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2025

Magenta, Reading

Travel Plan

Iceni Projects Limited on behalf of
Magenta Storage Limited

October 2025

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ON BEHALF OF MAGENTA
STORAGE LIMITED

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Magenta, Reading
TRAVEL PLAN

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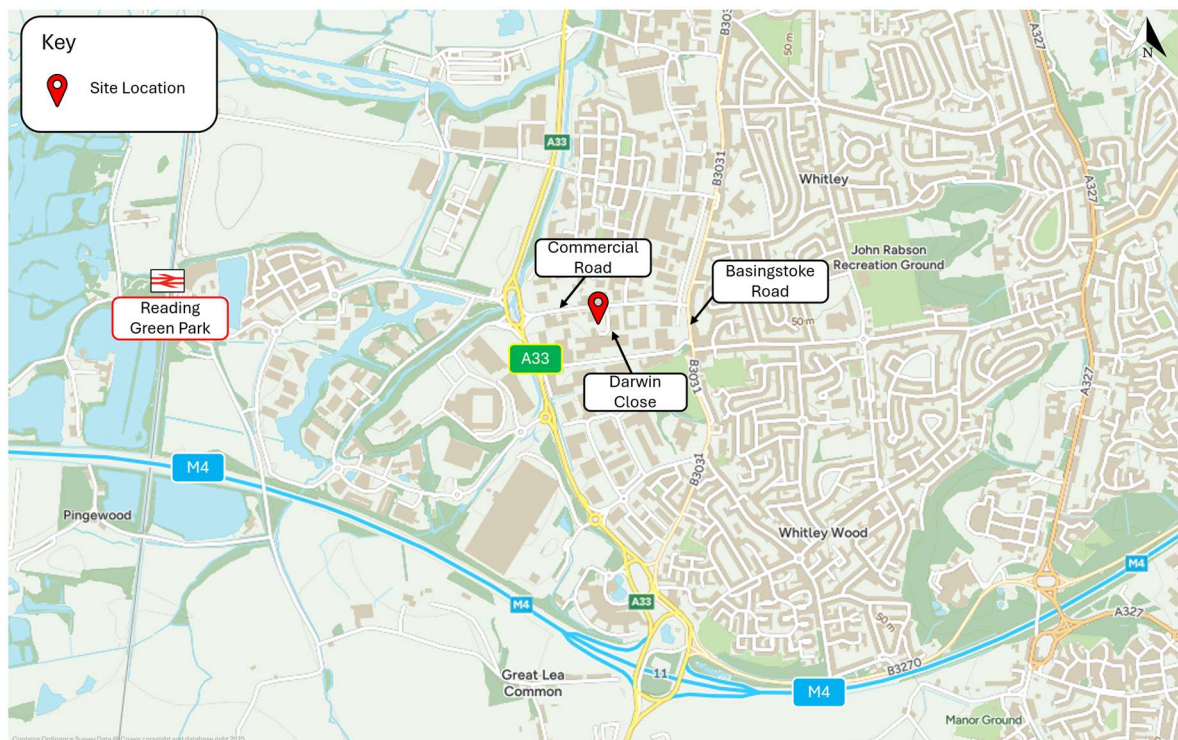
A1. SITE LAYOUT PLAN

1. INTRODUCTION

Overview

- 1.1 This Travel Plan (TP) has been prepared by Iceni Projects Ltd (Iceni) on behalf of Magenta Storage Limited in support of a full planning application for change of use of the existing 5-storey tower block on site to Class B8 (self-storage) at Magenta Self Store Reading, 2-4 Darwin Close, Reading, RG2 0RB ('the Site').
- 1.2 The application seeks planning permission for the following development:
- "Change of use of existing 5-storey building from Class E (office) to B8 (self-storage)".*
- 1.3 The application is for the change of use of the existing 5-storey office space within the Site to Class B8 (self-storage), to increase the operating capacity of the existing self-storage facility operating on the remainder of the Site. Magenta Self Storage, who operate the existing facilities on the Site, is seeking additional space to expand its operations in response to demand.
- 1.4 The location of the Site is confirmed on **Figure 1-1**.

Figure 1-1 Site Location



What is a Travel Plan?

