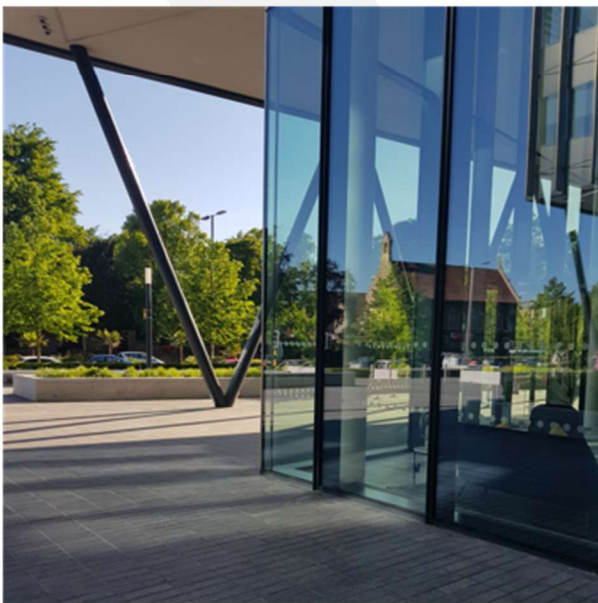




UNITS 2-4 RIVERVIEW ESTATE, CARDIFF ROAD, READING

TRAVEL PLAN STATEMENT

11 March 2025



UNITS 2-4 RIVERVIEW ESTATE, CARDIFF ROAD, READING

TRAVEL PLAN STATEMENT

PROJECT DETAILS					
Project Name:		Units 2-4 Riverview Estate, Cardiff Road, Reading			
Client:		BBC Pension Trust Ltd c/o CBRE Investment Management			
Document Type:		Travel Plan Statement			
Document Reference:		R-25-0002-TP-02A			
Date:		11 March 2025			
APPROVAL					
Number:	Name:		Position:	Date:	Modifications:
02	Author:	Nathan Reed	Consultant	21/02/2025	First Issue
	Checked:	Olivia Hennessy	Principal Consultant	05/03/2025	
	Approved:	Richard Stacey	Managing Director	07/03/2025	
01A	Author:	Olivia Hennessy	Principal Consultant	11/03/2025	Updates following client comments
	Checked:	Olivia Hennessy	Principal Consultant	11/03/2025	
	Approved:	Olivia Hennessy	Principal Consultant	11/03/2025	

Reading Office



Evoke Transport
Impact Working
R + Building
2 Blagrove St
Reading
RG1 1AZ
T: 0118 380 0182
E: info@evoketransport.co.uk



Birmingham Office

Evoke Transport
Alpha Works
Alpha Tower
Suffolk Street Queensway
Birmingham
B1 1TT
T: 0121 663 1719
E: birmingham@evoketransport.co.uk

www.evoketransport.co.uk
[Linkedin.com/company/evoke-transport](https://www.linkedin.com/company/evoke-transport)

Table of contents

1.	Introduction	1
1.2.	Site Details	1
1.3.	Site Location	1
1.4.	Travel Plan Purpose	2
1.5.	Travel Plan Structure	2
2.	Travel Plan Context	3
2.1.	Existing and Proposed Development	3
2.2.	Setting the Scene	3
3.	Site Assessment	4
3.2.	Summary of Site Accessibility	4
3.3.	Public Transport Accessibility	6
3.4.	Car Club	7
3.5.	Baseline Modal Split	7
3.6.	Travel Plan Focus	8
4.	Travel Plan Objectives and Targets	9
4.2.	Aims	9
4.3.	Objectives	9
4.4.	Potential Benefits	9
4.5.	Targets	10
5.	Travel Plan Measures	11
5.2.	Travel Plan Representative	11
5.3.	Hard and Soft Measures	11
6.	Summary and Action Plan	12

List of Figures

Figure 1 – Site Location Plan	1
Figure 2 – Walk Isochrone	4
Figure 3 – Local Cycle Routes	5
Figure 4 – Cycle Isochrone	6

List of Tables

Table 1 – Site Details	1
Table 2 – Census Method of Travel to Work Workplace Population	8
Table 3 – Action Plan	12

Appendices

Appendix A – Proposed Layout Plans	
------------------------------------	--

1. Introduction

- 1.1.1. Evoke Transport Planning Consultants Ltd (Evoke) has been commissioned by BBC Pension Trust Ltd c/o CBRE Investment Management to support a planning application for the change of use of the existing commercial units (Units 2-4) at Riverview Estate on Cardiff Road, Reading to allow the units to operate flexibly under Use Class B8/ E(g) use. The local planning and highway authority are Reading Borough Council (RBC).

