



Green Park Framework Travel Plan

Travel Plan 2023





Introduction

Context

This updated Framework Travel Plan has been produced by Stantec on behalf of Maple Tree as part of its on-going commitment to reduce the proportion of employees travelling as single occupancy car drivers to and from Green Park and encourage sustainable modes of travel. This document supersedes the original document produced in 2001 and updated subsequently updated in 2008 and 2015.

The site provides a number of high quality, green credential office spaces set within 195 acres of stunning parkland, within the heart of the Thames Valley, located just off the M4 Junction 11.

Results from the Employee Travel Surveys have shown that since 2001 there has been a significant reduction in the number of employees travelling to/from Green Park as single occupancy car drivers with a corresponding increase in those using sustainable modes such as cycling and walking. However, despite the apparent success of the Travel Plan, the majority of employees still travel as single occupancy car drivers, which in part is due to the wide availability of car parking spaces. However, since COVID-19 working from home has become very popular at Green Park, which has reduced the number of trips to Green Park.

Therefore, the main objective of this updated FTP is to build up on this positive trend by further developing existing mechanisms (e.g. occupier forums) to support the creation of a sustainable travel culture at Green Park. Ultimately, the success of the Travel Plan is dependent on individual company policy to implement sustainable measures such as flexible working patterns and homeworking since these cannot be imposed externally. In addition, the Green Park Station opened in May 2023, which will provide another transport option for those working in Green Park. It is envisaged that once the emerging Local Transport Plan is implemented, further improvements to surrounding infrastructure will further encourage sustainable travel.

Approach

The development of this updated Framework Travel Plan has involved the following four stages.

- Stage 1:** Assessment of existing conditions incorporating a site audit and employee travel survey.
- Stage 2:** Formation of realistic and achievable objectives, targets and indicators based on the 2013-18 Travel Plan.
- Stage 3:** Implementation of the updated Framework Travel Plan with emphasis placed on improving the quality of existing services through more effective marketing and transport information.
- Stage 4:** Monitoring, refinement and development of the Travel Plan through surveys.

“A Travel Plan is a term used to describe a package of measures tailored to the needs of a specific site, promoting travel choice and reducing reliance on single occupancy car use.”

Policy Context

Overview

Travel is an essential part of our daily lives enabling mobility, promoting economic development and improving the quality of our social interactions. Nevertheless, despite the opportunities created by increased mobility, rising car dependency, coupled with ever- increasing journey distances, is creating a transport problem in terms of congestion and greenhouse gas emissions.

Work-related travel, whether for commuting or business, forms a significant proportion of personal travel, accounting for 28% of the total distance travelled in the UK. This has led to policymakers to encourage mode change for work-related journeys.

Policy and Best Practice

This section provides an overview of the current national and local government policies that have and will continue to inform the development of this Travel Plan. By reviewing these policies, this will ensure that the Travel Plan is developed and implemented in accordance with established policy aims and objectives.

National Policy

- ‘National Policy Framework’ (Department for Communities and Local Government, 2021)

Local Policy

- ‘Local Transport Plan 3 (2011 – 2026)’ (Reading Borough Council, 2011)
- ‘Reading Transport Strategy 2040’ (Emerging) (Reading Borough Council, TBC)

