



Peter Evans Partnership
Transport Planning
& Highway Consultants

Permitted Care Home Development
199-203 and Land to the Rear of
205-207 Henley Road
Caversham
Reading
RG4 6LB

Signature Senior Lifestyle Developments Ltd

Travel Plan

July 2025

2-10 Kings Parade Mews, Clifton
Bristol, BS8 2RE
Tel: 0117 973 4355
mail@pep-bristol.co.uk
www.pep-bristol.co.uk

Peter Evans Partnership Limited
Registered in England and Wales
No. 4373557
Registered Office: 2-10 Kings Parade Mews,
Clifton, Bristol, BS8 2RE

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1.0 INTRODUCTION

1.1 Planning History

1.1.1 Peter Evans Partnership Ltd has been appointed to prepare a Travel Plan on behalf of Signature Senior Lifestyle Ltd in respect of a permitted care home with some 86 suites for the frail elderly on the south side of Henley Road in Caversham, Reading.

1.1.2 Planning permission reference no. 190835 was granted by Reading Borough Council in December 2019 for *'Demolition of 199-203 Henley Road and erection of part four, part three and part two storey 82 unit residential care home building (C2 use class) with associated external structures, access from Henley Road, car parking and landscaping'*.

1.1.3 Planning condition no. 28 states that:

'Within 6 months of occupation of 50% of the total number of residential care home units hereby approved, a Travel Plan shall be submitted to and approved in writing by the Local Planning Authority. The plan shall include a full analysis of the existing modal split for the care home, reasons for the modal choice, and detailed proposals for future transport provision with the aim of securing reduction in car trips generated to and from the development hereby approved.'

1.1.4 The care home opened in Spring 2023 with 50% occupation around early 2025.

1.2 Aim of Travel Plan

1.2.1 This Travel Plan has been prepared based on discussions and agreement with Signature Senior Lifestyle who have implemented Travel Plans at the majority of their existing care homes. All measures and requirements included in this Travel Plan have been implemented, with travel surveys also completed.

1.2.2 A Travel Plan was submitted with the planning application and updated by PEP in June 2022, prior to the opening of the care home. This Travel Plan is an update to previously prepared Travel Plan.

1.3 Contents

1.3.1 The document is structured as follows:

- Section 2 – outlines the accessibility of the site and development details;
- Section 3 – outlines the principles of the Travel Plan;
- Section 4 – outlines the Travel Plan strategy including how they were managed;
- Section 5 – outlines the management of the Travel Plan;
- Section 6 – sets out the measures that have been implemented;
- Section 7 – sets out the results from the staff travel survey;
- Section 8 – sets out the results from the visitor travel survey;
- Section 9 – outlines the monitoring and review programme including targets; and
- Section 10 – sets out the Action Plan.

2.0 SITE CONTEXT AND ACCESSIBILITY

2.1 Site Location and Local Area

- 2.1.1 The site is south of the A4155 Henley Road in Caversham, some 3.5km north east of Reading town centre as shown at Appendix 1. The site is bounded by the A4155 Henley Road to the north, residential properties to the east and west and undeveloped grassland to the south.
- 2.1.2 Some 70m west of the site Henley Road meets Ruskin and All Hallows Road at a traffic signalised crossroads junction. Ruskin is a cul-de-sac road and provides access to a residential estate with some 110 dwellings to the west of the site. All Hallows Road is also a residential cul-de-sac to the north.
- 2.1.3 Henley Road continues west for a further 110m before meeting the B3345 Lower Henley Road at a signal controlled junction. Lower Henley Road continues south west to provide access to the residential areas in the south western part of Caversham.
- 2.1.4 Some 1.3km west of the site the A4155 meets the B481 Peppard Road at a traffic signal controlled junction. Peppard Road passes through residential areas in the northern part of Caversham and continues to Emmer Green. The A4155 continues a further 350m south west into the main retail area of Caversham.
- 2.1.5 Some 300m east of the site Micklands Road meets Henley Road at a priority junction. Micklands Road continues north and serves the eastern residential areas in Caversham. A further 500m east of this junction Henley Road meets Caversham Park Road at a traffic signal controlled junction. Caversham Park Road continues north along the eastern boundary of Caversham to Emmer Green.

2.2 Local Facilities

Retail and Leisure

- 2.2.1 A petrol filling station and Londis convenience store are provided some 180m west of the site on Henley Road. Some 70m further west along Henley Road is the Travellers Rest public house.
- 2.2.2 A small parade of shops is also provided along the A4155 Henley Road approximately 550m west of the site and includes:
- a Co-operative food store with Post Office;
 - newsagent with ATM;
 - a pharmacy;
 - a hairdressers;
 - a cycle shop; and
 - an Indian takeaway and fish and chip shop amongst others.

2.2.3 The A4155 is the main route from Reading into Caversham. The majority of the retail and leisure facilities within the Caversham area are provided on the A4155 some 1.7km south west of the site including a Waitrose supermarket and a number of banks, pubs and restaurants.

2.2.4 The Rivermead Leisure Complex is provided some 2.8km south west of the site on Richfield Avenue.

Healthcare

2.2.5 The closest doctor's surgery to the site is Balmore Park Surgery on Hemdean Road some 1.7km west of the site.

2.2.6 The Village Dental Practice is some 1.1km north east of the site within Farnham Drive Precinct. Prospect Street Dental Practice is some 1.6km west of the site on the A4155 Prospect Street.

2.3 Existing Pedestrian and Cycle Facilities

2.3.1 A 4m wide footway is provided immediately adjacent to the site frontage on the south side of the A4155 Henley Road. A segregated footway/cycleway is also provided on the north side of Henley Road in the vicinity of the site. To the east of the site the footway on the south side of Henley Road continues for some 350m where an uncontrolled pedestrian crossing with dropped kerbs and a refuge island is provided to allow foot journeys to continue along the north side of Henley Road. The footway/cycleway on the north side of Henley Road continues east from the site for some 500m before reverting to a footway.

