



Land at Evendons Lane, Wokingham

Full Travel Plan

Client: Propco (Wokingham) Ltd

i-Transport Ref: DF/AI/ITB200802-002B R

Date: 20 August 2025

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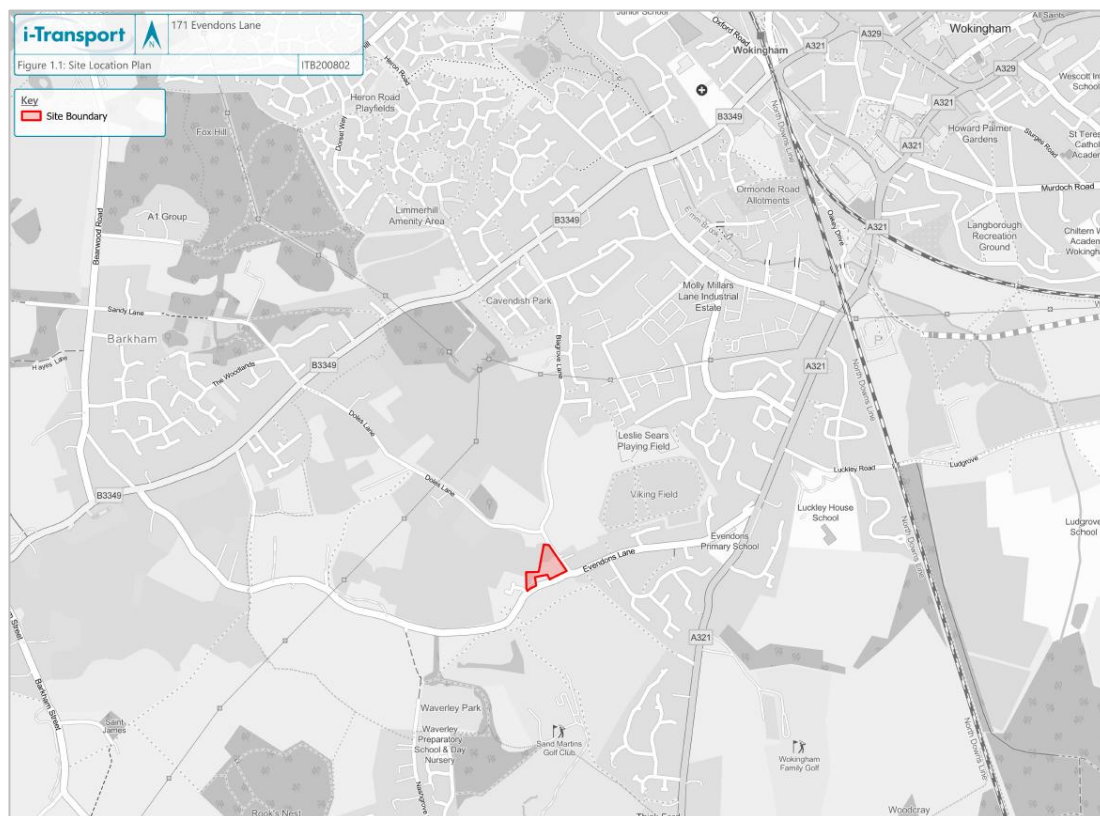
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SECTION 1 Introduction

1.1 Background

- 1.1.1 Propco (Wokingham) Ltd has appointed i-Transport LLP to provide transport and highways advice in relation to the reserved matters application for the proposed 64-bed care home on Land at 171 Evendons Lane, Wokingham.
- 1.1.2 The site is situated at Evendons Lane in the south-eastern area of the borough of Wokingham. A site location plan is provided as **Figure 1.1** with an extract included below.

Image 1.1: Site Location (Extract)



- 1.1.3 An outline planning application was submitted in June 2023 (*planning reference: 231351*) for the following:

"Outline application with all matters reserved except for access, for the proposed erection of a 64 bed care home (Use Class C2) with site access, parking, hard and soft landscaping and other associated works following demolition of existing commercial buildings."

- 1.1.4 The outline application was subsequently approved in November 2024 by Wokingham Borough Council (WBC) as the Local Planning Authority (LPA) and Local Highway Authority (LHA).

- 1.1.5 A Framework Travel Plan (*i-Transport report reference: ITL18219-003D R*) was submitted as part of the outline planning application and was agreed with officers at WBC. However, Condition 25 of the outline permission states that:

“Travel Plan - Prior to the commencement of the development a Travel Plan shall be submitted to the Local Planning Authority for their approval in writing. The Travel Plan shall be based on the principles set out in the Framework Travel Plan reference C21060/TP01 dated October 2022 and shall include modal targets to achieve its objectives and a timetable for their achievement. The Travel Plan shall thereafter be implemented in accordance with the approved details.”

- 1.1.6 This Full Travel Plan (FTP) has been prepared to discharge Condition 25 and to cover all phases of development at the site. It has been prepared in line with the agreed Framework Travel Plan submitted as part of the outline planning application.

1.2 Travel Plan Scope

- 1.2.1 The primary purpose of this Full Travel Plan (FTP) is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling and public transport to reduce the demand for travel by less sustainable modes, and to identify a management strategy to ensure these opportunities are taken up for future staff.

1.3 Scope and Structure

- 1.3.1 This FTP has been produced as part of a Sustainable Transport Strategy to provide measures to encourage sustainable travel and to reduce private vehicle trips to the site.

- 1.3.2 The remainder of this FTP is structured as follows:

- **Section 2** sets out an overview of the relevant national and local transport policy;
- **Section 3** outlines the principles, objectives and benefits of the FTP;
- **Section 4** considers the existing accessibility of the site by walking, cycling and public transport, and the facilities and services available within vicinity of the site;
- **Section 5** outlines the targets of the FTP and establishes baseline travel characteristics;
- **Section 6** sets out the measures that will be provided to encourage sustainable travel to the site and to manage travel demand;
- **Section 7** provides a strategy for the implementation and management of the FTP;
- **Section 8** sets out the monitoring strategy of the FTP; and
- **Section 9** provides a summary of the FTP.

SECTION 2 Policy Context

2.1 National Policy

National Planning Policy Framework – December 2024 (NPPF)

2.1.1 The National Planning Policy Framework (NPPF) was updated in December 2024 and sets out the Government's planning policies for England and how these are expected to be applied. It also constitutes as guidance for local planning authorities and decision makers in drawing up plans and as material considerations in determining applications.

2.1.2 The specific transport policies are contained within Section 9 of the NPPF, and paragraph 115 sets the following 'four tests' in relation to transport and highways matters:

"In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- ***sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;***
- ***safe and suitable access to the site can be achieved for all users;***
- ***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***
- ***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."***

2.1.3 In terms of the first test – appropriate opportunities to prioritise sustainable transport modes – it is clear that the NPPF does not advocate a one size fits all approach, i.e. what is achievable in central urban locations will be different from what can be achieved in a rural area. Importantly, the NPPF does not preclude development in less urban areas on sustainability grounds as set out in Paragraph 110:

"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."

