

Technical Note

Travel Plan

Astec House, Reading

Project Number: 26041
Doc Number: TP01
Prepared for: Bagri Foundation

21 April 2026

Rev	Issue Purpose	Author	Reviewed	Approved	Date
B	Second Issue	CE	SEC	SEC	21/04/26

1. Introduction

1.1 Preamble

- 1.1.1 Markides Associates have been appointed by the Bagri Foundation (the applicant) to provide this Framework Student Travel Plan to support proposals to convert the Grade II listed Astec House at 187-198 Kings Road, Reading, from Class E flexible town centre commercial floorspace (offices) into approximately 29 student bedrooms, with associated cycle parking, essential on-site car parking and servicing arrangements.
- 1.1.2 The site sits on a principal bus corridor close to Reading Town Centre and Reading College, and less than 1.2km to Reading Station; located in an area with strong walking and cycling connectivity. It is situated within the planning and highway authority area of Reading Borough Council (RBC).
- 1.1.3 The purpose of this Travel Plan is to encourage sustainable travel to and from the site, reduce unnecessary car use, and ensure that future residents have convenient access to walking, cycling and public transport options.
- 1.1.4 The Travel Plan also outlines how travel behaviour will be monitored over time and what actions will be taken to support positive outcomes.

1.2 Site Overview

- 1.2.1 Astec House is located on the northern side of Kings Road, close to Reading Town Centre. The site benefits from excellent access to bus services (stops directly outside) and is within walking distance of Reading College and Reading Station (around 1.2 km). The building has been vacant for more than ten years and the proposed student use will allow it to be brought back into active occupation.

1.3 Development Summary

- 1.3.1 The proposed development involves the sensitive conversion of the Grade II listed Astec House into a high-quality student accommodation scheme of approximately 30 bedrooms. The scheme has been designed to support students studying locally within Reading, regardless of which institution they attend, and aims to provide safe, sustainable and well-managed travel options for all residents.
- 1.3.2 To support day-to-day travel needs, the development will include a secure, covered cycle store with capacity for 16 long-stay cycle parking spaces, designed in line with Reading Borough Council standards and providing lighting, CCTV coverage and accessible layouts suitable for a range of cycle types, including non-standard cycles if required.
- 1.3.3 At the rear of the site, the existing car park will be rationalised and improved, providing 10 car parking spaces and 1 blue-badge bay, including provision for EV charging in accordance with the guidelines for minimum requirements. Although the development will operate with a strong emphasis on sustainable travel, residents are not prohibited from owning cars, and those who choose to do so may use the limited on-site spaces on a managed basis, subject to availability.
- 1.3.4 The development will operate as a car-lite environment, with students not eligible for local on-street parking permits, ensuring that parking demand is contained within the site and does not place pressure on surrounding streets.
- 1.3.5 All servicing, deliveries and refuse collection will take place from the existing rear access, which has long been used for these purposes and avoids any impact on Kings Road. Waste storage will be provided internally, with kerbside presentation on collection days in accordance with Reading Borough Council (RBC) guidance.

1.4 Structure of the Travel Plan

- 1.4.1 The Travel Plan is structured as follows:
- Introduction
 - Policy Context
 - Site Assessment
 - Aims and Objectives
 - Baseline Travel Characteristics
 - Travel Plan Targets
 - Measures and Initiatives
 - Travel Plan Management
 - Monitoring and Review
 - Action Plan

2. Policy Context

2.1 National Policy

- 2.1.1 The National Policy Framework (2024) requires developments that generate travel demand to prioritise sustainable transport and prepare Travel Plans where relevant. It emphasises giving priority to walking, cycling and public transport, ensuring safe and suitable access for all users, and avoiding unnecessary private car trips.

2.2 Reading Borough Local Plan (2019)

- 2.2.1 Relevant policies include:

- **TR1 – Achieving the Transport Strategy:** promoting sustainable modes.
- **TR4 – Cycle Routes and Facilities:** improving cycling conditions and integrating new development with cycle networks.
- **TR5 – Car and Cycle Parking and EV Charging:** ensuring appropriate levels of parking, including electric vehicle charging within communal areas (minimum of 10% active provision where 10+ communal spaces are provided)

2.3 Reading Parking Standards & Design SPD (2011)

- 2.3.1 The SPD introduces Reading's zonal parking approach, which restricts car use and parking in central accessible areas. It also provides minimum cycle parking standards and servicing guidance relevant to this development.