- 1.5 Travel Plans provide a long-term management strategy to support sustainable and active travel at new developments. Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the development.
- 1.6 The TP is therefore essentially a series of initiatives that are introduced by an organisation to provide all users of a development with an enhanced range of sustainable transport opportunities. The overriding objective of a TP is to reduce the level of single occupancy car use for all journeys and to maximise the use of other sustainable forms of travel such as walking, cycling and public transport.
- 1.7 A TP can bring several benefits to a new development for the developer, the local authority and the ultimate users of the Site. Some of which include:
- Less congestion and therefore improved safety on local roads by promoting alternatives to the car;
 - Reduced highway capacity problems by promoting sustainable travel choices;
 - Local environmental improvements from reduced congestion, carbon emissions, pollution and noise;
 - Improving the attractiveness of a development to potential occupiers / users;
 - Increasing the opportunities for active healthy travel, such as walking and cycling;
 - Reducing the demand for parking spaces and therefore enabling land to be put to more cost-effective / commercially beneficial use and freeing space for active travel initiatives;
 - Improving the travel choice, quality and affordability available to all users; and
 - Increased opportunities to feed into corporate social responsibility or sustainability initiatives.

Transport Planning Policy Context

- 1.8 The following section provides a review of the relevant transport planning policy in relation to the Proposed Development and this TP.
- 1.9 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans for housing and other development can be produced. Planning law requires that applications for planning permission be determined in accordance with local development plans and that the NPPF must be taken into account when preparing the development plan and is therefore a material

consideration in planning decisions. The main objective of the NPPF is to achieve sustainable development.

- 1.10 The NPPF was adopted in March 2012, however, there has since been several revisions and the latest version was adopted in February 2025.
- 1.11 In relation to TP's, the NPPF states *"All developments that will generate significant amounts of movement should be required to provide a travel plan."*
- 1.12 The NPPF also sets out that new developments should look to encourage the use of sustainable modes of transport, and the TP will be a key tool to facilitate this.
- 1.13 The National Planning Practice Guidance (NPPG), which was adopted in March 2014, states the following:

Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on the evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling).

Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.

- 1.14 With regard to local policy, both the London Plan and London Borough of Lewisham's (LBL) adopted Local Plan set out a focus towards sustainable travel and encouraging the use of walking and cycling.
- 1.15 This TP therefore accords with, and supports, the relevant transport related planning policies.