2.1.4 The NPPF defines sustainable transport modes as:

“Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, ultra low and zero emission vehicles, car sharing and public transport.” (ref: NPPF Annex 2: Glossary Page 79)

2.1.5 It is very important to note that the NPPF purposely sets a high bar for preventing development from coming forward for transport reasons. Paragraph 116 of the NPPF 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.”

2.1.6 It is a purposely high bar to prevent transport being used as a frivolous or make-weight reason for refusing planning applications. Whilst the NPPF does not define ‘severe’, there is now considerable precedent (through various appeal decisions) that slight and modest impacts are certainly not severe, and that development can have modest, even significant and noticeable impacts without failing this test.

2.2 Local Policy

Wokingham Workplace Travel Plan Guidance (2011)

2.2.1 This document sets out the guidance for both staff and visitors and contains information regarding public transport, pedestrian access, cycle infrastructure, vehicle access, access for those with disabilities and car parking. This FTP has been written with reference to this document.

2.2.2 Travel Plans are to be used as a key measure to help inform people of alternative travel options, along with personalised travel planning, awareness campaigns and information and marketing. Travel Plans are required for all major developments as part of the planning process and should be secured through Section 106 agreements or via planning conditions.

SECTION 3 Principles, Objectives and Benefits

3.1 Principles and Objectives

3.2 This FTP sets out a sustainable transport strategy for the development of the site. In line with national and local government guidance, the headline aims for the plan are:

3.3 To reduce the number of car journeys to/from the site; and

- To improve accessibility to the site by non-car modes of transport.

3.3.1 The plan will have the following additional objectives:

- To support a range of sustainable transport alternatives to provide the future staff members with options for travel to / from the site;
- To develop an awareness of the options for sustainable travel to and from the site and local area amongst staff;
- To promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlight the health and environmental benefits of using sustainable travel modes;
- To manage car parking demand across the development; and
- To minimise the impacts of car based travel to the site on the local highway network and environment.

3.4 Benefits

3.4.1 This FTP has a number of benefits for future staff and visitors of the site; as well as the existing local community and surrounding environment, as set out below:

Staff and Visitors

- Improved health and fitness through increased levels of walking and cycling;
- Increased travel flexibility offered through wider travel choices;
- The social aspects of sharing transport with others; and
- A better environment within the site and its immediate environs as vehicular movements are minimised and parking pressures are reduced.

Local Community and Environment

3.4.2 The potential benefits to the environment, compared to the 'without Travel Plan' scenario, are as follows:

- The impact of the development on the local environment will be lessened, in terms of reducing congestion, noise and atmospheric pollution created by vehicle trips to and from the site; and
- A reduction in vehicular movements to and from the site will reduce pollution levels and contribute to a reduction in vehicular turning movements to / from the site. This will contribute to both local air quality management and national climate change reduction targets.

3.4.3 The FTP will result in benefits for staff and visitors of the site, as well as the wider community in the vicinity of the development.

SECTION 4 Site Assessment

4.1 Site Location and Existing Site

4.1.1 The site is located at the junction of Blagrove Lane and Evendons Lane, approximately 2.4km southwest of the centre of Wokingham. It is mainly surrounded by open countryside with some existing residential properties immediately to the east. A site location plan is included as **Figure 1.1**.

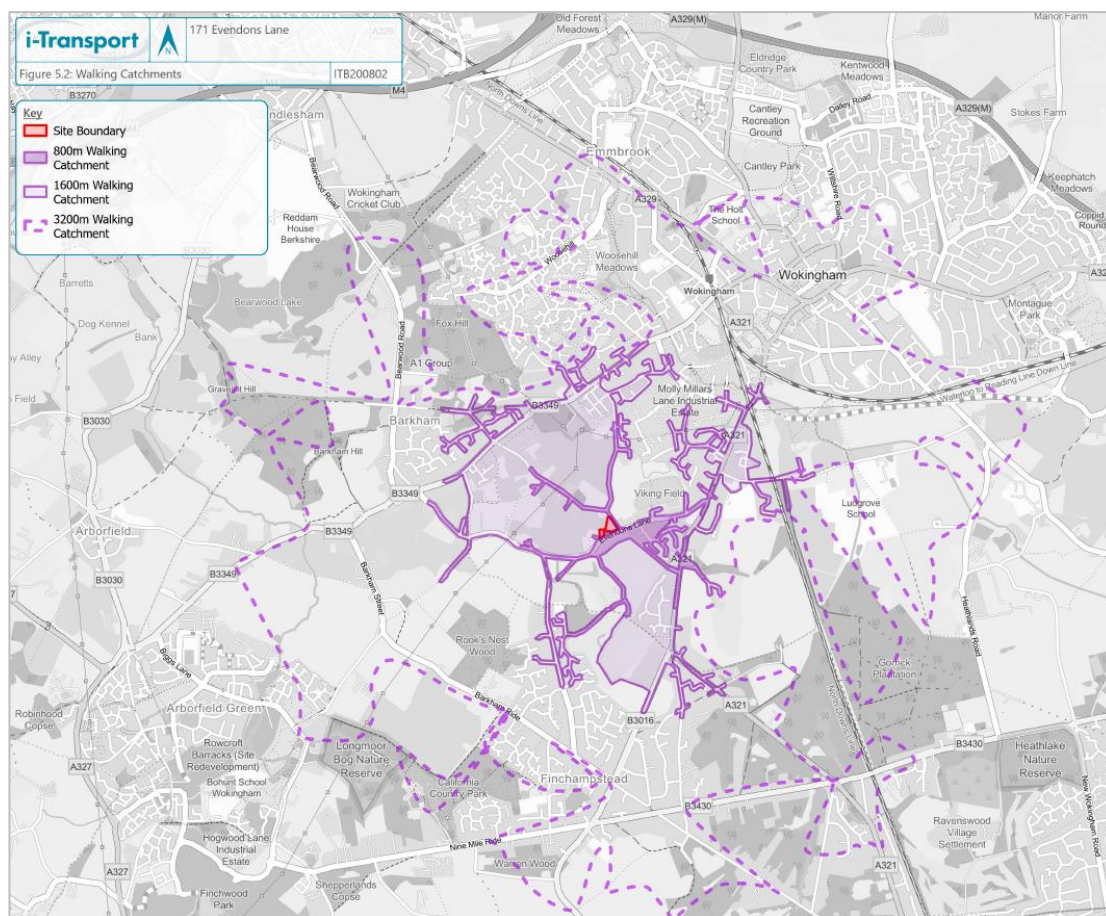
4.1.2 The site previously contained light industrial and commercial uses with access taken from Evendons Lane on the southern site boundary.

