

Land North of Sun Lane, Riseley

Residential Travel Plan Statement

Client: **Wellington Estate and 3West Group**

23 January 2026

Document Reference: C25084/TP01



This document is formatted for double sided printing.

© Apex Transport Planning Ltd.

All Rights Reserved.

Registered Office:

30 Summerfield Avenue

Cardiff

CF14 3QA

QUALITY MANAGEMENT

REPORT DETAILS

Issued by	Apex Transport Planning Ltd Clockwise, Brunel House 2 Fitzalan Road Cardiff CF24 0HA	Tel: 02920 619 361 info@apextp.co.uk www.apextp.co.uk
Client	Wellington Estate and 3West Group	
Project Name	Land North of Sun Lane, Riseley	
Report Title	Residential Travel Plan Statement	
Report Ref.	TP01	
Project No.	C25084	
Date	23/01/2026	

ISSUE HISTORY

Issue No.	Status	Date	Produced by	Approved by	Revision Details
1	Final	15/01/2026	AC	DC	First submission
2	Final	23/01/2026	AC	DC	Second Submission

NOTICE

This report has been prepared for Wellington Estate and 3West Group in accordance with the terms and conditions of appointment. Apex Transport Planning Ltd cannot accept any responsibility for any use of or reliance on the contents of this report by any third party.

The material presented in this report is confidential. This report has been prepared and is intended solely for Wellington Estate and 3West Group for use in relation to the Land North of Sun Lane, Riseley project.

CONTENTS

1.	INTRODUCTION	1
1.1	Preface	1
1.2	Travel Plan Approach and Commitment	1
1.3	Policy	1
1.4	Site Location, Use and Access	1
2.	THE DEVELOPMENT	3
2.2	Access Arrangements	3
2.3	Site Layout	4
2.4	Parking	4
3.	CONNECTIVITY BY SUSTAINABLE MODES OF TRAVEL	6
3.1	Introduction	6
3.2	Walking and Cycling	6
3.3	Public Rights of Way	11
3.4	Distances to Facilities	12
3.5	Public Transport	16
4.	SCOPE, OBJECTIVES AND BENEFITS	18
4.1	Scope	18
4.2	Objectives	18
4.3	Benefits	18
5.	MARKETING AND PROMOTION	19
5.1	Introduction	19
5.2	Management	19
5.3	Travel Information Packs (TIPS)	19
6.	MEASURES AND INITIATIVES	20
6.1	Introduction	20
6.2	Promotion of walking	20
6.3	Promotion of cycling	20
6.4	Promotion of public transport use	21
6.5	Promoting Car Sharing	21
6.6	Reducing the need to travel	21
7.	ACTION PLAN	22

Tables

Table 3-1: Proximity of the site to local facilities and services	13
Table 7-1: Action Plan	22

Figures

Figure 1-1: Indicative Site Location	2
Figure 2-1: WBC Parking Standards - Table C3-3	5
Figure 3-1: National Cycle Network	7
Figure 3-2: Cycling Heat Maps	8
Figure 3-3: Strava Weekly Cycling Heatmap	9
Figure 3-4: Cycling Isochrone (25-minutes)	10
Figure 3-5: Public Rights of Way within the vicinity of the site	11
Figure 3-6: Public Rights of Way within the vicinity of the site	12
Figure 3-7: Location of facilities within proximity of the site	15

1. INTRODUCTION

1.1 Preface

- 1.1.1 Apex Transport Planning Ltd ('Apex TP') has prepared this Travel Plan Statement (TPS) on behalf of Wellington Estate and 3West Group in support of an outline planning application with all matters reserved except for access, for a residential development on Land North of Sun Lane, Riseley.
- 1.1.2 The description of the development is for an Outline application with all matters reserved except for access for the construction of up to 44 dwellings, including affordable housing together with access, landscaping and associated infrastructure (cross boundary application).
- 1.1.3 A separate standalone Transport Statement (TS) has been submitted with the planning application and this assesses the impact of the development on the highway network. This TPS sets out measures to encourage the use of sustainable modes of transport and reduce the reliance on private car use for trips to and from the site. This has utilised information from within the TS, where appropriate and should be read alongside the submitted TS.

1.2 Travel Plan Approach and Commitment

- 1.2.1 This Travel Plan sets out measures and an action plan for positively influencing resident travel patterns to encourage sustainable modes of transport and reduce the reliance on private car use for trips to and from the site. The implementation of measures will also assist in constraining vehicle trips and minimising parking demand.
- 1.2.2 In accordance with policy, the management of the TPS will be led through proportionate measures that provide future residents with information and tools to make sustainable travel choices. The developer will ensure that travel information is provided at first occupation through a travel information pack containing details of local walking and cycling routes, public transport services, and links to journey planning resources.

1.3 Policy

- 1.3.1 This TPS has been prepared considering national and local policy and guidance, namely:
 - National Planning Policy Framework (December 2024)
 - Planning Practice Guidance Travel Plans, Transport Assessments and Statements in Decision-Taking' (March 2014)
 - Manual for Streets (2007)
 - WBC Local Development Plan
 - Riseley Village Design Statement SPG
 - WBC Parking Standards SPG

1.4 Site Location, Use and Access

- 1.4.1 The site is located on the southwestern edge of Riseley which is a village in West Berkshire, adjacent to the border with Hampshire. The site is located approximately 10km to the south of Reading and 12km to the northeast of Basingstoke.
- 1.4.2 The site is bound by Bull Lane to the north, residential properties to the south and east, and Sun Lane to the southwest. It is approximately 60m north of the B3349 and 90m to the east of the A33.
- 1.4.3 The indicative location of the site in its local context, is provided in Figure 1-1.

- 1.4.4 It is currently undeveloped land with a gated field access onto Bull Lane to the north, broadly centrally located on the northwestern boundary.

Figure 1-1: Indicative Site Location



Source: Google Maps

2. THE DEVELOPMENT

- 2.1.1 This section summarises the details of the proposals, albeit recognising the application is in outline, as well as setting out the access strategy. The planning application is in outline with all matters reserved except access. For this reason, the proposed site access is presented and discussed in detail, but internal layout matters are discussed in principle only.
- 2.1.2 The development proposals seek permission for delivery of a new residential development of up to 44 dwellings, with an indicative layout comprising of the following:
- 8no. One-bedroom maisonettes
 - 17no. Two-bedroom houses
 - 15no. Three-bedroom houses
 - 4no. Four-bedroom houses

2.2 Access Arrangements

- 2.2.1 The development proposals include junction amendments to the existing Sun Lane/B3349 Basingstoke Road junction and the realignment of Sun Lane to provide an access road, with adjacent footway, which connects into the site. The existing Sun Lane is then tied in at a new minor access junction, as this will mainly serve a single property. The amended access comprises of a 5.5m carriageway width and 10m junction radii. A general arrangement design of the proposed access arrangements is provided within the Transport Statement. Swept paths of a refuse vehicle turning in and out from Basingstoke Road without conflict are provided within the Transport Statement.
- 2.2.2 Visibility from the access has been provided in accordance with the HCC Visibility Splay Calculator and MfS2 based on the recorded 85th percentile speeds. Based on the over 60kph formula, and applying the desirable minimum criteria, this equates to a 103.8m visibility to and from the north and 95.3m visibility to and from the south. For robustness, the speeds have not been adjusted by a wet weather factor.
- 2.2.3 The alignment of the new access road broadly follows the existing Sun Lane alignment on the western edge of the carriageway as closely as possible, and the existing Sun Lane carriageway is to be tied into the new site access road via a new minor priority junction type arrangement. The proposed junction is provided with visibility splays of 2m x 25m, in line with 20mph speeds.
- 2.2.4 In addition, the access to Coldharbour Cottage would be to extend the existing driveway on its existing alignment to tie into the improved Sun Lane. These works are all within the existing adopted highway and would remain in the adopted highway. This driveway access has been provided with visibility splays of 2m x 25m, in line with 20mph speeds, as shown on the general arrangement design drawing provided within the Transport Statement. The drawing also shows the extent of the adopted highway. The visibility at both of these new access points would be broadly similar to currently and the design of the access road would assist in minimising vehicle speeds to 20mph.
- 2.2.5 All visibility splays can be accommodated within the adopted highway or within the site boundary and there would be no restrictions between a height of 0.6m and 2m along the splays, as vegetation would be removed or trimmed back to accommodate the splays. As such, the access can be delivered appropriately.