2.3.2 An uncontrolled pedestrian crossing with dropped kerbs and a refuge island is provided some 75m east of the site. A Puffin crossing is provided on Henley Road some 160m further east. This Puffin crossing is 20m west of Micklands Road where a continuous footway is provided to Micklands Primary and Pre-School.

2.3.3 West of the site a segregated footway/cycleway is provided adjacent to both sides of Henley Road. The foot/cycleway on the south side of Henley Road stops adjacent to number 199. The Henley Road/Ruskin/All Hallows Road traffic signalised junction has pedestrian/cycle crossing facilities on the Ruskin, All Hallows Road and eastern Henley Road arms. Footways are provided on both sides of Ruskin and All Hallows Road.

2.3.4 There is continuous footway provision and pedestrian crossing points from the site to the parade of shops 550m to the west and onwards towards the A4155 Church Road where the Waitrose Supermarket and various other retail facilities are available.

2.3.5 The segregated footway/cycleways on either side of Henley Road provide cycle routes to local facilities and connect with a number of other local on and off-road cycle routes within the vicinity of the site. The local cycle routes connect with National Cycle Route 5 some 2km south west of the site. Route 5 is a long distance route connecting Reading and Holyhead via Oxford and Birmingham. Locally Route 5 provides an off-road cycle path along the banks of the River Thames.

2.3.6 A map indicating local cycle routes is provided at Appendix 2.

2.4 Public Transport

Bus Services

2.4.1 The closest bus stops to the site are provided adjacent to the site on both sides of Henley Road. At the westbound bus stop a shelter, flags and timetables are provided. At the eastbound bus stop a flag and timetables are provided.

2.4.2 The three bus services served by these stops are:

Services from adj All Hallows Road bus stop		Service Frequency (minutes)					
Service	Route	Monday - Friday		Saturday		Sunday	
		Day	Eve	Day	Eve	Day	Eve
23/24*	Reading – Caversham Park – Emmer Green – Reading	30	60	30	60	60	60
28/28a	Reading – Caversham – Shiplake – Henley	30	60	30	60	60	60

**23 is an anticlockwise loop with 24 a clockwise loop*

2.4.3 A bus services summary and bus route plan are provided at Appendix 3.

Train Services

2.4.4 The closest train station to the site is Reading Station some 3km to the south west. Services run typically every 5 minutes from Reading to London whilst five trains per hour run between Reading and Swindon. Two trains per hour run between Reading and Bath, Bristol, and Cardiff. Trains to local stations such as Twyford typically operate every 15 minutes.

2.4.5 The number 24 and 28 bus services stop adjacent to the train station.

3.0 CARE HOME DETAILS

3.1 Scheme Details

- 3.1.1 The scheme comprises an 86 bedroom care home development with new vehicular access from the A4155 Henley Road, an internal estate access road, parking for some 39 cars and 14 bicycles and a servicing area.
- 3.1.2 A 5.5m-wide access road continues south from the site access junction off Henley Road, then turns east to end at the eastern site boundary, providing access for potential future development on the adjacent site. Two minibus/maintenance parking bays are located at the east end of the access road, adjacent to a new substation.
- 3.1.3 Pedestrian access is via 1.8m-wide footways from the south side of Henley Road along each side of the access road. Footway links, including dropped kerbs at crossing points, continue into the care home site and provide a route to the main building entrance.
- 3.1.4 A secondary pedestrian route leads directly from the footway on Henley Road in the northwest corner of the site. A ramp and steps arrangement runs along the western side of the building, connecting to an entrance at first floor level.
- 3.1.5 The 39 car parking spaces include 20 in an undercroft car park in the northern part of the site and 17 in front of the building. Two disabled bays are provided opposite the main care home building entrance.
- 3.1.6 Ten cycle parking spaces for staff are provided in a secure store adjacent to the substation. A further four cycle parking spaces for visitors are located near the care home entrance. Staff rooms are located on the first floor and lower ground floor, with access to showers and lockers.
- 3.1.7 The care home site layout is shown at Appendix 4.

3.2 Off-Site Highway Improvements

- 3.2.1 The existing footway/cycleway along the south side of Henley Road has been extended across the extent of the site frontage as far as the proposed access.
- 3.2.2 The westbound bus stop adjacent to the site has been set back further from the kerb to allow for the extension of the footway/cycleway.

3.3 Staff Information

- 3.3.1 The nature of employment at care homes is that staff are generally employed from the local area. The typical catchment area for both staff and residents for a residential care home is around five miles or eight kilometres. Practically, this means that the majority of staff come from Reading and neighbouring areas including Twyford, Winnersh and Shinfield.
- 3.3.2 Signature care homes provide a 24 hour operation with typically three shifts for care and nursing staff comprising mornings, afternoons and a night shift. The morning shift typically commences between 06:00 and 07:30, the afternoon shift at 14:00-15:30 and the night shift between 20:00 and 22:00. In addition some care staff could work 12 hour shifts.
- 3.3.3 Ancillary staff such as kitchen and housekeeping can also work outside normal hours with start and end times of around 07:00 and 14:00-15:00 respectively. Some administrative as well as management staff work normal daytime hours of around 09:00-17:00. No staff live on site.
- 3.3.4 Shift patterns as well as the overall level of staffing on site depend on the needs of the residents staying in the home at the time. The main shift is generally in the morning to provide for the care required and activities undertaken during the daytime. In the afternoon fewer staff are required on site because of resident activities and trips away from the home.
- 3.3.5 Given the timing of shifts the majority of staff arrivals and departures avoid the local peak traffic periods and are also staggered throughout the day to minimise congestion at staff shift changeover times. Care staff numbers on site generally only increase marginally at shift changeover times as the handover process is done gradually over a period as staff on the following shift arrive.
- 3.3.6 Now that the care home near full occupation, some 119 full and part-time staff are employed at the care home. However the maximum number of staff on site at any one time around 35. The night shift has the lowest staff levels with up to around 8 staff on duty.

3.4 Visitors

- 3.4.1 Visitors are permitted to visit friends and relatives at the care home at any time during the day. Trips are likely to be shared with other tasks such as shopping or journeys from work or school. This means that many of the vehicle trips to the site are already on the wider road network in any event.