1.2. Site Details

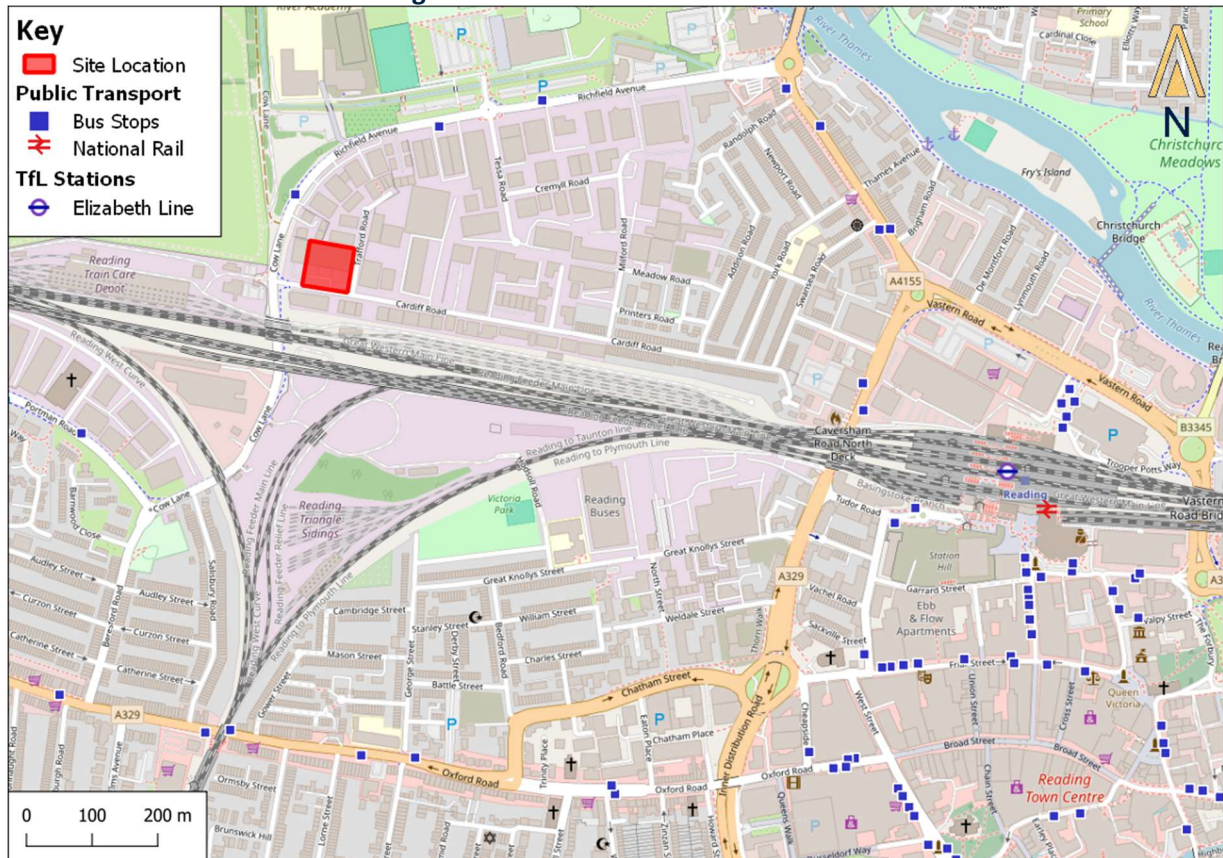
Table 1 – Site Details

Information	Detail
Travel Plan Version	1
Development Description	Change of use of commercial units to operate flexibly under Use Class B8/E(g)(ii)/E(g)(iii)
Site Address	Units 2-4, Riverside Estate, Cardiff Road, Reading

1.3. Site Location

- 1.3.1. The existing site comprises three industrial units, operating under Use Class B8, within a designated Core Employment Area (Richfield Avenue) in RBC's Local Plan, located approximately 1.1km north-west of Reading Town Centre. The site is bordered by neighbouring industrial / commercial units to the north, east and south, with Trafford Road to the east, Cardiff Road to the south and Cow Lane to the west. The location of the site is outlined in Figure 1 below.

Figure 1 – Site Location Plan



Source: QGIS

- 1.3.2. The existing units are accessed from a separate access and egress off the northern side of Cardiff Road, with the access controlled by a barrier system. Existing on-site car parking provision is provided to the front of the units, as well as roller shutter doors for deliveries and servicing.

1.4. Travel Plan Purpose

- 1.4.1. This Travel Plan Statement (TPS) has been produced alongside the Transport Statement (TS) to support a planning application for the change of use of the exiting commercial units (Units 2-4) at Riverview Estate on Cardiff Road, Reading to allow the units to operate flexibly under Use Class B8/E(g)(ii)/E(g)(iii).
- 1.4.2. It is intended that this TPS is a starting point for the Travel Plan process to demonstrate the type of measures that can be delivered. The approach and measures set out in the TPS will accord with national and local Government objectives and seek to:

- Reduce the impact of traffic on surrounding roads and local communities;
- Promote equal opportunities to future end users by offering wider travel choices;
- Improve personal and wider community health;
- Reduce air and noise pollution; and
- Accord with national, regional and local Government objective.

1.5. Travel Plan Structure

- 1.5.1. Following this introduction, this TP is structured as follows:

- **Chapter 2:** Travel Plan Context;
- **Chapter 3:** Site Assessment;
- **Chapter 4:** Travel Plan Objectives and Targets;
- **Chapter 5:** Travel Plan Measures;
- **Chapter 6:** Summary and Action Plan.

2. Travel Plan Context

2.1. Existing and Proposed Development

- 2.1.1. The existing site comprises three industrial units, operating under Use Class B8, which were previously occupied all by one business, with an additional unit to the west, which is excluded outside of the red line boundary for this development. The existing units are accessed from a separate access and egress off the northern side of Cardiff Road, with the existing access measuring 7.5m wide at its narrowest point and the egress measuring 7m wide. The accesses are controlled by a barrier system, which is shared with the neighbouring Unit 1.
- 2.1.2. The proposed development comprises the change of use of the existing three units to allow for the units to operate flexibly under Use Class B8/E(g)(ii)/E(g)(iii). The proposals involve no material physical alterations to the buildings, with the three units having a combined floor area of approximately 2,379sqm. Vehicular access and car parking provision is to be retained as per existing, with a slight reduction in on site car parking provision to 49 spaces to allow for new cycle parking, disabled parking and electric vehicle charging points to be provided for the units.
- 2.1.3. The proposed layout plans are attached at **Appendix A**.

