



PINEWOOD CAMPUS, NINE MILE RIDE, WOKINGHAM

Travel Plan

March 2026

Dandara Southern Limited & Legal and General
Assurance (Pensions Management) Limited



RESIDENTIAL DEVELOPMENT
PINWOOD CAMPUS
NINE MILE ROAD, WOKINGHAM

TRAVEL PLAN

CONTROLLED DOCUMENT

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1. INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of Dandara Southern and L&G in relation to a proposed residential development of 136 dwellings (82 open market and 54 affordable) at Pinewood Campus, Nine Mile Ride, Wokingham. The site location is illustrated within **Figure 1**.

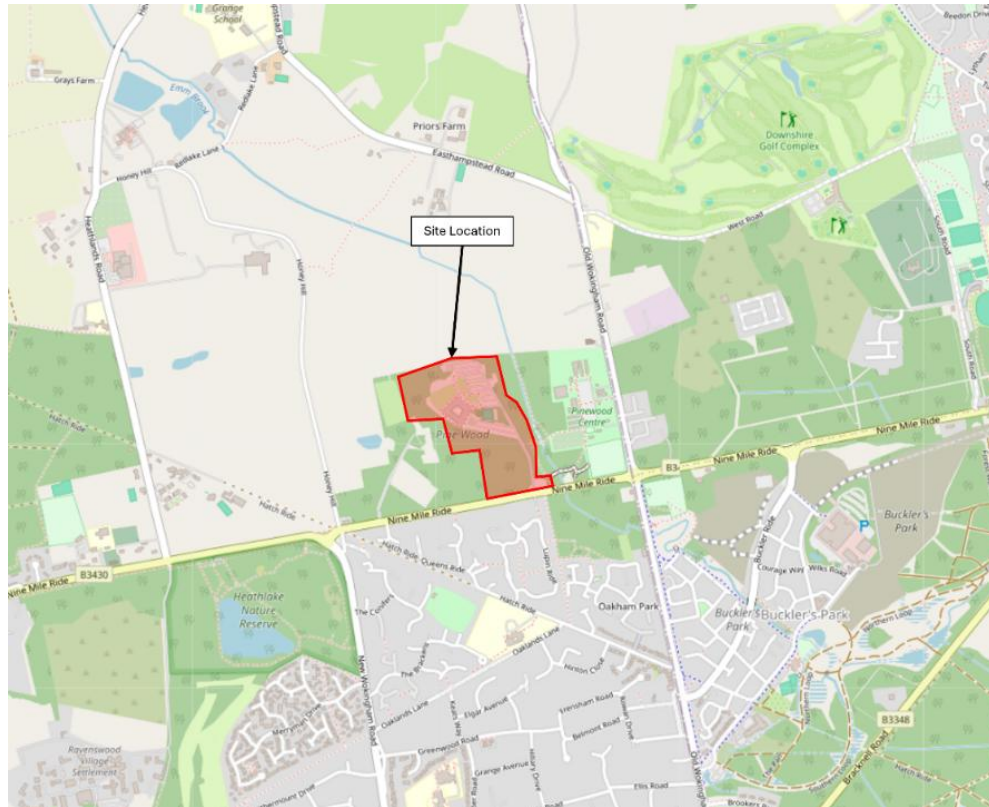


Figure 1: Site Location

- 1.2 In addition to this Travel Plan, a Transport Statement has been prepared to assess the anticipated impacts of the development in relation to transportation and highways.

Planning History

- 1.3 The site is currently occupied by GFA of offices and associated car parking, with access taken from Nine Mile Ride. This was granted consent under application F/2006/9192, with a GFA of 11,348sqm.
- 1.4 The site has also been subject to a prior approval application in August 2024 for 'proposed change of use of the commercial building to 109 no. dwellings' (ref: 242098). Prior approval was granted in October 2024 and the highways comments indicated that Wokingham Borough Council (WBC) highways were content for the existing access from Nine Mile Ride (B3430) to be used and that the trip generation

of the proposals compared to the existing office use would be significantly less.

Purpose of the Travel Plan

- 1.5 A TP is a strategy for managing travel demand to a development site by addressing the travel needs of its future users, reducing the impact of car travel by promoting and facilitating the use of sustainable modes of transport, encouraging a reduced need to travel and increasing sustainable travel practices where appropriate. This TP supports access to a full range of local facilities and activities for future site users, whilst encouraging good design principles and working with the local community.
- 1.6 A TP is an evolving process initiated by a front-loading exercise through site visits, the completion of a TP, and frequent meetings and conversations between its authors (Paul Basham Associates), the client (Dandara) and the Local Planning Authority (Wokingham Borough Council). As such the TP will develop over time following feedback received from the LPA, local developments in sustainable transport and other external factors.

Travel Plan Structure and Approach

- 1.7 This TP will follow the following structure:
- Chapter 2 – Existing Conditions and Local Accessibility
 - Chapter 3 – Travel Plan Aims and Objectives
 - Chapter 4 – Travel Plan Strategy
 - Chapter 5 – Travel Plan Implementation

2. TRAVEL PLAN POLICY

2.1 This TP has been produced in accordance with relevant national, regional and local policy. For reference this includes:

- National Planning Policy Framework (NPPF) (December 2024);
- Wokingham Borough Local Plan Update 2023-2040 (Proposed Submission Plan);
- Wokingham Borough Core Strategy Development Plan 2010-2026;
- Local Transport Plan 4 (Wokingham Borough Council, 2025) and
- Residential Travel Planning Guidance (Wokingham Borough Council, 2017)

National Planning Policy Framework (NPPF) (December 2024)

2.2 The NPPF (December 2024) acts as the central guidance for development planning. As defined in NPPF Annex 2: Glossary, a Travel Plan is '*a long-term management strategy for an organisation or site that details how agreed sustainable transport objectives are to be delivered, and which is monitored and regularly reviewed*' and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to the Travel Plan:

Transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:

- a) making transport considerations an important part of early engagement with local communities;*
- b) ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;*
- c) understanding and addressing the potential impacts of development on transport networks;*
- d) realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;*
- e) identifying and pursuing opportunities to promote walking, cycling and public transport use; and*
- f) identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.*

(NPPF Para.109)

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

(NPPF Para.110)

All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored.

