



AUGUST 2025

Framework Travel Plan

Shinfield Park, Reading

Iceni Projects Limited on behalf of
Wrenbridge (FRELD Reading) LLP

August 2025

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ON BEHALF OF
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Framework Travel Plan
SHINFIELD PARK, READING

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A1. EXAMPLE QUESTIONNAIRE

1. INTRODUCTION

- 1.1 Icen Projects Ltd has been appointed by Wrenbridge (FRELD Reading) LLP to provide a Framework Travel Plan (FTP) in support of the proposed redevelopment of existing office development at Shinfield Park, Reading, RG2 9FW – henceforth referred to as “the Site”. The Site falls within the boundary of Wokingham Borough Council (WBC) as the local planning and highway authority.
- 1.2 This FTP has been prepared to support an application for construction of 5 buildings with a combined floor area of 20,102m² GIA, with Unit 3 being designed so it could be one or 2 units. Each unit will have dedicated parking and service yards, with an element of parking also being provided within the existing car park to the north of the site under a flexible employment use for Class E(g)(ii), E(g)(iii), B2 and B8 uses.
- 1.3 This FTP identifies a range of outline initiatives which will be supplemented by targets and details other matters to be discussed and agreed for inclusion in the final document.
- 1.4 The methodology used in the preparation of this FTP principally follows the Department for Transport (DfT) document ‘Travel plans, transport assessments and statements in decision-taking’ (October 2014), which forms part of the Planning Practice Guidance. Reference has also been made to WBC’s ‘Travel Planning Guidance for Developers’ during the writing of this FTP.
- 1.5 This FTP identifies a range of outline initiatives which will be supplemented by targets, and details other matters to be discussed and agreed for inclusion in the final documents to be prepared by the occupier(s) of each unit.
- 1.6 A Transport Statement has also been submitted as part of the planning application submission which includes details regarding bus, cycle and pedestrian requirements for the Site.

What is a Business Travel Plan?

- 1.7 Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the development.
- 1.8 FTPs are an important element of the Government’s integrated transport strategy and are a means of managing the transport generated by a development or site and implementing measures to reduce identified adverse effects of such transportation.

- 1.9 A FTP is essentially a series of initiatives that are introduced by an organisation to provide staff with an enhanced range of sustainable transport opportunities. The overriding objectives of FTPs are to reduce the level of single occupancy car use for all journeys and to maximise the use of other sustainable forms of travel such as walking, cycling, and public transport.

Benefits of a Travel Plan

- 1.10 The most easily identifiable benefits of a FTP are those that are directly related to reductions in vehicle use; namely proportionally less congestion, noise, air pollution and accidents.
- 1.11 There is however, also a broader range of more intangible benefits that can accrue from the implementation of FTP initiatives. Depending on the characteristics of each development, such benefits can include:
- Healthier staff and customers;
 - Energy savings – through reduced fossil fuel use;
 - Improved use of public transport – through FTP initiatives;
 - An improved environment for pedestrians and cyclists;
 - Enhancement of the image of the company/organisation;
 - Cost savings – to staff as travel becomes more efficient; and
 - Improved quality of life – through time savings achieved as a result of less congestion and reduced stress.

2. PROPOSED DEVELOPMENT

- 2.1 A full description of the proposed development scheme is contained in the supporting documents accompanying the planning application. The following description is pertinent in transport terms.

Development Details

- 2.2 The proposals comprise demolition of the existing buildings on site and construction of 5 buildings with a combined floor area of 20,102m² GIA, with Unit 3 being designed so it could be one or 2 units. Each unit will have dedicated parking and service yards, with an element of parking also being provided within the existing car park to the north of the site. A site layout plan is shown at **Figure 2.1**.



Figure 2.1 Site Layout

Proposed Access Arrangements

- 2.3 It is proposed to retain the existing access arrangements, however, some changes will be required to the layout of Whitley Wood Lane at its junction with the site access road to accommodate articulated lorries exiting the site.
- 2.4 Each unit will have a bin store located within the service yard with the final strategy for collection to be determined by occupiers. It is anticipated that some occupiers will look to manage their own waste through private collection rather than using council collections.

Pedestrian and Cycle Access

- 2.5 Pedestrian and cycle access will continue to be via the existing access as well as pedestrian access being available via the PRow. This route will be retained in its current form and alignment where it runs through the site.

Parking

Car Parking

- 2.6 With regard to car parking, it is proposed to provide 226 allocated parking spaces with each unit having assigned spaces. In addition, there is the potential for an additional 24 spaces which could be allocated to certain units depending on their requirements, this would take the total parking provision to 250 spaces. The total number of spaces permitted having regard to Wokingham's parking standards are set out in **Table 2.1**, along with how the proposed provision compares to these.

Table 2.1 Wokingham Parking Standards and Proposed Provision

Use	Parking Standards		Maximum Permitted			Proposed	% of Max	Plus overflow	% of Max
	Up to 250m ²	Over 250m ²	Up to 250m ²	Over 250m ²	Total				
B1 – now E(g)	-	1:30m ²	-	670	670	226	34%	250	37%
B2	1:25m ²	1:50m ²	10	397	407	226	56%	250	61%
B8	1:25m ²	1:200m ²	10	99	109	226	207%	250	229%
Average	-	-	10	389	395	226	57%	250	63%
Average B2/B8	-	-	10	248	258	226	88%	250	97%

- 2.7 As is typical for a flexible employment site the parking provision is low for 100% light industrial use and is over 2 times the B8 standard if all units had B8 occupiers. In reality, the Site is likely to attract a range of occupiers across the flexible use classes for which permission is being sought, therefore a blended trip rate is considered to be appropriate. Providing parking in accordance with the Class E(g) standards would result in any B8 occupiers having parking far in excess of the requirements and would undermine efforts to promote sustainable travel.

- 2.8 The inclusion of the overflow spaces is still below what would be expected for 100% E(g) use, acceptable for 100% B2 and more than 2 times the maximum permitted for B8.
- 2.9 If parking provision is based on the average of the three standards then the proposed level of provision equates to 57% of the maximum permitted level of parking or 63% including the overflow parking. If Class E(g) standards are discounted (on the basis that this standard is more geared towards office use) then the proposed parking equates to 88% of the B2/B8 average or 97% including the overflow. This is considered to be appropriate as it will continue to promote sustainable travel and is also in line with the level of parking provided at the applicant's other sites across England. Inclusion of the overflow parking will take the provision over the B2/B8 average.
- 2.10 As such, the overflow parking would need to be managed in such a way that it would only be used to meet the demands of specific occupants of the site.
- 2.11 Should additional parking be required for E(g) occupiers, then there would be the potential for providing more parking within the service yards as these types of occupier do not need access to as many loading doors.
- 2.12 The parking provision for each unit is shown in **Table 2.2**.