Walking and Cycling Access

- 2.2.6 A footway of 2m in width is provided on the northern side of the access, which ties into the existing footway on Basingstoke Road. An informal pedestrian crossing is proposed with dropped kerbs and tactile paving located just north of the access. Pedestrian visibility splays of 1m x 103.8m to the north and 1m x 95.3m to the south have been provided, in line with recorded 85th percentile speeds.
- 2.2.7 The existing access onto Bull Lane has also been retained in the scheme which allows pedestrians and cyclists to access areas of Riseley on the shared carriageway arrangement. This is considered suitable as a secondary access route given the minimal level of vehicle movements on this route and as this is already used for this purpose. However, a formal pedestrian route is also provided adjacent to the main site access. The provision of two connections for walking enables the site to be well connected and fully permeable with its surrounds.
- 2.2.8 The NPPF does not require or advocate a 'one size fits all' approach. The NPPF states that *"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"* (ref: para 110). In line with this, the proposed access arrangements and improvements to provide a crossing on Basingstoke Road to encourage walking are considered to be in accordance with the NPPF.

2.3 Site Layout

- 2.3.1 The application is to be submitted in outline with means of access to be considered at this time, with the internal site layout details a matter reserved for determination at a later date. Notwithstanding, the following principles will apply, and have been tested through the evolution of the indicative masterplan:
- The 5.5m access road will continue into the site as the main spine road which can serve dwellings along its frontage and enable access to internal driveways and shared space areas
 - The internal site layout will be designed to minimise the speeds of vehicular traffic and prioritise walking and cycling movements and will include the provision of shared space surfaces, where appropriate
 - The site will be designed to keep speeds to 20mph or below and suitable forward visibility around bends would be provided for 15-20mph speeds (15-25m)
 - Access road with minimum inside radii width of 40m
 - Refuse vehicles will be able to manoeuvre around the site safely and appropriately, with access road widths appropriate to accommodate these vehicles. Where required, turning heads can be provided within the site. As such, refuse vehicles will be able to enter and exit the site in forward gear.
- 2.3.2 The site layout would therefore be designed to be safe and suitable for a residential development of up to 44 dwellings and accommodate all vehicles likely to use the site.

2.4 Parking

- 2.4.1 As this is an outline application and the masterplan is illustrative, all details of parking can be agreed as part of the reserved matters application. However, this section sets out the standards which would be applicable to the scheme.

Car Parking

- 2.4.2 The Wokingham Borough Council Parking Standards Study report (2011) provides the parking standards that would be applicable to the proposal. An extract of the parking standards table from the report is shown in Figure 2-1.

Figure 2-1: WBC Parking Standards - Table C3-3

	Allocated	Unallocated demand								
		0	1	2	0	1	2	0	1	2
No of Habitable Rooms	No of Bedrooms	Urban			Town and Fringe			Village		
3 or less	1-2	1.1	0.3		1.1	0.2		1.2	0.4	
4	2	1.2	0.4	0.0	1.2	0.4	0.0	1.3	0.4	0.1
5	2-3	1.4	0.5	0.1	1.6	0.6	0.1	1.5	0.6	0.1
6	3	1.6	0.7	0.1	1.7	0.8	0.1	1.7	0.8	0.2
7	3-4	1.8	0.9	0.2	2.0	1.0	0.2	2.0	1.0	0.2
8 or more	4	2.1	1.1	0.3	2.2	1.2	0.3	2.2	1.3	0.4

- 2.4.3 The demand for unallocated spaces would be based on 'Village' calculations for two allocated spaces per dwelling.
- 2.4.4 In addition, visitor parking provision should be provided for all dwellings that have one or more allocated spaces on the basis of 0.2 spaces per dwelling.
- 2.4.5 Car parking will be provided in accordance with the standards set out in Table C3-3 in Figure 2-1.

Cycle Parking

- 2.4.6 The Wokingham Borough Council Parking Standards Study report (2011) provides the cycle parking standards that would be applicable to the proposal.
- 2.4.7 As these are residential dwellings, there will be sufficient space provided for on-plot cycle storage for a minimum of one space per dwelling, within the curtilage of each dwelling in line with the guidance. Details of cycle parking will be provided at the reserved matters stage.

3. CONNECTIVITY BY SUSTAINABLE MODES OF TRAVEL

3.1 Introduction

- 3.1.1 This section sets out the alternative modes of travel available for potential future residents of the site. The connectivity of the site has been considered in the context of the development proposals and the surrounding area and uses.

3.2 Walking and Cycling

Walking Infrastructure and Routes

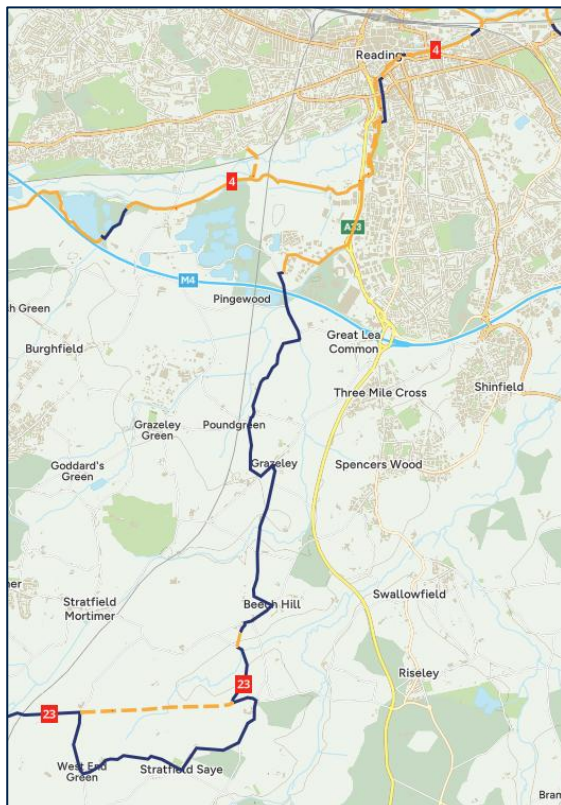
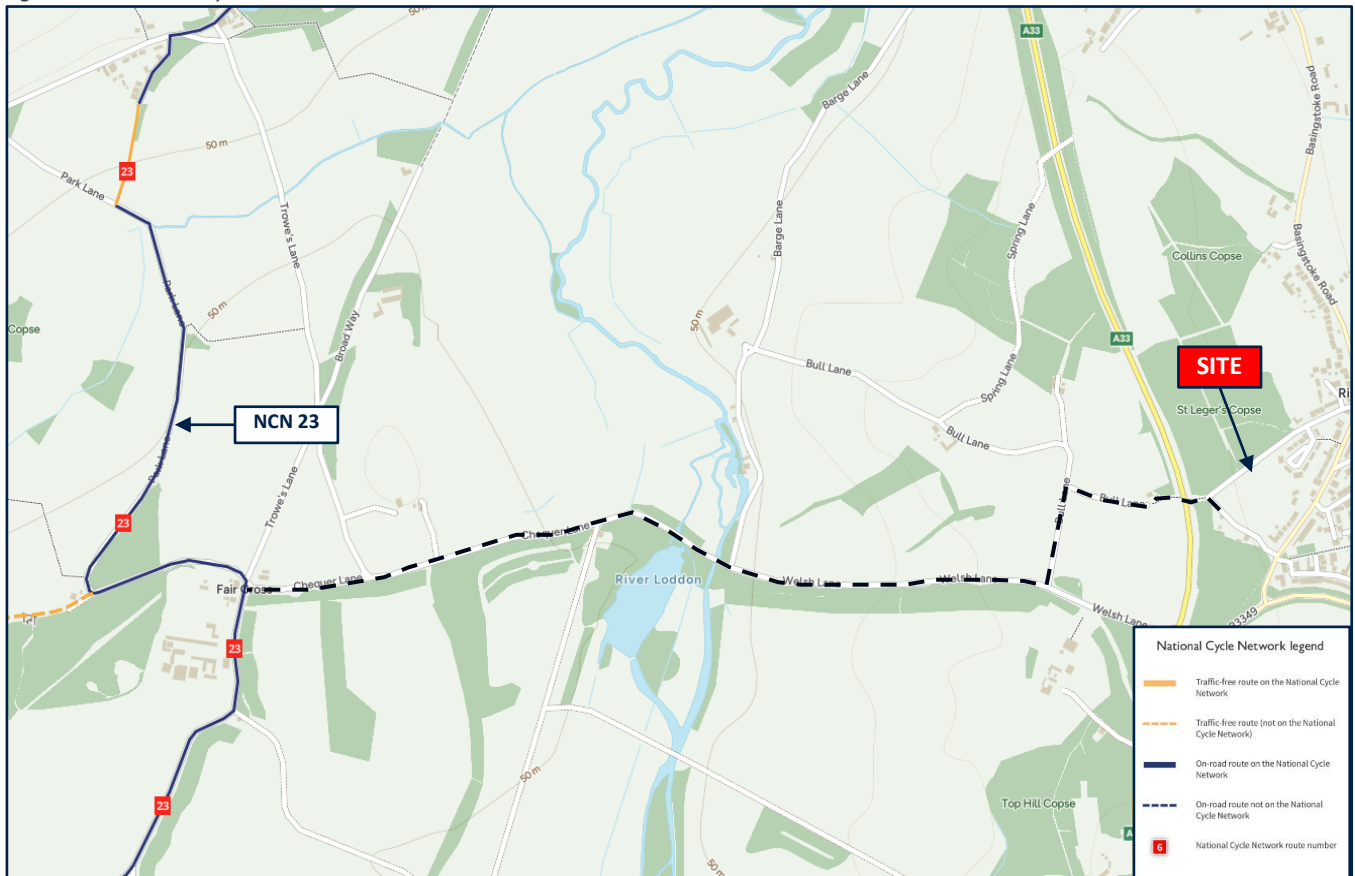
- 3.2.1 The site accesses directly onto Sun Lane to its southern extent. Sun Lane is a rural lane which currently accommodates the shared use of pedestrians and cyclists, given the minimal level of traffic on this route. The geometry of Sun Lane would limit vehicle speeds, therefore making it suitable for pedestrians to share the space with vehicles. There is no evidence to suggest an existing road safety issue in relation to pedestrians using Sun Lane.
- 3.2.2 Sun Lane connects to Bull Lane at its northwestern extent. Bull Lane routes in a northeast – southwest alignment which provides an alternative route for pedestrians. Along Bull Lanes extent, verge is available which allows pedestrians to step off the carriageway where needed.
- 3.2.3 The southern extent of Sun Lane connects to the B3349, Basingstoke Road, where a c.2m wide footway provision is provided on the eastern and western extents of the carriageway. These footways provide a connection to bus stops and into the village of Riseley. The footway on the eastern side of the carriageway continues north connecting to the village of Swallowfield.