(NPPF Para. 118)

2.3 This TP has been written in accordance with the above policies to meet the sustainable requirements for new developments and increase the modal share of alternative transport options for the benefit of the proposed development and wider community.

Wokingham Borough Local Plan Update 2023-2040 (Proposed Submission Plan)

- 2.4 The Local Plan update was subject to consultation in late 2024 and is currently at examination. The plan aims to ensure that the borough can respond to climate change and population growth, providing a good quality of life for the future generations, additionally increasing means of active travel within the borough through reducing dependencies on cars. The key relevant policies outlined are as follows:

Policy SS17: Transport Improvements

- Improve access to travel and facilities between towns and village centres
- Increase active travel through new or improved infrastructure
- Access improvements to train stations via sustainable options
- Support to various rail links such as Reading-London lines
- Improvement to the frequency and quality of bus services
- Reduction in traffic and congestion on the road network

C1: Active and Sustainable Transport and Accessibility

- Active travel should be prioritized and have inclusive infrastructure encouraging this.
- Proposals should encourage the uptake of electric and zero emission vehicles as a form of travel

Wokingham Borough Core Strategy Development Plan 2010-2026

- 2.5 The core strategy includes policy CP6 on managing travel demand.

CP6: Managing Travel Demand

- Planning permission will be granted for schemes that:
 - a) *Provide for sustainable forms of transport to allow choice;*
 - b) *Are located where there are or will be at the time of development choices in the mode of transport available and which minimise the distance people need to travel;*
 - c) *Improve the existing infrastructure network, including road, rail and public transport, enhance facilities for pedestrians and cyclists, including provision for those with reduced mobility and other users...*

Local Transport Plan 4 (Wokingham Borough Council, 2025)

- 2.6 This strategic document sets out the approach for transport across Wokingham borough for the next 10 to 15 years and supersedes LTP 3 which was produced in 2011.
- 2.7 LTP4 specifically refers to the use of My Journey Wokingham in relation to its plan for producing, delivering and supporting Travel Plans across the Borough. My Journey is a borough-wide active and sustainable travel behaviour change campaign that aims to help and inspire Wokingham borough residents, employees and visitors of all ages to walk, scoot, cycle and use public transport.

Residential Travel Planning Guidance (Wokingham Borough Council, 2017)

- 2.8 Wokingham Borough Council (WBC) have prepared this guidance to inform developers about the residential travel planning options for new developments in the borough. There are two options for implementing Travel Plans – either to join My Journey Wokingham, or to develop a site-specific Travel Plan. This report has been developed to follow the second option and therefore includes a package of measures to achieve target outcomes, with annual monitoring and reporting.

3. EXISTING CONDITIONS AND SITE ACCESSIBILITY

- 3.1 The application site currently comprises an office building occupied by Jonson & Johnson, large areas of hardstanding / car parking and a private multi use games area (MUGA). The site is bound by woodland to the north, east and west, and by Nine Mile Ride (B3430) to the south.
- 3.2 The site is currently accessed via a priority junction with ghost island right turn lane and left turn diverge to the north of Nine Mile Ride (B3430). This to a private access road measuring circa 5.5m wide and extends for approximately 190m before barriers are present controlling movement in and out of the site. The conditions of the existing site access and site access road are demonstrated within **Photographs 1, 2 and 3.**



Photograph 1: Existing Site Access



Photograph 2: Site Access Road (facing north)



Photograph 3: Site Access Road (facing south)

- 3.3 The site access road is subject to a 15mph speed limit before the barriers while the existing speed limit on-site is 10-mph, which in both cases are signified by signage and road markings.

Local Road Network

- 3.4 Within the vicinity of the site access Nine Mile Ride (B3420) is a single-carriageway road measuring circa 5.5m wide, widening to 9m with the ghost island right turn lane. Nine Mile Ride (B3420) is subject to a 40mph speed limit within the vicinity of the site. The existing conditions along Nine Mile Ride (B3420) within the vicinity of the site access are shown within **Photographs 4 and 5** below.



Photograph 4: Nine Mile Ride (facing east)



Photograph 5: Nine Mile Ride (facing west)

- 3.5 Approximately 300m east of the site access Nine Mile Ride (B3430) provides connection to the Nine Mile Ride (B3430) / Old Wokingham Road roundabout. To the north, Old Wokingham Road leads to the A329, itself providing access to Bracknell and the strategic road network. To the south Old Wokingham Road leads to Crowthorne.
- 3.6 Approximately 650m west of the site Nine Mile Ride (B3420) connects to New Wokingham Road at a roundabout, the latter leading to Duke's Ride / Crowthorne.

Pedestrian and Cycle Network

- 3.7 A shared footway/cycleway measuring circa 2m wide exists along the northern side of Nine Mile Ride (B3430) to the east of the site access. This continues towards the roundabout to the east, where the cycle route discontinues. There is a pedestrian crossing with dropped kerbs, tactile paving and refuge island over Nine Mile Ride, just to the east of the site access. The site footway/cycleway and crossing can be seen in **Photographs 6 and 7** below.

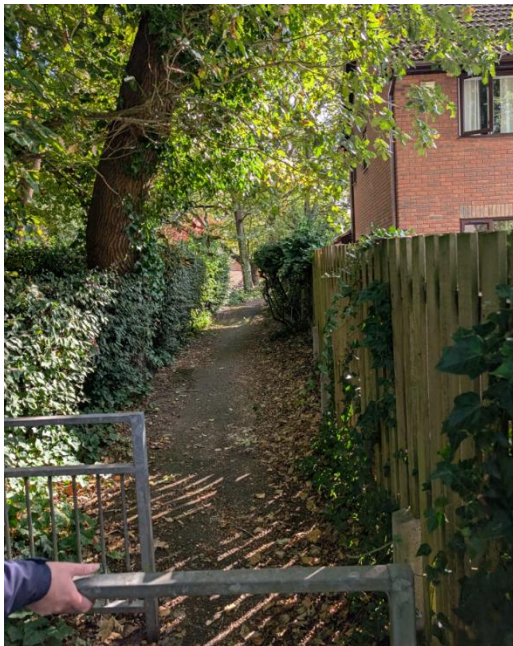


Photograph 6: Nine Mile Ride Shared Footway/Cycleway (facing east)

