



New Childcare Nursery
80 Whitley Wood Road, Reading, RG2 8JE

Travel Plan

For

Mrs Donna DeFazio

Document Control Sheet

New Childcare Nursery

80 Whitley Wood Road, Reading

Mrs Donna DeFazio

This document has been issued and amended as follows:

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1.0 Introduction

- 1.1 Motion has been appointed by Mrs Donna DeFazio to provide transport consultancy services in support of a retrospective planning application for the use of 80 Whitley Wood Road, Reading as a day nursery for up to 15 children (Full Time Equivalent).
- 1.2 This Travel Plan will benefit the nursery population by its encouragement to all parents and staff to appreciate the problems posed by increased carbon emissions, increased noise and overall reduction in the quality of life for all. It will make people think more about the consequences of not changing wasteful habits and will implement measures to reduce nursery-related vehicle movements.
- 1.3 At a national level, guidance on the production of Travel Plans is provided by the Department for Transport (DfT) within their document 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' in April 2009.
- 1.4 This Travel Plan will also adhere to the principles set out within this guidance and where appropriate this will be referenced.
- 1.5 In line with the above guidance documents, this Travel Plan will be formatted into the following sections:
 - ▶ Section 2: Aims and Objectives;
 - ▶ Section 3: Existing Site Accessibility;
 - ▶ Section 4: Targets;
 - ▶ Section 5: Management and Communication Strategy;
 - ▶ Section 6: Travel Plan Measures;
 - ▶ Section 7: Monitoring and Review; and
 - ▶ Section 8: Summary and Conclusions

2.0 Aims and Objectives

Aim

- 2.1 The aim of this Travel Plan is to reduce the number of vehicles travelling to the site on a daily basis and to encourage staff and parents, where possible, to travel using more sustainable modes. In doing so the aim is to raise awareness of sustainable travel modes and encourage their uptake.

Objectives

- 2.2 In order for the Travel Plan to meet the above aim it has set a number of objectives that will be used as steps to meet the overall aim. These comprise:
- ▶ Reduce the number of single occupancy vehicles (SOVs) travelling to and from the site each day;
 - ▶ Promote and endeavour to maximise the use of non-car modes of transport to the site such as walking, cycling and public transport;
 - ▶ Promote the health and environmental benefits associated with travel by foot and by bicycle;
 - ▶ Establish the management of the Travel Plan by appointing a Travel Plan Coordinator who will be responsible for the operation of the Travel Plan, its day to day running and the monitoring of its progress;
 - ▶ Assist in meeting the aims set out by the Council to reduce road traffic and congestion; and,
 - ▶ Set appropriate targets in consultation with the council to encourage the reduction of single occupancy vehicle trips and car use based upon results obtained from a staff travel survey.
- 2.3 The above objectives will be reviewed on an annual basis. If required, they can be altered by the Travel Plan Coordinator to offer clearer direction enabling them to evolve with the Travel Plan.

3.0 Site Accessibility

Preface

- 3.1 This section provides a summary of the level of accessibility within the local area which would offer users of the proposed development a variety of choices about how they travel to and from the site.
- 3.2 Importantly, having access to non-car modes of transport negates the need for staff, parents and visitors associated with the proposed development to own a private car in order to travel to and from the site.

Site Location and Surrounding Highway Network

- 3.3 The site is located on west side of Whitley Wood Road to the south of its junction with Hartland Road and north of its junction with Holberton Road as shown on Figure 3.1. Several bus stops are within 400 metres of the site.

