450 Longwater Avenue

Travel Plan

July 2025

Prepared for:
Mapletree

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Appendices

Appendix A Survey Questions
Appendix B Green Park Framework Travel Plan

1 Introduction

1.1.1 Stantec has been commissioned by Mapletree (the Client) to prepare an occupier-specific Travel Plan (TP) for 450 Longwater Avenue, Green Park, Reading (RG2 6GF). The current occupier of 450 Longwater Avenue is Three. The site currently consists of 14,767^2 Net Internal Area (NIA) of office space, which is divided across four floors and has 361 car parking spaces.

1.2 Purpose of Document

1.2.1 The purpose of this document is to encourage on-site employees, to travel to work via sustainable modes, such as walking, cycling and public transport where possible.

1.2.2 It is also required to satisfy the travel planning obligations secured under Condition 10 of the Section 106 agreement for the planning application (160569), which was approved by Reading Borough Council in 2017. The application covers both 400 and 450 Longwater Drive but given there are two different occupiers, two separate specific occupier travel plans have been prepared accordingly.

1.2.3 Condition 10 states *"Within 3 months of occupation of both parts of the building at 400 Longwater Avenue the Green Park Travel Plan (updated to include this application site) shall be submitted for approval from the Local Planning Authority. The plan shall include a full analysis of the existing / proposed modal split for staff at the 400 Longwater Avenue (including combined data should the property be let to more than one tenant), reasons for the modal choice and detailed proposals for future transport provision with the aim of securing a reduction in car trips generated to and from Green Park."*

1.2.4 The application covers both 400 and 450 Longwater Avenue but given there are two different occupiers (one for each unit), two separate occupier travel plans have been prepared accordingly.

1.2.5 The TP sets out the travel targets for the occupier which have been based on employee travel surveys of Three employees. The travel survey was undertaken via an online questionnaire between December – January 2025. The TP provides a series of measures which aim to promote and encourage sustainable travel to and from the Site where possible.

1.2.6 The TP is intended to be a 'live' document that will be reviewed and updated accordingly in line with the TP monitoring schedule.

1.2.7 This occupier-specific TP should be read alongside the site-wide Green Park Framework Travel Plan, this overarching document provides measures to promote sustainable travel behaviour across Green Park as a whole.

1.3 Site Location

1.3.1 The Site is located within the Green Park Business Park, Reading. A large business park located on the southern edge of Reading consisting of numerous commercial businesses, industrial units and Reading Green Park railway station.

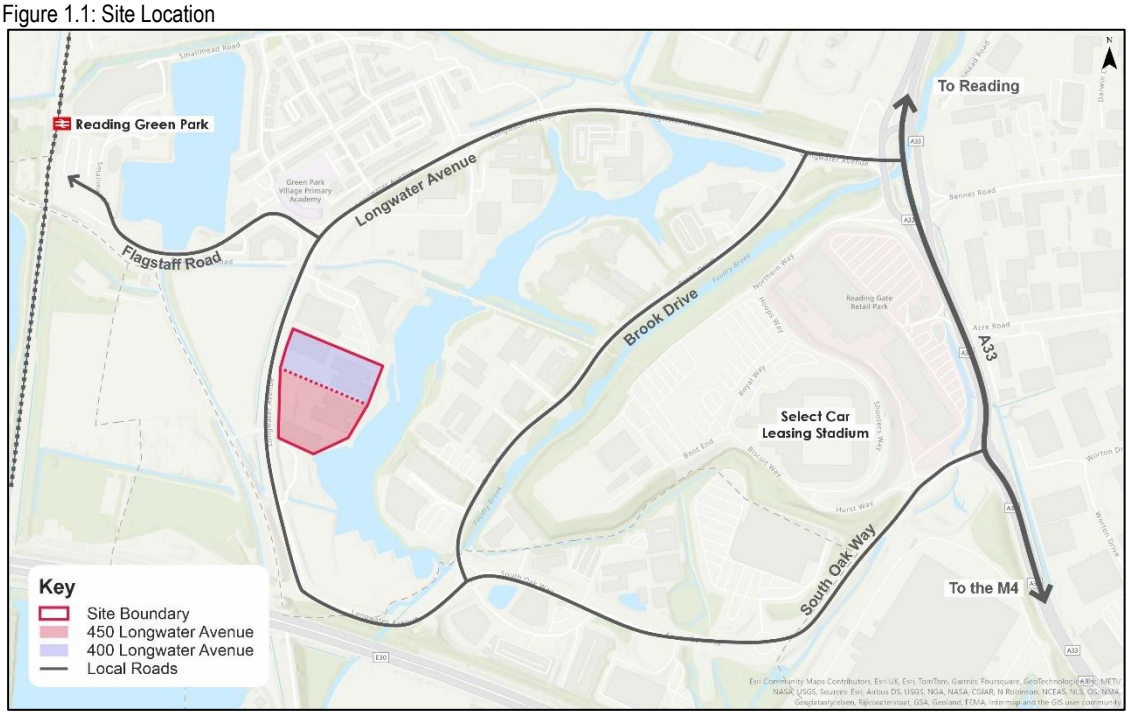
1.3.2 The Site is bounded to the north by 400 Longwater Avenue (covered by the same outline application and currently occupied by Wood Group) with Longwater Avenue located to the west of the Site, an undeveloped plot to the south and Foundry Brook to the east. Vehicular access to both 400 and 450 is provided via a single access off Longwater Avenue.

1.3.3 Further afield, Reading Town Centre is located c.4.5km to the north of the Site and can be accessed via the A33 adjacent to Green Park. The A33 is a main arterial route serving Reading, running between the Town Centre and M4 Junction 11.

1.3.4 M4 Junction 11 is located c.2.5km southeast of the Site and provides direct access to the Strategic Road Network (SRN).

1.3.5 The Site location and adjacent highway network is illustrated in **Figure 1.1**.

Figure 1.1: Site Location



1.4 Aims and Objectives

1.4.1 The overarching aim of this TP is to promote sustainable transport initiatives to the Site employees to encourage them to reduce their use of single occupancy vehicles. This aligns with the site-wide Green Park Framework Travel Plan (2023), which aims to *"build up on* [the] *positive trend"* of *"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."* The aim of this TP is supported by several objectives, which are as follows:

- Minimise the number of single-occupancy car trips associated with employees to and from the Site;
- Promote more sustainable ways of driving for those who do not have other options, i.e., car sharing, adopting an EV, etc.;
- Develop a series of occupier-specific measures that endeavour to make staff aware of the health and environmental benefits of active travel methods;
- Increase employee awareness of existing park wide measures;
- Obtain robust travel information and conduct surveys to monitor the future TP against targets and encourage more trips by sustainable modes. This will form part of the Travel Plan Co-ordination approach; and,
- Provide sustainable travel information to allow tenant TP Coordinators to communicate to staff and visitors the public transport possibilities.

1.5 Report Structure

1.5.1 The subsequent sections of this report are as follows:

- **Section 2** – **Policy Context:** Provides a planning and transport policy context relevant to travel planning and Travel Plans;
- **Section 3** – **Site Accessibility:** Describes the location and existing characteristics of the Site, as well as the existing opportunities to access the Site by sustainable modes of transport;
- **Section 4** –**Employee Travel Survey:** Sets out the results of the Travel Survey;
- **Section 5** – **Objectives and Targets:** Details the aims and objectives of the TP and how these can reduce the impact of travel on the surrounding environment by the use of SMART targets;
- **Section 6** – **Measures and Action Plan:** Provides a customised and well managed programme of measures and actions needed to achieve the key objectives of the TP;
- **Section 7** – **Travel Plan Delivery:** Provides details of how the TP will be delivered by the Travel Plan Co-ordinator (TPC);
- **Section 8** – **Monitoring and Review:** Outlines monitoring methods which are bespoke to the land use and activity of the Site.

2 Policy Context

2.1 Introduction

2.1.1 This section reviews the national, regional, and local policy which is relevant to the Site, informing the preparation of the TP.

2.2 National Policy

National Planning Policy Framework (December 2024)

2.2.1 The National Planning Policy Framework (NPPF), published in 2012, was most recently updated in December 2024. The document sets out the Government's planning policies for England and how these should be applied.

2.2.2 Chapter 9 of the NPPF refers to promoting sustainable transport with respect to development proposals. Paragraph 109 states that "*Transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places*", so that:

a) *"making transport considerations an important part of early engagement with local communities;*

b) *ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;*

c) *understanding and addressing the potential impacts of development on transport networks;*

d) *realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;*

e) *identifying and pursuing opportunities to promote walking, cycling and public transport use*

f) *identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains."*

2.2.3 Paragraph 117 refers to the fact that developments should be designed to prioritise pedestrian and cycle movements within the scheme and to / from neighbouring areas, and access to high-quality public transport should be facilitated.

2.2.4 Paragraph 118 states, *"All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored".*

2.2.5 The Promoting Sustainable Transport section emphasises the need to plan for sustainable travel but also to be pragmatic about the variability of transport options in different communities. This is relevant in the context of the Development, where there is an excellent provision of public transport in proximity to the Site.

Planning Practice Guidance (PPG) – Department for Communities and Local Government (March 2014)

2.2.6 The supporting 'Planning Practice Guidance' provides a section on Travel Plans, Transport Assessments and Statements in decision-making. This states that Travel Plans can positively contribute to the following:

- "*encouraging sustainable travel;*
- *lessening traffic generation and its detrimental impacts;*
- *reducing carbon emissions and climate impacts;*
- *creating accessible, connected, inclusive communities;*
- *improving health outcomes and quality of life;*
- *improving road safety; and*
- *reducing the need for new development to increase existing road capacity or provide new roads.*"

2.2.7 The guidance also states that Travel Plans should be:

- *"proportionate to the size and scope of the proposed development to which they relate and build on existing information wherever possible;*
- *established at the earliest practicable possible stage of a development proposal;*
- *be tailored to particular local circumstances (other locally determined factors and information beyond those which are set out in this guidance may need to be considered in these studies provided there is robust evidence for doing so locally);*
- *be brought forward through ongoing collaborative working between the Local Planning Authority/Transport Authority. Engaging communities and local businesses in TAs can be beneficial in positively supporting higher levels of walking and cycling (which in turn can encourage greater social inclusion, community cohesion and healthier communities)."*

2.2.8 The proposed development has been designed to incorporate these principles. This TP follows the guidance set out in the PPG to enable and improve sustainable modes of travel for employees to the Site.

