



READING ROAD, ARBORFIELD

FRAMEWORK TRAVEL PLAN

February 2025

RESIDENTIAL
LAND NORTH OF READING ROAD
ARBORFIELD

FRAMEWORK TRAVEL PLAN

CONTROLLED DOCUMENT

<i>Document No:</i>	147.0019/FTP/1	
<i>Status:</i>	Original	
	<i>Name</i>	<i>Date</i>
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Revision Record

<i>Rev.</i>	<i>Date</i>	<i>By</i>	<i>Summary of Changes</i>	<i>Aprvd</i>

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RESIDENTIAL LAND NORTH OF READING ROAD ARBORFIELD

FRAMEWORK TRAVEL PLAN

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1. INTRODUCTION

- 1.1 This Framework Travel Plan (FTP) has been prepared by Paul Basham Associates on behalf of Dandara Southern Ltd and Elstree Land Ltd in relation to an *“Outline planning application for the erection of up to 111 dwellings, with associated works, parking, landscaping and publicly accessible open space, with access from Reading Road.”*
- 1.2 The location of the proposed development site is outlined in **Figure 1**, with the indicative site layout included in **Appendix A**.



Figure 1: Site Location

Purpose of the Travel Plan

- 1.3 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. Given the application is outline in nature, at this stage a Framework Travel Plan has been prepared, setting out the general principles which a later full Travel Plan would comply with. It is anticipated that this would be prepared as part of a Reserved Matters application.
- 1.4 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 Southern & Elstree Land) and the Local Authority (Wokingham Borough Council). As such the TP will develop over time following feedback received from monitoring exercises, local developments in sustainable transport and other external factors.

Travel Plan Principles

- 1.5 A successful TP must follow a set of principles to be determined acceptable and create a sustainable development. A FTP must be Transparent, Realistic, Achievable, Committed, Enforceable and Sustainable (TRACES), as outlined in [Local Authority] guidance. This TP therefore aims to demonstrate that there are sustainable local travel options available, and measures proposed, along with an implementation and monitoring strategy.

Travel Plan Structure and Approach

- 1.6 This TP will follow the following structure:
- Chapter 2 – Travel Plan Policy
 - Chapter 3 – Existing Conditions and Local Accessibility
 - Chapter 4 – Proposed Development
 - Chapter 5 – Indicative Baseline and Targets
 - Chapter 6 – Travel Plan Strategy
 - Chapter 7 – Implementation and Monitoring

2. TRAVEL PLAN POLICY

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

- National Planning Policy Framework (NPPF);
- Wokingham Borough Local Plan Update 2023-2040 (Proposed Submission Plan)
- Wokingham Borough Core Strategy Development Plan 2010-2026
- Wokingham Managing Development Delivery Local Plan
- Arborfield and Barkham Neighbourhood Plan 2019-2036

National Planning Policy Framework (NPPF)

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 FTP 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 regulation 19 stage. 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...*

Arborfield and Barkham Neighbourhood Plan 2019-2036

Policy GA2: Implement Local Network of Green Routes for Non-Motorised Users

- Development proposals should not inhibit the delivery of the wider network of Greenways and other PROWs. Proposals should where possible support:
 - a) *The achievement of a network of all-weather routes.*
 - b) *The provision of safe crossings for the benefit of non-motorised users, wherever PROWs meet primary routes...*

Policy GA3: Public Transport Improvements with Long Term Viability

- As a general principle, improvements to public transport will be supported, recognising that schemes must have the prospect of long term viability.

3. EXISTING SITE CONDITIONS AND LOCAL ACCESSIBILITY

Site Location

- 3.1 The application site currently comprises agricultural land. The site is bound by residential properties to the north, residential properties and agricultural land to the east, Reading Road to the south, and Church Lane to the west.
- 3.2 The site currently benefits from three vehicle crossovers onto Reading Road, and a field access from Church Lane. The conditions of the existing central access onto Reading Road are demonstrated within **Photograph 1**.



Photograph 1: Existing Site Access

Local Road Network

- 3.3 Reading Road is a single-carriageway road measuring approximately 6.5m-7m wide and is subject to a 30mph speed limit. Reading Road is equipped with traffic calming, with eight horizontal deflection features with supporting 'give way to oncoming vehicles' signage located along the road between the Observer Way roundabout and Arborfield Cross roundabout. Observer Way is a relatively new distributor road built in part to route traffic from the nearby Arborfield Green strategic development past Arborfield. The existing conditions along Reading Road are shown within **Photograph 2** and **Photograph 3** below.



