



**INTERIM TRAVEL PLAN
FOR
PROPOSED MIXED-USE DEVELOPMENT, READING STATION PARK
READING, BERKSHIRE
ON BEHALF OF
AVIVA LIFE AND PENSIONS UK LIMITED**

OCTOBER 2021

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1.0 INTRODUCTION

Background

- 1.1 Cole Easdon Consultants Limited (CEC) has been instructed by Aviva Life and Pensions UK Limited (the applicant) to prepare an *Interim Travel Plan (ITP)* in support of an outline planning application for a proposed mixed-use development at Reading Station Shopping Park, Reading. Refer to CEC Plan 6402/201 [*Location & Accessibility Plan*], included within Appendix 1 of this Report.
- 1.2 The application is made in outline with all matters reserved and seeks a flexible permission for a wide mix of uses. The accompanying *Transport Assessment (TA)* prepared by CEC sets out the parameters of the proposed development within which a Reserved Matters submission will be brought forward at a later stage. Given that the final types and mix of uses has not been finalised it is considered appropriate for this to be an ITP as the ultimate uses will have a significant effect on the Travel Plan's specific objectives, targets and proposed measures. This approach has been agreed with Reading Borough Council (RBC).
- 1.3 It is essential that this *ITP* is read in conjunction with the accompanying *TA* prepared by CEC, where this latter document provides a comprehensive appraisal of the transportation impacts of the Development.
- 1.4 It is envisaged that the *ITP* will be secured as part of a Section 106 agreement between the developer and RBC.

Report Structure

- 1.5 This *ITP* is structured as follows:
- Section 2.0 sets out the context of the *ITP*;
 - Section 3.0 provides a brief Site Assessment, where more detailed information is provided within the *TA*;
 - Section 4.0 sets out the methodology and timescale for obtaining initial baseline travel survey data;
 - Section 5.0 identifies generic Travel Plan objectives and targets;
 - Section 6.0 sets out initial generic measures that will be implemented by the developer
 - Section 7.0 describes how the Travel Plan will be managed and monitored; and
 - Section 8.0 sets out how the Travel Plan will be secured and enforced.



2.0 CONTEXT

2.1 The site is located to the north of Reading Station and currently operates as a retail park. The site is bounded by the former Royal Mail Depot site to the southwest, Caversham Road to the west, Vastern Road to the north and the Station North Interchange bus stops to the east. The location of the site is shown on CEC Plan 6402/201 [*Location & Accessibility Plan*] included within Appendix 1.

2.2 The application proposes the demolition of the existing retail units and a mixed-use development comprising a mix of uses consistent with the development parameters as set out within Section 5.0 of the *TA*.

Vehicular Access

2.3 Vehicular access to the site is a reserved matter to be developed as the scheme progresses. The parameter plans in Appendix 6 of the *TA* detail zones where an access off Caversham Road and an egress on to Vastern Road will be located.

Car Parking

2.4 The proposed development is considered car-free, except for the provision of disabled car parking in accordance with the standards contained within the Reading Revised Parking Standards and Design document. The final number of car parking spaces to be provided will be ascertained as the detailed elements of the development are finalised. One disabled space will be provided for 5% of the residential units.

Cycle Parking

2.5 The development will provide cycle parking for all of the various uses in accordance with the minimum standards set out in the Reading Revised Parking Standards and Design document. The cycle parking will be provided through a mix of Double Stackers, Sheffield Stands and Oversized Cycle Stands.

2.6 This *ITP* is designed as a framework document that can form the basis of detailed *Travel Plans* that will be developed when a final scheme is proposed. This *ITP* demonstrates a commitment to the provision and implementation of a Travel Plan; however, the specific objectives, targets and measures will need to be developed in due course once further information is known.



3.0 SITE ASSESSMENT

Summary of Matters identified in the TA

- 3.1 The TA clearly sets out that the Site is situated in a highly sustainable location, and provides detailed forecasts of the number of multi-modal trips predicted to be generated by the proposed development, when testing a ‘worst case’ scenario in terms of impacts.

Transport Infrastructure to be Provided Within the Masterplan

- 3.2 The Development proposals will include a variety of infrastructure designed to encourage travel by sustainable modes of transport, including extensive cycle parking for residents, employees and visitors. Extensive landscaping is proposed as well as a pedestrian link through the site connecting the town centre with the open space at Christchurch Meadows.

