Proposed Commercial Development
Building 810, Winnersh Triangle Business Park, Eskdale Road, Winnersh, RG41 5TS

Framework Travel Plan

for

Winnersh Midco S.A.R.L.

Document Control Sheet

Proposed Commercial Development

Building 810, Winnersh Triangle Business Park, Eskdale Road, Winnersh, RG41 5TS

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This document has been issued and amended as follows:

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Motion
84 North Street
Guildford
Surrey
GU1 4AU
T 01483 531300
F 01483 531333
E info@motion-uk.co.uk
W www.motion-uk.co.uk

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1.0 Introduction

1.1 Motion is instructed by Winnersh Midco S.A.R.L. (the Applicant) to prepare this Framework Travel Plan (FTP) to support a replacement commercial building on Plot 810 of the Winnersh Triangle Business Park, Eskdale Road, RG41 5TS ("the Site"). The location of the Site is illustrated on Figure 1.1.

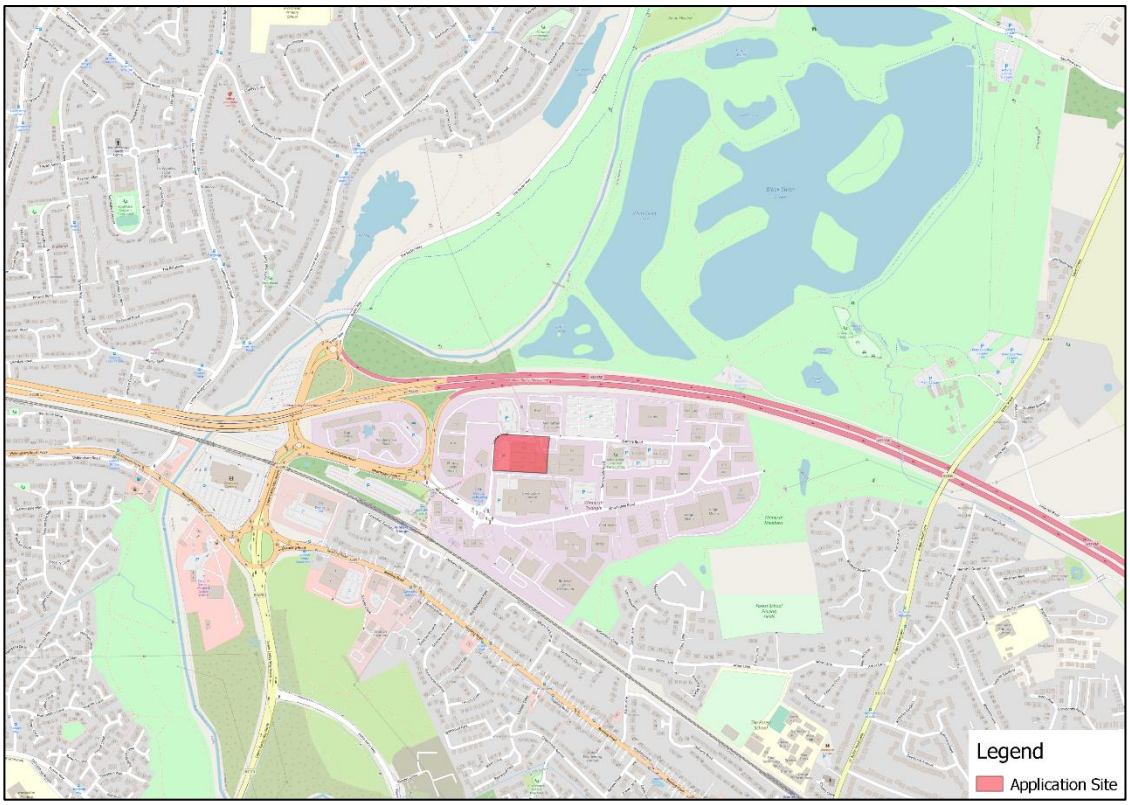

Figure 1.1 - Site Location

1.2 The proposals for the redevelopment of Building 810 within the Winnersh Triangle Business Park (WTBP) are to provide a single replacement building accommodating up to 5,235 sqm GIA for commercial use (light industry/research and development and tech). The proposals are for:

"Demolition of existing buildings and erection of a replacement building for flexible use within use classes E(g), B2 and/or B8, together with access, parking, landscaping and associated works."

1.3 This Framework Travel Plan (FTP) sets out the applicable transport and planning policy informing the objectives, measures, and targets to be delivered through the implementation of this Plan.

1.4 This FTP will be regularly monitored, reviewed, and revised, to ensure that the Plan continuously develops and remains applicable to on-site activity.

1.5 Motion is currently engaged in the preparation of a site-wide Travel Plan for WTBP, and development of that Plan has informed the content of this FTP, to ensure consistency of the Plans.

1.6 Following this section, the remainder of this FTP is structured as follows:

- Section 2 – reviews applicable national and local policy and guidance, and sets out the Plan objectives, as informed by that policy and guidance;
- Sectio3 – describes the site location and its accessibility;

- Section 4 – states the objectives this FTP is designed to achieve, and covers applicable targets that accord with those objectives
- Section 5 – explains how the Plan will be managed;
- Section 6 – sets out the measures that will be implemented to support use of active and/or sustainable travel modes for trips to and from the development;
- Section 7 – describes the monitoring and review programme that will be implemented to track progress being made towards achievement of the Plan targets, necessarily involving rolling reports and modification, as necessary, of enforceable Plan implementation measures; and,
- Section 8 – provides an Action Plan summarising the scheme design elements relating to travel, the Plan management and implementation measures, the party/ies responsible in each instance, and an indicative delivery timeline.

2.0 Policy and Guidance

2.1 The key documents that set out the travel planning context for the development are:

- National Planning Policy Framework, Ministry of Housing, Communities and Local Government, February 2025;
- National Design Guide, Ministry of Housing, Communities & Local Government, January 2021;
- Planning Practice Guidance, Ministry of Housing, Communities and & Local Government, June 2021;
- Working Together to Promote Active Travel - A Briefing for Local Authorities, Public Health England, May 2016;
- Planning for Walking and Planning for Cycling, Chartered Institution of Highways and Transportation, April 2015 and October 2014 respectively;
- Gear Change: A bold vision for cycling and walking, Department for Transport, July 2020;
- Local Transport Note (LTN) 1/20 Cycle Infrastructure Design, Department for Transport, July 2020;
- Manual for Streets (MfS), Department for Transport, March 2007;
- Wokingham Borough Council Local Development Framework, Adopted Core Strategy, January 2010; and,
- Wokingham Travel Plan Guidance 2011.

National Policy

National Planning Policy Framework (NPPF)

2.2 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied.

2.3 The NPPF presumes in favour of sustainable development and is a material consideration in planning decisions. Section 9 focuses on 'Promoting Sustainable Transport' which aims to "*actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable through limiting the need to travel and offering a genuine choice of transport modes*".

2.4 Paragraph 110 states:

"*The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.*"

2.5 Paragraph 115 acknowledges that when assessing specific site uses for development applications, it should be ensured that:

a) sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;

b) safe and suitable access to the site can be achieved for all users;

c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and,

d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach.