3.5 Servicing

- 3.5.1 The care home is typically serviced by small delivery vehicles with up to one large lorry arriving per day. This is a multi-compartment vehicle with dry/ambient as well as frozen goods jointly included in the same delivery for efficiency and fewer trips. Refuse and waste are typically collected two or three times per week.
- 3.5.2 Bin storage facilities are near the entrance to the undercroft parking with direct access from the road for wheeling bins. The internal road and car parking layout incorporates a turning head to allow service vehicles including a large refuse collector and delivery lorry to enter and leave the site in a forward gear.

4.0 PRINCIPLES OF THE TRAVEL PLAN

4.1 Aim of Travel Plans

- 4.1.1 A Travel Plan is a general term for a package of measures tailored to the needs of an individual site and occupier and aimed at promoting more environmentally friendly travel choices and reducing overall reliance on the private car, particularly for single occupancy journeys.
- 4.1.2 A Travel Plan is a dynamic process that develops over a period of time in accordance with the operation of the site and the surrounding environment. Now implemented, regular monitoring has determined the trend in travel mode split. Further annual reviews will assess changes in modal split and identify potential improvements to encourage alternative means of transport to the car.
- 4.1.3 This Travel Plan has been designed to encourage staff and visitors at the care home to use sustainable modes of transport. It contains a number of incentives to help implement both national and local government's aspirations for sustainable development including encouraging walking, cycling, the use of public transport and car sharing and discouraging the use of single occupancy car journeys.
- 4.1.4 A Travel Plan can bring a number of benefits to an organisation, staff and the local community and environment. These include:
- reduced congestion and journey times;
 - improved health and reduced stress;
 - potential time and cost savings;
 - improved public transport services; and
 - reduced demand for car parking.

4.2 Encouraging Walking

- 4.2.1 Walking can play a significant role in reducing unnecessary car trips. Journeys on foot improve health and cost nothing. The Chartered Institution of Highways and Transportation (CIHT) 'Guidelines for Providing for Journeys on Foot' indicates acceptable walk distances for commuting as 1km with the preferred maximum 2km. People are discouraged from walking by:
- indirect routes;
 - routes adjacent to heavy/fast traffic;
 - routes that are not overlooked;
 - poorly lit routes;
 - poorly maintained surfaces; and
 - perceived security issues.

4.2.2 Travel Plans offer the opportunity to improve facilities to provide safer and better maintained routes for pedestrians.

4.2.3 Caversham and central Reading are all within a 2km walking distance of the site. Staff living in these areas could walk to work at the care home and have and will continue to be encouraged to do so.

4.3 Encouraging Cycling

4.3.1 Cycling is an economical and healthy means of transport. Journeys by cycle are suggested as an alternative for commuter journeys by car of up to 5-8km. Local Transport Note (LTN) 2/08, Cycle Infrastructure Design, 2008 indicates that many utility cycle journeys are under three miles (5km) and that for commuter journeys a trip distance of over five miles (8km) is not uncommon.

4.3.2 People are discouraged from cycling by:

- lack of changing and washing facilities at work;
- lack of secure, dry and lit parking spaces;
- inclement weather;
- personal security and fear of accidents; and
- not owning a bicycle in the first place (cost).

4.3.3 This Travel Plan offers the opportunity to encourage trips by cycle by removing or reducing these obstacles and overcoming common concerns.

4.3.4 All of Reading including Shinfield and Winnersh are within a 5km cycling distance from the site with on and off-road cycling facilities connecting these locations to the site. Staff living in this wider area could therefore cycle to work and have and will continue to be encouraged.

4.4 Encouraging Use of Public Transport

4.4.1 Public transport provides a practical alternative to the private car. However, people are discouraged from using buses because of:

- lack of knowledge of local services;
- slow, infrequent and unreliable services;
- fear for safety when travelling outside daylight hours; and
- high fares.

4.4.2 This Travel Plan overcomes some of the issues of travelling by public transport by informing staff and visitors of available bus and train services and timetables as well as nearest locations. This information will be kept up to date.

4.5 Encouraging Car Sharing

4.5.1 Where other modes of transport become inconvenient car sharing can be a useful means of reducing the number of private vehicles travelling to a site. Car sharing not only potentially saves money but also helps ease congestion, enabling better usage of road space and reducing the impact of road traffic on the environment.

4.5.2 People are discouraged from car sharing by:

- inconvenience of relying on other people;
- inconvenience of persons being dependent on the driver; and
- inconvenience of having to detour to pick up other people.

4.5.3 This Travel Plan helps overcome these issues by organising and structuring a system to connect potential car sharers. Subject to operational requirements and demand going forward a number of car parking spaces could be reserved for regular car sharers in the future.

5.0 TRAVEL PLAN MANAGEMENT

5.1 Management Support

- 5.1.1 The general approach to staff management at the site recognises the requirement to promote the Travel Plan and support staff in their ability to travel by alternative modes of transport to single occupancy car trips.
- 5.1.2 A budget to support ongoing and new measures is incorporated into the general operational budget for the care home. This covers administrative costs such as stationary, promotional material, walking/cycling safety equipment and computer usage.

5.2 Travel Plan Coordinator

- 5.2.1 The General Manager has been appointed as the Travel Plan Coordinator. The general duties of the Coordinator are to ensure the full provision of the agreed measures of the Travel Plan, organise staff travel surveys when required, prepare monitoring reports when necessary and liaise with the appropriate contact at Reading Borough Council when required. Development of strategies for achieving the future targets set within the Travel Plan will also be undertaken.
- 5.2.2 A key role of the Coordinator during the early stages has been to highlight and promote the Travel Plan to potential staff as part of the recruitment process and to potential residents' visitors as part of the marketing of the care development.
- 5.2.3 The Coordinator has drawn up an Action Plan based on the table at Section 10. This includes ensuring that all required measures proposed as part of the scheme have been implemented prior to first resident occupation with a timetable and ideas for marketing and promotion of the Plan. Potential new measures will be added as required.
- 5.2.4 If the Coordinator leaves the company or moves to a position that does not allow continuation of Travel Plan duties another current member of staff, a new member of staff or external consultant will be appointed to take over the role. If possible a period of overlap between the current and new Coordinator will be provided to allow a convenient handover of ongoing tasks and any required training.

