



Framework Residential Travel Plan

Kings Meadow View, Reading

September 2025

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Framework Residential Travel Plan

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1 Introduction

1.1 Preface

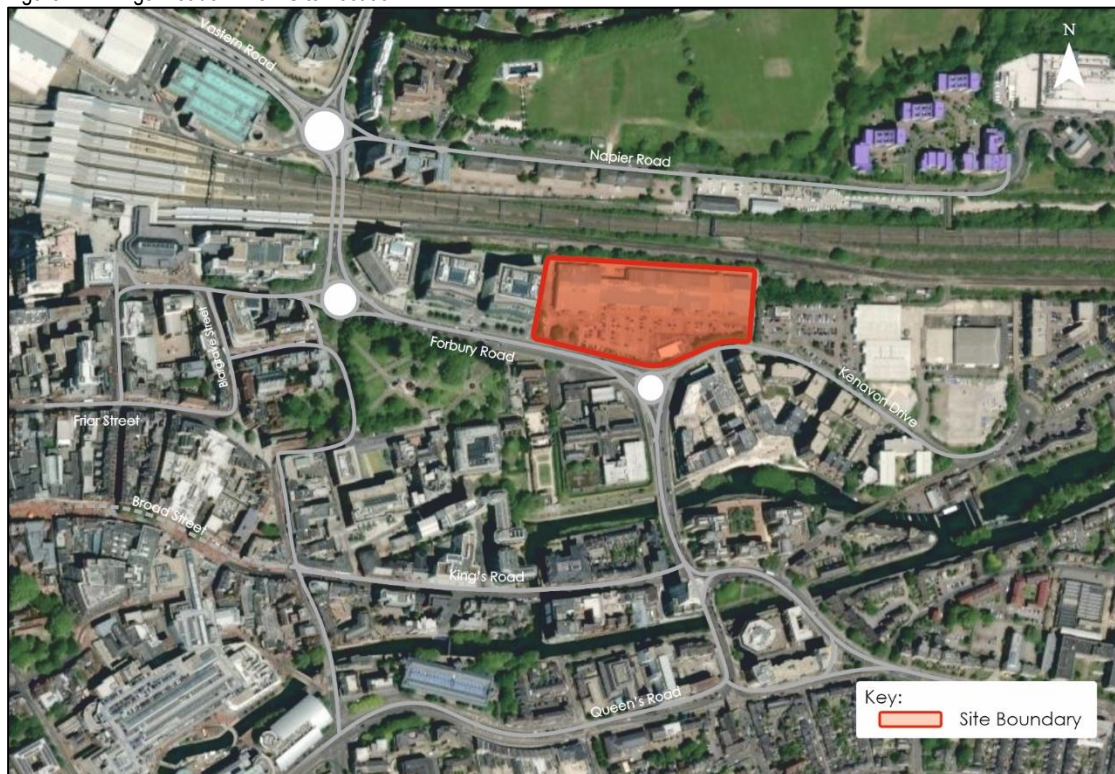
- 1.1.1 Abridn has commissioned Stantec to prepare a Framework Residential Travel Plan (FTP) to accompany the Transport Assessment (TA) and the outline planning application for the Kings Meadow View development, Reading, RG1 3JD.
- 1.1.2 Planning application (Ref: 230822) was originally submitted to Reading Borough Council (RBC) in 2023. Following that initial submission and feedback from RBC, the applicant has amended the proposals. These changes include the scale of Class E use, the number of new flats, details of the Site access and the level of car parking provided. The updated scheme is supported by this new Travel Plan, which replaces that previously submitted to RBC. The FTP should be read in conjunction with the new Transport Assessment produced alongside this report.
- 1.1.3 Reserved Matters applications will follow, providing more definitive details of the design of the proposed development.

1.2 Site Location

- 1.2.1 The Kings Meadow View site is adjacent to Reading town centre, which is bounded to the north by Vastern/Forbury Road and to the east by Forbury Road, as defined by RBC in the LCWIP and Local Plan. The Site is c. 650m east of Reading Railway Station, equivalent to an 8-minute walk.
- 1.2.2 The Site location in context with the surrounding road network and the Reading Town Centre is shown below in Error! Reference source not found.. The Site is bounded to the south by Forbury Road and Kenavon Drive, part of the IDR, to the west by office blocks, to the north by the railway track leading to Reading Railway Station and to the east by a continuation of Forbury Retail Park, containing three further stores and a McDonald's.
- 1.2.3 The Kings Meadow View site is occupied by Forbury Retail Park, which contains home and bedroom furniture stores and a fast food drive-thru (KFC). The Site currently has 20 Sheffield Stands with a capacity for 40 bicycles and 313 car parking spaces.
- 1.2.4 **Figure 1.1** shows the Site's location in relation to the surrounding road network and Reading Town Centre.



Figure 1.1: Kings Meadow View Site Location



1.3 Development Proposals

- 1.3.1 The previously proposed scheme has been amended following consultation with RBC. The application now seeks outline planning permission for the demolition of the existing buildings and the construction of up to 700 residential units, up to 3,000 sqm (GEA) of commercial floorspace which is to including a foodstore, as well as basement car parking, the diversion of the existing sewer and associated public realm, landscaping and other works, with all matters reserved save for access. The proposed development remains within the parameters of the initially submitted scheme and proposes reduced parameters as a result of a design review.
- 1.3.2 **Table 1.1** below provides a summary of how the proposals have evolved and the implications on unit number, floor area, and parking as a result of the amendments and associated reduction in height and massing:

Table 1.1 Summary of Amendments to the Scheme (maxima)

	Previous Maxima	Amended Scheme	Change
Residential Unit Numbers	820	700	-120
Commercial Floor Area (GEA)	5,500 sqm	3,000 sqm	-2,500 sqm
Basement Car Parking Spaces	200	130	-70
Ground Level Parking Serving Retail Unit	53	53	No Change
Cycle Parking Spaces	820	600	-220

- 1.3.3 The Application continues to seek to establish the principle of use, amount and scale, appearance, layout and landscaping of the development. All matters, except for access, are reserved for future consideration.