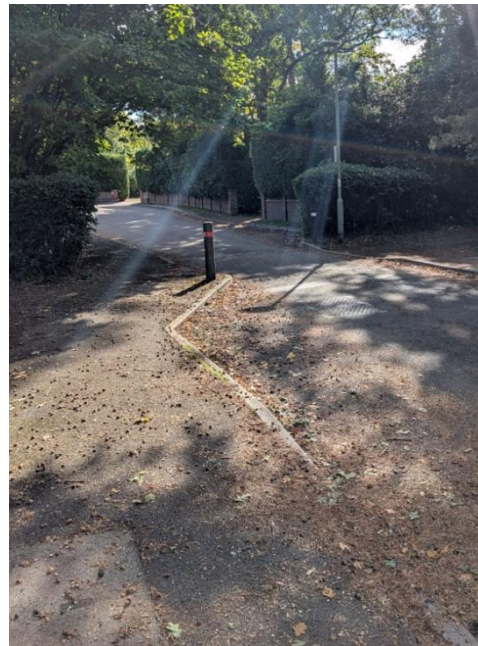


Photograph 7: Nine Mile Ride Shared Footway/Cycleway (facing west)

- 3.8 The footway on the northern side of Nine Mile Ride continues on Old Wokingham Road to access the Pinewood Centre. As part of the proposals, a direct connection will be provided from the eastern site boundary.
- 3.9 A footway measuring circa 1.8m wide is also provided along the southern side of Nine Mile Ride (B3430). This footway connects the two roundabouts mentioned previously, but also provides access to Public Right of Way (PROW) WOKW33 and Lupin Ride, which can both be used to travel south towards Hatch Ride, and Hatch Ride Primary School. Lupin Ride is fully surfaced and lit, such that there is a good walking route to the primary school, as shown in **Photographs 8 & 9**. **Figure 2** illustrates the site location in the context of PROWs in the local area. Wokingham's LCWIP was published in 2023 with and this includes a cycling network plan, an extract of which is shown in **Figure 3**.



Photograph 8: Pedestrian route to Lupin Ride



Photograph 9: Conditions on Lupin Ride

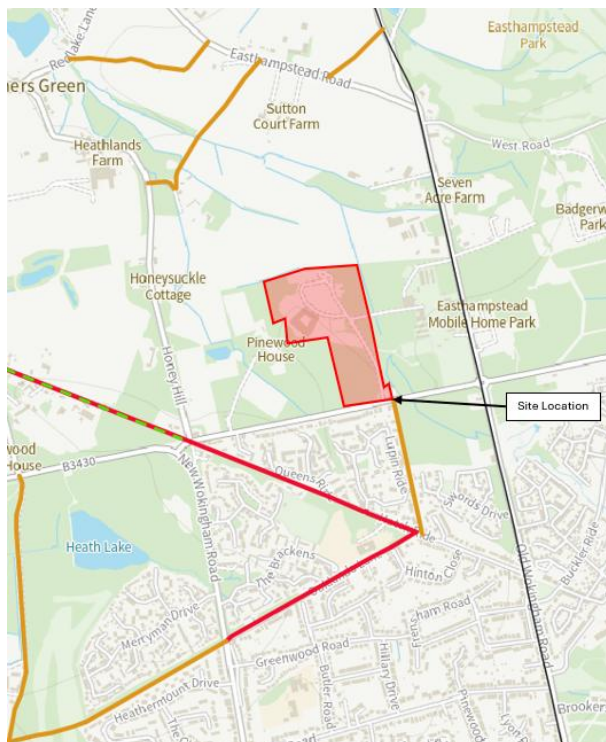


Figure 2: Local PRow Network

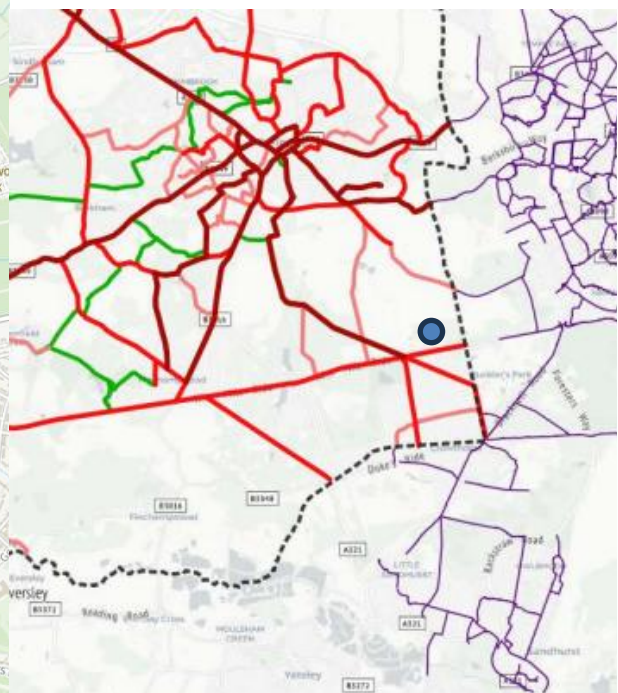


Figure 3: LCWIP Cycling Network

Local Facilities

- 3.10 CIHT's 'Planning for Walking' (April 2015) identifies that whilst a number of pedestrian journeys are decreasing, 'the average length of pedestrian journeys increased slightly from 0.7 miles to 0.85 miles' between 1985 to 2007 (page 6). This equates to an average length of pedestrian journeys of 1,368m. The average duration also increased from 15 minutes to 17 minutes. The bicycle is considered an effective mode of transport for short trips with CIHT's 'Planning for Cycling' document (October 2014) outlining that 80% of cycle journeys are less than five miles (approx. 8km).
- 3.11 The site is positioned within walking/cycling distance of several local amenities and services. A summary of the site's proximity to these facilities and the associated walking and cycling time, measured from the centre of the site, is provided in **Table 1**. The walking and cycling routes to key amenities are illustrated in **Figure 4**.