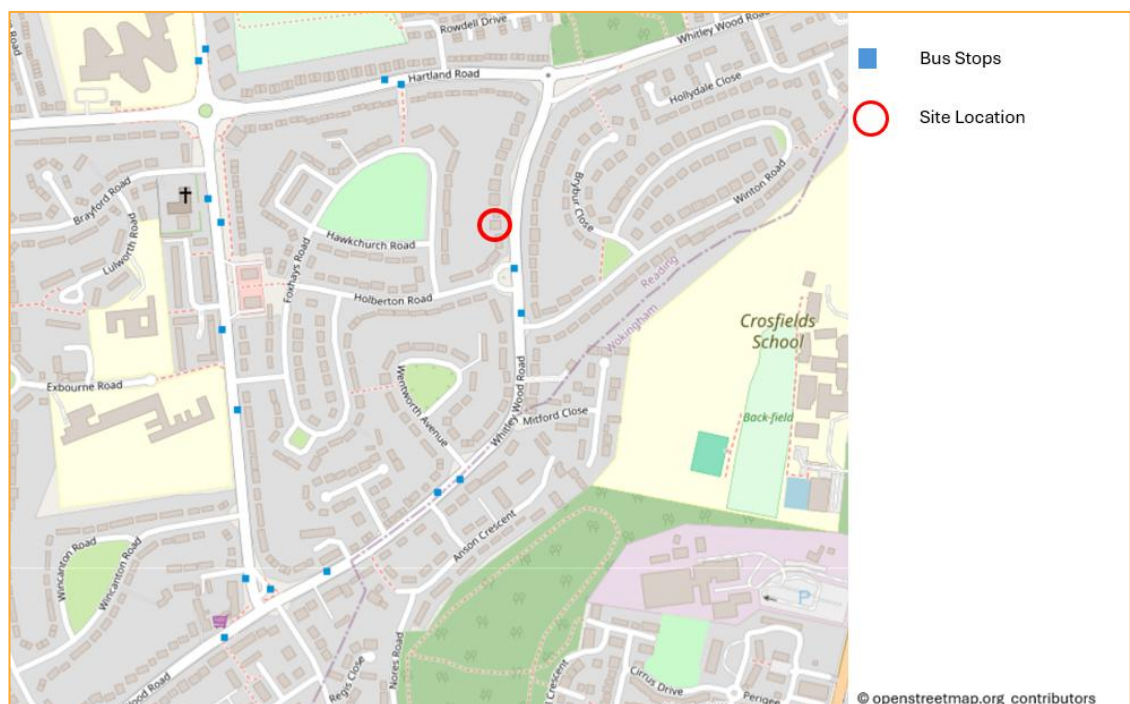


Figure 3.1 – Site Location

- 3.4 The site is accessed from Whitley Wood Road which is a 7.3 metre wide road, provided with footways and is street lit. The road is subjected to a 30 miles per hour speed limit and has uncontrolled parking.
- 3.5 To the north east Whitley Wood Road joins the A327 Shinfield Road, which provides connections onwards to Reading, Earley and Woodley, while to the south west, Whitley Wood Road joins Whitley Wood Lane, which provides connections via the B3270 to the A33 and junction 11 of the M4.

Nursery Operation

- 3.6 The nursery provides nursery care for children aged 1 to 5, when they leave for the reception year at primary school. The nursery has flexible drop off and collection times with drop off between 7:30am and 9:30pm and collection between 4:00pm and 6:00pm.
- 3.7 The site has parking for 6 vehicles in a tandem arrangement, with staff having the use the three spaces close to the building and parents using spaces in front, however staff are encouraged to use sustainable modes of transport to travel to the site.

Sustainable Transport Assessment

- 3.8 It is generally accepted that walking and cycling provide important alternatives to the private car and should be encouraged to form part of longer journeys via public transport. Indeed, it is noteworthy, that the Institution of Highways and Transportation (IHT) has prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments. Within these documents it is suggested that:
- ▶ 80% of journeys one mile, 1.6 kilometres and under are undertaken by foot with an average walking speed of 3 miles per hour (Paragraph 2.1, 'Planning for Walking' 2015).
 - ▶ The bicycle is a potential mode of transport for short journeys of up to five miles , 8 kilometres (Section 2, 'Planning for Cycling' 2014).
 - ▶ Buses are the preferred method of sustainable transport for trips between 2 and 10 miles, with surface rail being the preferred method for trips mover 10 miles (Section A.2, 'Buses in Urban Areas' 2018).
- 3.9 Notwithstanding the above, it should be noted that the NPPF recognises that different polices and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural locations. Moreover, Manual for Streets (MfS) identifies 'Walkable Neighbourhoods' as being:
- 3.10 'characterised by having a range of facilities within 10 minutes (up to about 800 metres) walking distance of residential areas which residents may access comfortably on foot'.
- 3.11 However, it is important to recognise that MfS does not consider 800 metres to be a maximum walking distance. Indeed, paragraph 4.4.1 of MfS contends that walking can be used to access a variety of destinations within a range of up to 2 kilometres. Finally, it is also important to recognise that 81% of all trips that cover a maximum distance of one mile are completed on foot (National Travel Survey, 2022).
- 3.12 However it is important to recognise that 'active travel' is only one of the modes which are classified as sustainable travel as detailed within the Glossary to the NPPF which defines, as outlined within Section 2, sustainable modes as:
- 3.13 "Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, ultra low and zero emission vehicles, car sharing and public transport".