2.2. Setting the Scene

- 2.2.1. The proposed floor area (approximately 2,379sqm) doesn't meet the requirements for a Travel Plan, as per RBC's guidance. As such, a Travel Plan Statement (TPS) has been produced to support the development. The principal aim of the TPS would be to ensure that site users are encouraged to use and have access to sustainable infrastructure that will allow them to make sustainable travel choices to / from the site. The TPS involves no formal travel plan targets or monitoring and will be limited to the dissemination of travel information to future employees.

3. Site Assessment

3.1.1. This Chapter provides an assessment of the site, considering the proposed development and infrastructure surrounding the site to support the development proposals which are key to the development of this Travel Plan. Further discussion can be found in the accompanying TS.

3.2. Summary of Site Accessibility

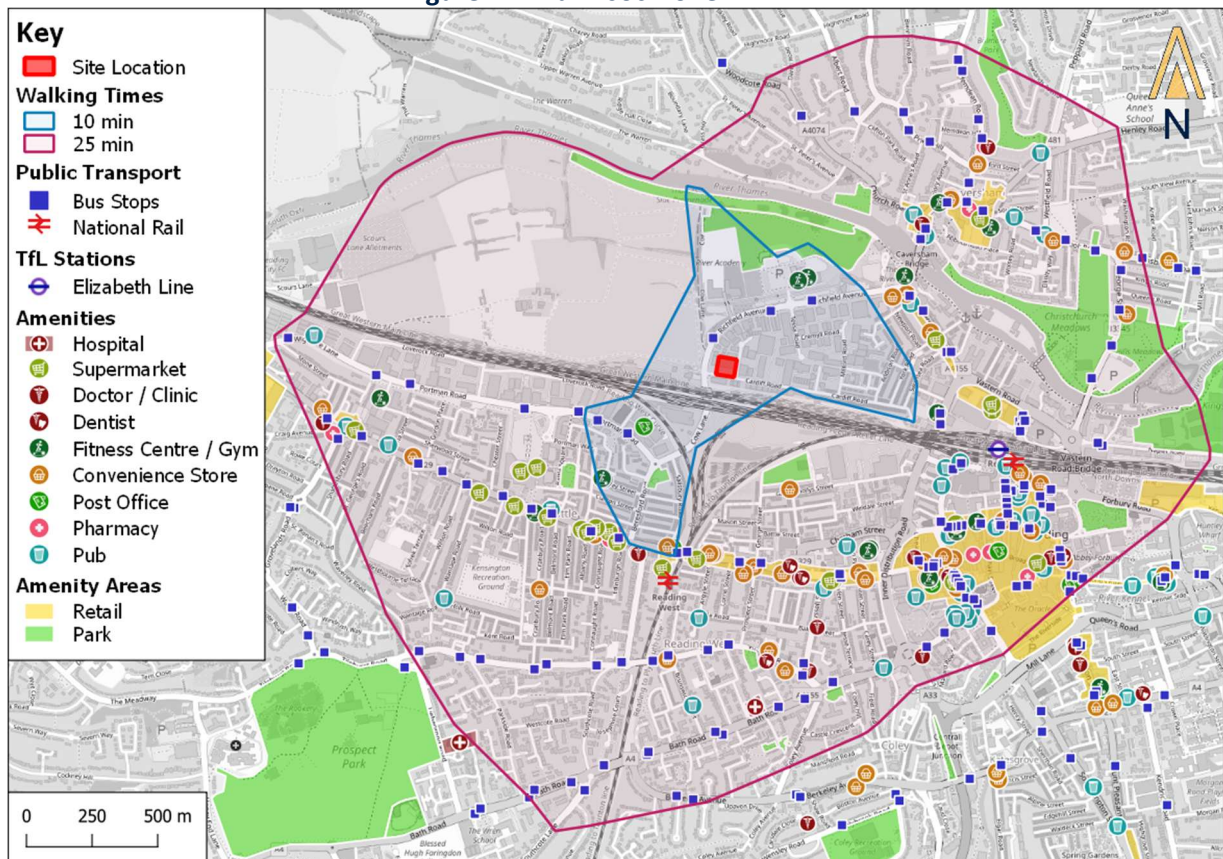
Walking and Cycling

3.2.1. Cardiff Road benefits from continuous footways on both sides of the carriageway, measuring approximately 1.8m in width on both sides. Dropped kerbs are provided at key crossing points to assist with movement of mobility impaired users.

3.2.2. Cow Lane directly to the west of the site is provided with a 2m wide footway on the eastern side of the carriageway to the north of the junction with Cardiff Road, segregated from the carriageway via a wide verge. On the western side of the carriageway, a shared cycle/footway is provided to the north of the site, which continues to the A4155 to the north-east. Directly to the north of the junction with Cardiff Road, a formal crossing point, equipped with dropped kerbs, tactile paving and a wide refuge island is provided to assist with the safe movement of pedestrians and cyclists. To the south of the junction with Cardiff Road, the shared cycle/footway crosses to the eastern side of the carriageway, continuing south.

3.2.3. Figure 2 shows a walk isochrone which demonstrates the areas that can be reached within a 25-minute walk of the site.

