



Broad Street Mall, Reading

Framework Residential Travel Plan

On behalf of **McLaren (Broad Street Mall) Ltd and UREF III LP**

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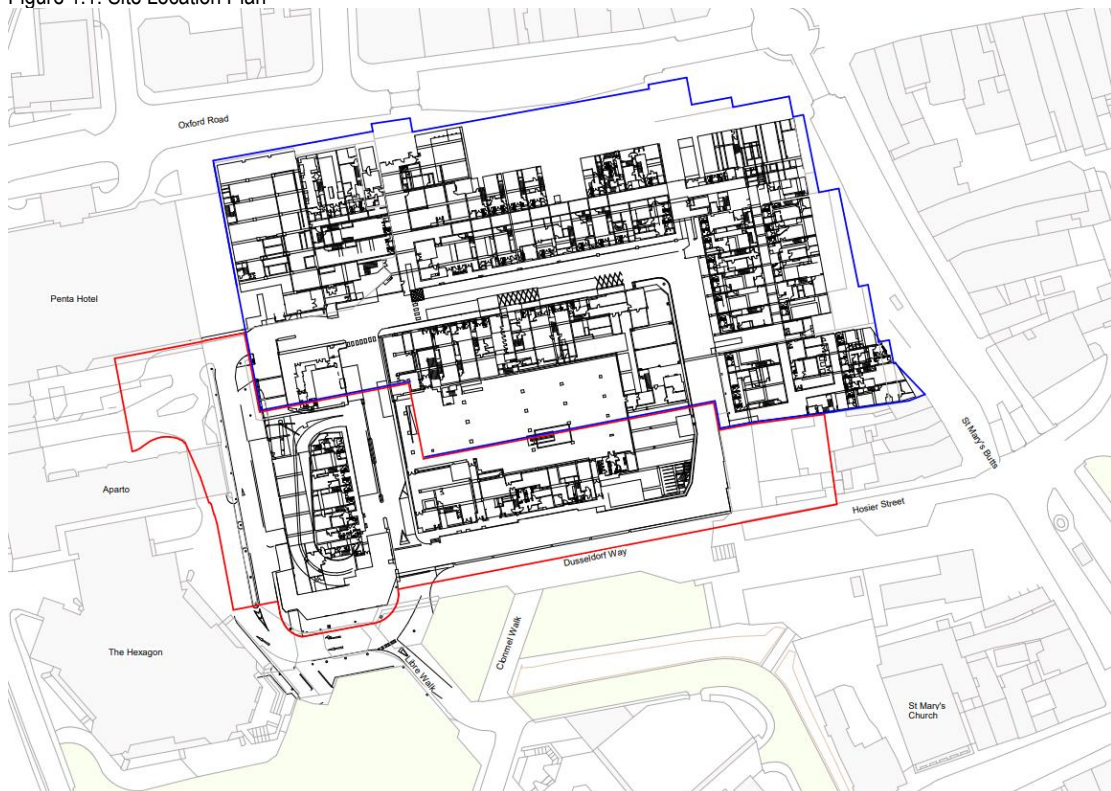
1 Introduction

- 1.1.1 This Framework Residential Travel Plan (F RTP) has been prepared by Stantec UK Ltd on behalf of McLaren (Broad Street Mall) Limited and UREF III LP ('the Client') to support the planning application for the partial redevelopment of the existing Broad Street Mall shopping centre to provide a mixed-use commercial and residential development.
- 1.1.2 The residential-led development will comprise of 644 new homes across four buildings, and 1,737sqm of non-residential space on ground level.
- 1.1.3 An illustrative plan is submitted with the planning application, which identifies the full extent of the proposed development, and the scheme assessed for the purposes of this report. **Appendix A** of this Report illustrates the proposed masterplan layout for the site.
- 1.1.4 This F RTP should be read in conjunction with the suite of planning documents submitted as part of the application, including a Transport Statement which provides the core document for provision of transport information related to the development proposals and impacts on the local infrastructure.

1.2 The Site

- 1.2.1 Broad Street Mall is an existing shopping centre located in central Reading and provides shops, restaurants, cafes, bars, health care and leisure activities across the two levels.
- 1.2.2 The application site is in a well-connected area on the western edge of the town centre. Oxford Road and St Mary's Butts bounds the site to the north and east respectively, while the car-free Dusseldorf Way and Queens Walk bound the site to south and west. The site is located 550m southwest of Reading Railway Station and 300m northwest of The Oracle shopping centre.

Figure 1.1: Site Location Plan



1.3 Development Proposal Overview

- 1.3.1 The Broad Street Mall planning application is for Full Planning Permission for:

“Part-demolition of existing retail units, car park and service areas, demolition and rebuild of car park ramp, and construction of a residential-led, mixed-use development fronting Queens Walk and Dusseldorf Way, including all necessary enabling and alteration works required”.

