and retained on a part-time basis. They will be responsible for overseeing the management, development, implementation, monitoring and review of the Travel Plan.

- 5.3 The duties of the Travel Plan Co-ordinator will include:

- To undertake Travel Surveys in Years 0, 1, 3 and 5;
- To take responsibility for data collection and review of the Travel Plan;
- To oversee the development and implementation of the Travel Plan;
- To design and implement effective marketing and awareness-raising campaigns to promote the Travel Plan;
- To act as a point of contact for residents requiring information;
- To ensure the travel information available is up to date;
- To coordinate the monitoring programme for the Travel Plan, including target setting
- To update the Travel Plan annually; and
- To make necessary changes if the targets are not met.

- 5.4 Reading Borough Council will be notified if there is any change in the specified person.

Marketing

- 5.5 Residents will be made aware of the Travel Plan and of its branding including the purpose and objectives along with specific measures such as cycle parking.

- 5.6 Each resident will be provided with a Travel Pack on occupation which will include information on local public transport services, the local walking and cycling network and contact details for taxi operators. Contact details of the Travel Plan Coordinator will be advertised in the event that residents wish to discuss specific matters directly.

6 MEASURES AND INITIATIVES

- 6.1 This section outlines the specific physical and management measures to be undertaken as part of the Travel Plan which will help to achieve the set targets. The measures outlined below are considered suitable for the Site; however, the list is not exhaustive, and the Travel Plan Co-ordinator is encouraged to investigate other potential initiatives.

Travel Packs

- 6.2 The Travel Pack provides a sustainable travel guide for new residents of the building. The purpose of the pack is to increase awareness of the advantages and potential for travel by more environmentally friendly modes of transport.
- 6.3 Experience shows that clear simple messages work best, for example; cost savings, health benefits, and identifying alternatives, within the context of lifestyle choice and urban living, alongside practical information about local bus services, and walking / cycle routes to key locations.
- 6.4 A key role of the Travel Pack will also be to raise awareness of the sustainable travel initiatives being implemented through the Travel Plan including:
- A map of the neighbourhood, showing cycling, walking and public transport routes to key local facilities;
 - Details of live travel information applications;
 - Local taxi company details;
 - Cycling and walking maps for the local area; and
 - Details of cycle hire schemes.

Measures to Encourage Walking

Walking Strategy 1: Promoting Benefits of Walking

- 6.5 Walking is a truly sustainable method of travel which offers predictable journey times and a range of physical and psychological benefits. The Travel Plan Coordinator will encourage residents to walk whenever possible highlighting the environmental, economic and health benefits and provide information and advice to residents concerning safe, suitable routes.
- 6.6 There is a network of footways in the vicinity of the Site which facilitate access to local amenities and Reading Station along with bus stops and the wider town centre.

6.7 The Travel Plan Coordinator will ensure residents are aware of 'walking' initiatives set up by the Council and non-profit organisations, including:

- 10,000 steps a day campaign – Part of the NHS Live Well campaign to improve health and fitness;
- Walking Works – A website providing tips on how to get friends and colleagues walking; and
- National Walking Month – May is National Walking Month and is promoted by Living Streets.

Walking Strategy 2: Maintaining Infrastructure

6.8 The Travel Plan Coordinator will identify, through discussion with residents, problems with external pedestrian routes and discuss possible improvements with the highway authority.

Measures to Encourage Cycling

Cycling Strategy 1: Promoting Cycling

6.9 The Travel Plan Coordinator will ensure residents are aware of cycling initiatives set up by Reading Borough Council and non-profit organisations, including:

- Bike Week (www.bikeweek.org.uk), the biggest nationwide cycling event in the UK which usually takes place in June each year;
- Bike 2 Work (www.bike2workscheme.co.uk) enables residents to be able to obtain a voucher to purchase a bicycle / equipment for a reduced amount of money. The Travel Plan Co-ordinator will encourage residents to discuss with the possibility of taking advantage of the scheme with their employers;
- Reading Borough Council offer free adult cycling training in partnership with Avanti Cycling.
- Training is held local community cycle clubs; more information can be found at: <https://avanticycling.co.uk/adults/>.

Cycling Strategy 2: Cycling Infrastructure

- 6.10 There is parking for 72 bicycles in the cycle store which is located on the first floor at the southern end of the building. The parking is free to use subject to terms and conditions which will include providing contact and bicycle details to the Management Team.
- 6.11 The Travel Plan Coordinator will monitor the condition of the cycle parking to ensure that it is maintained to an appropriate standard.