4.2 Walking and Cycling

Walking

4.2.1 **Figure 4.1**, extracted as **Image 4.1**, provides walking isochrones from the site and demonstrates that the majority of Wokingham, including the town centre and rail station, is accessible via walking from the site and within the 'maximum' walking distance. This includes a variety of amenities that will be useful to future staff members including leisure, retail and healthcare facilities.

Image 4.1: Walking Isochrone



- 4.2.2 The site itself will provide a network of footways and a dedicated pedestrian access and crossing point on Blagrove Lane. There are therefore opportunities for walking trips to be made in and around the site, including commuting trips from the local area and trips to local services and facilities.

Evendons Lane

- 4.2.3 Evendons Lane forms part of the southern site frontage of the site, and routes east – west between Finchampstead Road and the B3349 Barkham Road. Whilst there are no existing footways along the existing site frontage, footways are provided on both sides of the carriageway to the east of Blagrove Lane. Both footways measure approximately 1.6m in width and comprise smooth, flat surfaces that provide good quality walking routes east of the proposed development.

- 4.2.4 A continuous footway on the south side of the Evendons Lane, measuring between 1.6-1.8m, routes between Blagrove Lane and Finchampstead Road providing access to the local primary school. The footway on the north side of the carriageway is intermittent with mature trees, private driveways and verges. This forms the primary walking route to the east of the site, creating a good quality route to and from the site in this direction.
- 4.2.5 An uncontrolled pedestrian crossing comprising dropped kerbs and tactile paving is provided between the southern footway and Tanners Row to the east of the site. This allows for onward travel across Viking Field to and from the southwest periphery of the main built-up area of Wokingham. Street lighting is provided along the entirety of Evendons Lane, to the east of Blagrove Lane, and a good level of natural surveillance is afforded by the existing properties fronting the carriageway.

Tanners Row

- 4.2.6 Tanners Row forms the access to a cul-de-sac of approximately 15 dwellings. A single 2.0m wide footway is provided on the east side of the access road, with a combination of footways and shared surfaces provided within Tanners Row. A pedestrian access to Viking Field and Leslie Sears Playing Field is provided which allows for further pedestrian routes to the north.

Finchampstead Road

- 4.2.7 Finchampstead Road is located circa 650m to the east of the Evendons Lane/Blagrove Lane junction and provides one of the main vehicular routes into Wokingham from the south. Footways measuring circa 1.6-2.0m wide are provided on both sides of the carriageway. These are good quality pedestrian routes that form the main link north into Wokingham.
- 4.2.8 A puffin crossing is provided to the north of the junction with Evendons Lane which provides a safe crossing point to the footway on the eastern side of the carriageway. Approximately 40m to the south of Evendons Lane, the footway on the western side of the carriageway terminates at the flag bus stop. The footway on the east side of the carriageway continues south.
- 4.2.9 The footway on the western side of Finchampstead Road provides a continuous route to the industrial estate on Molly Millars Lane. The footway on the eastern side of the carriageway continues north under the railway line, providing access to the Tesco Superstore and on to Wokingham town centre. A puffin crossing is provided on Finchampstead Road to the south of the junction with Molly Millars Lane.

Blagrove Lane

- 4.2.10 Blagrove Lane forms part of the eastern site frontage, and the location of the proposed access, and routes north-south between Evendons Lane, in the south, and the B3349 Barkham Road in the north. In the vicinity of the site, it provides a circa 1.6-1.8m wide footway on the east side of the carriageway that serves the existing residential dwellings and provides a connection to Evendons Lane.
- 4.2.11 To the north of the site there are no footways provided on Blagrove Lane until Roberts Grove some 500m further north. To the north of the junction with Roberts Grove a footway is provided on the eastern side of the carriageway up to the junction with Barkham Road. This is not considered a primary desire line and most staff members routing to the site will do so from the south of the proposed access.

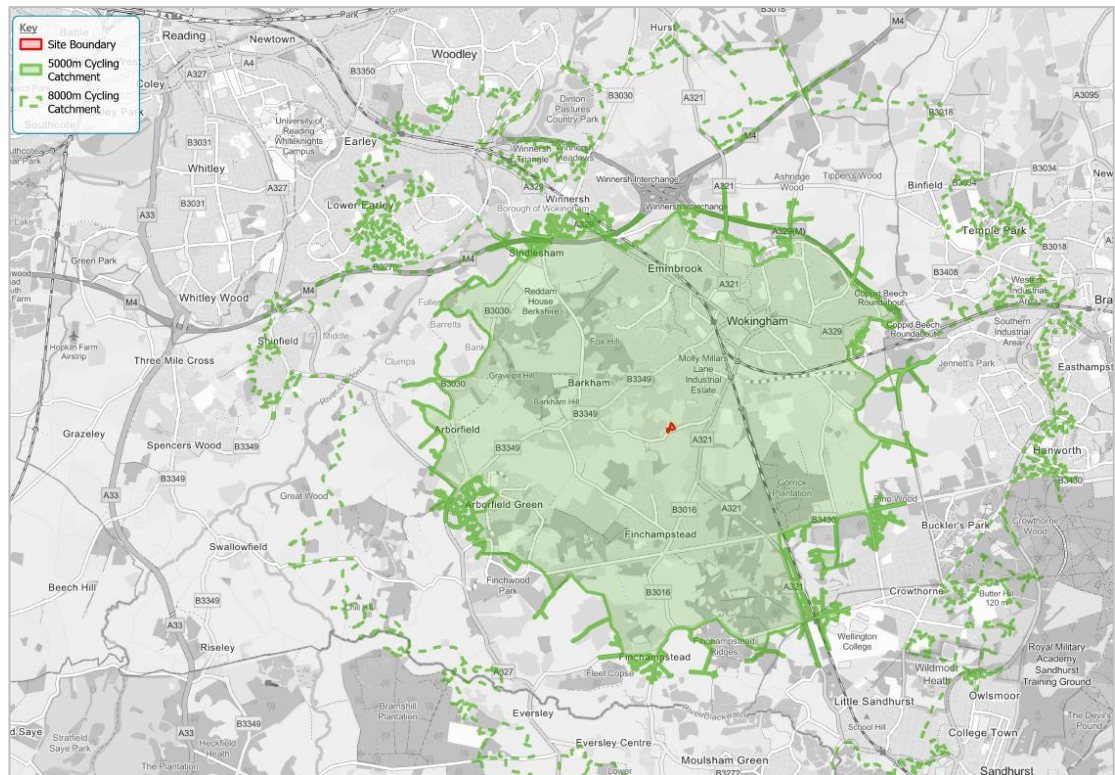
Reeves Way

- 4.2.12 Reeves Way is a cul-de-sac located to the north of the site that can be access via a network of informal pedestrian routes from Viking Field and Leslie Sears Playing Field. It provides the shortest walking route to and from Molly Millars Lane and the local businesses in the industrial estate.

