LODDON GARDEN VILLAGE

RESIDENTIAL FRAMEWORK TRAVEL PLAN

UNIVERSITY OF READING

24 SEPTEMBER 2025

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Contents

Figures

Tables

Appendices

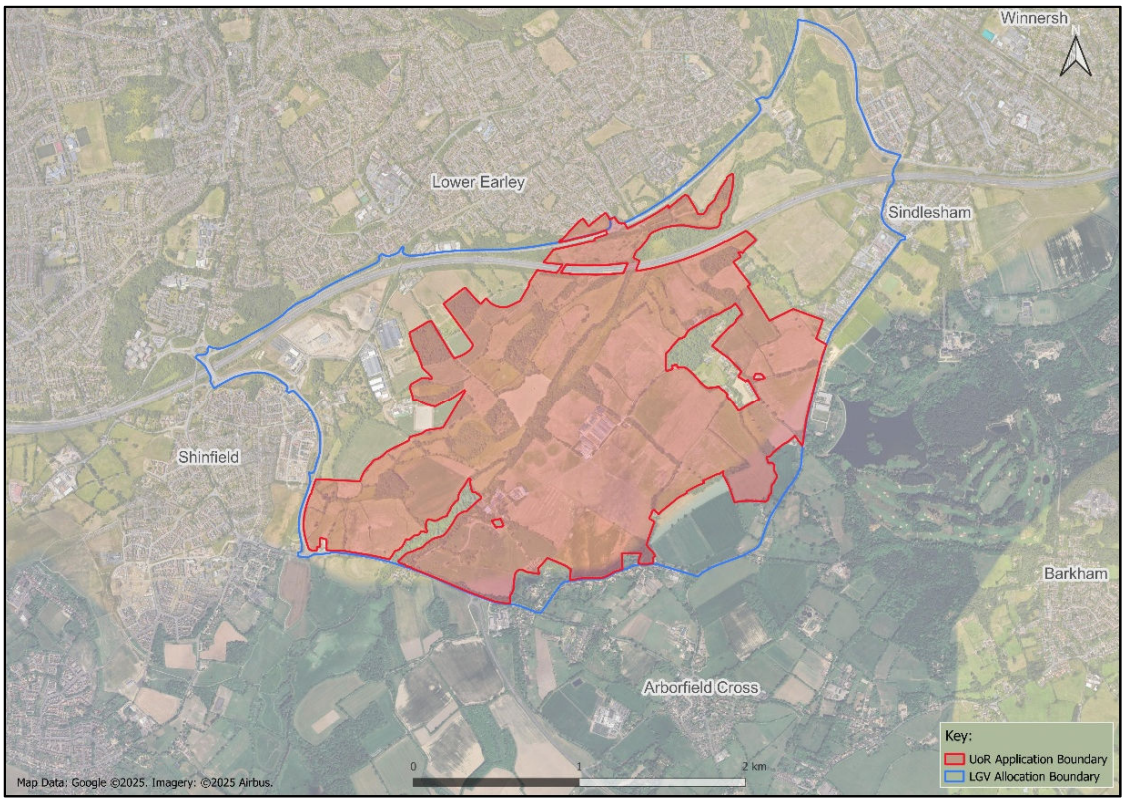
1.0 Introduction

1.1. Preamble

1.1.1. This Framework Travel Plan (FTP) has been prepared by Ableley Letchford on behalf of the University of Reading (UoR) to support a planning application for development of land between Shinfield and Arborfield in Wokingham known as Loddon Garden Village (LGV). The proposed development forms part of the Loddon Valley Garden Village (LVGV) site which is proposed for allocation as a new Garden Community via Policy SS13 within Wokingham Borough Council's Local Plan Update: Proposed Submission Plan (Regulation 19) of 2024.

1.1.2. **Figure 1.1** below illustrates the location of the University of Reading development site in relation to the wider LVGV site allocation boundary and the surrounding area. An Illustrative Masterplan of the proposals is presented within **Appendix A.**

Figure 1.1: Site Location



1.1.3. The development sought via the University of Reading planning application is for the phased development of a new community at Loddon Garden Village, comprising, in outline:

- up to 2,800 residential units to include up to 100 custom and self-build plots;
- 2 primary schools (up to 3 forms of entry) to include early years provision and 1 secondary school (up to 12 forms of entry);
- one District Centre, to incorporate up to 11,000m2 of Class E (Commercial, Business and Service, to include a food store of around 2,500m2), and Class F (Local Community and Learning);
- one Local Centre; to incorporate up to 2,400m2 of Class E;
- a Sports Hub to include sports pitches and pavilion space;
- up to 4,250m2 of further Class E, Class F, and sui generis development to include commercial, health care and public house;
- comprehensive green infrastructure including a Country Park, landscaping and public open space, and ecological enhancement measures;
- 20 gypsy and traveller pitches;
- comprehensive drainage and flood alleviation measures to include Sustainable Urban Drainage Systems (SUDS) and engineering measures within Loddon Valley for the River Loddon;
- internal road network including spine road with pedestrian and cycle connections and associated supporting infrastructure;
- new and modified public rights of way;
- associated utilities, infrastructure, and engineering works, including the undergrounding of overhead lines;
- Ground reprofiling to accommodate infrastructure, flood alleviation and development parcels; and
- Up to 0.5ha of land adjoining St Bartholomew's church for use as cemetery;
- Electricity substation (up to 1.5ha).

1.1.4. All matters are to be reserved other than access, which incorporates:

- a new pedestrian, cycle and vehicular access to Lower Earley Way via a new 4th arm to the Meldreth Way roundabout;
- a new pedestrian, cycle and vehicular bridge over the M4;
- a new pedestrian, cycle and vehicular bridge over the River Loddon;
- a new vehicular access to the A327 Reading Road, via a new arm to the Observer Way roundabout;
- a new pedestrian, cycle and vehicular access to Thames Valley Science Park; and
- an initial phase of internal roads with associated drainage, landscape and engineering works and ground reprofiling, between the A327 and the south eastern boundary of the site.

1.1.5. The Planning Application also includes full permission for the change of use of 40.4 hectares of agricultural land to Suitable Alternative Natural Greenspace (SANG), 18.35 hectares of SANG link, and provision of Biodiversity Net Gain measures, the demolition and clearance of 20,809 m2 of buildings and structures at the Centre for Dairy Research (CEDAR) and at Hall Farm, the demolition of 3 existing dwellings on Carter's Hill Lane, and the retention of specified buildings at Hall Farm.

1.2. Purpose of a Travel Plan

1.2.1. A Travel Plan (TP) is a strategy designed to promote and support sustainable transport options. It aims to minimise the reliance on single-occupancy vehicle trips by encouraging alternative, more sustainable modes of transport such as walking, cycling, public transport, and car sharing.

1.2.2. This Framework Travel Plan includes a set of actions that aim to minimise the environmental, social, and economic impact of transport at the proposed development. It is a living document that will be developed into a Full Travel Plan that evolves as the development progresses, ensuring that sustainable transport solutions are integrated and optimised over time.

Environmental Benefits

1.2.3. Travel Plans directly contribute to reducing vehicle emissions, helping to improve local air quality and combat climate change. By reducing the number of single-occupancy car trips, developments can lower their carbon footprint and decrease congestion, which benefits the broader community.

Health Benefits

1.2.4. Encouraging active travel such as walking and cycling promotes healthier lifestyles. Increased physical activity can reduce the risk of chronic diseases like heart disease, obesity, and diabetes. Additionally, with fewer cars on the road, the community benefits from improved air quality, which reduces the health risks associated with air pollution.

Economic Benefits

1.2.5. Travel Plans can save money for both individuals and communities. For individuals, choosing active travel options or car-sharing can lower transportation costs by reducing fuel consumption and vehicle maintenance. For developers and local authorities, a Travel Plan can improve road network conditions by minimising congestion and reducing traffic flow and improve traffic safety.

Social Benefits

1.2.6. A Travel Plan can foster community engagement by promoting shared travel experiences such as car-sharing schemes. By reducing congestion and parking demand, Travel Plans also help create a safer local neighbourhood. Furthermore, a Travel Plan can enhance social inclusion by improving access to public transport, ensuring that everyone, including car free households, can travel conveniently.

1.3. Report Structure

1.3.1. The remainder of this Framework Travel Plan:

- Section 2: outlines the travel planning objectives for LGV
- Section 3: details the local and national policy context

- Section 4: identifies the development proposals including walking, cycling and public transport improvements
- Section 5: outlines the site accessibility
- Section 6: sets out the Travel Plan measures
- Section 7: details the Travel Plan delivery
- Section 8: identifies the monitoring and review of the Travel Plan

2.0 Objectives

2.1. Context

2.1.1. Although Travel Plans evolve over time, the initial objectives of this Framework Travel Plan are to:

- Promote travel choice and accessibility to and from and within the development for all users of the site, including residents, visitors and employees.
- Minimise the need to travel, and specifically single-occupant car journeys.
- Facilitate active travel so that short of multi-stage trips involve walking cycling, or public transport.
- Provide safe and convenient active travel routes to nearby education, leisure, retail, and community amenities, where feasible within the application boundary and where land ownership or local authority control permits. .
- Encourage healthy lifestyles and create vibrant local communities.
- Establish an outline for future Travel Plan delivery, coordination and management.

2.1.2. Meeting the above objectives is also likely to deliver wider benefits to the transport network, such as reduced congestion, improved air quality, enhanced road safety, and lower noise pollution.