Table 2.2 Proposed Parking Provision

Unit	GIA (sqm)	Total spaces	Blue badge	Electric Charging	Bikes	Motorbikes
1	8,030	84	4	17	40	6
2	3,799	45	3	9	20	3
3A	1,106	12	1	2	6	1
3B	1,106	15	1	3	6	1
4	2,593	37	3	7	14	2
5	3,468	33	2	7	18	2
Total	20,102	226	14	45	104	15

Disabled Parking

- 2.13 Blue badge parking will be provided in accordance with the standards, calculated separately for each unit rather than for the total parking provision as each unit will have allocated parking. Provision will therefore be based on car parks of 10-50 bays, which requires 2 bays + 3% of the total to be for blue badge holders.

- 2.14 The only exceptions from this are Units 3A and 3B, which both have one blue badge bay, which is considered sufficient in the context of the size of the units and the number of spaces provided for these units.

Electric Vehicle Charging Points (EVCPs)

- 2.15 The requirement of the Site is that 20% of the car parking spaces should have the capacity to take EVCP infrastructure. This is in accordance with BBC standards. Based on this, the development proposes 45 active and 205 passive EVCPs within the Site.

Cycle Parking

- 2.16 With regard to cycle parking, it is noted that the standards are quite high, requiring 159 spaces based on B1 (now Class E(g)) standards and 99 based on B2/B8 standards. Again, as the Class E(g) standards encompass office use, which would have significantly more staff than the proposed industrial/R&D uses, it is considered that the B2/B8 standards are most relevant. It is therefore proposed that cycle parking provision will be based on 1:200m² for B2/B8. Again, this has been calculated for each individual unit rather than the Site as a whole and there will be a total of 104 spaces as outlined in **Table 4.2**.
- 2.17 Cycle parking usage will be monitored through the Travel Plan and should additional parking be required then additional spaces will be provided.
- 2.18 All cycle parking areas will include a cycle shelter similar to that shown in **Figure 2.2**. Green Roof Shelters Ltd, who will supply the shelters, has confirmed that the stands can be installed with 1.1m clearance between each stand.



Figure 2.2 Example of Cycle Shelter

Motorcycle Parking

- 2.19 The parking standards also include motorbike parking standards, which require 1 space per 20 car spaces up to 100 spaces and 1 per 40 spaces over 100 for B1 and B2 and 1 per 40 spaces for B8. For the whole site this would equate to 7 spaces for B2/B8 and 5 for B8 only. This should also be worked out on a unit-by-unit basis and as with cycle parking the B2/B8 standards may be more appropriate. Calculated for each unit it is likely 1 or 2 spaces would be provided for each dependent on the final car parking provision, with the exception of Unit 1 which would require 6 spaces and Unit 2 which will have 3 spaces. Again, the breakdown of spaces per unit is shown in **Table 2.2**.

Car Share Bays

- 2.20 As part of the Travel Plan the occupiers will be required to provide priority car share bays. The number to be provided will be subject to their requirements, but it is likely that at least six spaces will be provided.

3. EXISTING SITE

Site Location

- 3.1 The Site is located to the north west of the junction with the B3270 and Whitley Wood Lane and is bounded by the B3270 to the south east, Nores Hills Wood to the north east and a residential area to the north. The B3270 provides direct access to the M4 J11 junction to the west and the A329(M) to the north east, which also links to the M4 at J10. Routes into the centre of Reading are also provided via the A33 at J11 and the A327 Shinfield Road at the Black Boy Roundabout. The Site is therefore strategically placed between the local and Strategic Road Network and is easily accessible from the surrounding area.

Access Arrangements

- 3.2 The Site is accessed via two accesses, with a left turn ingress provided on the B3270 and an all movements signalised junction at Whitley Wood Lane. Whitley Wood Lane provides a segregated ingress and egress priority junction arrangement at its western end to provide access into the site and the arrangement is shown in **Figures 3.1 and 3.2**. **Figure 3.1** shows the access arrangement for the whole site, with **Figure 3.2** showing the main site access junction in more detail.