Cycling Infrastructure and Routes

- 3.2.4 Within the immediate vicinity of the site there are no dedicated cycling routes, although the local roads within Riseley are unlikely to carry significant traffic flows and there is no evidence of an existing road safety issue for cycling.
- 3.2.5 As such, it is considered appropriate for cyclists to share carriageway space with vehicles. This is consistent with Department for Transport (DfT) guidance, LTN 1/20 (July 2020), which states at Chapter 7 ‘Quiet mixed traffic streets and lanes’ that “On existing streets where the principal function is access to local properties, and on rural lanes where traffic flows are light, there is less need for separate cycle facilities” and that “where motor traffic flows are light and speeds are low, cyclists are likely to be able to cycle on-carriageway in mixed traffic” (para. 7.1.1).
- 3.2.6 Approximately 2.6km to the west of the site, National Cycle Route (NCN) 23 can be accessed which provides access to the southern extent of Reading to the north, as shown in Figure 3-1. This route runs from Reading to Southampton via Basingstoke, Alresford, Winchester and Eastleigh. The section between Reading and Basingstoke is locally known as the Calleva Trail and forms a key section of the National Cycle Network in Hampshire; the route follows traffic-free and on-road sections between Basingstoke Town Centre and Chineham, and then follows quiet lanes passing Silchester and then through West Berkshire and on to Reading.
- 3.2.7 Within the vicinity of the site, NCN Route 23 can be accessed via Bull Lane and Welsh Lane, which already accommodates frequent cycling movements as shown on the Strava Heat Map (Figure 3-2), which indicates relative cycling activity based on recorded Strava trips, with brighter purple/white showing higher concentrations. This may include the highway network or traffic free routes such as

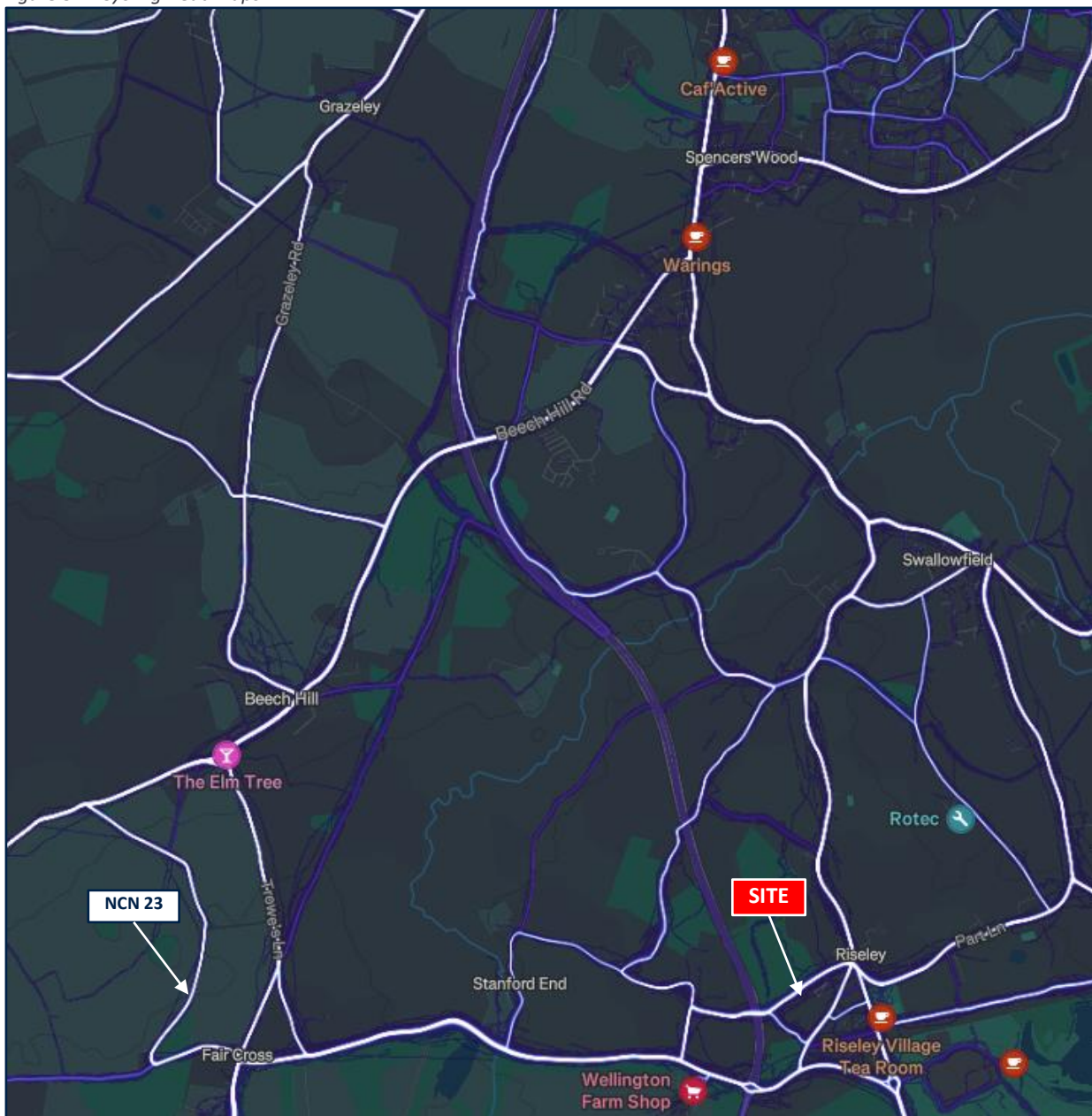
towpaths or bridleways. Although, the data cannot be quantified publicly, it offers an indication of cycle usage surrounding the development site.