2.1.3. To achieve this, the Framework Travel Plan has been developed as a flexible guidance tool to inform and support new residents, raise awareness of sustainable travel options, and provide up-to-date travel information to aid informed decision-making.

3.0 Policy Context

3.1. Introduction

3.1.1. The promotion of effective Travel Plans is an important outcome of sound transport policy. They seek to demonstrate that the environmental improvement sought from the transport sector can be achieved at a local level and can contribute towards healthier living by reducing congestion, improving air quality, lowering noise pollution, and creating better places to live, work, and enjoy.

3.1.2. This section of the Framework Travel Plan provides an overview of key national and local planning policies that are considered relevant to travel planning for the proposed development. Although not exhaustive, various publications which provide Travel Plan Guidance and related policy are considered below.

3.2. National Policy

National Planning Policy Framework (December 2024)

3.2.1. The Ministry of Housing, Communities and Local Government (MHCLG) published the 'National Planning Policy Framework' (NPPF) document in March 2012 which has been revised several times, most recently in February 2025. The NPPF sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other developments can be produced.

3.2.2. The purpose of the planning system is to contribute to the achievement of sustainable development. So that sustainable development is pursued in a positive way, at the heart of the framework is a presumption in favour of sustainable development.

3.2.3. The NPPF states that transport issues should be considered from the earliest stages of plan-making and development proposals. 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.

3.2.4. In respect of promoting sustainable travel the NPPF advocates that planning policies and decisions should consider whether:

- 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."

3.2.5. The guidance advises that, subject to the above considerations, development should not be prevented or refused on transport grounds unless 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.

3.2.6. The NPPF also recognises that Travel Plans are a key tool in facilitating sustainable travel, stating that all developments which generate significant amounts of movement should be required to provide a Travel Plan.

Planning Practice Guidance (March 2014)

3.2.7. The Planning Practice Guidance sets out that all developments that generate significant amounts of transport movement should be supported by a Travel Plan. The Guidance states that Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate.

3.2.8. Travel Plans should set explicit outcomes rather than just identify processes to be followed and should address all journeys resulting from a proposed development by anyone who may need to visit or stay, and should seek to fit in with wider strategies for transport in the area.

3.2.9. The Guidance also sets out how Travel Plans should evaluate and consider:

- Benchmark travel data including trip generation databases.
- Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development.
- Relevant information about existing travel habits in the surrounding area.
- Proposals to reduce the need for travel to and from the site via all modes of transport.
- Provision of improved public transport services.

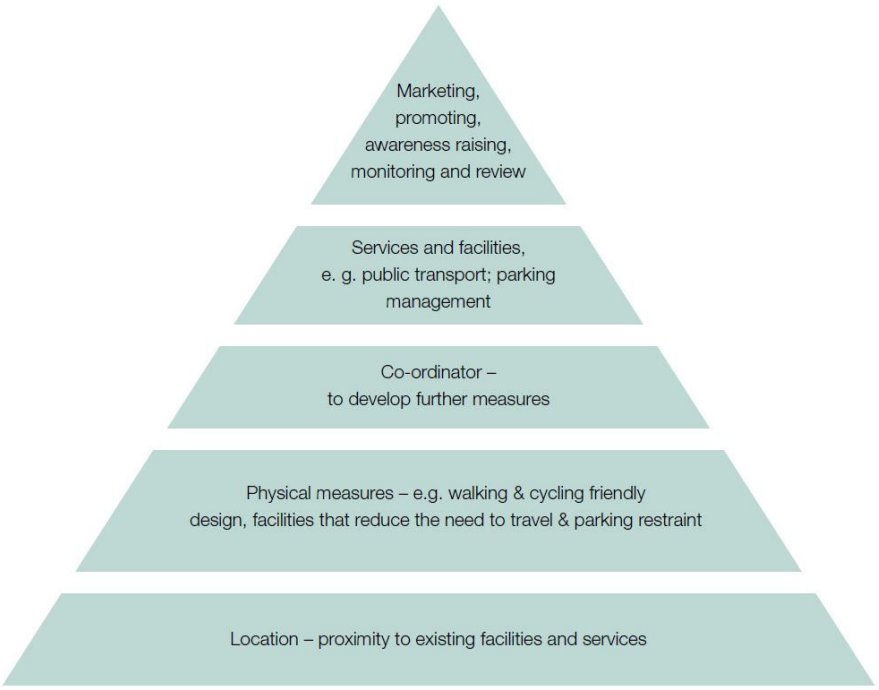
Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009)

3.2.10. The DfT and Department for Communities and Local Government published the guidelines on delivering Travel Plans in April 2009. The guidance stated that Travel Plans are dynamic, living documents that should be updated regularly; with the aim to ensure they represent the current situation in respect of travel and access, and that actions to achieve the outcomes are sought.

3.2.11. Implementing a Travel Plan involves a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances.

3.2.12. Regular monitoring will track that progress is being made towards achieving the outcome targets. Appropriate adjustments can be made to ensure that agreed outcomes are met and maintained. Travel Plans are critical to ensure that the use of sustainable modes is maximised, the finite capacity of the transport network is used effectively and the need for some costly highway infrastructure is avoided as far as is practical.

Figure 3.1: Travel Plan Pyramid



3.2.13. The guidance is again a long time established, but the Travel Plan Pyramid concept as depicted in

3.2.14.

3.2.15.

3.2.16. Figure 3.1 above, is still considered relevant to the main principles of delivering a successful Travel Plan alongside new development. The pyramid demonstrates the measures and actions needed at each tier and allows clear, visual representation of how a Travel Plan can provide a holistic combination of both hard and soft initiatives. This approach is used to form the basis of this Travel Plan.

DfT Making Residential Travel Plans Work 2007

3.2.17. The 2007 DfT guidance, although dated, identified lasting benefits of Residential Travel Plans, many of which are reflected in the objectives and measures of this Framework Travel Plan.

3.3. Local Policy

Wokingham Borough Council – Residential Travel Plan Guidance – 2011

3.3.1. This document is a guide for developers preparing Residential Travel Plans in Wokingham and accords with the objectives of national and local transport and planning policy and includes best practice examples of Travel Plan measures and objectives.

3.3.2. The document identifies that the steps required for a Residential Travel Plan, which are:

- Pre-application discussions;
- Travel Plan submission and determination;
- Securing the Travel Plan;
- Travel Plan implementation; and
- Travel Plan monitoring, reporting and review.

3.3.3. It is identified that a Framework Travel Plan is required if a development is more speculative in nature. This requires less initial detail about the precise timescales and mechanisms for the delivery of Travel Plan measures but importantly will clearly set out when the additional details will be forthcoming. The document states that both a Framework Travel Plan and a full residential Travel Plan are required for significant mixed-use developments encompassing residential units if the development will house more than 80 residents.

Wokingham Borough Council – Residential Travel Planning Guidance – 2017

3.3.1. This document was prepared to inform developers about residential Travel Plan options for new developments within the borough and identifies the importance of My Journey Wokingham in providing a borough wide approach to Travel Planning while also establishing the option for developments to have a site specific Travel Plan.

3.3.2. This guidance aligns with WBC's borough-wide My Journey Wokingham initiative, discussed further in **Section 6.0**.

4.0 Development Proposals

4.1. Introduction

4.1.1. This section of the Framework Travel Plan sets out the development proposals for the University of Reading development site which makes up a substantial portion of the wider Loddon Valley Garden Village allocation site.

4.1.2. The Illustrative Masterplan is included within **Appendix A** of this document.

4.1.3. LGV is located to the south of the urban area of Reading within the boundaries of Wokingham Borough Council (WBC), which is a unitary authority.

4.1.4. LGV forms part of the wider Loddon Valley Garden Village (LVGV) proposed allocation, which is included in WBC's Local Plan Update 2023-2040. At the time of writing, it is understood that the examination of the Local Plan Update is due to take place in late 2025, albeit this is not yet confirmed.

4.1.5. Policy SS13 of the Proposed Submission Local Plan Update sets out key matters regarding the allocation, including the provision of 3,930 dwellings, approximately 100,000m^2 of research and development floorspace, two primary schools, one secondary school, local and district centres, and a country park.

4.2. Proposed University of Reading Development

4.2.1. The proposed UoR development seeks to deliver, inter alia:

- up to 2,800 residential dwellings to include 100 custom and self-build plots;
- 2 primary schools (up to 3 forms of entry) to include early years provision and 1 secondary school (up to 12 forms of entry);
- one District Centre, to incorporate up to 11,000m2 of Class E (Commercial, Business and Service, to include a including food store of around 2,500m2), and Class F (Local Community and Learning);
- one Local Centre; to incorporate up to 2,400m2 of Class E;
- a Sports Hub to include sports pitches and pavilion space; and
- up to 4,250m2 of further Class E and Class F development to include commercial, health care and public house (sui generis)

4.3. Active Travel Provision

4.3.1. A range of provision will be promoted to reflect the differing character areas within the development; the anticipated level of usage and also the nature of the trips that are being catered for. In this respect, the following categories of provision are being allowed for:

- Segregated and shared footway / cycleway provision along the primary street network.

- Hard surfaced shared use footway / cycleways along key off-carriageway routes catering for the main desire lines to the key land uses and coinciding with WBC's planned Greenway routes.
- Hoggin surfaced shared use footway / cycleway links through other areas of the site.
- Mown Path pedestrian links through the peripheral areas to deliver walking routes through the green spaces.