- 1.3.2 The proposals will comprise of 4 new residential blocks to provide 644 residential units, along with the re-provision of the retail space. The site will provide high-quality residential units maximising the sustainable location with pedestrian, cycle, and public transport links well located for access to the wider town. The residential unit proposals will have low car parking allocation, reflecting the sustainable nature of the site.
- 1.3.3 The proposals also include improvements to the public realm to enhance the experience of entering and travelling around and through the site. The illustrative masterplan is provided in **Appendix A**.

1.4 Requirements of the Framework Travel Plan

- 1.4.1 This Framework Residential Travel Plan (F RTP) has been developed in line with the local and national travel plan policies and focuses on the residential element of the site only. The re-provided commercial space at ground level would not exceed the typical development quantities for a standalone Staff Travel Plan.

1.5 Travel Planning Approach and Objectives

- 1.5.1 This FTP has been produced to provide a travel planning approach to minimise vehicle movements by residents of the proposed residential units where possible.
- 1.5.2 The objectives of this FTP are to:
- Provide a framework for the promotion of sustainable travel.
 - Establish an outline of potential measures to manage residents' SOV trips to the site.
 - Outline a feasible ongoing coordination process for maintaining and monitoring the effects of initiatives.
 - Contribute to local, sustainable transport objectives and the overall accessibility of the site.
- 1.5.3 This travel plan will be a living document that will be reviewed post-occupation of the site. This will ensure that the FTP promotes relevant targets that are both suitable and appropriate for the residents.
- 1.5.4 The proposed approach embeds Travel Planning Measures from the outset, through good physical infrastructure and plans for management and monitoring, as discussed, and outlined in this Travel Plan. Maximum impact on people's travel patterns is likely to be achieved immediately following a life event (for example moving into a new home); therefore, it is expected that the Travel Plan will have maximum effect during first occupation.

1.6 Document Structure

- 1.6.1 The remainder of this TP has been structured as follows:
- **Section 2: Sustainable Travel Opportunities** – Provides a review of the sustainable options available for residents of the development available in the site's locality.

- **Section 3: Development Proposal** – outline the proposals for the development and how these will assist in promoting sustainable travel.
- **Section 4: Objectives and Targets** – Sets out the objectives and targets of this TP in line with the FTP.
- **Section 5: Measures and Actions** – Sets out measures and actions selected to be implemented to ensure the realisation of the objectives set out in Section 3, in line with the FTP.
- **Section 6: Travel Plan Delivery** – Sets out roles and responsibilities for the ongoing management of the TP.
- **Section 7: Monitoring and Review** – Sets out the monitoring programme to ensure that objectives and targets are met in line with the FTP.
- **Section 8: BREEAM Compliance** – Sets out the BREEAM assessment criteria required and achieved BREEAM credits.

2 Sustainable Travel Opportunities

2.1 Introduction

- 2.1.1 This chapter reviews the sustainable travel opportunities available for residents of the future development.