Best Practice Guidance

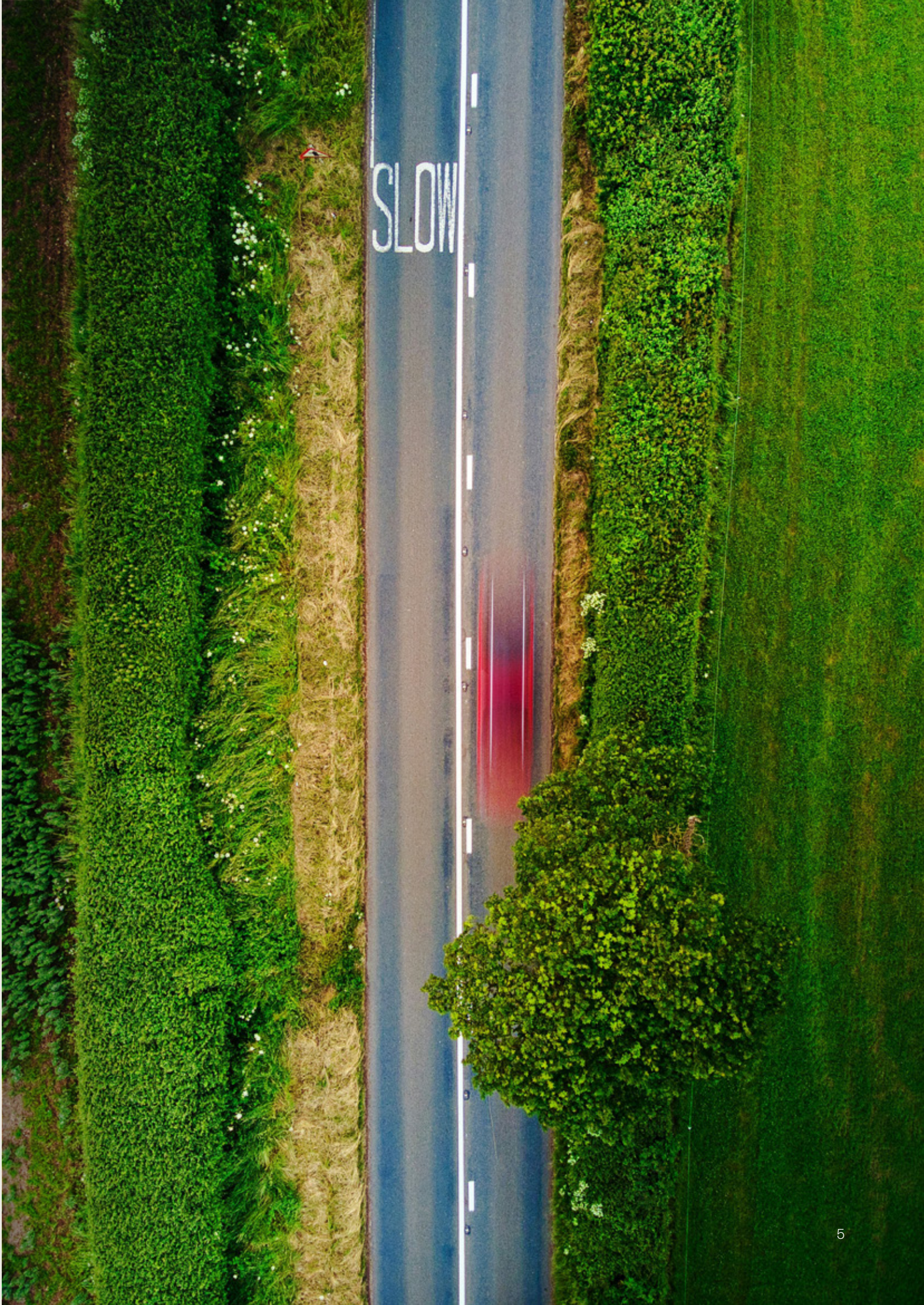
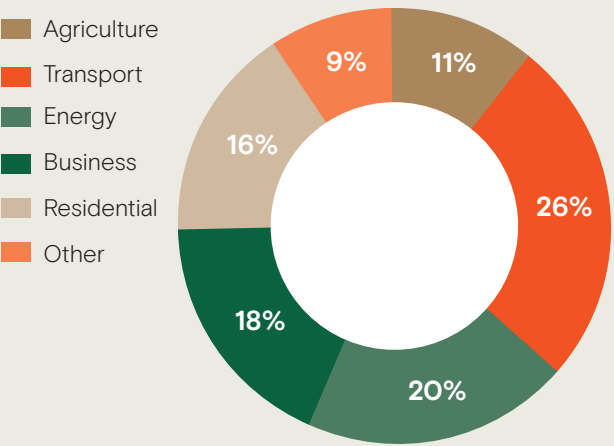
- ‘Planning Practice Guidance’ (Department for Communities and Local Government, 2014)

“Road congestion currently costs the UK economy £20 billion annually and this is predicted to increase to £22 billion a year by 2025.”