Figure 2.1 Site Access Arrangements

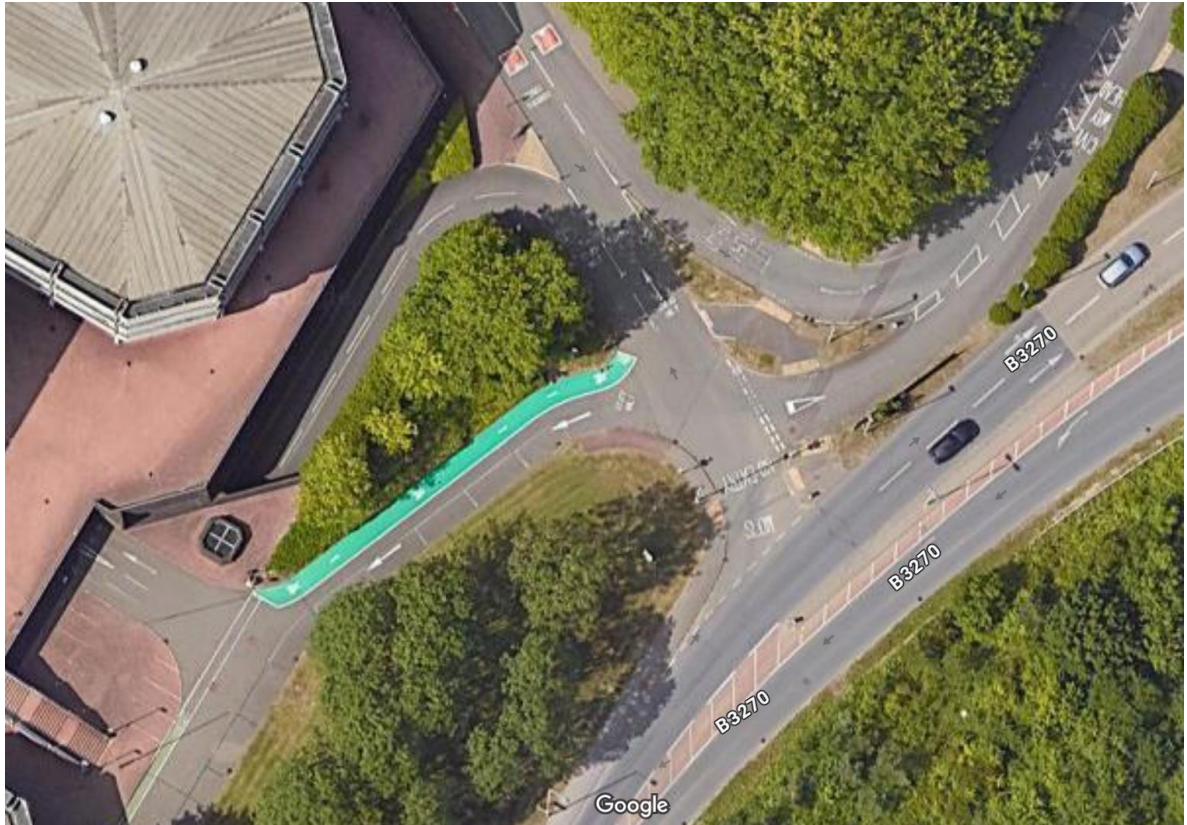


Figure 2.2 Internal Site Access Arrangements

Local Highway Network

3.3 **Figure 3.3** shows the site location in relation to the local highway network.

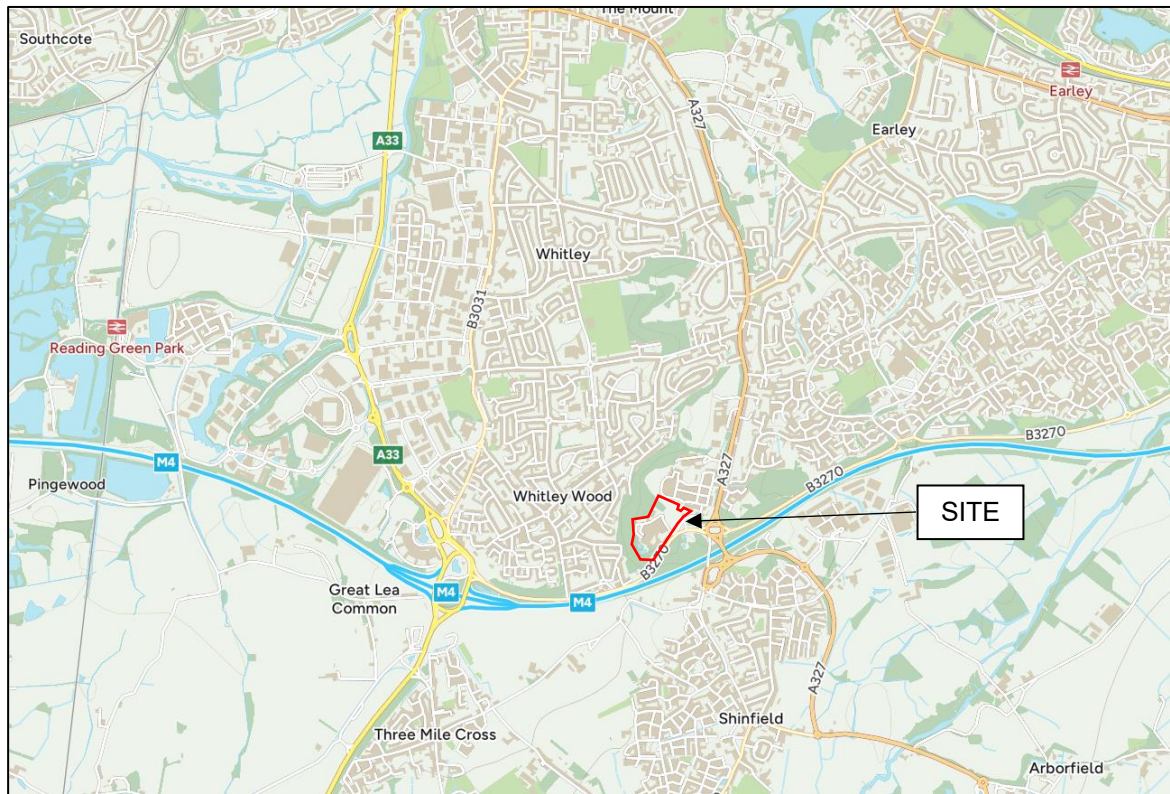


Figure 3.3 Local Highway Network

B3270

- 3.4 The B3270 runs from M4 J11 to the west to the Showcase Roundabout in Winnersh to the east. In the vicinity of the site it is a single carriageway road on the section between M4 J11 and the Black Boy Roundabout. Along this section the road is subject to a 40mph speed limit and there is a well-lit footway on the northern side of the road only, which enters the site at the left turn slip lane into the site and pedestrians are then required to continue along Whitley Wood Lane as no footway is provided on B3270 between the slip lane and the signalised junction.
- 3.5 To the west of the slip lane the carriageway is c.6.5m wide, but widens to two lanes in each direction with a central reservation on the approach to the signalised junction, before widening again on the approach to the roundabout, where there are four westbound lanes and two westbound lanes, widening to three lanes at the signal junction.
- 3.6 The road forms a signalised junction with Whitley Wood Lane and then slightly further west forms a roundabout with the A327 Shinfield Road, which provides a route into Reading to the north and Shinfield to the south.

Whitley Wood Lane

- 3.7 Whitley Wood Lane is a single carriageway road running from the internal site access road to the south west, changing to Greenwich Road to the north east, before forming a priority junction with Cirrus Drive. There is a mini roundabout part way along the road, which provides a southern arm

which forms part of the A3270 signalised junction and serves as the main site access road. Whitley Wood Lane is subject to a 30mph speed limit and has well-lit footways on both sides of the road.

M4 Junction 11

The B3270 forms the eastern arm of the M4 Junction 11 grade separated signalised roundabout, which also provides access to the A33 to the north and south, with the northern arm running into Reading and the southern arm providing access to Basingstoke.