Cycling

- 4.2.13 The local roads in the vicinity of the site are subject to a posted 30mph speed limit, with the exception of Evendons Lane to the west of the junction with Blagrove Lane which is subject to the national speed limit. This helps to create an environment conducive to in-carriageway cycle travel for the average cyclist. A 20mph speed limit is advised along Evendons Lane along the frontage of Evendons Primary School during school pick up and drop off times.
- 4.2.14 **Figure 4.2**, extracted as **Image 4.2**, provides cycling isochrones from the site. This demonstrates that the whole of the built-up area of Wokingham is accessible within the reasonable cycle distance (5km) from the site. This allows for cycle travel to local services and facilities for staff and enables both staff and visitors to cycle to the site from the local area. Cycle parking will be provided on-site to accommodate trips made by cycling.

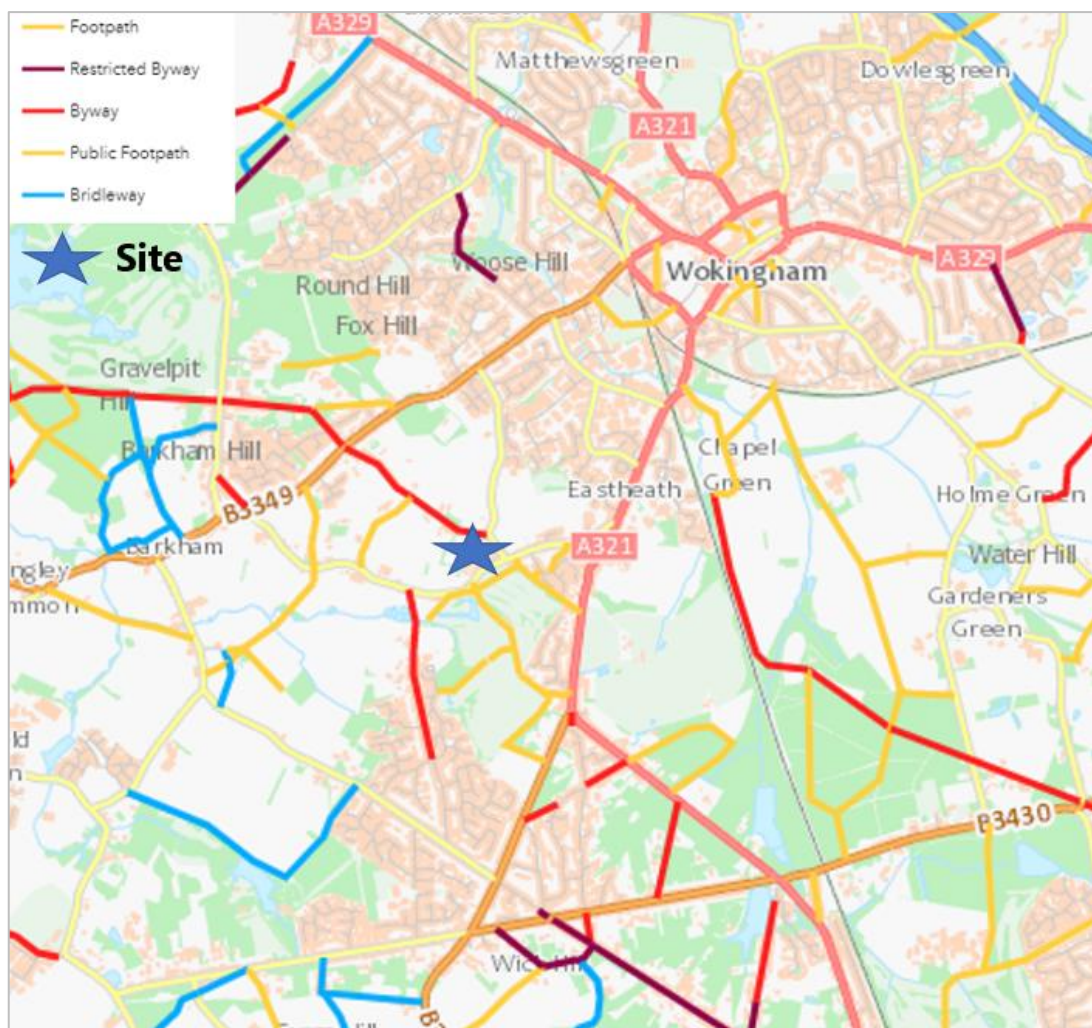
Image 4.2: Cycling Isochrone



Public Rights of Way (PRoW)

- 4.2.15 There is a network of PRoW in the vicinity of the site as well as a number of tracks across Viking Field and Leslie Sears Playing Field. **Image 4.3** displays the local PRoW network.

Image 4.3: PRoW Network



Source: www.footpathmap.co.uk

- 4.2.16 Notable public rights of way include Footpath 4 which links Evendons Lane to the east of the site with Finchampstead Road via Sand Martins Golf Club.
- 4.2.17 There are a series of informal pedestrian routes that connect Tanners Row to Roberts Grove and Reeves Way via Viking Field and Leslie Sears Playing Field. These routes provide the shortest pedestrian route to and from the north of Wokingham town centre and Molly Millars Lane.