4.3.2. LGV has been designed to maximise opportunities for active travel, with a comprehensive network of high-quality, direct walking and cycling routes forming a key component of the site's movement strategy. These routes are designed to connect residential areas with key destinations, including local centres, schools, employment land, and green spaces, thereby enabling safe, convenient, and attractive options for non-motorised travel throughout the development.

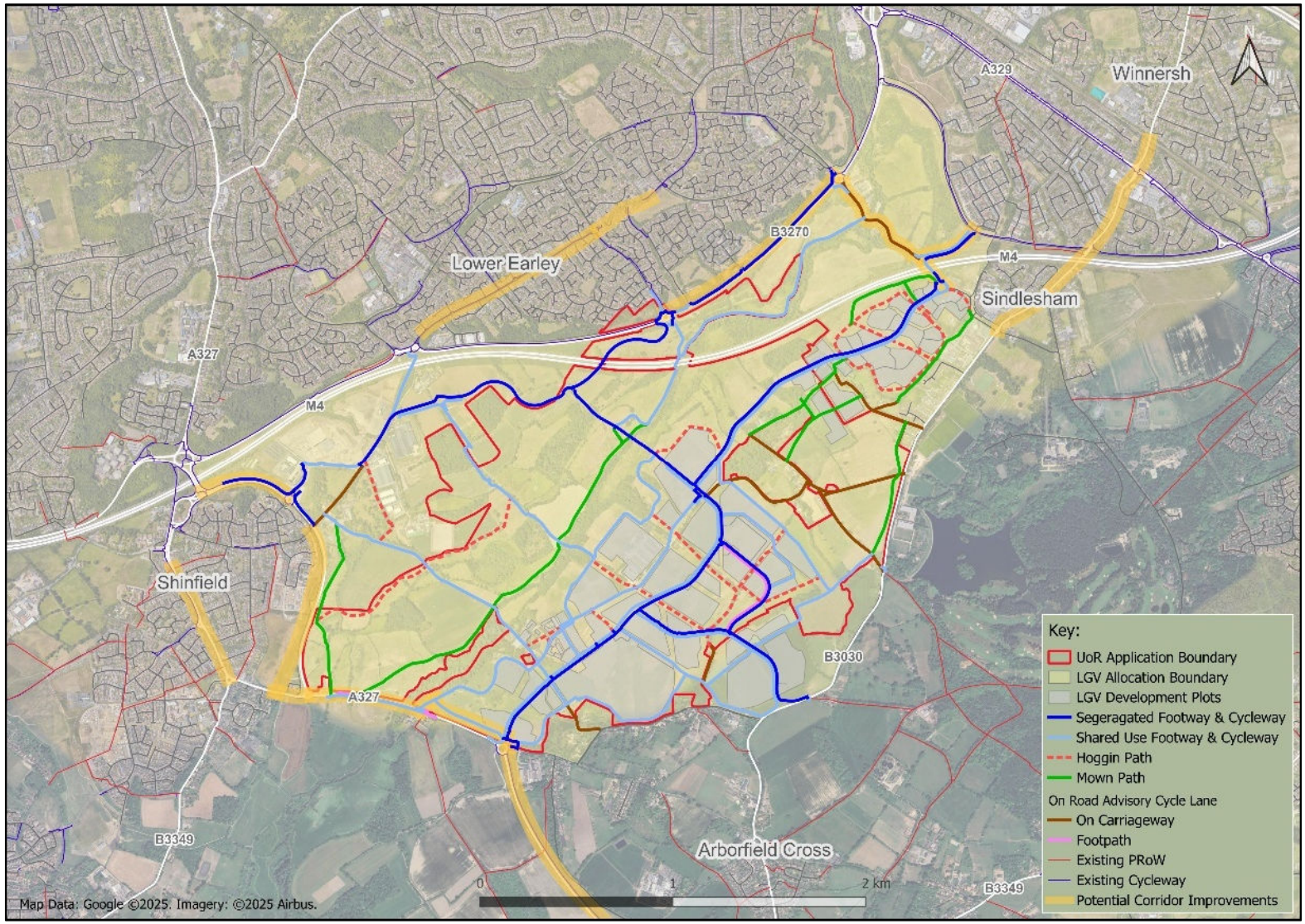
4.3.3. The strategic placement of facilities and amenities across the site further enhances the viability of active travel. By ensuring that key destinations are within reasonable walking and cycling distances, the layout supports a shift towards sustainable travel behaviours. This reduces the need for short car journeys and encourages uptake of active modes by residents, employees, and visitors alike.

4.3.4. Overall, the integrated approach to land use and movement within LGV supports national and local policy objectives to promote sustainable transport. The provision of safe, direct, and well-connected active travel infrastructure, combined with the thoughtful distribution of trip-generating uses, establishes a strong foundation for creating a healthy, accessible, and environmentally responsible community.

4.3.5. The active travel routes within the proposed development will extend to provide a high level of connectivity to the existing urban areas of Shinfield, Lower Earley, Sindlesham and Winnersh that border the development site. This will allow convenient access to facilities beyond the development, whilst also enhancing the opportunities for those living in neighbouring areas to gain convenient access to the wide range of facilities offered by LGV, potentially reducing car trips beyond the development's own population.

4.3.6. An indicative plan showing the location of these active travel routes is included below as **Figure 4.1**.

Figure 4.1: Proposed On-Site Active Travel Network



4.4. Public Transport Provision

4.4.1. A key objective of the LGV development is to deliver high-quality bus services both within the site and to key external destinations, including Reading, Wokingham, and Winnersh Triangle Railway Station. The public transport strategy aims to ensure that the majority of residential areas are served by a bus route operating at a minimum frequency of every 30 minutes throughout the day, with stops located within a five-minute walk of most homes.

4.4.2. The philosophy that has been adopted is to ensure that all areas of residential development are located within 400m of bus stops for the new services. Travel Hubs will be provided at the key stops within the residential and employment areas of LGV, incorporating a range of facilities such as bus stop, cycle parking, car club parking, cycle hire and repair facilities etc. These Hubs will supplement the travel planning initiatives aimed at encouraging and incentivising a higher take up of bus use.

4.4.3. Mindful that the full LVGV allocation site will be built out and occupied over an extended period, the provision of public transport facilities will be implemented in a phased manner. Of note however is that the precise timescales for the build out of the respective development parcels and associated highway infrastructure does have a bearing on how the bus services are implemented over time. Similarly, the configuration of other bus services operating in the area may be subject to change over the coming years. Accordingly, a flexible approach is proposed in which provision is made for the introduction of new bus services throughout the build out of the development to achieve a 30 minute frequency of operation with the option of then enhancing the frequency of the core service to 20 minutes or alternatively implementing further service enhancements as is deemed appropriate through a through a stakeholder monitoring process which would be instigated throughout all phases of the strategy.

4.4.4. It is presently anticipated that bus service provision will be implemented in three phases to correspond with the currently projected phasing of the build out of the full LVGV allocation site.

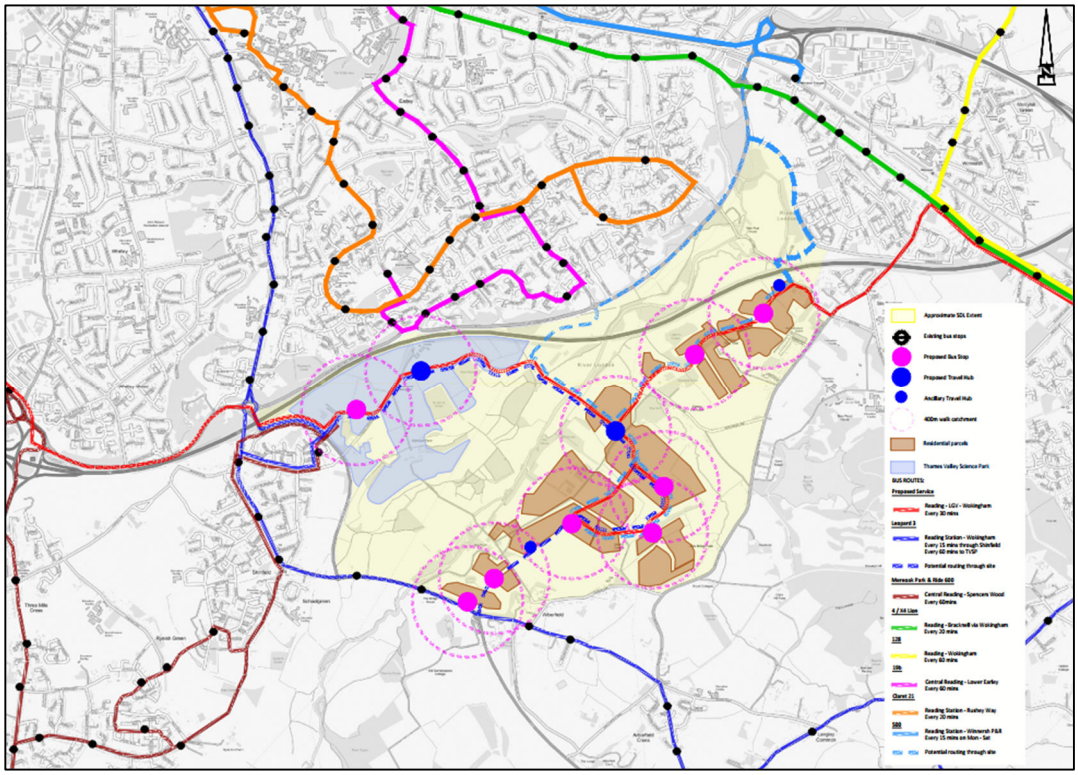
4.4.5. Phase 1 of the strategy would deliver a new service from the LVGV connecting to Winnersh rail station and Wokingham town centre. This new service would also significantly improve accessibility to bus services along King's Street Lane for existing residents in Sindlesham. Early completions in the southern area of LVGV will benefit from the existing Route 3 service that operates along the southern frontage of the site delivering a 15 minute frequency between Reading and Arborfield.