2.6 Paragraph 116 states:

"*Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios*."

2.7 Paragraph 117 outlines that applications for development should:

"*a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations."

National Design Guide (NDG)

2.8 The National Design Guide (NDG) sets out the characteristics of well-designed places and demonstrates what good design means in practice. It forms part of the Government's collection of planning practice guidance and should be read alongside the separate planning practice guidance related to design process and tools.

2.9 With respect to consideration of 'movement' in the design of new development, the NDG promotes assessment of existing and delivery of new features that result in developments being accessible and easy to move around within and between by all applicable transport modes, with priority being placed on active and/or sustainable modes.

Planning Practice Guidance (PPG)

2.10 Planning practice guidance (PPG) supports delivery of the principles set out in the National Planning Policy Framework (NPPF).

2.11 The guidance describes Travel Plans as:

"*… long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets*." (PPG paragraph: 003; reference ID: 42-003-20140306)

2.12 Furthermore, the guidance indicates that:

"… Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation." (PPG paragraph: 003; reference ID: 42-003-20140306)

2.13 It is stated that the primary purpose of a Travel Plan is:

"… to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. …, they should not be used as a way of unfairly penalising drivers."
(PPG paragraph 005; reference ID: 42-005-20140306)

Active Travel – Walking and Cycling

Working Together to Promote Active Travel - A Briefing for Local Authorities

2.14 Public Health England has issued a briefing for Local Authorities containing their latest research findings relating to active travel:

"Physical inactivity directly contributes to 1 in 6 deaths in the UK and costs £7.4 billion a year to businesses and wider society

The growth in road transport has been a major factor in reducing levels of physical activity

Building walking and cycling into daily routines are the most effective ways to increase physical activity

Short car trips (under 5 miles) are a prime area for switching to active travel and to public transport

Health-promoting transport systems are pro-business and support economic prosperity. They enable optimal travel to work with less congestion, collisions and pollution, and they support a healthier workforce."

Planning for Walking and Cycling

2.15 Walking and cycling are active and sustainable forms of transport in their own right and as linking modes for accessing public transport, for example, when making longer journeys.

2.16 The Chartered Institution of Highways and Transportation (CIHT) documents 'Planning for Walking' and 'Planning for Cycling' provide an insight into these modes of transport:

"Across Britain about 80% of journeys shorter than 1 mile are made wholly on foot…but beyond that distance cars are the dominant modes" (Planning for Walking, 2015, pg.6).

"Majority of cycling trips are used for short distances, with 80% being less than five miles and with 40% being less than two miles" (Planning for Cycling, 2014, pg.4).

2.17 The CIHT also published 'Guidelines for Providing for Journeys on Foot' (2000) to support implementation of the central Government publication 'Encouraging walking: advice to local authorities'. The CIHT Guidelines suggest acceptable, desirable and preferred maximum walking distances ('acceptable' walking distances would vary between individuals) for pedestrians without mobility impairment for some common trip purposes.

2.18 The Department for Transport (DfT) updated their advice to Local Authorities in Local Transport Note (LTN) 1/20 'Cycle Infrastructure Design', which was published in July 2020 alongside the DfT's 'Gear Change: A bold vision for cycling and walking'. LTN 1/20 promotes the inclusion of good quality cycling infrastructure in Local Authority planning, design and highway adoption policies and processes, with new developments, new highways and new highway improvement schemes contributing accordingly.

Manual for Streets

2.19 Manual for Streets (MfS) identifies 'walkable neighbourhoods' as "having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas which residents may access comfortably on foot". Within MfS it is also noted that 800 metres is not considered the maximum walking distance for pedestrians, highlighting that walking can replace short car trips, particularly those under 2 kilometres.

Local Policy

Wokingham Borough Local Development Framework, Adopted Core Strategy

2.20 Wokingham's Adopted Core Strategy does not explicitly mention Travel Plans and the role they play in the mitigating of the travel and transport impacts of new developments. However, Policy CP6 – Managing Travel Demand states the following:

"e) Mitigate any adverse effects upon the local and strategic transport network that arise from the development proposed;"

2.21 Travel Plans are generally considered a valuable way of mitigating the impacts of developments.

Workplace Travel Plan Guidance 2011

2.22 WBC also provide guidance on the preparation and operation of workplace Travel Plans in their document '*Workplace Travel Plan Guidance*', published in 2011. This document sets out the need for, and benefits associated with, workplace Travel Plans.

2.23 It goes on to set out thresholds at which Travel Plans are required in Wokingham and the process through which they are secured and managed.

Objectives

2.24 The Travel Plan objectives listed below have been derived from the policies and guidance set out above:

- Promote healthy travel - i.e. walking, running, and cycling, in order to increase the use of these active and sustainable modes.
- Promote more efficient forms of car travel - i.e. sharing resources through, for instance, lift-sharing and use of car club vehicles.
- Raise site occupants' awareness of opportunities to adopt active and/or sustainable travel - i.e. through provision of information.
- Reduce the need to travel - i.e. linking trips, when possible.
- Support social cohesion and people's sense of community through promoting personal interaction for the purpose of functional and/or leisure travel i.e. 'buddy groups' for walkers, runners, and/or cyclists.
- Assist in meeting the Council's aims of reducing road traffic and congestion.

BREEAM Guidance

2.25 The applicable BREEAM guidance is the 2014 Refurbishment and Fit Out (RFO) assessment process.

2.26 A BREEAM pre-assessment has identified the need for a BREEAM-compliant Travel Plan to be produced, supporting the building work.

2.27 The Travel Plan is to report sustainable transport solutions, proximity to amenities, and cyclist facilities.

2.28 An Accessibility Index score for the assessed building is to be presented, and at least two of the amenities of interest - namely an appropriate food outlet, access to cash, and access to a recreation/leisure facility for fitness/sport – can ideally be described as within 500 metres of the assessed building.

2.29 Cycle storage is to be provided in line with the tiered, minimum levels specified by the BREEAM assessor, and at least two of the following compliant cyclist facilities are to be provided for all building users: showers; changing facilities; lockers; and drying spaces. Showers and changing facilities are provided with the submission.

3.0 Site Location and Accessibility

Site Location

3.1 The site is located to the south of Eskdale Road, within Winnersh Triangle Business Park (WTBP). The area surrounding the site contains a mixture of commercial, office and light industrial buildings.

3.2 The site is bordered to the north and west by Eskdale Road, while the south and east are all bound by further commercial units, amenity space and car parking.