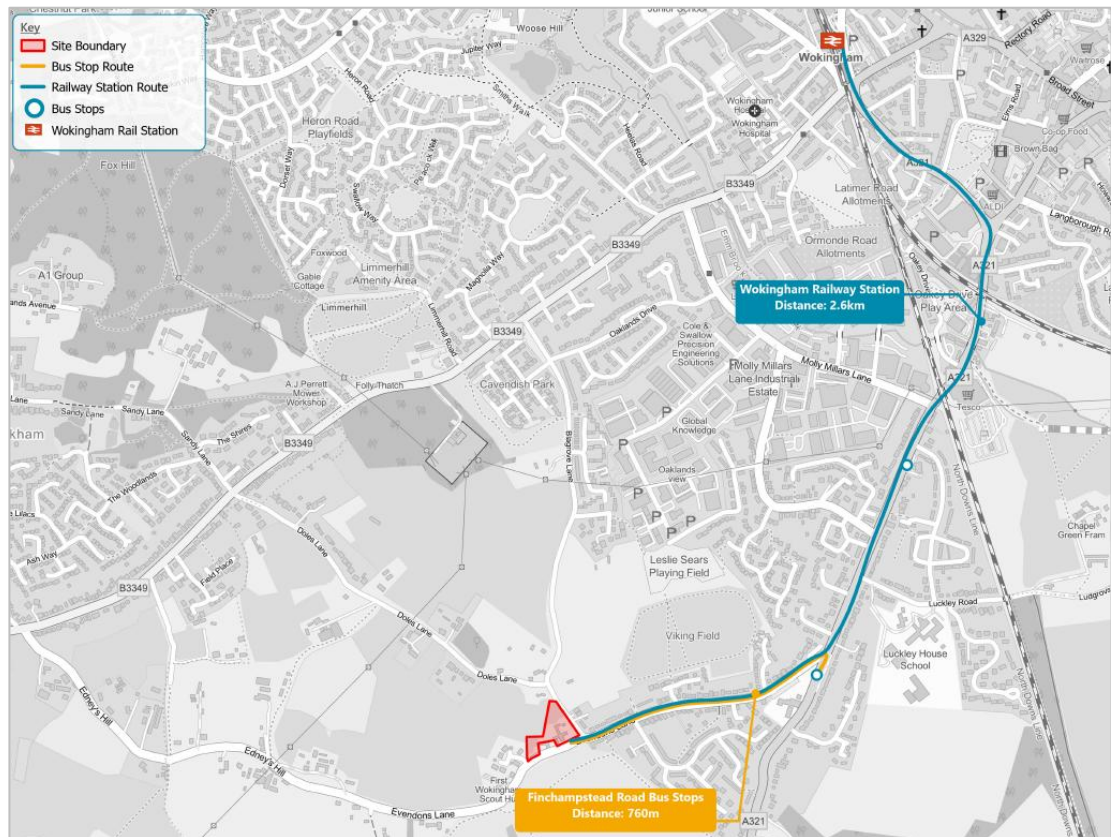
4.3 Public Transport

Bus

- 4.3.1 The nearest existing bus stops are located on Finchampstead Road to the southeast of the proposed development site, approximately 760m from the centre of the site. This is the equivalent to a 10-minute walk from the site and the route comprises Evendons Lane, Manor Road, Holmewood Close and a short, hard surfaced alleyway.

4.3.2 **Figure 4.3**, extracted as **Image 4.4**, highlights the walking and cycling routes to the bus stops on Finchampstead Way and Wokingham Rail Station, demonstrating that both staff and visitors can access public transport via walking or cycling from the site.

Image 4.4: Walking and Cycling Routes to Bus Stops and Rail Station



4.3.3 These stops are served by a number of bus services. **Table 4.1** summarises the local bus services and frequencies.

Table 4.1: Bus Service Summary

Service	Route	Frequency		
		Monday – Friday	Saturday	Sunday
125	Wokingham - Crowthorne	3 return services per day	2 return services per day	-
125A	Wokingham – Crowthorne – Pinewood Crossroads	3 return services per day	-	-
125B	Wokingham – Pinewood Crossroads – Crowthorne	2 return services per day	-	-
145	Three Mile Cross Post Office - Wokingham - Winnersh	One return service on Tuesday only	-	-

Source: Bustimes.org (last update June 2025)

4.3.4 As shown above, there are approximately 7 services provided daily Monday-Friday between Wokingham and Crowthorne. The 125/a/b bus services provide access to Wokingham rail station where future employees can utilise the rail network to travel to work from destinations further afield.

4.3.5 There is a limited bus service on Saturday's and no bus service provision on Sundays.

4.3.6 A large number of additional bus services are available from Wokingham Rail Station that provide frequent services to a variety of destinations, including:

- 4 Lion Bus: Reading - Bracknell via Wokingham, Great Hollands;
- 3 Leopard: Reading - Wokingham via Royal Berkshire Hospital, Shinfield, Arborfield, Finchampstead, Barkham, Wokingham Hospital;
- 121: Wokingham (Tesco) - Norreys Estate via Wokingham Town Centre
- 151: Bracknell – Binfield – Emmbrook School; and
- X4 Lion: Reading - Bracknell via Wokingham, John Nike Leisure Centre.

BREEAM Accessibility Index (AI)

4.3.7 The proposed care home is located in excess of 650m and 1,000m from the nearest sustainable transport nodes (for both buses and rail respectively). As a result, it is not possible to calculate the AI of the site. Notwithstanding this, the nearest bus stop is located some 800m from the site which is considered a comfortable walking distance.

Rail

- 4.3.8 Wokingham railway station is located approximately 2.4km to the north-east of the site via the Viking Field, Leslie Sears Playing Field and Reeves Way. The station provides 118 cycle parking spaces and 531 car parking spaces.
- 4.3.9 The station can be accessed via a 26-minute commute on the bus service 125, a 29-minute walk or a comfortable 9-minute cycle. This is an option for staff who need to travel by rail.
- 4.3.10 **Table 4.2** summarises the details and frequencies of rail services from Wokingham station during both peak and off-peak periods.

Table 4.2: Rail Service Summary – Wokingham

Station	Destination	Typical Weekday Frequency (p/h)		Average Journey Duration
		Peak	Off- Peak	
Wokingham	Bracknell	2	1	6 minutes
	Reading	3	2	12 minutes
	London Waterloo	2	1	1 hour 11 minutes

Source: National Rail Enquiries

- 4.3.11 As shown in **Table 4.2**, Wokingham rail station provides frequent rail services to a number of key destinations including London, Reading and Bracknell. This provides a realistic opportunity for future employees and visitors to travel to the site from further afield.
- 4.3.12 At the request of officers at WBC at outline stage, services from both Crowthorne and Bracknell railway station are also included within this FTP and are summarised at **Table 4.3**. Crowthorne railway station is located some 4km to the south east of the site and Bracknell railway station is located some 7.3km to the north east of the site.

Table 4.3: Rail Service Summary – Bracknell and Crowthorne

Station	Destination	Typical Weekday Frequency (p/h)		Average Journey Duration
		Peak	Off- Peak	
Bracknell	Wokingham	2	1	6 minutes
	Reading	2	1	20 minutes
	London Waterloo	2	1	1 hour 5 minutes
Crowthorne	Reading	2	1	15 minutes
	Redhill	1	1	1 hour 20 minutes

Source: National Rail Enquiries

4.4 Existing Travel Patterns

4.4.1 Travel to work data has been obtained from the 2011 census for the Middle Super Output Area (MSOA) within which the site is located (Wokingham 016). This provides a breakdown of the proportion of work trips made to this location based on the method of travel. The results of this analysis are presented in **Table 4.4** and are used as a baseline for the Travel Plan targets set out in Section 5 of this FTP.

Table 4.4: Method of Travel to Work – Wokingham 016 MSOA

Method of Travel to Work	Baseline %
Car Driver / Motorcycle	75.7%
Foot	8.1%
Bicycle	2.0%
Public Transport	8.3%
Car Passenger	5.4%
Other	0.5%
Total	100.0%

Source: 2011 Census Data

4.4.2 As shown, the majority of trips are made by private car (75.7%), with the next highest travel proportions being public transport (8.3%) and walking (8.1%).