Public Transport

Rail Services

- 3.8 Reading Green Park station is the closest to the site, but at 4.7km away is not within a reasonable walking distance, however, it is within a reasonable cycling distance. The station is on the GWR Reading to Basingstoke line providing up to 2 services per hour in each direction. There are no direct buses serving this station so cycling would be the best option for a multimodal journey to the site.
- 3.9 Earley station is also c.4.8km from the site so is also within a reasonable cycling distance, but direct buses do not serve this station either. The station is on the South West Trains London Waterloo to Reading line and provides up to 2 journey per hour in each direction.
- 3.10 Reading station is c.5.7km from the site, but is accessible by a direct bus service from the nearby stops in Shinfield Road. The station is served by trains on the Elizabeth Line, GWR, South West Trains and Cross Country providing a higher frequency of services to a wider range of destinations than the other stations.

Bus Services

- 3.11 In terms of sustainable travel, there used to be an internal bus stop which until recently had a limited service on one of the park and ride routes (603), with four buses in the morning towards the park and ride (7:10-8:40) and 4 in the evening (15:05-16:05) towards Reading. Following the previous occupier vacating the site the bus operator decided to amend the service so it no longer serves the site.
- 3.12 There is another bus stop with additional services located c.500m from the Site on Shinfield Road which provides 3 to 4 buses per hour in each direction, with Leopard 3 running between 05:58 and 23:57. The Leopard 3 route also provides services to the town centre and Reading railway station providing an opportunity for links to other bus services and multi modal trips combining bus and train. A plan showing the bus routes to the south of Reading is provided at **Figure 3.4**.

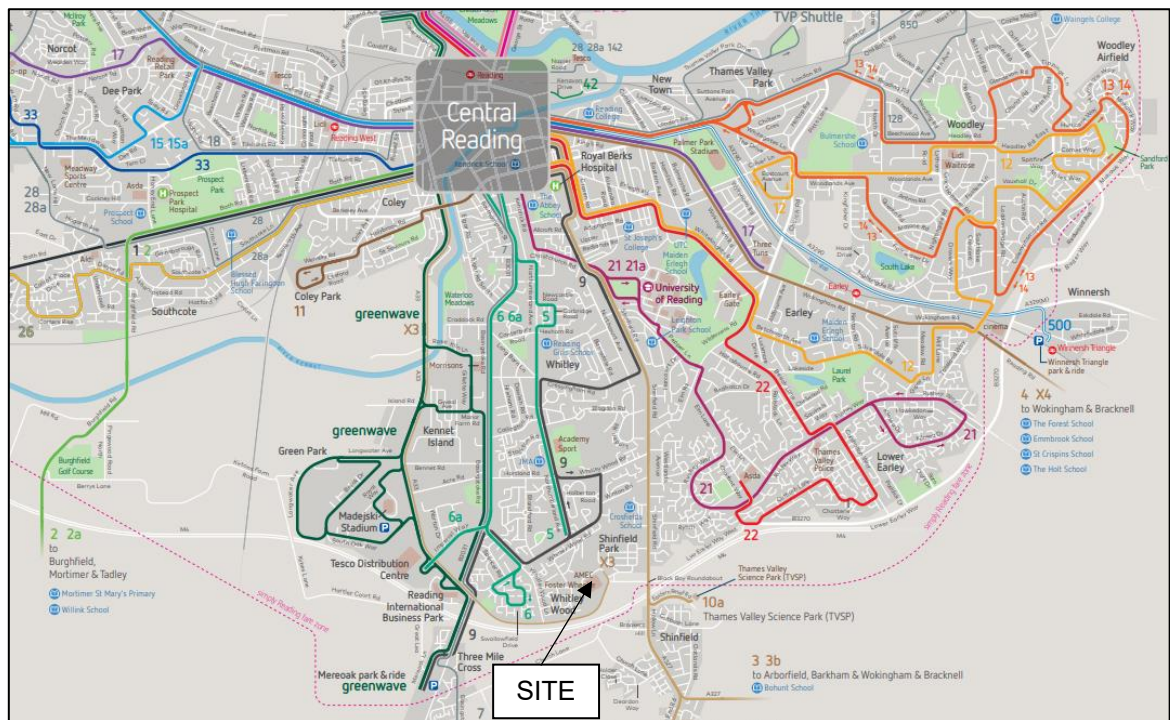


Figure 3.4 Reading Bus Map

Cycling

- 3.13 The Chartered Institution of Highways and Transportation (CIHT) published a document in October 2014 titled 'Planning for Cycling' which states that the majority of cycling trips are for short distances, with 80% being less than five miles and with 40% being less than two miles. The majority of trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips (DfT, 2014a).
- 3.14 Electric bicycles are becoming increasingly popular and have the advantage of extending the range that can be cycled comfortably by a wider range of people, and combined cycle-rail or cycle-bus journeys offer an alternative to car travel for many longer trips.
- 3.15 There is a good network of cycle routes close to the site as shown in **Figure 3.5**, which shows the location of a traffic-free cycle route that runs along Whitley Wood Lane and Lower Earley Way which link to other traffic free routes (solid lines) and on-road routes (dashed lines) that connect the site to the surrounding area.