3.3 The site location is shown in relation to the local area at Figure 3.1.

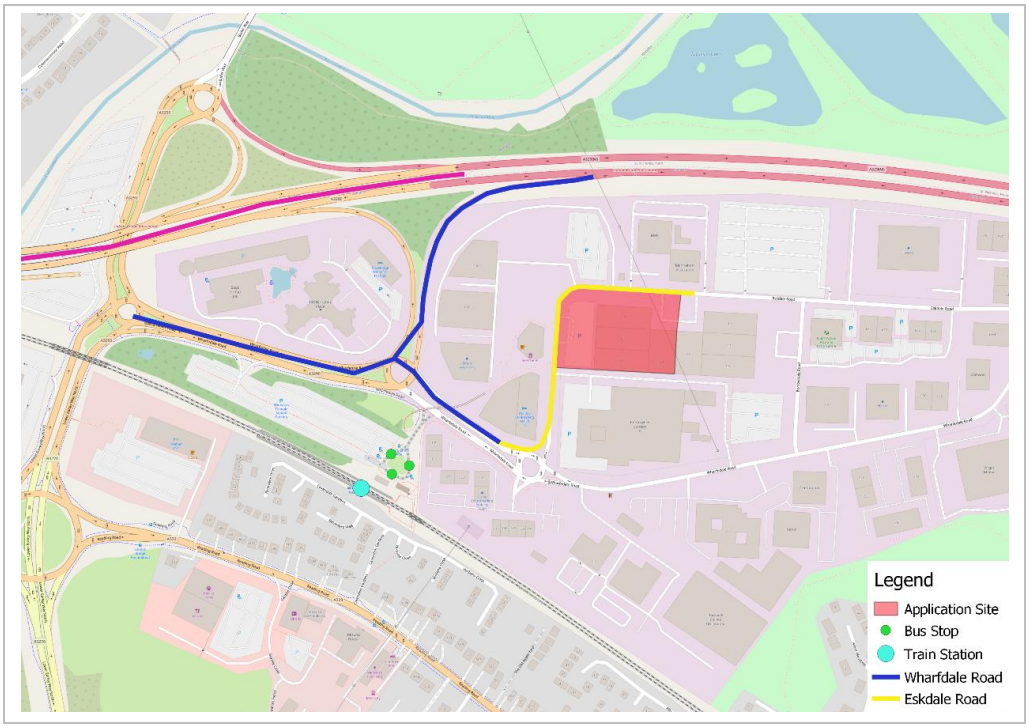

Figure 3.1 - Site Location Plan

Local Amenities

3.4 The amenities of interest to Building 810 occupants that are accredited for BREEAM purposes (an appropriate food outlet, access to cash, and recreation/leisure facility for fitness/sport) and are within 500 metres of the site are listed at Table 3.1, alongside their accessibility on foot or by cycle.

Amenity	Distance (metres)	Journey Time (minutes)	
		Walking	Cycling
The Exchange (café)	100	2	1
Crowne Plaza Hotel and facilities	100	2	1
WHSmith (stationer & gift store)	100	2	1
Cash machine	100	2	1
Toad Hall Nursery (children's nursery)	380	6	2
Buzz Gym (leisure centre & fitness studio)	420	6	2
Winnersh Meadows (open space)	780	10	2

Table 3.1 - Local Amenities and their Accessibility Using Active Travel Modes

3.5 An 'The Exchange' café is located with the '200 series' buildings at the Park, i.e. Buildings 200, 210 & 230, whilst the other The Exchange café, the WHSmith store, and the cash machine are all located at the WTBP Management Office (1,000 Eskdale Road), approximately 100 metres from Building 810. In addition, there is a café located on the ground floor of Building 1180.

3.6 In front of the 200 series of Buildings to the south there is also a pocket park with seating in landscaped areas, and a pétanque pitch.

3.7 The Toad Hall children's nursery is part of the on-site amenity provision for WTBP occupants.

3.8 The Crowne Plaza hotel (approximately 130 metres from Building 810) adjacent to the WTBP Management Office comprises a restaurant, an air-conditioned gym, a swimming pool, a wellness spa, a sauna and a steam room, all of which are available to non-hotel residents.

3.9 WTBP also provides a wellness studio, The Cabin, which is available for hire and forms part of the Buzz Gym facilities based at 680 Eskdale Road on WTBP, just 420 metres from Building 810. Buzz Gym facilities comprise a fully-equipped weights gym, static 'Spin' bikes, strengthening and conditioning equipment, treadmills, a lounge and meeting space, a cafe, toilets and showers, changing rooms and lockers, and treatment rooms (Achieve Health Clinic).

3.10 Adjacent to The Cabin is The Court – a floodlit astroturf pitch available for hire via Buzz Gym.

3.11 Building 1000, the WTBP Management Office, houses a flexible working space called The Exchange, providing meeting rooms, sofas, sound-proof pods, co-working hot desk spaces, and a café.

3.12 Town centre amenities - cafes, restaurants, banks, medical facilities, supermarkets, a community and children's centre, etc. – are also available in Winnersh, approximately 1.8 km south-east of WTBP, accessible via a 22-minute walk, or a 6-minute cycle ride.

Pedestrian Network

3.13 Eskdale Road is provided with wide, lit footways along both sides of the carriageway, that network being continued alongside the vehicular routes throughout Winnersh Triangle Business Park. Regular crossings are provided with dropped kerbs and/or tactile paving providing fully accessible routes around the business park.

3.14 Along Eskdale Road, dropped kerbs are provided at most access junctions, and a signalised pedestrian crossing is provided on the eastern arm of Wharfedale Road at the roundabout between Wharfedale Road and Eskdale Road. Another signalised pedestrian crossing is provided on the western arm of Wharfedale Road at the roundabout between Wharfedale Road and the A329(M).

Cycle Network

3.15 The cycle network within WTBP is on-carriageway, along the wide boulevards that operate with 30 miles per hour speed limits.

3.16 A free-to-use cycle hire scheme called 'Ryde' is provided on-site for use by Park occupants. The cycles are stationed at Buildings 210, 1000 and 1010. The cycles are booked via a smartphone app, and are available for use on the Park, to get into Reading and the surrounding area, and even to take home at the weekend as hire sessions can be up to 72 hours at a time. The cycles are maintained by Bainton Bikes. (https://www.winnershtriangle.co.uk/ryde-at-winnersh/).

3.17 Reading Road to the south of the site is provided with a combination of on- and off-carriageway cycle lanes. A map showing the cycling infrastructure in the vicinity of the site is at **Appendix A**.

Accessibility by Bus

3.18 The bus stops closest to the site are on Reading Road, 280 metres from the site due south from Winnersh Triangle railway station, and accessible by a 10-minute walk or a 3-minute cycle ride.

3.19 These bus stops can be reached on foot via the dedicated, elevated pedestrian bridge directly from WTBP to Winnersh railway station, over the dual-carriageway section of Wharfedale Road on the south-west edge of WTBP, or alternatively, via the footways between the site and the station, which are wide and lit. When reaching the access road to Toad Hall Nursery, west of the site, there are dropped kerbs but no tactile paving, and this is a wide entrance with no pedestrian refuge in the centre of the junction.

3.20 Continuing en-route towards the railway station there are, again, dropped kerbs but no tactile paving across a Thames Water site access, and across the southern arm of the roundabout between Wharfedale Road and Eskdale Road, albeit there is a central pedestrian refuge across this arm of the roundabout.

3.21 From there, the pedestrian route to these bus stops continues along a continuously lit footway under the railway line, which leads to Cavendish Gardens, a residential cul-de-sac.

3.22 Pedestrians would then cross to the far side of the turning circle on Cavendish Gardens to follow a footway across the grassed area, and out on to the footway on the western side of Cavendish Gardens, heading south towards Reading Road.

3.23 The south-east bound bus stop is 30 metres along Reading Road. There is a signalised pedestrian crossing, provided with dropped kerbs and tactile paving, a further 30 metres along Reading Road that pedestrians can use to cross and access the north-west bound bus stop.