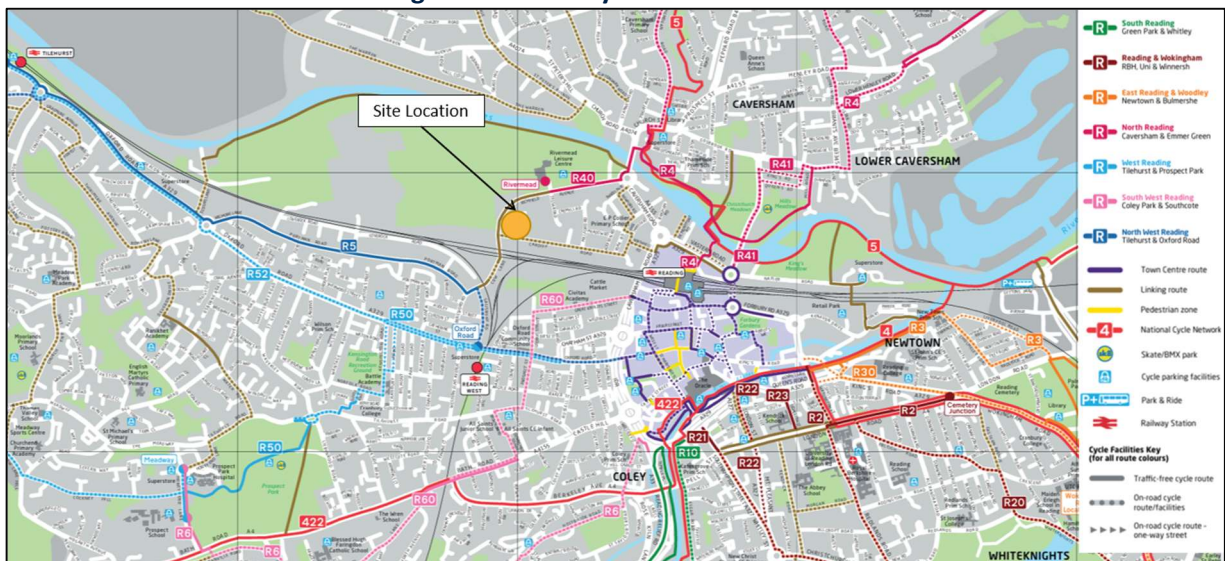
Figure 2 – Walk Isochrone



Source: QGIS and Openroute Service (walk speed 5kph)

- 3.2.4. The isochrone demonstrates that Reading Town Centre is accessible within a 25-minute walk distance of the site, as well as surrounding residential areas of Caversham and Reading West. In addition, as demonstrated above there are a host of amenities and facilities accessible within a 25-minute walk of the site, providing future employees with opportunities to access these facilities during their working day.
- 3.2.5. Cycling is considered an important mode of sustainable travel, and five miles (8.0km) is generally considered an 'achievable' cycle distance for most people (source: LTN 1\20, Cycle Infrastructure design).
- 3.2.6. Figure 3 shows the existing cycle routes in close proximity to the site. The map demonstrates that there are numerous formal and designated routes surrounding the site providing cycle connections to key residential areas surrounding the site, including Caversham, Tilehurst, Newtown and Coley. To the south of the site, an on-road cycle route is provided along Cardiff Road, that connects with the traffic-free cycle route to the west on Cow Lane / Richfield Avenue, which connects with numerous cycle routes to the north and south.

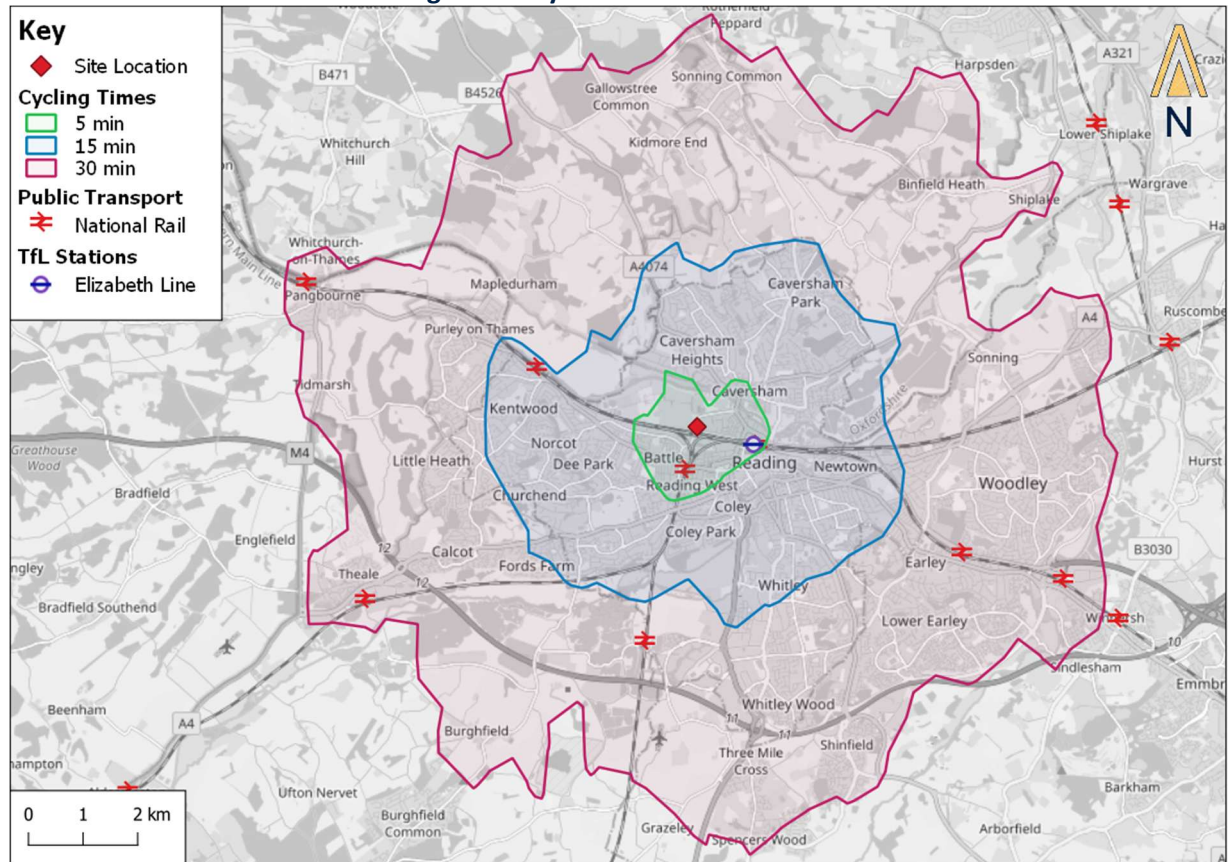
Figure 3 – Local Cycle Routes



Source: RBC

- 3.2.7. Figure 4 shows a cycle isochrone which demonstrate the areas that can be reached within a 30-minute cycle of the site. The isochrones are generated based on speeds dependent on the surface and highway type. The majority of the routes used would be paved and as such would be subject to an c.18kph cycle speed based on the parameters in the software. A five-minute isochrone would therefore cover a distance of c. 1.5km, with a 30 minute isochrone covering a distance of 9km.