2.4 Reading Transport Strategy 2040

- 2.4.1 The strategy highlights the importance of secure, well-located cycle parking and improving access to sustainable modes, acknowledging that lack of secure cycle storage is a key barrier to cycling uptake.

3. Baseline Conditions

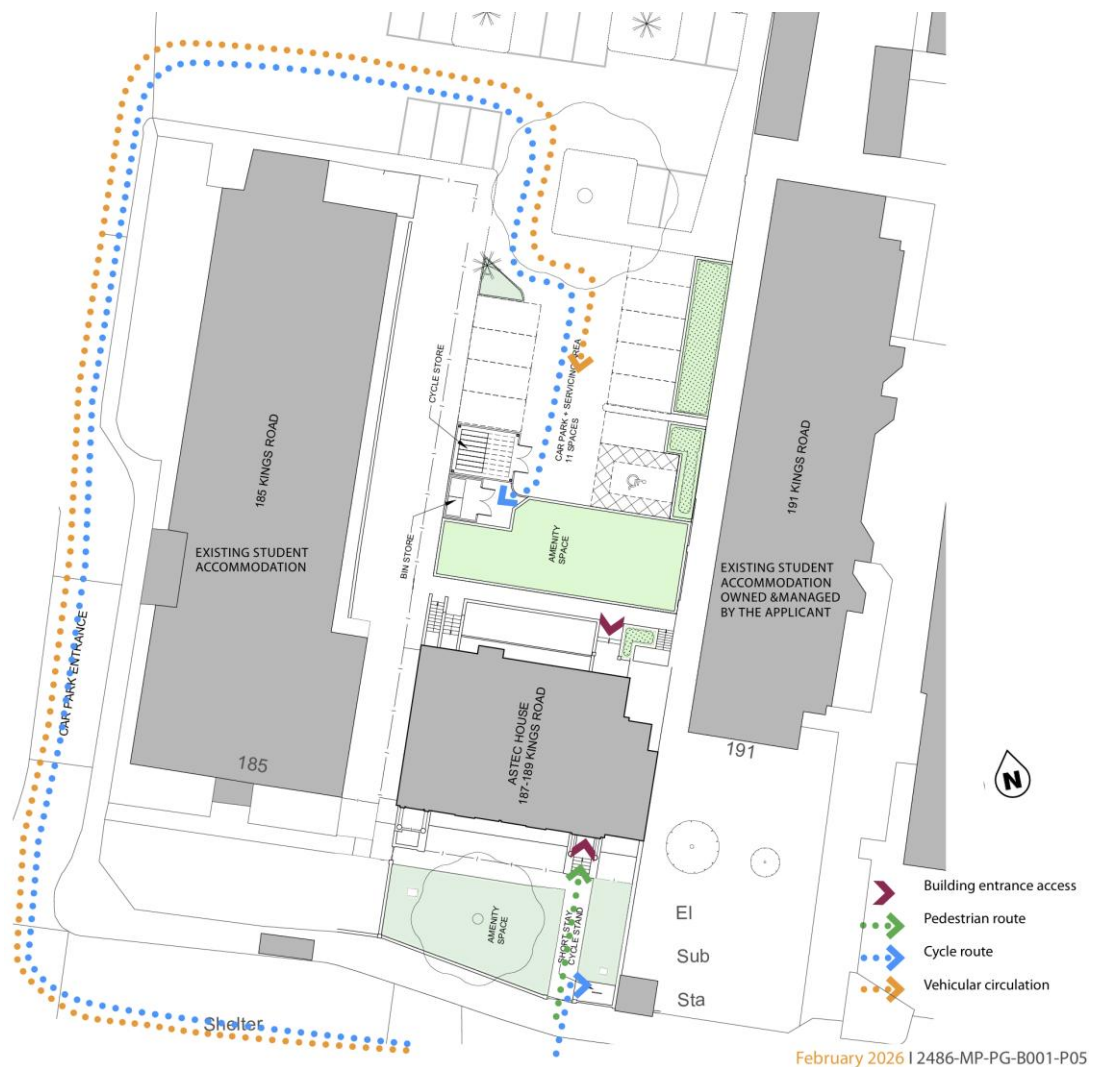
3.1 Overview

- 3.1.1 This chapter describes existing access, local walking and cycling networks, public transport and parking controls.

3.2 Access

- 3.2.1 Pedestrians will enter from Kings Road where footways and formal crossings are present. The rear will be used parking and occasional servicing, as well as access to the site's cycle parking provision. **Figure 3.1** illustrates the proposed access arrangement.