Figure 3-1: National Cycle Network



Source: Sustrans

Figure 3-2: Cycling Heat Maps

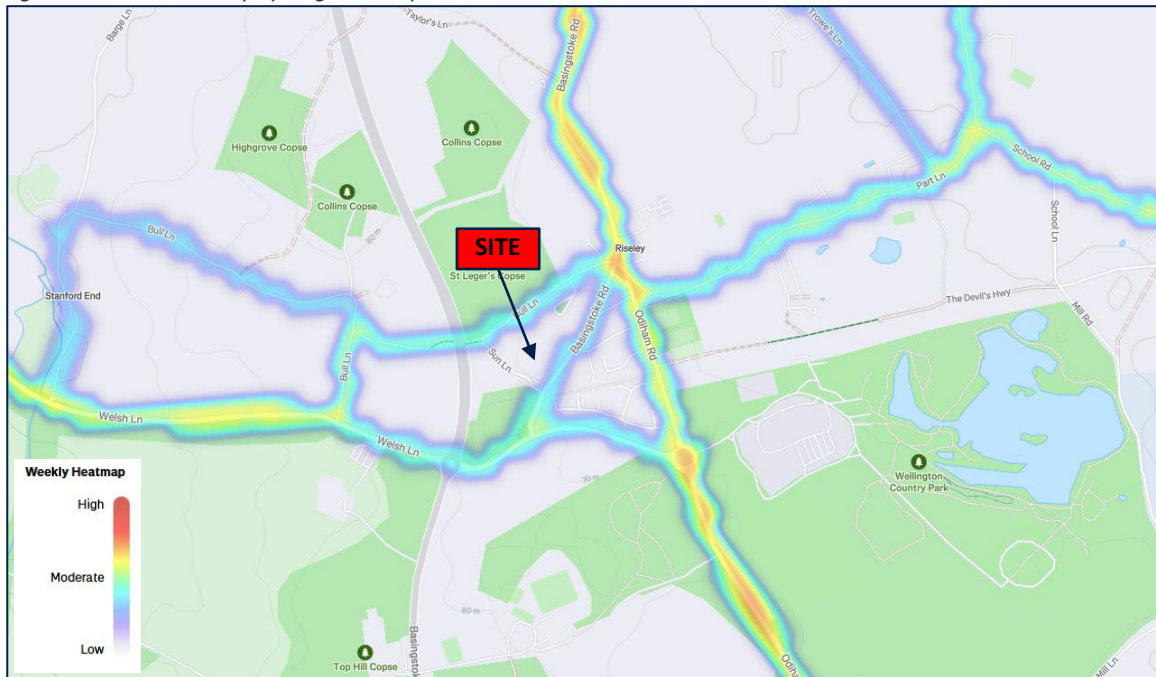


Source: Strava

Relative cycling activity based on recorded Strava trips, with brighter purple/white showing higher concentrations.

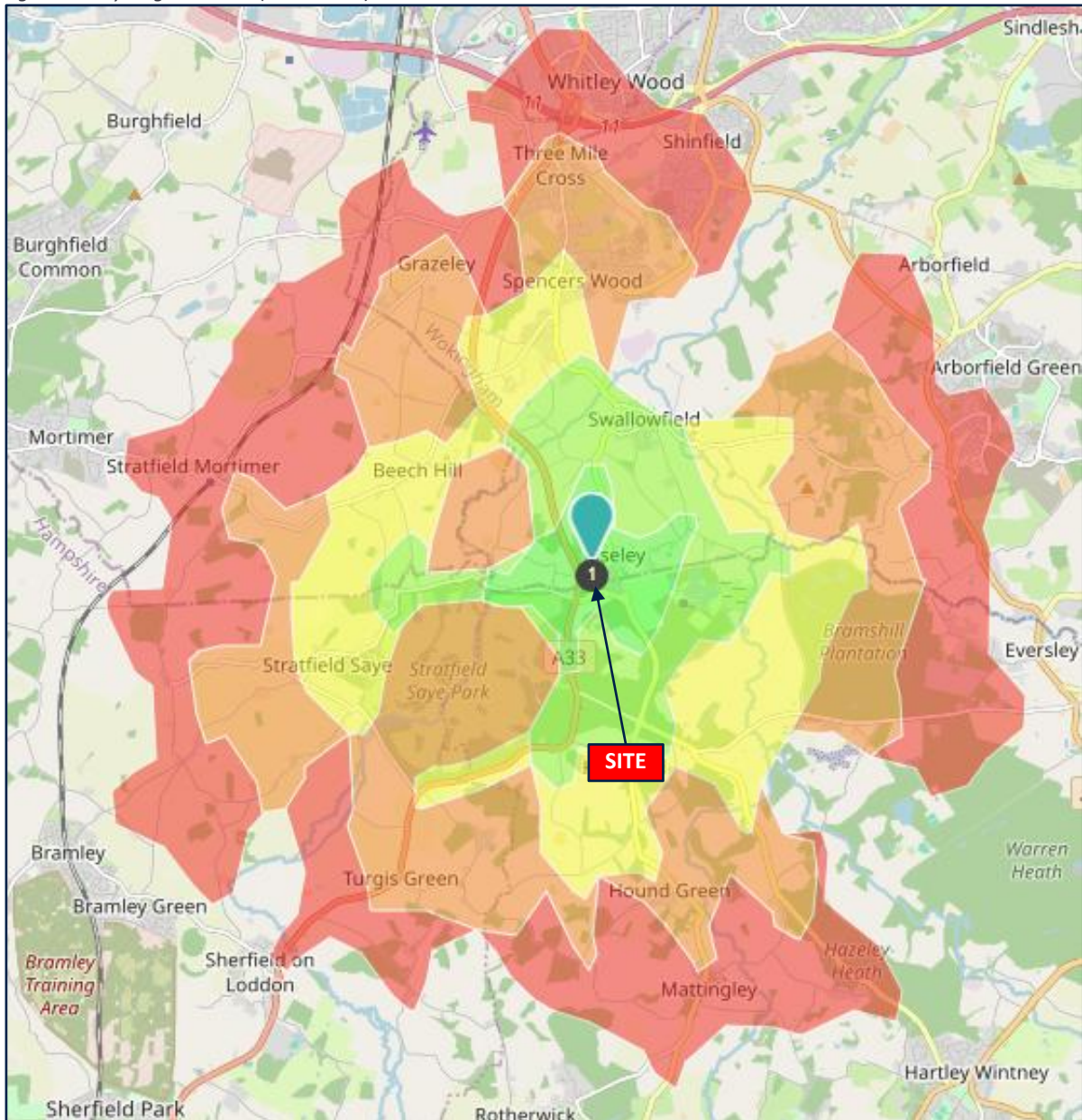
- 3.2.8 In addition, Strava provides a weekly cycling heatmap, as shown in Figure 3-3, which demonstrates that Odiham Road/Basingstoke Road has a moderate to high use by cyclists, as shown from the key. To the north, this route connects into Reading.

Figure 3-3: Strava Weekly Cycling Heatmap



- 3.2.9 To consider cycling journeys, the Openroute Service has been used to generate cycle isochrones at five minute intervals up to a total of 25 minutes (c.8km) using roads and cycle routes (i.e., not straight line distances). This has been shown in Figure 3-4.