3.24 Both stops are provided with sheltered seating, and a flag and post displaying timetable and service information. These stops serve the X4/4 Lion bus service, details of which are summarised at Table 3.2.

Service	Route	Approximate Frequency		
		Mon-Fri	Saturday	Sunday
X4/4 Lion	Reading – Whiteknights – Loddon Bridge – Winnersh – Wokingham – John Nike Leisure Centre – Bracknell	Every 20 minutes	Every 20 minutes	Every 30 minutes

Table 3.2 - Local Bus Services

3.25 The Winnersh Triangle Park and Ride facility, located adjacent to Winnersh Triangle railway station, has recently been expanded. The service are now operating further to the improvements.

Accessibility by Train

3.26 Winnersh Triangle railway station is located 280m from the site and can be accessed via a 5-minute walk or 2-minute cycle ride. The Winnersh Triangle Railway Station and Park & Ride car park has been subject to recent redevelopment (construction of a new parking deck) and provides a total of 491 car parking spaces. The new facility will include cycle parking with closed circuit television (CCTV) coverage.

3.27 There is a dedicated, elevated pedestrian bridge leading directly from WTBP to Winnersh Triangle railway station, over the dual-carriageway section of Wharfedale Road on the south-west edge of WTBP. Cyclists can wheel their cycles over this bridge.

3.28 There is a designated drop-off point directly outside the station acting as a taxi hub for commuters from the station.

3.29 Alternatively, the footways en-route between the site and the station are wide and lit. When reaching the access road to Toad Hall Nursery, west of the site, there are dropped kerbs but no tactile paving, and this is a wide entrance with no pedestrian refuge in the centre of the junction.

3.30 Continuing en-route to the railway station there are, again, dropped kerbs but no tactile paving across a Thames Water site access, and across the southern arm of the roundabout between Wharfedale Road and Eskdale Road, albeit there is a central pedestrian refuge across this arm of the roundabout.

3.31 From there, the pedestrian route to the station continues along a wide, lit footway.

3.32 Details of the rail services operating from Winnersh Triangle station are at Table 3.3.

Destination	Route	Approximate Frequency		
		Weekday AM Peak	Weekday PM Peak	Saturday Daytime
London Waterloo	Winnersh Triangle – Winnersh – Wokingham – Bracknell – Martins Heron – Ascot – Sunningdale – Longcross – Virginia Water – Egham – Staines – Feltham – Twickenham – Richmond – Clapham Junction – London Waterloo	Every 30 minutes	Every 30 minutes	Every 30 minutes
Reading	Winnersh Triangle – Earley – Reading	Every 30 minutes	Every 30 minutes	Every 30 minutes

Table 3.3 – Services from Winnersh Triangle Station

Accessibility Index

3.33 The Accessibility Index (AI) of the site is determined based on the distance from the main building entrance to each nearby public transport node, the type(s) of public transport serving each node (i.e. bus, rail, tram), and the average number of services stopping at that node per hour during the operating hours of the building the subject of the Travel Plan on a typical day.

3.34 The bus and rail services described above have been used to calculate the AI for the site, which is 5.83. The full calculation is shown at **Appendix B**.

Modal Split

3.35 An indicative modal split for employees travelling to and from Winnersh Triangle Business Park has been based on 2011 Census data and is presented at Table 3.4.

Mode	2011 Census Data (Wokingham 009) (Working in Wokingham)
Underground, metro, light rail or tram	0.5%
Train	8.1%
Bus, minibus or coach	2.0%
Taxi	0.2%
Motorcycle, scooter or moped	0.8%
Driving a car or van	75.9%
Passenger in a car or van	4.3%
Bicycle	3.8%
On foot	4.0%
Other method of travel to work	0.5%
Total	**100%**

Table 3.4 – Summary of Travel Modes – 2011 Census Data (Wokingham 009 area)

4.0 Objectives and Targets

Overview

4.1 The Travel Plan objectives cover a range of outcomes that are specific to the context of the proposed development. The achievement of these objectives is measured by the targets that are set.

4.2 The objectives of this Travel Plan are to:

- establish sustainable travel principles;
- encourage healthy and active travel including walking and cycling to work;
- support car free lifestyles amongst staff;
- raise awareness of sustainable modes of transport available for staff, particularly cycling; and,
- raise awareness of sustainable modes of transport available for guests and visitors.

4.3 Appropriate SMART (Specific; Measurable; Achievable; Realistic; and Time-bound) targets are proposed. Two types of targets have been identified:

- 'action' targets take the form of the implementation measures covered in this FTP; and,
- 'aim' targets have been devised in the form of modal splits.

'Action' Targets

4.4 The following 'action' targets are proposed for Building 810:

- appointment of a Travel Plan Coordinator (TPC) prior to occupation of the development (single occupier) or a TPC for each occupier in the event of multi-tenant occupation;
- Estate Management Team/Office Manager to produce a Travel Information Pack promoting active and/or sustainable modes of transport;
- services provided through the Travel Plan to be promoted to all tenant employees and visitors; and,
- advertisement of the on-site facilities for cyclists to encourage and support an increase in the uptake of cycling for commuting trips.

'Aim' Targets

4.5 Modal split targets relating to the proposed development have been devised and are to be achieved within 5 years of the first site-specific travel survey undertaken at the development.

4.6 These targets are to be achieved by increasing the use of active and/or sustainable modes for commuting trips, and reducing reliance on single-occupancy car trips for access to and from the workplace. The objective of reducing car trips for commuting purposes is to limit the net impact on the local road network to a maximum of an additional 11 vehicles in the AM peak, particularly the impact on the A329(M) westbound off-slip (max increase of 3 commuter vehicles associated with the Building 810 development).

4.7 A travel survey of the site has not yet been undertaken, so indicative modal splits using Census data are presented in this FTP.

4.8 Setting targets prior to the initial surveys can be difficult and therefore these estimated figures will need to be adjusted once an accurate baseline modal split has been established from the first travel survey at the development.

4.9 Targets will be reviewed throughout the life of the Travel Plan after travel surveys are completed.

4.10 Any adjustments to the targets will be discussed and agreed with Wokingham Borough Council (WBC).

4.11 An indicative target of a 10% reduction in car trips based on 2011 Census data is illustrated at Table 4.1.

Mode	**2011 Census Data (Wokingham 009) (%)**	**Indicative Baseline Modal Split (%)**	**Indicative Target Modal Splits (%)**			
			1st Anni.	**2nd Anni.**	**3rd Anni.**	**4th Anni.**
Underground, metro, light rail or tram	0.5	0.5	~	~	~	~
Train	8.1	8.1	9.0	9.5	10.2	11.0
Bus, minibus or coach	2.0	2.0	3.2	3.5	3.8	4.0
Taxi	0.2	0.2	0.2	0.2	0.2	0.2
Motorcycle, scooter or moped	0.8	0.9	1.0	1.0	1.0	1.0
Driving a car or van	75.9	72.7	70.8	69.0	67.0	65.9
Passenger in a car or van	4.3	5.0	5.3	5.8	6.1	6.1
Bicycle	3.8	6.0	6.0	6.0	6.5	6.5
On foot	4.0	4.0	4.0	4.5	4.7	4.8
Other method of travel to work	0.5	0.5	0.5	0.5	0.5	0.5
Total	**100**	**100**	100	100	100	100

Table 4.1 – Summary of Travel Modes – Indicative Target Mode Share on opening and annual targets

5.0 Management, Funding, and Marketing

Travel Plan Coordinator

5.1 This Framework Travel Plan will be managed by a Travel Plan Coordinator (TPC) who will be appointed by WMS to carry out the following activities during the lifetime of the Plan, as funded by the tenant and/or their successor(s) in title:

- administer documentation relating to the site-specific Travel Plan;
- be the point of contact for site occupants regarding site-related travel matters:
- contribute as necessary to the Plan monitoring, reviewing, and reporting programme;
- facilitate delivery of, and encourage participation in, WTBP-hosted events relating to active and/or sustainable travel; and,
- maintain appropriate liaison with stakeholders, such as the Highway Authority, WTBP representatives, site occupants, etc., throughout the lifetime of the Travel Plan.