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- 1.3.4 Residential parking will be provided in a basement car park, and commercial parking for the discount food store will be provided in an at-grade car park. Car club parking spaces are to be provided at grade, and cycle parking is to be distributed amongst ground-floor cycle stores and within the at-grade public realm.
- 1.3.5 The proposals will include improvements to the public realm within and on the Site's boundaries. These improvements will make walking and cycling attractive to and from the Site.
- 1.3.6 The new parameter plans support the resubmission of the proposals. For the avoidance of any doubt, this report, in conjunction with the renewed Transport Assessment, supersedes all the previous transport reports and documents submitted.

1.4 Framework Residential Travel Plan Requirement

- 1.4.1 This FTP has been developed for the residential element of the Site in accordance with the local RBC Local Plan 2019 Policy TR1, the RBC Local Transport Plans, and national travel plan policies.

1.5 Travel Planning Approach and Objectives

- 1.5.1 This FTP has been produced to provide a travel planning approach to minimise vehicle movement to the Site where possible and facilitate active, sustainable modes of transport. It is an active document that will be reviewed post-occupation of the Site. This will ensure that the FTP promotes relevant targets that are suitable and appropriate for the Site's residents.
- 1.5.2 The objectives of the FTP are to:
- Provide a framework for the promotion of sustainable travel.
 - Establish an outline of potential measures to manage residents' vehicle trips.
 - Outline a feasible ongoing coordination process for maintaining and monitoring the effects of initiatives.
 - Contribute sustainable transport objectives and good accessibility.

1.6 Report Structure

- 1.6.1 The remainder of the FTP has been structured as follows:
- **Section 2: Sustainable Travel Opportunities** – Provides a review of the sustainable options for residents of the development available in the Site's locality.
 - **Section 3: Development Proposal** – Outlines the proposals of the development and how these will assist in promoting sustainable travel.
 - **Section 4: Objectives and Targets** – Sets out objectives and Targets of this FTP.
 - **Section 5: Travel Plan Management** – Lays out how the FTP will be managed throughout its lifetime.
 - **Section 6: Measures and Actions** – Sets out measures and actions selected for implementation.
 - **Section 7: Travel Plan Delivery** – Sets out roles and responsibilities for the ongoing management of the FTP.



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- **Section 8: Monitoring and Review** – Sets out the monitoring programme to ensure that objectives and targets are met in line with the FTP.



2 Sustainable Travel Opportunities

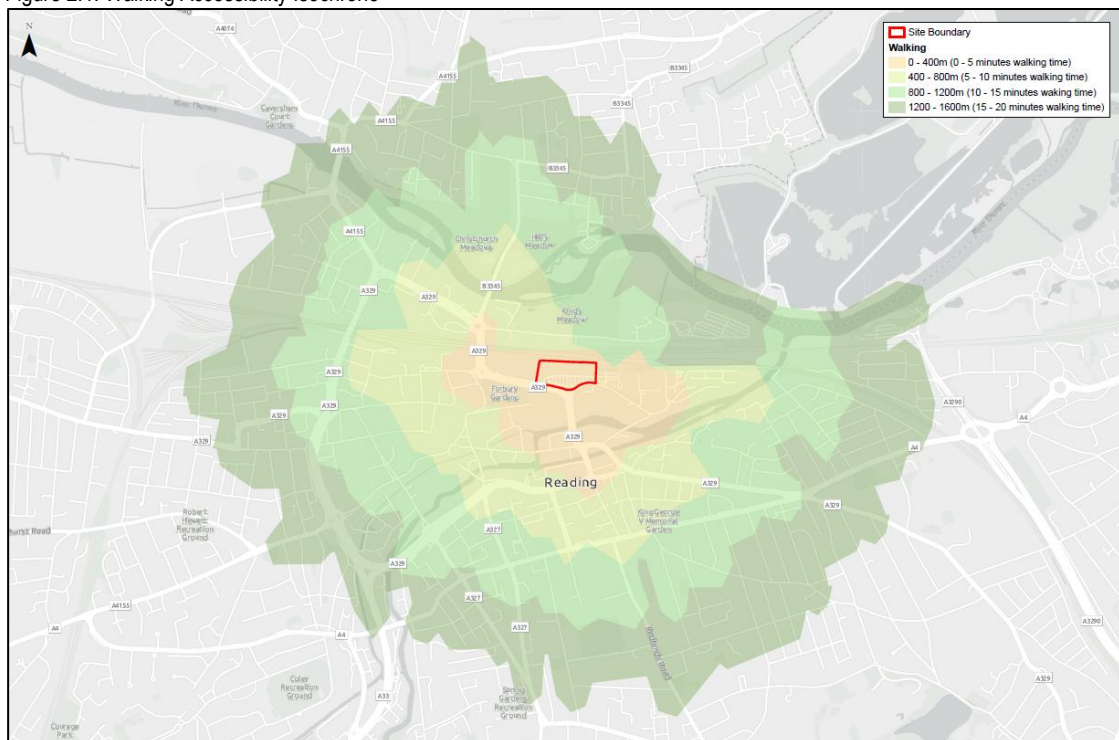
2.1 Introduction

- 2.1.1 This section reviews the sustainable travel opportunities available to the Site's residents. As stated previously, Kings Meadow View will be a low-car development with a residential car park of a maximum of 130 spaces provided in the basement, and six additional car club spaces at grade.