2.3 Local Policy

Local Transport Plan 3 (2011-2026) (LTP3)

2.3.1 The Local Plan provides policies on how Reading will develop up to 2036. Also, vision 2050 has been launched with an aim to make Reading more dynamic, clean, green, healthy, safe, and desirable places to live, work, study, and visit. The Plan states that central Reading *"is one of the most accessible locations in the South East"*. The following six policies considered relevant to the development on transport grounds include:

- TR1 – "*Proposed development should contribute appropriately to meeting the objectives of the most up-to-date Local Transport Plan*." Along with "*development proposals should make appropriate provision for works and contributions to ensure an adequate level of accessibility and safety by all modes of transport from all parts of a development, particularly by public transport, walking and cycling, in accordance with any agreed transport assessment submitted as part of the application*."

- TR4 – It is expected that developments will *"make full use of opportunities to improve access for cyclists to, from and within the development and to integrate cycling through the provision of new facilities. Development of new facilities for cycling, such as cycle hire points and cycle parking, will be acceptable."*

- TR5 – *"Development should provide car parking and cycle parking that is appropriate to the accessibility of locations within the Borough to sustainable transport facilities, particularly public transport."*

2.3.2 The proposed development has been designed in accordance with the above policies from the RBC Local Plan 2019. The proposals will provide cycle facilities for employees and visitors to the development and the levels of parking provisions will be appropriate given the Site's accessible location.

Local Transport Plan 4 (2023–40) (LTP4) (Emerging)

2.3.3 Reading's LTP4 covering the period 2023–2040 is currently emerging.

2.3.4 The LTP4 vision for Reading *"is to deliver a sustainable transport system … that creates an attractive, green, and vibrant town with neighbourhoods that promote healthy choices and wellbeing. Future mobility options will enable everyone in Reading to thrive, enjoy an exceptional quality of life and adapt to meet future challenges and opportunities."*

2.3.5 LTP4 has five objectives:

- *"Provide transport options to enhance quality of life, reduce emissions and improve air quality to create a carbon neutral town.'*

- *To create healthy streets to assist in active travel and lifestyles by improving accessibility to key destinations in a safe manner.*

- *Enable sustainable growth for Reading and facilitate connections to communities.*

- *Promote sustainable transport as part of the transport network that provides an alternative to cars. The network will be fast, affordable, connected, and resilient.*

- *Using technology to improve the efficiency of the network to allow for informed travel choices for users and 'enabling Reading to become a smart, connected town of the future."*

2.3.6 The following policies have been identified as relevant to commercial land uses or new development.

2.3.7 Policy RTS1: Sustainable Transport

- 1.5: "*We will support schools, businesses and organisations to develop travel plans, and to join national travel accreditation programmes, such as Modeshift STARS."*

2.3.8 Policy RTS4: Development Control

- 4.1 *"We will work with developers to design development that supports delivery of the Reading Transport Strategy and helps achieve our vision for transport in Reading."*

- 4.2: *"We will work with developers to secure land for transport infrastructure where required."*

- 4.3 *"New developments will be required to demonstrate how they will deliver healthy streets, and provide connection to new and existing facilities, making a positive contribution to the walking, cycling and public transport network and supporting sustainable and low-carbon travel."*

- 4.4 *"We will require developers to develop and submit travel plans aligned with the vision and objectives of the RTS, including climate, equalities and health and wellbeing priorities. We will also require developments to carry out and submit evidence of travel plan monitoring, and will require remedial actions to be taken as appropriate, in line with relevant planning consents."*

- 4.5 *"Private sector contributions, including Section 106 and the Community Infrastructure Levy, will be used where appropriate to improve the transport network and mitigate the impact of development, including through enhancement of walking, cycling and public transport facilities."*

- 4.6 *"We will work with developers to maintain access during construction works for sustainable modes of travel as far as possible."*

2.3.9 Policy RTS20: Parking Control

- 20.1: "*We will manage the parking provision across the Borough, in public car parks, on-street parking and across new developments to influence sustainable travel choices, encourage sustainable patterns for travel and provide for those who are less mobile."*

2.3.10 Policy RTS29: Ultra-Low Emission Vehicles

- 29.7: *"We will require appropriate proportions of any vehicle parking provided at new developments to be for zero emission vehicles."*

2.3.11 Policy RTS30: Travel Information

- 30.3: *"We will work with businesses, schools and other educational facilities, and other key destinations, to support them in delivering their travel plans and providing sustainable travel advice to their workforce."*

3 Site Accessibility

3.1 Introduction

3.1.1 This section sets out the accessibility of the Site and the existing sustainable travel opportunities serving the Site, including pedestrian, cycle, and public transport provision.

3.2 Site Access

3.2.1 Primary pedestrian access to the building is located on the west side of the Site, with secondary pedestrian access points located along the east from the Foundry Brook path.

3.2.2 The Site has one vehicular access point via Longwater Avenue, which provides access to the main pedestrian entrance and car park.

3.2.3 There is a designated cycle access via Longwater Avenue to the cycle parking hub, approximately 90m south of the vehicular access.

3.3 Walking and Cycling Network

3.3.1 A footway is present from the Longwater Avenue site access, running along the northern and southern side of the carriageway and providing direct access towards the main entrance to the building.

3.3.2 A network of pedestrian and cycle routes runs throughout Green Park, alongside the Foundry Brook and the highway network, providing full active travel connectivity through the business park and convenient access to Green Park Station.

3.3.3 Willow Walk provides access to the Site via a shared footway/cycleway. This is located to the northeast of the Site and runs between Brook Drive and Longwater Avenue.

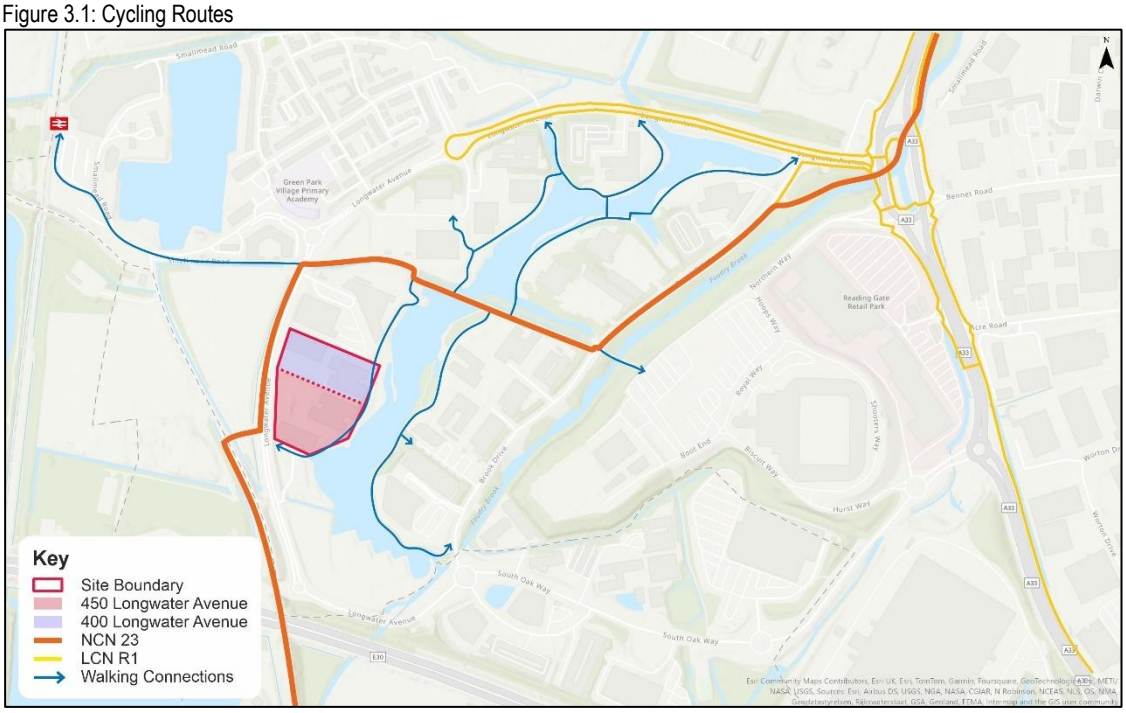
3.3.4 Crossing facilities located throughout the Park include dropped kerbs or raised crossings with tactile paving to support inclusive access for pedestrians with disabilities.

3.3.5 Pedestrian and cycle access to Green Park is provided through a number of shared footways/cycleways from the A33, adjacent to the Site on the eastern side of Longwater Avenue. These provide direct links to Reading Town Centre and, with controlled crossing points, allow access to/from neighbouring residential and commercial areas situated to the east of the business park.

3.3.6 The cycle network between Reading Town Centre and Green Park comprises of a series of dedicated cycleways and quiet roads.

3.3.7 National Cycle Network (NCN) Route 23 runs along Willow Walk and through Green Park. This Route provides a dedicated connection from the Site, along the A33, before joining NCN Route 4 at the River Kennet NCN Route 23 runs between Reading and Basingstoke, providing a long-distance connection to Southampton via Alresford, Winchester, and Eastleigh. NCN Route 4 runs alongside the River Kennet, Reading and provides connection between London and Fishguard. **Figure 3.1** illustrates the local walking and cycle routes around the Site, including the NCN Routes and the Local Cycle Network routes identified by Reading Borough Council.

Figure 3.1: Cycling Routes



3.3.8 Employees and visitors to 450 LWA benefit from shower and changing facilities.

3.3.9 Green Park runs a Cycle Hire scheme available for those who work in Green Park at no cost. Employees can rent a bike for up to 120 minutes from five locations across Green Park, the closest of which is located at 350 Longwater Avenue.

3.4 Bus Network

3.4.1 The nearest bus stop to the Site is located west of the Site, outside 400 Longwater Avenue. This bus stop can be accessed within a 2-minute walk from the Site and serves the 50 Greenwave service providing access between Green Park and Reading Town Centre. The bus stop takes the form of a shelter with seating and provides a live bus time display.