Figure 3-4: Cycling Isochrone (25-minutes)



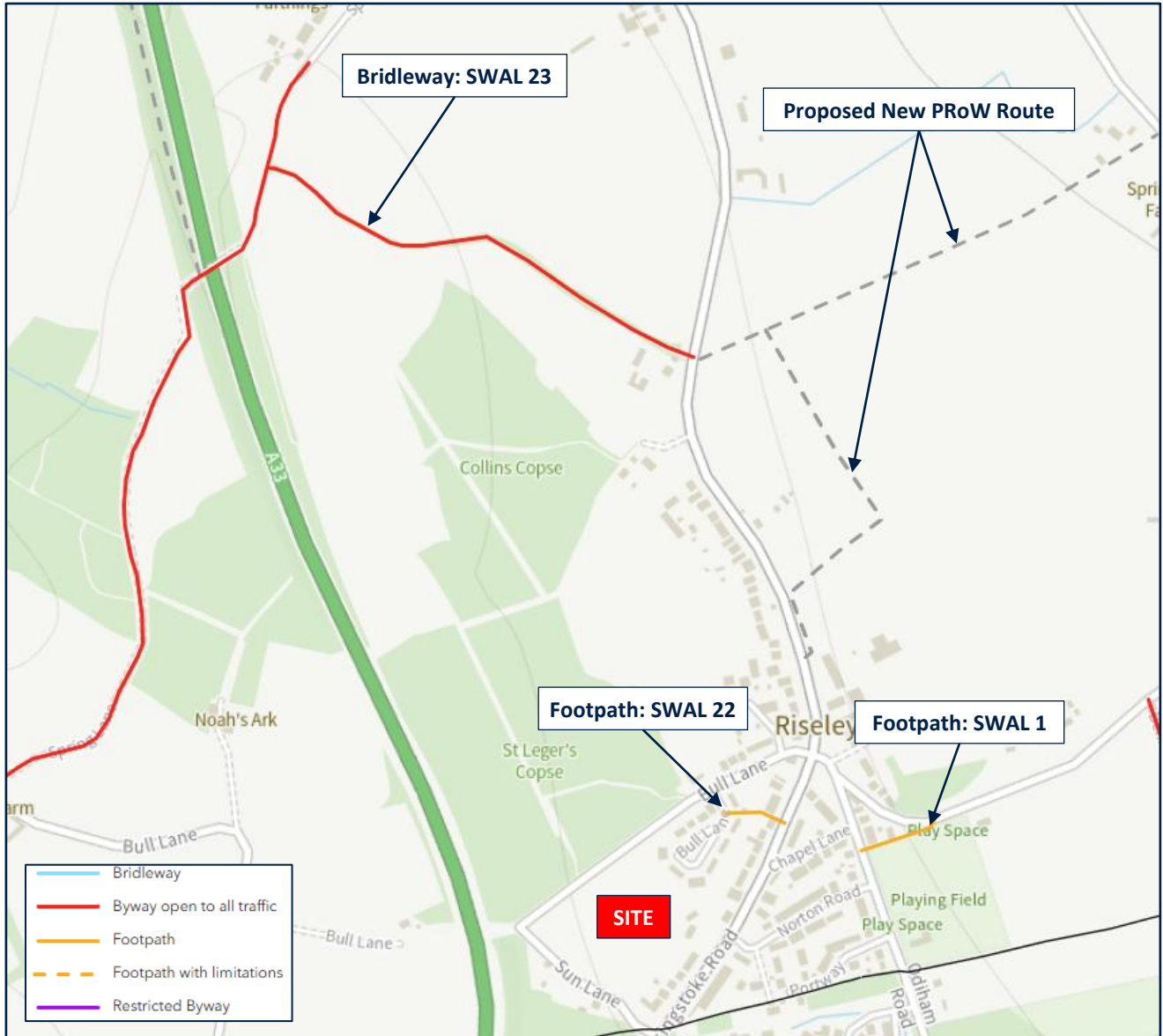
Source: Openroute Services

- 3.2.10 The isochrones are generated based on speeds dependent on the surface and highway type. The majority (if not all) of the routes used would be paved and as such would be subject to an 18kph speed based on the parameters in the software. A five minute isochrone would therefore cover a distance of 1.5km, with a 25 minute isochrone therefore covering a distance of 7.5km.
- 3.2.11 The Department for Transport (DfT) LTN1/20 Cycle Infrastructure Design states at para. 2.2.2 that *“Two out of every three personal trips are less than five miles in length, an achievable distance to cycle for most people”* (c.8km). As such, this is broadly in accordance with the relevant design guidance (indeed, cycle journeys to the site could originate from slightly greater distances, up to 8km from the site, in accordance with the guidance).
- 3.2.12 The isochrones show that the NCN 23 route is within an appropriate cycling distance from the site, as such it provides a connection to the southern extent of Reading which also falls within an appropriate cycling distance from the site.

3.3 Public Rights of Way

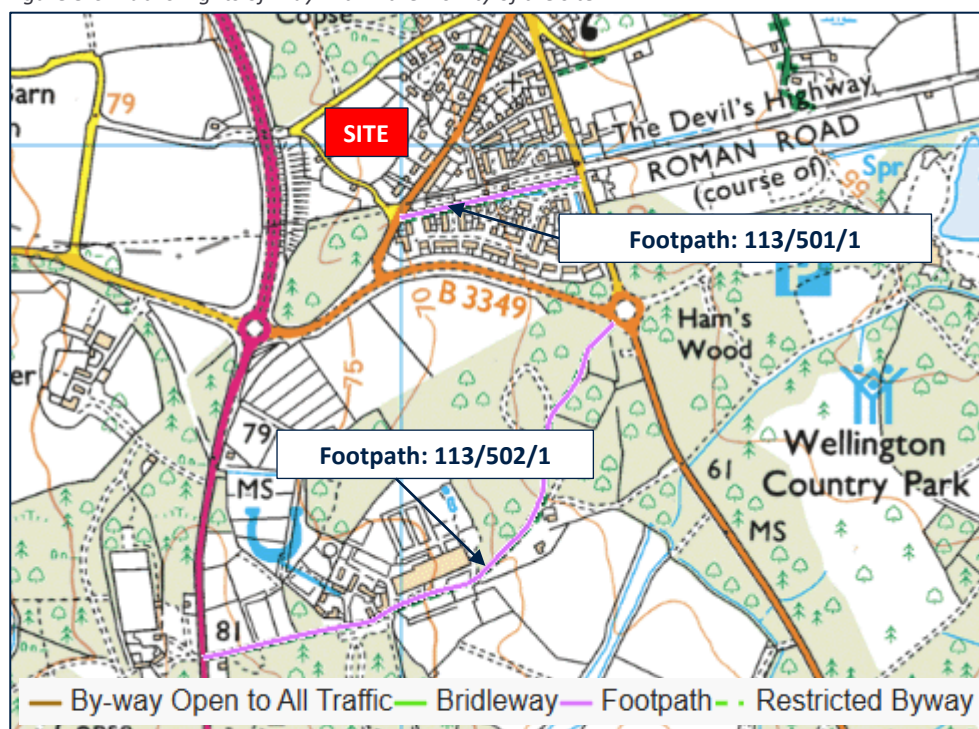
3.3.1 Within the vicinity of the site there are established Public Rights of Way (PRoW) routes. Their location within the context of the site is shown in Figure 3-5 and Figure 3-6.

Figure 3-5: Public Rights of Way within the vicinity of the site



Source: Wokingham Borough Council

Figure 3-6: Public Rights of Way within the vicinity of the site



Source: Hart District Council

- 3.3.2 Approximately 315m to the northeast of the site, Public Footpath SWAL 22 can be accessed which provides access to B3349, Basingstoke Road.
- 3.3.3 Public Footpath SWAL 1 can be accessed c.460m to the east of the site, which provides access to the playing fields and Part Lane to the eastern extent of Riseley.
- 3.3.4 Additionally, footpath 113/501/1 can be accessed from Basingstoke Road via Sun Lane; this provides a route between Basingstoke Road and Odinham Road where there are facilities such as Riseley Memorial Hall and Riseley Tennis Club.
- 3.3.5 Further PRoW routes have been proposed to improve connectivity to Riseley and provide alternative routes for pedestrians. The proposed route would provide a new link from Riseley to Footpath 17 and Footpath 16 to Swallowfield Village. In addition, it would also connect to Bridleway SWAL 23 which routes to the north providing a connection to Penny Farthings.
- 3.3.6 As such, the public rights of way offer further potential for encouraging walking movements to and from the site.