Figure 4 – Cycle Isochrone



Source: QGIS and Openroute Service (cycle speed c. 18kph)

- 3.2.8. The isochrone demonstrates that Reading Town Centre is accessible within a 10-minute cycle, along with key residential areas of Caversham, Norcot, Tilehurst, Newtown and Coley. Additional areas of Pangbourne, Purley on Thames, Shiplake, Woodley, Earley and Theale all accessible within a 30-minute cycle distance from the site, providing access to a range of residential locations by cycle for future employees.

Summary

- 3.2.9. Overall, it has been shown that the site is well connected by good pedestrian and cycle facilities, ensuring that walking and cycling are both viable modes of travel to and from the site. There are a wide range of facilities close to the site, including retail, health and leisure uses, all of which are within a reasonable walking or cycling distance.

3.3. Public Transport Accessibility

Bus Services

- 3.3.1. The nearest bus stops to the site are located on Richfield Avenue, within 450m of the site. The stops are served by the Buzz 18 service running between Tilehurst Triangle and Kenavon Drive via Kentwood Hill, Portman Road and Central Reading. Services operate on a frequency of 1-2 per hour. Additional services are accessible on the A4155 within a 1km walk of the site.

Rail Services

- 3.3.2. The nearest railway station to the site is Reading West, accessible within 850m of the site via a 12-minute walk or 4-minute cycle. Reading West Railway Station is managed by Great Western Railway

and is located on the rail line between Reading, Basingstoke and Newbury, with services operating on a frequency of 1-2 per hour in each direction.

- 3.3.3. In addition, Reading Railway Station is located 1.5km (a 20-minute walk or 6-minute cycle) to the east of the site. Reading Railway Station is managed by Network Rail and served by Great Western Railway, CrossCountry, the Elizabeth Line and South Western Railway services. Being a transport hub, Reading Railway Station provides frequent and extensive services both locally and further afield, including, for example to London Paddington (and intermediate stations), London Waterloo, Gatwick Airport, Cardiff, Bournemouth, Birmingham, Manchester and Penzance, Plymouth, Exeter, Bristol Temple Meads as well as the Elizabeth Line services through the heart of London and outward destinations.
- 3.3.4. In terms of accessibility, step-free level access is available to all platforms. Ramps for train access are available as are induction loops, with staff assistance available 24 hours a day 7 days a week.
- 3.3.5. The level of accessibility to frequent bus and rail services to a range of destinations ensures that travel to and from the site by public transport is a viable mode.

3.4. Car Club

- 3.4.1. Car clubs provide a cost-effective and flexible alternative to owning a car and can help tackle the challenges of climate change and congestion. Car clubs provide the convenience of owning a car without the hassle or costs of repairs, servicing or parking. Members can book cars locally for just an hour or longer periods. They reduce the need for people to own their own cars by providing access to conveniently located high-quality vehicles on an affordable 'pay-as-you drive' basis.
- 3.4.2. Car clubs present a cost-efficient way for residents to have the benefits of a car without the need for always travelling by one. Not only does this provide a mode of transport for residents to travel to and from work but car clubs provide a viable option for short trips whereby residents can use a car club for leisure trips or to transport heavy items for example.
- 3.4.3. The site is located within walking distance of one car club vehicle operated by Co-Wheels located approximately 580m east of the site on Cox Terrace.
- 3.4.4. Whilst it is anticipated that the majority of trips to and from the site can be catered for by sustainable modes, including public transport and active travel, the proximity of the site to a car club vehicle ensures that viable alternatives to the private car are available for trips required to be undertaken by a vehicle.

3.5. Baseline Modal Split

- 3.5.1. The baseline Modal Split has been derived from the 2011 and 2021 method of travel to work data for the existing workplace population for the Reading 007 middle-level super output area (MSOA), in which the site is located. Both of the last two census' were used in order to take account of the appreciable impact caused by COVID. The result of this analysis is presented in Table 2.

Table 2 – Census Method of Travel to Work Workplace Population

Mode	2011	2021
Train	6%	3%
Bus	8%	9%
Taxi	0%	1%
Motorcycle	1%	1%
Car Driver	63%	58%
Car Passenger	5%	5%
Bicycle	5%	5%
On foot	12%	16%
Other	0%	2%
TOTAL	100%	100%

- 3.5.2. Table 2 shows that 63% of journeys from the 2011 MSOA workplace population are undertaken by private car, with an additional 5% as car passengers. A total of 30% of journeys are undertaken by sustainable modes of transport, with 12% on-foot, 8% by bus, 6% travelling by train and 5% by cycle.
- 3.5.3. The 2021 census revealed a decrease in journeys undertaken by private car to 58%. The number of journeys undertaken by sustainable modes of transport has increased to 33%, with the greatest increase experienced for journeys on foot.
- 3.5.4. As evident, the recent changes in travel habits as a result of the COVID-19 pandemic have evidently resulted in a shift away from private car travel. However, it is important to note that the 2021 census took place in the immediate aftermath of COVID.