Existing Highway and Public Transport Infrastructure

- 3.3 The Site has excellent accessibility to a wide range of bus and rail services. The nearest bus stops to the site are located adjacent the eastern boundary of the site on Trooper Potts Way (Station North Interchange). Further stops are available on Caversham Road to the west of the site. Shelters and real time passenger information are provided at the nearby bus stops, offering good passenger facilities. The bus stops are served by a large number of services where all information including departures and route planning information is available from www.traveline.info.
- 3.4 Reading Railway Station is situated immediately to the south of the site providing excellent opportunities for commuting to/from London, Swindon, Bristol, Bath, Oxford, Didcot, Wokingham, Guildford, Basingstoke and many more. Note that a detailed appraisal of the existing public transport services is provided within the accompanying TA.
- 3.5 There is comprehensive footway provision along the length of Vastern Road and Caversham Road on both sides of the carriageway facilitating convenient and safe pedestrian movement in the local area. There are signalised pedestrian crossings on Vastern Road, Caversham Road and at the Trooper Potts Way junction. The site layout will provide new pedestrian routes from Caversham Road to Reading Railway Station, meaning fewer pedestrians will need to use Vastern Road when travelling from the north and west.
- 3.6 With regard to cycling accessibility, The Reading ‘*Cycle Routes in Central Reading*’ map shows the local cycle route network developed by RBC. A number of these routes pass in



close proximity to the site and provide access to Caversham and north Reading, east Reading, west Reading and south and central Reading. The foot / cycle way across the Vastern Road frontage of the site is to be kept free from development to allow for the future provision of an upgraded foot/cycleway in this location to be provided by RBC.

- 3.7 There are a vast range of services, facilities, and amenities within easy walking distance of the Site, including primary and secondary schools, retail provision, employment opportunities, health facilities and leisure/recreation facilities.
- 3.8 An Non-Motorised User (NMU) Audit has been incorporated into the TA, which assesses the existing pedestrian environment in the vicinity of the site. Overall, the NMU Audit concluded that the quality of the local infrastructure to support pedestrian movement and the interchange with public transport services is considered to be of an excellent standard, and no specific developer interventions are therefore proposed.



4.0 TRAVEL SURVEYS

- 4.1 Given that this *ITP* is prepared to support a planning application, it is not yet possible to carry out site-specific travel surveys. Furthermore, owing to the Outline nature of this application and the high level of flexibility being sought, the trip generation predictions within the *TA* do not provide a meaningful basis on which to base Travel Plan targets.
- 4.2 Baseline travel surveys will be undertaken within 12 months of first occupation of the site. The results of the baseline travel surveys will form the Site-specific baseline modal split data. It is likely that different surveys will be required to account for the mix of uses envisaged in the development parameters, where surveys for residents and employees would ask different questions.



5.0 OBJECTIVES & TARGETS

Aims

- 5.1 The aim of this *ITP* is to *minimise the transportation impacts of the proposed redevelopment of the Site by seeking to maximise the number of journeys made by walking, cycling, and public transport.*
- 5.2 In order to achieve the aims set out above the following objectives have been set:
1. increase the proportion of trips made to/from the Development by walking and cycling;
 2. to ensure that future occupiers/tenants, staff and visitors are aware of the Travel Plan;
and
 3. promote healthy lifestyles and sustainable travel patterns.
- 5.3 Due to the flexible nature of the proposed development, it is not considered appropriate to set specific targets at this stage, as the setting of SMART targets will be largely influenced by the ultimate mix of uses.
- 5.4 Following the carrying out of the first travel surveys (which will be undertaken within 12 months of first occupation), accurate baseline mode share information can be established, against which precise trip number calculations can be produced and appropriate targets set.



6.0 PACKAGE OF MEASURES

6.1 This Section outlines the initial proposed measures. A comprehensive package of measures will be proposed once the final scheme is developed.

Appointment of a Travel Plan Co-ordinator

6.2 The appointment of a Travel Plan Co-ordinator (TPC) is central to the successful implementation and management of the Travel Plan. The TPC will act as the promoter of the components of the Travel Plan to secure its implementation, as well as being the key contact point. During the construction stage of the Development, and 3 months prior to first occupation, a suitable TPC will be appointed, and the details of the TPC passed to RBG. This person will be appointed / nominated and funded by the developer with the service provided by either the Site-Wide Management Company or consultants on behalf of the developer.

6.3 The key responsibilities undertaken by the TPC are set out below (though this is by no means an exhaustive list):

- Leading on the delivery of the Travel Plan once approved by RBC;
- Promoting the various measures contained within the Travel Plan;
- Acting as the main point of contact for the Travel Plan and to liaise as necessary with staff, visitors, RBG, and other interested parties;
- Ensuring that all the necessary monitoring activities are carried out including the organisation of the travel surveys and the preparation of the Travel Plan Monitoring Reports etc.; and
- Ensuring continual progress towards achieving the various Travel Plan targets and objectives.

6.4 The TPC will be appointed for a 5-year period from completion of the development to cover the *Travel Plan* monitoring and review timeframe.