2.2 Local Pedestrian and Cycle Access

- 2.2.1 The Site is situated in a sustainable and accessible area adjacent to Reading Town Centre. It is ideally located to encourage residents to walk due to the employment centres in the area.
- 2.2.2 **Figure 2.1** below shows that within a 20-minute walk, residents can access the whole of Reading Town Centre, including Broad Street Mall and The Oracle areas, as well as Caversham and transport nodes such as Reading Railway Station and multiple bus stops.
- 2.2.3 Additionally, several schools and employment areas, such as Thames Valley Park and Reading Berkshire Hospital, are within a 20-minute walking distance.

Figure 2.1: Walking Accessibility Isochrone



- 2.2.4 There are footways on both sides of Forbury Road and Kenavon Drive, leading to the extensive network within the town centre and along both the River Kennet and Thames. The Napier Road underpass runs under the railway to the north of the Site, reducing severance between the two sides of the railway; access to this from the site is provided along a footpath along the Site's eastern edge.
- 2.2.5 Both the Site access points have informal drop-kerbs, with a median island in the centre of the western access point. Across the SSE building entrance is a formal drop-kerb crossing point with tactile paving, a median island and directions to 'Look Left / Right' for pedestrians on the floor.



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- 2.2.6 There are two staggered pelican crossings with a central island and tactile paving, located c. 100m and c. 280m west of the western access point, providing passage across Forbury Road and Vastern Road, respectively. The Forbury Road crossing provides access to the town centre via Forbury Gardens. While Vastern Road crossing provides access to public transport nodes, including Reading Railway Station and bus stops. Both crossings are on the desire line for those travelling to those destinations and are well-used by the existing employees and residents in the area.
- 2.2.7 Circa 100m east of the western access point at the junction with Forbury Road and Forbury Road / Kenavon Drive roundabout, there is an informal drop kerb crossing with a central island to allow passage across the dual carriageway. There is another informal drop kerb crossing point at the junction with Kenavon Drive and Kenavon Drive / Forbury Road roundabout.
- 2.2.8 As part of the Huntley Wharf development, a contribution was secured to improve the roundabout's crossing facility on the Kenavon Drive arm. This includes tactile paving and an increase in the size of the central island, which reduces the width of the carriageway required to cross, as shown in **Figure 2.2** below.

Figure 2.2: Kenavon Drive Crossing (with Tactile Paving)



Cycle Network

- 2.2.9 The Site is located adjacent to Reading Town Centre, close to the Town Centre Cycle Route (shown in purple below), which provides access to the town's cycle routes, including routes 3, 4, and 60.



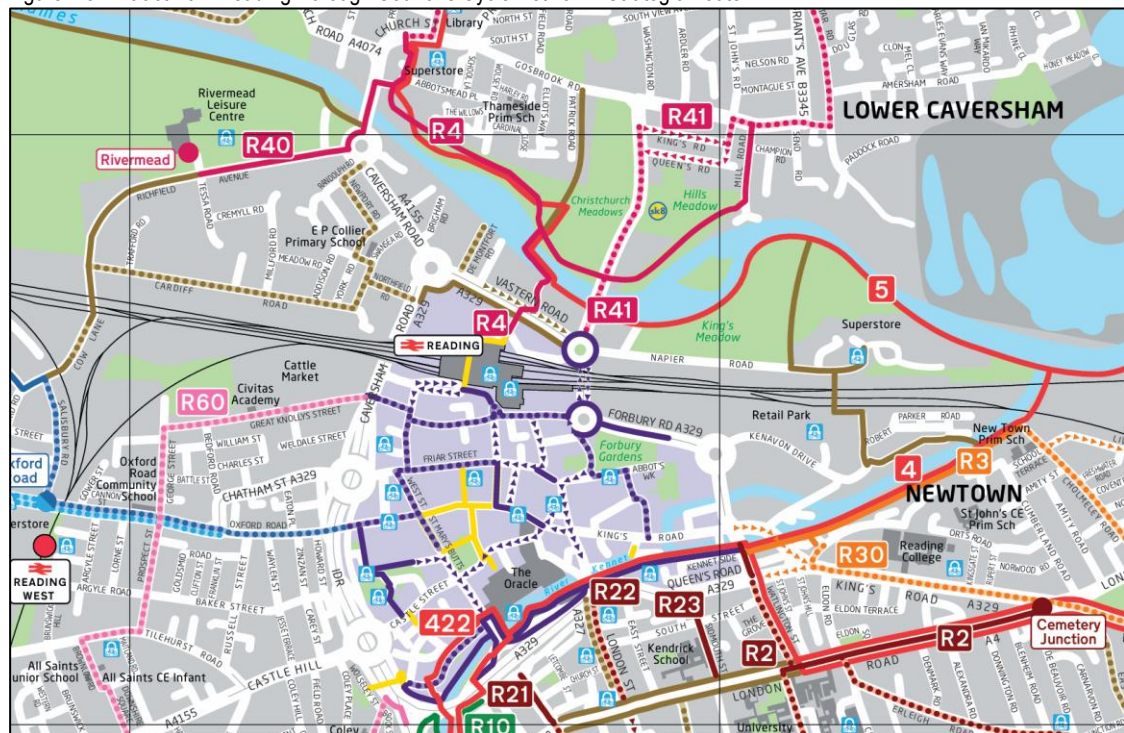
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- 2.2.10 National Cycle Network Route 3 offers access to Woodley, Route 4 provides access to Caversham and NCN 5, and Route 60 connects to Southcote along with Route 50, granting access to several parks.
- 2.2.11 The National Cycle Network's Route 4 runs along the River Kennet, providing a route to the south of Reading and Sonning, while NCN 5 follows the River Thames to the north of the Site and into Caversham.
- 2.2.12 These routes connect to Reading's extended cycle network, consisting of a mix of traffic-free and on-road cycle routes. This network links the Site to Reading Town Centre and key destinations, including Reading Railway Station.
- 2.2.13 These routes can be seen in **Figure 2.3**.