5.2 Contact details for the TPC will be supplied to Wokingham Borough Council at the time of appointment, and updated TPC contact details will be re-supplied upon any subsequent transfer of the role or change of contact details.

Evolution of Travel Plan

5.3 The Travel Plan is considered to be an evolving document for the occupier to develop with a view to encouraging travel by sustainable modes of transport and to reduce reliance on the private car. The measures to control vehicle demands will be enforceable to ensure WBC can react to offences.

5.4 At the appropriate time, when an occupier decides to vacate the building, the WTBP team will ensure that the responsibilities of the Travel Plan will be passed to the new business on occupation. The relevant details of the new TPC will be supplied to WBC as soon as the details are available. This commitment is to ensure all occupiers (including letting/sub-let occupiers) will comply with the Travel Plan as approved in the Section 106 agreement.

Funding

5.5 The Travel Plan Coordinator will be funded by the WMS and managed by the WTBP Managing Agents.

Marketing

5.6 Tenant(s) will be provided with this Framework Travel Plan, and the site-wide WTBP Travel Plan, during tenancy negotiations.

5.7 Tenant employees will be made aware of the existence of this Framework Travel Plan, and the site-wide WTBP Travel Plan, as they begin their employment.

5.8 The objectives the Plan and the role of individuals in contributing to achievement of those objectives will be explained by the Travel Plan Coordinator.

5.9 On-site noticeboards and/or counters/tables/etc. in communal-use area(s) of the building will be made use of for promoting the existence of the Travel Plan, the opportunities available to employees due to that Travel Plan, and how employees can engage with and support delivery of the Travel Plan programme.

5.10 A Travel Information Pack (TIP) will be produced and issued to all site employees when a unit is first occupied. These Packs will contain the information listed elsewhere in this FTP and will supply details that support employees' adoption of active and/or sustainable commuting modes.

5.11 As the TIP will be regularly reviewed throughout the lifetime of this Travel Plan, and updated as necessary following those reviews, employees will have an up to date, comprehensive resource at their disposal for the adoption of active and/or sustainable commuting habits.

5.12 Routine communications with employees that are necessary throughout their period of employment will also appropriately be used for promotion of Travel Plan objectives.

6.0 Site Specific Measures

Overview

6.1 The measures detailed here through which the Travel Plan will be implemented are appropriate for the target audience comprising the occupiers of the site.

Physical Infrastructure

6.2 Pedestrian access will be via the footway along the southern side of Wharfedale Road and cyclist access will be on-carriageway along Eskdale Road.

Travel Information Pack

6.3 A Travel Information Pack (TIP) will be issued to employees upon first occupation of the development.

6.4 The TIP will be designed in a user-friendly format for that target audience.

6.5 A regular review will be made of the TIP contents, and updates will be made as necessary after each review, to maintain the TIP content as accurate, up-to-date, and comprehensive.

6.6 The TIP will include:

- details of the Travel Plan and how employees working in the building can contribute;
- sources of travel information for journey planning purposes, both local and national (telephone numbers, websites (including Winnersh Triangle Business Park), smartphone apps);
- provision of details about the Wokingham My Journey website for general information on sustainable travel around the Wokingham area (https://www.myjourneywokingham.com/);
- the full range of on-site facilities that support active travel, healthy lifestyles, work-life balance, and reducing the need to travel;
- promote the health benefits of active travel (arrange for Car-share day, Bike Week and Walk to Work Week);
- assistance available for mobility-impaired travellers;
- the location of and means of accessing local transport facilities covering walking, cycling, and public transport modes;
- facilities available at, and services operated from, local public transport interchanges (bus stops, railway stations, Park and Ride);
- weblinks providing sources of further information, such as journey planners and where to access fare details for all relevant transport modes, etc.;
- information about lift-sharing and provision of a guaranteed lift home scheme for car sharers and active travel users;
- promote ways in which to reduce the need to travel such as home working where feasible;
- the location of and means of accessing local amenities (e.g. health, education, retail and leisure amenities), focussing on use of active and/or sustainable modes;
- Set up a Bike User Group (BUG) to provide a single point of contact for all cycle-related issues and to promote cycling through the year;
- cycle maintenance services and cycling skills training provision;

- reference to the Central Government-led 'Cycle to Work' scheme, through which tax-free purchase of cycles and cycling equipment can be accessed;
- safety advice for walking and cycling, including buddy schemes and appropriate motor vehicle driver behaviour;
- reference to organisations operating in the active and/or sustainable travel arena;
- information about hire cycles and/or scooters, and any such local provision;
- information about car clubs, and any such local provision;
- support for the purchase and running of e-cycles and cleaner-fuelled vehicles; and
- contact details for the Travel Plan Coordinator.

Cycle Parking

6.7 Cycling is a cheap, quick, and sustainable mode of transport that also provides benefits for personal health as well as reducing road congestion.

6.8 Cycle parking will be provided on site to deliver a level of cycle parking that will be acceptable to WBC.

6.9 The usage of cycle parking will be monitored and should demand exceed the provision, the Travel Plan Coordinator will explore opportunities for installing additional cycle parking facilities.

Cycle Parking Provision for Building 810

6.10 Cycle parking will be provided at Building 810. There will be 30 cycle parking spaces provided in the form of Sheffield stands at two locations around the site (10 spaces at the front of the building and 20 spaces at the rear). This exceeds Wokingham BC cycle parking standards, which require 26 cycle parking spaces for all the proposed land uses. All 30 of the cycle parking spaces will be sheltered and secure.

6.11 Showers will be provided on the ground floor of the building, supporting those who have walked, cycled, or run to the site.

Car/Motorbike Parking Arrangements

6.12 The application site will be provided with 85 car parking bays, 5 bays for parking motorcycles, and 8 car parking bays allocated for use by people with additional mobility needs ('disabled' parking).

6.13 Ten car parking bays will be served by electric vehicle charging points (EVCPs).

6.14 The parking ratio of 1:78 as agreed at the Winnersh Triangle Series 1100/1040 site (opposite the Building 810 site) has been used as the basis to calculate the parking demand for the development but adapted to reflect a balance with the WBC standards.