2.2 Local Pedestrian and Cycle Access

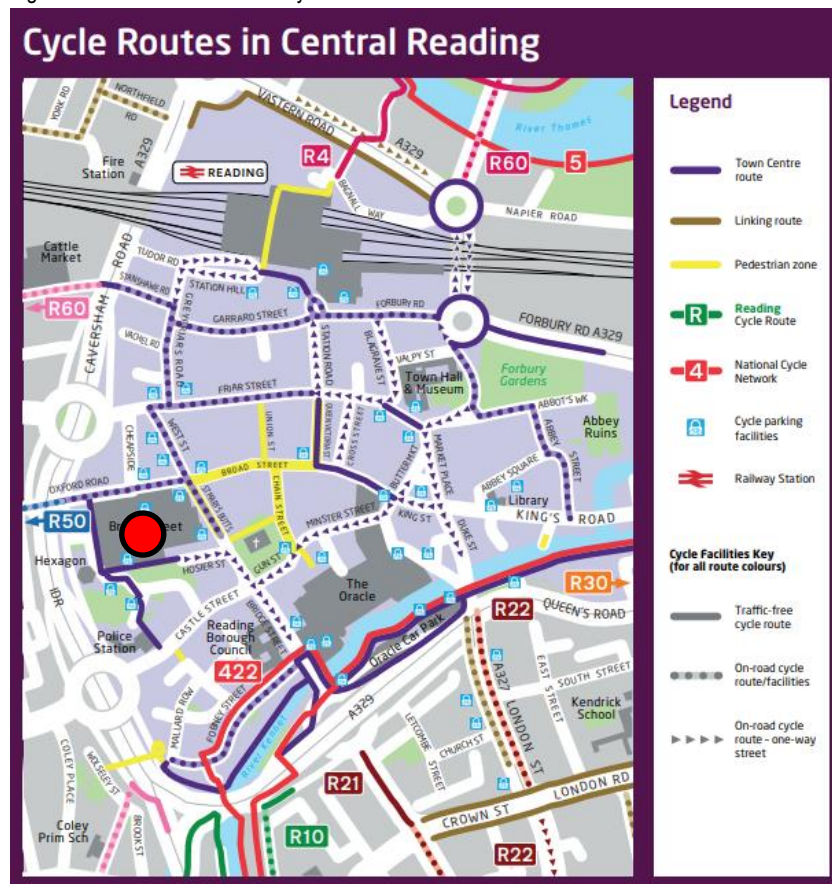
Pedestrian Network

- 2.2.1 The site is situated on the western edge of Reading town centre and is ideally located to encourage walking from a large population catchment of retail and leisure activities. Access to town centre jobs for residents will be largely within a 10-minute walk with further access to multiple transport hubs, including bus stops and Reading Railway Station.
- 2.2.2 Walking trips will form a widely available and attractive method of travel for future residents of the proposed residential units, limiting the need to own or drive a car.
- 2.2.3 The pedestrianised areas of Dusseldorf Way and Queens Walk form the south and western boundaries of the development site. These links provide wide traffic free routes leading towards St Marys Butts and Oxford Road which provide the wider connectivity into the town centre.
- 2.2.4 At St Mary's Butts to the east of the site, a raised informal crossing provides connectivity to Reading Minster and through the Chain Street. At the southern end of St Mary's Butts at the signalised crossroads, formal signalised crossings with dropped kerb and tactile paving are provide on all arms of the junction.
- 2.2.5 To the north of the site along Oxford Road, there are two crossing points located in line with the main shopping centre entrances and provides pedestrian connectivity to the north of Oxford Road and towards Friar Street.

Cycle Network

- 2.2.6 The site is served by a network of local town centre cycling routes which consists of a mixture of traffic-free and on-road cycle routes and connect to the extended cycle network around Reading.
- 2.2.7 Beyond the immediate town centre area, there are dedicated cycle routes on the main highway corridors into Reading, including A4 Bath Road and Portman Road to the west, A33 to the south, and routes through Caversham across Caversham Bridge and Christchurch Bridge to the north.
- 2.2.8 The extensive cycle network that the site has access to will allow for ease of access to the rest of the town centre along with travel hubs, including Reading Railway Station making cycling an attractive option for travel for future site residents and visitors to the site. **Figure 2.1** illustrates the cycling routes in central Reading.

Figure 2.1: Extract from RBC's Cycle Network – Local Routes



Source: <https://www.reading.gov.uk/vehicles-roads-and-transport/cycling/#/routes>

2.3 Public Transport

Bus

- 2.3.1 The site is within a short walking distance of numerous strategic bus routes connecting the town centre with destinations across the Reading Borough and beyond.
- 2.3.2 Multiple bus stops are within walking distance of the site on Oxford Road, St Marys Butts, West Street and Friar Street. These services provide access to the wider region, including Newbury and Wokingham, along with other transport nodes, such as Reading Railway Station.
- 2.3.3 The closest bus stops to the site are located on St Marys Butts and Oxford Road which are served by a wide range of services. The bus stop facilities on these roads varies with some stops providing sheltered seating and associated bus information, while others bus stops are simple flag post stops.
- 2.3.4 A summary of the local bus services serving these bus stops and other bus stops in a 500m radius of the site is provided in **Table 2.1**

Table 2.1: Summary of Local Bus Services and Frequencies

Service	Destinations (to/from)	Weekday services per hour	Saturday services per hour	Sunday services per hour
1	Reading - Newbury via Theale	2	2	1
2/2a	Central Reading - Mortimer	2	2	1
3	Reading Station – Wokingham via Royal Berkshire Hospital (RBH)	3	2	2
4/4X	Reading – Bracknell via Wokingham	3	3	2
5	Reading Station - Northumberland Avenue	5	4	2
6/6a	Reading Station – Whitley Wood via Basingstoke Road	5	4	2
9	Reading Station – Whitley Wood via RBH	1	-	-
10	Central Reading – Kennet Island	2	2	2
11	Reading – Coley Park	3	3	2
15/15a	Central Reading – Theale and Calcot	3	3	2
16	Central Reading - Purley	3	3	2
17	Wokingham Road – Tilehurst via Central Reading	7	6	3
19a / 19c	Central Reading – London Bridge via Woodley, RBH & Earley Gate	2	2	-
19b	Central Reading – Lower Earley via RBH & Earley Gate	1	1	-
21	Reading Station - Lower Earley via UoR	7	3	2
26	Reading Station - Calcot	4	3	2
33	Central Reading - Turnhams Farm via Tilehurst Road	3	3	2
42	Rivermead - Kenavon Drive via Central Reading	2	1	-
50	Central Reading – Green Park	5	2	-
143	Reading to Upper Basildon & Goring	1 every 2 hours	1 every 2 hours	-
600	Central Reading – Spencers Wood/Mere oak P&R	4	3	-

Source: [Reading Buses & Thames Valley Buses](#) (Accessed: November 2023)

National Rail

2.3.5 The site is conveniently located with good access to Reading Railway Station, which is recognised as national transport hub. Rail services from Reading Railway Station provide connections to the regional and national rail network, where the following train companies offer services to a range of destinations:

- First Great Western operate trains to destinations which include London Paddington, Slough, Basingstoke, Gatwick Airport, Oxford, Hereford, Worcester, Bristol, South Wales 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, Portsmouth and Brighton.
- Crossrail (Elizabeth Line) services providing 4 trains per hour during peak hours. The route directly connects to railway stations and key interchanges in central and east London, including Bond Street, Farringdon and Canary Wharf.