Figure 3.1 Site Access

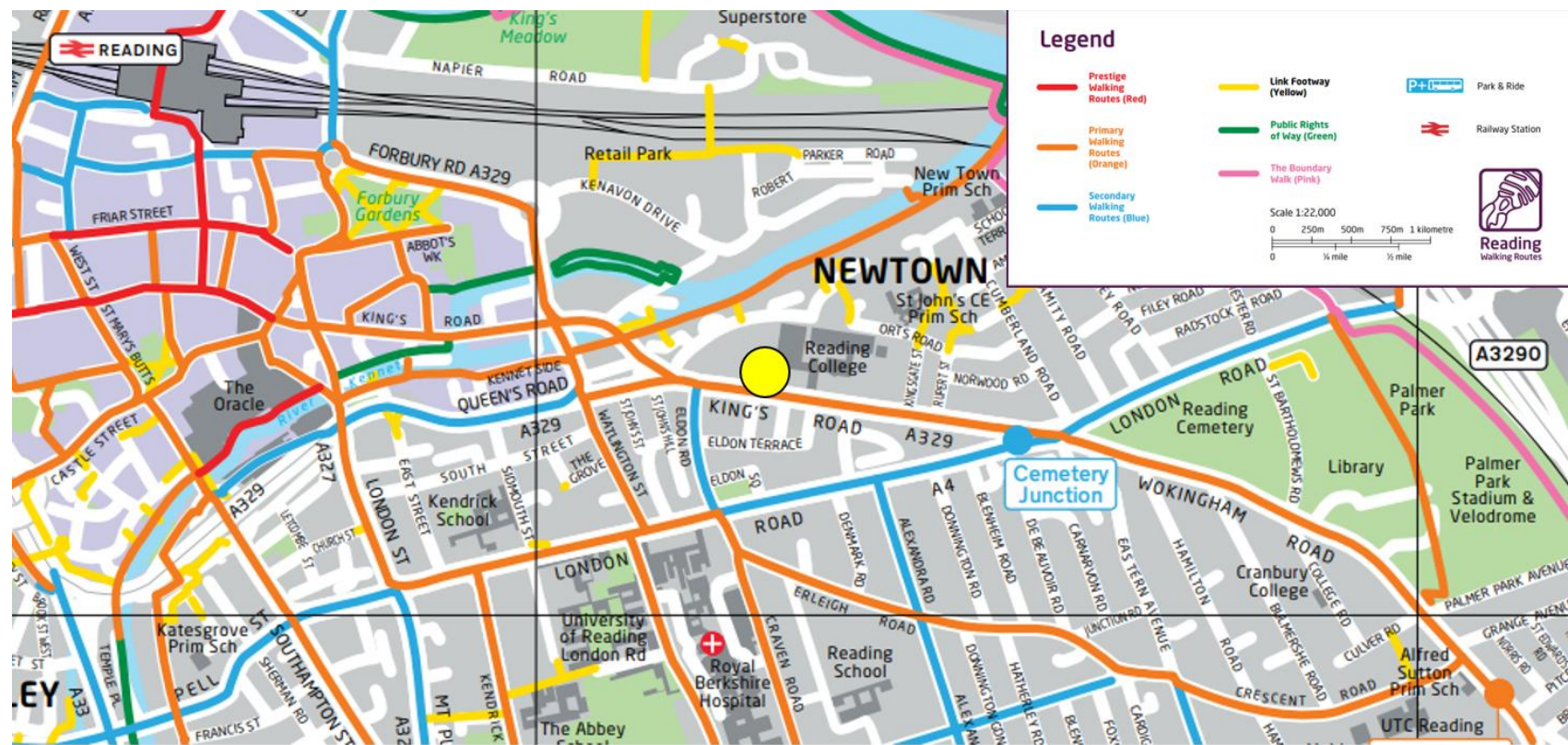


Source: Mountford Piggott

3.3 Walking & Cycling

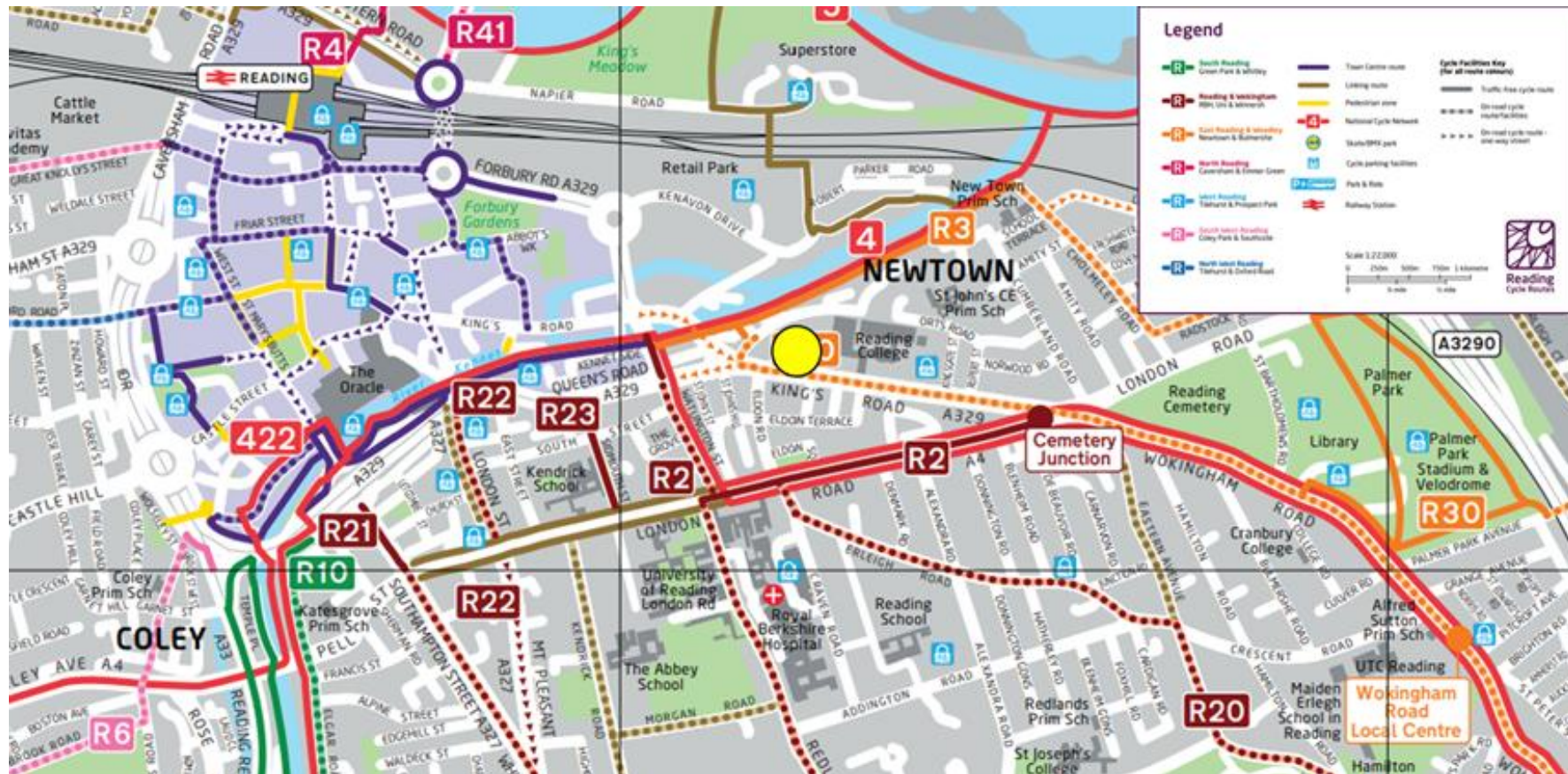
- 3.3.1 The site is well connected to Reading Town Centre's walking and cycling network. These are direct, well-lit footways and short, easy walking distances to shops, education and leisure facilities. Cycle routes into the Town Centre are easily reached from Kings Road.
- 3.3.2 **Figure 3.2** and **Figure 3.3** illustrate the wider walking and cycling context respectively, with the site marked as a yellow dot.

Figure 3.2 Walking Network to Site



Source: https://images.reading.gov.uk/2025/10/RBC-Walking-Map-to-downlad_2-2.pdf

Figure 3.3 Cycling Network to Site



Source: <https://images.reading.gov.uk/2023/03/RBC-Cycling-Map.pdf>

3.4 Public Transport

- 3.4.1 Kings Road is a major bus corridor, with stops directly outside the building. These stops offer frequent across Reading. Reading station is around 15-17 minutes on foot, offering fast and frequent rail services, including the Elizabeth Line. **Table 3.1** and **Table 3.2** will include the full bus and rail information.