3.6. Travel Plan Focus

- 3.6.1. The focus of this TPS is to encourage future employees and visitors to utilise sustainable modes of transport over the private car. The TPS also outlines hard and soft measure which will be incorporated into the development to enhance active travel and public transport use.
- 3.6.2. The hard measures include providing appropriate cycle storage to support cycling use as a realistic and viable mode of travel for all site users. In addition, active electric vehicle provision will be provided at the site to encourage and accommodate low emission vehicles.
- 3.6.3. The soft measures involve increasing knowledge and awareness of sustainable transport modes on offer to enhance public transport use and uptake of walking and cycling.
- 3.6.4. The TPS and associated measures will be managed on-site through a Travel Plan Representative who will provide information to employees and visitors. The provision of information to site users is key to ensure the success of the TPS and any future TP's.

4. Travel Plan Objectives and Targets

- 4.1.1. Following a review of the existing site conditions and current mode split, this Chapter details the aims and objectives which this TPS seeks to achieve.

4.2. Aims

- 4.2.1. The aim of this TPS is to support the essential travel needs of employees, whilst reducing the overall need to travel and to encourage all site users to adopt healthy, sustainable travel choices in order to increase levels of active travel usage at the site.

4.3. Objectives

- 4.3.1. The objectives that focus the TPS are:

- Providing the required information to employees and visitors to encourage travel to the site via sustainable methods of transport;
- Reduce the transport related environmental impacts associated with employee and visitor trips and servicing at the site;
- Enhance the developer's social responsibility credentials to a wider audience;
- To increase the attractiveness of walking and cycling and encourage employees travelling to and from the site to do so using sustainable modes; and
- To raise awareness of sustainable 'Smarter Travel' modes available to employees.

- 4.3.2. These objectives will be met by:

- Raising travel awareness amongst employees;
- Exploring measures to promote the use of alternative modes of travel to single occupancy car travel such as walking, cycling, passenger transport and car sharing; and
- Ensuring the site transport network and parking is safe to all users.

- 4.3.3. By achieving the objectives, the TPS will:

- Reduce the impact of traffic on surrounding roads and local communities;
- Promote equal opportunities to employees by offering wider travel choices;
- Improve personal and wider community health;
- Reduce air and noise pollution; and
- Accord with national and local Government objectives.

4.4. Potential Benefits

- 4.4.1. The benefits of a TPS will extend beyond the site users and contribute to improvements to local air quality, noise and vibration reduction, congestion and journey times. A reduction in single occupancy vehicle journeys and overall car usage has a role in the wider health agenda to reduce public obesity levels and other associated illnesses caused by sedentary lifestyles. Therefore, the objectives that have been set relate to all of these benefits associated with the development of a Travel Plan.

- 4.4.2. These benefits include:

- **Personal Health Benefits** – The measures implemented to achieve the objectives within the TPS will raise awareness of and support employees to live a healthy, active lifestyle by encouraging physical activity as part of their day-to-day travel behaviour. This is particularly relevant and important in relation to the health and obesity concerns for the population as a result of sedentary lifestyles;

- **Personal Financial Benefits** – Walking and cycling are cheaper modes of transport when compared to the cost of running a car;
- **Local Environmental Benefits** – By encouraging employees to choose sustainable modes of transport, the volume of traffic produced by the development during peak hours and their associated emissions and wider impacts can be reduced; and
- **Local Economic Benefits** – Encouraging employees to travel by sustainable modes encourages them to explore local facilities and services that they can access by foot or by bicycle. This can encourage employees to shop and use the services that are available to them locally and positively contribute to the local economy.

4.4.3. These objectives generally accord with the policy objectives at a national and local level.

4.5. Targets

- 4.5.1. Due to the scale of the development, a TPS has been produced for the application site, which focuses on promoting sustainable travel options and does not require modal shift targets to be set or independently monitored, in accordance with RBC guidance. Therefore no modal shift targets have been set for the site, however the proposals involve significant improvements to cycle and EV facilities at the site, further encouraging sustainable modes of transport use.

5. Travel Plan Measures

5.1.1. This TPS sets the context for providing opportunities to widen travel choice and changes in travel behaviour. This will be achieved by:

- Promoting active travel through design, and,
- Improving availability of information and awareness.

5.2. Travel Plan Representative

5.2.1. A Travel Plan Representative (TPR) will be appointed for each of the units once let and occupied, and therefore there is potential for multiple TPRs at the site. The TPRs will:

- Distribute Travel Information packs to employees;
- Keep up-to-date information on transport choices for display in communal areas e.g. public transport timetables, cycle plans / parking, car sharing information; and,
- The TPRs for the various units (if occupied by different businesses) will share ideas and measures.

5.3. Hard and Soft Measures

- Walking Measures;
 - Displaying of walking maps in the Information Packs;
 - Promote safety advice when walking and local walking groups;
 - Promote walking route planner tools e.g. walkit;
 - Raising awareness of the health benefits of walking;
 - Liaising with RBC to ensure that external pedestrian routes to and from the site are appropriately maintained;
 - Promotion of National Walking Month.
- Cycling Measures;
 - Displaying of cycling maps in the Information Packs;
 - Providing on-site cycle parking in accordance with parking requirements;
 - Advertise cycle groups such as Reading Cycling Club;
 - Publicising the health and economic benefits of cycling;
 - Promotion of cycle security and bike marking schemes to reduce bike theft;
 - Providing information relating to travelling with bikes on trains;
 - Encourage businesses to sign up to the Government's 'Cycle to Work' scheme.
- Public Transport Measures;
 - Display maps and timetables of public transport services available close to the site within the Information Pack;
 - Advertise the benefits of Public Transport over car travel.
- Managing Car Use;
 - Provision of electric vehicle charging points;
 - Promotion of car sharing schemes such as Liftshare;
 - Promotion of websites such as Zapmap;
 - Encourage businesses to sign up to the Government's 'Electric Vehicle' salary sacrifice scheme.