Photograph 2: Reading Road (facing east)



Photograph 3: Reading Road (facing west)

Pedestrian and Cycle Network

- 3.4 A footway measuring circa 1m-1.5m wide exists along the southern side of Reading Road throughout its entirety, enabling safe pedestrian travel to Arborfield Cross in the southeast and a wider shared footway/cycleway at Observer Way. This shared footway/cycleway measures circa 3m in width and runs parallel to the A327 (Observer Way) for approximately 2.1km, providing connection to Arborfield Green. Arborfield Cross is provided with a further network of footways providing pedestrian access to local amenities, with the majority of junctions provided with dropped kerbs and tactile paving.
- 3.5 The site is well located in terms of proximity to Public Rights of Ways (PRoW), with the closest being located approximately 250m southeast from the centre of the site and can be accessed to the east of the Puddling Lane Nursery access. This PRoW is in the form of a byway until it reaches Swallowfield Road where another PRoW is provided to the southeast of in the form of a footpath, which can ultimately be used to access Arborfield Cross. **Figure 2** illustrates the site location in the context of PRoWs in the local area.

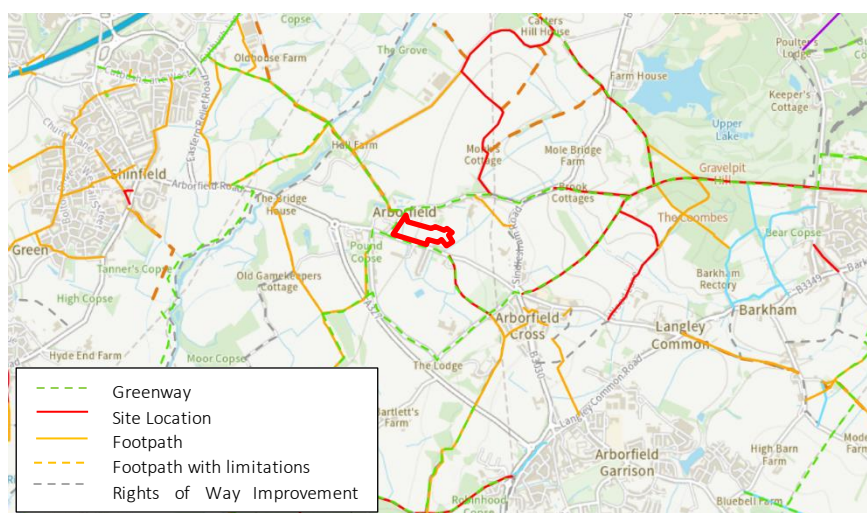


Figure 2: Local ProWs (source: WBC ProW Map)

3.1 As illustrated within **Figure 2**, there are various existing ProWs surrounding the site in addition to various improvements set out in the WBC Rights of Way Improvement Plan (2020-2030). The routes to be introduced are illustrated as grey dashed lines within **Figure 2** and are all anticipated to be in operation by, at latest, 2030. These routes will offer more opportunity to travel along what is already an extensive ProW network, allowing for local residents to viably travel sustainably. **Figure 3** below illustrates further proposed greenway routes, included as Appendix 5 in WBC's Rights of Way Improvement Plan (2020-2030), in the context of the site location.

3.2 Wokingham's LCWIP was published in 2023. The consultation shows feedback received in relation to the area. The specific feedback on Church Lane being difficult to walk along has informed the development proposals.