Public Transport

- 3.14 The closest bus stops to the site are on Whitley Wood Road, 120 metres south of the site, Hartland Road 375 metres to north of the site and St Micheals Road 450 metres to the west of the site.
- 3.15 The bus routes and frequency of services provided these services are detailed within Table 3.1 below with the full timetables available on the [Reading Buses website](#).

Route No.	Bus Stop	Route Description	Weekday Frequency
9	Whitley Wood Road / Hartland Road	Reading Town Centre, Royal Berkshire Hospital, University, Whitley, Whitley Wood Green Park	Every 60 minutes
5	Northumberland Avenue	Reading Town Centre, Whitley, Whitley Wood.	Every 12 minutes

Table 3.1 – Bus Services and Frequencies

- 3.16 Both bus services served Reading Station where connections to mainline rail services and other town and regional bus services are available.

Accessibility by Foot and Cycle

- 3.17 The site is located within Whitley within south Reading and good footway links are provided from the site to most areas of the Whitley. As stated, above paragraph 4.4 of Manual Street states walking offers the greatest potential to replace short car trips under 2 kilometres (1.25 miles), while paragraph 2.1 of the IHT document 'Planning for Walking' states that than an average walking speed is 3 miles per hour . A 25 minute walk time, equating to a 1.25 miles walking distance has been plotted using the Travel Time website and this is detailed within Figure 3.2.