(Transport Select Committee, 2011)

“The Transport Sector is estimated to have been responsible for around 26% of greenhouse emissions in the UK in 2021. The main source of emissions from this sector is the use of petrol and diesel in road transport”.

Sources of CO₂ emissions

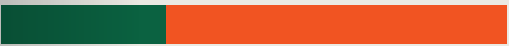




CO₂ emissions for a 50 mile journey
(per person)

Small Car

10.3kg



Large Car

20.7kg



Train

4.3kg



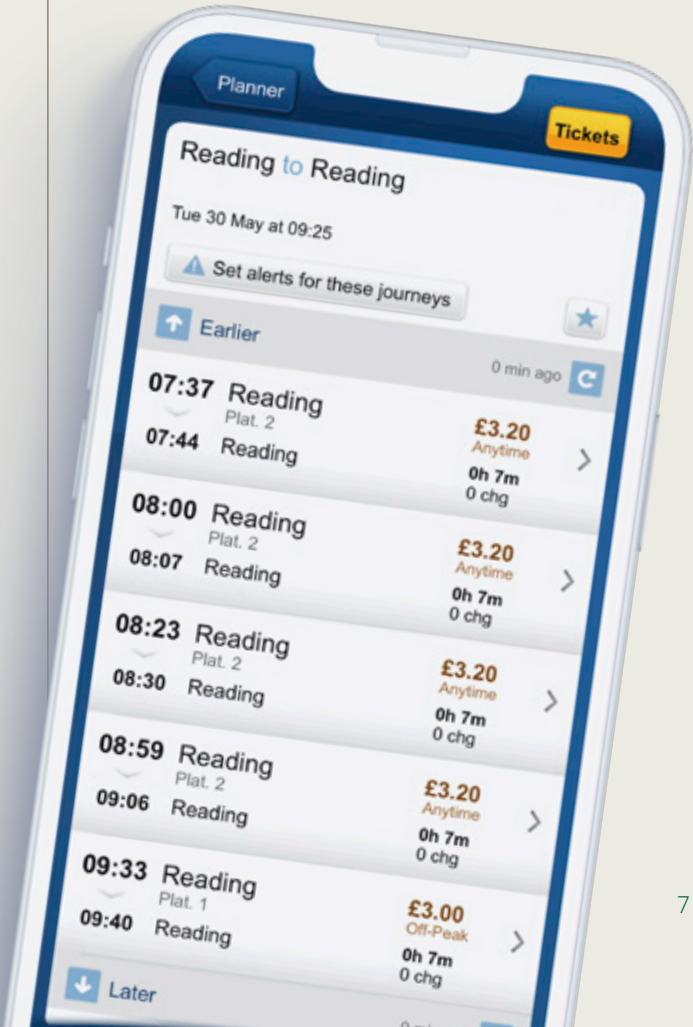
Bus

2.4kg



Did you know?

UK wide figures show that effective travel planning can reduce car dependency between 15% and 20%.



Benefits

Business

- Help to overcome parking problems and help to reduce the need for parking, reducing rental and maintenance costs. Contributes to achieving the business environmental or corporate social responsibility policies.
- Enhance the environmental image of the business, including working towards ISO 14001.
- Encouraging walking and cycling can enhance the health and well-being of both employees and visitors, while also alleviating the stress of commuting. It can aid in recruitment and retention by improving accessibility to the workplace for current and potential employees, thereby reducing recruitment expenses.



Green Park Framework Travel Plan

Individuals

- The average yearly cost of commuting is over £1,500. Travel plans can help to reduce this cost significantly. Measures introduced by travel plans can lead to greater choice in travel, which could break down the monotony of the working day.
- Travel Plans can promote more active forms of transportation. This not only helps individuals improve their well-being but also potentially saves them money on gym memberships.
- Traffic fumes increase respiratory problems like asthma – up to 43000 people die in the UK every year as a result of traffic-related air pollution. Travel plans aim to reduce this by encouraging a modal shift to sustainable modes of transport.
- Driving for short journeys can make drivers more stressed and less active, increasing the risk of heart disease and strokes.