3.4.2 A further bus service can be accessed from stops on Longwater Avenue c.800m east of the Site. The 9 Buzz service is accessed from these stops, providing the option for further connections between Green Park and Reading Town Centre. The bus stop takes the form of a shelter with seating.

3.4.3 Mereoak Park and Ride is situated 2.3km to the southeast of 400 Longwater Avenue, along the eastern edge of the A33. The 650 service from Mereoak P&R currently service the site only on Sundays.

3.4.4 The services provided are summarised below in **Table 3.1** and illustrated in **Figure 3.2**.

Table 3.1: Green Park Bus Services

Bus Stop	Service	Route	Monday to Friday Daytimes (to/from the nearest bus stops)			Peak Period 08:00-09:00 & 17:00-18:00
			First Bus (GP arrival)	Daytime Frequency	Last Bus (GP departure)	
400 Longwater Avenue	50 Greenwave	Reading Station > Green Park	05:47	20 mins	23:47	10 mins
400 Longwater Avenue	650 Park & Ride	Reading > Green Park > Mereoak park & ride	60 mins, Sunday Service only			
300 Longwater Avenue	9, 9a, 9b Buzz	Reading Station > Whitley > Green Park	06:36	60 mins	19:37	60 mins

Source: Reading Buses: www.reading-buses.co.uk (Accessed: March 2025)

3.5 Rail Network

3.5.1 The nearest station to the Site is Reading Green Park Station, located c. 750m northwest of the Site and can be accessed with approximately a 10-minute walk or a 2-minute cycle.

3.5.2 Reading Green Park Station was opened on 27 May 2023. The station has two 150m long canopied platforms that accommodate up to six-car trains. These platforms are connected by a bridge, which can be accessed by stairs and lifts. The station has an interchange which provides access to the bus network, taxi ranks, surface-level car park, and cycle parking.

3.5.3 Reading Green Park Station is operated by Great Western Railway (GWR) between Reading and Basingstoke. Services are provided every 30 minutes in each direction between 06:45 and 18:15 from Monday to Saturday, and between 10:15 and 16:45 on Sunday. The Green Park website provides live rail service departure information.

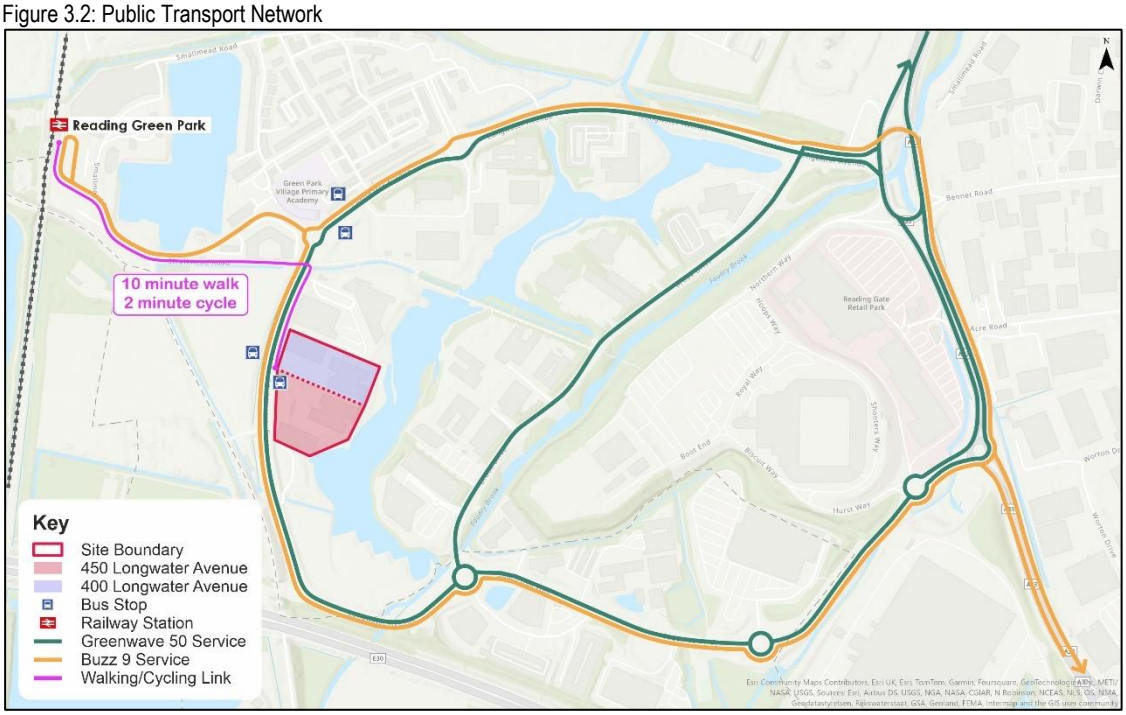
3.5.4 The car parking facilities operate 24 hours daily from Monday to Sunday. It provides 54 spaces along with 12 accessible spaces. Cycle stands are provided at the station forecourt and are both sheltered and overlooked by operational CCTV.

3.5.5 The entire station provides step-free access coverage with ramps available for mobility access to board trains. Accessible ticket machines, lowered ticket counters, and audio induction loops are available at this station. Staff help is available between 06:30 and 18:30 from Monday to Sunday.

3.5.6 Reading Railway Station is an important transport interchange and offers connection to destinations including London Paddington (journey time 24 minutes), Bristol Temple Meads (journey time 63 minutes) and Birmingham New Street (journey time 96 minutes).

3.5.7 The public transport network local to the Site is illustrated in **Figure 3.2**, along with the walking and cycling time between the Site and Reading Green Park railway station.

Figure 3.2: Public Transport Network



3.6 Surrounding Highway Network

3.6.1 Access to the local highway network is provided via Longwater Avenue, a c.7.5m wide single carriageway road subject to a 20mph speed limit. Longwater Avenue forms a roundabout with Flagstaff Road 225m to the north of the Site access, providing access to the railway station and residential dwellings. Access to the A33 is provided directly adjacent to the A33 / Bennet Road / Northern Way / Longwater Avenue signalised Gyratory.

3.6.2 A roundabout with Brook Drive and South Oak Way c. 650m to the southeast of the Site. South Oak Way provides access to Costco and the Madejski Stadium. The Reading Gate Retail Park is located northeast of the Madejski Stadium off the A33 and South Oak Way.

3.6.3 The M4 is the major motorway for the region, connecting London and South Wales via Reading. Access to the M4 is at Junction 11 c.2.5km southeast of the Site. M4 Junction 11 can be accessed via Brook Drive, Longwater Avenue/South Oak Way, and the A33.

3.7 Local Amenities

3.7.1 Green Park and the surrounds contain many local amenities in close proximity to the site that can be easily accessed within walking or cycling distance. **Table 3.2** highlights these local amenities and services.

Table 3.2 Local Amenities and Services

	Destination	Distance (m)	Walking Time (mins)	Cycling Time (mins)
Retail	Tesco Express	800	11	2
	WHSmith Express (including ATM and Costa Coffee Kiosk)	1,100	15	3
	ASDA Collection Point	1,100	15	3
	Reading Gate Retail Park	1,600	22	6

	Destination	Distance (m)	Walking Time (mins)	Cycling Time (mins)
Education	Green Park Village Primary Academy	350	5	1
	Green Park Day Nursery	1,100	15	3
Medical and Health	Circle Reading Hospital	1,900	26	6
Sports and Recreation	Gym and Ping Pong Table (Outdoor)	900	12	5
	Green Park Village Trim Trail (Outdoor)	1,000	14	3
	Nuffield Health Reading Fitness & Wellbeing Gym	1,100	15	3
	Green Park Multipurpose Court	1,300	17	4
	Hi5 Open Water Swim Centre	1,500	21	5
Leisure	Byte Café	1000	14	5
	Café Perk	1100	15	3
	WOLF Italian Street Food	1,200	16	4
	Reading Gate Retail Park Food Outlets	c.1,600	c.22	c.6

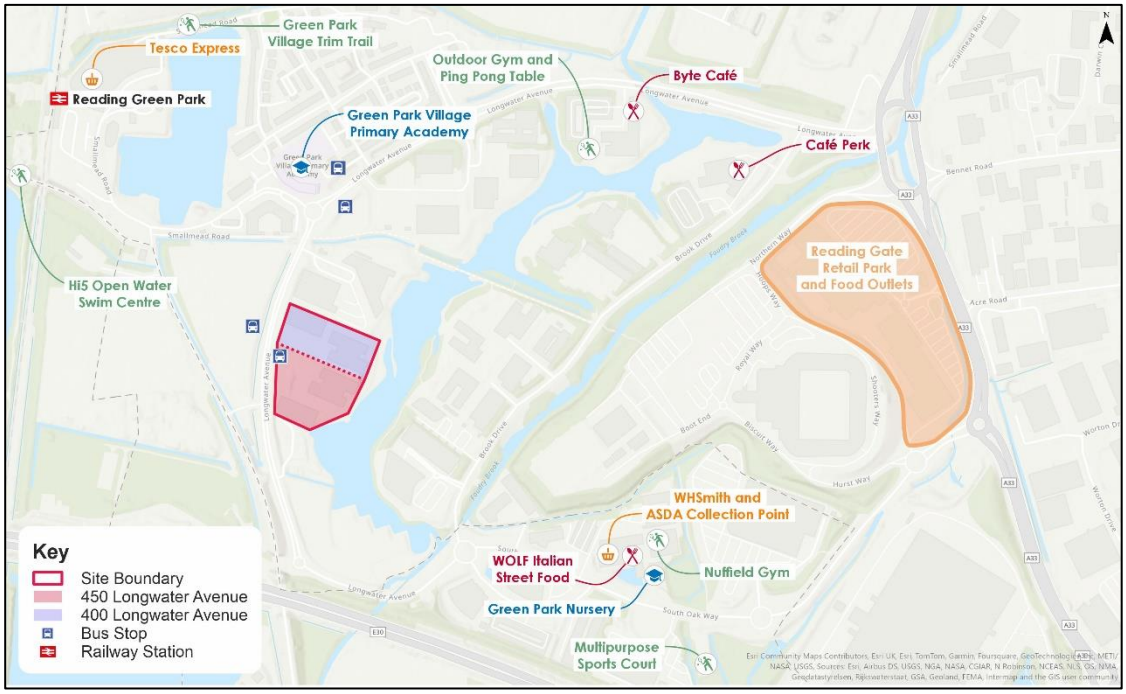
3.7.2 Evidently, many facilities and services are within walking distance of the site. Employees benefit from multiple sports and recreational facilities nearby and several retail options within a 23-minute walk.