6.15 Applying the WBC standards to the proposed development of 5,235 sqm, the car parking requirement will be 110 spaces (all types). Applying the 1:78 parking ratio adopted for the Winnersh Triangle Series 1100/1040 site yields 67 spaces. The development proposal for 85 spaces lies between those values. The reduction from the WBC standard is justified by the site being located close to good public transport services, (rail and bus) and the Winnersh Triangle Business Park adopting a site-wide travel plan to encourage travel to/from the estate by active and/or sustainable transport.

Financial Incentives

6.16 Reward/vouchers for consistent use of public transport for employees within the building using the local services regularly (highest use per year).

6.17 Participation in the Central Government 'Cycle to Work' scheme will be made available to employees to enable staff to benefit from their tax-free purchase of a cycle and/or cycling equipment used for commuting.

7.0 Monitoring, Reviewing, and Reporting Programme

Overview

7.1 The monitoring of this Framework Travel Plan will be for a period of 5 years to tie in with the Targets set out in Table 4.1.

Data Collection

7.2 To understand site users' commuting patterns – modes used, and times of travel – two forms of data collection will be applied: automatic number plate recognition (ANPR), and Standardised Assessment Methodology (SAM) surveys.

Automatic Number Plate Recognition (ANPR)

7.3 Electronic 'welcome' signage has been installed at the main vehicular entrance to WTBP at which there is automatic number plate recognition (ANPR) equipment.

7.4 All motor vehicle traffic being driven to and from the Park is accordingly recorded, from which it is possible to ascertain the types of vehicles accessing the Park, the timing of trips, the frequency of trips by the same vehicle and vehicle type, and the duration of stay for each vehicle.

7.5 In addition to this ANPR equipment being a means of collecting the above data, it is a means by which to enforce measures that the WTBP team implement at the Park, alongside supporting delivery of this, and the site-wide, Travel Plan.

Standardised Assessment Methodology (SAM) Surveys

7.6 Data will also be collected through operation of annual Standardised Assessment Methodology (SAM) surveys, which report information about trips made to and from the Park by all transport modes: walking/running, cycling, bus, coach, taxi, train, cars (commuter), light goods vehicles (LGVs), and other goods vehicles (OGVs).

7.7 The surveys are operated by survey personnel attending the site to both record observed trips and to interview people arriving at the site on foot. If possible, people arriving by cycle will also be interviewed.

7.8 The interview question will ascertain if the interviewee has walked their entire journey, or just the last leg of the journey. If the latter, the survey personnel will elicit if the main part of the journey was made by train, bus, coach, taxi, or by being dropped off by car, and record the journey according to which of those modes is reported by the interviewee. Questions posed to cyclists will be tailored according to the appropriate main modes for cyclists.

7.9 Survey personnel will also record the number of occupants in each vehicle, meaning it will be possible to use the SAM survey to calculate the modal splits for single-occupancy car/van trips, and lift-sharing trips made by car/van.

7.10 The annual SAM survey will be undertaken on a 'neutral' weekday (i.e. not a Monday or a Friday), during school term-time so as to represent the busier periods for travel, and whilst there are no factors in place that would affect the 'normal' expected patterns of travel in the area, such as roadworks, diversion, major events, etc.

7.11 The duration of the daytime period for the survey will also reflect operational times at the Park, to capture the period during which the majority of journeys would be made to and from the Park.

7.12 The initial SAM survey at Building 810 will be undertaken within 6 months of the first tenant occupation.

7.13 SAM surveys will be repeated on the subsequent four anniversaries of that initial survey.

Employee / Commuter car demands Cap

7.14 As discussed with Council Planning and Highways Officers, a cap limiting the number of staff commuting to Building 810 by car in the peak hour will be in place to minimise impact on the local road network (maximum increase of 3 vehicles on the A329(M) westbound off-slip in particular). This will be monitored by surveys / ANPR and by the site management. Analysis presented in Technical Note 15 on the employee quantum provided in **Appendix C** sets out the maximum expected number of people to be employed on the site to ensure the quantum of people who commute by car in the peak hour is at a level which is acceptable to Wokingham Borough Council. The target quantum is 132 staff working at the site on a typical day, which amounts to no more than some **67 inbound commuter car trips in the peak hour** (based on 70% travelling during the peak hour and 72.7% travelling by car - opening year mode share). Over a typical working day, this would be no more than **96 car-bound commuters visiting the site per day** (72.7% by car).

7.15 Car parking inbound/outbound demands will be carried using the ANPR facility at on the estate access road no less than 4 times per year and reporting of findings will be included as part of regular monitoring to WBC. This measure supports the Council's area-wide ambitions to manage the volume of vehicular traffic on the highway network local to WTBP.

Car Parking Management

7.16 The Applicant will liaise regularly with the site tenant(s) and check on operation of the car parking capacity at the site.

7.17 The Winnersh Triangle Business Park estate roads are subject to double yellow lines and workers and visitors are not permitted to park on-street. Staff will be made aware that parking will not be permitted on Verbena Close or Cavendish Gardens to the south of the railway line (up to 500m from the site).

7.18 Adjustments will be made to car parking operations should that be necessary to address the above factor, or any other related undesirable car parking activity by site occupants.

7.19 Measures to encourage and support greater use of active and/or sustainable transport modes will be delivered to deliver the car parking target.

7.20 The automatic number plate recognition (ANPR) system that has been installed at the main vehicular entrance to WTBP will be used as part of the monitoring process if that is needed.

7.21 An annual review on the car parking demands (ANPR-based) and peak hours trips (ANPR-based) and records of the no. of on-site staff on those monitoring days shall be reported to WBC annually. Mitigation measures will include funding to WBC for up to £5,000 for a review of TRO for parking on local residential roads within 500m of the site and the reduction of spaces within the Building 810 car park.

7.22 Monitoring of on-site car parking operations will be ongoing whilst the site is occupied.

Enforcement measures/Sanctions

7.23 The planning discussions with WBC have outlined concerns relating to vehicle demands on the local road network and limiting the impact, particularly the A329(M) westbound off-slip. The Travel Plan has set out the measures to assist with a gradual shift in mode-share away from the private car. The car driver demands for the site will be governed by staff number, travel patterns of staff (e.g. mode share) and the quantum of car parking. The Travel Plan will be used to introduce enforceable measures to manage peak hour vehicle movements and regular monitoring will help to understand any mode-shift in travel demands.

7.24 The on-site staff numbers and the operation of the car park will be reviewed as part of regular (annual) management procedure for the Travel Plan. In the event where there are repeated offences the appointed TPC will engage with the occupier's management and staff to address the issue.

