

TN15 – Predicted Future Employee quantum

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

Prepared by: PdeJ

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motion
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 purposes 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**.

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 without significantly impacting upon the operation of the A329 (M) westbound off-slip.

5.0 Total employee quantum

- 5.1 The supplementary analysis and the review of employee numbers associated with a consented B2 use, has determined that the proposed Building 810 scheme may accommodate a total of **156 employees (126+30)** with the building without impacting on the local road network.