Figure 2.3: Extract from Reading Borough Council's Cycle Network - Strategic Route



Source: [Cycling - Reading Borough Council](#)

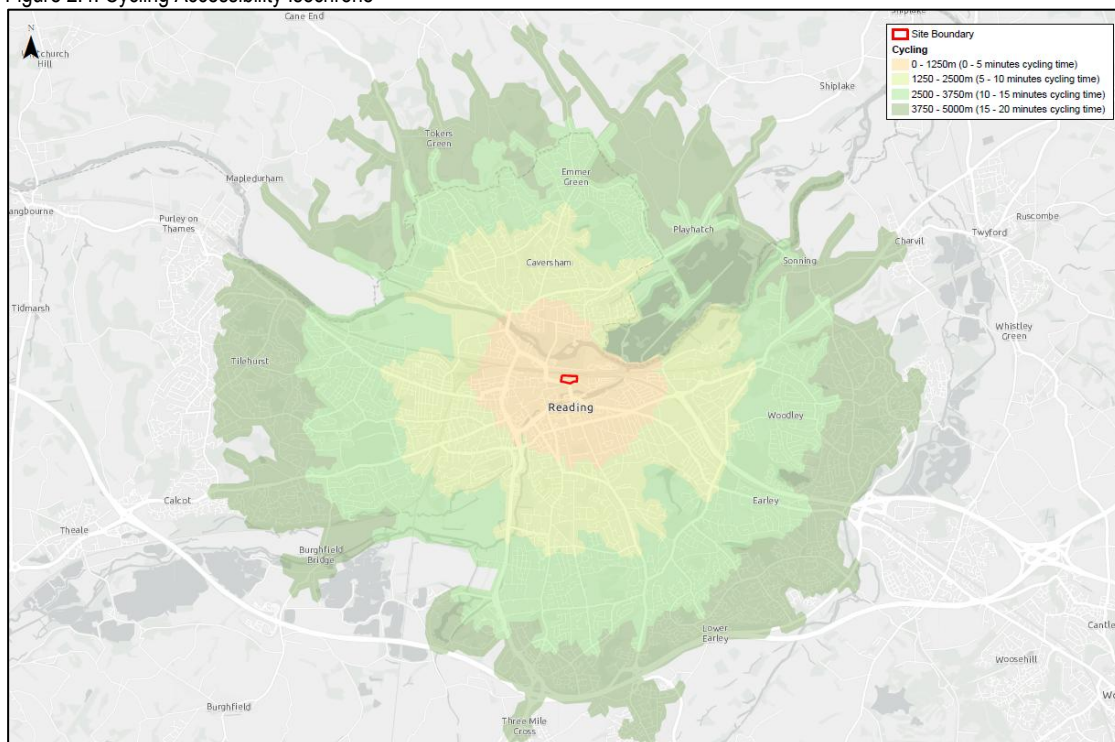
- 2.2.14 **Figure 2.4** below shows the cycling accessibility isochrone from the Site.



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Figure 2.4: Cycling Accessibility Isochrone



2.2.15 **Figure 2.4** shows that most of Reading Borough is within a 20-minute cycle of the Site, assuming a cycle speed of 16kph.

2.2.16 The Site location means that Caversham, Sonning, Whitley Wood, Woodley and Reading employment centres are within a 20-minute cycle distance, in addition to multiple primary and secondary schools and major employment centres, such as Royal Berkshire Hospital, Thames Valley Park, Green Park and Tilehurst Triangle.

2.3 Public Transport

2.3.1 Kings Meadow View is within a short distance of strategic bus routes that connect the Site with destinations across Reading Borough and beyond. Bus stops within walking distance of approximately 650m or an 8-minute walk, including those on Blagrave Street, Forbury Road, Kenavon Drive, Kings Road and Station Road. These services provide access to the wider region, including Bracknell, Newbury and Wokingham.

2.3.2 A summary of the local bus services serving these bus stops and other bus stops within a 650m radius of the Site is provided in **Table 2.1: Summary of Local Bus Services**.