Proximity to Local Facilities

4.4.3 The provision of local facilities and services is shown on **Figure 4.4** and is summarised in **Table 4.4**.

Table 4.4: Accessibility to Key Facilities

Land Use	Destination	Distance (m)	Walk Time (Mins)	Cycle Time (Mins)
Retail	Tesco Superstore	1,700	20	6
	M&S Simply Food	1,700	20	6
	Lidl	1,700	20	6
	Aldi	2,000	24	8
	One Stop	2,100	25	8
	Morrisons	2,400	29	9
	The Co-operative	2,400	29	9
	Waitrose and Partners	2,600	31	10
Leisure	Redlands Farm Park	170	2	1
	Leslie Sears Playing Field	650	8	2
	Sand Martins Golf Club	800	10	3
	The Whitty Theatre	1,100	13	4
	Jurassic Adventure Mini Golf	1,200	14	5
	Wokingham Library	2,100	25	8
	Everyman Wokingham	2,200	26	8
	Langborough Recreation Ground	2,500	30	9
	Wokingham Youth Centre	2,700	32	10
	Wokingham Bowling Club	2,800	33	11
Healthcare	Barkham Village Hall	2,900	35	11
	Wokingham Hospital	2,600	31	10
	Woosehill Medical Practice	2,600	31	10
	The Orthodontic Centre	2,600	31	10
	Wokingham Dental Clinic	2,800	33	11
	Finchampstead Surgery	3,000	36	11
Railway	Total Orthodontics Wokingham	3,200	38	12
	Wokingham Rail Station	2,600	31	10

Key:

	Within 1.6km – Comfortable walking distance
	Within 3.2km – Acceptable walking distance

- 4.4.4 Whilst there are no facilities located within the 500m buffer referenced in the BREEAM guidance, the assessment demonstrates that there is a wide range of everyday facilities within a 'comfortable' and 'acceptable' walking distance of the site, including retail, personal business services, a range of leisure facilities and employment opportunities. This is considered sufficient to serve the type of development proposed.
- 4.4.5 It is important to note that all of the services and facilities are within a reasonable cycle distance of the site.
- 4.4.6 Overall, there is a good level of accessibility to a wide range of everyday facilities between the site and local area which staff/visitors may choose to use as part of a linked trip to/from the site. Staff also may wish to visit these facilities during breaks.

4.5 **Proposed Development**

Vehicular Access

- 4.5.1 The consented site access arrangement (*ref: ITL18219-GA-001 Revision D*) has been updated to include the proposed site layout and is provided at the end of this FTP as **Drawing ITB200802-GA-001A**, extracted as **Image 4.2**. This is in full accordance with the permitted access and includes further information on how the vehicle and pedestrian access proposals will be achieved. The proposed vehicle access is described in detail in the Reserved Matters Transport Statement (*i-Transport report reference: ITB200802-001*).

Image 4.2: Consented Site Access Arrangement



Pedestrian Access

4.5.2 The consented pedestrian access is included on the access drawing and shown in **Image 4.2**. The pedestrian access comprises:

- A 2.0m wide footway link southeast of the vehicle access to connect to the internal footway network;
- A new pedestrian crossing arrangement with dropped kerbs and tactile paving to facilitate pedestrian crossing to the existing footway on the east side of Blagrove Lane;
- Agreed visibility splays of 1.5m x 48m to the north and 1.5m x 37m to the south (to the junction with Evendons Lane).

Internal Site Layout

4.5.3 The internal site layout design has been produced by RM Design Group, and is included at **Appendix A**.

- 4.5.4 The vehicle access road will be 7.9m wide upon entry into the site, reducing to circa 6.0m and between 6.0-8.0m to the north and south of the site access respectively. The internal road widths will therefore be sufficient for both private and servicing / refuse vehicle access. Further details on vehicle access, including swept path analysis, is set out in the Transport Statement.

Car and Cycle Parking

Car Parking and Electric Vehicle Charging (EVC)

- 4.5.5 The site layout shows 33 parking spaces to be provided (including 3 disabled bays and one motorcycle bay) which will be adequate to accommodate the parking demands of the scheme. Commentary on this is provided in the Transport Statement, both in relation to the parking assessment that accompanied the outline planning submission as well as a new assessment for the reserved matters submission.
- 4.5.6 As agreed at the outline stage, 10% of the parking spaces will be provided with EVC infrastructure. These are shown on the site layout plans and complies with Table 7.4 of the BREEAM guidance.

Cycle Parking

- 4.5.7 In line with WBC's standards, the development would be required to provide 1 cycle space per 5 staff members. Based on the anticipated 28 FTE staff members, this equates to 6 spaces. The development proposes to provide 8 cycle parking spaces which is in line with the required standards.
- 4.5.8 The cycle parking spaces are shown on the site layout.
- 4.5.9 Table 7.5 of the BREEAM guidance states that, for multi-residential uses, cycle parking should be provided at a ratio of 1 space per 10 staff members or 1 space per 10 visitors or beds. The provision of 8 spaces therefore satisfies this recommended provision.
- 4.5.10 In addition, private shower and changing facilities are proposed within the care home for staff members. This complies with Table 7.4 of the BREEAM guidance.

SECTION 5 Targets

5.1 Overview

- 5.1.1 The key aim of the Travel Plan is to reduce the single occupancy car use for travel to / from the development and to promote sustainable travel modes.
- 5.1.2 The use of targets will enable the Travel Plan Co-ordinator a (TPC) and WBC to monitor the TP against the objectives. It is however recognised that as a care home development, measures can be put in place to encourage and influence sustainable behaviours, but the outcomes cannot be guaranteed, despite the best endeavours of the TP.

5.2 Targets

- 5.2.1 Whilst Census data has been used at this stage as a proxy for the likely mode share for trips made from the site, the actual mode shares that will occur will not be fully understood until the first travel surveys have been analysed.
- 5.2.2 However, it is sensible to set some interim mode share targets which can then be reviewed to ensure that they are SMART (Specific, Measurable, Achievable, Realistic and Timely) following the first round of travel surveys, in line with best practise guidance.
- 5.2.3 The overarching target will be to achieve a year-on-year reduction in single occupancy car trips from the development site to achieve a 10% reduction of the current modal share by year five.
- 5.2.4 The targets will be reviewed as part of the on-going promotion and implementation of the Travel Plan to ensure that they are challenging but realistic. Targets apply to the lifetime of the Travel Plan (i.e., five years) with targets also set for Years 1 and 3 to ensure progress is made through the initial period of the Travel Plan's operation.

5.3 Interim Targets

- 5.3.1 The overall targets for this Travel Plan are as follows:
- 1 Reduce the total number of single occupancy vehicle trips to and from the site by 10 percentage points over five years;
 - 2 Ensure all care home staff are aware of the travel plan and have the opportunity to engage with the proposals.
- 5.3.2 The interim targets for these trips are shown in **Table 5.1**.

Table 5.1: Modal Split Targets

Method of Travel to Work	Baseline %	Year 1 %	Year 3 %	Year 5 %
Car Driver / Motorcycle	75.7%	75.7%	70.7%	65.7%
Foot	8.1%	8.1%	9.6%	11.1%
Bicycle	2.0%	2.0%	3.5%	5.0%
Public Transport	8.3%	8.3%	9.3%	10.3%
Car Passenger	5.4%	5.4%	6.4%	7.4%
Other	0.5%	0.5%	0.5%	0.5%
Total	100.0%	100.0%	100.0%	100.0%

Source: Consultant's Estimates. Note: Public transport includes use of the potential site minibuses.