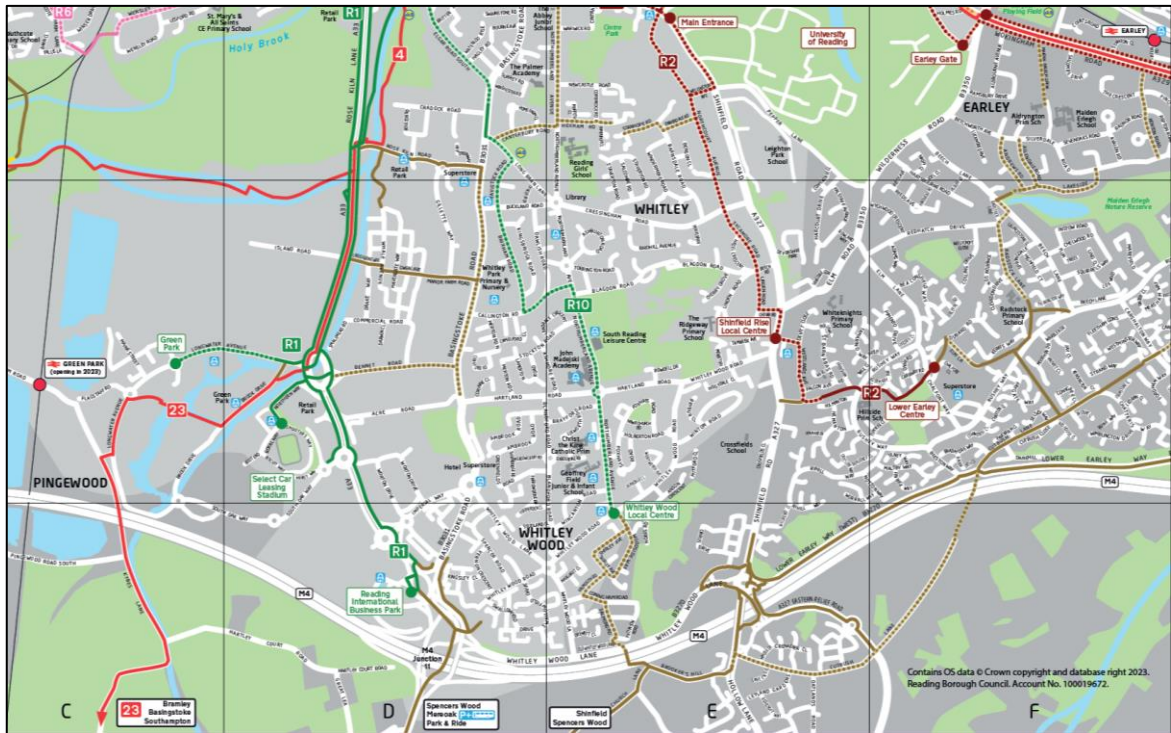


Figure 3.5 Cycling Map for Reading

Walking

Walking

- 3.16 The Chartered Institution of Highways and Transportation (CIHT) published a document in April 2015 titled 'Planning for Walking' which states that after driving and being driven, walking is the most common form of travel in Britain. It accounted for 22% of all journeys in 2012 (National Travel Survey, Department for Transport, annual). Furthermore, across Britain it was considered that about 80% of journeys shorter than 1 mile were made wholly on foot (DfT, Annual).
- 3.17 There are shared footway/cycleways connecting the Site with the wider area, including residential areas to the north east and south and there are good pedestrian links to residential areas in all directions. The site access junction has signalised crossings on the northern and eastern arms and a signalised crossing is also provided to the north of the Black Boy Roundabout providing safe crossings to access bus services on the A327 in both directions. Overall, sustainable travel access is considered to be very good for an edge of town location.
- 3.18 There is also an existing public footpath (SHIN10) running through and adjacent to the site, providing a route from Whitley Wood Lane to Railton Close. This will need to be retained and be unaffected by the proposals. The route is shown in **Figure 3.6**.
- 3.19 While it is proposed to utilise the northern car parking area and the access crosses this route, it is an existing access and there are no proposals to amend this arrangement. However, consideration will

be given to potential enhancements to the PRow to encourage more use of this to access the site and to benefit existing users.

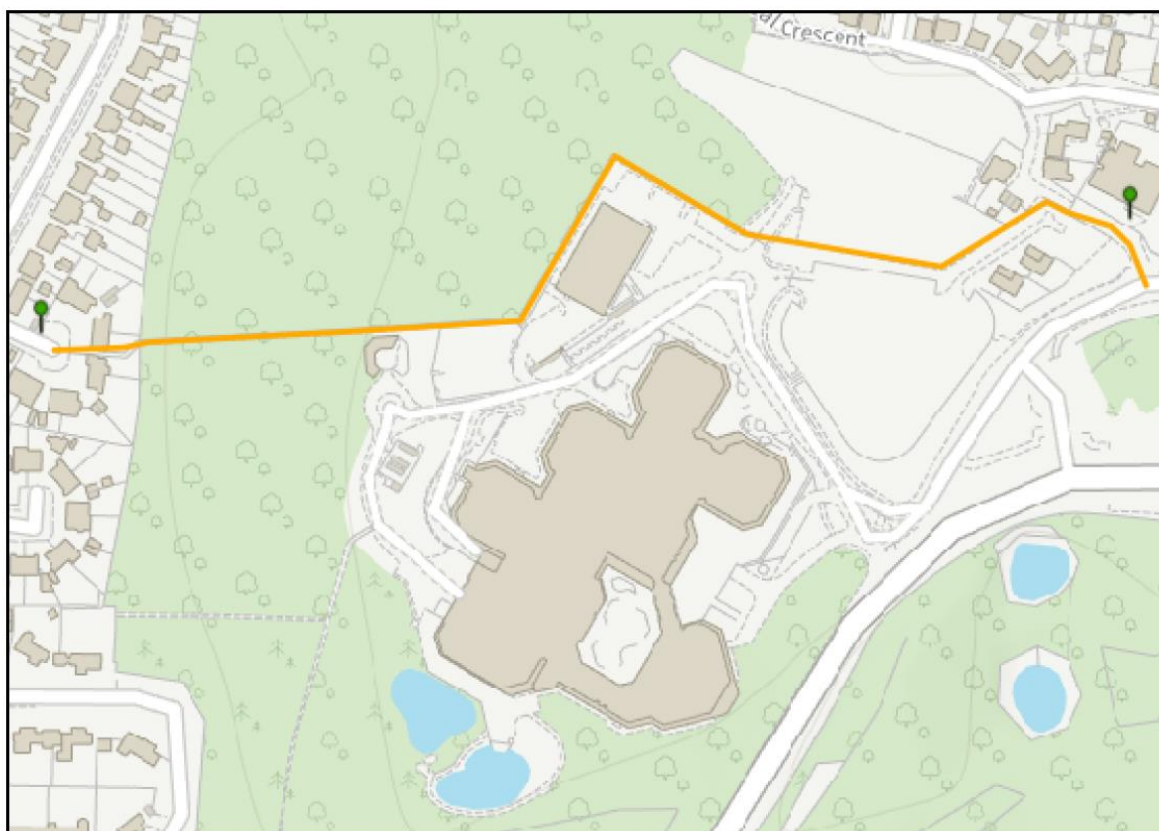


Figure 3.6 Footpath SHIN10

2011 Census Data Method of Journey to Work

- 3.20 In order to predict how future staff would travel to the Site, reference has been made to 2011 Census for Method of Journeys to Work data. The “*Wokingham 012*’ Middle Super Output Area, which is where the Site is located. **Table 3.1** summarises the results. This data demonstrates how people who currently work in the area travel to work and is therefore a good prediction as to how future staff will travel to the Site.
- 3.21 Due to the timing of the 2021 Census, method of Travel to Work data is not reliable as people were asked to complete the questionnaire based on their current situation, which was during a period when everyone who could work from home was required to do so. As such, the work from home share in the 2021 census data increased to over 30%, which does not correlate with typical working habits. As such, 2011 census data is considered to provide a more realistic estimate of how people travel to work, especially for a development such as this where home working is not possible apart from for a few office staff.