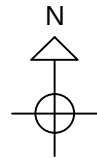
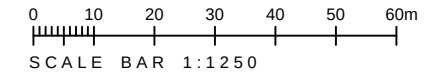
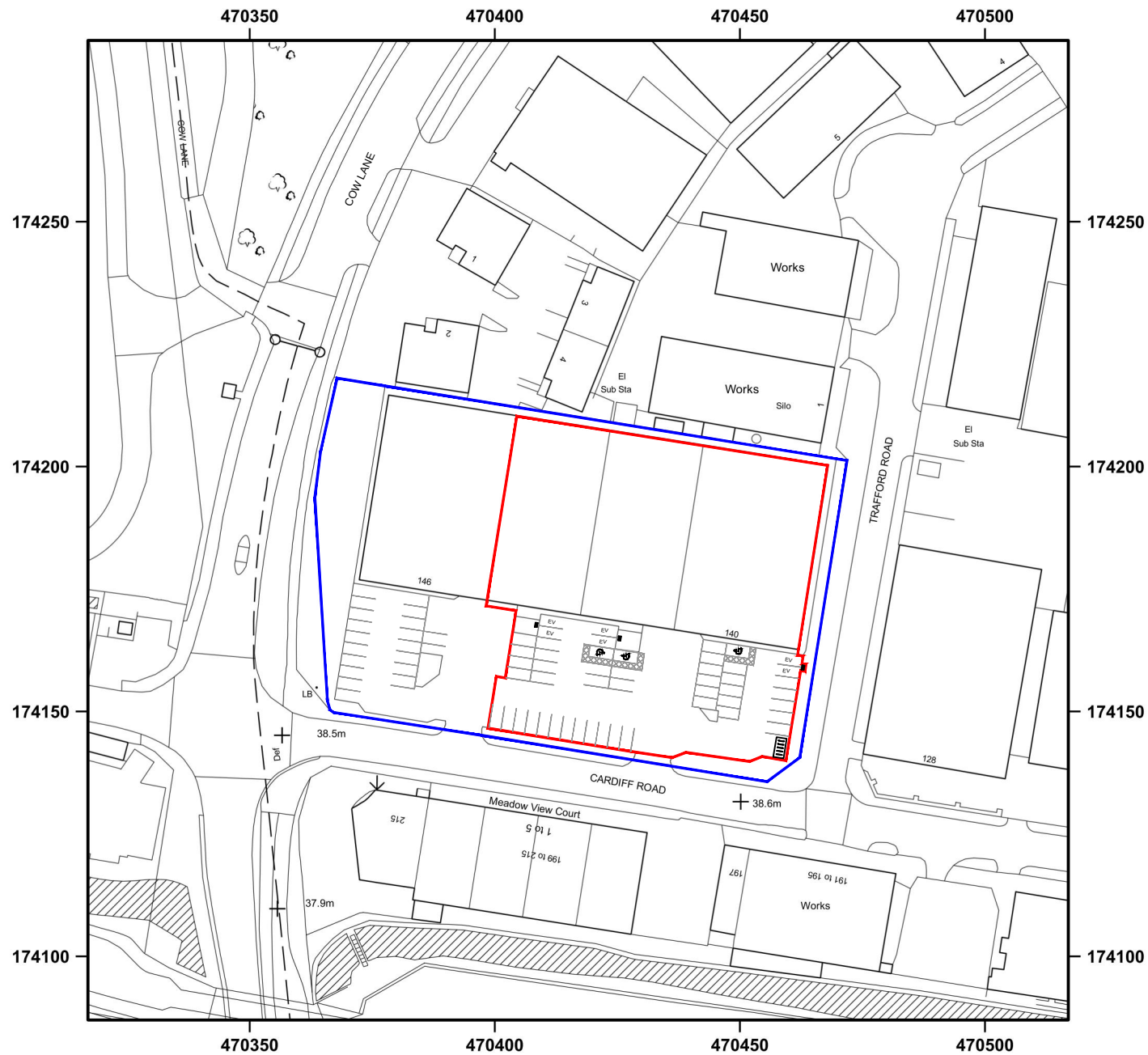
6. Summary and Action Plan

- 6.1.1. Evoke Transport Planning Consultants Ltd (Evoke) has been commissioned by BBC Pension Trust Ltd c/o CBRE Investment Management to support a planning application for the change of use of the exiting commercial units (Units 2-4) at Riverview Estate on Cardiff Road, Reading to allow the units to operate flexibly under Use Class B8/ E(g) use.
- 6.1.2. Considering the existing site and surrounding conditions and the improvement and mitigation measures which are proposed to support the proposed development, the focus of this TPS is to encourage active travel and public transport use.
- 6.1.3. A TPR will be appointed to oversee the implementation of the TPS.
- 6.1.4. Table 3 provides an Action Plan that summarises the programme for the delivery of measures and the associated responsibility for implementation. The Action Plan is set out as a SMART plan.