4.4.6. The establishment of the network of internal streets during the first phase will then allow the implementation of a new service during Phase 2 that routes through the heart of the development. Accordingly, it is proposed to introduce a new 30 minute frequency service operating between Wokingham and Reading via Winnersh rail station during this phase. Buses routing from Reading along the A33 corridor would enter LVGV via the Thames Valley Science Park and then route through the central area of the development before exiting at the north east onto Mill Lane. From this point the service would route onto the A329 Reading Road corridor near to Winnersh Rail station and then continue into Wokingham.

4.4.7. The new highway link over the M4 motorway will become available for use prior to Phase 3 which will offer scope to potentially extend services that currently operate along the A3290 corridor between Reading and Winnersh Triangle Park & Ride so that they also penetrate into LVGV. Similarly, as Thames Valley Science Park becomes fully built out the increased patronage from the new employees is likely to afford the opportunity to reconfigure the Route 3 services along the Arborfield Road corridor. For example, this could take the form of improving the frequency along the corridor, with additional buses routing to Thames Valley Science Park through LVGV.

4.4.8. The proposed configuration of the new bus services is depicted on **Figure 4.2** below.

Figure 4.2: Proposed Bus Services at LVGV



4.5. Vehicular Access

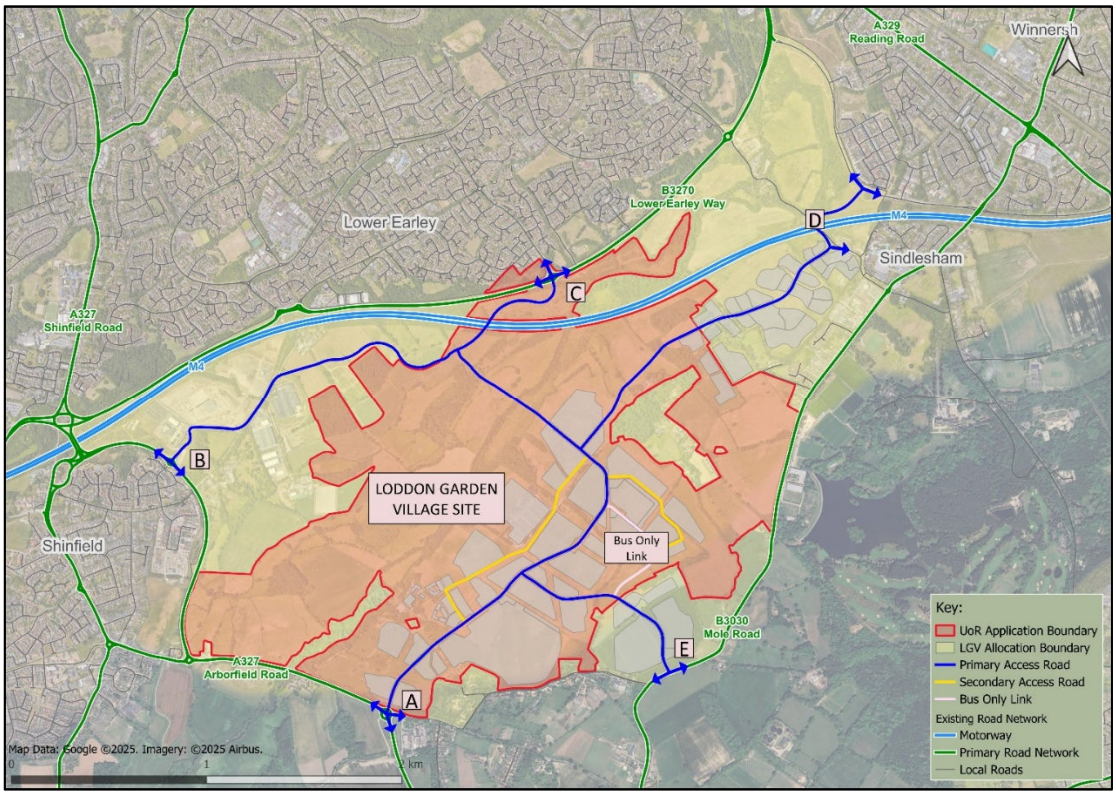
4.5.1. The full LVGV allocation site promotes five principal points of access, summarised as follows:

- A: Introduction of a fourth arm onto the existing A327 Arborfield Road / Observer Way roundabout.
- B: Upgraded access at the Thames Valley Science Park / Shinfield Eastern Relief Road roundabout.
- C: Delivery of a new bridge crossing over the M4, connecting to a reconfigured roundabout at Lower Earley Way / Meldreth Way.
- D: Provision of a new roundabout access onto Mill Lane at Sindlesham.
- E: Creation of a new priority junction onto Mole Road.

4.5.2. As illustrated in **Figure 4.**, the spatial distribution and configuration of these access points enables a high degree of traffic dispersal across the surrounding highway network. This approach reduces the risk of localised congestion that might otherwise arise if development traffic were concentrated at fewer access locations.

4.5.3. The internal highway infrastructure, including the proposed new bridge crossings of the River Loddon and M4 corridor, further supports the effective dispersal of development traffic. These strategic connections will help to minimise the potential for circuitous or extraneous routing through the surrounding network. In particular, the proposed north-south route linking the B3270 Lower Earley Way with the A327 Arborfield Road offers opportunities for some background traffic to re-route through the development area, potentially easing existing pressure on nearby corridors such as those through Sindlesham and Shinfield.

Figure 4.3: LVGV Access Locations



4.6. Cycle and Vehicle Parking Provision

4.6.1. Loddon Garden Village will incorporate a range of parking areas serving both the new homes and non-residential uses. The development will incorporate adequate, safe and secure parking for vehicles and bicycles in a discreet and sensitive manner to achieve the following aims:

- Minimise the visual impact of parked cars on the streetscene.
- Provide residents and visitors alike with safe and convenient access to their vehicles.
- Ensure that the parked cars do not obstruct pedestrians and cyclists.

- Facilitate electric vehicle charging points at parking for all land uses and at mobility hubs.
- Provide high quality secure and sheltered parking for cycles throughout.

4.6.2. As set out within the Transport Assessment which supports the planning application, cycle and car parking provision within the development will be provided in line with the WBC standards which are in place at the time of reserved matters planning applications.

4.6.3. When determining the precise level and type of parking, a design led approach will be adopted which seeks to provide parking that is well integrated and compliments, rather than dominates, the street scene. The objective is to provide an adequate level of parking and, importantly, to ensure that the spaces that are designed for parking are used for parking, and that places where parking will cause problems are not going to be used for that purpose.

4.6.4. Wherever appropriate, and particularly with the District Centre area, opportunities to deliver shared parking solutions for a range of co-located uses will be exploited. Such an approach can lead to significant reductions in the overall parking demand by realising efficiencies due to different land uses having different parking needs at different times. The reduced demand translates to more efficient use of land which frees up space to provide high quality landscaping and public open space are part of the public realm.

4.7. Travel Hubs

4.7.1. Travel Hubs which will be provided within LGV in centralised locations where various transportation modes and services converge to provide seamless and convenient mobility options for residents.

4.7.2. One of the main Travel Hubs will be located within the District Centre area which is central to the residential parcels to the east of the Loddon, focusing on serving residents and visitors to Loddon Garden Village. A second main hub is to be located to the west of the Loddon within the expanded area of the Thames Valley Science Park and will focus on maximising sustainable forms of commuter travel to and from the employment uses.

4.7.3. Each of the main Travel Hubs will incorporate a range of facilities focused around a retail space with toilet facilities, a bus stop, wayfinding signage and covered seating. Cyclists would benefit from secure cycle store facilities, maintenance equipment and scooter/cycle hire facilities whilst those travelling by car will benefit from electric charging vehicle bays, car club parking bays and drop off bays.

4.7.4. In addition to the two main Travel Hubs, an ancillary Travel Hub is also being promoted at the local centre which is promoted near to secondary school in the southern area of the development. This secondary hub will provide a bus stop, wayfinding signage, electric vehicle charging points and cycle parking to ensure residents at all parts of the proposed site can benefit from sustainable travel initiatives.

5.0 Site Accessibility

5.1. Introduction

5.1.1. This Section outlines current site accessibility and opportunities for sustainable travel beyond the site. The local pedestrian and cycle network, which underpin opportunities for adopting active travel; access to public transport; and local amenities are all outlined.