2.4 Car Parking

Car Club

2.4.1 Cars clubs offer car hire on an hourly and daily basis to their members and provide flexibility so that a car can be booked in advance or pick up without pre-booking, subject to availability. Cars belonging to the car club usually have a dedicated parking space and are located in various locations across the city.

2.4.2 The car club schemes in Reading are run by Co-Wheels and Enterprise and offer car hire at hourly and daily rates. The club operates by vehicles having a dedicated parking space from which a car can be hired. Many of the car club spaces are located around the town centre. The nearest car club to the application site is 850m to the northwest on Cox Terrace.

Public Car Parking

2.4.3 The Broad Street Mall shopping centre is currently supported by a multi-storey car park (MSCP) and provides 24 hour parking. The car park has a total of 784 spaces.

2.4.4 The car park operates a pricing tariff based on length of stay as per the rates set out in **Table 2-2**. In addition, the hourly charges the car park also allows for public season ticket purchases which are available on a monthly (£167), Quarterly (£480) and Annual (£1,600) basis

Table 2.2: Broad Street Mall Car Park – Parking Charges

	1 Hour	2 Hours	3 Hours	4 Hours	5 Hours	6 Hours	24 Hours
Weekday Cost	£1.60	£4.10	£6.10	£8.10	£10.10	£12.20	£14.20
Weekend Cost	£2.10	£4.10	£5.10	£6.10	£8.10	£8.10	£8.10

2.4.5 In addition to Broad Street Mall, the town centre has a number of other car parking locations which are easily accessible from the site. These include Chatham Place Q-Park (586 spaces), The Riverside Oracle (1,611 spaces), and Holy Brook Oracle (595 spaces).

2.5 Access to Local Amenities

2.5.1 Broad Street Mall is conveniently located in an accessible and sustainable location in Reading Town Centre, which allows for future residents of the site to access a wide range of amenities, including entertainment, healthcare and retail. The Oracle Shopping Centre is located within an 800m walk (approximately 6 minute walking time).

2.5.2 Below are the amenities that are within the vicinity of the site:

- Broad Street Mall (Retail, Fitness, Bank)
- Broad Street (Retail, Restaurants, Pharmacy, Bank)
- The Oracle (Retail, Entertainment, Restaurants, Pharmacy, Bank)
- The Hexagon (Entertainment)
- Forbury Gardens
- Primary Schools – Oxford Community School & Katesgrove School
- Secondary School Civitas Academy

3 Development Proposal

3.1 Introduction

3.1.1 This section presents an overview of the main element of the proposed developments for the Broad Street Mall site most relevant to transport matters. The Masterplan layout is contained in **Appendix A** and should be reviewed in conjunction with reading this chapter.

3.2 Development Scheme Proposal

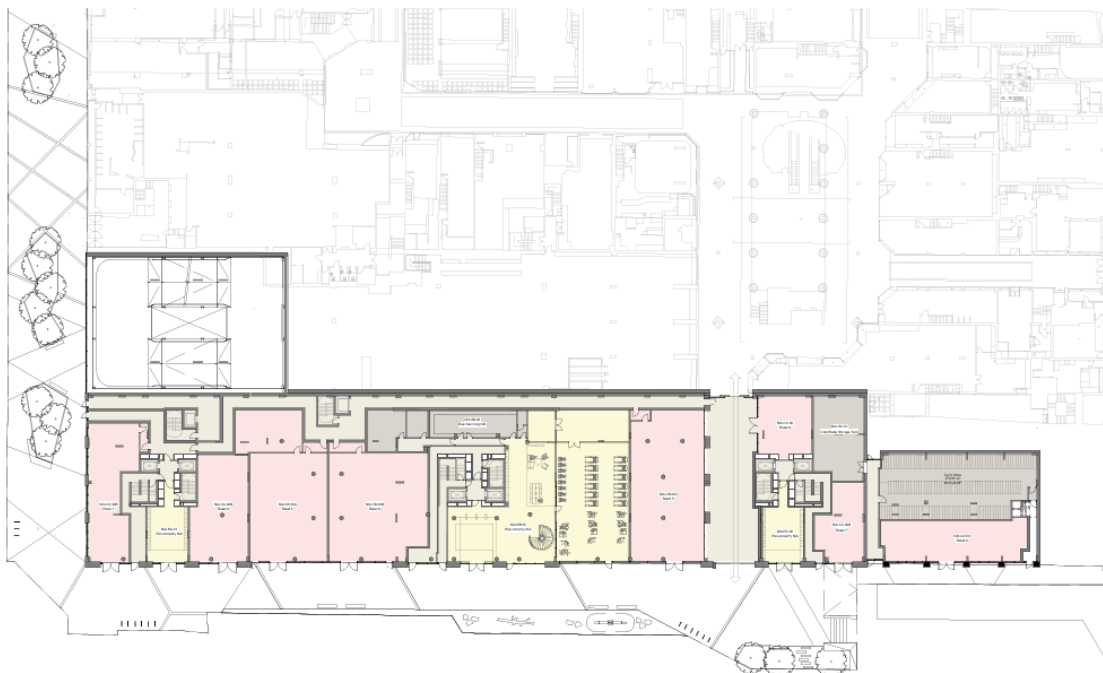
3.2.1 The Development Scheme application is for:

“Part-demolition of existing retail units, car park and service areas, demolition and rebuild of car park ramp, and construction of a residential-led, mixed-use development fronting Queens Walk and Dusseldorf Way, including all necessary enabling and alteration works required”

3.2.2 The proposals for the site are illustrated in **Figure 3.1** and set out below:

- Demolition and rebuild of new car park ramp to support the reconfigured existing MSCP.
- 644 Residential units across 4 blocks ranging between 8 and 30 storeys (Facilities include residents’ gym, amenity spaces, and private roof gardens).
- Up to a total of 100 residential car parking spaces allocated from the existing Broad Street Mall car park.
- 1,737sqm of replacement non-residential uses across 8 Class E units at ground level.

Figure 3.1: Proposed Site Plan (Ground Floor)



Source: AHR Plan Ref. BSM-AHR-ZZ-00-DR-A-06200 P7

3.3 Access Strategy

Pedestrian and Cycle Access

- 3.3.1 The proposed scheme will encourage walking and cycling for short journeys, providing high-quality public routes throughout the site, with enhanced public realm improving the experience around the site.
- 3.3.2 The new residential towers will each have an entrance directly onto Dusseldorf Way, which offers a predominantly pedestrianised street across the southern frontage of the site and also provides access to the other residential amenities (i.e. Gym in Block B).
- 3.3.3 The development scheme proposals retain a public entrance into the Broad Street Mall shopping centre via Dusseldorf Way, between retail units 5 and 6.
- 3.3.4 Existing and future users of the site will benefit from the proposed public realm enhancements, which will improve the pedestrian and cycle environment along the southern and western corridors adjacent to the development site. The improvements to these spaces include new planting and landscape areas, seating, public cycle parking and improved surfacing and materials.
- 3.3.5 It is proposed to provide a secure cycle store on the eastern end of the development site that will be accessed from the footways on Hosier Street.
- 3.3.6 Along the western frontage of the site a public entrance into the site at ground level will provide the out of hour access to the MSCP.

Vehicular Access

- 3.3.7 To facilitate the new proposed development the existing MSCP ramp will be demolished, and a new car park ramp constructed. Access to the car park will be in the same manner as currently undertaken with access from both the A329 IDR and Castle Street. At basement level a new entry/exit barrier arrangement will be provided.
- 3.3.8 The primary servicing and delivery activities will be undertaken from the existing area of the basement that lies below the site. The service yard area will be re-purposed to provide dedicated loading and storage areas for the residential and retail proposals.
- 3.3.9 Access to the service yard will be carried out as per the existing access arrangements via the A329 IDR to the west of the site and through the internal service yard control barriers.

3.4 Cycle Parking

- 3.4.1 To encourage the use of sustainable travel by future residents, on-site cycle parking for the residential units will be provided in line with the Reading Borough Council parking policy. In addition to the resident cycle parking provisions, as part of the public realm package of works on Dusseldorf Way and Queens Walk there will be 15 new Sheffield stands (30 spaces) provided for public use.
- 3.4.2 The residents' parking standards are shown in **Table 3.1**, along with the proposed residential provision based on the accommodation schedule.

Table 3.1: Proposed Residential Cycle Parking

Land Use Proposal	RBC Standards	No. Units	Development Provision (spaces)
1-2 Beds	0.5	595 Flats	298
3+ Bed	1	49 Flats	49
Public Realm Space	-		30

3.4.3 Based on applying the standards prescribe in RBC parking guidance, the development will provide 347 cycle parking spaces for the future residents.

3.4.4 The proposed cycle parking will be consolidated in a secure store within the ground floor of Block D with easy access from Dusseldorf Way / Hosier Street. In addition, the cycle stores will have CCTV installed to increase the security. The proposed cycle parking will be provided in the form of two tier Josta style racks.

3.5 Car Parking

3.5.1 RBC's Parking Strategy was adopted in October 2011, and contains residential parking standards, along with standards for cycle and motorcycle parking provision. The parking standards in Reading are based on RBC's zonal scheme 'Zone 1' covering the town centre in which the site falls. The maximum car parking standards for this zone are;

- 0.5 space for 1 & 2 bed Flats, and
- 1 space per 3+ Bedroom Flat.