Table 3.1 2011 Census Data Method of Journey to Work

Mode	Percentage (%)
Train	5.2%
Bus, minibus or coach	7.6%
Taxi	0.2%
Motorcycle, scooter or moped	0.8%
Driving a car or van	73.0%
Passenger in a car or van	4.0%
Bicycle	2.3%
On foot	7.0%
Total	100%

- 3.22 The method of journey to work modal share is applied to the expected staff numbers which is provided later within this report.

Summary

- 3.23 It has been shown that the Site is located in a sustainable location with good footway and cycle links, and is close to frequent bus services, which supply good area coverage. There are three railway stations accessible within a reasonable cycling distance and Reading station can also be accessed by bus.
- 3.24 In conclusion, the proposed development provides opportunities to use modes other than the car and will provide staff and visitors with a good level of access to all alternative modes of travel.

4. OBJECTIVES AND TARGETS

The Focus of the Travel Plan

- 4.1 This FTP is primarily focussed on staff of the proposed units and the majority of measures proposed are intended to encourage them to vary, or change, from current reliance on private car travel.
- 4.2 This focus has been adopted because the Government's main focus for FTPs has been towards residents and employers, and as such it is considered realistically more feasible to evaluate travel patterns and successfully implement quantifiable initiatives with staff rather than any potential visitors to the units as it is more difficult to control how they would travel to the Site.

Objectives

- 4.3 There are a number of objectives that the implementation of the FTP is intended to help fulfil:
- To influence travel behaviour of employees.
 - To generate fewer single-occupancy car trips than would otherwise be the case by encouraging a modal shift in travel;
 - To reduce the number of short-trip car journeys;
 - Reduction in overall mileage;
 - To help improve the health of employees; and
 - Accommodating those journeys that need to be made by car.

Targets

- 4.4 The objectives given previously provide the framework for the TP measures. Where applicable, targets can be included in a FTP to help achieve the objectives and there are two main types that are applicable. The most easily demonstrated are the commitment to deliver the package of measures set out in the plan. These measures are set out in the next chapter and include initiatives to promote increases in the use of cycling, walking, car-sharing and public transport.
- 4.5 The second form of target is aspirational and related to proportional changes in the travel modes used to get to the Site. At this stage, it is difficult to define exactly the aspirational targets in advance of the development opening, as the modal split of staff is not known. However, possible targets could be to reduce the number of single occupancy car trips between 5% - 10% over a five-year period. The results of the staff travel questionnaire surveys (to be undertaken within 6 months of each use

opening) will provide more accurate information on the prevailing travel choices of staff and hence will provide a basis for the setting of aspirational targets in a later revision of the FTP.

- 4.6 FTPs are evolving documents that need to remain adaptable to changing working practices and local conditions and, therefore, the targets will be given over varying timescales. **Table 4.1** outlines the key FTP targets and timescales for the Site.

Table 4.1 Travel Plan Targets

Target	Action	Timescale
Aim to reduce single occupancy travel by 5%	Provide up to date information of public transport and local pedestrian and cycle routes, the promotion of schemes and groups, the provision of cycle parking for the employment units	Within 3 Years of the Initial Survey
Aim to reduce single occupancy travel by 10%	Continual provision of information and ensuring there is consistently strong communication between employees and the Travel Plan Coordinator to ensure the Travel Plan remains a high priority	Within 5 Years of the Initial Survey

- 4.7 **Table 4.2** provides an estimation on how future employees would travel to the Site. The data is based on the 2011 Census Method of Travel to Work data for the employees of the 'Wokingham 012' Middle Super Output Area, which incorporates the Site. This data should only be taken as a guideline as surveys of the actual employees will be undertaken once the development is occupied.

Table 4.2 Travel Plan Targets Based on 2011 Census Data*

Mode of Travel	Baseline	Year 3 Target	Year 5 Target
Train	3.6%	4.6% (+1%)	5.6% (+2%)
Bus, Minibus or Coach	7.6%	8.6% (+1%)	9.6% (+2%)
Taxi	0.4%	0.4%	0.4%
Motorcycle, Scooter or Moped	0.4%	0.4%	0.4%
Driving a Car or Van	72.2%	67.2% (-5%)	62.2% (-10%)
Passenger in a Car or Van	4.1%	5.1% (+1%)	6.1% (+2%)
Bicycle	3.7%	4.7% (+1%)	5.7% (+2%)
On Foot	8.0%	9.0% (+1%)	10.0% (+2%)
Total	100%	100%	100%

*Percentages subject to rounding errors.

5. TRAVEL PLAN MANAGEMENT

- 5.1 In order to ensure that the FTP is as successful as possible it is essential that it is managed in such a way that all parties are aware of the aims and objectives and also the options available to them in terms of travelling to the site using sustainable modes of transport. It is important that there is a point of contact for employees and the local authority and also a driving force behind the implementation of the measures contained within the plan. To achieve this, a Travel Plan Co-ordinator will be appointed.

The Travel Plan Co-ordinator and Associated Support

- 5.2 The FTP will be implemented under the control of a Travel Plan Co-ordinator (TPC), who will work in conjunction with Wokingham Borough Council (WBC), the local community and other interested parties for the continuing progression of the FTP. The TPC will be appointed prior to first occupation of the development, however, until such time that the final FTP is prepared, the interim contact in relation to this FTP will be Simon Possee, Icen Projects Ltd (tel: 020 3435 4222).
- 5.3 The role of the TPC will be as follows:
- To promote and encourage the use of travel modes other than the car, including publicity;
 - To provide a point of contact and travel information for employees;
 - To ensure that all relevant information is provided to all employees and that up-to-date information is clearly displayed within the TP travel packs;
 - To promote a car-sharing scheme within the Site;
 - To arrange for travel surveys to be undertaken where necessary; and
 - To provide a point of contact with transport operators and officers of the Council and work with other local businesses to pursue joint plans and initiatives where relevant.