Hard Measures

6.5 The following hard measures are proposed to support the Travel Plan, where such measures relate to the physical infrastructure that is proposed as part of the Development.

- Provision of secure cycle parking facilities for all uses, in accordance with RBC requirements;
- Provision of shower and changing facilities within employment space;



- Provision of pedestrian/cycle routes through the site providing convenient and direct access; and
- Possible provision of new offsite pedestrian and cycle infrastructure.

Provision of Information

6.6 A Travel Information Pack (TIP) will be prepared that will be appropriately tailored for the different users. The TIP will contain a wealth of sustainable travel information including:

- Information about the Travel Plan and the benefits that this will bring;
- Maps showing local walking and cycling routes in relation to facilities such as the nearest bus stops, the railway station, health centres, hospital, doctor's surgeries, pubs, shopping, leisure, retail facilities etc.;
- Site-specific public transport information, explaining which bus and rail services operate in close proximity to the Site. Public transport route maps and timetables of the local bus and rail services should be included as well as contact details for local public transport operators;
- Details of the car club membership;
- Contact details of local taxi firms. Using a taxi avoids the need to use or own a private car, and it can be shared with other staff wherever possible;
- Information on other Travel Plan activity which may be pertinent to the Site;
- Details of travel-related websites such as nationalrail.co.uk, [traveline](http://traveline.co.uk) etc.; and
- Contact details for the TPC.

Measures to promote awareness of the Travel Plan

6.7 The principal responsibility for promoting the Travel Plan will lie with the TPC. Awareness of the Travel Plan will be promoted through means of the TIPs and Travel Surveys.

Measures to reduce the need to travel

6.8 Flexible working practices and home working will be encouraged, wherever possible.

Measures to encourage walking

6.9 As mentioned previously, the TIP will contain details of public health campaigns promoting walking such as the 'Change for Life' campaign www.walkit.com/walking-for-health and 'Walking for Health' contained on www.nhs.uk. It will also contain walking maps identifying the location of relevant key facilities and the optimum walking routes. Distance radii will also be included on the Plans to show how far away the various facilities are.



Measures to encourage cycling

- 6.10 Long and short stay cycle parking will be provided for all site uses in accordance with RBC standards. The TIP will contain maps identifying local cycle routes (both formal signed routes and cyclist-recommended routes).

Measures to promote the use of public transport

- 6.11 The objectives of this *ITP* include reducing the reliance on public transport with the aim of seeking to shift the modal split towards walking and cycling. Notwithstanding, measures to promote public transport use are included in this *ITP*.
- 6.12 The main way in which the use of public transport will be promoted will be through the provision of information included in the TIP (the intended contents of which have already been described). The development is ideally located to enable trips by public transport, being situated within easy walking distance of Reading Railway Station, and bus stops served by a number of bus services.
- 6.13 In addition to the measures described above, the full Travel Plans to be produced as part of the reserved matters will consider the following BREEAM measures:
- Negotiation with local bus and train companies regarding an increase in the local service provision for the development;
 - Provision of a public transport information system in a publicly accessible area;
 - Provision of electric recharging stations;
 - Provision of parking priority spaces for car sharers;
 - Consultation with the local authority on the state of the local cycling network and on improvements; and
 - provision of suitable taxi drop-off or waiting areas.



7.0 MANAGEMENT & MONITORING

Management

7.1 As identified within Section 7.0, a TPC will be appointed to implement, manage, monitor and promote the *Travel Plan*. The scope of the role of the TPC was outlined within Section 7.0.

7.2 The TPC will be appointed during the construction stage of the development and 3 months prior to first occupation. The details of the TPC will be passed to RBC upon appointment.

Monitoring

7.3 Monitoring forms an essential part of the Travel Plan process to ensure continued progress towards achieving the aims, objectives, and targets. It is envisaged that the final TP(s) will be monitored through yearly travel surveys.

Travel Survey Timetable

7.4 The Travel Survey timetable will need to be discussed and agreed with RBC as part of the Reserved Matters submission as it will depend on the estimated length of time that the development will take to complete, and the mix of uses proposed.