Table 3.1 Local Bus Services

Route	Description	Peak Hour Frequency	Weekday Services	
			First	Last
Kings Road Bus Services				
4	Reading – Wokingham – Bracknell	Every 10-15 minutes	05:00	23:00
12	Reading – Twyford (via London Road)	Every 20-30 minutes	08:45	14:53
13/14	Circular services between Reading Station, Woodley and Bulmershe	Every 10 minutes	05:15	00:00
17	Wokingham Road – Central Reading – Tilehurst (purple 17)	Every 7-10 minutes	4:00	00:00
18	Tilehurst Triangle – Kenavon Drive	Every 20 minutes	06:25	20:08
850	High Wycombe – Marlow – Henley – Twyford – Reading	Hourly	06:05	22:50

Table 3.2 Local Rail Services

Operator	Main Destinations	Service Type	Weekday Train Times (From Reading)	
			First	Last
Great Western Railway	London Paddington, Oxford, Didcot Parkway, Bristol, Cardiff	Fast and frequent mainline services	00:05	23:50
Elizabeth Line (TfL Rail)	London Paddington, Bond Street, Farringdon, Canary Wharf, Abbey Wood	Direct stopping service into Central & East London	06:11	23:41
South Western Railway (SWR)	Basingstoke and southern destinations	Regular regional services	05:19	23:34
CrossCountry	Birmingham, Manchester, the Midlands, Bournemouth	Long-distance inter-regional services	06:15	22:51

3.5 Local Facilities

- 3.5.1 There is a wide range of day-to-day amenities within close walking distance and cycling distance, including retail, cafes, Reading College, the hospital and leisure spaces. From Astec House, residents can reach Heathrow Airport easily by walking to Reading Station and taking either the Elizabeth Line with a simple interchange at Hayes & Harlington (around 50 minutes total) or the direct RailAir RA1 coach from Reading Station, which reaches Heathrow Terminals 2, 3 and 5 in around 40–60 minutes. Travel to Newbury's colleges is similarly straightforward: frequent Great Western Railway trains run directly from Reading to Newbury in around 27 minutes without changes, while the Reading Buses Line 1 service also provides an hourly low-cost option taking approximately 1 hour 10 minutes. **Table 3.3** shows the local facilities to the site, along with the walking and cycling distances.

Table 3.3 Local Facilities Table

Facility	Location	Distance from site (Approx)	Travel Time (mins)	
			Walk	Cycle
Education Facilities				
Reading College	Kings Road Campus	150m	2	1
University of Reading (London Road Campus)	London Road	750m	9-10	3
University of Reading (Main/Whiteknights Campus)	Shinfield Road Entrance	2.2km	25-28	8-10
Retail				
Supermarket	London Road	450m	5	2
Bank	Reading Town Centre	1km	12-14	4-5
Community & Other Needs				
Post Office	Market Place	950m	12	4
GP (London Road Surgery)	London Road	600m	7	2-3
Pharmacy	London Road/Cemetery Junction	600-700m	7	2-3
Royal Berkshire Hospital	Craven Road	650m	8	3
Gym (Buzz Gym / PureGym)	Reading Town Centre	900m	10-12	4
Public Greenspace (Kensington Park)	Newtown	400m	5	1-2

- 3.5.2 A wide variety of day-to-day amenities are available within a short walking or cycling distance of Astec House. Reading College lies only 150 metres away on Kings Road, making it highly convenient for students. The University of Reading's London Road Campus is also

within a comfortable 10-minute walk, with the main Whiteknights Campus accessible by a short cycle ride. Essential services such as a supermarket, pharmacy, GP surgery, Royal Berkshire Hospital, and several gyms are located within 5–12 minutes on foot. Reading Town Centre, including banking facilities and wider retail provision, is around a 12- to 14-minute walk. Local parks and green spaces are also easily accessed, supporting healthy, active travel choices for residents.

3.6 Parking and Servicing

- 3.6.1 The development proposes 11 on-site car parking spaces, accessed from the rear of the building via the existing private access. This level of provision reflects the highly accessible location of the site, the characteristics of student accommodation, and the surrounding Controlled Parking Zones, whilst retaining sufficient capacity for essential users and operational needs. Electric vehicle charging will be included in accordance with policy, meaning at least one in ten of the available spaces will have a live charging point at the outset, with capacity to increase over time, or otherwise will comply with the Part S Building Regulations. Residents would not be entitled to apply for local on-street parking permits, secured by S106 legal agreement.
- 3.6.2 Student arrivals and departures at the start/end of residency will be staggered through management protocols, and short-stay loading activity will occur within the rear service area rather than on Kings Road.