Amenity	Approximate Distance	Approximate Walking Journey Time (80m per minute)	Approximate Cycling Journey Time (268m per minute)
Pinewood Centre (<i>Café, Gymnastics Club, Nursery, Theatre Club, Judo Club, Dance Academy, Scouts Club</i>)	370m	5	1
Johnson & Johnson Bus Stops	490m	6	2
Hatch Ride Primary School	925m	12	3
St Sebastian's Memorial Village Hall	975m	12	4
Goodwood Crescent Bus Stops	1.5km	19	6
Hall & Woodhouse Public House	1.5km	19	6
Buckler's Park Hub (<i>Café, Sports Fields, Playground, Nursery</i>)	1.5km	19	6
Co-Operative Food Supermarket	1.6km	20	6
Esquires Coffee Shop	1.6km	20	6

Table 1: Proximity to Local Amenities

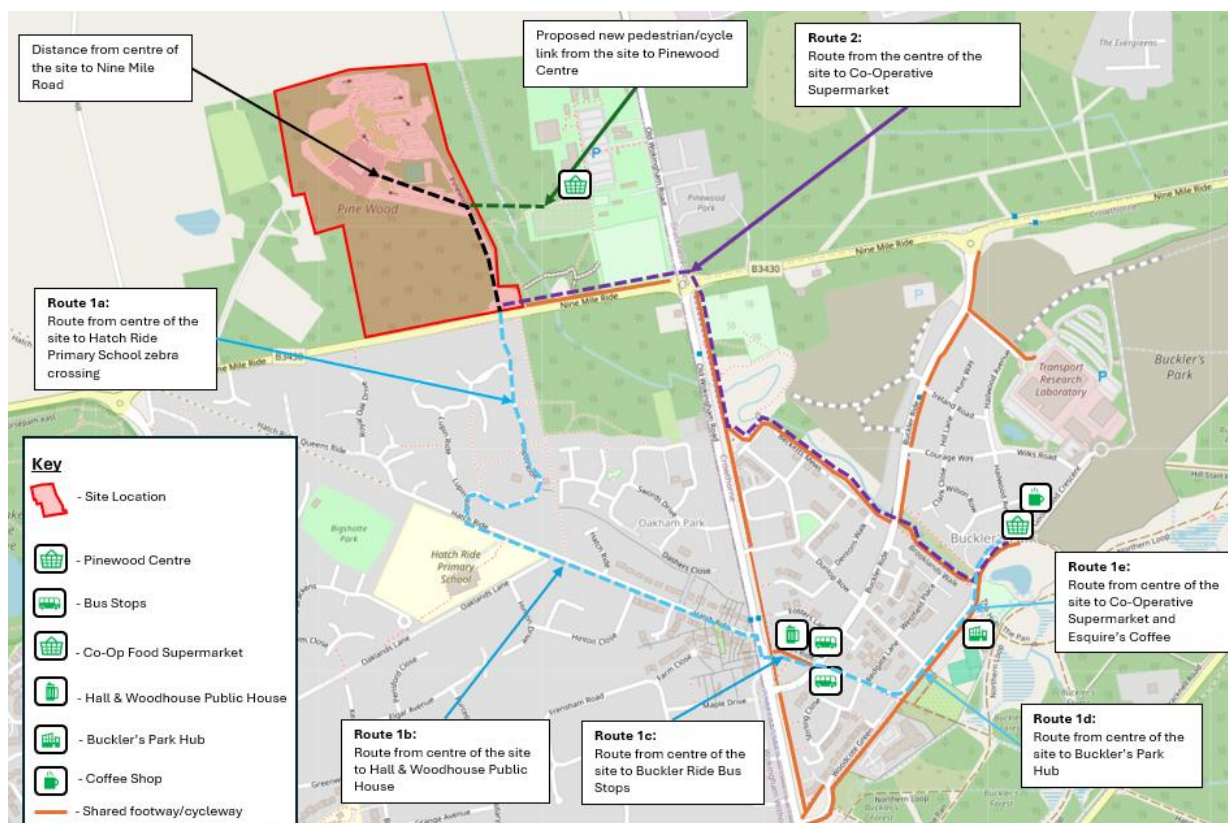


Figure 4: Walking & Cycling routes to amenities

3.12 In line with the guidance provided in 'Planning for Walking' (April 2015) walking to local amenities is realistic for future site occupants given most of the facilities listed in **Table 1** are within or around the average walking time, in addition to all amenities being within the average cycle journey length in CIHT's 'Planning for Cycling' document (October 2014). Suitable routes are available as illustrated in **Figure 4**.

Public Transport

- 3.13 The closest bus stops are located along Nine Mile Ride approximately 490m from the centre of the site. As shown in **Photographs 10** and **11**, both bus stops comprise a simple flag and pole design with timetabling information provided, with both stops serviced by the 125B bus service twice a day.
- 3.14 Further stops are located along Buckler's Ride, implemented as part of the Buckler's Park development and are accessible approximately 1.5km southeast of the centre of the site. These stops are both provided with sheltered seating and timetabling information and both are serviced by bus service 194, which runs M-F from 06:07 to 22:46 between Camberley and Bracknell, typically every half an hour. The existing conditions are shown in **Photograph 12** below. These services are further than the ideal walking distance but do offer a regular service suitable for commuting to nearby towns.



Photograph 10: Nine Mile Road Bus Stop (Eastbound)



Photograph 11: Nine Mile Road (Westbound)



Photograph 12: Buckler's Ride Bus Stop

3.15 The closest railway station to the site is Crowthorne railway station, located approximately 3.5km southwest of the site and is accessible via an 11-minute cycle. Crowthorne railway station is provided with a ticket office, step-free train access, a seating area and 24 cycle parking spaces. Camberley railway station can also be accessed via the 194 bus service.

Summary

3.16 In summary, the proposed site is well located, with amenities and services within walking and cycling distance. This demonstrates that the proposed site would provide an excellent opportunity to create a sustainable development utilising the existing pedestrian network. There are also connections to local bus services and therefore the site is considered to represent a good opportunity to promote a sustainable development.

4. PROPOSED DEVELOPMENT

- 4.1 The development proposals are for the redevelopment of the existing Johnson & Johnson offices to a residential development of 136 dwellings (82 open market and 54 affordable) at Pinewood Campus, Nine Mile Ride, Wokingham. The proposed layout is within **Appendix A**.

Access Arrangements

- 4.2 The existing access onto Nine Mile Ride will remain as existing. The proposed development would generate fewer vehicle trips than the existing use, and given the absence of any accident history, the access is considered to remain suitable for the proposed use.
- 4.3 The existing footway on the western side of the internal access road is 2m wide and would therefore be suitable for pedestrian use. WBC's development guidance sets out a policy for 100 dwelling developments requiring an emergency access. Given the site currently operates without an emergency access, and vehicle trips will be reducing, an emergency access is not considered to be strictly necessary. However, it is proposed to widen the existing footway to 3.7m to provide an alternative route in the eventuality that the main carriageway is blocked. The additional width will also provide a cycle route between the public highway and the main part of the development, clear of vehicular traffic.