3.4 Distances to Facilities

- 3.4.1 There are a number of publications which suggest guidance for appropriate and acceptable walking and cycling distances to facilities. For reference, these have been summarised as follows.
 - Department for Transport (DfT) – Manual for Streets (2007): MfS states that ‘walkable neighbourhoods’ are typically characterised by having a range of facilities within 10 minutes walking distance (c. 800 metres). MfS also acknowledges that this is not an upper limit and references previous planning policy guidance in that it is generally acknowledged that walking offers the greatest potential to replace short car trips, particularly under 2km.
 - CIHT (2015) – Planning for Walking: In relation to shorter trips in particular, (section 2.1) states that across Britain about ‘80% of journeys shorter than 1 mile (1.6km) are made wholly on foot’.

- CIHT - Guidelines for Providing for Journeys on Foot (2000): suggests preferred maximum distances for commuting journeys are up to 2km.
- DfT – National Travel Survey 2016 Report (NTS2016)– This suggests on page 16 that 80% of all trips under 1 mile (1.6km) were made by walking. Page 19 suggests that the average walking trip was 16 minutes in time (equating to around 1.3km based on a walking speed of 3mph).
- DfT – LTN1/20 Cycle Infrastructure Design (paragraph 2.2.2) – states that “Two out of every three personal trips are less than five miles in length, an achievable distance to cycle for most people” (c.8km).
- DMRB – Although superseded by CD143, TA91/05 Provision for Non-Motorised Users provided useful guidance on walking and cycling distances, which remains helpful in this regard. Paragraph 2.2 of TA91/05 states that 2 miles is ‘a distance that could easily be walked by the majority of people’. Paragraph 2.3 also continues by stating that ‘Walking is used to access a wide variety of destinations including educational facilities, shops, and places of work, normally within a range of up to 2 miles’ (3.2km).
- With regard to cycling, TA91/05 states (paragraph 2.11) that ‘Cycling is used for accessing a variety of different destinations up to a range of around 5 miles.’ At paragraph 2.9, TA91/05 states that 5 miles (c.8km) is a distance ‘that could easily be cycled by the majority of people’.

- 3.4.2 As such, based on guidance, it is considered that suitable walking distances are up to 3.2km but journeys within 2km have a greater potential to be made on foot. A 2km distance equates to around a 25-minute walk travelling at 3mph (4.8kph). A 3.2km distance equates to around a 40-minute walk. Sites with a range of facilities within 1.6km are considered to be within a ‘walkable neighbourhood’ and would be highly sustainable locations.
- 3.4.3 It is considered that journeys of up to 8km are within a suitable cycling distance. A cycling journey of 8km would equate to approximately a 25-minute travel time.
- 3.4.4 To demonstrate the site’s connectivity, facilities within appropriate distances which are accessed via the outlined suitable and established routes have been summarised in Table 3-1. These facilities have been summarised based on approximate travel distances from the site access via the appropriate routes, not straight-line distances. The location of these facilities in the context of the site are shown in Figure 3-7.

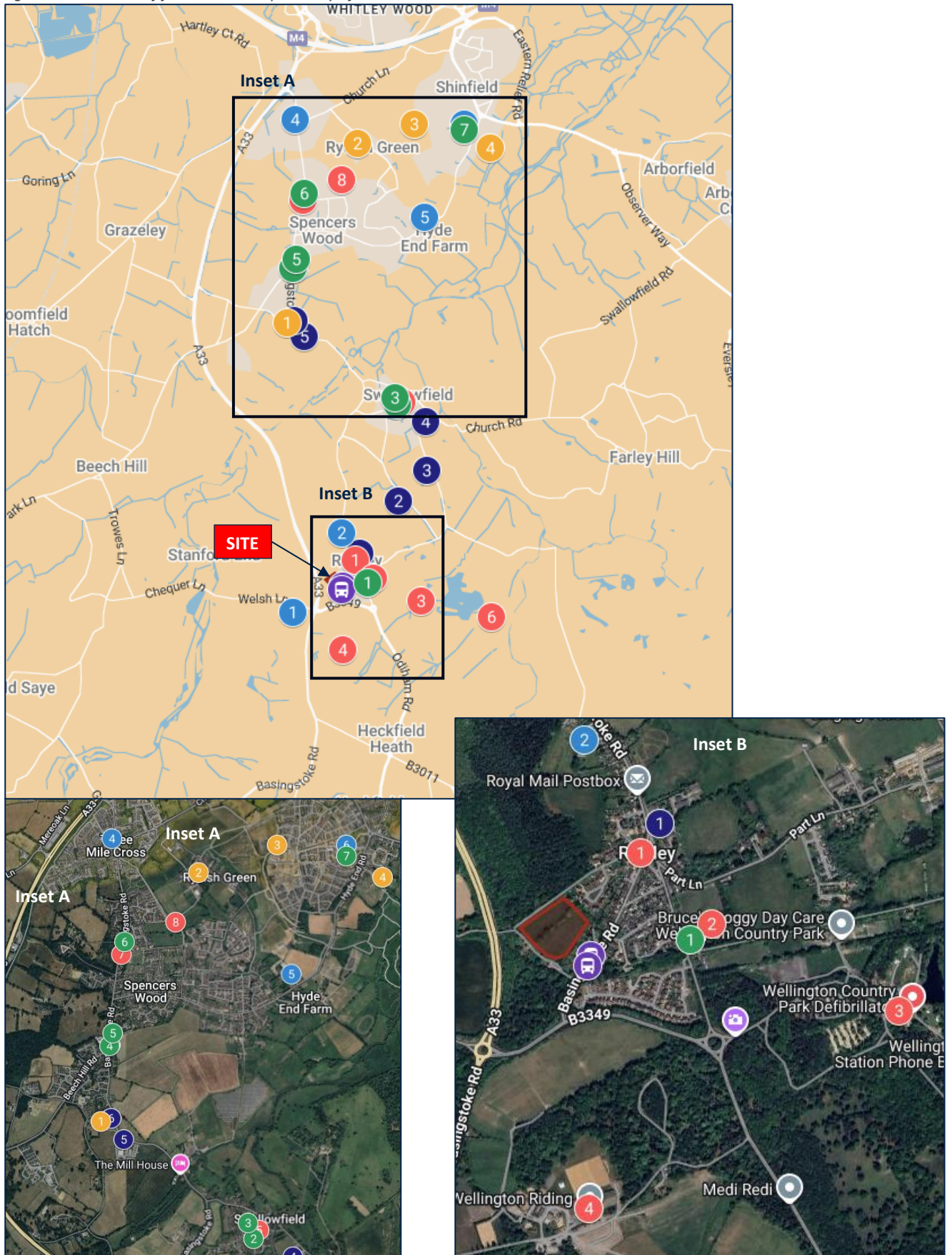
Table 3-1: Proximity of the site to local facilities and services

Facility / Amenity		Distance from site access (metres)	Walking Travel Time (minutes) *	Cycling Travel Time (minutes) *
Community Facilities				
1	Riseley Memorial Hall and Tea Room	510	6	2
2	Swallowfield Post Office and Parish Stores	2610	33	8
3	Swallowfield Medical Practice	2680	34	8
4	Spencers Wood Post Office	4060	-	13
5	Valley Veterinary Group - Spencers Wood Vet Surgery	4160	-	13
6	St Michael's & All Angels Church	4860	-	15
7	Shinfield Pharmacy	7230	-	23
Public Transport				
	Dog And Partridge (SB)	110	1	0.3
	Dog And Partridge (NB)	130	2	0.4
Retail				
1	Wellington Farm Shop	705	9	2
2	Village Maid Cheese	910	11	3
3	One Stop	4060	-	13
4	Budgens	5665	-	18
5	Shinfield Garden Centre	5945	-	19
6	Lidl	7030	-	22

Facility / Amenity		Distance from site access (metres)	Walking Travel Time (minutes) *	Cycling Travel Time (minutes) *
Education				
1	Lambs Lane Primary School	3555	44	11
2	Oakbank School	6400	-	20
3	Alder Grove Church of England Primary School	6535	-	20
4	Shinfield St Mary's CE Junior School	7325	-	23
Leisure				
1	Bull at Riseley Public House	440	6	1
2	Riseley Tennis Club	570	7	2
3	Wellington Country Park	1140	14	4
4	Wellington Riding	1430	18	4
5	The Crown Public House	2645	33	8
6	Wellesley Water Meadow	3185	40	10
7	Farriers Arms Public House	4790	-	15
8	Spencers Wood Youth Football Club	5445	-	17
Employment				
1	Riseley Business Park	550	7	2
2	Valley Produce	2050	26	6
3	DeepWater Yard	2300	29	7
4	Brookside Business Centre	3105	39	10
5	Lambs Farm Business Park	3330	-	10
6	Heron Industrial Estate	3660	-	11

* Based on walking speeds of 80 metres per minute and Cycling Speeds of 320 metres per minute. Walking travel times above 40 minutes have been excluded.