Table 2.1: Summary of Local Bus Services

Service	Destinations (to/from)	Weekday services per hour	Saturday services per hour	Sunday services per hour
1 Jetblack	Newbury to Reading via Thatcham and Theale	2	2	1
2 / 2a Lime	Tadley to Reading via Mortimer and Burghfield	2	2	1
3 Leopard	Reading to Wokingham via Shinfield, Arborfield	4	4	2
4 / 4a Lion	Reading to Bracknell via Wokingham	4	4	2



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Service	Destinations (to/from)	Weekday services per hour	Saturday services per hour	Sunday services per hour
5 Emerald	Reading to Whitley Wood	5	5	3
6 / 6a Emerald	Reading to Whitley Wood	5	5	2
9 Buzz	Green Park to Reading via Whitley Wood	1	1	0
10 Ruby	Reading to Kennet Island	2	2	2
11 Bronze	Central Reading to Coley Park	3	3	2
13 / 14 Orange	Woodley to Reading Station	2	2	1
17 Purple	Wokingham Road to Tilehurst via Reading	7	6	6
18 / 18a Buzz	Tilehurst to Kenavon Drive via Reading	1	1	1
19a / 19c Little Orange	Reading to Loddon Bridge via Earley	2	2	-
19b Little Orange	Reading to Earley	1	1	-
21 Claret	Reading to Lower Earley	4	4	3
22 Pink	Reading to Caversham Heights	1	1	-
23 Berry	Reading to Caversham Park	2	2	2
24 Berry	Wokingham Town Centre to Reading Town Centre	2	2	1
25 / 25a Pink	Reading to Peppard Common	2	2	1
26 Yellow	Reading to Calcot	4	4	2
28 / 28a Aqua	Reading to Henley via Caversham and Shiplake	2	2	1
29 Little Berries	Reading to Lower Caversham	2	2	1
127	Maidenhead to Reading via Twyford, Sonning and Woodley	-	0.5	-
128 / 129	Wokingham Town Centre to Reading Town Centre	1	1	-
X40	Oxford to Reading via Benson, Wallingford and Caversham	2	2	2
50 Greenwave	Reading to Green Park	4	2	-
500 Park & Ride	Reading to Winnersh Triangle P&R	4	4	-



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Service	Destinations (to/from)	Weekday services per hour	Saturday services per hour	Sunday services per hour
600 / 650 Park & Ride	Reading to Spencers Wood / Mere oak P&R	4	4	1
850	High Wycombe to Reading via Marlow, Henley, Wargrave and Twyford	2	2	2

Source: [Reading Buses](#), [Oxford Bus](#) & [Carousel Buses](#) (Accessed July 2025)

- 2.3.3 The Site's accessibility to numerous bus services will encourage residents and visitors to use the bus.

National Rail

- 2.3.4 The Kings Meadow View development is close to Reading Railway Station, a national transport hub. Reading Railway Station is used by approximately 20 million passengers annually (2024) and is the second busiest interchange station outside of London.
- 2.3.5 Rail services from Reading Railway Station provide connections to the regional and national rail network, where the following train companies offer services to various destinations.
- **Great Western Railway** operate trains to destinations which include London Paddington, Slough, Basingstoke, Guildford, Gatwick Airport, Oxford, Hereford, Worcester, Bristol, and the South West of England;
 - **Cross Country Trains** operate trains to destinations including Bournemouth, Southampton, Guildford, Banbury, Coventry, Birmingham, the North of England, and Scotland; and
 - **South Western Trains** provides services to Wokingham, Staines, Richmond, Clapham Junction, London Waterloo, Basingstoke, Winchester, Southampton and Portsmouth.

Elizabeth Line

- 2.3.6 Reading Railway Station is the Elizabeth line (Crossrail) service's western terminus. The service opened its full route in November 2022, providing four trains per hour during peak hours and two trains per hour during off-peak hours. The route connects to railway stations and key interchanges in central and east London, including Bond Street, Farringdon, and Canary Wharf.
- 2.3.7 The Site's proximity to Reading Railway Station, approximately a 650m walk from the western access, will allow residents to commute to London and the wider Thames Valley, including Reading Green Park, which opened in 2023. The rail provision also provides for leisure trips to London and other locations.

2.4 Provision of New Local Facilities

- 2.4.1 The Site's western portion will include commercial floorspace, including a new food store. This will provide an accessible facility for the residents of the proposed development at Kings Meadow View and the surrounding (and expanding) community, along with several smaller commercial units on the ground floor of the southern residential blocks.
- 2.4.2 The proposed development may also potentially contain community facilities for the Site's residents.



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- 2.4.3 The Site will provide six car club spaces. These will reduce the reliance on private car ownership and promote sustainable modes of transport. This Framework Travel Plan promotes the car club to Site residents. The car club will also be accessible to the surrounding local community. This will reduce private car usage and encourage sustainable modes of transport.

2.5 Local Facilities

- 2.5.1 Kings Meadow View is located in an accessible and sustainable location adjacent to Reading Town Centre, which allows residents of the Site to access a wide range of amenities, including entertainment, healthcare and retail, the location of which can be seen in Error! Reference s
ource not found.5 and a summary listed below:

- Transport Nodes (bus stops and Reading Railway Station)
- Retail Parks
- Supermarkets
- Restaurants
- Shops (The Oracle Shopping Centre)
- ATM
- Parks
- River Kennet and the Thames
- Huntley Wharf and its onsite amenities

Figure 2.5: Local Facilities and Amenities



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- 2.5.2 The proposed development is located in an accessible and sustainable location, with access to a wide range of local amenities that will serve the future residents, including green spaces in Forbury Gardens and Kings Meadow, retail offerings within the adjacent town centre, and in the neighbouring retail park and Huntley Wharf. Additionally, the Site is in proximity to multiple public transport nodes, with bus stops located within the Town centre and outside Reading Railway Station.