7.25 The occupier will advise workers of the enforceable traffic/parking control measures within the building lease to ensure clarity is provided at an early stage. The measures are proposed to become stricter should there be continued offences and these are outlined in Table 7.1:

Stage	Measure type	Actions and Examples	Target/Trigger
Stage 1 (Initial/Soft)	Review performance and incentivise employment modal shift	The occupier will issue a yearly statement to WMS or its Property Manager confirming, on a typical working day, there will be no more than 96 commuter cars visiting the site per day, with a maximum of 67 inbound vehicle trips in the AM peak hour. WMS to share this information with WBC. Occupier will review the active travel plan and enhance measures to change modes of transport. Promote the use of public transport travel and review cycle infrastructure (incl WBTP cycle hire) and changing facilities.	Triggered in Year 1 or 2 if cap is close to exceeded (e.g., ~10% within cap) number

Table 7.1 – Sliding scale of enforcement measures to control future occupier traffic demands (1 of 2)

Stage	Measure type	Actions and Examples	Target/Trigger
Stage 2 (Intermediate)	Intensify Travel Plan Coordinator oversight and subsidise non-car transport	Travel Plan Coordinator (TPC) expansion: external consultants to review the Travel Plan for Building 810 and monitor the performance. Assignment of 2 no. standard car parking spaces on the Building 810 site to become lift-share only parking bays if needed and promotion of the facility to staff. A parking permit system shall be implemented to control staff parking based upon the staffing, attendance, modal-share and vehicle-demand metrics established through the Full Travel Plan and shall thereafter be monitored and reviewed in accordance with the Travel Plan. Occupier to promote and provide evidence of employing flexible working measures to spread arrival times away from the critical AM peak hour as well as optimise home working where feasible.	Triggered if Stage 1 measures fail to correct the trajectory by Year 3.
Stage 3 (Draconian/Hard)	Physical & Operational Restrictions	Occupier to make contribution of up to £5,000 to WBC to review local parking management measures **AND**/**OR** reduce on-site parking spaces by [5] with appropriate parking control measures to ensure intended behavioural change.	Triggered for persistent, consecutive target failures (e.g., Year 5 monitoring) or 3 or more offences per year.

Table 7.1 – Sliding scale of enforcement measures to control future occupier traffic demands (2 of 2)

7.26 In summary, the measures to be introduced in each stage are as follows:

Stage 1

- Promote the use of public transport to staff using incentives such as vouchers for employee using the local services regularly (e.g. highest use per year);
- Increase awareness of existing on-site Cycle Hire infrastructure as detailed in paragraph 3.16 of this Framework Travel Plan; and
- Review cycle infrastructure and changing facilities and improve as required.

Stage 2

- Assign 2 no. existing standard spaces on the Building 810 car park to 2 no. lift-sharing bays and promote car-sharing to staff;
- A parking permit system shall be implemented to control staff parking based upon the staffing, attendance, modal-share and vehicle-demand metrics established through the Full Travel Plan and shall thereafter be monitored and reviewed in accordance with the Travel Plan;
- Additional promotional events to promote sustainable travel; and
- Promote flexible working to reduce car use where feasible.

Stage 3 (greater than three offences per year)

- The occupier will provide a contribution of up to £5,000 to WBC for a review of local parking management measures; and/or
- Reduction in 5 no. car parking spaces on site with appropriate parking control measures to ensure intended behavioural change.

7.27 In the event where Stages 2 or 3 have been triggered and/or the modal share target of driving a car/van for commuting purposes cannot be achieved in the final SAM survey result, at least one year monitoring will be carried out afterwards to verify the effectiveness of any mitigation measures.

8.0 Action Plan

8.1 The Action Plan in Table 8.1 summarises the measures/actions detailed in this Travel Plan, and an approximate delivery timeframe. The party responsible in each instance is Winnersh Midco S.A.R.L. (WMS), other than the tasks of approving Monitoring Reports and signing-off the Travel Plan programme, which are tasks Wokingham Borough Council deliver.

Measure/Action	Indicative Timeline
Provide on-site parking	During construction
Produce Car Park Management Plan	Prior to occupation
Provide travel information online	
Appoint a Travel Plan Coordinator (TPC)	
Advise Wokingham Borough Council of TPC contact details	Prior to occupation, and updated when any changes are made
Produce and issue Travel Information Pack	Prior to occupation of each unit
Ensure employee numbers are limited to 132 people on site on any one day to minimise impact on sensitive local road infrastructure. AM Peak hour commuter demands to not exceed 67 inbound car trips.	During occupation
Monitor employee numbers and car parking operation/operate Car Parking Management (annual review). Take appropriate enforcement measures (sliding scale).	
Incentivise the use of public transport via promotion to staff and make vouchers available for the highest regular use.	
Undertake initial Standardised Assessment Methodology (SAM) survey	6 months after occupation
Collect automatic number plate recognition (ANPR) data	Whilst WTBP is operational
Administer documentation relating to this Travel Plan	Throughout the lifetime of this Travel Plan
Be the point of contact for site occupants regarding site-related travel matters	
Contribute as necessary to the Plan monitoring, reviewing, and reporting programme	
Facilitate delivery of, and encourage participation in, WTBP-hosted events relating to active and/or sustainable travel	
Maintain appropriate liaison with stakeholders (e.g. WTBP representatives, Highway Authority, site occupants, etc.)	

Table 8.1 – Action Plan (1 of 2)

Measure/Action	Indicative Timeline
Undertake anniversary SAM surveys	For four years on anniversary of initial survey
Report travel survey data and targets to Wokingham Borough Council	
Approve each Monitoring Report	Wokingham Borough Council - within 6 weeks of receipt of the report
Approve sign-off of Travel Plan programme	Wokingham Borough Council - once targets have been met

Table 8.1 – Action Plan (2 of 2)

Appendix A

Wokingham Cycle Routes


Wokingham Area
Cycle Maps
Off-Carriageway Routes
These routes are considered to be suitable for cycling all year round and are separated from the carriageway.
On-Carriageway Routes
These routes are dedicated cycle routes on the carriageway.
Quiet Links
These are routes which are lightly trafficked or traffic free routes which are considered suitable all year round.
Unsurfaced Links
These routes are generally traffic free routes which may not be suitable for cycling in all weathers. Routes in this category include bridleways, byways and restricted byways. Please note on bridleways you must give way to horse riders.
Cycling Prohibited
Twyford
Reading
Shinfield
Southlake Park
Earley
Wokingham Rd
A329(M)
Dinton Pastures Country Park
Winnersh Triangle Park & Ride
Winnersh Triangle
Winnersh Meadows
Davis St
Dunt Ln
Little Hill Rd
Green Ln
Kenton Rd
Silverdale Rd
Meadow Rd
Mill Ln
Maiden Erlegh Nature Reserve
Gipsy Ln
Rushey Way
Lower Earley Way N
Reading Rd
Arbor Ln
Robin Hood Ln
Danywern Dr
Watmore Ln
Winnersh
Winnersh Relief Road
Kilnsea Dr
Earley Event Field
Cutbush Ln
Meldreth Way
Lower Earley Way
M4
King Street Ln
Sindlesham
Old Forest Meadows
Old Forest Rd
Emmbrook Gate
Emmbrook Place
Toutley Rd
Commons Rd
Lowther Rd
Emmbrook Rd
Matthewsgreen Rd
Clifton Rd
Sewell Ave
Marks Rd
Emmbrook
Simons Ln
Walter Rd
Chestnut Ave
Old Woosehill Ln
Sadlers Ln
Mole Rd
Bearwood Rd
Chestnut Avenue Recreation Ground