4. Aims and Objectives

4.1 Aim of the Travel Plan

- 4.1.1 The main aim of this TP is to ensure that future students living at Astec House travel using sustainable modes as much as possible and to minimise unnecessary private car use.

4.2 Objectives

- 4.2.1 The specific objectives of the Travel Plan are to:
- Encourage walking and cycling for everyday journeys
 - Promote the use of bus and rail services
 - Reduce car ownership and usage among residents
 - Ensure servicing and deliveries are well-managed and do not affect the local network
 - Provide clear information and support to students on sustainable travel choices
 - Monitor travel behaviour and adjust measures where needed

5. Baseline Travel Characteristics

5.1 Baseline Position

- 5.1.1 Astec House is currently vacant and been unused for over ten years meaning that there is no existing travel pattern to measure as a baseline.

5.2 Establishing the Baseline

- 5.2.1 The first student travel survey will be carried out once the accommodation is occupied, taking place either within the first three months of initial residents moving in or as soon as at least half of the rooms are occupied, whichever point is reached first. This ensures that the baseline accurately reflects genuine travel habits rather than early-stage or incomplete occupancy patterns.

- 5.2.2 The baseline survey will record:

- How residents travel (walk, cycle, bus, rail, car, taxi)
- Car ownership levels
- Use of the on-site cycle store
- Awareness of local bus/rail services
- Delivery and servicing patterns (e.g., parcel volumes)

- 5.2.3 The survey will form the reference point on future monitoring.

5.3 Data Collection Methods

- Online survey link (QR code provided in all common areas)
- Optional paper copies available
- Observations of cycle parking occupancy
- Notes on kerbside pick-up and drop-off behaviour during move-in/move-out periods

5.4 Interim Estimated Baseline Mode Split

- 5.4.1 A TRICS analysis has been undertaken as part of the associated Transport Statement, which provides a baseline residential trip generation as shown in **Table 5.1**.

Table 5.1 Trip Generation by Mode

Mode	Adjusted Modal Split	AM Peak (08:00 – 09:00)			PM Peak (17:00-18:00)			Daily Flows		
		In	Out	Total	In	Out	Total	In	Out	Total
Underground	0%	0	0	0	0	0	0	0	0	0
Train	11%	0	0	1	1	0	1	6	6	12
Bus	13%	0	1	1	1	0	1	7	7	14
Taxi	1%	0	0	0	0	0	0	0	0	1
Motorcycle	1%	0	0	0	0	0	0	0	0	1
Car	35%	1	2	3	2	1	3	19	20	39
Passenger	3%	0	0	0	0	0	0	2	2	4
Bicycle	6%	0	0	1	0	0	1	4	4	7
On foot	29%	1	1	2	2	1	3	16	16	32
Other	1%	0	0	0	0	0	0	1	1	1
Servicing	1%	0	0	0	0	0	0	1	1	1
Total	100%	4	5	8	7	3	10	54	56	111

5.5 Car Parking Provision and Management Proposed

- 5.5.1 Car parking at the development will be tightly controlled to ensure that spaces are used appropriately and that the limited on-site supply supports only essential needs. Students will not be eligible for local on-street parking permits and therefore cannot rely on surrounding streets for parking. Any student wishing to keep a car on site will be required to register through a formal site parking permit system, which will be administered by the building management team. This ensures that demand is actively managed and that only authorised vehicles can access the car park.
- 5.5.2 Within the rationalised car park, priority will be given to essential and policy-compliant users. A disabled parking bay will be reserved for Blue Badge holders, and the design allows for the conversion of additional spaces should more accessible provision be required in the future. In accordance with Reading Borough Council's Policy TR5 on electric vehicle charging, the development will provide EV-ready parking, including a number of active charging bays with the remaining provision safeguarded for future activation.
- 5.5.3 Parking spaces will not be leased or sold with individual units and will not be allocated on a long-term basis. Instead, access will remain flexible and managed entirely by the site operator, ensuring the car park remains responsive to actual demand and does not encourage unnecessary car ownership. Clear signage will be installed to prevent

unauthorised parking and to ensure that adjacent parking areas are not misused by students or non-residents. Where necessary, private enforcement will be used to ensure compliance, and the car park will be monitored by site CCTV.

- 5.5.4 A small number of spaces (typically 1–2 bays) will be retained for site management and maintenance vehicles, enabling contractors, cleaning staff, pest control and other essential servicing to attend the building without impacting residents or causing overspill onto the public highway.
- 5.5.5 Taking all these requirements into account – including accessible spaces, and management/maintenance provision – the number of standard (general use) parking spaces available for student permit-holders is only 11. This reinforces the car-lite nature of the development and ensures that car use remains appropriately limited given the site's central Reading location and strong access to public transport, walking and cycling routes.