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3 Development Proposals

3.1 Introduction

- 3.1.1 This section outlines the development proposals at the Kings Meadow View, seeking to demolish the existing retail and restaurant unit and construct up to 700 residential flats (Class C3) and up to 3,000sqm GEA commercial floorspace (Class E).
- 3.1.2 The scheme has been developed within the scope of the previous description of development submitted as part of the outline planning application. The parameter plans outline the placements of buildings, car and cycle parking, movement routes, and refuse storage.

3.2 Development Proposals

- 3.2.1 The Kings Meadow View development proposals have been refined and amended in line with RBC's comments on the previous scheme. The proposed amendments remain within the scope of the original description of development and only result in a reduction in a number of the maximum figures stated within the description.
- 3.2.2 The revised scheme differs from the previous scheme accordingly, and proposes a reduced provision of up to 700 flats, reduced provision of up to 3,000 sqm GEA Class E land use and reduced level of residential parking. In addition to this, further controls are proposed to limit the Class E land use to retail, food & drink and small scale commercial services uses.
- 3.2.3 The site access and servicing route have been amended. The revised scheme also proposes an indicative cycle route across the site that is integrated with existing cycle provision. A pedestrian crossing across Kenavon Drive is also proposed. Access Strategy

Pedestrian & Cycle Access

- 3.2.4 The Site benefits from being located adjacent to Reading Town Centre in an accessible and sustainable location. This provides an opportunity to tie the Site's layout into the existing active travel network.
- 3.2.5 The internal layout of the residential section has been designed to prioritise pedestrians and cyclists, ensuring easy movement throughout the Site. Vehicle access will be limited to service vehicles via the eastern access point on Kenavon Drive, with car club vehicles permitted only on short sections of the internal network.
- 3.2.6 A dedicated cycle path will run along the Site's southern edge, enhancing connectivity. The western access point will be upgraded to accommodate both pedestrians and cyclists, improving overall accessibility. This includes reducing the width of the bell mouth and the distance to be crossed. The western access point will be improved to allow pedestrians and cyclists to access the Site. The eastern connection will require the removal of one TPO tree west of the eastern access.
- 3.2.7 A direct connection will link the residential and commercial areas. Pedestrians and cyclists will use the western access point to reach the commercial section, with a connection made to the shared footway/cycleway along the northern edge of Forbury Road; this will be handled via the reserved matters application.
- 3.2.8 A new crossing facility along Kenavon Drive is proposed to improve access between the Site and the Huntley Wharf development. This would allow the residents of Huntley Wharf and Kings Meadow View to use the amenities provided in both sites. It would also improve access between Kings Meadow View and the canal path, and other amenities beyond, such as Reading Railway Station.



Cycle Connections

- 3.2.9 In response to the previous application for Kings Meadow View, RBC commented that
- “provision of the cycle facility within the site is accepted in principle but to ensure a continuous link to the east the internal cycle facility must re-join the footway that runs along Kenavon Drive prior to the eastern site entrance and this is likely to result in the loss of at least one tree. The design of this link therefore requires careful consideration and design.”*
- 3.2.10 The outline application has been developed to provide good cycling facilities. A new route through the Site is proposed within the Movement Parameter Plan. The indicative cycle route will route from the western access to the eastern access, routing north of the TPO trees.
- 3.2.11 The new route and cycle access details will be designed and detailed at the appropriate Reserved Matters stage, taking guidance into consideration. However, the principles of the provision for cycling are established within the outline application, as set out within the Design Code and Parameter Plan.

Vehicle Access

- 3.2.12 The western access point will remain a left-in and out junction, with the width of the bell mouth being reduced, as this will provide access to the car parks. As such, the existing access point width is greater than required; the reduction improves the safety for pedestrians crossing the access point. The residential basement car park is accessed through the eastern edge of the commercial car park and down a ramp underneath it. This is shown in the outline planning applications parameter plans.
- 3.2.13 The eastern access point is proposed to be modified from an entry-only junction to an entry and exit access point, providing access to the service road along the Site's eastern and northern edges. The access width has been increased to allow for two-way vehicle movements.

Cycle Parking

- 3.2.14 The outline application proposes cycle parking at the ground level of the proposals in cycle stores, which could contain a mixture of two-tier racks and Sheffield Stands. Details of the cycle parking will be designed and detailed at the appropriate Reserved Matters stage, with due consideration of guidance. The cycle parking provision will be in accordance with Reading Borough Council Cycle Parking Standards.
- 3.2.15 Sheffield Stands will be provided for visitors to use in the public realm of the residential section of the Site; the number and location will be handled as part of the reserved matters application.

Car Parking

- 3.2.16 The proposals include two areas of car parking. These parking areas will be accessed from the existing left-in / left-out priority junction on Forbury Road.
- 3.2.17 RBC has agreed that the Site is appropriately located and could be provided with reduced residential car parking. The basement car park would provide a maximum of 130 residential parking spaces; this parking is not intended to be available for Class E use.
- 3.2.18 Visitor parking is not proposed, given the Site's close proximity to the railway station and bus services. Visitor cycle parking will be provided. The nearby town centre offers visitors to the residential units the opportunity to park locally and walk to the Site.



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- 3.2.19 The 53 car parking spaces for the Class E use would service the proposed new food store located at grade adjacent to the store. The other Class E uses would not have any allocated car parking spaces provided on site.