6.0 SUSTAINABLE TRAVEL MEASURES AND INITIATIVES

6.1 Travel Information Boards

- 6.1.1 A staff travel information board has been provided in the main staff room. The board is shown below.



- 6.1.2 The following information is displayed on the notice board:

Walking

- details of safe and convenient pedestrian routes to areas within 2km;
- information regarding general pedestrian safety; and
- notice of national publicity events such as 'Walk To Work Week' at appropriate times.

Cycling

- details of designated cycle routes in the area;
- information regarding Cycle-to-Work scheme;
- general safety information on cycling; and
- notice of national publicity events such as 'National Bike Week' at appropriate times.

Public Transport

- contact and web address details for journey planner websites including Traveline;
- bus maps and timetable information, including site specific information; and
- location of bus stops and train station.

Car Sharing

- promotional information regarding the benefits of car sharing;
- details of informal car share scheme at the care home and place where staff members are able to offer or request a lift;
- details of the 'liftshare' online car sharing scheme.

- 6.1.3 The information board provides a point of reference for staff members in all respects of the Travel Plan, identifying the organisation's commitment to the Travel Plan and information on the designated member of staff to contact for more information.
- 6.1.4 The board is used for displaying travel information, correspondence between the Coordinator and staff members, information on joining a steering group (if interested), relevant promotion and advertising and providing updates on the performance of the Travel Plan.
- 6.1.5 All staff have been informed of the available travel information as part of the induction process including public transport routes and timetables and details of local cycle and walking routes.
- 6.1.6 Internet access is made available to all staff to allow them to view relevant sustainable travel websites, including the Traveline websites, and obtain up-to-date local travel information such as public transport timetables as required.

6.2 Walking and Cycling

6.2.1 A total of 14 cycle spaces, with 10 secure and covered spaces for staff and 4 spaces for visitors.

6.2.2 Changing facilities including lockers and showers have been provided for all staff to use. These facilities for cyclists, along with the cycle parking, are shown in the images below.



6.2.3 The Travel Plan Coordinator keeps a cycle repair kit in the reception area for convenience for use by staff if a problem with their bicycle occurs. Any used spares are replaced as required.

6.2.4 A Bicycle User Group (BUG) could be established for cyclists to discuss cycling issues with each other and the Travel Plan Coordinator. The Coordinator will liaise with cyclists to consider whether a group would be welcomed.

6.2.5 A Cycle-to-Work scheme for the tax-free purchase of bicycles for staff is managed from the Signature head office. Staff are able to apply to the scheme after their probationary period. The scheme also provides funding for cycling accessories such as helmets, lights and reflective clothing.

6.3 Public Transport

6.3.1 Public transport information including internet addresses for journey planning websites has been made available on the staff travel information board and maintained up-to-date by the Travel Plan Coordinator.

6.3.2 Staff working times have and will continue to be reviewed, if feasible and subject to operational requirements, to help coordinate with bus arrival and departure times adjacent to the site.

6.3.3 The Coordinator has provided staff with information on purchasing season tickets and any further discounts available.

6.4 Car Sharing

6.4.1 An internal car sharing scheme has been implemented by the Travel Plan Coordinator to promote car sharing amongst staff for commuter trips where two or more persons share a vehicle rather than drive separately. The information board is used to display contact and journey details of staff looking for or offering a lift with colleagues.

6.4.2 Staff have and will continue to be encouraged to join Liftshare which is available on the internet. Liftshare offers a larger database of potential car lifts from the wider area. Information on how to join the scheme has also been provided on the staff information board and internet access is made available to all staff to enable them to apply to the scheme.

6.4.3 Staff travelling to training courses/meetings have and will be encouraged to car share or to travel together by taxi.

6.4.4 Subject to operational requirements and demand, going forward a number of car parking spaces could be reserved for regular car sharers. The number of car share spaces will be reviewed on an ongoing basis.

6.5 Guaranteed Lift Home

- 6.5.1 A guaranteed lift home is offered to staff who regularly travel to work by sustainable means such as car sharing but need to return home under emergency circumstances or have been let down by a car sharing driver.
- 6.5.2 The Coordinator will help to arrange the lift home and will consider the following available options subject to availability and the gravity of the emergency:
- alternative options by public transport;
 - another car driver/car sharer;
 - use of the appointed taxi firm; and
 - use of one of the on-site minibuses.

6.6 Use of Minibus

- 6.6.1 A minibus is based on site for transporting residents to and from off-site activities and medical centres as required. Trips out will be organised as part of the residents' daily activity programme.
- 6.6.2 The minibus is used as a guaranteed lift home for staff who have travelled to work by sustainable means and require a lift home because of personal emergencies or a failed car share journey.

6.7 Flexible Working

- 6.7.1 The care home manager has and will continue to review whether flexible working is feasible subject to resident care and operational requirements. This enables employees to start and finish at times suitable to allow travel arrangements such as bus travel and car sharing. Such flexibility would also reduce the increase in parking demand at staff changeover times.

6.8 Promotion and Marketing

- 6.8.1 The Travel Plan has been introduced to all potential staff during the recruitment process including during the interview of all new employees with reminders as part of the induction process. This included making relevant information on alternative travel options available to staff. All staff have been made aware of the Travel Plan commitment prior to accepting the job as well as when starting.
- 6.8.2 Ongoing information relating to the Travel Plan and travel options available is conveyed to staff through the staff Travel Information Board and other internal communication means such as newsletters. The Travel Plan Coordinator also actively promotes national travel events such as 'Bike Week' and 'World Car Free Day' throughout the year.

- 6.8.3 Regular meetings are undertaken between the Coordinator and management team to discuss ongoing Travel Plan matters, identify any issues and advise on upcoming events and promotion opportunities.