The Environment and Local Community

- Travel plans prioritize minimising pollution, both in terms of air and noise, as well as reducing negative impacts on the community such as severance. Travel Plans aim to promote the advantages of using active travel and public transport to achieve these goals.
- A reduction in congestion on the roads produces a better image for the local community.
- Travel Plans can positively impact the local community by promoting the development of pedestrian and cycling infrastructure, as well as improving public transportation facilities.



Site in Context

Overview

Green Park is easily accessible by car, as it is located about 3.7km to the south of Reading town centre and only 1.7km to the north of Junction 11 of the M4 (refer to Figure 1). The A33 relief road is the main access point and runs along the eastern border of the site. To the southwest are the Madejski Stadium and hotel facilities, while the southern end of the park is enclosed by the M4.



Walking

Walking and cycling play an important role in healthy and active lifestyles, an important aspect of a person's wellbeing.

Pedestrian access to Green Park is through the use of a number of shared footways located along the A33 relief road. These provide essential links to the Reading town centre and together with the presence of controlled crossing points permit pedestrian access to neighbouring residential and commercial areas situated to the east of the park.

Within the park, there is a dense network of footways which provide access to all buildings and communal leisure facilities. These are well maintained and together with the presence of CCTV contribute to a safe and attractive walking environment. Road humps located on the internal road network serve as 'at grade' informal pedestrian crossings, providing access to adjacent bus stops.

The crossing facilities located throughout the park include dropped kerbs or raised crossings with tactile paving to support inclusive access for pedestrians with disabilities.

Cycling

The cycle network between Reading town centre and Green Park is composed of a series of dedicated cycleways and quiet roads (see Appendix 1). National Cycle Network (NCN) routes 4 and 23 converge near the busy A33 Rose Kiln Lane Roundabout, situated 1km to the north of the park.

Route 4 follows a westerly direction providing links to Theale, Thatcham and Newbury, whilst cycle route 23 links Green Park with Bramley and Basingstoke to the South and Wargrave, Windsor/Eton and West London. The R1 route provides a connection to the Madejski Stadium complex, Reading International Business Park and northbound to Reading town centre along the River Kennet and A33.

Cycle routes from the town centre via the A33 and NCN are well signposted, with 'Green Park' included as a destination on most signs, starting at the Oracle. The main access route to Green Park is facilitated by a good quality and well-lit cycle path. At a relatively comfortable cycling speed of 10 kph, this distance (4km) can be covered in 15 minutes.

A parallel leisure route forming part of National Cycle Network 4 (NCN4) passes alongside the River Kennet. This provides a direct link to parts of east Reading and Caversham. However, during times of heavy rainfall, some sections of the route are prone to flooding and this can temporarily restrict access.

There are a number of cycle routes provided throughout Green Park. However, as mentioned previously, the majority of these are shared with pedestrians, which may cause potential conflict. One dedicated section is located along both sides of Longwater Avenue.

Secure, cycle parking composed mostly of 'Sheffield' stands are available at each building within Green Park

Useful websites:

www.reading.gov.uk/vehicles-roads-and-transport/cycling

www.readingctc.co.uk

www.readingcyclecampaign.org.uk

www.greenpark.co.uk/getting-around



Public Transport

Given the location of Green Park on the edge of Reading, access to public transport is good, particularly with the operation of the frequent Greenwave bus services to and from Reading town centre and rail station. In particular, this service provides strategic links to a host of other principal destinations by rail, including Birmingham, Bournemouth, Brighton, Bristol, Cardiff, London, Newbury, Southampton and Winchester.

Bus Services

There are a number of bus stops within Green Park on Longwater Avenue, Brook Drive and South Oak Way. These stops are served by bus service numbers by the 50 Greenwave service which is operated by Reading Buses. This service provides provide important links to Reading Railway Station and the town centre.

Within the town centre, passengers can interchange with other regional and local bus services. Many of these services provide essential links to the residential areas of Reading, including Calcot, Caversham, Henley, Purley, Lower Earley, Shinfield, Sonning Common, Tilehurst, Whitley, and Woodley.