Cycling Strategy 3: Cycle Maintenance

- 6.12 The Travel Plan Coordinator will provide cycle repair kits to residents who request as such, and a bike pump will be available to use for residents when required.

Public Transport Use

- 6.13 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important and up-to-date details of bus and rail services, including route information and service frequencies, will be made available to residents on request at the reception. National Rail and Traveline websites and enquiry phone numbers will also be promoted through all relevant means, as well as applications such as Citymapper.

Measures for People with Disabilities and Impairments

Disabled Persons Strategy 1: Journey Planning

- 6.14 The Travel Plan Coordinator will provide advice regarding accessible public transport and provision for disabled people in the local vicinity and will discuss with them the most appropriate routes to provisions within the local area including bus stops and rail stations.
- 6.15 AccessAble (<https://www.accessable.co.uk/>) offers an accessibility guide to various locations, including shops and cafes in the vicinity of the building.

Disabled Persons Strategy 2: Initiatives / Design Features / Measures

- 6.16 The TPC, through dialogue with the Council (if necessary / appropriate), will also seek to ensure that routes to/from public transport access points have appropriate provision for people with disabilities and people with visual impairment. Specifically, provision should include:
- Dropped kerbs to contain tactile paving of the appropriate colour and to be flush with the carriageway; and,
 - Rotating cones on signalised pedestrian crossings.

7 MONITORING AND REVIEW

- 7.1 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant. This section sets out the proposals for monitoring and review of the Travel Plan.

Monitoring and Reporting

- 7.2 All monitoring will follow up-to-date best practice guidance and will be the responsibility of the Travel Plan Coordinator.
- 7.3 The monitoring programme begins with the initial Year 0 Baseline Travel Survey which shall occur once 75% of the of units are occupied or 6 months following the first occupation (whichever comes soonest). The Travel Plan will be monitored for 5 years with additional surveys undertaken on the 1st, 3rd and 5th anniversary of the Baseline Survey to monitor progress towards the interim and final targets. An example Travel Survey questionnaire is included at **Appendix B**.
- 7.4 The Travel Plan Coordinator will update the Travel Plan to include the results of travel surveys and to review progress towards meeting the targets.

Remedial Measures

- 7.5 The Travel Plan Coordinator will consider implementing appropriate remedial measures in the event that the Travel Plan has not met its objectives / targets. The remedial measures might include spending more time promoting measures along with more face-to-face direct liaison with the residents.