6.9 Visitors

- 6.9.1 Information on public transport availability, local walking and cycle routes and on-site cycle facilities is made available to regular visitors such as residents' families and friends. This aims to encourage them to arrive at the care home by means other than the car. The Travel Plan Coordinator is responsible for the preparation of the appropriate information for visitors.
- 6.9.2 The travel information has been and will continue to be provided to current/potential residents and their families prior to the residents moving in to the care home. Travel information is also provided to professional visitors including external medical staff, hairdressers and entertainers etc. prior to their visit.

7.0 2025 STAFF TRAVEL SURVEY

7.1 Introduction

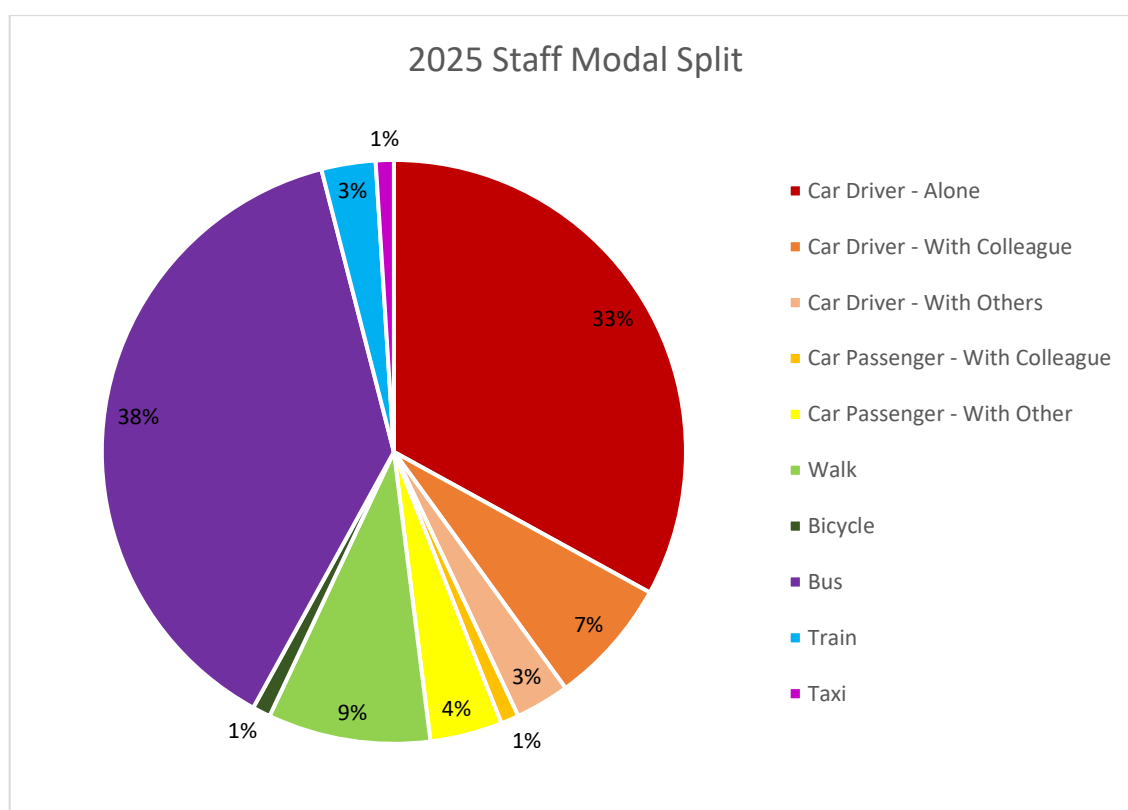
7.1.1 A full staff travel survey was undertaken at the care home in early July 2025 in order to determine the travel behaviour of staff working at the site. A total of 94 staff completed the survey, a completion rate of 76%. The survey was carried out electronically and promoted to staff via QR codes by the management team.

7.1.2 The survey identified current travel patterns among staff and the reasons for mode choice. It has also helped to provide an indication of which measures are/would be most effective in encouraging alternatives to single occupancy car travel.

7.2 Staff Modal Split and Distance Travelled

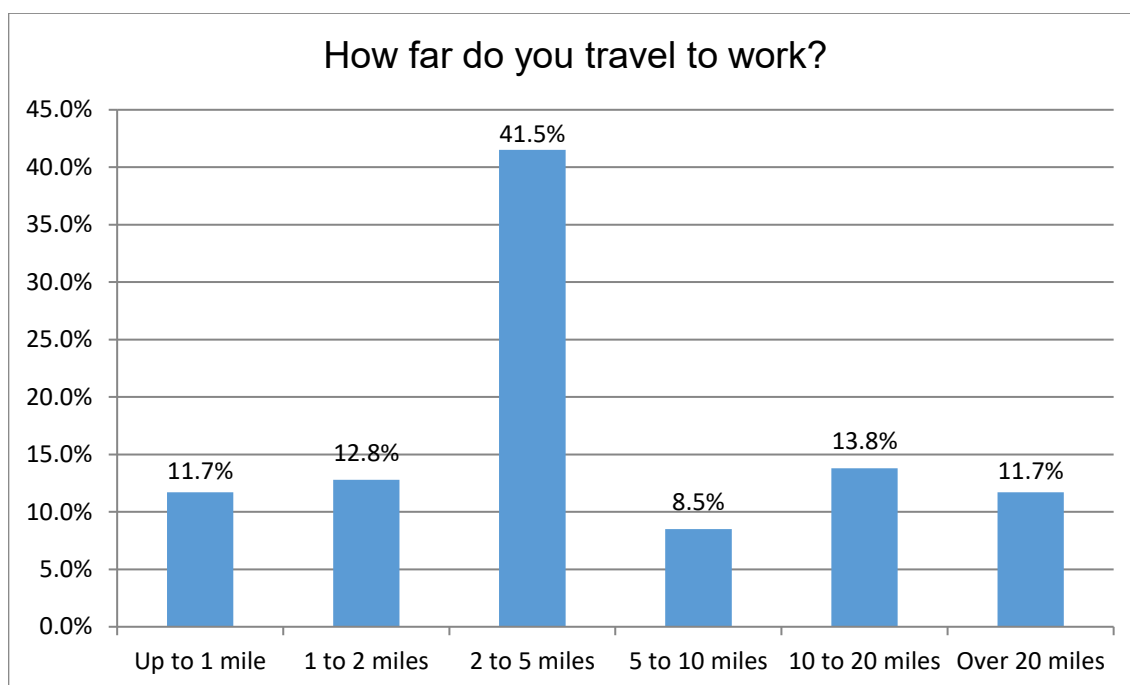
Modal Split

7.2.1 The survey identified that 52% of respondents travelled by non-car means, 16% car shared, and 32% drove alone. The full modal split is recorded below:



Distance Travelled

7.2.2 When asked how far they travelled to work, the majority of staff, some 66%, noted they live within five miles from the site. This means that a significant portion of the workforce has opportunities for cycling and walking to work. A chart detailing the distances travelled by staff is provided below:



Main reasons for driving to work

7.2.3 The main reasons car drivers gave for driving to work were as follows, with staff able to state as many reasons as applicable:

- 44% time savings;
- 44% convenience/comfort; and
- 19% too far to walk/cycle.

7.3 Initiatives to Encourage Lower Levels of Car Use

7.3.1 Staff who drive were also given the following list of travel initiatives/disincentives and asked if any would encourage them to switch mode. Staff were able to select as many as applicable, with the following results:

Travel Initiative	Car Driver % Response
Car Disincentives	
Worsening traffic conditions	42%
Rises in petrol prices	38%
Addition of parking costs	12%
General	
Discounted travel card	15%
Public transport information available	12%
Improvements to existing alternatives	12%
Cycling	
Cycle route information available	8%
Cycle purchase scheme/loan in place	3%
Bus Travel	
More direct/ frequent bus services	42%

7.3.2 The results indicate that greater conditions outside the care homes' control, ie worsening traffic conditions and more direct/ frequent bus services, would have the greatest effect on encouraging staff to use public transport.

7.3.3 The greater the promotion of the travel options available in general, would encourage staff away from car drivers to use public transport. Therefore the Travel Plan Coordinator will make sure all staff are aware of the options available to them.

7.4 Car Sharing

7.4.1 Staff who drive were also asked if they would be encouraged to car share. Staff were able to select the following measures and add further measures not included. The results are as follows:

- 54% None of the above;
- 32% Help finding car share partners with similar work patterns; and
- 14% Help with alternative lift home if let down by car share driver.

7.4.2 The results indicate that with help from the Travel Plan Coordinator, finding car share partners with similar work patterns would be a worthwhile initiative to promote car sharing among employees. Greater awareness about the minibus being used as an emergency lift home will be raised among the staff. The care share scheme is included on the notice board, the measure will be given greater promotion.

7.5 Car Parking

7.5.1 The survey found that all staff parked within the site's car park.

7.6 General Comments

7.6.1 Staff were asked two open ended questions about the journeys to work. The comments have been summarised below.

Public Transport Reliability

- Long wait times, frequent cancellations, unreliable and sparse / no service on Sundays and bank holidays;
- Unreliable train services lead to lateness for work and appointments; and
- Lack of weekend transport forces some to take costly taxis or walk up to 30 minutes.

Traffic Congestion and Safety Concerns

- Severe delays on main routes including Caversham Road and Henley Road, especially during morning peak hours;
- Roadworks and temporary traffic lights exacerbate delays and pose safety risks by obstructing pavements; and
- Dangerous driving near certain areas, such as petrol stations, threatening pedestrian safety.

General Comments

- Weather extremes (heatwaves, winter) make commuting harder; and
- Some employees are content with their travel.

8.0 2025 VISITOR TRAVEL SURVEY

8.1 Introduction

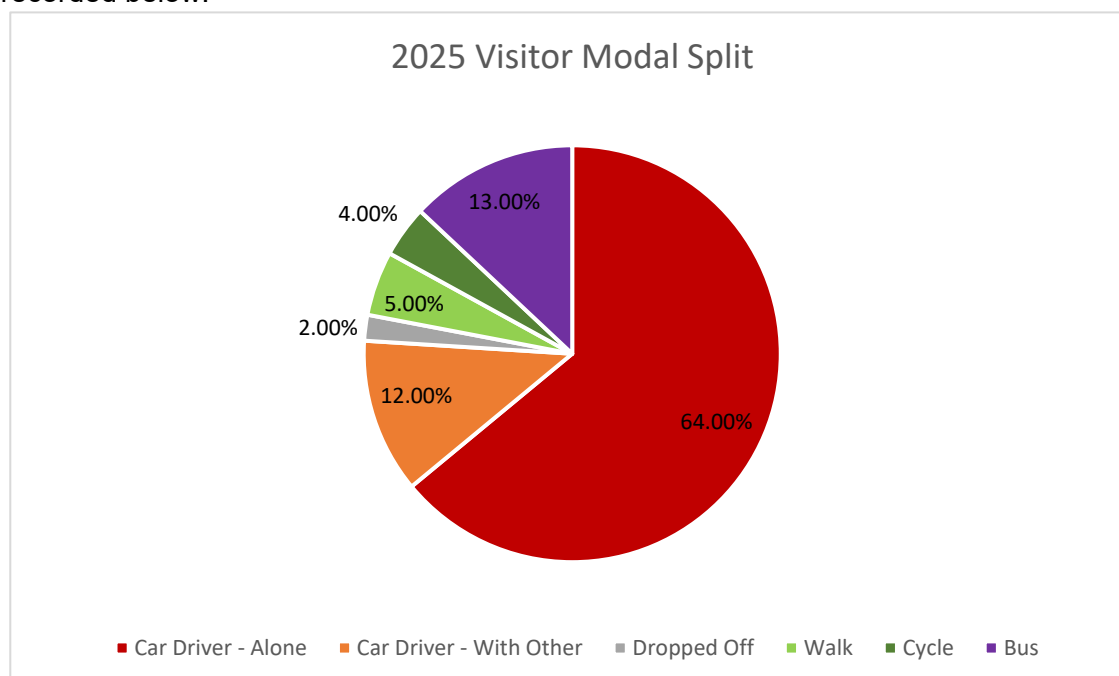
8.1.1 A visitor travel survey was undertaken at the care home in early July 2025 in order to determine the travel behaviour of visitors to the site. A total of 100 visitors completed the survey. The survey was carried out on paper by the receptionist as visitors checked in at the care home.