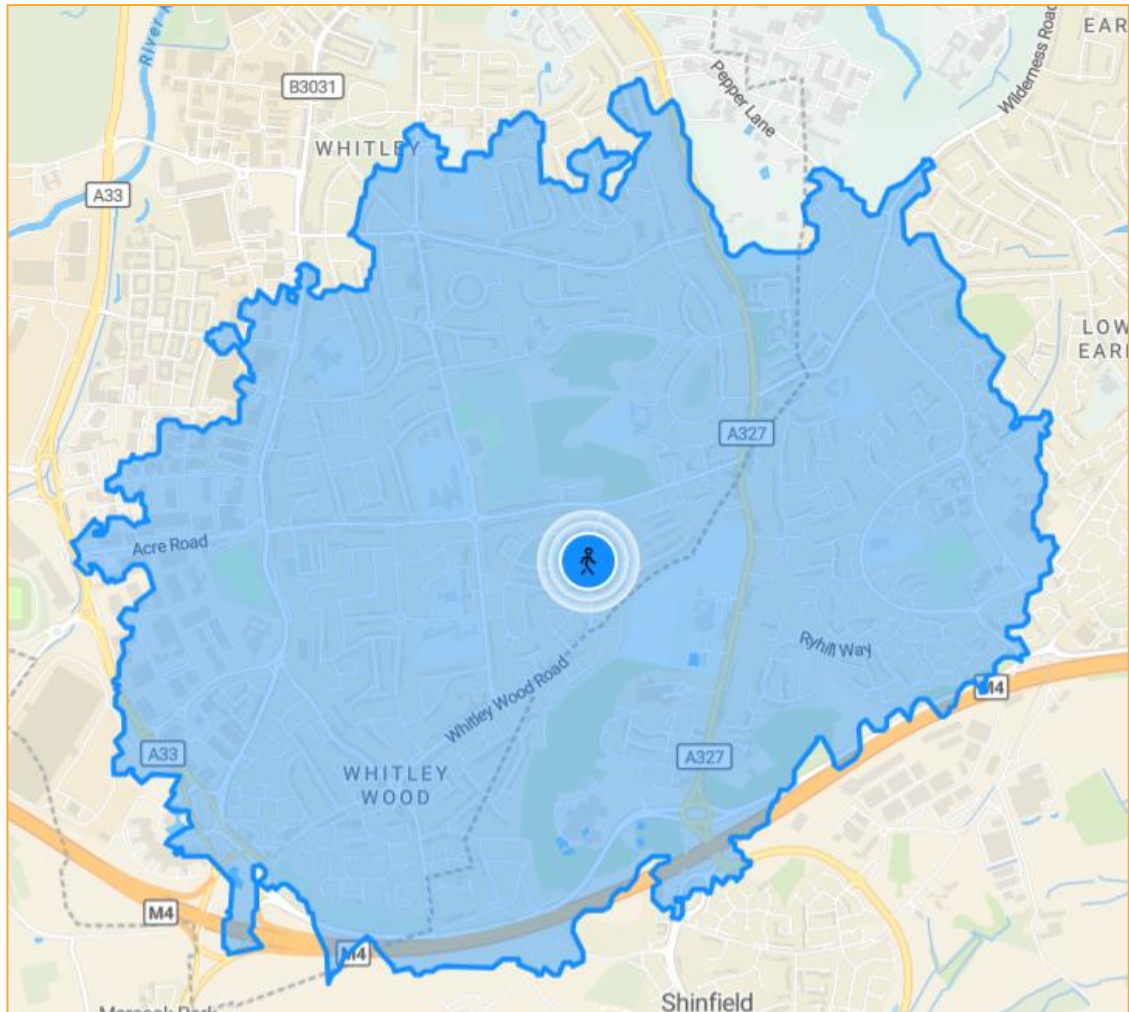


Figure 3.2 – 25 Minute Walk Time from 80 Whitley Wood Road

- 3.18 Figure 3.2 details that a significant area of South Reading are all within a 25 minute walk of the site.
- 3.19 With regards cycling, it is acknowledged that this may not be viable for parents of young children attending the nursery, but is a viable option for staff.
- 3.20 Reading has an extensive network of cycleway routes as detailed on the Reading cycleway map provided within **Appendix A**, shows the site is located close to the many cycle routes which pass through Coley to the south and the town centre to the east.
- 3.21 Paragraph 2.2.2 of LTN 1/20 Cycle Infrastructure Design states "two out of every three personal trips are less than 5 miles in length – an achievable distance to cycle for most people", while paragraph 13.6.3 states "an average speed of 10 miles per hour provides a baseline for calculating cycle journey times". A

30 minute cycle time, equating to a 5 mile cycle distance has been plotted using the Travel Time website and is provided within Figure 3.3.