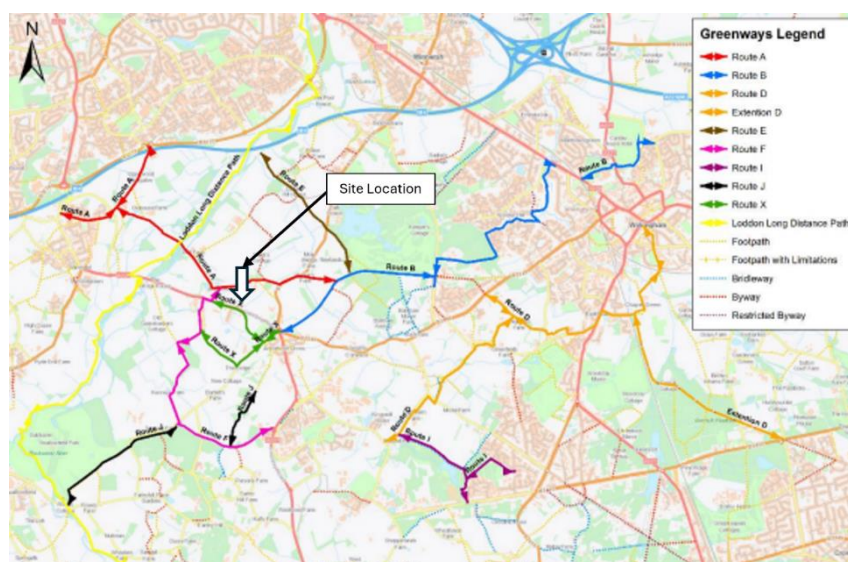


Figure 3: Proposed Greenways (source: WBC 2023 ROWIP)

3.3 There are a number of local routes, including unsurfaced links, which can be utilised to cycle to Wokingham Town Centre within a distance of 7.1km. While there is no direct route to Reading Town Centre from the site, the flat terrain and provision of street lighting, particularly along Shinfield Road makes cycling a reasonable form of transport to travel from Reading and the site. **Figure 4** illustrates the local cycle infrastructure in the context of site location.



Figure 4: Cycle Map (Source: WBC Interactive Cycle Map)

Local Facilities

3.4 The CIHT document, 'Providing for journeys on foot' (2000), identifies the 'desirable', 'acceptable' and 'preferred maximum' walking distances to locations within town centres and elsewhere. The distances are outlined within **Table 1** below.

	Town Centre (m)	Elsewhere (m)
Desirable	200	400
Acceptable	400	800
Preferred Maximum	800	1200

Table 1: CIHT Guidance for 'Providing for journeys on foot' (2000)

3.5 In addition, the 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).

- 3.6 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 2**.

Amenity	Approximate Distance	Approximate Walking Journey Time (80m per minute)	Approximate Cycling Journey Time (250m per minute)
Reading Road Bus Stop (westbound) <i>(east of access)</i>	240m	3 minutes	1 minute
Reading Road Bus Stop (eastbound) <i>(east of access)</i>	260m	3 minutes	1 minute
Clip 'n Climb Reading Rock Climbing	830m	10 minutes	3 minutes
The Bull Inn Public House	830m	10 minutes	3 minutes
Arborfield Cross Recreation Ground	1.13km	14 minutes	5 minutes
Arborfield Village Montessori Nursery	1.13km	14 minutes	5 minutes
Sallyanns Hair & Beauty Salon	1.18km	15 minutes	5 minutes
Lockey Farm Shop & Butchers	1.23km	15 minutes	5 minutes
Sula Café & Pizzeria	1.23km	15 minutes	5 minutes
Berkshire Tai Chi Martial Arts School	1.23km	15 minutes	5 minutes
F1 Car Valeting Car Wash	1.23km	15 minutes	5 minutes
Arborfield Village Hall	1.23km	15 minutes	5 minutes
Londis Convenience Store	1.23km	15 minutes	5 minutes
The Coombes Church of England Primary School	1.43km	18 minutes	6 minutes

Table 2: Distances and travel time to local facilities

- 3.7 In line with the guidance provided in 'Planning for Walking' (April 2015) walking and cycling to local amenities is realistic for future site occupants given most of the facilities listed in **Table 2** are within 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).

Public Transport

- 3.8 Two pairs of bus stops exist on the site frontage on Reading Road. All are serviced by bus route 3, with the eastern westbound stop comprising a simple flag and pole design, while the eastern eastbound stop is provided with sheltered seating and timetabling information. These bus stops are shown in **Photograph 4** and **Photograph 5**. A summary of the bus service is provided in **Table 3**.



Photograph 4: Reading Road Bus Stop (eastbound)



Photograph 5: Reading Road Bus Stop (westbound)

Bus Service	Nearest Stop	Route	Operator	Frequency		
				Mon-Fri	Sat	Sun
3	Reading Road	Reading – Shinfield – Arborfield – Wokingham	Reading Buses	Every 15 minutes <i>First bus – 06:05</i> <i>Last bus – 23:34</i>	Every 15 minutes <i>First bus – 06:31</i> <i>Last bus – 23:35</i>	Every 30 minutes <i>First bus – 08:39</i> <i>Last bus – 21:44</i>

Table 3: Local Bus Services

3.9 The route 3 service is less frequent to Wokingham than outlined above, however, the applicant is willing to provide a financial contribution to help improve this service, in addition to the improving the bus stops.