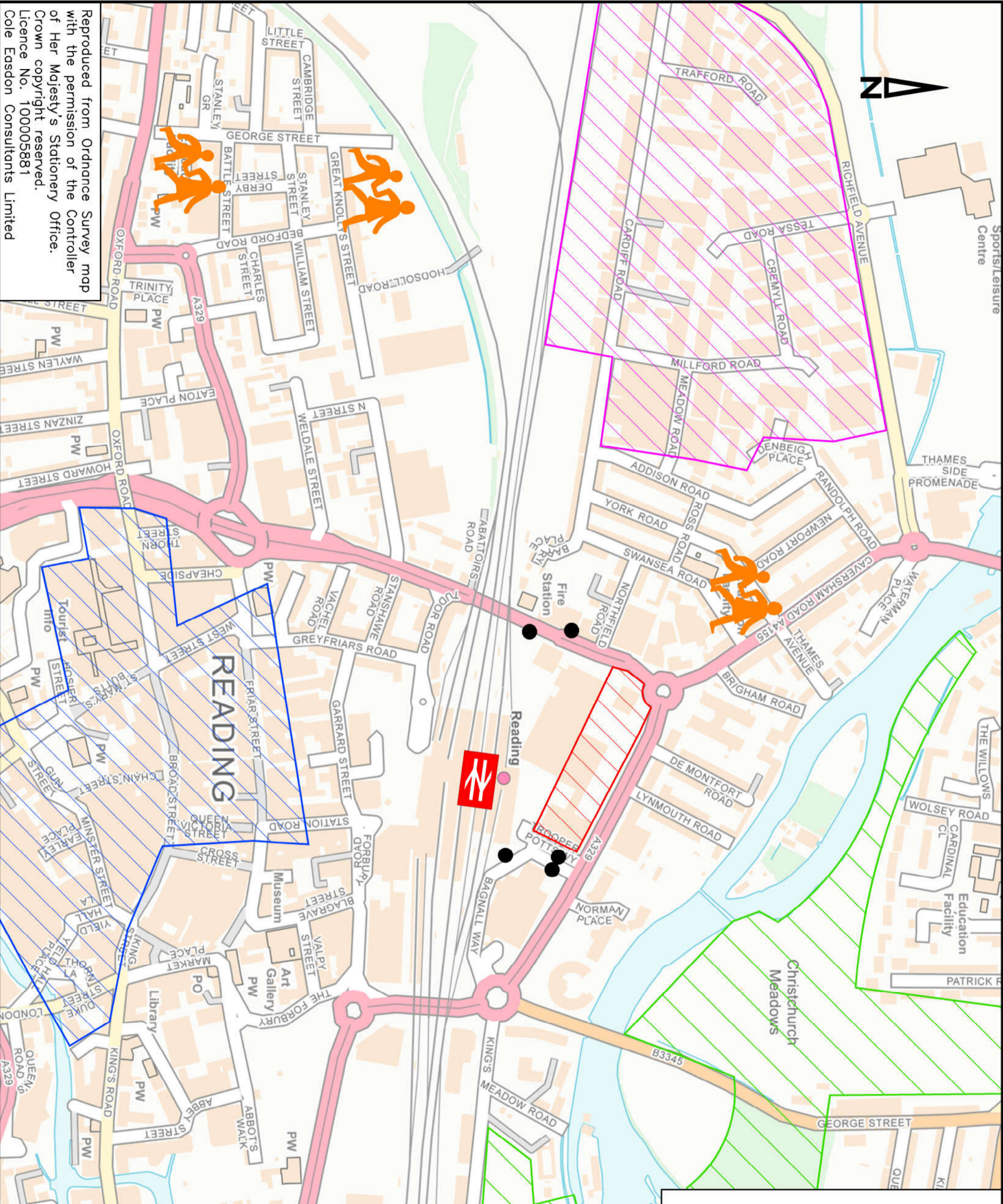


8.0 SECURING & ENFORCING

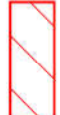






- 8.1 This *ITP* will be secured through the Section 106 agreement for the Development, and will be subject to regular travel surveys and reporting of the progress of the Travel Plan. As previously outlined, the TPC will be responsible for the submission of a monitoring report to RBC outlining the progress of the *Travel Plan* towards meeting its targets and objectives.
- 8.2 The reporting requirements associated with the Plan constitute the key elements of enforcement, where this will identify any potential shortcomings with regard to its progress.
- 8.3 Given the negligible vehicular impact associated with the proposed development, the Site's excellent access to public transport, and the implementation of appropriate Travel Plan measures, the imposition of financial penalties in the event of the Travel Plan falling short of its targets are not considered appropriate. The *TA* identifies that the overall proposed development will facilitate a net reduction in vehicle trips when compared with the existing retail use of the Site.
- 8.4 The Travel Plan is intended to further add to the Site's excellent accessibility credentials rather than as a means to address predicted offsite vehicular impacts.
- 8.5 A dialogue will be maintained with RBC throughout the Travel Plan monitoring period in order that further measures could be discussed and agreed if necessary. However, as discussed above this is considered unlikely to be necessary.

Cole Easdon Consultants Limited
October 2021

Appendix 1



Key:

-  Site Location
-  Employment Areas
-  Town Centre
-  Open Space
-  Train Station
-  Bus Stops
-  Primary Education

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Drawing Title:
 Location & Accessibility Plan

Prepared by BS	Drawn by BS	Checked by DH
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