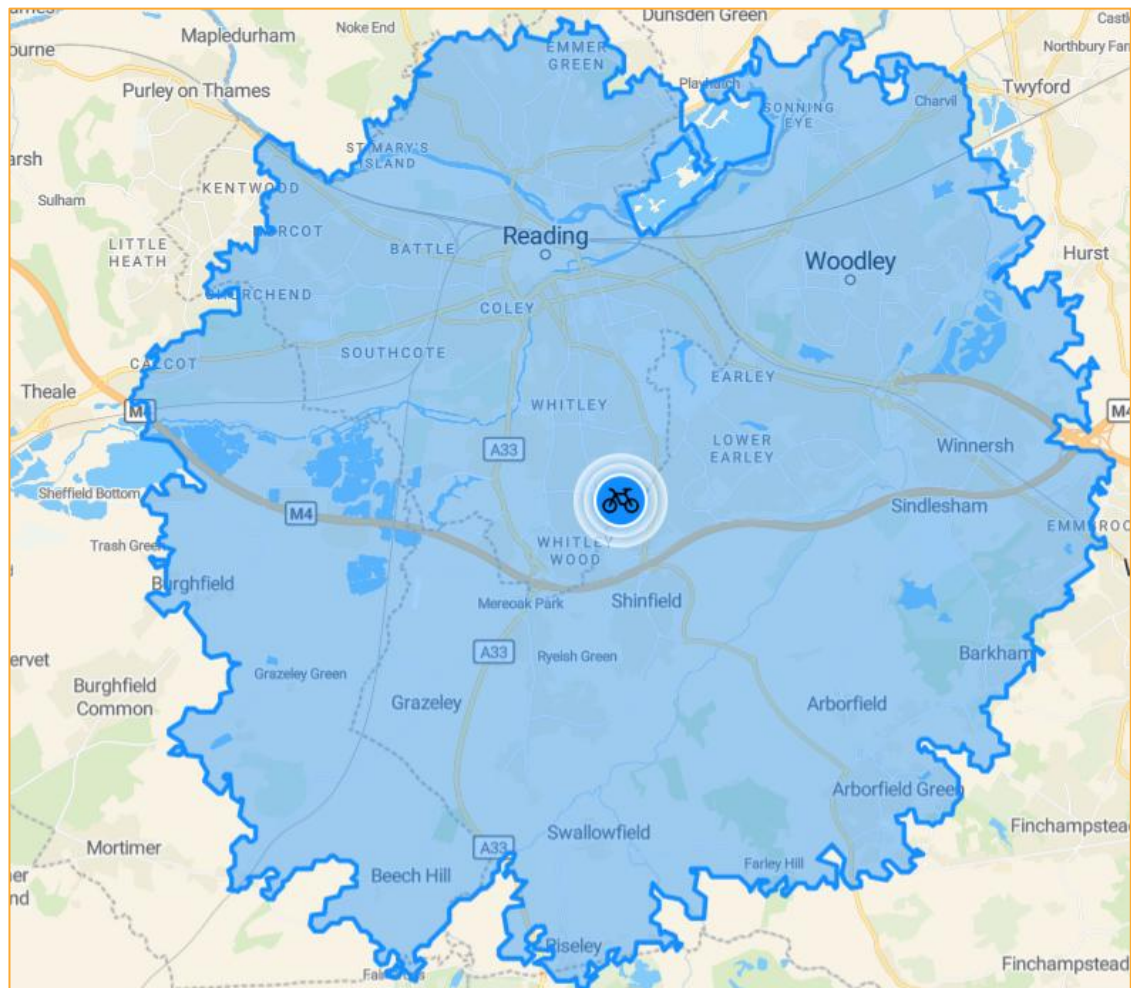


Figure 3.3 – 30 Minute Cycle Time from 80 Whitley Wood Road

- 3.22 Figure 3.3 details that a significant area, including the whole of Greater Reading along with Tilehurst, Shinfield, Woodley and Earley is within a 30 minute cycle time of the site.

DfT Connectivity Tool

- 3.23 The location of the site has been assessed using the DfT Connectivity Tool. The Connectivity Tool combines transport and land use data to generate a national measure of connectivity for any location in England and Wales. This Connectivity score measures people's ability to get where they want to go by walking, cycling and public transport.
- 3.24 The DfT Connectivity Tool produces an overall connectivity score between 0 and 100. The best score receives a scaled score of 100, and all other areas receive a score which is relative to that. As such, a starting location with a score of 50 can be considered to be half as 'connected' as the best location in England and Wales.
- 3.25 The DfT Connectivity Score for the site is 70 as detailed within Figure 3.4, which details a good accessibility to sustainable modes.

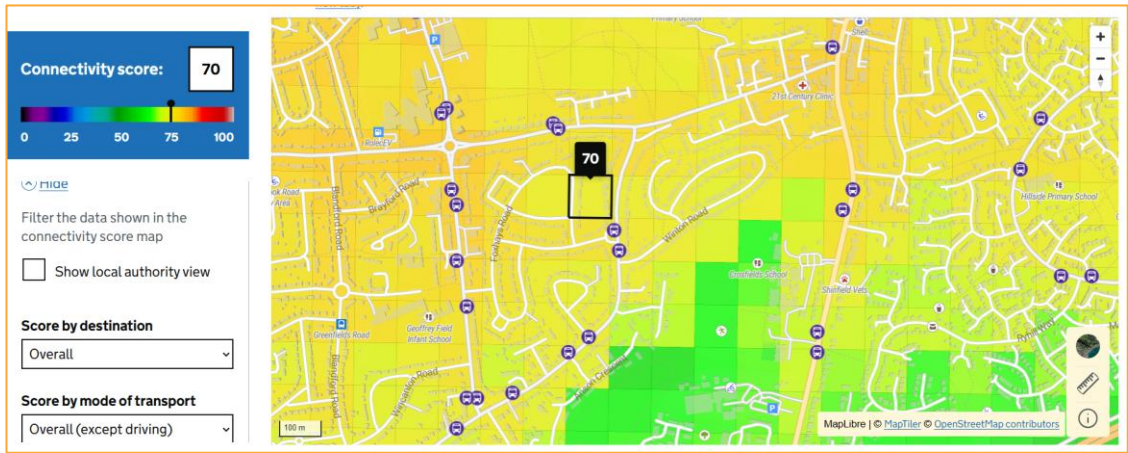


Figure 3.4 – DfT Connectivity Score Plot

4.0 Objectives and Targets

Overview

- 4.1 This section sets out the objectives of the Travel Plan over both the long and short term. It includes specific indicators and targets against which progress will be measured.