Rail Services

3.10 The closest railway station to the site is Wokingham railway station, located approximately 7km northeast of the site. The railway station is accessible by the 3-bus service every 15 minutes or via a 22-minute cycle.

3.11 Reading railway station is located approximately 11km northwest of the site, with this being accessed by the 3-bus service every 15 minutes or via a 37-minute cycle ride. Reading provides fast and reliable rail connections to major railway stations across the region and country.

4. PROPOSED DEVELOPMENT

- 4.1 This FTP supports an outline application for the erection of up to 111 dwellings located at land north of Reading Road, Arborfield with all matters reserved except for the access. Details of the internal site layout are therefore not for approval at this stage. An indicative masterplan is attached within **Appendix A** that demonstrates how the quantum of development could be accommodated within the site.

Cycle and Car Parking

- 4.2 An indicative parking plan has been produced however, as this application is outline, the car and cycle parking provision would be confirmed at detailed application stage. For the avoidance of doubt, the relevant standards in place at the time of the application will be complied with.

Access Arrangements

- 4.3 A pedestrian link is shown on the masterplan to Church Lane and the proposed greenway, using the existing field gate. A direct link to the eastern eastbound bus stop is shown within the site. A pedestrian crossing over Reading Road is incorporated into the primary access, with suitable visibility achievable based on the recorded speeds.
- 4.4 As shown on the masterplan, development is focused in the eastern part of the site. It is therefore considered that residents would most likely access the eastern pair of bus stops, given they are closer and within approximately 200m. A connection to the western pair of bus stops is therefore not necessary to make the development acceptable in planning terms but would be beneficial if an arrangement could be reached with the council whose land currently precludes a direct link.
- 4.5 A new pedestrian crossing over Reading Road would be provided as part of the access arrangements. In addition, the applicant is willing to improve the pedestrian crossing over Walden Avenue with the addition of tactile paving.

5. INDICATIVE BASELINE AND TARGETS

Travel Plan Aim

5.1 The overall aim of the FTP is:

to support a sustainable development by reducing the need for private car/single occupancy vehicle trips through promoting the use of more sustainable travel methods.

Travel Plan Objectives

5.2 Specific to this FTP, the objectives are:

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

5.3 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 & Targets

5.4 Before setting specific targets, understanding how residents currently travel is essential. Using 2011 'Method of Travel to Work' Census data for E02003456: Wokingham 018 output area as shown in **Figure 6** and data in **Appendix B** a target to reduce single occupancy car trips by 10 percentage point is identified. The baseline modal splits are presented in **Table 4**.



Figure 6: E02003456: Wokingham 018 (Source: Nomis)

Mode of Travel	Indicative Baseline	Year 3 Target	Year 5 Target
Car Alone	71%	66%	61%
Car Share	4%	34%	39%
Train	4%		
Bus	2%		
Cycle	5%		
Walk	15%		
Total	100%	-	-

Table 4: Indicative Baseline Splits and Target Mode Share Based on 2011 Census Data

- 5.5 It is proposed that to determine the 'actual' travel patterns surveys would be completed the sooner of 3 months of 50% occupation or 6 months after first occupancy. This would enable a sufficient sample size whilst also providing the opportunity to embed the residential TP before too many units are occupied.
- 5.6 Once the 'actual' baseline modal splits have been established, the Travel Plan Coordinator (TPC) and Wokingham Borough Council Travel Plan Officer (TPO) should discuss the acceptability of the indicative modal share targets presented in **Table 4**.

Travel Plan Targets

- 5.7 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.
- 5.8 This Travel Plan proposes two targets which should be met over the lifetime of the TP, which we would expect to be implemented for both the residential and commercial elements of the site. These aims are set out in **Table 5** and represent the overarching goals of this TP.

Target	Timescale
Decrease the proportion of journeys made by single occupancy vehicles by 10%	End of Year 5
Increase the proportion of trips made by active modes & public transport by 10%	End of Year 5

Table 5: Framework Travel Plan Targets

- 5.9 The suitability of the TP targets and the lifetime of the TP have been assessed further in the subsequent sections of this report.