3.5.2 This would allow a maximum on-site parking provision of 347 spaces.

3.5.3 It is proposed that the new residential units will be predominantly car-free and only have access to a limited number of car parking spaces within the MSCP. Up to 100 existing spaces (1 per 6.5 units) are intended to be designated as private residential parking within the MSCP.

3.5.4 The proposed development site at Broad Street Mall requires part of the existing MSCP and will reduce the capacity of the MSCP by approximately 290 public parking spaces to a revised total of c.494 spaces of which up to 100 could be allocated for private residential lease.

3.6 Future Car Club

3.6.1 The Broad Street Mall development offers an opportunity to promote car clubs as an alternative to private car ownership. The new residential units offer the opportunity to convert residents from private cars to car clubs. This will provide travel opportunities to residents and the wider community who may not own a car.

3.6.2 Further discussion will be undertaken with the car club operators Co-Wheels and Enterprise, to establish the future operation of the car club on the site and its feasibility. If taken forward, the car club will be in place and operational before the occupation of the first dwelling and marketed to new residents through the Framework Travel Plan.

4 Aims, Objectives and Targets

4.1 Aims

- 4.1.1 The overarching aim of the F RTP is to develop a toolkit of measures to be implemented which ultimately encourage future residents to adopt more sustainable and healthier travel patterns via the use of sustainable transport modes. Furthermore, there should be a reduction in single occupancy car use.

4.2 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 healthier travel amongst the future residents at the site and reduce reliance on car use.
- 4.2.2 The Travel Plan's core Objective will be to encourage residents and visitors of the 644 residential units to travel using sustainable travel modes as much as reasonably possible. Several sub-objectives have been set at this stage in this Travel Plan
- 4.2.3 To support this overarching aim, the following objectives have been set out:
- Increase the awareness of the Travel Plan and its constituent elements;
 - To 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

- 4.3.1 The inclusion of targets with this Framework Travel Plan enables monitoring of progress to be carried out and ensures the FTP seeks to actively meet its objectives. The targets have been set to reflect the reduced levels of car use expected as a result of the TP's measures and the low car nature of the development scheme.
- 4.3.2 The primary Target will be a quantifiable reduction in SOV trips generated by the development over a 5-year time period. Progress towards these Targets is set for review at the 1st, 3rd and 5th anniversaries of the initial baseline travel Surveys. A reduction in SOV trips would be achieved through a combination of a reduced need to travel and a greater uptake of sustainable travel modes.
- 4.3.3 The targets must be SMART as explained below as
- **Specific:** Identify precisely what is to be achieved;
 - **Measurable:** Over the duration of the target period, allowing for regular evaluation of effectiveness;
 - **Appropriate:** Linked to overall objectives and aims:

- **Realistic:** In terms of the potential to actually 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.

Proposed Residential Targets

- 4.3.4 For the site's residential units, a key measure of the TP'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 a private car on site.
- 4.3.5 The low level of on-site car parking provisions for residents sets a baseline car driver mode share of 16%. Given this is already a low proportion and sustainable/active travel modes comprise the main modes, it is anticipated that a suitable trip reduction Target for people driving their car to work could be in the order of 3% across the 5-year timeframe of the Travel Plan.
- 4.3.6 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 undertaken and reviewed. The indicative targets are set out in **Table 4.1** below.

Table 4.1: FTP Interim Mode Share Targets for Residents

Mode	Baseline Mode Share	Interim Targets		
		Year 1	Year 3	Year 5
Car Driver	16.00%	14.00%	14.00%	13.00%
Public Transport	38.50%	39.50%	39.50%	40.00%
Walking & Cycling	41.00%	42.00%	42.00%	42.50%
Other (inc. WfH)	4.50%	4.50%	4.50%	4.50%

- 4.3.7 A comprehensive and compliant first baseline survey will be conducted within the first 6 months of occupation to provide an updated baseline.
- 4.3.8 The targets in years 1, 3, and 5 are not guaranteed and will require validation once the baseline modal share proportions are confirmed. Once data on travel patterns have been obtained, these targets can be firmed up.

5 Measures and Actions

5.1 Introduction

- 5.1.1 To achieve the objectives and targets that have been outlined, this section will cover the measures that are proposed. Each measure will need to be confirmed, introduced, refined and expanded during the life of the travel plan and according to the occupier's requirements and operations.

5.2 Measures and Initiatives

- 5.2.1 **Table 5.1** shows the measures that will be implemented in order to achieve the objectives.