2. SUSTAINABLE TRAVEL MODES

Walking and Cycling

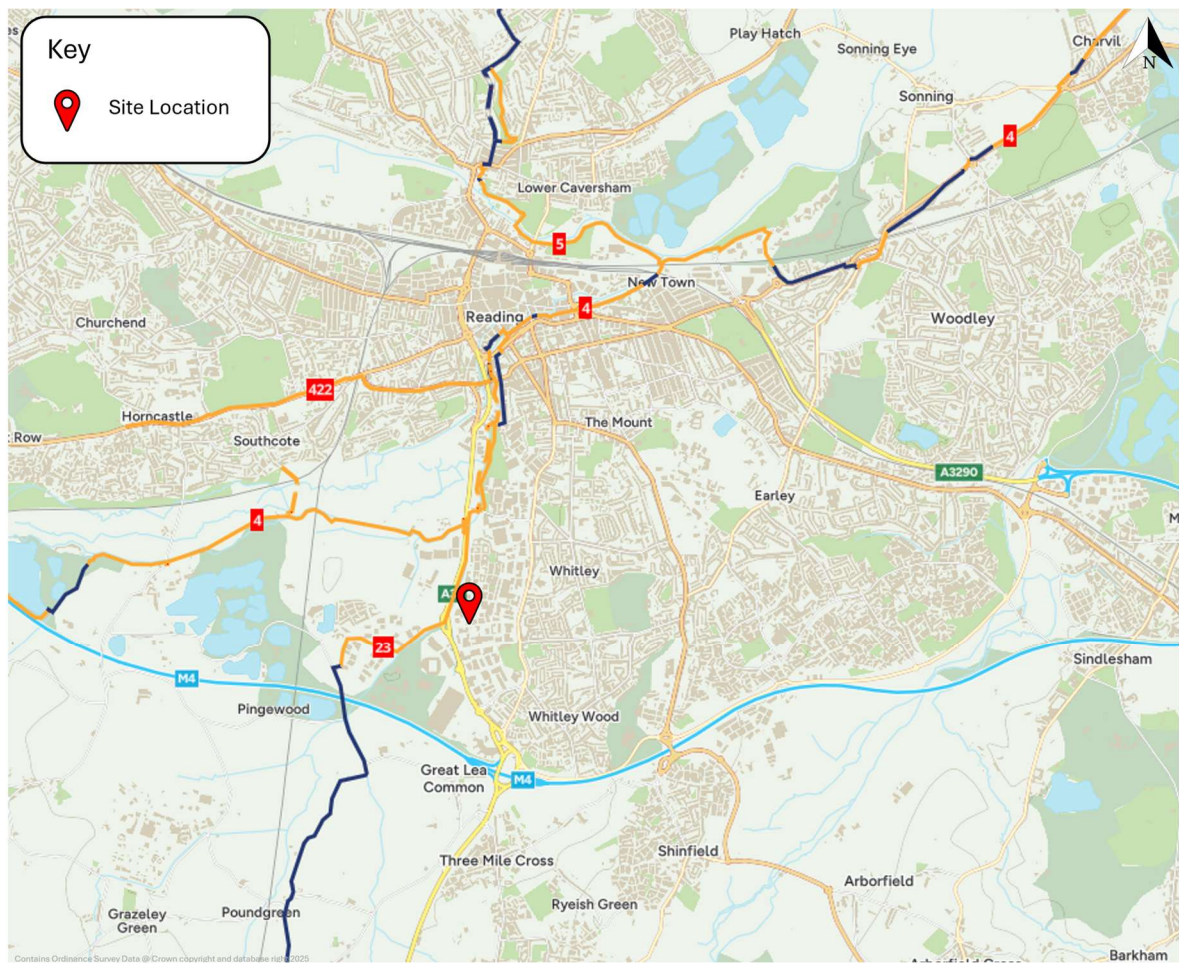
Walking

- 2.1 Pedestrian access into the Site is taken from Darwin Close. Darwin Close benefits from wide footways on both extents of the carriageway and is a relatively low-trafficked carriageway and connects to Commercial Road to the north, which is part of the wider highway network of the retail park.
- 2.2 Commercial Road provides pedestrian access to the wider retail park, connecting with Bennet Road to the south of the Site and Smallmead Road to the northwest. Commercial Road benefits from wide footway provision on both extents of the carriageway, with dropped kerbs and tactile paving provided. It is worth noting that some sections of the footway are segregated from the carriageway by a grass verge.
- 2.3 Pedestrian access into the retail park can be taken from Smallmead Road which provides a connection to the A33. The first approximately 150m section of Smallmead Road, off of the A33, is footway only before it becomes an internal access road with a footway on the eastern extent of the carriageway, segregated by a grass verge and barrier.

Cycling

- 2.4 In terms of cycling, the National Cycle Network (NCN) Route 23 runs to the west of the Site along the A33. NCN Route 23 runs from Reading to Sandown, providing access to local towns and larger destinations such as Basingstoke, Winchester and Southampton. Utilising NCN route 23, Reading Town Centre can be accessed in approximately 14 minutes. From Reading, access can be taken onto NCN routes 4 and 5, which provide onward cycle connections. **Figure 2.1** demonstrates the NCN Routes in context with the Site.

Figure 2.1 – NCN Routes



Local Amenities

- 2.5 **Table 2.1** sets out details of approximate distances between the Site and local amenities and public transport facilities. This illustrates that there are a number of facilities within walking distance with average speeds assumed to be 80m per minute. Cycle times have also been included with an average cycle speed assumed to be 4.3m per second as stated in Planning Policy Guidance 12 PPG13, which has now been superseded by the NPPF albeit the statement is still a reasonable estimate.

Table 2.1 – Local Amenities and Public Transport Facilities

Local Amenity / Public Transport Facility	Distance	Walking Time	Cycling Time
Public Transport Facility			
Reading Gate Retail Park Bus Stop	800m	12 mins	3 mins
Kennet Island Turn Bus Stop	500m	7 mins	2 mins

Whitley Park School Bus Stop	800m	12 mins	3 mins
Local Amenity			
Supermarket	950m	14 mins	3 mins
Pure Gym	950m	14 mins	3 mins
Hotel	500m	7 mins	1 min
Cafe	400m	6 mins	1 min
Hospital	300m	5 mins	1 min
Open Space			
Whitley Wood Recreation Ground	950m	14 mins	4 mins

Public Transport Accessibility

Rail and Underground Services

- 2.6 The nearest railway station to the site is Reading Green Park. Reading Green Park railway station is located approximately 2.4km west of the Site and can be accessed by an approximate 32-minute walk or 9-minute cycle.
- 2.7 Reading Green Park railway station is served by Great Western Rail and provides a connection to Reading approximately every 30 minutes and to Basingstoke at a frequency of approximately 2 services per hour.

Buses

- 2.8 The nearest bus stop to the Site is the Kennet Island Turn Bus Stop which is located approximately 500m north of the Site and can be accessed in an approximate 7-minute walk or 2-minute cycle.
- 2.9 The frequency and connections from the bus stops in the vicinity of the Site is demonstrated in **Table 2.2**.