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 onsite infrastructure 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. The measures chosen to achieve the 10% modal shift will be finalised through the full travel plan.

Key Stages: Preliminary

- 6.3 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 6**). These include:
- Appoint a Travel Plan Coordinator (developer)
 - Produce Resident Welcome Pack (TPC) 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

- 6.4 It is proposed that the TP period would become fully active upon occupation of the 50% of the development and would remain active for 5 years following that date. After the 5 years of official monitoring has ended and WBC have signed off the TP, ownership would pass to the local community.
- 6.5 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, Wokingham Borough Council and other key players as necessary. These measures are discussed in further detail in the remainder of this section and are included in the indicative Action Plan in **Table 6**.

	Action	Responsibility	Timescale
Preliminary	Travel Plan Coordinator (TPC) to be appointed	Developer	Prior to occupation
	TPC to confirm Action Plan with WBC	TPC	Prior to Occupation
	TPC to establish point of contact with WBC	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 and a webpage	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 and cycle training	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		
Communication and Marketing	Prepare leaflet highlighting sustainable modes of travel	TPC	Ongoing
	Provide regular social media updates		
	Prepare promotional material for the webpage, social media and biannual newsletters		
	Dedicated webpage/website for local updates and for residents to communicate and share ideas		

Table 6: Indicative Action Plan

Modal Measures: Walking and Cycling

- 6.6 This FTP 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 newsletters distributed twice a year (as discussed later in the report).
- 6.7 The accessibility review and baseline modal splits indicate that walking is a key travel mode for existing residents in the area with a number of facilities and amenities within reasonable proximity to the proposed development.

- 6.8 Whilst the baseline modal splits do not indicate that cycling is a key travel mode for existing residents, it is hoped that the proposed improvements to the infrastructure will help this become a more favourable travel mode.
- 6.9 The TPC would work with walking and cycling campaigns 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 stores to maximise potential for residents to habituate walking and cycling as part of healthy lifestyle practices, whether for daily commuting or occasional leisure. Additionally, the offer of cycle training courses/vouchers will be investigated to further encourage sustainable travel.

Modal Measures: Public Transport

- 6.10 The baseline modal splits indicate that 2% of existing residents currently travel to work by bus. However, this data is from 2011 and various bus improvements have been delivered since then, with further improvements forthcoming through the implementation of the Arborfield Bus Strategy. It is therefore considered that there is a good opportunity to promote public transport use to future residents.
- 6.11 The attractiveness of the bus services, particularly those from Reading Road Bus Stop would be supported and promoted through tailored promotions. 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 regular newsletters.
- 6.12 The TPC will promote rail services from Wokingham railway station as well as the potential link-trip afforded by the 3 bus service which operates between the station and Reading Road Bus Stop.

Modal Measures: Car Sharing

- 6.13 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.
- 6.14 Liftshare is a well-established scheme and would be promoted to residents through newsletters/welcome pack/website, 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: Home/ Remote Working and Other Modes

- 6.15 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.
- 6.16 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.
- 6.17 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 Wokingham Borough Council Travel Plan Officer.

Personalised Travel Planning

- 6.18 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 - Travel Plan Website/Newsletters/Posters

- 6.19 To ensure the ongoing promotion of the Travel Plan to residents, over its life a number of marketing and communication elements would be implemented.
- 6.20 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.
- 6.21 The TPC would also produce twice yearly 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

- 6.22 The TP will promote the local area's facilities whilst actively engaging with local resident and community groups, the schools' TPC, 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

- 6.23 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 or legal agreement.

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 occupation of 50% of the dwellings.
- 7.3 The TPC role and contact details will be finalised with Wokingham Borough Council 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 should be 'front-loaded' to consider the work that is required to establish the TP.
- 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, Wokingham Borough Council:
 - Designing and implementing an effective marketing strategy and raising awareness:
 - Attending relevant networking events:
 - 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.

Surveys and Feedback

- 7.5 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

- 7.6 This TP's approach to monitoring acknowledges the above requirements and WBC's requirements. The resultant monitoring structure for the TP is therefore set out within **Table 7** and summarised in the subsequent paragraphs.