5.2. Pedestrian and Cycle Network

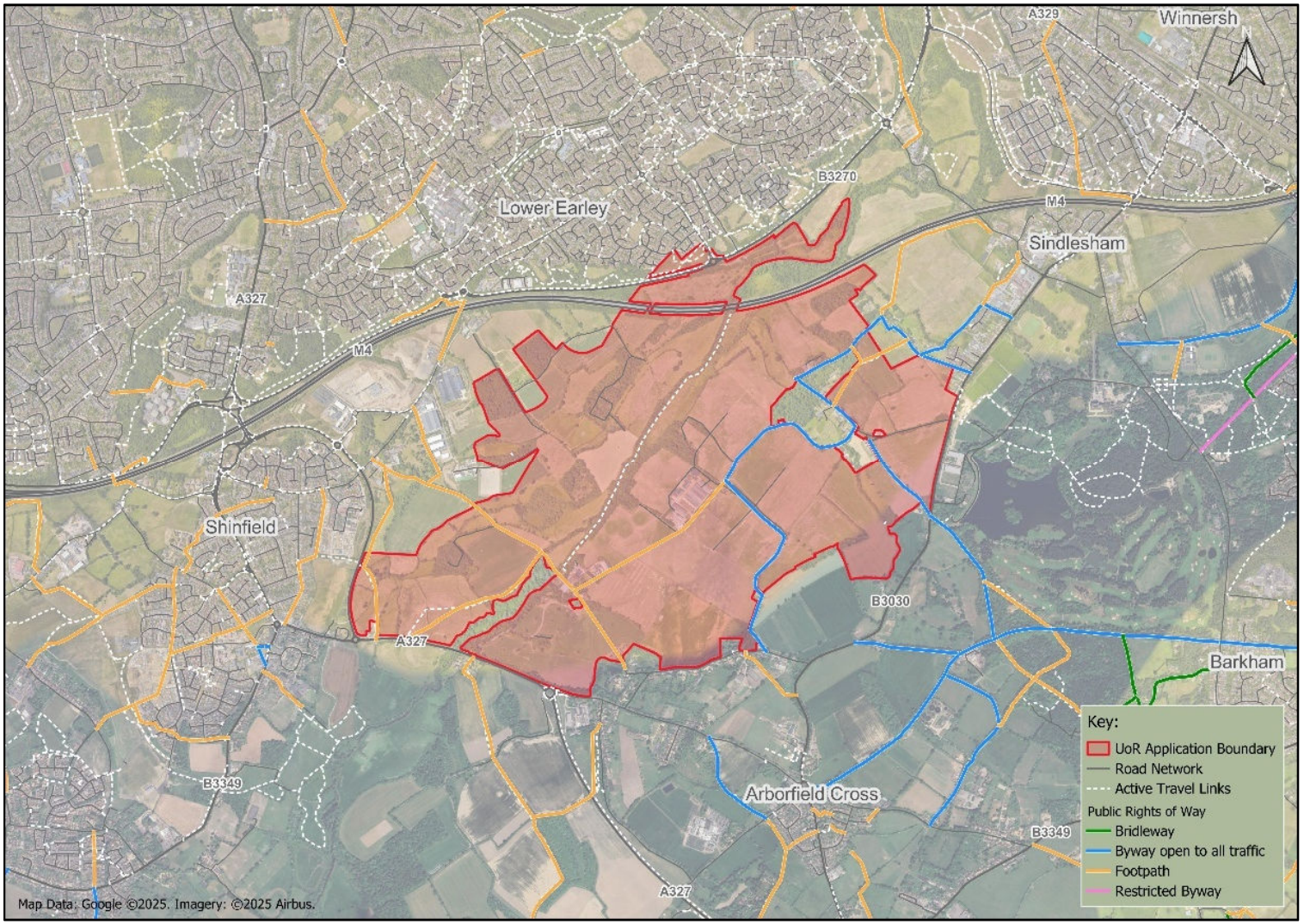
5.2.1. Given the scale and strategic location of the proposed development, the site interfaces with several established local areas, each offering varying levels of pedestrian and cyclist infrastructure. The baseline provision and accessibility differ significantly across these neighbouring locations, ranging from suburban residential layouts with formal footways to more rural fringe areas where pedestrian infrastructure is limited.

5.2.2. Within the broader LVGV allocation area, the internal active travel network is already well established through a series of public rights of way and permissive paths, providing a strong foundation for pedestrian and cyclist connectivity across the site. To the west, the Thames Valley Science Park benefits from a growing network of footways and cycleways, which continues to be enhanced as the campus expands. A key strategic link is the Cutbush Lane pedestrian and cycle bridge over the M4 motorway, which connects the site to Lower Earley Way to the north and to the Shinfield Eastern Relief Road to the west via a quiet cycle route.

5.2.3. Beyond the LVGV site boundaries, the existing urban areas of Lower Earley, Shinfield and Winnersh benefit from comprehensive footway and cycleway networks, offering good connectivity to local destinations and amenities. In contrast, connections to Arborfield and Barkham are more limited, particularly in terms of off-carriageway infrastructure. While the shared pedestrian and cyclist facility on Observer Way makes some provision, most pedestrian infrastructure in Arborfield and Barkham is restricted to footways within the existing built-up areas.

5.2.4. The existing pedestrian and cycle network in the vicinity of the development site is included within **Figure 5.1** below.

Figure 5.1: Existing Pedestrian and Cycle Network



5.3. Public Transport

5.3.1. There are a range of existing public transport services in the vicinity of the LVGV allocation site, including several bus services and railway stations. The local bus and rail services are discussed in turn below.

Public Transport - Bus

5.3.2. There are a range of existing frequent bus services in the vicinity of the development site. These include the Leopard 3 service which routes along the A327 Arborfield Road corridor which runs immediately adjacent to the southern frontage of the LGV site. Buses operate at a 15 minute frequency during weekdays between Reading and Arborfield serving key destinations within Reading such as the rail station, town centre, the Royal Berkshire Hospital and the University of Reading's main Campus at Whiteknights. All buses route along Hollow Lane through Shinfield, although of note is that one bus an hour adopts a slightly different routing to serve the Thames Valley Science Park. Similarly, one bus an hour operates further to the east providing a connection to Wokingham town centre.

5.3.3. Services to Thames Valley Science Park are supplemented by the Route 600 buses which operate from the A33 Mereoak Park & Ride through Shinfield, Spencers Wood and then along the A33 corridor into Reading via the Mereoak Park & Ride. The Route 600 bus service operates at an hourly frequency in the vicinity of the Thames Valley Science Park.

5.3.4. Other services of note which operate within 400m of LVGV include the Lion 4 / 4a bus services both of which route along the A329 Reading Road corridor to the north-east of the development site between Reading and Bracknell via Wokingham. Both of these services operate at a 30-minute frequency during weekdays, leading to a combined 15-minute bus frequency on the A329 corridor between Reading, Wokingham and Bracknell.

5.3.5. The Route 19b service operates at an hourly frequency between Central Reading and the Lower Earley District Centre via the Royal Berkshire Hospital. Similarly, the Claret 21 bus service routes through Earley and Lower Earley to the north of the M4 motorway before providing a connection into Central Reading. The Claret 21 bus service operates at a 15-minute frequency on weekdays.

5.3.6. The Route 128 bus service operates to the north east of the proposed development site and runs between Central Reading and Wokingham via Twyford, Sonning and Woodley. This service operates at an approximately hourly frequency on weekdays.

5.3.7. The aforementioned bus routes are supplemented by a series of less frequent services that operate in the area. These include a daily service along the A327 Arborfield Road at the southern frontage of the LGV site and also the weekly service along Mole Road which forms the eastern boundary of LVGV.

5.3.8. **Table 5.1** below summarises the routings and frequencies of all the bus services that currently operate close to the LVGV site.

Table 5.1: Existing Bus Services

Route Number	Route	Approximate Frequency (Peak Periods)		
		Weekday	Sat	Sun
600	Reading – Mereoak P&R – Spencers Wood	60 mins	60 mins	-
3	Reading – RB Hospital – TVSP - Arborfield	60 mins	-	-
3	Reading – RB Hospital – Shinfield - Arborfield	15 mins	20 mins	30 mins
	Reading – RB Hospital – Shinfield – Arborfield - Wokingham	30 mins	60 mins	60 mins
19b	Reading – RB Hospital – Earley Gate – Lower Earley	60 mins	60 mins	-
21	Reading – University – Lower Earley	15 mins	15 mins	20 mins
4	Reading – Wokingham – Great Holands – Bracknell	30 mins	30 mins	60 mins
4a	Reading - Wokingham, John Nike Way - Bracknell	30 mins	30 mins	
128	Reading – Woodley – Twyford – Wokingham	60 mins	120 mins	-
500	Central Reading – Winnersh Triangle Park and Ride via Cemetery Junction	15 mins	15 mins	60 mins

Public Transport – Rail

5.3.9. The development site is in within close proximity to multiple railway stations, with the closest railway stations being located to the east of the development at Winnersh and Winnersh Triangle railway stations. Also of note is that Reading Railway Station is located approximately 6.6km to the north of the development site and is the second busiest station for interchange outside of London.

5.3.10. **Table 5.2** below, sets out the distances between the development site and the local railway stations as well as identifying the bus routes that serve both the development site and railway station.

Table 5.2: Local Railway Stations

Railway Station	Distance from Centre of Site (Crow fly)	Bus Routes
Reading Central	6.6 km	3, 4, 4a 19b, 21, 500, 600
Winnersh	2.8 km	4/4a, 128
Winnersh Triangle	2.8 km	4/4a, 500
Earley	3.0 km	4/4a
Reading Green Park	6.5 km	-

5.3.11. The rail services available from Winnersh Triangle Station are shown in **Table 5.3** below.

Table 5.3: Winnersh Triangle Railway Station Services

Destination	Journey Time	Approximate Frequency Guide			
		Peak	Off Peak	Evening	Weekend
Wokingham	6 mins	Every 30 mins			
Bracknell	12m mins				
Reading	9 mins				
Ascot	20 mins				
Staines	41 mins				
London Waterloo	75 mins				

Source: National Rail Enquires, May 2025

5.3.12. Whilst Winnersh and Winnersh Triangle are the closest rail stations, it is of note that Reading rail station lies approximately 6.5km to the north and is connected by the Route 3 bus service that operates at Thames Valley Science Park and also the Route 4 / 4a / 19b / 21 / 500 / 600 bus services that operate in close proximity to the proposed development site.