Table 2.2 Frequency of Bus Services

Service	From	To	Approx. Frequency
10 Ruby	Reading	Kennet Island	Every 60 mins
50 greenwave	Central Reading	Green Park	Every 10 mins
600	Reading	TVSP/Swallowfield/ Riseley	Every 15 mins
650	Central Reading	Mereoak Park	Every 60 mins
Emerald 6	Reading Station	Whitley Wood	7 per day between 05:00-22:30

Highway Network

- 2.10 The Site is located off Darwin Close, which is a two-way carriageway spanning approximately 130m in length and benefits from a roundabout at its southern extent for vehicles to turn. Darwin Close connects to Commercial Road, which is a key road in terms of access and movement within the wide retail park.
- 2.11 The A33 is a dual carriageway subject to a 40mph speed limit along the majority of its extent which runs on a north-south axis to the west of the Site. The A33 provides direct access northbound to Reading town centre and southbound to the M4 motorway at junction 11. The M4 offers east-west connections between London, Slough, Reading, Swindon and Bristol.
- 2.12 Basingstoke Road runs to the east of the Site, parallel to the A33, predominantly serving the residential areas of Whitley. Basingstoke Road links to Reading town centre to the north and Shinfield to the south.

Summary

- 2.13 In summary, the Site is located close to numerous facilities and public transport infrastructure with good access to active travel and sustainable travel networks.

3. OBJECTIVES AND TARGETS

The Focus of the Travel Plan

- 3.1 The proposals are for a change of use from office to self-storage with no increase in car parking with a decrease in trips from what would be associated with the office use.
- 3.2 This TP is therefore focused on encouraging future workers and visitors to travel by sustainable modes, with a preference for walking and cycling but also via the use of public transport where necessary.

Objectives

- 3.3 There are a number of objectives that the implementation of this TP is intended to help fulfil. These objectives are:
- To positively influence the travel behaviour of future occupiers of the proposed development;
 - To generate fewer single-occupancy car trips than would otherwise be the case by encouraging a modal shift in travel;
 - To help improve the health of occupiers;
 - To ensure sufficient facilities are available to accommodate the journeys that would otherwise be undertaken by the private vehicle.

Targets

- 3.4 The objectives set out above provide the structure for the TP. Where applicable, targets can also be included within a TP to help achieve the objectives. Targets are measurable goals which provide an assessment criteria to determine the progress of the TP and are therefore essential for monitoring the success of the TP. Targets should be designed to be SMART (Specific, Measurable, Achievable, Realistic and Time-bound).
- 3.5 It is considered that targets can fall under two categories; quantifiable actions i.e. a modal shift in transport or non-quantifiable actions i.e. achieving something by a certain milestone.
- 3.6 In order to determine baseline data for the Site, it is proposed to undertake surveys once the site is occupied to observe existing travel patterns. Targets will then be derived to work out how to reduce private car trips, although noting that due to it being a storage use and vehicles often needed to transport the items to be stored, there will not be as big of a potential reduction as you would expect with other land uses.

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- 3.7 However, once the baseline is known, post occupation, it is anticipated that the quantifiable targets derived should be achieved by the fifth year of the TP being in operation. As mentioned previously however, these targets will be ambitious given the likely high-proportion of visitors needing a vehicle of some sorts to transport goods to be stored.
- 3.8 The eventually derived targets are to be supported by non-quantifiable targets to ensure that sufficient measures are implemented to encourage the use of sustainable travel.
- 3.9 In order to determine the baseline data, surveys will be undertaken once the extended site is operational. These surveys will quantify and collate data on the travel habits and preferences of employees and customers to establish mode share targets over the course of the TP period.
- 3.10 To help achieve these targets, the following sections set out how the TP will be managed and what measures will be implemented.

4. TRAVEL PLAN MANAGEMENT

- 4.1 In order to ensure that the TP is as successful as possible it is essential that it is managed in such a way that all parties are aware of the aims, objectives and options available to them in terms of travelling to the site using sustainable modes of transport. It is essential that there is a point of contact for the occupants and the Local Authority, and also a driving force behind the implementation of the measures contained within the plan. To achieve this, a Travel Plan Co-Ordinator (TPC) will be appointed.