Figure 3-7: Location of facilities within proximity of the site



Source: Google Maps

Note: Numbers and colours correlate to Table 3-1

- 3.4.5 Table 3-1 and Figure 3-7 shows there are some facilities and services situated within walking distance from the site. Within Riseley there are some facilities and services, which consist of a public house, employment uses, bus stops, cheese shop, tennis courts and Memorial Hall and tea rooms. A further range of facilities and services can be accessed within an appropriate cycling distance from the site, these consist of a post office, convenience store, primary school, supermarkets, public house, pharmacy, church and GP.
- 3.4.6 The site is considered to be situated in a location which makes it possible for some journeys to be made by foot or cycle. This will encourage some trips to be made by walking and cycling and reduce the reliance on the private car.
- 3.4.7 As outlined in the Transport Statement, the connectivity by sustainable modes of travel and the proximity of facilities was considered acceptable for the recently approved and completed development (Ref: 16/02989/OUT). Due to the close proximity of the sites, this conclusion should also remain valid for the proposed development.
- 3.4.8 In addition, the NPPF states in paragraph 83 that, *"To promote sustainable development in rural areas, housing should be located where it will enhance or maintain the vitality of rural communities. Planning policies should identify opportunities for villages to grow and thrive, especially where this will support local services. Where there are groups of smaller settlements, development in one village may support services in a village nearby."*
- 3.4.9 The site is therefore considered to be in accordance with the NPPF para 83, as it will support the local services within Riseley, as well as the other local villages such as Swallowfield and Spencers Wood, with facilities in these areas being located within suitable cycling distance.

3.5 Public Transport

Bus

- 3.5.1 The closest bus stops are the 'Dog and Partridge' which are located on the B3349 Basingstoke Road approximately 140 metres (two-minute walk) to the east of the site.
- 3.5.2 The northbound stops are served by the 145 service, while the southbound stops are served by the 145 and 600 services. The 145 service operates only on Tuesdays and provides one service across the day between Three Mile Cross and Winnerash. The 600 service operates Monday to Saturday, with an hourly service from 06:12-23:05 between Reading – Mere oak Park & Ride – TVSP/ Swallowfield/ Riseley.
- 3.5.3 Based on the times of operation, potential future residents of the site can use the 600 service for commuting purposes to Reading. The bus service therefore provides a feasible option for people working full-time in these areas. The service can also be used to access destinations for leisure, retail, and health purposes as well as connecting to rail services within Reading.
- 3.5.4 It is considered that the site has reasonable accessibility by bus, particularly given the semi-rural location and this offers a realistic travel option for residents of the site. The Local Planning Authority previously accepted that the level of public transport provision in Riseley, although limited, is reflective of the settlement's existing characteristics and is sufficient to support residential development. This position remains applicable to the proposed site given its close proximity to the recently approved and implemented development. Accordingly, the available bus services are considered appropriate and will assist in minimising reliance on the private car for some journeys to and from the site.

Rail Services

- 3.5.5 The closest rail station to the site is Reading, which is a 13.5km cycle from the site, which equates to approximately a 42 minute cycle. Reading station is the second largest interchange outside of London, and there are around 140 trains to Reading from London Paddington a day. Trains to Reading station are provided by both Great Western Railway and South Western Railway.
- 3.5.6 The station provides 344 sheltered cycle parking spaces which are located in front of the station and in the underground short and long stay car parks. Additionally, the station benefits from a multi storey car park with 1387 spaces, including 14 accessible spaces.
- 3.5.7 The station benefits from a ticket office and ticket machines, sheltered waiting areas, and step-free access to all platforms.
- 3.5.8 Great Western Railway operate services linking to the station to destinations including Cardiff, London, Heathrow Airport, Didcot, Oxford, Bristol, Gatwick Airport, Cheltenham and Basingstoke. During the peak hours, the London Paddington service operates with approximately 13-15 services an hour, which equates to a service on average every 4-5 minutes.
- 3.5.9 As such, it would be attractive to use rail services for commuting purposes, particularly to London, although rail could be used for other journey purposes such as leisure, retail and education purposes. A combined cycle and rail journey has good potential for replacing car journeys and reducing the requirement for travelling by car. Albeit a combined car and rail journey would provide a realistic opportunity for future residents of the site.
- 3.5.10 In addition, the station can be accessed via bus service 600, which provides an hourly service connecting to stops in close proximity to the site. Access to Reading station by bus is estimated to take approximately 50 minutes, inclusive of walking time to and from the bus stops and station. As such, a combined bus and rail journey offers a realistic travel option for future residents for both commuting and leisure trips. As noted within the Transport Statement, it was previously acknowledged that rail connectivity in this location is acceptable, given the opportunity for multi-modal journeys.

4. SCOPE, OBJECTIVES AND BENEFITS

4.1 Scope

4.1.1 Travel Plans present the opportunity to raise awareness of the consequences of travel choices, the benefits of alternatives and the opportunity to minimise the impact of motorised travel on the environment. The scope of this TPS is anticipated to benefit the following:

- the residents - through improved health, reduced stress and cost savings
- the community - by the operator and residents demonstrating commitment to protecting the local environment and setting an example to others
- the environment - through improved local air quality with less noise, dirt and fumes, which can contribute to other national and global improvements

4.2 Objectives

4.2.1 The overall objectives and aims of the TPS are:

- To increase awareness of the advantages and potential for travel by more environmentally friendly methods or modes
- Minimise the need to travel by the private car, particularly as a single occupant, and encourage safe and viable alternatives to the use of single occupant vehicles for access to the site
- Comply with WBC and HCC policies and guidance in terms of reducing vehicle use, vehicle emissions and congestion and promoting sustainable travel
- Introduce physical measures that will assist travel by other modes
- Identify pragmatic travel initiatives to encourage the use of non-car modes of travel and car-sharing
- Ensure that the sustainable travel objectives of the TPS are reflected in the daily travel patterns of all residents over the long term
- Generate fewer vehicle trips than would otherwise have been the case

4.3 Benefits

4.3.1 The benefits of implementing a TPS and increasing active travel are as follows:

- A reduction in car travel will benefit health through the promotion of healthier activities such as walking and cycling
- Reducing vehicle use also benefits health by providing local air quality improvements through a reduction in harmful emissions such as Nitrogen Dioxide and Particulate Matter
- It will provide potential road safety benefits through a reduction in vehicular traffic, which in turn can lead to an increase in dedicated infrastructure for vehicles and a reallocation of space for active travel, public transport and green spaces
- Numerous households have no regular access to private vehicles and therefore the use of public transport, cycling and walking can play a significant role in improving accessibility and reducing social exclusion and ensuring the viability of public transport services for those that need it
- The burning of fossil fuels is widely considered to be altering the climate, with carbon dioxide emissions being a significant contributor. The implementation of Travel Plans can assist in reducing the adverse impact of transport on climate change

5. MARKETING AND PROMOTION

5.1 Introduction

- 5.1.1 This section describes the measures being proposed as part of this TP in order to meet its aims, objectives and targets.

5.2 Management

- 5.2.1 The Residential Travel Plan Statement will be implemented by the developer and subsequently overseen by a site representative. Given the scale and nature of the proposed development, a full Travel Plan with formal monitoring arrangements and the appointment of a dedicated Travel Plan Coordinator is not considered necessary or proportionate.
- 5.2.2 The key measures set out within this TPS will be delivered at first occupation of each dwelling. These will primarily comprise the provision of travel information packs to new residents, as well as the implementation of physical infrastructure, for example cycle parking. .