3.7.3 Lime Square is located c. 1.1km southeast of the Site and contains several local facilities. It can be accessed by a 15-minute walk or a 3-minute cycle. Amenities located in Lime Square include WHSmith, WOLF Italian Street Food and Nuffield Health Fitness & Wellbeing.

3.7.4 The Reading Gate Retail Park is located c.1.6km northeast of the Site and can be accessed by a 22-minute walk or 6-minute cycle. The retail park provides access to food outlets and retail units.

3.7.5 **Figure 3.3** shows the local services and amenities. Further details on the amenities offered at Green Park can be found on their website.

Figure 3.3: Local Amenities



3.8 Parking Provision

3.8.1 The Site currently provides 361 vehicular parking spaces, including 10 accessible parking spaces.

3.8.2 Three will also have access to the recently approved temporary car park on Longwater Avenue (PL/24/1349) and be allocated a proportion of the spaces. The provision is for three years until February 2028, with each year passing the total provision reducing from 300 to 225 to 150 before the temporary car park ceases operation. The purpose of this is to assist with a transitional mode shift and allow for the travel plan to take effect.

3.8.3 The Site provides 134 cycle parking spaces in a dedicated sheltered cycle storage facility. The cycle storage facility is contained within the decked car parking structure and is accessed off Longwater Avenue to the east of the decked car park.

3.9 EasitGREEN PARK

3.9.1 easitGREEN PARK is a network that supports local businesses in the Green Park area to adopt alternative and sustainable transport behaviours. It is free for employers to join and for their employees to become members. It offers employers discounts on public transport, active travel and electric vehicle provisions.

3.9.2 The easitSHARE scheme offers support for journey sharing. Benefits such as no membership fees, driving credits, and reduced prices on car club memberships are provided by the easitNETWORK.

4 Employee Travel Survey

4.1 Introduction

4.1.1 From November 2024 – January 2025, a staff travel survey was completed by the employees of Three at 450 Longwater Avenue; this survey was created and conducted by Stantec, and this section presents the results of the survey. The survey questions are contained in **Appendix A**.

4.2 Survey Results

The survey was completed by 408 Three employees. It is understood that there are 1,532 Three employees at Green Park. As such, the survey received a response rate of 27%. For questions that received “Other” responses, the responses have been analysed and recategorised into other answers as appropriate.

Q1 - Days in the Office

The number of employees in the office each day has been analysed to understand the number of employees in the office and working from home each day. Table 4.1: Number of Employees in the Office Each Day

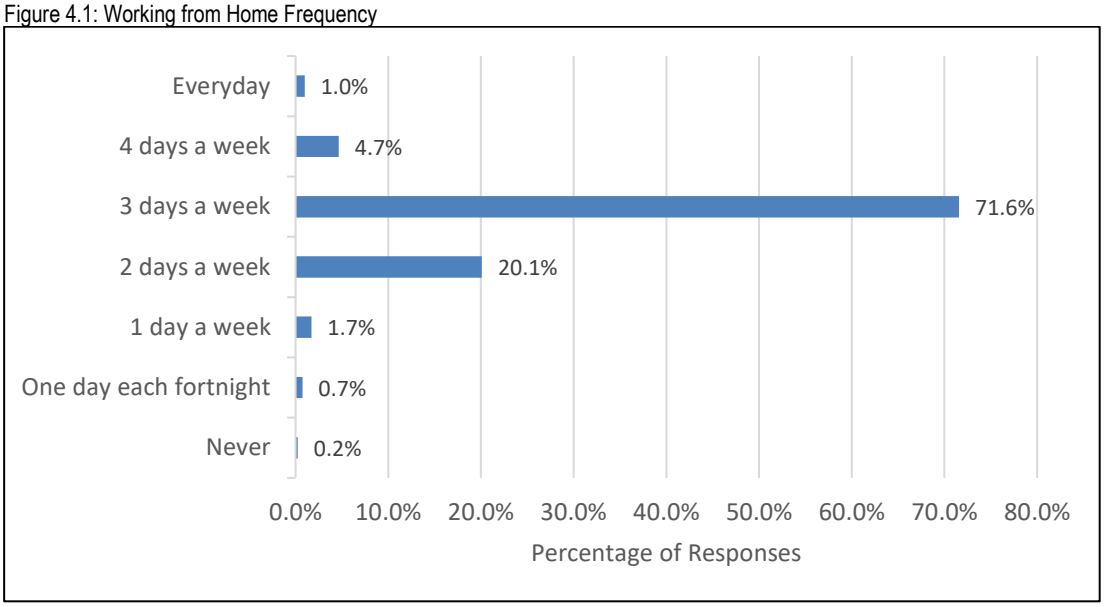
Day	Respondents Working in the Office	Selected by (%)
Monday	181	44.4%
Tuesday	251	61.5%
Wednesday	225	55.1%
Thursday	219	53.7%
Friday	137	33.6%

4.2.1 **Table 4.1** shows that Tuesday and Wednesday are the most popular days for Three employees to be in the office, with 61.5% and 55.1% of respondents selecting them, respectively. The least popular day was Friday, with 33.6%.

Q2 - Working from Home

4.2.2 **Figure 4.1** displays the working from home frequency for Three employees that responded (408)

Figure 4.1: Working from Home Frequency



4.2.3 **Figure 4.1** displays that the most frequent working from home arrangement for Three employees is three times a week, followed by two times a week with 71.6% and 20.1% respectively. In total 99% of respondents work from home at least once a week, while 0.2% responded that they never work from home.

Q3 / Q4 - Times of Arrivals / Departures

4.2.4 The arrival and departure times of employees have been provided; this data has been analysed and summarised below in **Tables 4.2.** There was a total of 408 responses to these questions.

Table 4.2: Arrival and Departure Time of Employees

Time Period	% of Employees	Time Period	% of Employees
Before 07:00	3.9%	Before 16:00	9.8%
07:00 – 07:30	10.3%	16:00 – 16:30	20.8%
07:30 – 08:00	14.7%	16:30 – 17:00	24.8%
08:00 – 08:30	25.2%	17:00 – 17:30	24.5%
08:30 – 09:00	26.0%	17:30 – 18:00	13.5%
09:00 – 09:30	14.0%	18:00 – 18:30	5.1%
After 09:30	5.9%	After 18:30	1.5%
Total	**100%**		**100%**

4.2.5 **Table 4.2** displays that 51.2% of respondents arrive during the AM Peak Period between 08:00 – 09:00. 55.4% of employees depart work before 17:00, with 38.0% of employees departing during the PM Peak Period 17:00 – 18:00.

Q5 / Q6 - Primary Mode of Transport

4.2.6 Staff were asked about their main mode of travel, **Table 4.3** displays the modal share of employees. There was a total of 408 responses to this question.

Table 4.3: Mode Share

Mode		Responses	Mode Share
Public Transport	Train	55	13.5%
	Bus	9	2.2%
	Total	***64***	***15.7%***
Private Vehicle	Car Driver (Alone)	313	76.7%
	Car Driver (Share)	13	3.2%
	Car Passenger	4	1.0%
	Total	***330***	***80.9^***
Active Travel	Walk	1	0.2%
	Bicycle	8	2.0%
	Total	***9***	***2.2%***
Other		5	1.2%
Total		**408**	**100%**

4.2.7 **Table 4.3** displays that of 408 responses, 79.9% of respondents selected they were car drivers, with 3.2% being car drivers as part of car sharing. Public Transport accounted for 15.7% of responses, and Active Travel accounted for 2.2%. It is expected that over the coming years employees of Three will modify their travel behaviour to take advantage of the improved sustainable travel opportunities that Green Park offers.

4.2.8 The following question asked what factors influenced the employee's choice of main mode of travel; the employees were able to select multiple options if applicable, their responses are shown in **Table 4.4.** There were a total of 408 respondents to this question, with 48 "Other (Please Specify)" responses; these have been analysed and, where appropriate, added to one of the categories.

Table 4.4: Factors Affecting Primary Mode of Transport

Factor	No. of Employees	Selected by (%)
Quickest Mode to Use	295	72.3%
Cheapest Mode to Use	195	47.8%
Public Transport Not Conveniently Available	173	42.4%
Too Far to Walk or Cycle	127	31.1%
No Direct Bus Service Where I Need to Go	83	20.3%
Need My Own Car for On-Route Trips	74	18.1%
Bus Frequency Does Not Suit Working Schedule	31	7.6%
Health Reasons	15	3.7%
Personal Safety Reasons	14	3.4%
Do Not Feel Confident Walking or Cycling	13	3.2%
Unaware of Alternative Method of Travel	13	3.2%
Need My Own Car for Work Purposes	9	2.2%
Other	29	7.1%