Car Club

- 3.2.20 The development would provide six car club spaces within the residential section of the Site, within the public realm, along with direct access onto the service road to allow egress and exit via the eastern access.
- 3.2.21 This FTP promotes the use of the car club to future residents of the development. The car club will help to promote sustainable transport modes and reduce the number of private car trips. The car club will be open to the public and foster sustainable transport in the community.

3.3 Highway and Public Realm Improvements

- 3.3.1 RBC secured S106 contributions from the Huntley Wharf development to improve the informal pedestrian crossing on the Kenavon Drive arm of the Forbury Road / Kenavon Drive roundabout. This has been delivered and is shown in **Figure 2.2: Kenavon Drive Crossing** (with Tactile Paving).
- 3.3.2 This pedestrian provision improves the accessibility between Kings Meadow View and Huntley Wharf. It enables residents of both developments to access the amenities.
- 3.3.3 While, Huntley Wharf has a convenience store (Tesco Express), the provision of a food store in Kings Meadow View will reduce the need for Huntley Wharf residents to take car trips to a larger food store a convenience store, which would be a further away, instead they can walk to the potential food store in Kings Meadow View.
- 3.3.4 Kings Meadow View will provide an access point to the Napier Road Underpass that bounds the Site's eastern edge. This will improve accessibility and connectivity between the Site and the wider area.



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4 Objectives

4.1 Introduction

4.1.1 This section outlines the FTP's overarching objectives and targets for the residential units.

4.2 Aims and Objectives

4.2.1 The overarching aim of this FTP is to develop a set of practical measures and initiatives to help promote sustainable and healthy travel amongst future residents at the Site and reduce reliance on car use.

4.2.2 To support the overarching aim, the following objectives have been identified:

- Increase the awareness of the Travel Plan and its constituent elements;
- Minimise single-occupancy car travel to and from the development;
- Encourage greater use of more sustainable means of travel, particularly cycling and walking;
- Reduce the need to travel; and
- Develop an ongoing management coordination process which will monitor and review changes.

4.3 Travel Plan Targets

Targets

4.3.1 Including targets with this FTP enables progress monitoring and ensures the FTP seeks to actively meet its objectives. The targets have been set to reflect the expected levels of car use as a result of the TP's measures.

4.3.2 These targets must be SMART as explained below:

- **Specific:** Identify precisely what is to be achieved;
- **Measurable:** Throughout the target period, allowing for regular evaluation of effectiveness;
- **Appropriate:** Linked to overall objectives and aims;
- **Realistic:** In terms of the potential to be achieved over the duration period of achieving targets; and
- **Timed:** The target must define a date by which it is expected to be achieved.

4.3.3 A key measure of the FTP's success would be the level of residents' car ownership and mode of travel to work. The development has been designed to reduce car ownership so that a limited number of residents have access to a private car.

4.3.4 The Site's residential car driver mode share has been assumed to be 30.4% based on the 2011 Census Travel to Work data for the **MSOA E02003399**. This will be used as the initial baseline mode share until surveys are undertaken to establish the baseline of residents, which will be at 75% occupation of the first phase of residential units, and at 75% occupation of each phase thereafter.



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- 4.3.5 The surveys will run annually for five years following the completion of the final construction phase. These surveys will be conducted using a resident travel survey, likely distributed through the Estate Management Team, to obtain travel to work mode shares and other travel related information that could be used to inform the measures and actions of the TPC.
- 4.3.6 Additionally, where suitable, observational surveys at the entrance of the residential basement car park entrance, recording cycle stores and pedestrian routes to and from the residential blocks use.
- 4.3.7 As a travel survey of the Site cannot yet be undertaken, the modal split targets within this section are indicative. They will be refined once the initial travel survey has been conducted and reviewed.
- 4.3.8 The Site is anticipated to have a high proportion of sustainable transport mode share from its inception. The targets are set out to increase this mode share as the development is built out, and measures are implemented. The modal shares can be seen in **Table 4.1**.

Table 4.1: FTP Interim Mode Share Targets for Residents Based upon Travel to Work Data from 2011 Census

Mode	Baseline Mode Share	Interim Targets				
		Year 1	Year 2	Year 3	Year 4	Year 5
Car Driver	30.4%	28.3%	26.3%	24.2%	22.3%	20.4%
Public Transport	31.8%	32.8%	33.9%	34.9%	35.8%	36.9%
Walking and Cycling	32.9%	33.9%	35.0%	36.0%	36.9%	37.9%
Other	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%
Total	100%	100%	100%	100%	100%	100%

- 4.3.9 To provide an updated baseline, a comprehensive and compliant first baseline survey will be conducted at 75% occupancy of the first construction phase. This will measure the mode share of the residents on a typical workday.
- 4.3.10 The targets will require validation and review once the baseline modal share proportions are confirmed. Once data on travel patterns have been obtained, these targets can be firmed up.



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5 Travel Plan Delivery

5.1 Introduction

- 5.1.1 This section sets out the TP's management responsibilities to achieve the objectives and targets.

5.2 Travel Plan Coordinator

- 5.2.1 A key element of the Travel Plan is the nomination of a Travel Plan Coordinator (TPC) who will act as the plan's "champion."
- 5.2.2 The appointment or nomination of the TPC is central to the successful implementation and management of the TP. The TPC will promote the TP's components to secure its implementation and be the key contact point for those using the Site.
- 5.2.3 The key responsibilities undertaken by the TPC are set out below, acknowledging that these will be reviewed/amended regularly:
- Leading on the delivery of the updated TP once approved by RBC;
 - Coordinating the necessary data collection for maps of local walking and cycling facilities, public transport timetables, contact details for local bus and taxi companies, contact details for local authority travel-based initiatives and promotions, and information about all local facilities in the area;
 - Representing the 'human face' of the TP to provide a point of contact for residents to discuss travel arrangements;
 - Promoting individual events and coordinating initiatives; and
 - Liaising with Reading Borough Council over monitoring surveys and reviews of the FTP to help assess progress towards achieving a mode shift away from car use.