Connectivity Improvements

- 4.4 Following pre-application discussions with WBC, off-site highway improvements are proposed to aid walking and cycling connectivity. This includes:
- Direct link to Pinewood Centre
 - Improvements to the pedestrian crossing over Nine Mile Ride
 - Cycle link connection to Bracknell Forest network
 - Surfacing of Hatch Ride & crossing over Nine Mile Ride
- 4.5 The proposed site layout includes a connection on the eastern site boundary to the Pinewood Centre, owned by WBC. This will enable a direct walking route to the facilities and amenities located there, without requiring pedestrians to walk on the public highway. In addition, this will provide more direct onwards connections to the proposed SANG at Newlands Farm (application reference 233185), as part of which a pedestrian footway is proposed to connect to the Pinewood Centre.
- 4.6 The existing pedestrian crossing over Nine Mile Ride forms part of the walking route to the nearby Primary School. It is proposed to extend the width of the crossing from 2m to 3m. Based on OS mapping, there appears to also be scope to increase the length of the crossing from the existing 2.2m to 3m, which would be sufficient to accommodate the cycle design vehicle length of 2.8m set out in LTN 1/20.

This would reduce the running lanes to 3.3m. The applicant is willing to deliver this if acceptable to WBC.

- 4.7 As shown in **Figure 3**, there is a gap in the cross boundary cycling network to the east of the Nine Mile Ride / Old Wokingham Road roundabout. The applicant is willing to provide improvements to the footway on the northern side of Old Wokingham Road, within Bracknell Forest district, to provide this missing link. The proposal is to match the existing infrastructure to the west, i.e. designate the footway as a shared cycle route, with white lining 0.5m offset from the kerb, meeting the absolute minimum horizontal separation for a 40mph road as required by LTN 1/20. In addition, cycle improvements have been considered at the crossing of Old Wokingham Road adjacent to the roundabout. As a result of spatial constraints, the improvements that appear to be deliverable are to surfacing and/or signage, which the applicant is also willing to deliver.
- 4.8 Finally, the LCWIP identifies minor junction improvements being necessary where Hatch Ride crosses Nine Mile Ride. An indicative design has been developed that the applicant is willing to deliver, to provide a parallel crossing. The crossing could take a range of different forms and the applicant is therefore willing to discuss the precise details further. In association with this, the applicant is also willing to provide contributions to improve the surfacing of Hatch Ride, provided it meets the relevant obligation tests.

Internal Layout

- 4.9 The internal geometries accord with WBC guidance. The main spine road is provided at 5.5m wide with 2m footways. Shared surface streets within the site are proposed at 4.8m with an additional 2m service margin, and access mews are proposed at 4.5m.
- 4.10 Cycle parking will be provided for each property, either within garages or within rear gardens as indicated on the site layout. A dedicated communal cycle store is proposed for the flats. The level of provision will accord with the standards set out in WBC's Managing Development Delivery (MDD) document, i.e. 1 per flat, 1 per house with 1-3 habitable room, 2 per house with 4-5 habitable room, and 3 per house with 6 habitable rooms.

5. INDICATIVE BASELINE AND TARGETS

5.1 This section determines the likely modal splits and targets to promote sustainable travel.

Travel Plan Aim

5.2 The overall aim of the TP is:

To support a sustainable development by reducing the need for single occupancy vehicle trips through highlighting and promoting the use of more sustainable travel methods.

Travel Plan Objectives

5.3 Specific to this TP, the objectives are:

- Reduce single occupancy vehicle trips and their subsequent impact on the local road network;
- Promote pedestrian and cycle routes both on and off-site;
- Promote local public transport; and
- Ensure safe and easy access for all site users

5.4 Meeting these objectives will help achieve a development that has a high standard of sustainable travel practices and a decreased reliance on the private car, thus reducing the impact of car travel on the local road network.

Baseline Travel Patterns

5.5 Before setting specific targets, understanding how residents currently travel to work is essential. For the development site, the modal split for residents travelling to work has been derived from the 2011 Census 'Method used to travel to work' data (ref. WU03EW), using the 'E02003458 : Wokingham 020' output area, as outlined in **Figure 5**. Whilst 2021 Census data is available, this was undertaken during the Coronavirus Pandemic and the journey to work data is anticipated to overestimate working from home and underestimate travel via public transport. On this basis the 2011 Census data has been used to inform this assessment as a more reliable dataset. The modal split likely to be generated by the development is outlined in **Table 2**, with the full 2011 Census data outputs attached as **Appendix B**.

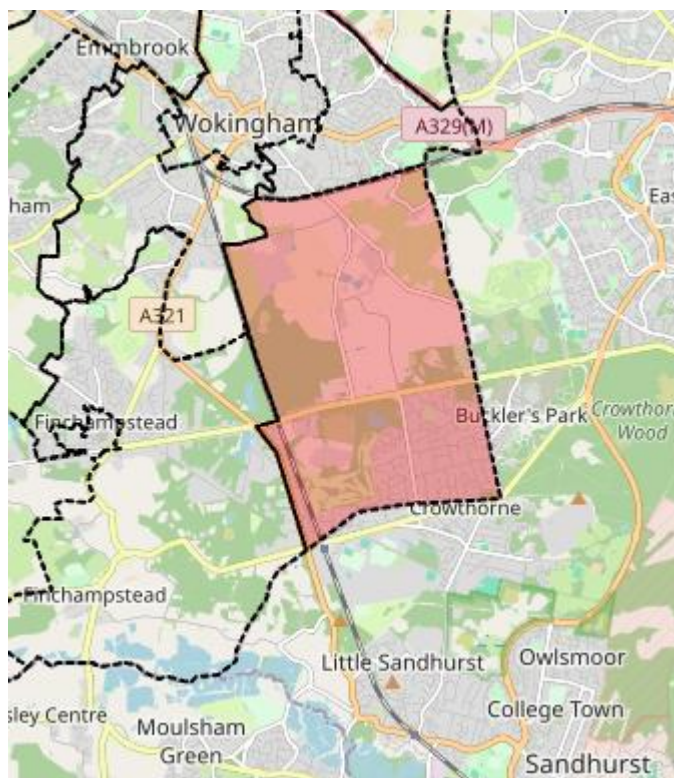


Figure 5: 'E02003458 : Wokingham 020' (Source: NOMIS)