Preliminary Period	End of Year 1	End of Year 2	End of Year 3	End of Year 4	End of Year 5
Resident questionnaire	Multimodal survey & resident questionnaire	Multimodal survey & resident questionnaire	Multimodal survey & resident questionnaire	Multimodal survey & resident questionnaire	Multimodal survey & resident questionnaire

Table 7: Monitoring Strategy

- 7.7 A resident questionnaire is proposed to be undertaken upon 50% occupation, and at the end of every year after that alongside a multimodal survey. It is proposed that the survey will be completed electronically, although postal surveys may also be used. An example resident survey is included in **Appendix C**.
- 7.8 The results of the survey will be available for residents to view on the development's dedicated Travel Plan website and also included within newsletters, when appropriate.
- 7.9 An annual monitoring/progress report will be produced and submitted to Wokingham Borough Council within 3 months of surveys taking place. This report will outline how the TP has been implemented for the year, along with a presentation of any survey results, analysis of the responses and information of measures implemented. The report will then conclude with an outline of the future monitoring strategy and a confirmation of targets and revisions where necessary/applicable.

Overcoming Barriers to Success

- 7.10 Mismanagement can become a potential barrier to the successful implementation of TP's. Whilst the TPC is responsible for the overarching management of the TP, ongoing co-ordination with Wokingham Borough Council TPO will ensure that mismanagement does not occur.
- 7.11 Whilst specific remedial measures have not been identified within the Travel Plan, such remedial measures would be identified through discussions with Wokingham Borough Council Travel Plan Officers. The 5-year budget for implementing the Travel Plan would be sufficient to ensure that remedial measures could be implemented. Such as if one measure is not working in year 1, there would be budget in year 2 to rectify this and change to new measures if needed.

- 7.12 If the five-year target is not achieved, the requirement for remedial measures would be explored with Wokingham Borough Council and would reflect the level of work already undertaken on the site.

Community Embedding and Handover

- 7.13 Following the successful completion of the TP's 5-year strategy, the site should be operating more sustainably than if a TP were not implemented. Through liaison with residents over the course of the TP it is hoped that champions would stand out and be able to continue promoting the ideals of the TP/ maintain the website etc.
- 7.14 Local engagement and a gradual handover is embedded within the proposed TP strategy and should form a key subject in annual liaison with Wokingham Borough Council TPO as the TP draws to an end.

Appendix A



Appendix B

QS701EW - Method of travel to work

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population	All usual residents aged 16 to 74
units	Persons
area type	2011 super output areas - middle layer
area name	E02003456 : Wokingham 018
rural urban	Total

Method of Travel to Work	2011	%
All categories: Method of travel	4,979	
Train	122	3.7
Bus, minibus or coach	58	1.8
Driving a car or van	2,337	70.8
Passenger in a car or van	125	3.8
Bicycle	153	4.6
On foot	505	15.3
Total	3,300	

Appendix C

– Resident Travel Survey

Thank you for taking the time to complete our residents travel survey. This will help us (your Travel Plan Coordinators) 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. What is your main mode of travel? (Please choose one)

- ☐ Car Alone
- ☐ Car Share
- ☐ Walk
- ☐ Cycle
- ☐ Bus
- ☐ Rail
- ☐ Other (Please specify)

2. How often do you use another form of transport?

- ☐ Daily
- ☐ Couple times a week
- ☐ Once a week
- ☐ Once a fortnight
- ☐ Once a month
- ☐ Very rarely/sometimes
- ☐ Never

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

- ☐ Cycle
 - ☐ Walk
 - ☐ Train
 - ☐ Bus
 - ☐ Car Share
 - ☐ 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. How far do you travel for your most frequent journey?

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

6. To which location do you travel to most regularly? (tick one)

- ☐ ##
- ☐ ##
- ☐ ##
- ☐ ##
- ☐ Other (Please specify)

7. 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)
- _____

8. Which of the above is the most important when travelling by car?

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

10. When not travelling by your main mode of travel, what other modes of travel do you use? (Select all that apply)

- ☐ Car Alone
- ☐ Car Share
- ☐ Walk
- ☐ Cycle
- ☐ Bus
- ☐ Rail
- ☐ I only use my main mode of travel
- ☐ Other (please specify) _____

Please Turn Over

11. 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										

12. How many cars do you own?

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

13. What type of cars do you own?

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

14. How many bicycles do you own?

- ☐ 1
☐ 2
☐ 3+
☐ N/A (do not own one)

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

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

17. 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: ###

Thank you