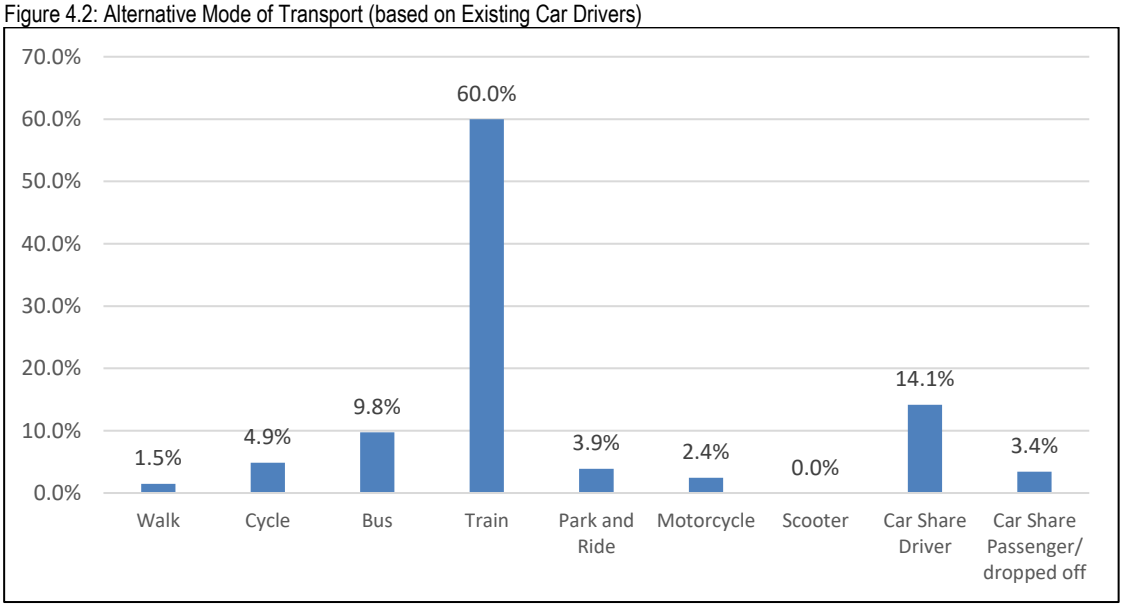
4.2.9 **Table 4.4** displays the main factor affecting employee's choice of mode was the quickest with 72.3%, followed by public transport not conveniently available with 42.4% and it being too far to use active travel with 31.1%,

4.2.10 The other responses that were specified by the respondents included that a car was not an option (5 responses), the distance of travel to work (5 responses) and ease or enjoyment of a mode (5 responses).

Q7 / Q8 - Alternative Mode of Travel to Work

4.2.11 **Figure 4.2** below sets out a secondary mode of travel to work that employees who stated driving a single occupancy vehicle as their primary mode of travel would consider, and the frequency of each mode cited. On this basis, there were 205 responses.

Figure 4.2: Alternative Mode of Transport (based on Existing Car Drivers)



4.2.12 **Figure 4.2** shows that public transport accounted for over half of the alternative modes considered, with Train and Bus accounting for 60% and 9.8% respectively, and Park and Ride accounting for 3.9% of responses. 4.9% of respondents would consider cycling as an alternative mode, and 17.4% of respondents would consider participating in car sharing.

4.2.13 The following question asked what factors influenced their choice of the alternative mode. Several factors may encourage employees to use an alternative mode of transport. The responses set out in **Table 4.5** below, are those of single occupancy vehicle drivers.

Table 4.5: Factors for Alternative Mode of Transport (Existing Car Drivers)

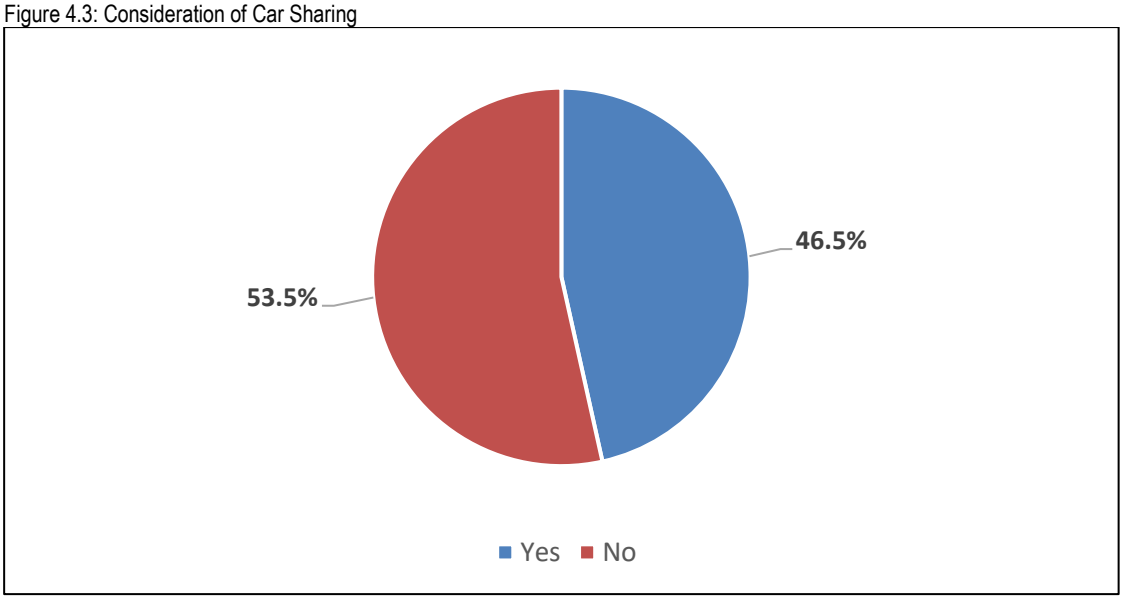
Factor	Number of Employees	Selected by (%)
Improved Journey Time	116	56.6%
Cost per Trip	110	53.7%
Discounted Tickets	59	28.8%
Direct Bus Links	30	14.6%
Increased Bus Frequency	25	12.2%
Improved Fitness / Health	17	8.3%
More Information on this Mode of Transport	16	7.8%
Real Time Information at Bus Stops	10	4.9%
More Cycle and Pedestrian Routes	9	4.4%
More Street Lighting	9	4.4%
Well Maintained Roads and Pavements	8	3.9%
Wayfinding to Walking and Cycling Routes	4	2.0%
Cycle Maintenance Information	2	1.0%
Cycle Safety Training	2	1.0%
Other	17	8.3%

4.2.14 **Table 4.5** shows that the main factor influencing Three employees' choice of an alternative mode was an improved journey time, 56.6%, followed by cost per trip, 53.7% and discounted tickets, 28.8%.

Q9 / Q10 / Q11 - Consideration of Car Sharing

4.2.15 **Figure 4.3** displays the portion of Three respondents that would consider car sharing.

Figure 4.3: Consideration of Car Sharing



4.2.16 **Figure 4.3** displays that 46.5% of employees reported that they would consider car sharing. There were 402 responses to this question.

4.2.17 **Table 4.6** below shows the reasons for not car sharing, for those who drive. The "Other (Please Specify)" responses have been assigned to a reason where applicable (7 responses) and excluded where not applicable (17), resulting in 66 remaining "Other" responses.

Table 4.6: Reasons for Not Car Sharing

Reason	No. of Responses	Selected By (%)
Time Implications	118	30.6%
Unsure Who to Car Share With	77	20.0%
Need to Drop Off / Pick Up Others	60	15.6%
I do not travel by car	53	13.8%
Personal Security Reasons	9	2.3%
Ample Parking at Green Park	2	0.5%
Other	66	17.1%

4.2.18 The main reason for not considering car sharing was time implications with 30.6% of responses, followed by unsure who to car share with at 20.0% of respondents. 17.1% of respondents selected "Other (Please Specify)", of which flexibility was a key factor (17 responses).

4.2.19 **Table 4.7** below outlines the factors that would encourage car sharing, respondents were able to select multiple responses. The "Other (Please Specify)" responses have been reassigned where applicable (8 responses), and excluded where not applicable (83 responses), resulting in 16 remaining "Other" responses.

Table 4.7: Factors that would Encourage Car Sharing

Factor	Number of Employees	Selected by (%)
Help Coordinating Car Sharing with Other Employees	138	33.8%
Priority Car Parking for Car Sharers	163	40.0%
Guaranteed Lift Home Scheme for Car Sharers	91	22.3%
Incentives for Car Sharing	200	49.0%
Other	16	3.9%

4.2.20 Incentives for car sharing was selected by the most respondents (49.0%), followed by priority car parking for car sharers (40.0%) and help coordinating car sharing with other employees (33.8%). This could be accomplished through easitSHARE.

4.2.21 3.9% of respondents selected “Other (Please Specify)”, of which finding someone local to share with was a key factor (6 responses).

Q12 / Q13 - Factors to Encourage Public Transport

4.2.22 **Table 4.8** below sets out the factors that would encourage bus usage. The “Other (Please Specify)” responses have been assigned to a factor where applicable (5 responses) and excluded where not applicable (143), resulting in 50 remaining “Other” responses.

Table 4.8: Factors that would Encourage Bus Usage

Factor	Number of Employees	Selected By (%)
Improved Journey Time	116	28.4%
Greater Frequency	112	27.5%
Altered Routes	55	13.5%
Taster Tickets	34	8.3%
Altered Timetables	16	3.9%
Other	50	12.3%

4.2.23 **Table 4.8** displays that respondents selected journey times (28.4%), greater frequency (27.5%) and altered routes (13.5%) as the three most popular factors that would encourage greater use of the bus.

4.2.24 Of the “Other (Please Specify)” responses the main response was that a more direct route and cheaper tickets would them to use bus services (32 responses).

4.2.25 **Table 4.9** below shows the factors that would encourage employees to use rail services. The “Other (Please Specify)” responses have been assigned to a factor where applicable (8 responses) and excluded where not applicable (97 responses), resulting in 87 remaining “Other” responses.