8.1.2 The survey identified current travel patterns among visitors and the reasons for mode choice.

8.2 Visitor Modal Split and Distance Travelled

Modal Split

8.2.1 The survey identified that 22% of visitor respondents travelled by non-car means, 2% were dropped off, 64% drove alone and 12% car shared. The full modal split is recorded below:

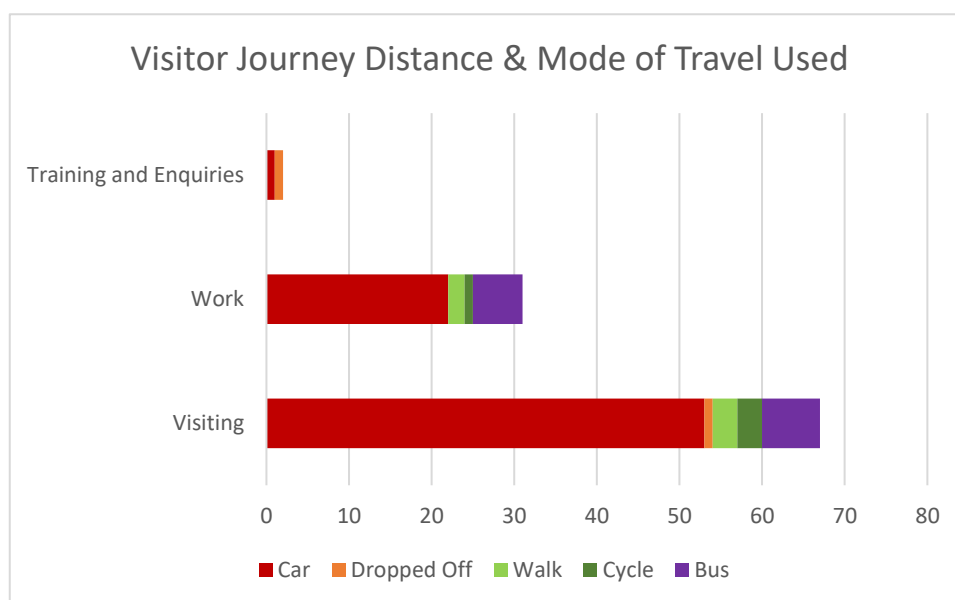


Distance Travelled

8.2.2 Visitors were asked for the postcode. The majority of visitors are from Reading and its surrounding villages, 5% from Woking/ Bracknell, 3% from Newbury and 2% from High Wycombe and Aylesbury respectively.

8.3 Reason For Visit

- 8.3.1 When asked what their reason to travelling to the care home, the majority of visitors were to see residents, some 67%, with some 31% visitors travelling to the care home for work purposes and 2% for training/enquiries.
- 8.3.2 A cross reference has also been undertaken between the purpose of the trips vs the mode of travel used. The travel survey data indicates that the majority of trips to the site, across all purposes, are made by car, as shown in the below table:



8.4 Car Parking

- 8.4.1 The survey found that all visitors parked within the site's car park.

9.0 TRAVEL PLAN MONITORING AND REVIEW

9.1 Baseline Travel Surveys

9.1.1 The baseline staff travel surveys were undertaken from the 27th of June to the 5th of July 2025, to take into account staff on shifts and staff on leave. The Coordinator aimed to target a response as close to 100% as is reasonably practical. A response rate of 76% was achieved.

9.1.2 The results of the travel surveys have been collated by the Travel Plan Coordinator. As set out in the draft Travel Plan, these survey results form the baseline for the mode of travel at the site. A comparison of the results with the Middle Layer Super Output Area (MSOA) of Reading 001 and Reading 004 from the 2011 census data is shown in the table below:

Travel Mode	2025 Survey Modal Split	2011 Census Modal Split
Car driver alone	33%	61.2%
Car Driver with passengers	10%	4.3%
Passenger in a car or van	5%	4.3%
On foot	9%	14.1%
Bus, minibus or coach	38%	6.4%
Bicycle	1%	4.1%
Train	3%	4.2%
Underground, metro, light rail, tram	0%	0.2%
Motorcycle, scooter or moped	0%	0.6%
Taxi	1%	0.4%
Other method of travel to work	0%	0.2%

9.2 Travel Survey Targets

9.2.1 The data obtained from the 2025 staff travel survey indicates that 33% of staff drive alone. The survey results are therefore significantly lower than the 2011 census modal split for the local area.

9.2.2 Going forward, the target is to continue to achieve a percentage of staff driving to work alone at or less than the current percentage of 33%.