Rail Services

Reading Green Park railway station opened in May 2023, located on the western edge of Green Park, and is accessible to all of Green Park by a 20-minute walk. The station provides service to Reading railway station and Basingstoke railway station, with frequent service to serve Green Park employees, visitors and residents, along with fans going to Select Car Leasing Stadium.

Reading railway station is a major strategic hub in the national network and is served by a number of lines, the main one being the Great Western Main Line which runs east-west from London Paddington to the east and Didcot, Swindon, Bristol, Bath and South Wales to the west. The Westbury Line also extends west from Reading and diverts from the Great Western Main Line via Newbury, Taunton and the Southwest. Other main lines connect Reading with Oxford, Birmingham, the North of England and Scotland to the north and Basingstoke, Winchester, Southampton and Bournemouth to the south. A further line also connects Reading with Guildford, London Waterloo and London Gatwick Airport.

Local Facilities

There are a number of on-site facilities available for use by employees on Green Park, including a crèche; health and leisure club; bar and brasserie; sports court, ATM and café. These are all located centrally around Lime Square.

Other local facilities, including a supermarket, post office and restaurants, are located a short distance (2km) away on Basingstoke Road. However, a comprehensive range of services and facilities are available in Reading town centre and these can be accessed by employees during lunch breaks.

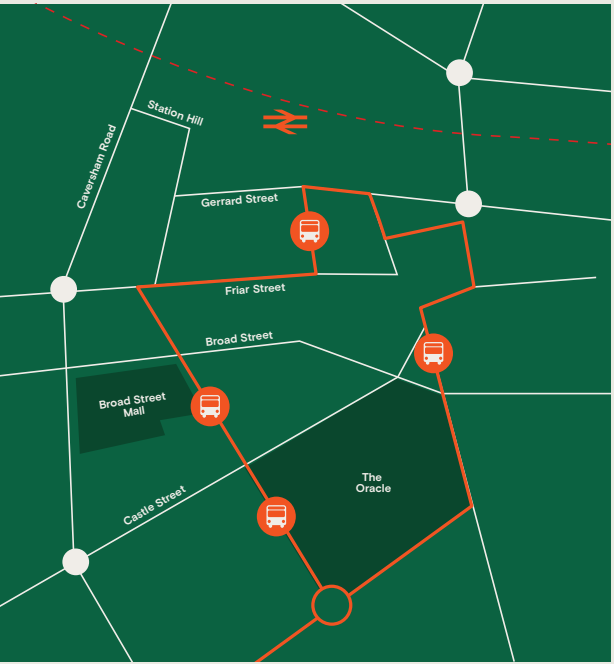
Did you know?

Reading is the second busiest interchange on the national rail network outside of London.

Green Park Bus route



Reading town centre bus route



Additional Information:

- Useful websites:
- <https://www.reading-buses.co.uk>
 - <https://www.thamesvalleybuses.com>
 - <https://www.greenpark.co.uk/getting-around/>

2023 Travel Survey

This section describes employee travel patterns and trends which have occurred at Green Park since 2001 including changes in mode share.

Since 2001, employee travel surveys have been undertaken every two years to determine the impact of sustainable measures on travel behaviour and informed the development of various travel planning measures within this document. There has been a 4-year gap from the 2019 survey due to COVID-19, which would have provided data that was vastly different from the previous years due to the nature of the pandemic and government rules.

A summary of the 2023 employee travel survey is provided on the right.

Overview

- 33.9% response rate, based on a daily population of 3,062.
- The most common working day was Tuesday as cited by 73.2% of the respondents.
- 50.0% of the respondents arrive during the traditional morning peak (08:00 – 08:59). 41.8% depart during the traditional evening peak hour of 17:00 – 17:59.

Car Users' Attitudes towards Sustainable Travel Alternatives

It was found that 661 car users would be interested in exploring the use of more sustainable modes. The most popular alternative mode was rail, with 33.6% being interested, followed by cycling with 15.7%, bus with 14.7% and car sharing with 12.0%.

Working from Home

- The COVID-19 pandemic has had a significant impact on working practices, which were already moving towards more flexible working hours and office attendance. The 2023 results are evident of this with 'working from home' accounting for 53% of daily mode share. This is an increase of 36% from 17% in the 2019. This has resulted in reduced car movements on the surrounding roads and those within Green Park itself.