The Travel Plan Co-ordinator and Associated Support

- 4.2 It is proposed that the TPC will be a named individual staff member appointed by the on-Site management company, who will commence this role on first occupation, and from then-on will take overall responsibility for the development of the TP. Once appointed, the TPC's contact details will be provided to the local authority via an updated TP.
- 4.3 The role of the TPC will be as follows:
- To promote and encourage the use of travel modes other than the car.
 - To provide a point of contact and travel information for occupants of the Proposed Development.
 - To ensure that all relevant information is provided to the occupiers and that up-to-date information is clearly displayed in communal areas, website, on an app (if appropriate) etc.
 - To arrange for travel surveys to be undertaken where necessary.

Monitoring and Review Mechanisms

- 4.4 An objective of the TP is that there will be an on-going improvement process including bi-annual monitoring to be conducted at the end of years 1, 3 and 5 in line with the targets proposed to be identified in **Chapter 3**. As stated previously, this process will start once the change of use is operational. The monitoring will then be undertaken on the anniversary of this date each year. The TPC will form a contact point for communication with the local authority and will be responsible for undertaking the monitoring process. The monitoring period will cease in the fifth year of the development's occupation, unless agreed to extend beyond this.
- 4.5 The travel habits of site occupants will act as the baseline data, which will be obtained via the dissemination and collation of travel surveys, and the monitoring will record how resident travel habits will change over the course of the monitoring period.

Sustaining Interest

- 4.6 It is important to sustain interest and commitment to the TP to ensure its success. The TPC will need to be proactive in ensuring information is available and up-to-date. The TPC will also need to ensure that occupants are aware of the TP and the travel options available to them.

Marketing and Communication

- 4.7 In addition to the initiatives already outlined with the TP, there will need to be an ongoing marketing and communication of information following on from the launch.
- 4.8 For employees, they will be made available on starting employment at the Site of the range of sustainable travel options available to them via an induction pack. The induction pack will include a summarised version of the TP and all relevant information on public transport facilities, car club facilities, local walking routes, cycling networks and contact details for local taxi operators. For visitors, the website will include details of sustainable transport modes and encouraging them to avoid private vehicles unless necessary.
- 4.9 The TP will be continually marketed through the provision and updating of travel information. It is considered that this travel information can be provided online for all visitors and employees.

5. TRAVEL PLAN MEASURES

- 5.1 Where applicable, measures can be included in the TP to help achieve the objectives. These measures are set out in this chapter which include initiatives to promote increases in the use of cycling, walking and public transport. TPs are evolving documents that need to remain adaptable to changing working practices and local conditions. Therefore, the list of measures is by no means exhaustive and additional measures could be identified and implemented in the future.

Measures to reduce car use

- 5.2 Employees will be encouraged to use alternative modes of travel in order to access the Site. Cycle parking will be provided, alongside existing end of journey facilities such as lockers which can also be used by those walking or running. Employees will also be made aware of public transport routes by the TPC.
- 5.3 All visitors will be reminded on booking of the ability to travel sustainably and where possible to avoid the use of the car.

Measures to increase the use of public transport

- 5.4 Increased accessibility to, and use of, public transport is considered to be a key element of any TP. As detailed within the TS the Site benefits from excellent public transport accessibility, with frequent train and bus services accessible within a reasonable walking and cycling distance. The TPC will ensure that employees have access to up-to-date public transport information, including bus / train timetables and company contact information.

Measures to promote the Travel Plan

- 5.5 All new employees will also be provided with induction packs, which will include information regarding the TP i.e. local amenities, walking and cycling routes etc. and the measures in place to increase sustainable travel. The TPC for the development will also be encouraged to ensure visitors are aware of the TP and its associated measures / benefits through the website.
- 5.6 The TPC will also review National and local events that can be used to promote the TP, for example 'Walk to Work Day' and 'Bike Week' for employees, noting that this will be difficult to achieve for visitors.

6. ACTION PLAN

- 6.1 The measures which are proposed as part of the TP, as well as the corresponding implementation timelines and responsibility are summarised in **Table 6.1**.

Table 6.1 Summary of Proposed TP Measures

Issue	Measures proposed	Timescale	Responsibility
Measures to reduce car use	Appointment of a Travel Plan Co-Ordinator to be approved in writing by the Local Authority	Prior to occupation	TPC
	Provision of public transport and cycle route details within Induction Packs	Upon occupation	
	Information in Welcome Packs to include bus, train and cycle route plans and timetables		
Measures to promote alternatives	Provision of public transport nodes and route details within Welcome Packs		
	Provision of pedestrian access to the development		
	Provision of internal secure, covered and illuminated cycle parking	Prior to occupation	Developer
Monitoring and Management	Annual surveys of cycle parking	Ongoing	TPC
	Annual travel surveys of residents		
	Annual TRICS compliant surveys to be undertaken as appropriate		

A1. SITE LAYOUT PLAN