9.3 Travel Plan Monitoring

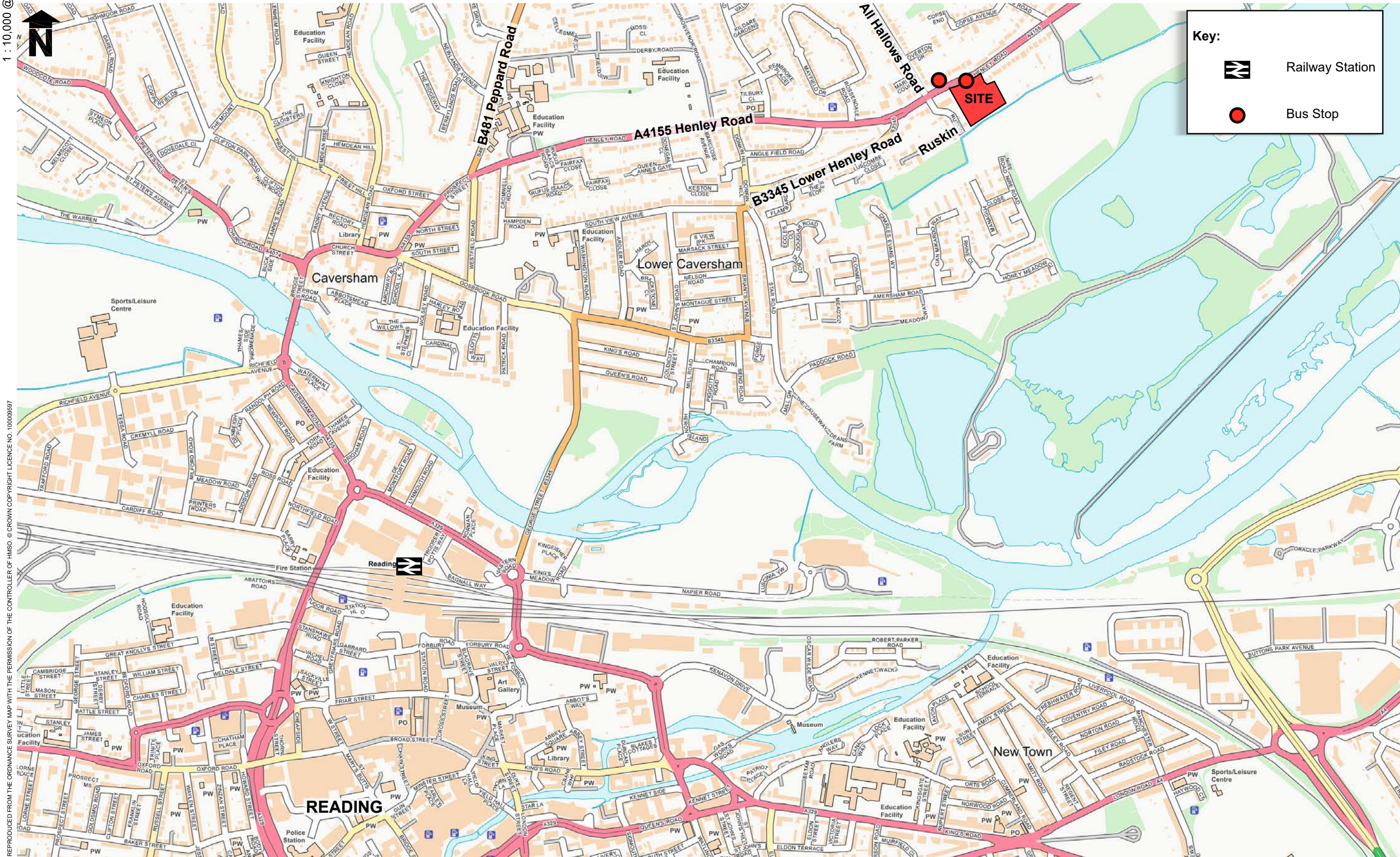
- 9.3.1 The Coordinator will be responsible for ongoing regular monitoring of the progress of the Travel Plan for a period of five years from the baseline travel survey, including monitoring the uptake of each measure, car park and cycle parking usage and identifying potential new measures such as reserved spaces for car sharing staff.
- 9.3.2 Future staff travel surveys will be undertaken by the Travel Plan Coordinator annually on the anniversary of the first survey for a period of five years to identify changes in mode of travel.
- 9.3.3 This review will be undertaken whilst considering the feasibility of changing travel habits, the care home's operational requirements and the home locations of staff.

10.0 ACTION PLAN

10.1 The table below sets out the timeframe for the implementation of the proposed measures associated with this Travel Plan:

Action	Timescale	Responsibility
Provision of cycle parking for staff and visitors	Provided at building construction	Signature
Provision of showers and changing facilities for staff	Provided at building construction	Signature
Appointment of Travel Plan Coordinator	Prior to building occupation. As necessary thereafter to replace departing Coordinator	Signature
Provision of travel information board	Provided at building occupation and ongoing updates	Signature/TPC
Provision of travel information to staff	Provided at recruitment and induction processes and ongoing	TPC
Set up internal Car Share Scheme	Provided at building occupation and ongoing	TPC
Provision of travel information to visitors	Prior to their visit where possible	TPC
Staff and Visitor Travel Surveys	Initial survey completed with annual surveys thereafter for 5 years	TPC
Monitoring review	After each staff/visitor survey for 5 years	TPC
Promotion of Walk to Work Week	Annually 1 month prior to event in May	TPC
Promotion of National Bike Week	Annually 1 month prior to event in June	TPC
Promotion of National Liftshare Week	Annually 1 month prior to event in October	TPC
Review of measures in place	Annually after travel surveys	TPC/Signature

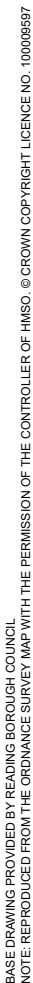
1 : 10,000 @ A3



Key:

-  Railway Station
-  Bus Stop

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199-207 Henley Road, Reading

Bus Route: Reading - Emmer Green - Caversham Park - Reading

Route Number 23/24

Operator: Reading Buses

	Approximate Bus Frequency (minutes)		
	Mon - Fri	Saturday	Sunday
Early	30	60	-
Peaks	30	30	-
Daytime	30	30	60
Evening	60	60	60

	First	Last
Mon – Fri	05:43	23:30
Saturday	06:18	23:30
Sunday	09:06	19:06

Bus Route: Reading – Caversham – Shiplake - Henley-On-Thames

Route Number 28

Operator: Reading Buses

	Approximate Bus Frequency (minutes)		
	Mon - Fri	Saturday	Sunday
Early	30	30	-
Peaks	30	30	60
Daytime	30	30	60
Evening	60	60	60

	First	Last
Mon – Fri	05:18	23:23
Saturday	06:23	23:24
Sunday	07:00	20:50

N.T.S @ A3



BASE DRAWING PROVIDED BY READING BUSES