- 5.3.3 The above targets will be refined following the results of the baseline travel surveys (see Section 7 of this Travel Plan) and will be agreed in consultation with WBC (if appropriate). Thereafter, the targets will be updated as necessary following the results of monitoring surveys in Years 1, 3 and 5.
- 5.3.4 The second target (awareness of Travel Plan amongst staff) will be monitored through questionnaires, with a target of 100% of care home staff to be aware of the Travel Plan by Year 5.

SECTION 6 Measures

6.1 Introduction

- 6.1.1 The key measures for the development are provision of infrastructure to facilitate the use of non-car modes of transport and promotion of these modes. This section provides details of infrastructure to be provided, Travel Plan measures to be implemented, and publicity and promotion of these. These measures will collectively contribute to achieving targets and meeting the objectives of the Travel Plan.

6.2 Infrastructure Measures

- 6.2.1 The following infrastructure elements have been included in the site design to encourage the use of sustainable travel modes.

Pedestrian/Cyclist Access

- 6.2.2 A dedicated pedestrian access will be provided to the south of the proposed vehicular access. This will lead directly to a new uncontrolled crossing facility on Blagrove Lane comprising dropped kerbs and tactile paving. Providing this access will facilitate the safe crossing of Blagrove Lane by pedestrians with a direct connection to the existing pedestrian network.

Cycle Parking and Facilities

- 6.2.3 8 covered and secure cycle parking spaces will be available for staff and visitors. This provision is in line with WBC and BREEAM guidance.
- 6.2.4 Shower and changing facilities will also be provided within the site for use by staff members, in line with BREEAM guidance.

Electric Vehicle (EV) Parking

- 6.2.5 The proposal will bring forward electric vehicle charging points, with a minimum of 10% of all spaces fitted with charging point infrastructure. These are shown on the site layout and comply with BREEAM guidance.

6.3 Soft Measures

- 6.3.1 A range of measures will be used to encourage uptake of active travel and reduce single occupancy car trips made by staff and visitors to the site. These Travel Plan measures are set out below.

Car Sharing Scheme

- 6.3.2 A staff car share scheme will be promoted and monitored by the Travel Plan Co-Ordinator (TPC). This will take the form of a scheme set up and organised internally. A guaranteed ride home will also be offered to reassure those who are car sharing that they will definitely be able to get home in the event of an emergency (e.g. a taxi provided free of charge to car share staff).
- 6.3.3 In addition to the above car sharing scheme, the following car share websites will also be promoted to all staff:
- Liftshare – www.liftshare.com; and
 - BlaBlaCar – <https://www.blablacar.co.uk>.

Walking Measures

- 6.3.4 Walking is the most sustainable method of travel, has a number of proven health benefits, and is an important source of personal freedom. Walking is important for the vast majority of people, including those who use public transport or those without access to a car. It has an important role to play in journeys to work, particularly for those living within two kilometres of their workplace. Walking is free and offers a predictable journey time.
- 6.3.5 Furthermore, it does not cause negative impacts in the same manner as vehicular travel (e.g. emissions, pollutants, severance etc.). Walking is a form of active travel, which can offer a range of physical and psychological benefits to the individual.
- 6.3.6 Walking trips will be encouraged, supported and facilitated through the development of walking route maps that will identify routes between the site and transport connections, local services and amenities, including walking times, calories burned, and carbon saved compared to driving. These can be provided within Travel Information Packs (see Section 6.4).

Cycling Measures

- 6.3.7 Cycling is comparatively cheap, offers reliable journey times and is environmentally friendly.
- 6.3.8 Cycling will be encouraged, supported and facilitated through the following measures:
- Regular monitoring of cycle parking use and, if necessary, installing additional cycle parking where practicable;
 - Promote cycling to work among staff and/or bike maintenance training for staff;

- Procure up to date cycle maps covering the local area and provide links to cycle mapping on web portals / intranet, or via leaflets in the building; and
- Promote the health, fitness and time saving benefits of cycling, through specific events such as National Bike Week.

Personalised Journey Planning

6.3.9 The TPC will offer personalised journey planning to all staff to assist in travelling to/from the site and this will be promoted to all employees at the recruitment stage. This will include:

- Providing guidance on how to use publicly available journey planning software (e.g. Traveline).
- Promoting the Travel Information Pack available (see below).
- Obtaining specific travel information relevant to individual employees.

Staff Minibus

6.3.10 A staff minibus service will be introduced that will connect the site to Wokingham and/or Crowthorne station(s), providing services that will collect staff from these destinations at the start of shift times and take staff back to these destinations at the end of shift times. The exact times and operation of the minibus will be identified through consultation with staff.

6.3.11 The use of the minibus will be monitored by the TPC to ensure that it remains efficiently used and that it provides a service tailored to the needs of the site staff. There will be no requirement to run the service if there is no demand.

6.3.12 The provision of the minibus service has been secured via the Section 106 agreement.

6.4 Publicity and Promotion

6.4.1 The Travel Plan measures identified above will be publicised and promoted through an Information Pack that will be provided to staff on commencement of employment and to visitors via the care home website.

6.4.2 The Travel Information Pack for new staff will provide details on all infrastructure and soft measures implemented at the site and can be available in both a hard copy and/or electronic (PDF) formats. This will include:

- An information leaflet about the Travel Plan, its aims and objectives, how to get involved and how travel will be monitored;

- A link to local travel information including; maps showing location of key services and facilities and walking / cycling isochrones to demonstrate to staff how long it will take to walk or cycle to these destinations;
- Information regarding the 'hard' infrastructure measures being implemented by the development and a timeline for their delivery;
- A plan of the new development and local area, highlighting local facilities and the nearby key destinations, walking and cycling routes, locations of public cycle parking, and the location of bus stops;
- Bus and rail maps and timetables information;
- Information about journey planning services, e.g. www.nationalrail.co.uk and www.travelinesoutheast.co.uk; and
- Information about car sharing within the local area.

6.4.3 The TPC will inform and engage staff from the outset. This will be key to the success of the Travel Plan. The TPC will:

- Liaise with staff to understand their particular needs and concerns and to examine ways of addressing them;
- Disseminate information, reporting the results of the monitoring surveys for example through staff bulletins and posts on the Travel Plan noticeboard; and
- Make electronic copies of the Travel Plan available to all staff, to ensure that people are fully aware of the objectives of the Plan and of the full range of measures proposed.