Monitoring and Review Mechanisms

- 5.4 An objective of FTPs is that there will be an on-going improvement process including annual monitoring to be conducted at the end of each year following the opening of the site for a period of a least five years. The whole FTP will then be reviewed in consultation with WBC. The TPC will form a contact point for communication with the local authority.
- 5.5 The travel habits of employees will act as the baseline data with regular monitoring being undertaken so that an indication of changes over time can be assessed.

Travel Surveys

- 5.6 Questionnaire surveys of the employees' travel patterns will be undertaken as part of the review process on an annual basis, commencing at least within three months after the employment units are occupied. These will be of a more basic nature, seeking to determine any change in the modal split and uptake of TP initiatives. This will be agreed in advance with officers at WBC. An example of a travel questionnaire is attached at **Appendix A1**.

Sustaining Interest

- 5.7 It is important to sustain interest and commitment to the FTP to ensure its success. The TPC should be proactive in ensuring information is available and up-to-date that employees are aware of the FTP and the travel options available to them.
- 5.8 The initiation of employee walking and cycling user groups will assist in sustaining interest in sustainable travel, with members taking an active role in promoting and encouraging active travel.

Marketing and Communication

- 5.9 In addition to the initiatives already outlined with the FTP, there will be ongoing marketing and communication of information following the launch.

On-going Marketing

- 5.10 The FTP will be launched on the opening of the Site and will be continually marketed through the provision and updating of travel information and leaflets. The information contained within the travel packs will be periodically reviewed and updated and reissued as appropriate.

Funding

- 5.11 The implementation of the FTP, once agreed with WBC, is to be funded by the occupiers of the units. This will include all costs associated with the implementation, management, marketing and monitoring of the Travel Plan. The cost of cycle parking provision within the Site will be met by the Applicant.
- 5.12 In the interim, and until such time that final plans are prepared by the occupiers of the units, the responsibility for funding the physical Travel Plan measures will be met by the Applicant.
- 5.13 The on-going monitoring of the Travel Plan measures will illustrate their effectiveness in meeting the objectives of the Plan. In the event that the Travel Plan is not on track to meet its targets, the annual review will outline any additional or remedial measures that may be used to get back on track.

5.14 Remedial measures could include:

- Allocation of resources for further promotional activities;
- Providing financial incentives for people utilising sustainable modes of transport; and
- Funding further improvements to infrastructure for non-car modes, such as additional cycle parking spaces for staff and customers.

5.15 Given that this is a Framework Travel Plan for the entire Site it is difficult to quantify a budget for remedial measures. This information will be provided within the Final TPs to be prepared for each unit.

6. TRAVEL PLAN INITIATIVES

- 6.1 In order to ensure that the opportunities for modal shift can be realised there are a number of measures that will be implemented and encouraged by the TPC.

Measures to Reduce Car Use for Employees

- 6.2 The parking provision across the Site will be in accordance with standards, with the proposed level of parking being consistent with B8 standards, but below the E(g)(iii) and B2 standards. Parking will be provided at a level to ensure that employees do not need to park on the surrounding highway, but also at a level that will encourage sustainable travel to the Site.
- 6.3 The aim of this FTP is not to inhibit car ownership, but to encourage people to think about their travel choices and, where practical, using alternative modes of travel.
- 6.4 The following measures will be considered to reduce car use for future employees of the proposed occupiers;
- Provision of car parking below the maximum that would be permitted for E(g)(iii) and B2 uses on the development;
 - Information on public transport links;
 - Potential discounts on bus and train travel;
 - Promotion of local car share and walking buddy schemes;
 - Promotion of local and national sustainable travel events, such as walk to work and cycle to work week.
 - Where possible, enable employees to work from home to reduce the number of days they are commuting to work.

Cycle Parking

- 6.5 Secure and covered cycle parking will be provided for employees and visitors at convenient locations within the Site in accordance with WBC standards. This provision will be reviewed periodically to ensure that there are sufficient cycle parking spaces to meet the demand.

Provision of Travel Information

- 6.6 The Site benefits from good public transport accessibility, with bus services accessible within 500m of the Site.

6.7 In order to promote the use of these modes further, information relating to potential means of non-car access to the Site will be included within travel packs provided on occupation of the Site. All employees will be made aware of this information to increase awareness of the travel options available to them. The travel packs will hold up to date information about the FTP and the reasons for implementing it, providing:

- Information on health benefits;
- Cycle routes;
- Pedestrian access;
- Public transport links;
- Bus and train timetables and contact information;
- Details of local car share and walking buddy schemes;
- Contact details of local sustainable transport groups and organisations; and
- Details of local and national sustainable travel events, such as walk to work and cycle to work week.

Measures to Promote and Facilitate Cycling

6.8 Consideration will be given to providing the following facilities to further encourage cycling to and from the Site:

- Provision of cycle parking in accordance with parking standards;
- Information on the local cycle network routes to be provided to employees by including this information on maps made available within travel packs;
- Health benefits of cycling promoted in Travel Packs;
- Financial benefits of commuting by bike outlined;
- Provide details of local cycling clubs; and
- Provide details of cycle to work week.

Measures to Promote Walking

6.9 Measures aimed at increasing the viability of walking to/from the Site will be based around consideration of the provision of the following facilities and benefits prior to the opening of the Site:

- Information on the 'on and off highway' pedestrian network routes to be provided to employees by including this information on maps which is to be produced by the occupiers and made available within travel packs;
- Health benefits of walking promoted in travel packs;
- Provide details of local ramblers/walking groups; and
- Provide details of walk to work week.

Measures to Promote and Facilitate Public Transport Use

- 6.10 Increased accessibility to, and use of, public transport is considered to be a key element of any TP. The Site benefits from good public transport accessibility, with bus services accessible within 500m walking distance of the centre of the Site.
- 6.11 Travel packs will be provided to employees and will include the following to encourage public transport use:
- Provide up-to-date public transport information including timetables and bus and train company contact information within travel packs;
 - Promote bus use through participation in national events such as Catch the Bus Week (<http://www.catchthebusweek.co.uk>).

Car Sharing

- 6.12 Car sharing is a good means of reducing single-occupancy car use. The main benefits of car sharing are as follows:
- Reduction in travel costs;
 - Reduced demand for car parking;
 - Reduction in wear and tear on vehicles;
 - An opportunity to socialise with neighbours;
 - Shared driving and reduced stress; and
 - Less cars on the road, so less congestion and pollution.
- 6.13 The main reasons for not wanting to car share are often found to be as follows:
- Fear of not being able to get home;
 - Reduced flexibility to meet job requirements;
 - Less freedom to combine trips to and from the destination with other journeys; and

- Difficulties in keeping to agreed schedules.