5.3 Travel Information Packs (TIPS)

- 5.3.1 A key way of promoting the Travel Plan and sustainable travel to residents will be through the provision of Travel Information Packs (TIP's). These will be provided to all new residents over the first five years of the Travel Plan to ensure that they are fully informed of the travel choices available from the outset. The TIP's can be provided in electronic format, if requested and will also be available for download from the website / social media page.

- 5.3.2 The TIP will contain:

- Summary of the Travel Plan measures and its objectives and targets
- Details of where the Travel Plan can be viewed (this will be available online, with the website location to be confirmed and included in the TIP)
- Walking and cycling maps showing safe routes to local facilities, services and amenities
- Details of the cycle routes in nearby areas, available from WBC / HCC and Sustrans
- Details of local cycle parking locations, such as at the rail station, bus interchange or in the town centre
- Information on cycle training providers, Dr Bike cycle maintenance and bike marking
- Promote and provide information on journey planning with links to websites such as <https://www.traveline.info/>
www.cyclestreets.net/journey
www.google.co.uk/maps
- Public transport information showing bus routes, bus stop locations and timetables, and rail services, as required, such as <https://www.myjourneywokingham.com/>
- Car sharing information, including Car Share leaflets and information about national schemes such as liftshare (www.liftshare.com/uk)
- Discounts available to residents (if applicable)
- Information on sustainable travel initiatives available at the time
- Details of the site-specific Travel Plan website / social media platform
- Contact details of the TPC

- 5.3.3 The TIP's will be provided to residents upon or soon after occupation.

6. MEASURES AND INITIATIVES

6.1 Introduction

- 6.1.1 This section sets out the proposed measures and initiatives which will be implemented by the development to advise residents of the benefits of using sustainable transport modes and active travel, promote their use and discourage the use of the car.

6.2 Promotion of walking

- 6.2.1 Residents will be provided with information and advice concerning safe walking routes to local services and facilities as part of the TIP (and this will also be on the noticeboard). This will include a local walking map with routes and times to key facilities and services. Within the TIP, the WBC website pages on walking / active travel will be promoted.
- 6.2.2 Residents will be provided with information promoting the health benefits of walking.
- 6.2.3 Local and national travel awareness campaigns and events relating to walking will be promoted to residents, including walk to work week and national walking month (Livingstreets #walkthismay).
- 6.2.4 The developer will approach outdoor clothing shops seeking a discount for residents on the purchase of waterproof clothing to encourage walking in inclement weather conditions.
- 6.2.5 The developer will liaise with WBC to ensure pedestrian routes to and from the site are appropriately maintained and feedback any comments received from residents.

6.3 Promotion of cycling

- 6.3.1 Cycle parking will be provided in accordance with the parking standards to encourage cycling.
- 6.3.2 Residents will be also provided with information and advice concerning safe cycling routes to local services and facilities as part of the TIP. In addition, residents will be provided with information promoting the health benefits of cycling. Details of key amenities which are located within cycling distances will be provided on a map which will be included in the TIP and on the noticeboard, if required.
- 6.3.3 Information regarding Cycle to Work initiatives and salary sacrifice schemes will be provided within the TIP. These are applicable to some residents who work within a reasonable cycling distance from the site, in employment, and their employer has signed up for a scheme. Information leaflets will be provided within the TIP to advise whether residents may be eligible for a scheme and this may increase uptake.
- 6.3.4 Cycle training and cycle maintenance training are provided by a number of companies within the local area including BikeAbility. Leaflets for these services would be included within the TIP and the noticeboard to provide residents with more information on how to access this training if they should wish to do so.
- 6.3.5 Local cycle clubs and organisations such as the Reading Cycle Campaign (<https://readingcyclecampaign.org.uk>) and the Tandem Club (tandem-club.org.uk/) will be promoted to residents. They provide links to a network of local cyclists and access to events, races and various affiliations. This will assist in encouraging people to cycle through increased confidence and access to ride share partners.

6.3.6 The developer would seek to secure discounts with local cycle shops for residents of the site to encourage residents travel via cycling through obtaining appropriate equipment.

6.3.7 Local and national travel awareness campaigns and events relating to cycling will be promoted to residents within the TIP, including Bike Week and Cycle to Work Day.

6.4 Promotion of public transport use

6.4.1 Information on public transport routes and timetables will be included in TIPs including details of key public transport websites and route maps, including local stops. This will include the Traveline and Google Maps travel planning websites. Bus and train timetables are typically available from all stations. Details will also be provided on the website.

6.4.2 Real time information public transport mobile apps and websites will be promoted to residents, where these are available at the time of site occupation. This will assist with improving the user experience and reduce waiting times at stops, thereby encouraging bus use.

6.5 Promoting Car Sharing

6.5.1 Car sharing is an effective method of reducing vehicle generation and parking demand and will therefore be encouraged. Residents will be provided with details of internet based car-sharing sites within the TIP, such as <https://www.liftshare.com/uk>.

6.5.2 Residents will also be encouraged to car share with neighbours on an informal basis through the travel information pack, in particular this will point out the cost savings which can be made from car sharing (albeit considering GDPR restrictions).

6.6 Reducing the need to travel

6.6.1 The residential dwellings can be built to encourage working from home. Broadband access will be provided across the site for the benefit of future residents.

6.6.2 The site will also be able to accommodate service and delivery vehicles to encourage home shopping opportunities. Home shopping will be encouraged and promoted through the TIP.

7. ACTION PLAN

7.1.1 This section draws together the proposed measures and initiatives into an Action Plan that identifies timescales and responsibilities for the delivery of each element of the Travel Plan. This is shown in Table 7-1.

Table 7-1: Action Plan

Item	Responsibility	Timescale
Pre-Occupation and Construction		
Site Promotion - Ensuring sustainable travel is set out in the marketing materials for the development.	Developer/Site Manager	3 months before residents occupy the site
Promotional materials provided in the marketing materials about the choice of travel modes, as a positive feature of the development	Developer/Site Manager	3 months before residents occupy the site
Travel Information Packs - To include such information as walking / cycling maps and routes, information on the health benefits of walking / cycling, information on relevant car sharing websites and literature promoting travel awareness, public transport, voucher schemes and discounts, contact details	Developer/Site Manager	Produced prior to occupation of the site and distributed upon occupation
Car Parking provision in accordance with guidance	Developer	During construction.
Provide Secure Cycle Parking - secure, covered cycle parking in accordance with parking standards	Developer	During construction.
Walking Measures		
Produce and distribute a walking plan with local services and facilities (included within the TIP)	Developer/Site Manager	Prior to occupation
Provide information on the health benefits of walking	Developer/Site Manager	Prior to occupation
Seek to secure discounts with local outdoor clothing shops for residents of the site	Developer	Prior to occupation and ongoing
Liaise with WBC to ensure pedestrian routes are maintained	Developer / WBC	Prior to occupation and ongoing
Cycling Measures		
Provide cycle route maps to residents	Developer/Site Manager	Prior to occupation
Provide information on health benefits of cycling	Developer/Site Manager	Prior to occupation
Seek to secure discounts with local cycle shops for residents of the site	Developer	Prior to occupation
Promote cycle training and maintenance	Developer/Site Manager	Prior to occupation and ongoing
Promote local Cycling Clubs	Developer/Site Manager	Prior to occupation
Provide information on Cycle to Work initiatives	Developer/Site Manager	Following occupation
Public Transport Measures		
Provide route maps and timetables to residents	Developer/Site Manager	Prior to occupation
Promote journey planner websites to residents	Developer/Site Manager	Prior to occupation
Promote real-time apps and websites .	Developer/Site Manager	Prior to occupation
Car Sharing		
The TPC will promote the use of car sharing websites and encourage neighbours to informally car share. This will include cost sharing benefits.	Developer/Site Manager	Prior to occupation

Item	Responsibility	Timescale
Reduce the Need to Travel		
All units will be provided with broadband connections enabling working from home.	Developer/Site Manager	During construction and ongoing.
Online home delivery services will be promoted.	Developer/Site Manager	Upon commencement of residency
Awareness Campaigns		
Promote walking and cycling, local and national events to residents	Developer/Site Manager	Upon commencement of residency