Objectives

- 4.2 The overarching objective of this Travel Plan is to put in place a management strategy that ensure parents and staff are able to make informed choices with regards to travel and transport, whilst mitigating their impact on the environment and surrounding highway network.
- 4.3 Additional objectives include:
- ▶ Increasing the levels of walking, cycling, car sharing and use of public transport to and from the nursery by our staff and parents;
 - ▶ Increasing safety levels and the quality of life for the whole of our nursery population, including our neighbours;
 - ▶ Continuing to educate and encourage our parents and staff to understand eco-challenges which face the nursery and to be pro-active in discussion and finding solutions to them;
 - ▶ To reduce nursery journeys by car; and,
 - ▶ Limit staff car parking.

Targets

- 4.4 Travel Plan targets are measurable goals against which progress is assessed. These targets will be reviewed through a programme of monitoring as outlined at Section 5 to ensure they are SMART (Specific, Measurable, Achievable, Realistic and Time Limited)
- 4.5 Targets are made up of Aims and Actions, actions are not quantifiable but must be completed within a certain timeframe whilst aims are quantifiable, in this case they generally relate to modal shift.

Action Targets

- 4.6 The action targets for this site are:
- ▶ To increase the number of parents / staff walking or cycling to and from nursery; and
 - ▶ To increase the number of parents / staff using public transport (i.e. bus and train).

5.0 Management Strategy

- 5.1 This section describes the responsibilities associated with implementing the Travel Plan for the Nursery. It aims to act as an instruction manual for the persons involved.

Appointment of a Travel Plan Coordinator

- 5.2 The Travel Plan Coordinator (TPC) will take responsibility for the Nursery Travel Plan and oversee the implementation of measures specified within it and details of the TPC will be provided to the Reading Borough Council Travel Plan Officer prior to the start of each academic year, as well as being included in Travel Information Packs for staff.

- 5.3 The main responsibilities associated with the role of the TPC are as follows:

- ▶ To lead the implementation of the Travel Plan;
- ▶ Maintain commitment to and support of the Travel Plan;
- ▶ Take responsibility for raising awareness of the uptake of sustainable transport;
- ▶ To implement and promote schemes which aim to reduce the use of the private car;
- ▶ To develop an effective marketing campaign in conjunction with national travel awareness events such as Liftshare Week and Bike Week;
- ▶ To act as the point of contact within the nursery for anyone requiring transport advice;
- ▶ To set up and coordinate relevant steering groups, e.g. a Bicycle User Group (BUG);
- ▶ To keep up to date with issues and initiatives that affect sustainable transport;
- ▶ Liaise/negotiate with a variety of internal and external stakeholders including RBC Travel Plan Officers;
- ▶ Coordinate the necessary monitoring programme for the Travel Plan to establish how and why staff / parents travel the way they do; and,
- ▶ Submit biennial monitoring reports to RBC for a period of five years, or until the main travel plan targets are achieved.

Consultation

- 5.4 The success of the Travel Plan will rely on the support of the parents and staff, the TPC will therefore work closely with them as well as other stakeholders, including public transport operators and the Local Highway Authority. In addition, the TPC will work with other Coordinators within the local area, i.e. local schools. In this way joint initiatives can be investigated to promote sustainable transport throughout the area.

Promotion

- 5.5 The TPC will be actively involved in the promotion of the Travel Plan and will make parents and staff aware of its presence. This will be done through the following:
- ▶ The TPC will issue new parents, where practicable, and new staff with a Travel Pack upon joining the nursery or commencement of employment, so as to inform them of the existence of the Travel Plan and opportunities for sustainable travel. The details of the Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the plan will be explained;

- ▶ Parents and staff will be made aware of the benefits of a nursery operating a Travel Plan. Such benefits include better access to improved travel options, opportunities for a healthier lifestyle, reduced need to own a car and inclusion in a more vibrant community;
- ▶ A notice board will be located in the nursery reception and within staff rooms displaying useful information relating to travel, to and from the site; and,
- ▶ The Travel Plan information will be added to the Transport section of the nursery's website.

Action Plan

- 5.6 It is important that, as far as possible, the measures introduced within this section are in place at the start of the academic year. This will ensure that parents, staff and visitors have the maximum amount of information about travelling to and from the site by non-car modes of transport. The proposed Action Plan is provided at Table 5.1.