Buses

- Bus travel achieved a mode share of 3%, which is a decrease of 3% from the 2019 surveys. This may be attributed to changes in travel behaviour as a result of COVID-19, but also a possible switch to rail travel, which has seen an increase.
- Staff were questioned about what would encourage them to use the 'GreenWave 50 bus service'. The most popular suggestion with a response rate 36.7% was a direct service from a central stop in Reading Town Centre, while 55.7% of respondents provided other suggestions, which had common themes of reduced fare cost / free tickets, altered route, increased frequency and reliability and a faster travel time from the town centre to Green Park.

Rail

- Rail use has seen an increase of 2% from the 2019 travel survey results, increasing to a mode share of 5%. This is likely to increase in the future with the recent opening of Green Park Station as employees gain more awareness and experience the benefits at first hand.
- Of the options to encourage future rail via Green Park rail station, 26.6% of respondents indicated that a shuttle bus service to and from the station would encourage them to travel by rail with 5.8% suggesting that a diversion of the existing Greenwave bus service to the station would also encourage rail use. It is however noted that 67.5% of respondents stated that nothing would encourage them to use the station, with many indicating that they did not live near a rail station to make rail travel a viable option.

Mode Share

Of the 1,038 responses in 2023, it was calculated that remote working was the largest mode share, accounting for 53% of responses. Second, 28% of the respondents indicated that they were car drivers of Petrol/diesel (as single occupancy) and 6% as car drivers of electric / hybrid vehicles. Car-sharing drivers and passengers accounted for 2.4%.

As mentioned, 3% of employees travel by bus and 5% travel by rail, which represents a significant proportion of employees using public transport. Approximately 0.1% ride a motorcycle/scooter. While, walking constitutes approximately 1% of the modal share, and cycling represents approximately 2% of the mode share.

Measures

This section considers a number of ‘hard’ and ‘soft’ measures which could be implemented on strategic (park-wide) and occupier levels to promote sustainable travel behaviour amongst staff based at Green Park.

The prioritisation approach aims to maximise the outputs of initiatives by introducing them at the appropriate time. Following the 2006 Travel Plan Review, the approach to implementing sustainable travel measures was changed to reflect levels of park occupancy as opposed to specific timescales.

The delivery of sustainable travel measures can be envisaged in three distinct phases, which are linked to occupation thresholds. At present, there are approximately 3,062 of the 9,297 employees are based at Green Park on a daily basis. As mentioned previously, COVID-19 has shifted a large proportion of Green Park employees to flexible working, so the current priority should be given to implementing Stage 1 measures.

The Travel Plan provides a ‘toolkit’ of both strategic and occupier-specific measures, many of which have been implemented as part of the original S106 obligation. Within the initial phases, priority is given towards the promotion of existing facilities.

However, in Stages 2-3, emphasis is guided towards the introduction of disincentives such as car parking management which could be required to reduce the proportion of single occupancy car drivers. Currently, it is not foreseen that the level of occupation will not exceed 4,000 unless the companies within Green Park change their flexible working policy.

The responsibility for implementing many of the ‘soft’ measures lies with nominated Travel Plan Co-ordinators (TPC’s) within each company/ organisation.

However, to raise awareness and encourage further uptake of sustainable initiatives the quarterly GreenPark Sustainability Forum is used as a mechanism to disseminate information/ advice to all site occupiers.

One such initiative is the easitNETWORK, which is a working partnership with GreenPark that has developed a package of rail, bus and cycle measures that has been designed to support and encourage sustainable travel to reduce pollution, ease congestion and increase satisfaction within its staff base. Further details associated with the ‘free to join’ initiative is located at the rear of this Travel Plan.