Table 4.9: Factors that would Encourage Rail Usage

Factors	Number of Employees	Selected By (%)
Improved Journey Time	137	33.6%
Shuttle Bus to Station	84	20.6%
Free Taster Tickets	76	18.6%
Altered Timetables	64	15.7%
Other	87	21.3%

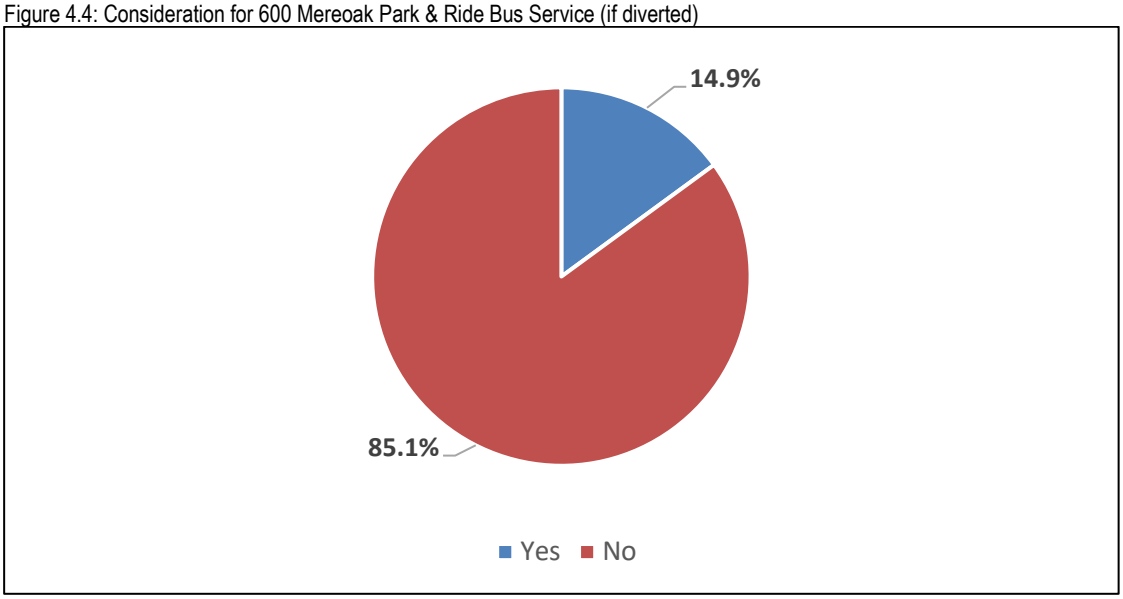
4.2.26 Improved journey times was selected by 33.6% of respondents, followed by a shuttle bus from Green Park Station around Green Park with 20.6%.

4.2.27 Of the “Other (Please Specify)” responses, factors that would encourage rail usage include cheaper tickets (20 responses) and increased frequency (21 responses).

Q14 – Mereoak Park & Ride

4.2.28 The employees were questioned on whether they would use the 600 Mereoak P&R bus service if it was diverted into Green Park. The 650 Mereoak P&R currently only calls at Green Park on Sundays. The frequency of response is displayed below in **Figure 4.4.**

Figure 4.4: Consideration for 600 Mereoak Park & Ride Bus Service (if diverted)

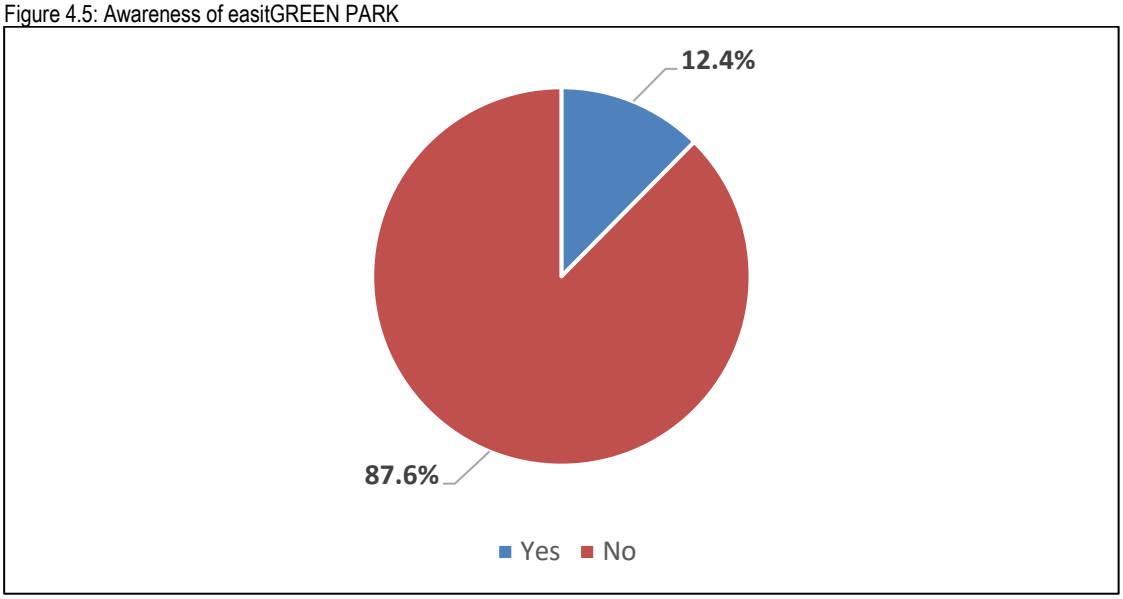


4.2.29 **Figure 4.4** shows that 14.9% of respondents would consider using the 600 Mereoak Park and Ride if diverted through Green Park.

Q15 - EasitGREEN PARK

4.2.30 The survey asked if the employees were aware of the EasitGREEN PARK program available to them, the results are displayed in **Figure 4.5.**

Figure 4.5: Awareness of easitGREEN PARK



4.2.31 **Figure 4.5** displays that 87.6% of Three employees were not aware of the Easit Green Park program, which makes sense as they have only recently relocated to Green Park; this survey would have increased the awareness of the program by asking this question.

5 Objectives and Targets

5.1 Introduction

5.1.1 This section outlines the objectives and targets of this Travel Plan for the employees of 450 Longwater Avenue.

5.2 Objectives

5.2.1 The aim of this TP is to develop a set of practical measures and initiatives to help promote sustainable travel to reduce the impact of single occupancy vehicle travel on the surrounding environment. This aim is in line with the site-wide Green Park Framework Travel Plan.

5.2.2 The objectives of this TP are as follows:

- Minimise the number of single-occupancy car trips associated with employees to and from the Site;
- Promote more sustainable ways of driving for those who do not have other options, i.e., car sharing, adopting an EV, etc.;
- Develop a series of Occupier-specific measures that endeavour to make staff aware of the health and environmental benefits of active travel methods;
- Increase employee awareness of existing park wide measures;
- Obtain robust travel information and conduct surveys to monitor the future TP against targets and encourage more trips by sustainable modes. This will form part of the Travel Plan Co-ordination approach; and,
- Provide sustainable travel information to allow tenant TP Coordinators to communicate to staff and visitors the public transport possibilities.

5.3 Targets

5.3.1 The success of the TP should be monitored against clearly defined targets related to travel. These targets must be **SMART** as explained below as:

- **Specific:** identifying precisely what is to be achieved;
- **Measurable:** over the duration of the target period; allowing for regular evaluation of effectiveness;
- **Appropriate:** and linked to the overall objectives and aims;
- **Realistic:** in terms of the potential to be achieved over the duration of the target; and,
- **Timed:** the target must define a date and series of dates by which it is expected to be achieved.

5.4 Interim Targets

5.4.1 As stated in Section 4, an employee survey of Three Employees at Green Park was conducted from November 2024 – January 2025. As a result of these recent surveys, baseline travel targets have been prepared based on this data. The baseline targets are set out in **Table 5.1**.

Table 5.1: Baseline Mode Share and Targets

Mode	Baseline Survey	Year 3	Year 5
Single Occupancy Vehicle	76.7%	72.9%	69.0%
Multi-Occupancy Vehicle	4.4%	5.0%	5.5%
Train	13.5%	14.2%	15.0%
Bus or Coach	2.2%	3.5%	4.8%
Bicycle	2.2%	3.1%	4.0%
On Foot	0.2%	0.6%	1.0%
Other	0.2%	0.2%	0.2%
Total	**100.0%**	**100.0%**	**100.0%**

5.4.2 The baseline targets in **Table 5.1** illustrate that by Year 5 of occupation, the aim is to reduce those travelling by single occupancy car or van from 76.7% to 69.0%. This is accompanied by an increase to 15.0% train use in Year 5 and an increase to 5.0% across active travel modes.

5.4.3 Multi-occupancy travel is likely to increase due to increased awareness and adoption of travel share schemes after site occupancy.

5.4.4 It is anticipated that increased awareness and use of the easitGREEN Park scheme will help achieve the target mode share. The TPC will promote the easitGREEN PARK scheme to employees.

6 Measures and Action Plan

6.1 Introduction

6.1.1 A range of measures, along with an implementation phasing programme, are included in the Action Plan set out in **Table 6.1**. The responsibility for each measure has also been highlighted.

6.1.2 The measures and initiatives for the Site have been produced in accordance with the site-wide Green Park Framework Travel Plan included in **Appendix B.**

6.2 Measures and Initiatives

6.2.1 **Table 6.1** shows the measures that will be implemented to achieve the objectives.

Table 6.1: Action Plan

Theme	Measure	Phase	Responsibility
Active Travel	Promote walking and cycling through specific transport events (e.g. bike week) and those organised by RBC	During Occupation	Travel Plan Coordinator
	Promote Green Park pool bicycle scheme in collaboration with cycling awareness campaigns e.g. 'National Bike Week'	During Occupation	Travel Plan Coordinator
	Promote a discount cycle equipment purchase scheme and Pete's Bike Shed maintenance resource available to all staff that cycle to / from Green Park	During Occupation	Travel Plan Coordinator
	Provide secure and conveniently located cycle storage provision for employees	Pre-Occupation	Developer
	Provide basic cycle maintenance equipment at the Site, including a pump, puncture repair kit, tools, etc., for use by any employees who need it	During Occupation	Travel Plan Coordinator
	Promote Three cycle-to-work scheme	During Occupation	Travel Plan Coordinator
	Promote and advertise the use of Green Park Station to employees	During Occupation	Travel Plan Coordinator
	Promote Green Park Station / Green Park shuttle bus if implemented	During Occupation	Travel Plan Coordinator
Car Sharing	Consider setting up an employee database for car sharing	During Occupation	Travel Plan Coordinator
	Consider providing car sharing priority parking (within close proximity to building entrances)	During Occupation	Travel Plan Coordinator
	Consider providing prize draw incentive for regular car sharers through holding monthly competitions	During Occupation	Travel Plan Coordinator
Promotional Information and Awareness	Distribute Green Park tube style cycle map	Pre and During Occupation	Travel Plan Coordinator
	Promote live travel information accessible through mobile phone technology	Pre and During Occupation	Travel Plan Coordinator / Building Managers

Theme	Measure	Phase	Responsibility
	Offer personalised travel planning providing specific advice	During Occupation	Travel Plan Coordinator
	Create an awareness strategy and programme for the continued promotion of sustainable travel for employees, including consideration of the use of social media channels.	During Occupation	Travel Plan Coordinator
	Advertise and promote the offers and incentives that are included in the easitGREENPARK	During Occupation	Travel Plan Coordinator
Monitoring	Survey of usage Temporary Car Park	Annually until Temporary Car Park ceases operation	Travel Plan Coordinator
	Undertake future employees travel surveys.	During Occupation – Year 3 and 5	Travel Plan Coordinator
	A monitoring report will be produced following future travel surveys	As appropriate	Travel Plan Coordinator

7 Travel Plan Delivery

7.1 Introduction

7.1.1 This section sets out the responsibilities for the management of the TP to ensure that the objectives and targets set out are achieved.