Action	Responsibility
Appoint a Travel Plan Coordinator	Manager
Make the Travel Plan available to staff and parents through the nursery website and available in hard copy upon request	Travel Plan Coordinator
Include reference to the Travel Plan within the nursery's prospectus when it is updated each year, to highlight to new parents of the importance of sustainable travel and the nursery's commitment to this	Travel Plan Coordinator
Provide regular information on public transport services. Direct staff and parents via the web page and prospectus to transport information on the TfL website	Travel Plan Coordinator
Contact Reading Buses to provide bus timetables of local services, which will be available in the nursery reception. Provide a link to Reading Borough Council's transport web page via the nursery's web-page	Travel Plan Coordinator
Emphasise the advantages of walking and cycling including to participate in 'walk to school' weeks in May and October each year	Travel Plan Coordinator
Participate in Sustrans Big Walk and Wheel Week, a yearly competition where schools & nursery's compete to see who can get the highest proportion to use Active Travel	Travel Plan Coordinator
Investigate the provision of a Bicycle User Group, which may be in coordination with local schools with assistance from RBC's cycling officer and ensure copies of Readings cycle map are available at reception.	Travel Plan Coordinator
Ensuring the safe and secure cycling parking facilities are maintained.	Travel Plan Coordinator
Participate in Sustrans Cycle to School Week	Travel Plan Coordinator
Continue eco-awareness training of staff to ensure they remain aware of relevant issues and reaffirm the nursery's commitment to remaining an 'eco' nursery	Travel Plan Coordinator
Continue to include any travel related issues in the weekly and / or termly newsletter which is sent out to parents.	Travel Plan Coordinator
Initiate a staff car share scheme, where staff living in similar areas can car share, where practicable	Travel Plan Coordinator

Table 5.1 – Action Plan

Targets

- 5.7 Table 5.2 provides indicative targets that the Travel Plan will seek to meet.

Action	Target (Values)	Target Date	Indicator / measured by	Responsibility
Staff				
Provide information to staff on lift sharing	To reduce single occupancy trips to 55%	September 2027	Staff Travel Survey	TPC
Increase number of staff travelling by public transport	To aim to have 15% of staff trips by public transport	September 2027	Staff Travel Survey	TPC
Increase number of staff walking and cycling	To aim to have 25% of staff trips by walking or cycling	September 2027	Staff Travel Survey	TPC
Parents / Children				
Reduce the number of parents / children travelling by car	To reduce parents / children travelling to the nursery by private car to 10%	September 2027	Parent Travel Survey	TPC
Increase number of parents using active travel	To aim to have 10% of parents travelling by active travel	September 2027	Parent Travel Survey	TPC

Table 5.2 – Indicative Targets

Monitoring

- 5.8 To analyse the effectiveness of the Travel Plan the following will be undertaking.
- ▶ An e-survey will be carried out annually under the supervision of the Travel Plan Coordinator to determine the modes of transport used by parents and staff.
 - ▶ For parents and staff using a private motor vehicle, further questions will be asked to find the barriers from them using more sustainable modes.
- 5.9 The results of the survey will be assessed and reviewed to determine if new measures or incentives are required to encourage modal shift.

6.0 Measures and Initiatives

- 6.1 This section of the Travel Plan outlines the physical and management measures to be undertaken at the development in order to achieve a reduction in vehicular trips.
- 6.2 The aims of increasing awareness of transport options and of delivering a package of 'hard' (physical) and 'soft' (behavioural) measures will be most effectively achieved through the provision of clear and concise information including:
- ▶ Routeing, timetable and ticketing information for bus and train services;
 - ▶ The location of local services (e.g. shops, medical facilities, leisure facilities etc.);
 - ▶ Cost data comparing public transport and private car journeys; and,
 - ▶ The health benefits of walking and cycling to include safety advice.
- 6.3 Without such information, parents and staff may choose the easiest option available to them which is often perceived to be the car, even if from a cost and duration of journey perspective this may not be the case.
- 6.4 This approach addresses the travel needs of the nursery and will enable parents, employees and visitors benefit from having access to appropriate facilities and information, thereby enabling them to make informed travel choices and to reduce the need for travel by single occupancy vehicle.
- 6.5 These measures are designed to be suitable for monitoring and review. The list, however, is not exhaustive and following the occupation of the site the TPC will investigate other potential initiatives that may be appropriate.
- 6.6 Similarly, the results of travel surveys should be used to inform the package of implementation measures.