5.3.13. Reading railway station is the second busiest railway interchange in England outside London and caters for approximately 13.5 million passengers per year. It forms a national hub with rail services operated by CrossCountry, South Western Railway and Great Western Railway providing connections to destinations across Great Britain - including direct links to Gatwick, Heathrow International Airports and Central London Essentially, Reading Railway Station performs three diverse roles for travellers within the Reading urban area comprising:

- Locally - connecting Reading with other adjoining local areas in the Thames Valley;
- Regionally – forming a central Transport Hub for both the sub-region and South-east region as a whole where either connections to or interchange for services to a large number of destinations in the south-east are possible; and
- Nationally – forming a national hub at the cross-roads of the Great Western mainline and Cross Country networks providing connections between the sub-region and all other English regions as well as Wales and Scotland.

5.3.14. **Table 5.4** below shows a variety of destinations, journey time and frequency of services of rail services operating from Reading Station.

Table 5.4: Reading Railway Station Services

Destination	Journey Time	Approximate Frequency Guide			
		Peak	Off Peak	Evening	Weekend
Wokingham	10 to 14 mins	15 mins	15 mins	15 mins	15 mins
Basingstoke	17 to 27 mins	20 mins	20 mins	20 mins	20 mins
London Paddington	25 mins	8 mins	8 mins	8 mins	8 mins
Southampton	50 mins	60 mins	60 mins	60 mins	60 mins
Bristol	63 mins	20 mins	30 mins	30 mins	30 mins
Birmingham	93 mins	30 mins	60 mins	60 mins	60 mins
Cardiff	115 min	60 mins	60 mins	60 mins	60 mins

Source: National Rail Enquires, May 2025

5.3.15. It is evident therefore that the provision of high quality bus services operating between LGV and the nearby rail stations at Reading and Winnersh Triangle will enable residents, employees and visitors to be able to undertake journeys beyond the immediate area by public transport modes.

5.4. Local Amenities

5.4.1. The proposed development will benefit from the provision of a number of facilities on site, as described in previous sections. These will include education, retail, employment and leisure facilities, all of which will be well connected by active travel infrastructure to residential areas and hence will contribute towards reducing the need to travel beyond LGV.

6.0 Measures

6.1. Introduction

6.1.1. To meet the objectives of the Travel Plan presented in **Section 2.0**, a series of measures will be implemented by the applicant and at a future time, managed by the Site Wide Travel Plan Coordinator (TPC).

6.1.2. These can be categorised as 'hard' or 'soft' measures, whereby hard measures include many of the physical enabling infrastructure measures covered in **Section 4.0** and **5.0**, and soft measures including the provision of information and promoting awareness to residents.

6.2. My Journey Wokingham

6.2.1. Launched in 2012, My Journey Wokingham is WBC's borough-wide active and sustainable travel behaviour change campaign. The programme aims to help and inspire residents, employees, and visitors of all ages to walk, scoot, cycle, or use public transport for their journeys. Initially funded by the Department for Transport's Local Sustainable Transport Fund (LSTF), it now receives funding from various sources, including Section 106 developer contributions and successful bids to the DfT and the DEFRA.

6.2.2. Key aspects of the My Journey Programme provision include the following:

Education and Training:

- *Bikeability Training*: Collaborates with 100% of primary and junior schools in the borough, training over 80% of Year 6 students in Bikeability Level 1/2.
- *Adult Cycle Training*: Offers adult road cycle training sessions for beginners and improvers, led by experienced Bikeability instructors.
- *Balance Bike Clubs*: Runs weekly Balance Bike Clubs for 2-4-year-olds.

Community Engagement:

- *Events and Challenges*: Organizes events like the Wokingham Bikeathon and active travel challenges in partnership with platforms like Love to Ride.
- *School Initiatives*: Supports schools in achieving national Modeshift STARS awards and provides resources, activities, and competitions to promote sustainable travel among students.
- *Personalised Travel Planning:* Assisting individuals in planning efficient travel to regular destinations via public transport, walking and cycling.

Infrastructure and Resources:

- *Journey Planning Tools:* Provides online tools for residents to plan their journeys using sustainable modes of transport.
- *Live Bus Information:* Offers real-time bus schedules to facilitate public transport use.
- *Welcome Packs for New Developments:* Distributes bespoke welcome packs to residents in new Strategic Development Locations, containing information on walking, cycling, public transport, and car travel options.

Air Quality Initiatives:

- *Air Quality Project:* Focused on improving air quality around the borough, this project delivered events, active travel initiatives, campaigns, and educational resources in collaboration with schools and community groups. It was funded by DEFRA and managed by the Air Quality Active Travel Officer, running from October 2020 to September 2024.

6.2.3. As part of the planning obligations for LGV, the University of Reading (or any successor in bringing forward development under an approved planning consent) will contribute funding to the My Journey Wokingham initiative. This will enable Wokingham Borough Council to continue delivering development-specific measures—such as Travel Welcome Packs for LGV residents—as well as coordinating local and borough-wide initiatives that promote active travel, support residents' health and wellbeing, and contribute towards the Council's ambition of becoming carbon neutral.

6.3. Potential Travel Planning Measures

6.3.1. My Journey Wokingham will provide many of the typical Travel Planning measures associated with new developments, such as residents welcome packs and personalised travel planning. The other measures directly funded and managed by the LGV Travel Plan will aspire to go beyond what has been considered standard until recently, and drive the vision of a location where using active travel modes and public transport is preferred.

6.3.2. Several of these key measures are set out below.

Electric Bike Voucher

6.3.3. Studies by various parties including the DfT and Sustrans have identified the significant opportunities which e-bikes open up to increase fitness, reduce traffic congestion and to provide environmental improvements.

6.3.4. Comprehensive cycling infrastructure will be provided at LGV, but there will be some instances where people may not be physically capable of cycling any more that a very short distance, where they may be concerned about the weight of shopping, or they may wish to cycle to areas beyond LGV.

6.3.5. The first occupier of each house in LGV will be entitled to claim a voucher upon application entitling them to a contribution towards the purchase of an e-bike up to a certain value. The Travel Plan Coordinator will establish an agreement with a local retailer to supply the bikes, when purchased with the appropriate voucher.

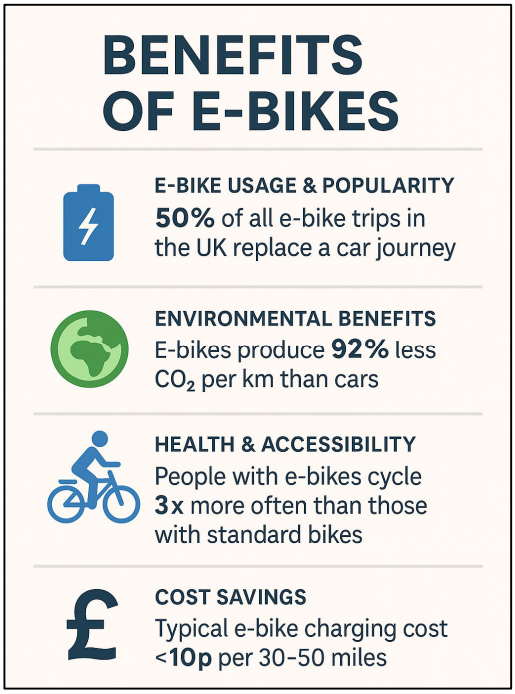
6.3.6. This initiative encourages a shift away from car use by promoting an active, low-emission option for short-to-medium distance trips, supporting physical and mental wellbeing while reducing pressure on local roads and parking. This will help residents establish long-term sustainable habits and contributing to the creation of a vibrant, low-carbon community.

6.3.7. In these types of situations an e-bike could be a boon and would integrate well with the mobility hubs being prompted within LGV.

6.3.8. A mobility hub is a central location where multiple transport modes—such as buses, trains, cycling, car clubs, and e-scooters—are seamlessly integrated to enable easy, sustainable, and efficient travel. Mobility hubs typically include facilities such as real-time information, secure cycle parking, and sheltered waiting areas to support multimodal journeys.

6.3.9. LGV will benefit from several mobility hubs provided in locations typically in close proximity to bus stops. Such facilities will allow people to cycle to the bus stop and store their bike safely whilst they go elsewhere, or alternatively use an electric vehicle car club.

6.3.10. Mobility hubs are detailed more fully in the Transport Assessment report.



Electric/Scooter Bike Hire

6.3.11. The provision of a local hire scheme at the mobility hubs will be explored. The scheme will be promoted with clear guidance on registration, pricing, and local docking/collection points.

Electric Vehicle Car Club

6.3.12. An electric vehicle car club supports modal shift, reduces car ownership, and complements garden village design principles of walkability and low-carbon travel. Car clubs also reduce parking demand, and encourage residents to adopt more conscious travel habits. This aligns with the core garden village principles of community, sustainability, and active living.