Occupation Phase	Level of Occupation	Details on Measures
Stage1	0-4000 employees on site	• Ensure hard infrastructure measures are in place to maintain the attractiveness of sustainable travel modes (e.g. secure parking provision. • Undertake biannual travel surveys to test the effectiveness of Travel Plan measures. • Create sustainable culture amongst tenants at the park.
Stage 2	Between 4000-8000	• Continued promotion of existing measures including car share database, travel information system and improved cycle facilities through a programme of continuous review.
Stage 3	Between 8000-12000	• Long-term monitoring of site-wide Travel Plan and possible - implementation of demand management measures for major occupiers. • Consider implementing personal travel planning programme to all major employers.

Occupier/Strategic Measures

Details of Travel Plan Measure	Occupational Phase	Responsibility	Travel Behaviour Focus
Working Practices			
Promote tele/home-working amongst all employers	Stage 1	Occupier TPC	Reduces the demand for travel
Ensure that any vehicles purchased, leased or hired by site occupiers are fuel efficient	Stage 2	Occupier Management	Environmental promotion
Consider the use of teleconferencing facilities	Stage 2	Occupier TPC	Reduces the need to travel
Promote motorcycle/moped training with local supplier	Stage 2	Occupier TPC	Encourages safer driving for those unable to use public transport or car share
Develop Sustainable Supplier Policy	Stage 2	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 EasitGREEN PARK	Stage 1	Site Management/ Occupier Management/ Occupier TPC	Encourages use of sustainable mode
Distribute Green Park tube style cycle map to all employers	Stage 1 (on-going)	Occupier TPC	General awareness
Promote live travel information system which can be downloaded through using mobile phone technology	Stage 1 (on-going)	Occupier Management/ Occupier TPC	Increases awareness of sustainable travel options
Implement personalised travel planning approach providing specific advice	Stage 2/3	Occupier TPC	Introduce travel options and offer specific advice to assist with option evaluation

Details of Travel Plan Measure	Occupational Phase	Responsibility	Travel Behaviour Focus
Parking Policy			
Consider providing car sharing priority parking	Stage 2/3	Site Management/ Occupier Management	Raises profile of car sharing scheme
Consider developing an equitable car parking policy based on priority for: disabled employees; employees with no viable transport alternatives; essential business users; employees with exceptional circumstances (e.g., child care issues) and car sharers	Stage 2/3	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	Stage 1	Occupier TPC	Encourages use of sustainable mode
Promote and advertise the use of Green Park Station to tenants and employees	Stage 1	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	Stage 1	Occupier TPC	Raises profile of car sharing scheme
Consider providing car sharing priority parking (within close proximity of building entrances)	Stage 2	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'	Stage 1 (on-going)	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	Stage 1	Occupier TPC	Encourages people to choose cycling
Promote bicycle mileage scheme for business travel	Stage 1	Occupier TPC	General awareness

easitGREEN PARK

The easitNETWORK is a powerful working partnership designed to support and encourage businesses in a local area to adopt alternative and sustainable transport behaviours to reduce pollution, ease congestion and increase satisfaction within its staff base.

It is free for employers to join and for their employees to become members of the scheme.

Staff can benefit from the following discounts.

Trains

- South Western Railway – 15% Discount on journeys to Reading Station.
- Including peak, off peak and annual season tickets!
- Full details www.easit.org.uk/rail
- Rail Season Tickets – order online <https://www.easit.org.uk/rail-tickets/season>

Bikes

- Discounts with Brompton Bike Hire.
- 25% discount on EcoMove Smart Electric Mopeds.
- Loan bikes including electric and folders.
- 0% off Halfords cycling, cycling accessories and motoring – visit easitWEBSITE for the relevant voucher poster to take into the store with you.
- 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 Charging 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.

easitSHARE

- Sharing your journey to work has never been easier with easitSHARE. Not only is it free to join but you can choose the day or days you want to share. Whether you want a buddy to share a car, train, bus, bike, motorcycle or taxi journey with or you just want someone to walk to work with, easitSHARE can help you.
- Full details for all initiatives are available by registering online at www.easit.org.uk. Once registered please:
 - Click on the ‘Dashboard’ button at the top of the page.
 - Click on the ‘Your Initiatives/Discount’ button.
 - Select the discount you are interested in and follow the instructions.

Participation in some of the easitDISCOUNTS require an easitCARD—these cost £5.05 (inc VAT) and can be purchased online after registering, via your account page.





GreenPark