SECTION 7 Management and Implementation

7.1 Travel Plan Co-Ordinator (TPC)

7.1.1 i-Transport LLP can act as interim Travel Plan Coordinator who can be reached with the below contact details:

i-Transport LLP
The Square
Basingstoke
RG21 4EB

01256 898366
enquiries@i-transport.co.uk

7.1.2 Should the TPC change to a different organisation in the future, notice will be provided to WBC. The responsibilities of the TPC will include the following:

- Give a 'human face' to the Travel Plan. The TPC will make initial contact with the staff and will provide advice with respect to the Travel Plan and ongoing support in establishing and promoting individual measures;
- Prepare materials to support the FTP including the information pack;
- Implement all 'soft' measures and ensure the staff are aware of these, including the distribution of travel information;
- Seek to establish key partnerships with the local cycle, car club and public transport operators;
- Carry out marketing and promotion of the Travel Plan, including promoting sustainable travel initiatives; and
- Offer personalised travelling planning advice to staff as applicable.
- Organise monitoring surveys.
- Monitor success of the implemented Travel Plan against the agreed targets.
- Prepare and issue monitoring reports.
- Update the Travel Plan as required in consultation with WBC, as appropriate.

7.1.3 In the long term, the care home operator will nominate a site-wide Travel Plan Co-ordinator (TPC) who will have the responsibility for implementing and managing the Travel Plan. Details of the TPC (including contact information) will be set out to WBC prior to occupation.

7.1.4 The care home operator will fund the role of the TPC for the lifetime of the Travel Plan (i.e., five years).

7.2 Involvement of Staff

7.2.1 Involvement of staff will be key to the success of the sustainable transport measures. Information regarding the Travel Plan will be included in the staff travel information pack.

7.2.2 The TPC will seek to liaise regularly with staff of the site, to understand their particular needs and concerns and to examine ways of addressing them. Electronic copies of the Travel Plan will be made available to the management team of the care home.

7.2.3 The TPC will also aim to maintain interest amongst staff through occasional email updates / leaflet drops providing information about the Travel Plan and reporting the results of the annual monitoring.

7.3 Framework for Implementation / Action Plan

7.3.1 **Table 7.1** provides an initial framework for implementation of the measures set out in this TP.

Table 7.1: Framework for Implementation

Measures	Summary of Measures	Responsibility	Timescale
Travel Plan Co-Ordinator	Nominate a site-wide Travel Plan Co-Ordinator	Boutique Care Homes	One month prior to first occupation
Cycle Facilities	Provision of secure and covered cycle parking, shower/changing facilities and lockers on site for all staff	Boutique Care Homes	Prior to first occupation
EV Charging Facilities	Provision of EV charging points on-site	Boutique Care Homes	Prior to first occupation and to be reviewed annually.
Travel Plan Promotion	Information pack about the Travel Plan and local and national transport events and options available	Boutique Care Homes / TPC	Upon first occupation

Measures	Summary of Measures	Responsibility	Timescale
Car Share Scheme	Implement car share scheme	Boutique Care Homes / TPC	Upon first occupation and review annually.
Staff Minibus	Implement staff minibus	Boutique Care Homes / TPC	Upon first occupation and review annually
Promoting Cycling	Promotion of cycle training courses for staff with dates and contact details to book sessions	Boutique Care Homes / TPC	Within six months of first occupation or at 75 per cent occupancy. Refresh annually.
Promotion of National and Local Events	Information to be made available about upcoming national and local events such as 'Bike Week' and 'Walk to Work' week	Boutique Care Homes / TPC	Introduced within three months of occupation and updated regularly (at least every three months)
Travel Plan Monitoring and Review	Monitor modal split and review the Travel Plan measures following results of travel surveys	Boutique Care Homes / TPC	The baseline travel surveys will be undertaken after six months of first occupation. Follow up surveys in Years 1, 3 and 5.

7.4 Delivery and Enforcement

7.4.1 The implementation of the Travel Plan will be secured within a Section 106 obligation with WBC. The obligation will secure the following matters:

- Implementation of the Travel Plan, including the measures outlined and the ongoing monitoring of the plan; and
- Appointment of a Travel Plan co-ordinator to be responsible for implementing the plan.

SECTION 8 Monitoring

8.1 TRICS Surveys

- 8.1.1 The Travel Plan will be monitored using the TRICS Standard Assessment Methodology (SAM). Full details of the TRICS SAM survey procedure are set out on the TRICS website – <http://www.trics.org/surveys.html>. As a matter of course the TRICS SAM surveys will record all multi-modal trips to/from the site, encompassing visitors, staff and delivery/servicing (if undertaken on the survey day).
- 8.1.2 The first TRICS SAM monitoring survey will take place no later than six months after the date of occupation of the care home to obtain a baseline mode share. Further surveys will be undertaken on or around the first, third and fifth anniversary of the initial survey to monitor the progress of the Travel Plan.
- 8.1.3 The TPC will be responsible for commissioning the surveys (to be undertaken by an Independent Fieldwork Company (IFC)) and compiling the results.

8.2 Questionnaires

- 8.2.1 The TPC will also be responsible for issuing monitoring questionnaires to staff to coincide with the TRICS surveys detailed above. These will monitor the awareness of the Travel Plan amongst staff and will monitor attitudes to sustainable travel (including the use of the staff minibus).
- In order to maximise response rates to the survey there is potential to offer incentives, such as a prize draw entry, encouraging staff to take part. In the event that the survey does not get a desired response rate, a greater incentive will be introduced, and the survey will be re-distributed to staff after 6 months, following further promotion and incentives for taking part.
- 8.2.2

Reporting and Reviewing

- 8.3 The TPC will be responsible for preparing monitoring reports on receipt of the survey results.
- 8.3.1 The monitoring reports will be provided to WBC on request and will include:
- Recap of the site TP's objective and agreed targets;
 - Monitoring methodology;
 - Summary of monitoring results, presented in relation to agreed targets;
 - Progress against agreed measures;

- Corrective measures to get the plan back on track, if targets are not being met; and
- Proposals to further develop the TP for the future.

8.3.2 Staff will also be informed of the survey results via appropriate internal communication.

8.3.3 The TPC will review the progress of the Travel Plan on a twice-yearly basis.

8.3.4 It is anticipated that after the fifth year of the implementation of this Travel Plan the targets set out in Section 5 of this report will have been achieved.

8.4 Remedial Measures

8.4.1 The implementation of the Travel Plan will be monitored to determine whether the targets are being met. The TPC will manage the monitoring process which will predominantly comprise staff surveys and questionnaires to determine travel attitudes and patterns. Results will be reported to WBC and will be set out against the targets detailed in the FTP.

8.4.2 Should the modal shift targets set out in the FTP not be met, various remedial measures can be implemented to further encourage modal shift. Examples of these could include:

- Increasing the level of personalised travel planning on offer;
- Increasing the number of cycle parking spaces provided;
- Providing additional changing facilities;
- Increasing the frequency of the staff minibuss service; and
- Increasing the number of electric vehicle charging points on site.