6.3.13. Operators of EV car clubs in the UK include Co Wheels and Enterprise Car Club. Typically, car clubs operate by initially providing a single car (potentially in more than one location in a larger development) and then increasing the number of vehicles in line with demand. Should demand necessitate, a car club van can also be provided, which can assist residents in transporting bulkier items.

Bus Taster Tickets

6.3.14. Bus taster tickets have been used for a number of years at new developments to encourage the use of public transport. Typically, these tickets are valid for one-week of travel on local services. Upon application, the first occupier of a dwelling at LGV will be able to obtain a ticket for one month of travel on the local bus service.

6.3.15. With only a week long taster ticket, if a person experiences one or two events where the service is delayed, for example because of an accident, they may perceive this to be the standard journey experience. A month long period of 'free' travel will allow residents to gain a better appreciation for the convenience of the service and to consider how they may use it for work, leisure or other journey purposes.

Mobility as a Service

6.3.16. Mobility as a Service (MaaS) is a digital platform that integrates various forms of transport—such as buses, trains, bikes, taxis, and car clubs—into a single, user-friendly service. It allows people to plan, book, and pay for multi-modal journeys through one app or system. The goal is to make sustainable and shared transport as convenient and flexible as using a private car, helping reduce congestion and emissions.

6.3.17. Both Reading Borough Council and Wokingham Borough Council are exploring opportunities to develop and deliver MaaS across the local area. For instance a single MaaS app could provide cycle hire from one part of LGV to another, followed by a journey on the bus. Should MaaS be implemented local in future, LGV infrastructure and travel options can be integrated into the platform.

Dr Bike

6.3.18. Dr Bike is a UK-wide initiative offering free bicycle maintenance services to promote cycling safety and accessibility. The sessions provide cyclists with safety checks and minor adjustments such as brake adjustments, gear tuning, and tyre inflation. The sessions often take place in community spaces, aiming to encourage cycling by ensuring bikes are roadworthy and riders feel confident. By facilitating accessible bike maintenance, Dr Bike plays a crucial role in promoting sustainable transport and healthier lifestyles.

6.3.19. It is proposed to operate a Dr Bike session once each month in the main district centre of LGV. This central location will provide the opportunity for maximum coverage to residents, employees and visitors of LGV. The Travel Plan Coordinator will liaise with local bike shops to arrange a regular provider for the Dr Bike sessions.

Car Sharing

6.3.20. Car sharing will be promoted as a practical means of reducing single-occupancy vehicle use, helping to cut congestion and emissions while lowering travel costs for users. Residents and employees will be encouraged to share regular journeys with colleagues or neighbours, particularly for commuting.

6.3.21. The Travel Plan will publicise recognised online platforms such as Liftshare and BlaBlaCar, which provide secure matching services for people making similar journeys. In addition, internal forums or workplace noticeboards may be established to facilitate informal matching within the development. Information on car sharing will be included within the Travel Welcome Pack and reinforced through regular communications, ensuring that car sharing is positioned as a safe, cost-effective and environmentally responsible alternative to driving alone.

6.4. Summary of Measures

6.4.1. **Table 6.1** sets out measures which will assist in the establishment of low carbon modes of travel as a default for residents of LGV. The measures highlighted in green ink are typically delivered by My Journey Wokingham.

Table 6.1: Travel Plan Measures Summary

Travel Mode	Measures to Reduce Single Occupancy Vehicle Trips	Measure Type	Performance Indicator
Multimodal	Mobility hubs in common destinations in the development will provide opportunities to travel via sustainable modes. These will include electric bike and/or scooter hire.	Hard	Observed use of mobility hub facilities / travel surveys.
	As such times as there is a MaaS app in use locally, the Travel Plan coordinator will look at getting the various travel opportunities at LGV integrated to the app.	Soft	Use of MaaS app
Walking	Encourage walking by creating a network of safe and legible routes to on-site facilities and amenities with onwards signage to key off-site destinations.	Hard	Number of pedestrians observed.
	Setup a local walking group via www.livingstreets.org.uk	Soft	n/a
	Promote national and local walking events such as Walk to School Week, organised by Living Streets.	Soft	n/a
	Wayfinder signage throughout the Site to the district and local centres and key facilities and amenities	Hard	n/a
	Walking map included in the 'Welcome Pack' provided to all dwellings at the time of occupation	Soft	n/a
Cycling	Encourage cycling by creating a network of safe and legible routes on-site with onwards signage to key off-site destinations	Hard	Number of cyclists observed
	Provide a voucher for an ebike for first occupier of each household upon application.	Soft	Number of vouchers issued
	Organise monthly Dr Bike sessions.	Soft	Number of attendees
	Promote health and environmental benefits as well as cost savings that cycling can have.	Soft	Number of cyclists observed / travel survey responses.
	Encourage residents to participate in the cycle to work scheme if offered by their employer.	Soft	
	Setup a local cycling group via www.livingstreets.org.uk	Soft	
	Promote national and local cycle events such Cycle to Work Day.	Soft	
	Walking map included in the 'Welcome Pack' provided to all dwellings at the time of occupation	Soft	n/a

Travel Mode	Measures to Reduce Single Occupancy Vehicle Trips	Measure Type	Performance Indicator
Public Transport	Collaborate with local public transport providers to improve services, negotiate discounts and trial initiatives	Soft	Number of bus passengers generated by the development / travel survey responses
Bus	Provision of a primary on-site road network suitable for a bus service.	Hard	
	Encourage bus travel through the provision of information regarding services available and key destinations accessible by bus. https://www.myjourneywokingham.com/live-bus-map/ https://www.nationalexpress.com/en/destinations	Soft	
	Promote the Reading Buses app to ensure residents get the benefit of live updates, virtual assistance regarding nearby services and routes and paperless tickets. https://www.reading-buses.co.uk/app	Soft	Number of downloads
	Promote relevant school and commercial bus services to manage peak hour car trips	Soft	Number of school children travelling by bus
	Provide one month bus taster ticket for use on local bus services for each household upon request.	Soft	Number of bus passengers generated by the development
	Liaise with bus operators to establish opportunities to improve services as well as negotiating travel discounts / trial initiatives.	Soft	
	Provide information regarding senior / disabled persons bus passes, discounted bus / coach travel and other information available from Wokingham Borough Council. https://www.wokingham.gov.uk/parking-and-transport/transport-and-travel-passes	Soft	
	Promote rail travel websites as a good source of up to date ticketing and real time travel information. https://www.nationalrail.co.uk/journey-planner/	Soft	
	Provide digital information regarding senior / disabled persons railcards, train fare discounts and other travel information available from Devon County Council. www.traveldevon.info/train/railcards	Soft	
Marketing and promotion	Provide Travel Plan information digitally where appropriate, to minimise carbon footprint associated with Travel Plan implementation	Soft	Engagement with residents, number of events held / focus groups, amount of information distributed, no. of personal travel plans prepared
	Annual Travel Plan Coordinator led events to promote sustainable travel	Soft	
	Provide website links to travel operators in residents Welcome Packs.	Soft	
	Provide personalised journey planning scheme for residents	Soft	
Car	Promote car sharing	Soft	Uptake of car sharing identified in travel surveys, reduction in Single Occupancy Vehicle trips
	EV Car Club	Hard	Car club vehicle usage.
	Promote the Travelwise campaign and encourage drivers to plan their journeys more carefully, i.e. linking their trips to reduce the number of journeys required. https://modeshift.org.uk/travelwise-week/	Soft	Reduction in trips generated by development

Travel Mode	Measures to Reduce Single Occupancy Vehicle Trips	Measure Type	Performance Indicator
	Promote national lift share week liftshare.com/uk/liftshare-week	Soft	Number of participants

7.0 Travel Plan Delivery

7.1. Introduction

7.1.1. A key element of the Travel Plan is the nomination and appointment of a Travel Plan Coordinator (TPC) who is to act as a 'champion' for the Travel Plan. At the moment it is not yet determined whether a single TPC will be appointed to cover the whole of LVGV, or if the role will be broken down within the individual phases or development parcels.

7.1.2. The main responsibilities of the TPC are set out below, which are to be reviewed on an annual basis. Five years after an agreed level of occupation has been met, it is expected that if targets are achieved, which will be set following the first travel surveys, the requirement for further travel plan monitoring will cease, subject to agreement with WBC .

7.2. Travel Plan Coordinator

7.2.1. A TPC will be appointed by the developer(s) to implement, manage, and monitor the Travel Plan, in line with WBC Requirements. When the TPC has been identified and appointed, their contact details will be provided to WBC's Travel Planning Officers.

7.3. Roles and Responsibilities

7.3.1. As described in **Section 6.0**, a number of the functions which would typically be fulfilled by a TPC in other locations will instead be delivered through WBC's My Journey Wokingham function.

7.3.2. The developer or developers who ultimately build out the proposed development will enable the TPC to implement and manage the residential travel planning measures and initiatives. The main responsibilities of the TPC are set out below, but will be reviewed on a regular basis:

- Overseeing the implementation of the Residential Framework Travel Plan to a Full Residential Travel Plan and acting as the primary point of contact for residents and stakeholders.
- Hold meetings with a future residents' association to discuss the Travel Plan, as required.
- Designing and implementing effective marketing and awareness-raising measures and events to promote sustainable forms of travel.
- Acting as a point of contact for residents requiring local travel information and directing them to the information available through My Journey Wokingham.
- Supplying relevant information as necessary to increase awareness of transport and environmental issues.
- Managing and monitoring cycle parking demand to ensure an adequate supply of parking provision.
- Liaising with WBC and local public transport operators where necessary; and
- Coordinate travel surveys and oversee the submission of Travel Plan Monitoring Reports to WBC.