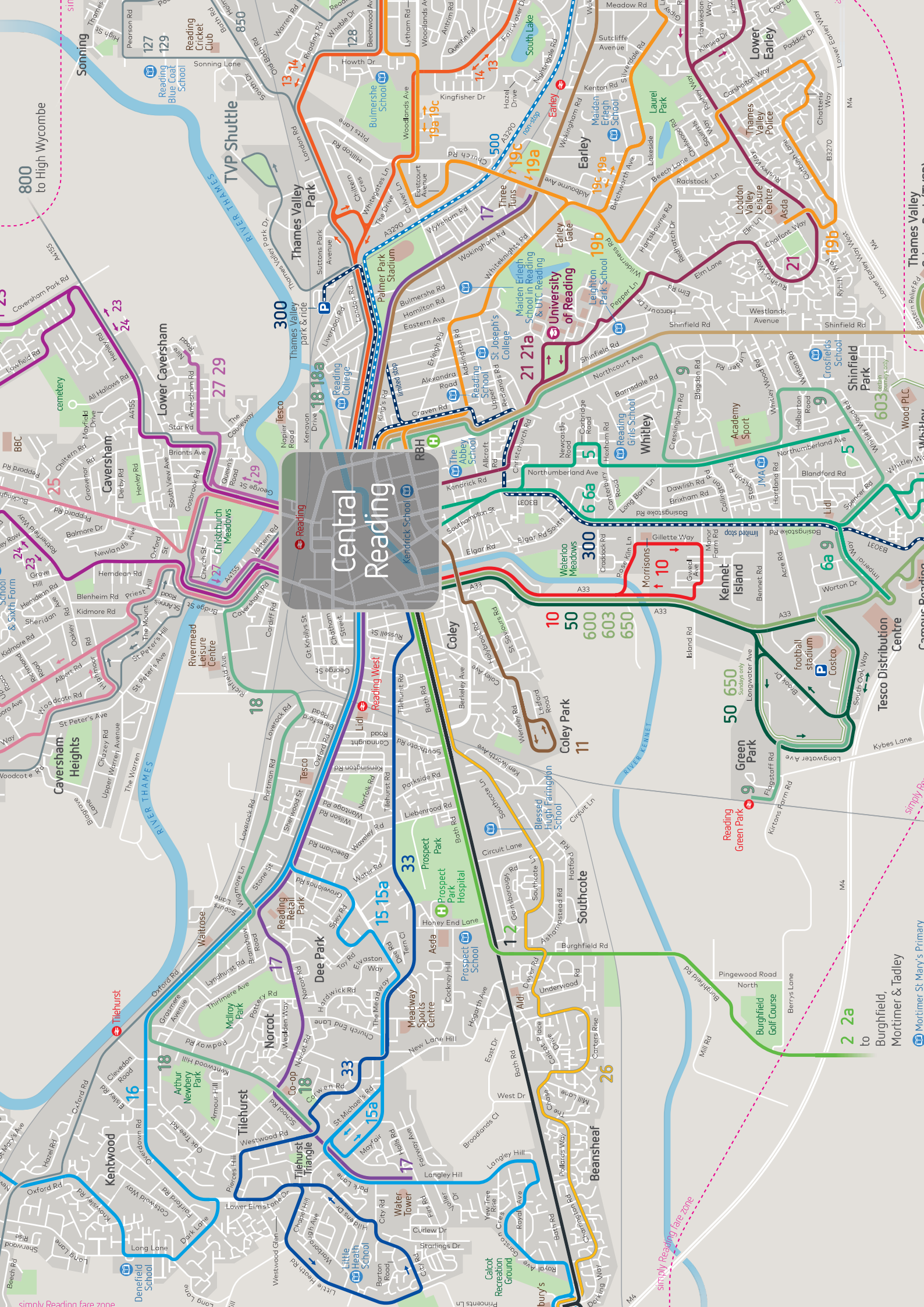
8 ACTION PLAN

8.1 **Table 8.1** sets out an Action Plan for the Travel Plan which will be revised if necessary, following each Travel Plan Monitoring and Review.

Table 8.1: Travel Plan Action Plan			
Action	Target	Measure	Responsibility
Production of Travel Plan	Completed Travel Plan	Travel Plan	Site Owner
Appointment of Travel Plan Coordinator and hand over of Travel Plan from Developer to TPC	Prior to occupation	Appointment of Travel Plan Coordinator	Site Owner/ Facilities management
Launch of Travel Plan	Within 1 month of first occupation	-	Travel Plan Coordinator
Provision of cycle parking	Prior to occupation	On completion of the building works	Facilities management
Production of Travel Pack	Given to all new residents upon occupation	Completed Travel Pack	Travel Plan Coordinator
Implementation of Measures	Such as the promotion of walk-to-work schemes	Ongoing implementation	Travel Plan Coordinator
Baseline Travel Survey	Given to each member of residents once 75% of units are occupied or after 6 months following occupation, whichever comes soonest	Receipt of survey results	Travel Plan Coordinator
Interim and Final Surveys	An Interim and Final Travel Survey will be taken in Years 1, 3 and 5 of the Travel Plan	Receipt of survey results	Travel Plan Coordinator
Travel Plan Updates	To be updated annually	Updated Travel Plan	Travel Plan Coordinator

Appendix A

(Bus Map)