Mode of Travel	Percentage
Car Alone	81%
Car Share	3%
Train	6%
Bus	1%
Cycle	2%
Walk	5%
Motorcycle	1%
Total	100%

Table 2: Baseline Modal Split

Travel Plan Targets

- 5.6 To enable the progression and assessment of the success of the travel plan, it is key that SMART targets (Specific, Measurable, Achievable, Realistic and Time-bound) are implemented.
- 5.7 Utilising the baseline modal split figures an indicative 5-year target of a 10% reduction in single occupancy vehicle trips is proposed. **Table 3** outlines the targeted 10% reduction in single occupancy vehicle trips and associated increase in all other sustainable modes of travel, with an overall 10% increase across all sustainable modes targeted at this stage.

Mode of Travel	Indicative Baseline	Year 1 Target	Year 3 Target	Year 5 Target
Single Occupancy Vehicle Travel (Car/Motorcycle)	81%	79%	75%	71%
Car Share	19%	21%	25%	29%
Train				
Bus				
Cycle				
Walk				
Total	100%	100%	100%	100%

Table 3: Indicative Baseline Targets Based on 2011 Census Data

- 5.8 It is proposed that to determine the 'actual' travel patterns, surveys would be completed within 3 months of 50% occupation. This would enable a reasonable sample size whilst also providing the opportunity to embed the residential TP before too many units are occupied.
- 5.9 Once the 'actual' baseline modal splits have been established, the Travel Plan Coordinator (TPC) and Wokingham Borough Council (WBC) Travel Plan Officer (TPO) should discuss the acceptability of the indicative modal share targets.

6. TRAVEL PLAN STRATEGY

- 6.1 A Travel Plan is a useful tool produced to encourage residents to use alternative modes of transport to single occupancy vehicle journeys. The following provides a summary of the measures available to target users of the development site.

Measures Package

- 6.2 In addition to the physical on-site infrastructure, such as footpaths and cycle parking facilities, the following section proposes a package of soft measures to be implemented and refined by the TPC over the lifetime of the TP. The measures proposed are strongly influenced by the site location, the TP aim, objectives and targets and the local and national policy.
- 6.3 The measures set out in this section will be determined based on the final levels of occupancy and the potential for achieving a 10% modal shift.

Key Stages: Preliminary

- 6.4 In order to meet the objectives of the TP, it is essential that a number of tasks are completed prior to the first occupation, as outlined within the site's Action Plan (**Table 4**). These include:
- Appoint a Travel Plan Coordinator (developer);
 - Confirm the Action Plan for implementation;
 - Ensure the final site design is consistent with the approved Travel Plan;
 - Establish liaison arrangements with the Wokingham Borough Council Travel Plan Officer;
 - Produce Resident Welcome Pack including:
 - Walking and cycling routes;
 - Bus stop locations, prices and times;
 - Rail Station information;
 - Electric charging information;
 - Car sharing information and benefits; and
 - Details of the TPC.

Key Stages: Five Years Following 50% Occupation of the Development

- 6.5 It is proposed that the TP period would become fully active upon occupation of 50% of the development and would remain active for 5 years following that date. After the 5 years of official monitoring has ended and Wokingham Borough Council (WBC) have signed off the TP, ownership could pass to the local community.

- 6.6 During these five years, the Action Plan set at the preliminary stage would evolve to reflect the needs of the residents. Such measures would be determined by the TPC in dialogue with occupants of the site, WBC and other key players as necessary. These measures are discussed in further detail in the remainder of this section and are included in the Action Plan.

Modal Measures: Walking and Cycling

- 6.7 This TP has summarised the local walking and cycle networks and the facilities which this TP would promote to residents. These will be detailed to residents in their welcome pack and through the biannual newsletters (as discussed later in the report).
- 6.8 The baseline modal splits indicate that walking is not currently a key travel mode for existing residents in the area. Despite this, there is an opportunity to promote walking from the site due to the existing footways and amenities within reasonable proximity to the proposed development.
- 6.9 Additionally, whilst the baseline modal splits do not indicate that cycling is a key travel mode for existing residents, it is hoped that through promotion of the cycle network, cycling will become a more favourable travel mode.
- 6.10 The TPC would work with local walking and cycling groups and support local and national campaigns and events (i.e. Cycle to Work Day and local bike doctor events). To incentivise walking and cycling the TPC will investigate the option of discounts at local cycle stores to maximise potential for residents to habituate walking and cycling as part of healthy lifestyle practices, whether for daily commuting or occasional leisure.

Modal Measures: Public Transport

- 6.11 The baseline modal splits indicate that only 7% of existing residents within the area currently travel to work by public transport and therefore it is considered that the development presents a good opportunity to increase the use of rail and bus travel as an alternative mode.
- 6.12 Maximising resident use of public transport would also be supported through highlighting costs and benefits in comparison to single occupancy vehicle use through the use of the Welcome Pack and biannual newsletters.
- 6.13 The TPC will promote bus services which operate in the local area and rail services.

Modal Measures: Car Sharing

- 6.14 Car sharing is a simple yet effective way of quickly reducing the number of single occupancy car trips, whilst bringing reductions in transport costs, congestion and pollution as well as social benefits including increasing resident interaction and creating a sense of community.
- 6.15 Liftshare is a well-established scheme and would be promoted to residents through their welcome pack and biannual newsletters to help them find potential lift sharing partners in the local area. The TPC will also look to promote the savings brought about through car sharing.

Modal Measures: Sustainable Private Vehicle Use

- 6.16 On occasions when single occupancy vehicle use is unavoidable or where alternative travel options are significantly limited in comparison, opportunities to promote sustainable driving practices would be promoted.
- 6.17 A wider network of electric charging points is rapidly developing across the Country, encouraging the greater uptake of electric and hybrid vehicles. Altering the perceptions on hybrid vehicles, and in particular electric vehicles, is fundamental for creating a more sustainable development.
- 6.18 Hybrid vehicles combine both electric motors with a standard combustion engine providing a normal driving scenario with the addition of an electric provision. Promotion of both electric and hybrid vehicles is becoming a key aspect of sustainable travel, this would be promoted as part of the TPC.