5.3 TPC for Each Type of Residential Unit

- 5.3.1 Due to the nature of the Kings Meadow View site, there would be a mixture of residential units, including privately owned, rented and affordable units. These could have a Sub-TPC who would have the details of the residents.
- 5.3.2 These sub-TPCs would liaise with and assist the main TPC in meeting the TP's requirements. However, it is possible that only one TPC would be for all the residential units. This matter will be outlined in detail within the TP.

5.4 Funding and Handover

- 5.4.1 In the short term, the ownership of the FTP lies with the Site Management Company and the developer prior to occupation. Before the first occupier, the FTP is handed over to the TPC. The developer will fund all tasks associated with Travel Plan Management until the Site is occupied.



6 Measures and Actions

6.1 Introduction

- 6.1.1 This section will cover the proposed measures to achieve the objectives and targets outlined. Each measure must be confirmed, introduced, refined and expanded during the travel plan's life and according to the occupier's requirements and operations.

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: Objectives and Measures for Travel Plan

	Measures	Phase	Responsibility
Management	Appoint TPC.	Prior to occupation	Developer
General	Provide disabled access, including varying levels of disability, such as visual impairment.	Prior to occupation	Developer
	Develop and provide Welcome Packs to residents	Prior to occupation	Developer
	Promote sustainable travel's benefits through articles, newsletters, notice boards, and website.	Regularly	TPC
	TPC to promote local campaigns (where available)	Ongoing	TPC
Pedestrian and cycling	Provide an internal network of footways and cycling signage to facilitate pedestrian and cycle movements across the development (for all user types, regardless of mobility or visual impairment).	Prior to occupation	Developer
	Include walking and cycling maps and information on journey times to key destinations on Notice Boards/web pages.	Prior to occupation	Developer
	Offer cycle proficiency training in conjunction with RBC.	Upon Occupation	TPC
	Promote events (e.g. National Walk to Work Day).	Regularly	TPC
	Provide dedicated, secure and convenient cycle storage.	Prior to occupation	Developer
	Promote walk-buddy / cycle buddy schemes to share daily journeys to work on foot and cycle.	Regularly	TPC
Public Transport	Provide residents with up-to-date information, and consider offering discounts to occupiers.	Regularly	TPC
	Provide up-to-date public transport timetables and information, including links to RBC travel-info and journey-planning websites.	Prior to occupation	Developer



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	Measures	Phase	Responsibility
Parking	Implementation of a controlled car park entry system and Car Park Management Plan.	Prior to occupation	Developer
Car Sharing/ Car Club	Incentives to car club users (e.g. prize draws).	Ongoing	TPC
	Introduce car club vehicles available to residents.	Prior to occupation	Developer
	Promote car sharing with links to liftshare.org and regularly updated posters, notice boards and email.	Regularly	TPC
	Consolidation of Deliveries.	Prior to occupation	Facilities Manager



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7 Monitoring and Review

7.1 Introduction

7.1.1 Travel Plans are evolving documents that need regular updating. This section summarises how this will be delivered for this site-wide TP.

7.2 Monitoring

7.2.1 This FTP is an active document that should be continually monitored and reviewed. This section details the schedule for monitoring and review to ensure that any changes to the Site or local environment which affect travel patterns are documented accordingly.

7.2.2 Initial surveys, monitoring and target review will occur once the first phase of the proposed development has reached 75% occupation. Surveys will be conducted at 75% occupation of each stage thereafter. Revised baseline targets may be proposed once the surveys have been reviewed and analysed.

7.2.3 Annual monitoring will be conducted for five years following the completion of the final phase. **Table 7.1** identifies the key actions and timescales relating to monitoring and reviewing the FTP.

Table 7.1: Timeline of Action Plan

Action	Timescale
Baseline travel surveys	At 75% occupancy of first phase
Additional surveys during construction	Undertaken at 75% of each construction phase
Update of FTP following baseline surveys	Following baseline surveys (as above) and following each survey during construction
Post-completion resident travel surveys	Following completion of the development: 1 Year after completion 2 Years after completion 3 Years after completion 4 Years after completion 5 Years after completion
Undertake a comprehensive review of Travel Plan (including Objectives, Targets, the Action Plan and Monitoring Programme)	After each completed development phase and Annually post-completion for 5 years after completion

7.2.4 The TPC shall undertake and submit an Annual Monitoring Report to RBC for approval. This report is to demonstrate to the council reasonable satisfaction with how the TP has been implemented during the preceding period and should include the following:

- Measures introduced and actions taken to promote the TP;
- A summary of the modal split through the monitoring surveys (where undertaken);
- The progress of the FTP in achieving targets and identifying any amendments to be agreed in writing by the council if targets are not met; and
- A plan for future actions to be implemented.



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7.3 Remedial Measures

- 7.3.1 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 why the targets have not been met and introduce new measures to address them.
- 7.3.2 The Site's TPC would be responsible for negotiating any remedial measures and the subsequent funding for managing the commercial and residential units with RBC.