6.14 **Table 6.1** provides an indication of the annual costs that a driver would incur and the savings they could make just on fuel by car sharing. Due to the increasing cost of petrol and diesel this is an effective way of reducing commuting costs whilst also improving sustainable travel habits.

Table 6.1 Fuel Costs Per Annum

Distance from Work	Driver Only*	Sharing with One*	Sharing with Two
10 km (6 miles)	£750	£375	£250
20 km (12 miles)	£1,500	£750	£500
30 km (20 miles)	£2,250	£1,125	£750
40 km (25 miles)	£3,000	£1,500	£1,000

*Based on a 1600cc engine with petrol at 150p per litre doing 10km to the litre working 250 days per annum.

- 6.15 The practicalities of car sharing for employees may be limited due to the varying start and finish times and destinations of employees and the relatively low number working at this Site, however, the developer, through the TPC, will endeavour to promote car sharing for employees within 18 months of occupation to encourage those driving from work to nearby locations to offer lifts to colleagues.
- 6.16 Given the complexity of matching potential car sharers, employees will be encouraged to sign up to Wokingham Liftshare. This provides a free matching service for all those who live, work and travel in and around Wokingham. The site matches you up with potential partners. Once matched, you can choose to share as little or as much as you like, with whoever you like. Full details can be obtained on <https://liftshare.com/uk/journeys/from/wokingham>

Personal Travel Planning

- 6.17 The TPC will offer Personal Travel Planning (PTP) to all employees. Through a brief discussion and completion of a questionnaire the TPC will be able to advise on potential changes employees could make to the way they travel for different journey purposes with a view to reducing single occupancy car trips. As with car sharing, reducing the number of car trips made will result in lower expenditure on fuel and improved health and wellbeing for employees from walking and cycling. The TPC will provide relevant maps, contact details and timetable information to enable each individual recipient of PTP to have all of the information they need to travel more sustainably.

7. SUMMARY & CONCLUSIONS

- 7.1 The measures and initiatives recommended within this FTP are considered to be sufficient to encourage employees of the proposed development to travel in a sustainable manner by promoting and securing initiatives and incentives which would minimise the need to travel by private car.
- 7.2 The monitoring and review process will ensure the plan remains a live document and will sustain the necessary efforts for it to reach its objectives.
- 7.3 This framework identifies that the Site has good opportunities for employees to use existing modes of transport other than the car. The developer and TPC will undertake the following to ensure the TP meets its objectives:
- To provide regularly updated bus and train timetable information and a cycle route plan on staff notice boards and within travel packs.
 - To ensure the occupiers are responsible for delivering a final Travel Plan.
 - Secure cycle parking will be provided and monitored to ensure that it can accommodate demand.
 - Consideration will be given to providing lockers and changing facilities.
 - Travel information and initiatives, including bus stop and train station locations will be provided to all staff by being posted on a communal notice board.
- 7.4 Taking all of the above into account, it is considered that this proposed development not only has good access to the existing walking, cycling and public transport networks, but will also ensure that with the additional measures incorporated as part of the development, staff will be encouraged to use modes of transport other than the car.
- 7.5 **Table 7.1** outlines the Action Plan which details each measure and who is responsible for implementing them as part of the TP and the predicted timescales.

Table 7.1 Action Plan

Issue		Measures proposed	Timescale	Responsibility
Measures to reduce car use		Appointment of a Travel Plan Co-Ordinator to be approved in writing by Wokingham Borough Council	Pre- Opening	TPC
		Provide information to employees on notice boards about car sharing schemes such as the Wokingham Liftshare	On Opening	TPCs
		Flexibility regarding staff shifts to facilitate use of non-car modes of transport, wherever possible	On Opening	TPCs
		A copy of the Travel Plan made available to staff	On Opening	TPCs
Measures to promote alternatives	General	Information notice boards and travel packs to include bus, train and cycle route plans and timetables, along with contact numbers of relevance (e.g. taxi firms)	On Opening	TPCs
		Changing facilities for employees	Pre- Opening	Occupiers
		Secure lockers for employees	Pre- Opening	Occupiers
		Arrangement of free transport home for staff in the event of emergency	On Opening	TPCs
		Free leaflets, produced advertising alternative means of travel for the public, placed within staff areas	On Opening	Occupiers
	Public Transport	Information on the 'on and off highway' pedestrian network routes to employees, made available on the notice boards	On Opening	TPCs
	Cycling	Provide a high-quality pedestrian environment within the Site	Pre- Opening	Developer
		Secure, covered and illuminated cycle parking will be provided at each unit for all users of the Site	On Opening	Developer
		Promote a Bicycle Users Group (BUG) for employees	On Opening	TPCs
Monitoring and Management		Annual Questionnaire Surveys of Staff to be undertaken	To commence 6 months after occupation	TPCs
		Annual review of the Travel Plan and its initiatives to be undertaken based on the data obtained from the above Questionnaire Surveys.	To commence 6 months after occupation	TPC

A1. EXAMPLE QUESTIONNAIRE

Staff Travel Questionnaire

We are undertaking this survey in order to understand the travel behaviour to and from the site. We would be grateful if you could complete the following questionnaire in order that we can ascertain how people travel to the site. Your answers will be treated in confidence and will not be disclosed to third parties. The purpose of this survey is to assist in future planning and as such, your answers are very important to us.

1. Your home postcode.....
2. Your Employer/Company name.....
3. Do you work full or part time? ☐ Full-time ☐ Part-time
4. Which days do you travel to your place of employment? (Tick all that apply)
☐ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday
☐ Friday ☐ Saturday ☐ Sunday
5. How do you normally travel to the site? (Tick one box only)
☐ Car driver (where do you park?.....)
☐ Car passenger (where do they park?.....)
☐ Dropped off by car driver ☐ Bus (which route(s).....)
☐ Walk ☐ Bicycle
☐ Train ☐ Underground
☐ Motorcycle ☐ Other (.....)
6. Do you use different modes on different days?
☐ Yes ☐ No

Thank you for completing this questionnaire.

Please return the completed form to [insert name of relevant person]

Please note: Icen Projects Limited take no responsibility for any actions arising from the use, or implementation, of this travel questionnaire