Modal Measures: Home/ Remote Working and Other Modes

- 6.19 Following the COVID-19 pandemic, working from home and utilising technology to enable remote working in public locations such as cafes, and teleconferencing, have become a feature for many people's routines.
- 6.20 The TPC would continue to remind residents of the benefits of this type of work, particularly now that many individuals are spending at least one day a week at home, rather than in the office.
- 6.21 Should monitoring exercises and communication with residents identify a strong interest in other travel modes (such as motorcycle/taxi), measures (and associated targets) will be explored by the TPC through dialogue with the relevant groups/individuals such as operators and the WBC Travel Plan Officer.

Vouchers

- 6.22 Travel vouchers should be made available to each household. This voucher should be used towards purchasing bicycle equipment or towards a bus/rail pass.

Personalised Travel Planning

- 6.23 Upon moving into their new home, households will be offered free personalised Travel Planning advice as part of their Welcome Pack. This will be provided by the TPC and will inform residents on how they can travel to destinations more sustainably in support of achieving the longer-term targets for the site. The literature provided will contain up to date information regarding public transport facilities, walking and cycling routes within the local area.

Marketing and Communication

- 6.24 To ensure the ongoing promotion of the Travel Plan to residents over its lifespan, a number of marketing and communication elements would be implemented.
- 6.25 Firstly, a dedicated Travel Plan website (e.g. <https://tpc-paulbashamassociates.com>) will be established prior to occupation, which provides residents with up-to-date information and latest changes to travel services, news and events. This would be reviewed biannually and updated as required, to ensure the latest travel information is suitably reflected.
- 6.26 The TPC would also produce biannual newsletters for the five years of the Travel Plan, providing residents with updated sustainable travel information, details of any national events and offer personalised travel planning information, to their door.

Local Area and Other Site Users

- 6.27 The TP will promote the local area's facilities whilst actively engaging with local resident and community groups, as well as local events and businesses. Engagement with any other local active residential Travel Plans would provide an opportunity for a 'joined up working' approach to maximise resources and share best practice.

Visitors and Deliveries

- 6.28 As well as co-ordinating the promotion and practice of sustainable travel with the wider local community, the TP should be encouraging and extending sustainable travel opportunities to any visitors travelling to and from the site. Residents' positive sustainable travel experiences should have a knock-on effect to visitors.

7. IMPLEMENTATION AND MONITORING

Implementation

- 7.1 The Travel Plan would be secured through a planning condition, which would confirm the proposed measures as well as any monitoring costs required by Wokingham Borough Council (WBC).

Travel Plan Coordinator

- 7.2 This section covers the implementation and monitoring of the development. The TPC position would be part-time over the life of the TP which at this stage is anticipated to be the Preliminary period followed by five years of full implementation, beginning on 50% occupation of dwellings.
- 7.3 The TPC role and contact details will be finalised with WBC prior to occupation and following their appointment by the developer. The TPC would be responsible for the day-to-day implementation and monitoring of the TP to ensure targets are met. The early stages of the TP are relatively time intensive, and the budget will be 'front-loaded' to consider the work that is required to establish the TP. The exact budget for the TPC role and tasks will be confirmed once appointed.
- 7.4 More specifically, the role of the TPC requires:
- Overseeing the development and implementation of the TP and maintaining support;
 - Liaising with public transport operators, local interest groups, WBC;
 - Designing and implementing an effective marketing strategy and raising awareness;
 - Organising travel-based events;
 - Acting as the point of call for all TP enquiries; and
 - Co-ordinating the monitoring and evaluation programme for the TP including organisation of surveys.

Action Plan and Targets

- 7.5 An indicative Action Plan for the application of the Travel Plan has been developed. As measures are reviewed, this Action Plan will be updated through the development of the Travel Plan.
- 7.6 The Action Plan does not yet include dates as these would be dependent on construction schedules and occupation dates. The indicative Action Plan is displayed in **Table 4**.

	Action	Responsibility	Timescale
Preliminary	Travel Plan Coordinator (TPC) to be appointed	Developer	Prior to occupation
	TPC to confirm Action Plan with Wokingham Borough Council	TPC	Prior to Occupation
	TPC to establish point of contact with Wokingham Borough Council	TPC	
	TPC to prepare a Travel Welcome Pack to include: Travel Plan Leaflet, Information on local area, details of on-site cycle storage, pedestrian routes, public transport information	TPC	
	TPC to decide on communication strategy for use with residents	TPC	
	TPC to prepare TP action database for logging/recording the following details: Actions, resident details, queries and advice	TPC	
Walking/Cycling	Maintenance of local area walking/cycling route/duration map with residents, focusing on journey times/routes	TPC	Ongoing
	Promote use of local walking facilities and on-site cycle storage		
	Co-operation and co-ordination with local, regional and national campaigns/events such as: Bike Week (www.bikeweek.org.uk) Sustrans Big Cycle and Walk Challenge (www.getmeactive.org.uk)		
	Co-operate with local Walking Groups and local events/groups		
Car Sharing	Promote the benefits of Car Sharing through Liftshare	TPC	Ongoing
Public Transport	Maintenance of maps/journey times/routes of public transport	TPC	Ongoing
	Maintain dialogue with local public transport service operators for service changes and promotions		
	Rail/bus vouchers	TPC	Ongoing
Communication and Marketing	Prepare leaflet highlighting sustainable modes of travel	TPC	Ongoing
	Provide regular social media updates		
	Prepare promotional material for social media and biannual newsletters		

Table 4: Action Plan

Surveys and Feedback

7.7 It is important that a consistent approach to data collection and feedback is implemented in order to ensure that the following outcomes are delivered:

- Collect a representative and informative data account in accordance with the development timescales;
- Develop an accurate understanding of local travel modal shares, perceptions and influencing factors;
- Adoption of the TP by local residents beyond the TP's active period; and
- The successful delivery of the TP in co-ordination with other local developments and communities.

Monitoring

- 7.8 The monitoring structure for the TP is set out within **Table 5** and summarised in the subsequent paragraphs.