7.2 Travel Plan Coordinator

7.2.1 A Travel Plan Co-ordinator (TPC) is someone appointed by the tenant with the responsibility to update and enforce the key actions described within the Travel Plan. The TPC(s) of the building will be supported by easitGREENPARK who provides information/advice to all site occupiers.

7.2.2 The TPC will also be responsible for developing partnerships and lines of communication between employees and Mapletree.

7.2.3 At the time of writing this TP, a TPC for 450 Longwater Avenue has not been appointed. However, this will be a part-time role and will likely be someone within the management team. Once this information is known, the TP will be updated with the details of the TPC.

7.2.4 The key responsibilities undertaken by the TPC are set out below, acknowledging that these will be reviewed / amended on a regular basis.

- Leading on the delivery of the Travel Plan.
- Co-ordinating the necessary data collection; including Employee Travel Surveys, maps of local walking and cycling facilities, public transport timetables, contact details for local bus and taxi companies, and contact details for local authority travel-based initiatives and promotions.
- Acting as the ‘human face’ of the Travel Plan to provide a point of contact for employees to discuss travel arrangements.
- Promoting individual travel events and co-ordinating initiatives.
- Liaising with the Council, as necessary, during survey and reporting periods and at other times as necessary, to help assess progress towards achieving mode-shift away from non-operational single occupancy car use and towards active travel.
- Liaising with the easitGREENPARK as necessary.

8 Monitoring and Review

8.1 Introduction

8.1.1 This section outlines the monitoring and reviewing procedure following the occupation of 450 Longwater Avenue and provides timescales for monitoring and remedial measures.

8.2 Monitoring and Enforcement

8.2.1 Close monitoring of the success of measures and updating the content of the future TP is key and should be periodically reassessed. Monitoring data will be gained from travel surveys undertaken by the TPC of 450 Longwater Avenue.

8.2.2 The survey results will be presented in a Travel Plan Monitoring Report within 6 months of the first surveys' completion and within 6 months of the subsequent surveys' completion on the3rd and 5th anniversary of the first surveys.

8.2.3 The TP monitoring plan is summarised in **Table 8.1**. The TPC will promote the staff survey and will be responsible for distributing the surveys to staff and encouraging a timely, high response rate.

Table 8.1: Monitoring Schedule for 450 Longwater Avenue

Monitoring and Reporting	Timescales
Initial staff travel survey	As contained within Section 4 of this report
Occupier Travel Plan (this document)	Within 6 months of completion of initial surveys
Future year staff travel survey	On, 3rd and 5th anniversary of the first surveys
Future TP monitoring reports	Within 6 months of surveys conducted on 3rd and 5th anniversary of the first surveys

8.2.4 A review schedule will also be included within the update reports and submitted to the RBC. This will propose implementing measures or adjustments to the future TP to ensure the commitments are SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imely).

8.3 Remedial Measures

8.3.1 Remedial measures would only be required if the development consistently fails to meet the targets set out within the TP. The remedial measures would consider the reasons why the targets have not been met and introduce new measures targeted to address the key areas of failure.

8.3.2 The Site's TPC would be responsible for negotiating any remedial measures and their subsequent funding with the managing agents of the Site and Reading Borough Council.

Appendix A Survey Questions

On behalf of Green Park we are conducting a travel questionnaire in support of the Travel Plan Monitoring for 400 and 450 Longwater Avenue, as required by Reading Borough Council. This questionnaire will help us to understand your travel needs and requirements so we can tailor future initiatives for you companies.

We would like to understand your current travel patterns and potential future choices to give us an insight into how we can best address your needs. We would appreciate 5 minutes of your time to complete this survey and help spread the word to encourage all colleagues to respond to give us their views.

The results from the travel survey will be used to support the preparation of the Travel Plans for your buildings.

By completing this survey, you agree to the information you provide being used for the purpose of travel plan monitoring only. Your identity and personal information will be stored by Stantec confidentially and will not be divulged to any other individuals or organisations for any other purposes.

Section 1 – Travel Patterns

1. Which Company do you work for?

Three	
Wood	

2. To help us improve travel provision to/from Green Park, please can you provide your full home postcode?

3. Which days do you typically work at Green Park on any given week?

Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

4. In an average week, how often do you work from home?

Everyday	
4 days a week	
3 days a week	
2 days a week	
1 day a week	
One day each fortnight	
Never	

5. What time do you typically arrive at Green Park?

Before 07:00	
07:00 – 07:30	

07:30 – 08:00	
08:00 – 08:30	
08:30 – 09:00	
09:00 – 09:30	
After 09:30	

6. What time do you typically depart at Green Park?

Before 16:00	
16:00 – 16:30	
16:30 – 17:00	
17:00 – 17:30	
17:30 – 18:00	
18:00 – 18:30	
After 18:30	

7. On the days when you travel to Green Park, which one of the following modes of transport do you use for the **longest part*** of your journey?
(**The longest part of your journey refers to the longest distance travelled)*

Please only tick **one** mode of transport for this question.

Mode	Please only tick **one** mode of transport for this question
Walk	
Cycle	
Bus	
Train	
Park and Ride	
Motorcycle	
Scooter	
Car Driver (on your own)	
Car Share Driver (At least two adults in the car)	
Car Share Passenger/ dropped off	
Other (Please specify)	

8. What are the main factors for you to opt for this mode of transport? (Please select as many options that are applicable to you).

Cheapest mode to use	
Quickest mode to use	
Unaware of alternative method of travel	
Too far to walk or cycle	
Do not feel confident walking or cycling	
Public Transport not conveniently available	
No direct bus service to where I need to go	
Bus frequency does not suit working schedule	
Need my own car for work purposes	
Need my own car for other on-route trips (i.e., dropping / picking up children etc)	
Health reasons	

Personal safety reasons	
Other	Please State

9. Would you consider travelling to and from Green Park via a different mode? If so, please select which mode.

Mode	Please only tick **one** mode of transport for this question.
Walk	
Cycle	
Bus	
Train	
Park and Ride	
Motorcycle	
Scooter	
Car Driver (on your own)	
Car Share Driver (At least two adults in the car)	
Car Share Passenger/ dropped off	
Other (Please specify)	

10. What are the main factors that would encourage you to opt for this alternative mode of transport? (Please select as many options that are applicable to you).

Cost per trip	
Improved journey time	
More information on this mode of transport	
Wayfinding to walking and cycling routes	
More cycle and pedestrian links	
More street lighting	
Direct bus links	
Increased bus frequency	
Improved fitness / health	
Real time information at bus stops	
Well maintained roads and pavements	
Cycle safety training	
Cycle maintenance information	
Discounted tickets	
Other (Please specify)	

Section 2 - Car Sharing

11. Would you consider car sharing?

Yes	
No	

12. If you drive, please indicate the main reason for NOT car sharing?

Unsure who to car share with	
Need to drop off/pick up others	
Ample Parking at Green Park	
Personal security reasons	

Time Implications	
I do not travel by car	
Other (Please Specify)	

13. What would encourage you to car share with colleagues?

Help coordinate car sharing with other employees	
Priority parking for car sharers	
Guaranteed lift home scheme for car sharers	
Incentives for car sharing	
Other (Please specify)	

Section 3 - Public Transport

14. What would encourage you to use a bus that services Green Park (Buzz 9 / Greenwave 50)?

Greater Frequency	
Improved journey time	
Taster Tickets	
Altered Timetables	
Altered Routes	
Other (Please Specify)	

15. What would encourage you to use Green Park Railway Station?

Shuttle bus to station	
Improved journey time	
Free taster tickets	
Altered Timetables	
Other (Please Specify)	

16. If the 600 Mereoak P&R was diverted into Green Park, would you use the bus service?

Yes	
No	

Section 4 - Easit Green Park

17. Are you aware of all the benefits that are offered to you through EasitGREEN PARK? EasitGREEN PARK | Green Park Business Park, Reading

Yes	
No	

Thank you for completing the survey!