	Reading College/ Winklersham/ Wokingham/ Bracknell	CT FN EG ME
	Northumberland Avenue	MI CR CU SC MC
	Basingstoke Road /Tesco Depot/Whitley Wood	MI CR CU SC MC
	Royal Berks Hospital/ UoR/Whitley Wood/Worton Grange/Green Park	CR FM SA MA MF
	Kennet Island	MI CS FM SD MC
	Coley Park	MI CR FM EO MC
	Forbury Retail Park/Kenavon Drive	CS FN EO MF
	Rivermead Leisure Centre/Portman Road/Kentwood Hill/Tilehurst Triangle	EN FE FG
	Royal Berks Hospital/ UoR/Earley (Silverdale Road)/Woodley	CR FM SA MA MF
	Royal Berks Hospital/ UoR/Beech Lane/Lower Earley	CR FM SA MA MF
	Reading College/Woodley Centre/Woodley	EM ME
	Oxford Road/Dee Park/Tilehurst/Calcot	FE CX
	Oxford Road/Overdown Road/Purley	FE CX
	Reading College/Wokingham Road (Three Tuns)	CY FN EO ME
	Oxford Road/Tilehurst (Water Tower)	MG MM CN CW
	University of Reading fast	CR CU EK MA
	University of Reading/Lower Earley	CR CU EK MA
	Caversham Centre/Caversham Heights	FJ EL NB
	Caversham Centre/Caversham Park/Emmer Green	FL EL
	Caversham Centre/Emmer Green/Caversham Park	FL EL NA
	Caversham Centre/Sonning Common/Peppard Common	FJ EL
	Southcote/Fords Farm/Beansheaf/Calcot IKEA	EK FP CA CQ
	Caversham/Lower Caversham/Binfield Heath/Shiplake/Henley	FC EL
	Lower Caversham	FJ EL
	Meadway/Tilehurst/Turnhams Farm	FE CB CQ
	Oxford Road/Purley/Pangbourne/Upper Basildon	FE CX
	Green Park/ football stadium	MI CS SD MC
28 129	Twyford/Maidenhead/Wokingham	FC EO MF
park&ride 500	Winklersham Triangle park&ride	MQ CS FM EO MC
600 650	Campus Reading International/Green Park/Mereoak park&ride/ Spencers Wood/Swallowfield/Riseley	MI CS SD MC
	Heathrow Airport	Reading Station
	football stadium (matchdays only)	WS



getting the
bus is even
easier

plan journeys
buy tickets

Appendix B

(Example Questionnaire)

Travel Survey Questionnaire

As part of the Travel Plan, a travel survey is being undertaken so we can understand your travel patterns and would appreciate your assistance by completing this questionnaire.

The information you provide will be treated in the strictest confidence with no reference to individuals. For further information please contact _____ on _____. Thank you in advance for your help.

1. What time do you normally arrive at work?

☐ Before 07:00 (01)	☐ 07:00-08:00 (02)	☐ 08:00-09:00 (03)	☐ 09:00-10:00 (04)
☐ 10:00-16:00 (05)	☐ 16:00-17:00 (06)	☐ 17:00-18:00 (07)	☐ 18:00-19:00 (08)
☐ 19:00-20:00 (09)	☐ 20:00-21:00 (10)	☐ After 21:00 (11)	

2. What time do you normally leave work?

☐ Before 07:00 (01)	☐ 07:00-10:00 (02)	☐ 10:00-14:00 (03)	☐ 14:00-17:00 (04)
☐ 17:00-18:00 (05)	☐ 18:00-19:00 (06)	☐ 19:00-20:00 (07)	☐ 20:00-21:00 (08)
☐ 21:00-22:00 (09)	☐ 22:00-23:00 (10)	☐ 23:00-24:00 (11)	☐ After 24:00 (12)

3. On average how long does your journey take?

☐ 0-15min (01)	☐ 16-30min (02)	☐ 31-45min (03)	☐ 46-60min (04)
☐ 61-75min (05)	☐ 76-90min (06)	☐ Over 90min (07)	

4. Approximately how far is your journey?

☐ 0-1 Mile (01)	☐ 2-3 Miles (02)	☐ 4-5 Miles (03)	☐ 6-10 Miles (04)
☐ >10 Miles (05)			

5. What mode of transport do you use for the LONGEST part of your journey to work?

☐ Drive Alone (01)	☐ Car Passenger (02)	☐ Bus (03)	☐ Train / Light Rail (04)
☐ Walk (05)	☐ Cycle (06)	☐ Motorbike (07)	☐ Taxi (08)
☐ Car Share (09)	☐ Other (10)		

6. What alternative mode of transport would you consider if your usual mode wasn't available?

☐ Drive Alone (01)	☐ Car Passenger (02)	☐ Bus (03)	☐ Train / Light Rail (04)
☐ Walk (05)	☐ Cycle (06)	☐ Motorbike (07)	☐ Taxi (08)
☐ Car Share (09)	☐ Other (10)		

7. What would encourage you to use an alternative mode of travel?

☐ More frequent bus services (01)	☐ Better pedestrian / cycle routes (02)
☐ A cleaner walking / cycling environment (03)	☐ A friend to walk / cycle with (04)
☐ A safer walking / cycling environment (05)	☐ Nothing (08)
☐ Better information on alternatives (07)	

8. In what age category do you fall?

☐ 25 and under (01)	☐ 26 to 40 (02)	☐ 41 to 60 (03)	☐ Over 61 (04)
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