5.6 Student Move-in and Move-Out Arrangements

- 5.6.1 Students are expected to move in and move out at similar times across the year, and a moving-day or week will be facilitated by site management. This will allocate times at which additional cars can be brought to site to allow for loading/unloading, using the reserved site management parking bay. In the worst case, 29 students can be allocated 1-hour slots across 3 days to complete move in using a single site management car parking bay, but it is expected that additional bays will be available to manage demand.
- 5.6.2 Some students are expected to be international, and therefore travelling with only suitcases rather than a full fit-out including home goods/bedding etc. Others are expected to have agreed parking with site management as part of their rental agreement prior to arrival and will simply arrive in the car they intend to park on site for the duration of their residency.
- 5.6.3 No student move in or move out activity will be permitted on Kings Road.
- 5.6.4 Any excess waste (such as packaging) will be handled by site management and additional collection arranged if required through the contracted private service.

6. Travel Plan Targets

- 6.1.1 The Travel Plan will set simple, realistic targets once the baseline survey results are known. These targets will be reviewed after the first year, in agreement with Reading Borough Council.

6.2 Target Principles

- 6.2.1 Targets will be:
- **Specific** (focused on certain behaviours)
 - **Measurable** (based on survey data)
 - **Achievable**
 - **Relevant** to Reading's transport strategy
 - **Time-bound** (achievable within 1–3 years)

6.3 Indicative Targets (subject to confirmation after baseline)

- 6.3.1 The following targets are considered realistic for a central Reading student scheme:

Table 6.1 Indicative Target by Mode of Travel

Mode	Indicative Aim (post-baseline)
Walking	Maintain or modestly increase the proportion recorded in the baseline survey (e.g. +1–3% within 12 months), subject to baseline results.
Cycling	Maintain or increase cycling relative to baseline, with growth targeted through secure cycle parking and promotional measures (e.g. +1–2%).
Bus/Rail	Maintain or increase public transport use from the baseline position, reflecting excellent accessibility and frequent services (e.g. +1–3%).
Car ownership	Keep car ownership to a low level, proportionate to the limited number of on-site spaces (e.g. fewer than 3 in 10 residents owning a car).
Car trips	Keep car trips to a minimum, consistent with restricted parking supply and permit-controlled use.

- 6.3.2 These targets will be confirmed following the baseline travel survey, ensuring that all mode-share aims are realistic, evidence-based and proportionate to the characteristics of student accommodation. The intention is not to shift users between sustainable modes, but instead to maintain or gently increase the share of walking, cycling and public transport through supportive measures such as secure cycle parking, wayfinding, and travel information. Car use targets are framed around the limited on-site parking supply and the permit-controlled management of the car park. This ensures that all targets remain genuinely achievable for the operator, while still supporting the

objectives of the Travel Plan to minimise reliance on the private car and promote sustainable travel.

7. Travel Plan Measures

- 7.1.1 A range of measures will be introduced to encourage sustainable travel and reduce private car use.

Walking Measures

- 7.1.2 Walking will be encouraged through clear information provided to residents, including simple pedestrian guidance in the Student Welcome Pack that outlines typical walking times to Reading College, other institutions the town centre and Reading Station. Wayfinding maps will also be displayed in communal areas to help students understand local routes. In addition, the main pedestrian access from Kings Road will be kept safe, well-lit and clearly signed so that residents can move easily and confidently on foot.

Cycling Measures

- 7.1.3 Cycling will be supported by providing secure, covered cycle parking that benefits from good lighting and CCTV coverage. The cycle store will be designed to accommodate both standard and non-standard cycles, making it suitable for a range of users. Residents will receive clear information about local cycle routes, supported by a simple cycle map, alongside signposting to nearby bike shops and repair services. At the start of each academic year, cycle safety and maintenance sessions such as “Dr Bike” may be organised, and additional guidance will be provided on how to register bicycles with local security schemes.

Bus and Rail Measures

- 7.1.4 Residents will be encouraged to use local bus and rail services by including route maps, service information and simple guidance on available ticket types in the Student Welcome Pack. Real-time bus information will be made easily accessible through a QR code linking to live arrivals at the Kings Road stops. The Welcome Pack will also explain how to walk or catch the bus to Reading Station and outline options such as student discounts and contactless fare caps on Reading Buses.