Table 5.1: Measures and actions for Broad Street Mall

Objective	Measure	Phase	Responsibility
Increase the awareness of the TP and its constituent elements	Provide a travel information pack to residents before moving into the units to provide awareness of travel options, enabling residents to plan sustainable journeys to and from work. The document will need to be continually updated and contain the following: - Map of the site highlighting transport facilities in and close to the site, such as bus stops and cycle routes. - The latest local bus timetables and maps. - Links to relevant websites with travel information. - Local walking and cycling maps showing local services and transport interchanges within an easy walk/cycle distance. - A brief introduction in the pack to explain the TP objectives, targets and how the residents can make a difference. - Information on the health and financial benefits of sustainable modes of travel. - Feedback survey forms.	Pre and during occupation	Travel Plan Coordinator
	Review, improve, and update travel information on the sites transport web pages.	From occupation	Travel Plan Coordinator / BSM
	Create an awareness strategy and programme for the continued promotion of sustainable travel for residents, including consideration of the use of social media channels.	From occupation	Travel Plan Coordinator

Objective	Measure	Phase	Responsibility
	Promote walking and cycling through specific transport events (e.g. bike week) and those organised by Reading Borough Council.	From occupation	Travel Plan Coordinator
Encourage greater use of more sustainable means of travel	Provide secure and conveniently located cycle storage provision for residents.	Pre-occupation	Developer
	Provide basic cycle maintenance equipment at the site, including a pump, puncture repair kit, tools, etc., for the use of any residents who need it.	0-6 months	Travel Plan Coordinator
	Public Transport real-time display screen in the residential towers to inform residents when the next bus/train service is.	From occupation	Developer
Encourage the best use of cars and other vehicles & discourage SOV use	Promote lift-sharing taxi-ride services such as https://www.uber.com	From occupation	Travel Plan Coordinator
	To investigate the introduction of a Car Club space in Broad Street Mall. The car club in Reading is run by: https://www.co-wheels.org.uk/ https://www.enterprisecarclub.co.uk	From occupation	Travel Plan Coordinator / Developer
	Provide parking permits on a first come basis.	From occupation	Travel Plan Coordinator / Developer
Develop and ongoing management coordination process.	Undertake baseline and future residents' travel surveys.	Within 6 months commencement of term, then in years 3 and 5	Travel Plan Coordinator
	Following the completion of the baseline and future travel surveys, a comprehensive review of the TP will be undertaken.	As appropriate	Travel Plan Coordinator

6 Travel Plan Delivery

6.1 Introduction

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

6.2 Travel Plan Coordinator

- 6.2.1 A key element of the Travel Plan is the nomination of a Travel Plan Coordinator (TPC) who will act as the “champion” for the travel plan.
- 6.2.2 The appointment or nomination of the TPC is central to the successful implementation and management of the TP. The TPC will act as the promoter of the components of the TP to secure its implementation and be the key contact point for the people who use the site.
- 6.2.3 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 Reading Borough Council;
 - Co-ordinating the necessary data collection for maps of local walking and cycling facilities; public transport tables; 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 co-ordinating initiatives; and
 - Liaising with Reading Borough Council over monitoring surveys and reviews of the TP and to help assess progress towards achieving mode-shift away from car use.

6.3 Securing the Travel Plan

- 6.3.1 The developer will fund the preparation, implementation and operation of the travel plan process, including the day-to-day site RTP Coordinator’s role, the implementation and management of physical measures, the promotion of sustainable travel throughout the delivery period of the proposed development, and the coordination of the monitoring and review process.

7 Monitoring and Review

- 7.1.1 This FRTP is a living document meaning it should be continually being 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.
- 7.1.2 Initial surveys, monitoring and review of targets will occur once the proposed development has been occupied for six months, or at 75% occupation (whichever comes first). Revised baseline targets may be proposed once the surveys have been reviewed and analysed. The methodology of this survey will be agreed with RBC on occupation of the development
- 7.1.3 It is considered that bi-annual monitoring would be appropriate for the proposed Broad Street Mall development site due to the low-car ownership of the site, which results in the majority of trips made by residents being carried out by sustainable modes (walking, cycling or public transport).
- 7.1.4 **Table 7.1** identifies the key actions and timescales relating to the monitoring and review of the FTP.