Preliminary Period	End of Year 1	End of Year 3	End of Year 5
Baseline survey 3 months after 50% occupation	Resident Travel Survey (at 100% occupation)	Resident Travel Survey	Resident Travel Survey

Table 5: Travel Plan Monitoring Strategy

- 7.9 A baseline survey will be undertaken 3 months after 50% occupation to determine the residents' actual travel patterns to/from the development and set revised targets for the TP. Following this, at 100% occupation of the development, a further travel survey will be produced to gain an understanding of the travel patterns at the site. The preliminary and end of year 1 travel surveys would be sent to WBC's Travel Plan Officer (TPO) for their review prior to distributing to residents. An example of a resident travel survey is attached within **Appendix C**. In years 3 and 5 a further resident travel survey will be undertaken to inform the remaining targets of the TP.
- 7.10 Monitoring reports will be produced following the collection of responses to the surveys undertaken at the end of years 1, 3 and 5. These monitoring reports would be presented to Wokingham Borough Council for the TPO to assess.

Overcoming Barriers to Success

- 7.11 Mismanagement can become a potential barrier to the successful implementation of TPs. Whilst the TPC is responsible for the overarching management of the TP, ongoing co-ordination with WB's TPO will ensure that mismanagement does not occur.
- 7.12 Whilst specific remedial measures have not been identified within the Travel Plan, such remedial measures would be identified through discussions with WBC's Travel Plan Officers. The 5-year budget for implementing the Travel Plan would be sufficient to ensure that remedial measures could be implemented. For example, if one measure is not working in year 1, there would be budget in year 3 to rectify this and change to new measures if needed.
- 7.13 If the five-year target is not achieved, the requirement for remedial measures for a further two years would be explored with WBC and would reflect the level of work already undertaken on the site.

Appendix A

Appendix B

WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)

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population All usual residents aged 16 and over in employment the week before the census
units Persons
usual residence E02003458 : Wokingham 020 (2011 super output area - middle layer)
place of work United Kingdom (country)

Method of travel to work	2011	
All categories: Method of travel	3,054	
Work mainly at or from home	0	0%
Underground, metro, light rail or	7	0%
Train	176	6%
Bus, minibus or coach	19	1%
Taxi	4	0%
Motorcycle, scooter or moped	33	1%
Driving a car or van	2,483	81%
Passenger in a car or van	103	3%
Bicycle	63	2%
On foot	161	5%
Other method of travel to work	5	0%

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.

Appendix C

– Resident Travel Survey

Thank you for taking the time to complete our residents travel survey. This will help us (your Travel Plan Coordinator) understand your travel needs and should only take a few minutes.

If you have any questions regarding our work, the survey or relating to the travel voucher, please do not hesitate to get in touch! And, don't forget to fill out your details at the end to receive your travel voucher!

You can send your completed survey to us via:

- ☐ Post using the pre-paid envelope: Paul Basham Associates, ###
- ☐ Survey Monkey at ####
- ☐ QR code

QR Code



1. How do you currently travel?

	Daily	Couple of times a week	Weekly	Fortnightly	Monthly	Occasionally	Never
Car (alone as driver)							
Car (with passengers)							
Walking							
Cycling							
Scooter							
Bus							
Coach							
Overground Rail							
Underground Rail							
Ferry							
Motorbike							
Other: _____							

2. For your most frequent journey how far do you travel?

- ☐ 0-2 miles
- ☐ 3-5 miles
- ☐ 6-10 miles
- ☐ 11-20 miles
- ☐ 21-30 miles
- ☐ 31+ miles

3. To which location do you travel to most frequently? (tick one)

- ☐ ##
- ☐ ##
- ☐ ##
- ☐ ##

☐ Other (Please specify)

4. What is your most frequent journey for? (please choose one)

- ☐ Work/Education
- ☐ Leisure/Retail
- ☐ Health (doctors/hospital)
- ☐ Visiting friends/family
- ☐ Other (please specify)

5. If you were to change your main mode of travel what mode would you most likely change to:

6. If you travel by car, why do you travel by car? (Please tick all that are relevant)

- ☐ 1. I don't own a car
- ☐ 2. Car essential to perform job
- ☐ 3. Reliability/ quicker than alternatives
- ☐ 4. Health reasons
- ☐ 5. Lack of alternatives
- ☐ 6. Cost
- ☐ 7. Comfort
- ☐ 8. Personal safety
- ☐ 9. Things to do on way home
- ☐ 10. Other (please specify)

7. Which of the above is the most important when travelling by car? (state the number)

8 If you usually travel by car, how do you travel when your car is unavailable (i.e. is being serviced)

Please Turn Over

9. Which of the following would most encourage you to use the listed travel modes (or use them more frequently if you do so already?)

	Discounts	More Information	Improved Reliability & Frequency	Increased Safety Measures	Cycle Storage/ Training	Better Facilities	Improved Routes	Knowledge of Local Clubs/ Events	Nothing	Other (please specify)
Walking										
Cycling										
Bus										
Rail										

10. How many cars do you own?

- ☐ 1
☐ 2
☐ 3+
☐ N/A (do not own a car)

11. What type of cars do you own?

- ☐ Petrol
☐ Diesel
☐ Hybrid
☐ Electric
☐ N/A (do not own a car)

12. How many bicycles do you own?

- ☐ 1
☐ 2
☐ 3+
☐ N/A (do not own one)

13. Is there any information you would like to see in future newsletters?

14. Is there anything else you would like to tell us about travel in your local area?

15. I would like to request: (Select One)

- ☐ £## Halfords Voucher *
☐ £## Bus Pass **
☐ I have already claimed

Please note all voucher requests will be reviewed before we can confirm a claim. One voucher available for each address. If a claim has already been made for your address you will not be eligible to receive a voucher. See Terms and Conditions for further details.

What have/will you use your voucher for:

In order for us to process your voucher request, we require the following information. Please write in capitals.

Name: _____

House/Flat number: _____

Street Name: _____

Postcode: _____

Email Address: _____

Please note that this information is kept in accordance with Data Protection policy found at: <https://paulbashamassociates.com/privacy-cookie-policy/>. Email travelplan@paulbashamassociates.com for further details.

Terms & Conditions

One voucher available per address within ##. If a previous resident has claimed you will not be eligible. To confirm eligibility please provide us with your address information. Sustainable Travel Vouchers are a gift from the developer and the offer(s) may be amended or removed at any time. ###

The full list of Terms and Conditions can be found at: ###