Appendix B Green Park Framework Travel Plan

Green Park Framework Travel Plan

Travel Plan 2023

GreenPark

GreenPark

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 has 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

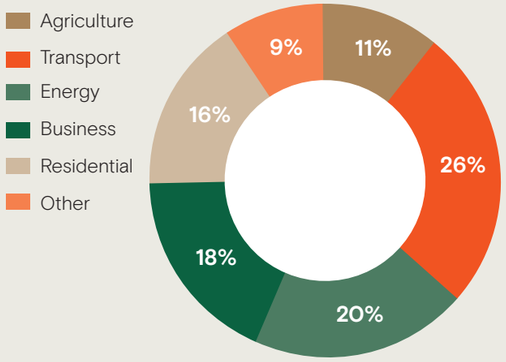
- 'Planning Practice Guidance' (Department for Communities and Local Government, 2014)

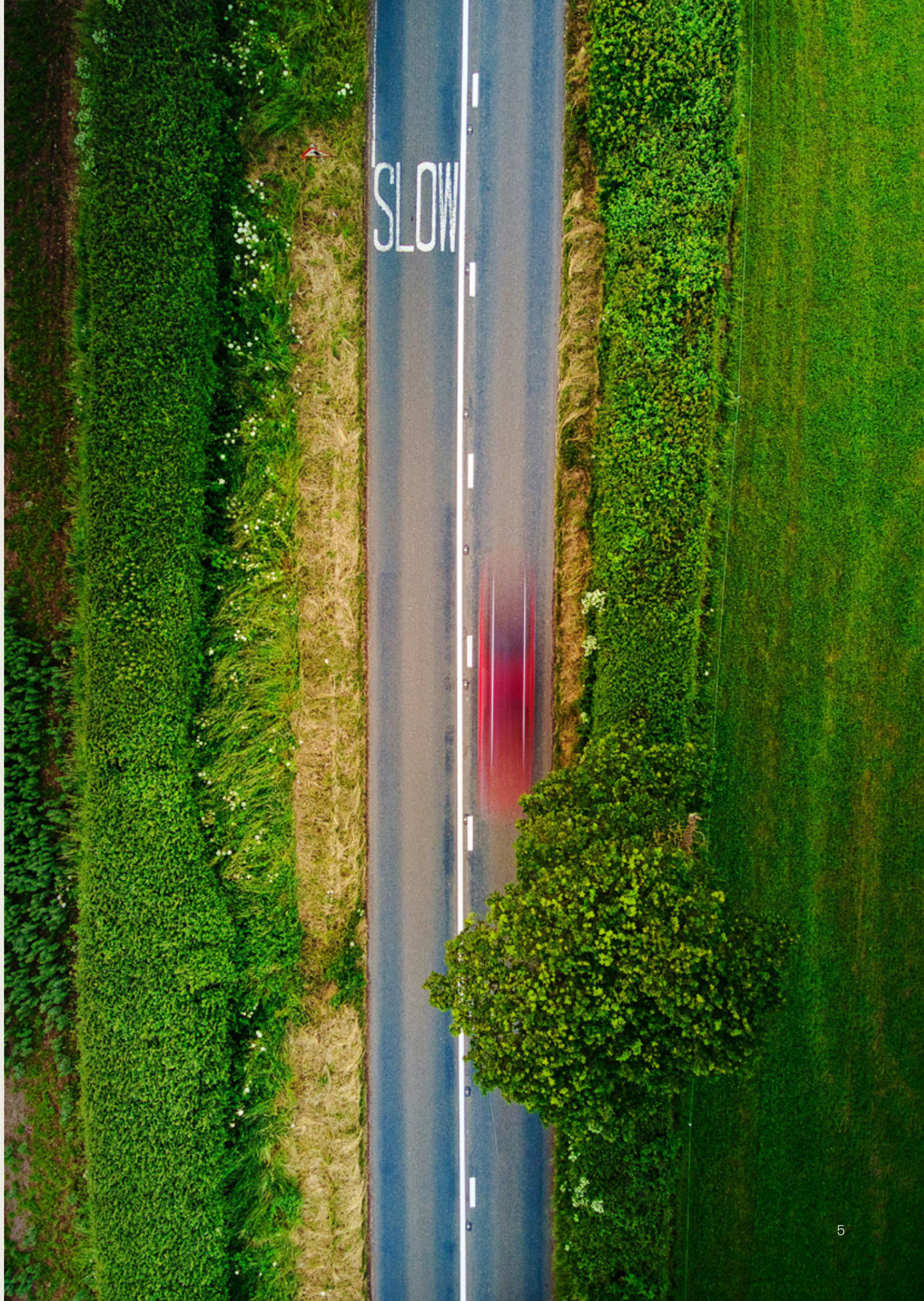
"Road congestion currently costs the UK economy £20 billion annually and this is predicted to increase to £22 billion a year by 2025."

(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 CO_2 emissions





CO_2 emissions for a 50 mile journey (per person)

Small Car

10.3kg

Large Car

20.7kg

Train

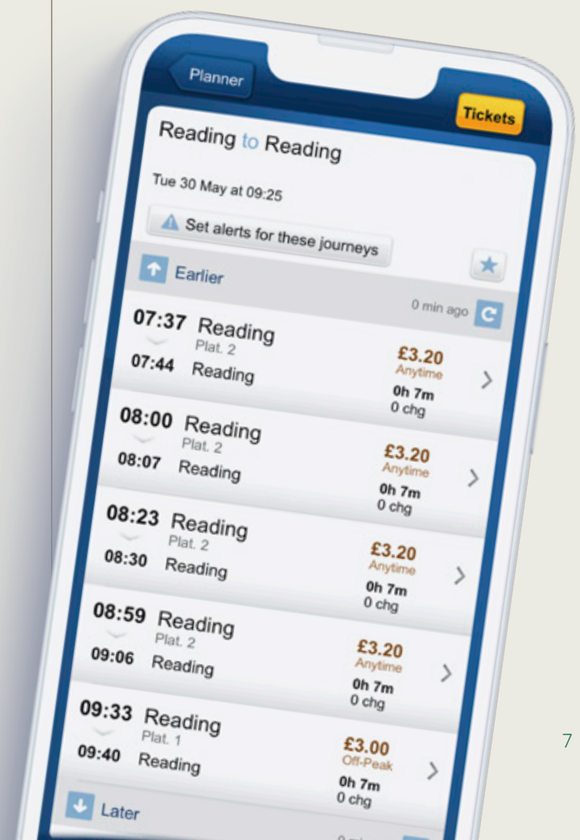
4.3kg

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.

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.

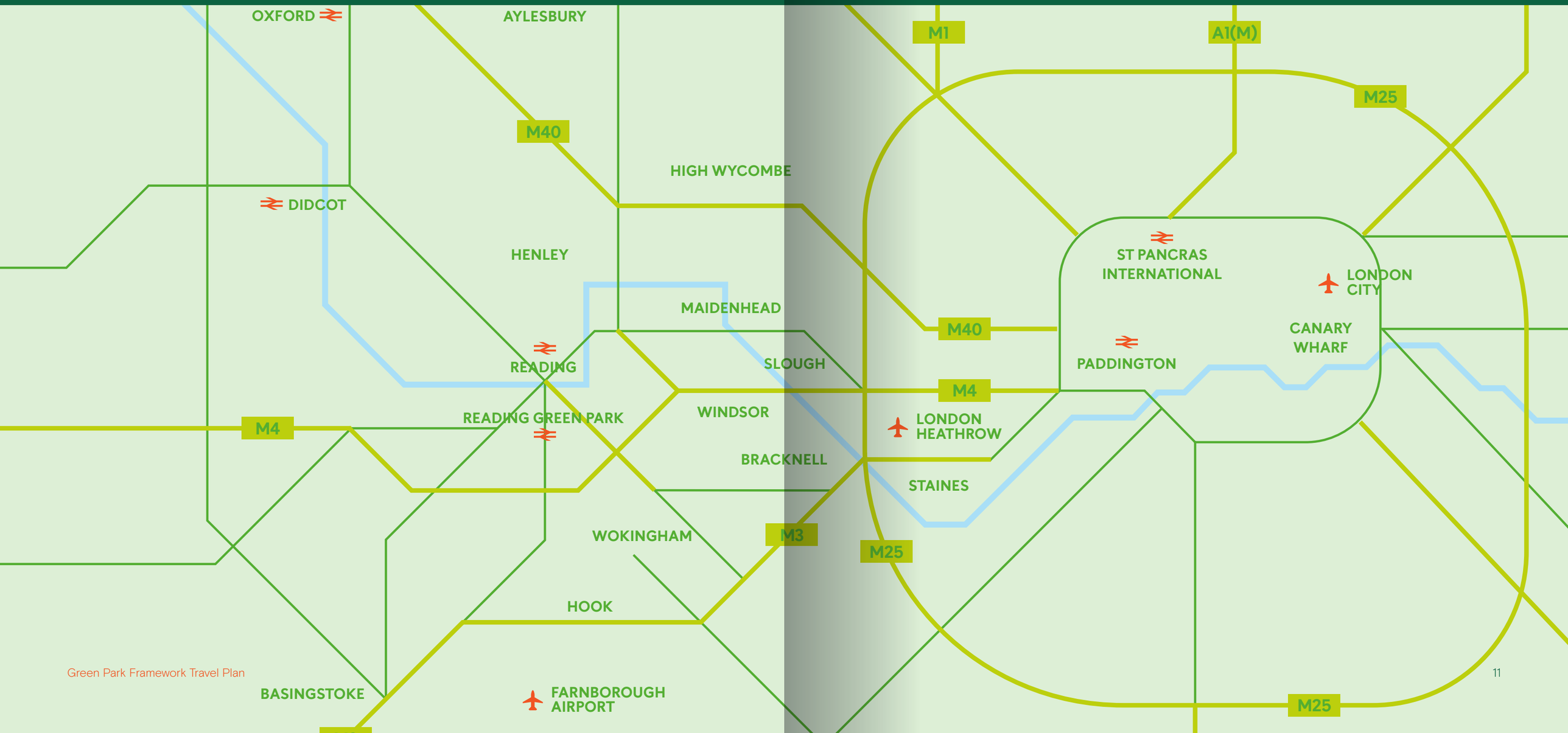
The Environment and Local Community

- 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.

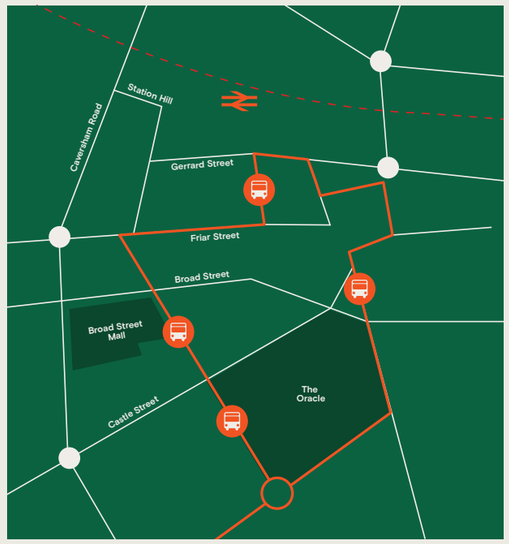
Other local facilities, including a supermarket, post office and restaurants, are located a short distance (2km) away on Basingstoke Road. However, a comprehensive range of services and facilities are available in Reading town centre and these can be accessed by employees during lunch breaks.

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