Appendix B

Public Transport Accessibility Index Calculation

Winnersh Triangle Business Park - Building 810

Mode	Route	Stop	Distance (m)	Walk speed (km/h)	Walk time (mins)	Frequency (i	Weight	Frequancy (mins)	SWT (mins)	Reliability fac	AWT (mins)	Total access time (mins)	EDF	Accessibility index
BUS	4	Winnersh Triangle Railway Station	300	80	3.75	4	0.5	15	7.5	2	9.5	13.25	2.26	1.13
	X4	Winnersh Triangle Railway Station	300	80	3.75	4	0.5	15	7.5	2	9.5	13.25	2.26	1.13
	202	Winnersh Triangle Railway Station	300	80	3.75	2	0.5	30	15	2	17	20.75	1.45	0.72
														0.00
RAIL	Reading	Winnersh Triangle Railway Station	300	80	3.75	2	0.5	30	15	0.75	15.75	19.5	1.54	0.77
	London Waterloo	Winnersh Triangle Railway Station	300	80	3.75	3	1	20	10	0.75	10.75	14.5	2.07	2.07
												OVERALL ACCESSIBILITY INDEX		5.83

Fill in yellow boxes

PTAL	2

PTAL Bands:

PTAL	Range of Index		Map Colour	Description
1a	0.01	2.50		Very Poor
1b	2.51	5.00		Very Poor
2	5.01	10.00		Poor
3	10.01	15.00		Moderate
4	15.01	20.00		Good
5	20.01	25.00		Very Good
6a	25.01	40.00		Excellent
6b	40.01	+		Excellent

Appendix C

Technical Note 15 – Predicted Employee Quantum

TN15 – Predicted Future Employee quantum

Site: 810 Winnersh Triangle Business Park, Winnersh, Wokingham RG41 5UX

Prepared by: PdeJ

Date: 9th October 2026

84 North Street
Guildford
GU1 4AU

Tel: 01483 531300
www.motion.co.uk

1.0 Introduction

1.1 This Highways Technical Note has been prepared on behalf of Winnersh Midco S.A.R.L. to respond to further queries raised by Wokingham Borough Council with regard to the potential future occupation of the site by a mix of uses, including Class E(g)/B2/B8. The analysis sets out extra detail on mode-share analysis assumptions and determines the maximum additional quantum of people who may work on the site whilst limiting the potential impact on the local road network (namely the A329(M) westbound off-slip in the AM peak).

2.0 Mode-share analysis

2.1 The latest material in the 2011 Census data has been utilised to determine method of travel to work for the area where the Building 810 building is located (MSOA 2011:E02003447: Wokingham 009). These are summarised by mode in Table 2.1:

Mode	2011 Census Data (Wokingham 009)	Target Mode Share on opening	Change
Underground, metro, light rail or tram	0.5%	0.5%	-
Train	8.1%	8.1%	-
Bus, minibus or coach	2.0%	2.0%	-
Taxi	0.2%	0.2%	-
Motorcycle, scooter or moped	0.8%	1.0%	+0.2%
Driving a car or van	75.9%	72.7%	-3.2%
Passenger in a car or van	4.3%	5.0%	+0.7%
Bicycle	3.8%	6.0%	+2.2%
On foot	4.0%	4.0%	-
Other method of travel to work	0.5%	0.5%	-
Total	**100%**	**100%**	

Table 2.1 – Summary of Travel Modes – 2011 Census data (Wokingham 009 area) and future Target

2.2 A target mode share for the proposed development has been determined by presenting an expected shift in mode of travel away from the private car from the 2011 data taking into consideration the following:

- Regular local transport services providing good public transport accessibility (bus and mainline rail within 300m of the site);
- Recent improvements to the Winnersh Triangle railway and Park & Ride access arrangements and public realm around the station forecourt;
- Clear and safe pedestrian routes to/from Winnersh railway station (recently refurbished with new lighting);
- Proximity to a well-connected residential area and pedestrian link to large residential area to the west of Winnersh railway station;

- Well-connected cycle network within Winnersh with nearby off-carriageway routes which have improved since 2011 at the time of the Census;
- Enhanced cycle infrastructure as part of proposed development with lockers and changing facilities provided;
- Promotion of powered two-wheeler travel further to the inclusion of dedicated motorcycle parking in line with WBC parking standards;
- Promotion of working at home, where feasible, as part of social changes since the Covid-19 pandemic; and
- A Travel Plan to be implemented as part of the development/estate plan to reduce private car use.

Working at Home mode-share – review

2.3 The Census data recorded in 2011 noted that there was 0.5% of the local population who were noted to have used 'other method of travel to work' and this would potentially include working at home. The explosion of working from home since the Covid-19 pandemic has allowed people to adopt flexible working now and this impacts on the mode share assessment.

2.4 A review of the Office for National Statistics article 'Characteristics of homeworkers, Great Britain: September 2022 to January 2023' published in February 2023 reports that in early 2023, some time after the pandemic measures had ceased, some 40% of working adults reported to be working at home over a typical week with the quantum varying between 25% and 40%. For the purpose of this assessment, the working from home proportion will be considered as part of the 'proportion of people attending the site per day' as follows:

- Class E (g)(i) – assume 70% attendance per day;
- Class E(g)(ii) – assume 75% attendance per day; and
- Class E(g)(iii), B2 and B8 – assume 80% attendance per day.

2.5 For the purpose of this assessment it is proposed to base the assessment on 75% attendance per day.

3.0 Employment density analysis

Consented Film Studio use (B2) – Employee numbers

3.1 The discussions with WBC have determined that the approved B2 use (Film Studio) is a suitable basis to set the baseline for the permitted number of employees who may work on the Building 810 site. It has been agreed with the WBC planning team that the 4,522 sqm scheme has the capacity to accommodate **126.4 people**, with an assumed **109** attending the site on any one day (approx. 85%).

4.0 Demand analysis

4.1 When considering the proposed development and the potential impact on the road network, the methodology set out in the WBC e-mail dated 8th June 2026, it is proposed to calculate, using first principles. the likely number of people who may potentially work within the new building to limit the traffic impact on the A329(M) westbound slip-road to just 3 vehicles.

4.2 The previous analysis in technical note TN11 determined that the maximum number of additional vehicles which may be generated by the development is **11 vehicles** (ref: Para 5.5, Table 5.3 and Figure 3.8) to ensure there is no more than 3 additional vehicles added to the A329(M) westbound off-slip road.

4.3 The analysis is set out on Table 4.1.

Parameter	Proportion (Building 810 figures)	Quantum (vehicles or people)
Cars/drivers on the network	70%	11 vehicles
People arriving in peak hour	70%	16 people
Staff arriving on site per day	75%	**23 people**
Additional employees		30 people

Table 4.1 – Summary of vehicle trip demand analysis – proposed compared with former employment use.

4.4 The analysis shows that the development has the potential to introduce another 30 people within the building and of these, 23 people may visit the site by car without significantly impacting upon the operation of the A329 (M) westbound off-slip.

5.0 Total employee quantum

5.1 The agreed baseline employee numbers have been determined from the consented Studio-use and this is 126.4 people in the building on any one day and the maximum number employees on site is 156 (126+30).

5.2 The supplementary analysis and the review of employee numbers working on the site on any one day associated with a consented B2 (Studio) use and permitted increase, has determined that the proposed Building 810 scheme may accommodate a total of **132 employees (109+23)** with the building on a typical day without impacting on the local road network.