Provision of Travel Information

- 6.7 The most important and cost-effective measure to be introduced as part of this Travel Plan is the Travel Information Pack, which will be issued to each parent, where practicable, when they join the nursery and each new staff employee on commencement of employment. It will also be available on the transport section of the nursery's website.
- 6.8 The Pack will contain information about all modes of transport available for journeys to and from the site. It will include information related to journeys to a number of local destinations which are considered to be key to parents. These include local shops, bus stops, rail stations and employment zones.
- 6.9 In addition, contact details for the TPC will be provided and the pack will also include maps giving details of safe pedestrian and cycle routes from the site, together with fare and timetable information for public transport services.
- 6.10 A simple cost-benefit analysis of public transport versus the use of the private car will also be set out in the Travel Pack, as well as journey times using public transport. This and all the information contained within the Pack will be available prior to each academic year and will be reviewed annually and updated as necessary.
- 6.11 In addition to the Travel Pack, notice boards will be located within the nursery for parents and staff. The TPC will be responsible for displaying Travel Plan related information on the boards which will be similar to the content of the Travel Pack. The benefit of the notice board is that the TPC will be able to update it and it will be visible to visitors.

Car Sharing

- 6.12 In addition, the TPC will initiate a car sharing register for staff to enable staff living in a similar location to car share, where practicable. To encourage car sharing two spaces within the nursery car park will be reserved for staff that car share.
- 6.13 Car sharing is often the most successful single measure in any Travel Plan as it proves highly cost effective for individuals and continues to provide the convenience of car travel. To further promote car sharing, the TPC will make staff aware of national 'Lift Share Week' that takes place annually in October.

Walking

- 6.14 Information will be made available to parents and staff about the many benefits of walking. The Travel Pack will include details of pedestrian routes to nearby destinations so that parents are aware of safe and convenient walking routes to/from the nursery.
- 6.15 The TPC will promote local and national walking events, such as 'Walk to Work Week' which takes place annually in May and Sustrans Big walk and Wheel Week.

Cycling

- 6.16 The nursery will be provided with secure cycle storage facilities in line with current cycle parking standards, which will increase the likelihood of staff and parents owning and using a bicycle as a mode of transport.
- 6.17 Further possibilities for the site include the creation of a Bicycle User Group (BUG) that may be set up by the TPC in coordination with local schools. All staff and parents will be encouraged to join the BUG, which will provide information about cycle related events such as, Sustrans 'Wheel Week' and Sustrans 'Cycle to School Week'.
- 6.18 In addition, the TPC and the BUG:
 - ▶ Will seek to negotiate discounts with local cycle retailers, if possible, with regards to purchases and bicycle maintenance;
 - ▶ Will distribute information about cycle training to parents and staff; and,
 - ▶ May be able to provide information on Government backed cycle schemes where employees purchase tax-free bicycles via their employers.

Public Transport

- 6.19 The Travel Pack will contain details of the public transport services available locally, including both bus and rail. To help parents and staff to plan their journeys by public transport, useful website addresses will be listed. These will include Transport Direct, Traveline, National Rail Enquiries and Reading Buses.

Continued Promotion

- 6.20 The TPC will continually promote all aspects of the Travel Plan with the use of the following tools and initiatives:
 - ▶ Site notice boards will be erected in a predominant area and will be regularly updated to keep parents and staff informed of available travel services and facilities and any related events.
- 6.21 Site events (e.g. healthy living promotions and car share campaigns) may be organised to maintain awareness of the benefits of the Travel Plan to individuals, the local community and the environment. Participation in local and national sustainable travel events will be encouraged e.g. Bike Week

(www.bikeweek.org.uk) and Mobility Week (www.mobilityweek.eu). The TPC will maintain contact with CCC so as to be aware of all relevant activities in the area.

7.0 Summary and Conclusions

- 7.1 This Travel plan will be initiated prior to the start of the academic year and the Travel Plan Coordinator will implement the plan and control the day to day management of the Travel Plan, which will include consultation with RBC.
- 7.2 This document sets out how site users will travel to and from the nursery by modes other than private car and has indicated that these opportunities, as well as accompanying benefits will be set out within marketing material which will be prepared in respect to this development.
- 7.3 It can therefore be concluded that the Travel Plan is sufficiently robust to deliver more sustainable travel choices in relation to the site. At the same time, it maintains a degree of flexibility to enable the Travel Plan to respond to changing circumstances and continue to deliver more sustainable transport choices into the future.

Appendix A

Reading Cycle Map