Table 3 – Action Plan

Specific (S)	Measurable (M)	Actioned by (A)	Realistic (R)	Timed (T)
Travel Plan Representative	Appointment of a TPR	Developer	✓	Pre-occupation
General information and raising awareness	Travel Information Packs containing all relevant Site travel information distributed to all staff upon opening	TPR	✓	Upon opening
	Erect Notice Boards devoted to the TPS displaying sustainable travel information	TPR	✓	Upon opening
Active Travel	Provision of cycle parking spaces	Developer	✓	Pre-occupation
	Display walking and cycling maps in easily accessible areas for staff (e.g. reception and communal areas) and within Information Packs	TPR	✓	Upon Occupation
	Promote Cycle to Work Scheme to encourage businesses to sign up	TPR	✓	Through Marketing Material
	Promote walking and cycling events such as Walk and Cycle to Work Day	TPR	✓	Through Marketing Material
	Advertise Cycle Training to employees to improve and encourage safe cycling for staff	TPR	✓	Through Marketing Material
Public Transport	Promote public transport use through provision of walking and cycling route to services, timetable information and ticket information	TPR	✓	Through Marketing Material
Reducing Car Use	Provision of EV parking spaces	Developer	✓	Pre-occupation
	Promote businesses to sign up to EV salary sacrifice Scheme	TPR	✓	Through Marketing Material
	Advertise car sharing databases such as Liftshare to all employees and encourage use	TPR	✓	Through Marketing Material
Deliveries and Servicing	Encourage businesses to use local suppliers , where possible	TPR	✓	Through Marketing Material
	Encourage businesses to use delivery companies registered with CLOCS and FORS , where possible	TPR	✓	Through Marketing Material

Appendix A – Proposed Layout Plans



Units 2-4
Riverview
146 Cardiff Road
Reading, RG1 8EW

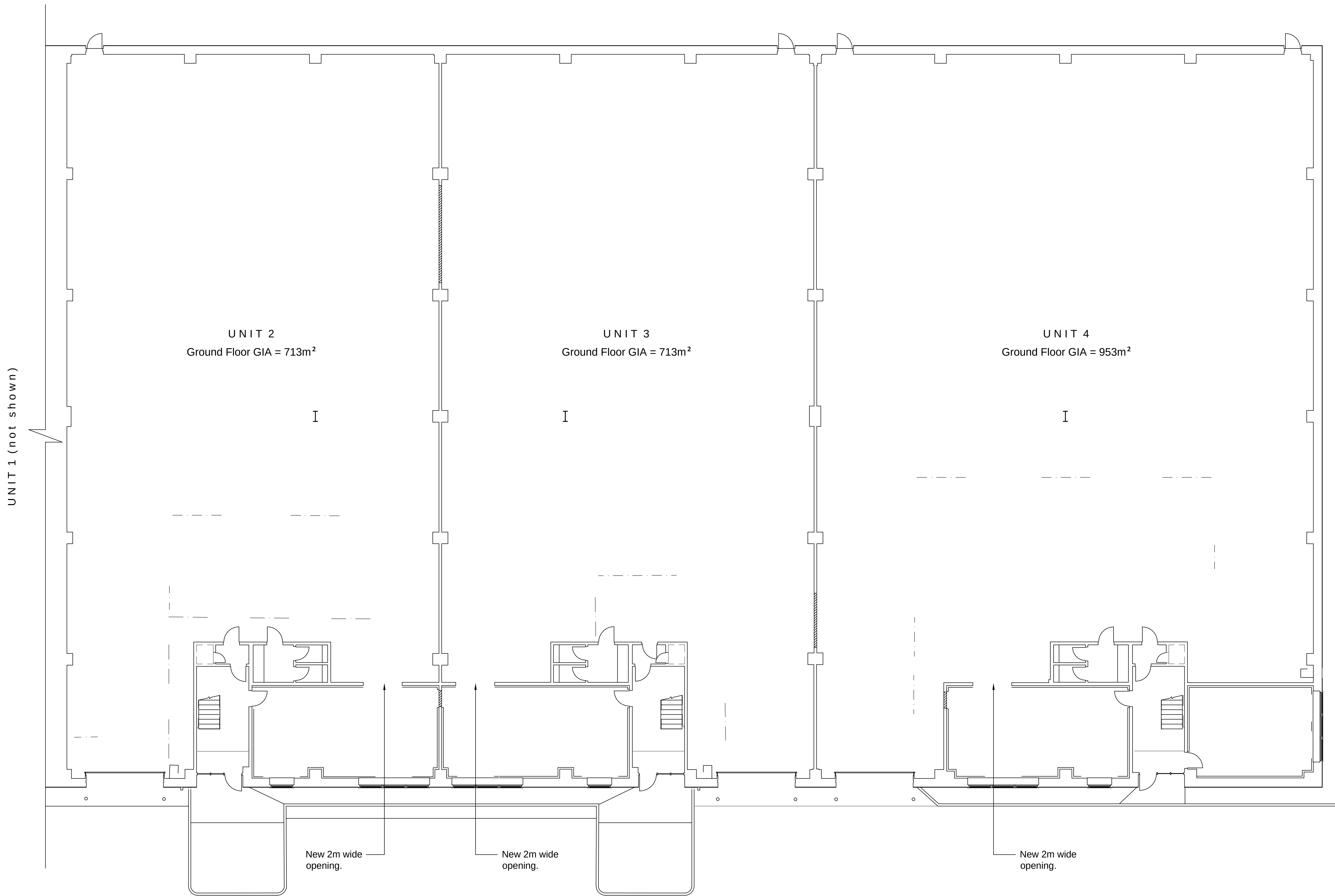
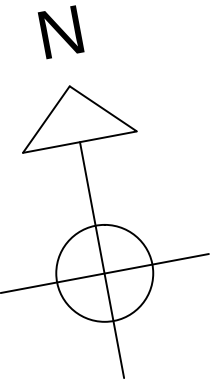
Location Plan

Drawing No JHP RS412 - 001

Scale A4@1:1250 Revision

Date Feb 2025

Location Plan



**Ground Floor Plan
As Proposed**



Units 2-4
Riverview
146 Cardiff Road
Reading, RG1 8EW

Ground Floor Plan
As Proposed

Drawing No JHP RS412 - 009	
Scale A1@1:100	Revision
Date Feb 2025	