7.4. Phasing and Prioritisation

7.4.1. To maximise the potential of the Residential Framework Travel Plan (FTP), a prioritising approach is intended to be adopted. This would frame a strategy and appropriate timescale to key components of the full Residential Travel Plan (TP). An example Action Plan strategy has been set out in **Table 7.1.**

Table 7.1:Action Plan Implementation Strategy

Implementation Phase	Timescale	Strategy
Short-Term	6 months before anticipated first occupation	• Appoint a Travel Plan Coordinator
	Within 12 months following first occupancy	• Travel surveys following occupation of 100th dwelling or within 12 months of first occupation. • Present results in Full Residential TP Monitoring report to WBC within 3 months of travel surveys. • Agree Target Targets / measures / Action Plan. • Promote initial on-site Active Travel measures and connections off-site.
Medium-Term	Year 1 – Year 3	• Travel surveys on 1st and 2nd anniversary of initial survey. • Present results in TP Monitoring report to WBC within 3 months of travel surveys • Continuation of Travel Plan promotion through site marketing materials and residential community group meetings
Long-Term	Year 3 +	• Travel surveys on 3rd and 4th anniversary of initial survey. • Present results in initial TP Monitoring report to WBC within 3 months of travel surveys • Refine travel planning initiatives to maximise their benefit and impact

7.4.2. Due to the dynamic nature of the Residential Framework Travel Plan, the above strategy will be assessed following occupation of the development and updated if necessary in consultation with WBC.

7.5. Securing the Travel Plan

7.5.1. The UoR will contribute to My Journey Wokingham to cover a number of the Travel Planning measures which will be delivered directly by WBC. For measures which will be locally delivered, either WBC or the end housebuilder will fund the preparation, implementation, and operation of the remaining Travel Plan process, together with funding the TPC whose responsibilities relate to monitoring and review, which shall be undertaken in association with WBC. Such matters would be secured through S106 Agreement.

8.0 Monitoring and Review

8.1. Introduction

8.1.1. The Good Practice Guidelines state that Travel Plans are living documents that need to be updated regularly and implementing a Travel Plan involves "…a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances." In line with this guidance, a recurring approach to managing the Residential Framework Travel Plan and future Full Residential Travel Plan is proposed for the development. This can be seen in **Figure 8.1**.

Figure 8.1: Travel Plan Management Regime

8.2. Travel Plan Targets

8.2.1. Travel Plan targets are a key element in monitoring and evaluating the success of measures designed to encourage sustainable travel behaviour. They provide a clear benchmark against which progress can be measured, allowing both the developer and the local authority to assess whether the Travel Plan is achieving its intended outcomes. Effective targets can also help to focus resources, justify future interventions, and demonstrate compliance with planning obligations.

8.2.2. However, it is important that any targets set are realistic, evidence-based, and proportionate to the site's location, accessibility, and the characteristics of its occupants. Prematurely setting arbitrary targets—before any site-specific travel behaviour data is available—risks undermining the credibility of the Travel Plan and may lead to unrealistic expectations or unachievable commitments.

8.2.3. For this reason, it is standard and best practice to delay the setting of specific modal share or travel behaviour targets until after an initial baseline travel survey has been undertaken. This survey will form the evidence base for establishing meaningful, achievable, and locally relevant targets.

8.2.4. Once baseline data has been gathered, SMART (Specific, Measurable, Achievable, Realistic and Time-bound) targets can be defined and agreed with the local authority. These can then be used to guide the Travel Plan's ongoing implementation and review, and to determine whether remedial action or further measures are required.

8.3. Travel Plan Monitoring

8.3.1. The monitoring process of future full Residential Travel Plan will be conducted across several stages:

- Baseline travel data will be obtained via a resident's travel survey conducted within 12 months of occupation or by the 100th dwelling. These surveys will form the basis for the initial Travel Plan targets.
- Further monitoring data will be collected annually and compared with baseline data.
- The TPC will review and evaluate the Travel Plan after each monitoring period and will pass results onto WBC.

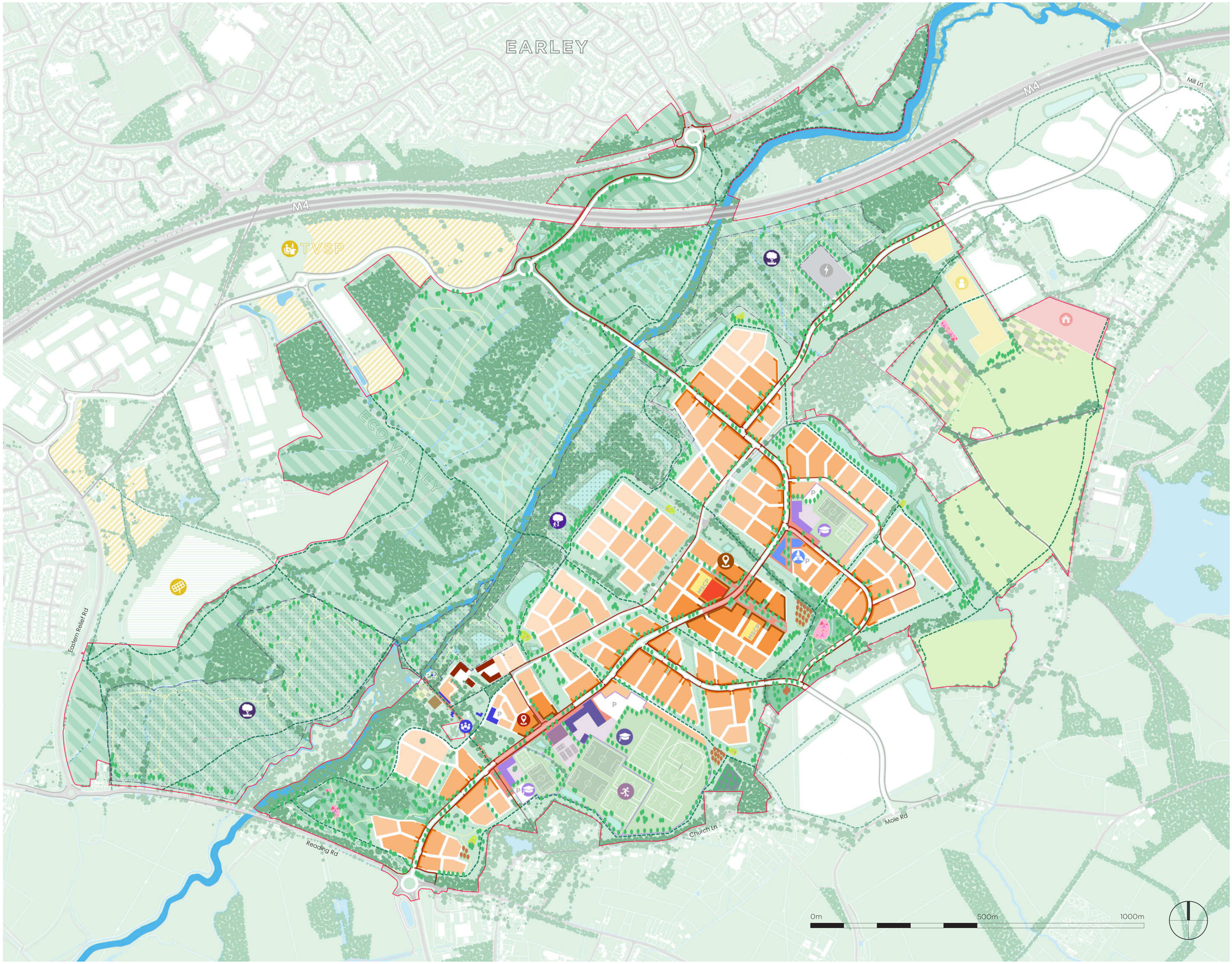
8.3.2. The baseline monitoring will allow for an accurate pattern of travel to be established, with targets to be built upon this. Monitoring activity will be the responsibility of the TPC with the resources, time, and funding to be provided by the developer.

8.4. Reporting

8.4.1. All relevant monitoring findings will be made known to WBC. If necessary, changes will be made, with agreement with WBC, to any of the measures within the Travel Plan in order to ensure it remains relevant and effective.

Appendices

Appendix A: Illustrative Masterplan



- Application Boundary
- Primary St infrastructure with foot/cycle way
- Active travel route
- High density residential parcels - (DC & LC)
- Mid-high density residential parcel
- Mid-low density residential parcel
- Low density residential parcel
- Self-build Plot
- Gypsy and Traveller Pitches
- Secondary School
- Primary School
- Sport Hub
- Community Hub
- Community + Leisure centre
- Class E(c), E(g)
- Supermarket and multi-storey car park
- Eco Valley
- SANG / SANG link
- Retained Agricultural Land
- Park & Garden
- Orchard/Allotment
- Burial Ground
- Electrical substation
- Play area
- District Centre
- Local Centre
- Thames Valley Science Park
- Future Solar farm
- Future employment parcel

LODDON GARDEN VILLAGE

on behalf of
University of Reading

IM001
LGV - illustrative Masterplan

Drawn by	Checked by	Scale
TP	**TP/VD**	**1:5000 @A1**
Drawn on	Revision	Job
18.07.25	**D**	**498048**

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