Car Use Management

- 7.1.5 Car use will be carefully managed through a clear and proactive parking strategy. Residents will be informed from the outset that they are not eligible for local on-street parking permits, reflecting the Controlled Parking Zones that operate on streets surrounding the site. As on-street parking cannot be relied upon, any resident wishing to keep a car must apply for a site-managed parking permit, with only a small number of on-site spaces available and allocated strictly on a controlled basis. The development provides one disabled bay for qualifying Blue Badge holders, with all other bays managed flexibly and not tied to specific units. This approach will be communicated at the point of booking and reinforced in tenancy agreements, emphasising that car ownership is unlikely to be feasible for most residents. Students will be encouraged to avoid bringing cars to Reading, supported through clear

guidance on local parking controls and the comprehensive range of sustainable travel options available, including walking, cycling, buses and rail services.

Marketing and Communication Measures

- 7.1.6 Sustainable travel will be promoted through a Student Travel Welcome Pack issued before arrival, supported by travel information boards in communal areas. These boards will display walking, cycling and public transport information. Residents will also receive periodic email updates highlighting travel options, seasonal events and reminders. Social media channels or accommodation newsletters may also be used to encourage participation in campaigns aimed at promoting sustainable journeys.

Mobility Support for Disabled Users

- 7.1.7 The needs of disabled residents will be supported by maintaining at least one on-site Blue Badge parking space, ensuring that accessible routes are clearly identified and kept free from obstructions, and providing travel information where sought. These measures aim to ensure that the development remains inclusive and accessible for all users.

8. Travel Plan Management

8.1 Travel Plan Coordinator (TPC)

8.1.1 A Travel Plan Coordinator will be appointed before the first occupation. The TPC may be part of the building management team.

8.1.2 Duties of the TPC include:

- Implementing all Travel Plan measures
- Acting as the main point of contact for travel enquiries
- Organising annual surveys
- Maintaining travel information boards and digital resources
- Engaging with Reading Borough Council on monitoring
- Reviewing and adjusting the Travel Plan measures if performance is below target

8.2 Resident Engagement

8.2.1 The Travel Plan Coordinator will support residents by holding occasional drop-in sessions at convenient points in the year, such as at the start of term, and will provide timely travel information updates whenever they are most useful, for example during freshers' arrival, busy academic periods or exam seasons. Throughout the year, the coordinator will also promote walking, cycling and public transport through simple seasonal campaigns and awareness activities designed to encourage students to choose sustainable travel options as part of their everyday routine.

9. Monitoring and Review

9.1 Monitoring Overview

- 9.1.1 Monitoring is essential to understand how residents are travelling and whether the Travel Plan is operating successfully.

9.2 Monitoring Schedule

- **Baseline Survey:** within 3 months of first occupation or at 50% occupancy
- **Annual Monitoring Surveys:** Years 1, 2 and 3
- **Cycle parking checks:** Quarterly in Year 1, then annually

9.3 Annual Monitoring Report

- 9.3.1 The Travel Plan Coordinator will prepare a short annual monitoring report that brings together the findings of the latest resident travel survey, assesses progress towards the agreed mode-share targets, reviews the level of use within the cycle store, and highlights any issues or concerns raised by residents during the monitoring period. The report will also outline any adjustments proposed to existing measures to help improve performance. Once complete, this report will be submitted to Reading Borough Council for review.

9.4 Revision of the Travel Plan

- 9.4.1 If the Travel Plan targets are not met, the Travel Plan Coordinator will review the situation to understand the reasons behind this, including any barriers such as lack of awareness of travel options or limited capacity within the cycle store. The coordinator will then introduce additional or revised measures as appropriate and may also update the targets if circumstances have changed. If requested by Reading Borough Council, monitoring may continue beyond the initial three-year period so that the Travel Plan can be refined further until satisfactory outcomes are achieved.

10. Action Plan

10.1.1 Below is the outline Travel Plan Action Plan. It will be updated with final dates once occupation periods are confirmed.

Table 10.1 Action Plan Table

Action	Timing	Responsibility
Appoint Travel Plan Coordinator	Before occupation	Applicant
Issue Student Welcome Pack	Before arrival	TPC
Install travel information board	Before occupation	TPC
Baseline travel survey	Within 3 months of occupation	TPC
Annual travel surveys	Years 1–3	TPC
Cycle parking audit	Quarterly Y1	TPC
Maintain car-free messaging	Ongoing	TPC
Promote walking & cycling events	Ongoing	TPC
Review Travel Plan and update	Annually	TPC + RBC
End of Plan and handover to any Resident Group	Year 3	TPC