Table 7.1: Timeline of Action Plan

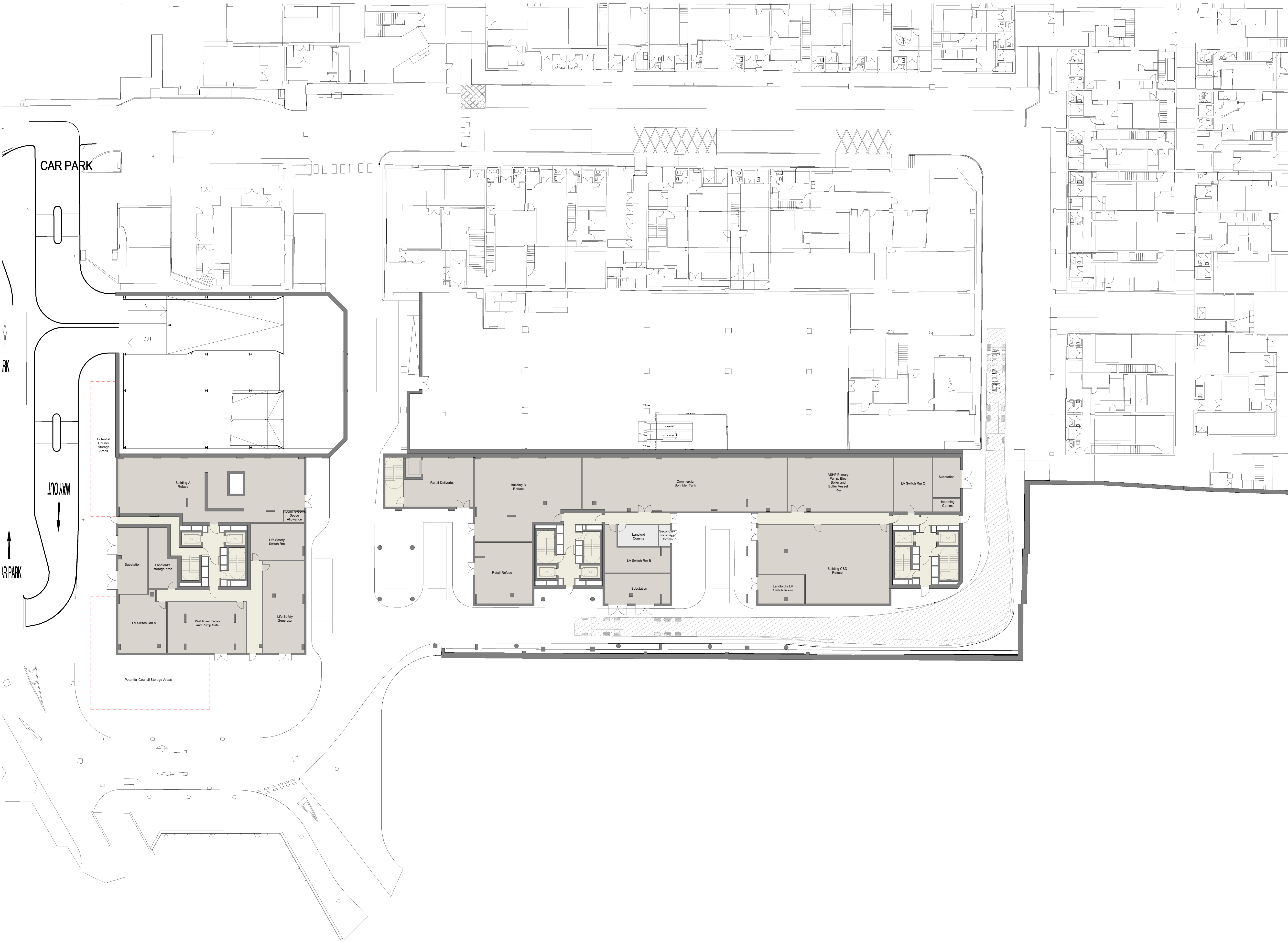
Action	Timescale
Baseline travel surveys	Within 6 months of first occupation or at 75% occupancy (whichever comes first)
Update of FTP following baseline surveys	Following baseline surveys (as above)
Future residents travel surveys	Years 1, 3 and 5
Undertake a comprehensive review of all Travel Plans (including Objectives, Targets, the Action Plan and the Monitoring Programme)	In years 3 and 5, following baseline travel surveys.

- 7.1.5 The TPC shall undertake and submit a Bi-Annual Monitoring Report to Reading Borough Council for approval. This report is to demonstrate to the council reasonable satisfaction how the Framework Travel Plan has been implemented during the preceding period and should include the following:
- Measures introduced and actions taken to promote the FTP;
 - A summary of the modal split through the monitoring surveys;
 - The progress of the FTP in achieving targets and identifying any amendments to be agreed in writing by the council in the event that targets are not met; and
 - A plan for future actions to be implemented.

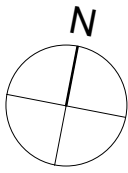
7.2 Remedial Measures

- 7.2.1 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 would introduce new measures. The site's TPCs would be responsible for negotiating any remedial measures and their subsequent funding with the managing agents of the residential units and Reading Borough Council.

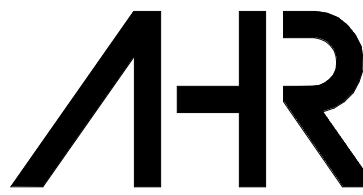
Appendix A Proposed Masterplan



- Key**
- Circulation
 - BOH
 - Comms



Rev	Description	Date	Dr by	App by
original by		date created		
EK		11/12/23		DB



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client name			
McLaren (Broad Street Mall) Ltd and UREF III LP			
project			
Broad Street Mall Residential			
drawing			
GA Plan - Basement			
computer file		plot date	
1/0.32.11/DEM_Profile_Folder_redactorbethany.stewart/Documents/Ref_Plan/Local File/Rev 2023BSM-AHR-ZZ-C2-A1-A-2001_Apartment_bethany.stewart.rvt		17/02/2023	
project number		scale	
2022.00307.000		1 : 250 @A1	
drawing number		rev	
BSM-AHR-ZZ-B1-DR-A-08200		issue status	
		S2	

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SCALE 1 : 250

0 5 10 15

Scale Bar in Metres