



Residential Travel Plan

Trowes Lane, Swallowfield, Reading

City & Country Group EPS

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Acronyms and Abbreviations

DfT	Department for Transport
DCLG	Department for Communities and Local Government
LTN	Local Transport Note
LTP4	Fourth Local Transport Plan
MDD	Adopted Managing Development Delivery Local Plan
Mph	Miles Per Hour
MSOA	Super Output Area – Middle Layer
NCN	National Cycle Network
NPPF	National Planning Policy Framework
NTAS	National Travel Attitudes Study
PSL	Posted Speed Limit
RTP	Full Residential Travel Plan
SDS	Swallowfield Village Design Statement
TA	Transport Assessment
TPC	Travel Plan Coordinator
WBC	Wokingham Borough Council



1.0 Introduction

- 1.1 SLR Consulting Ltd has been appointed by City & Country Group EPS to provide highways and transport advice in relation to an outline planning application for a proposed development of 79 dwellings on land east of Trowes Lane, Swallowfield, Reading.
- 1.2 The site falls under the administrative boundary of Wokingham Borough Council (WBC) as both local planning authority and local highway authority.
- 1.3 The site is an agricultural field currently accessed via an existing field access along Trowes Lane. The site is situated in a location with direct access to the Swallowfield village centre bounded directly to the north by existing dwellings. This existing field access will be upgraded to provide access for the proposed development. An indicative site layout of the proposed development which also shows the proposed access is provided in **Appendix A**.
- 1.4 This Full Residential Travel Plan (RTP) sets out the overarching principles to be adopted to promote sustainable travel for the proposed development which will include elements of the site's design as well as a range of measures to be considered. A Transport Assessment (TA) has been prepared and will form part of the submission for this application. This RTP should be read in conjunction with the TA. Where necessary, information from the TA has been incorporated into the preparation of this RTP.
- 1.5 This RTP is a dynamic, evolving management tool that will take account of changing circumstances, ensuring targets are maintained.
- 1.6 The promotion of sustainable travel is considered key to the successful development of the site. The proposed development has the potential to promote social inclusion, community cohesion and a healthy lifestyle if a proactive approach to travel planning is taken.

Travel Plan Aims

- 1.7 The primary aim of this RTP is to:

“To promote safe and sustainable travel to and from the site and reduce the reliance of future residents and visitors on private car travels.”

Travel Plan Objectives

- 1.8 The primary objective of this RTP is to:
 - Reduce car driver travel by at least 10%;
 - Create an inclusive and equitable sustainable transport network within the site;
 - Reduce the need to travel.
- 1.9 The above aims are dynamic and may evolve over time as the site develops and technology changes.
- 1.10 Ultimately the site is located in a sustainable location which would naturally provide significant opportunity for sustainable travel.

Residential Travel Plan Scope

- 1.11 The purpose of this RTP is to set out an overarching strategy to ensure that travel made by all residents at the application site is carried out by the most sustainable means reasonably possible.
- 1.12 This document sets out the overarching principles for the entire application site. Arbitrary targets have been set at this stage as there are no current occupiers or baseline data for the



site. However, in due course it is expected a Full Travel Plan will be prepared with more detailed targets.

Structure of Report

1.13 The remainder of the RTP is structured as follows:

- Policy Context
- Site Audit and Baseline Travel Patterns
- Aim, Objectives, Benefits and Targets
- Management Strategy
- Measures
- Monitoring, Review and Reporting
- Action Plan



2.0 Policy Context

Introduction

- 2.1 A review of the national and local transport policy has been undertaken to evaluate the development proposals. This section reviews transport policies relevant to the site. The following policy and guidance documents have been reviewed in detail in preparing this Transport Assessment:

National Policy and Guidance

- National Planning Policy Framework (2024)
- National Planning Practice Guidance

Local Policy and Guidance

- Adopted Core Strategy Development Plan Document (2010)
- Adopted Managing Development Delivery Local Plan (2014)
- Wokingham Borough Local Plan Update 2023 – 2040 Proposed Submission Plan
- Wokingham Borough Council Local Transport Plan 4 – Connecting People and Places (2025)
- Wokingham Borough Council Residential Travel Plan Guidance (2011)

National Policy and Guidance

National Planning Policy Framework (NPPF) (December 2024)

- 2.2 The revised National Planning Policy Framework (NPPF) was published in December 2024 and identifies the Government's core principles behind the planning for and delivery of sustainable development.
- 2.3 The key overarching policies are set out in paragraphs 7 to 9 in terms of defining sustainable development, and paragraphs 10 to 14 in respect of the delivery of sustainable development.
- 2.4 The NPPF advocates for a presumption in favour of sustainable development in the planning process setting out the place of the NPPF within the plan-making and decision-taking process in paragraph 11. Paragraph 12 emphasizes that a presumption in favour of sustainable development does not negate the statutory status of development plans but is complementary to it. Paragraph 13 sets out the implications of presumption on neighbourhood planning.
- 2.5 Section 9 of the NPPF covers sustainable transport and how the impact of development should be considered from the transport perspective.
- 2.6 The approach of NPPF is that sites should be considered on their relative sustainability - locally and across the district – and their economic, social and environmental impacts should be fully considered and how development will impact positively and negatively in these respects on surrounding communities.
- 2.7 Paragraph 117 states that “*applications for development should*
(a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport...”.
- 2.8 Paragraph 115 prescribes that in assessing sites and applications for development, “*it should be ensured that:*



- (a) *sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;*
- (b) *safe and suitable access to the site can be achieved for all users;*
- (c) *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*
- (d) *any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach.*

2.9 The NPPF at Paragraph 116 states that *“development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts would be severe”.*

2.10 Paragraph 118 emphasizes that:

“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a Transport Statement or Transport Assessment so that the likely impacts of the proposal can be assessed”.

National Planning Practice Guidance

- 2.11 In March 2014, the Department for Communities and Local Government (DCLG) launched the National Planning Practice Guidance web-based resource. One section relates specifically to transport and is titled ‘Travel Plans, Transport Assessments and Statements in decision-taking’ and this provides the overarching principles of Travel Plans, Transport Assessments and Statements.
- 2.12 As a prerequisite the note the guidance suggests transport statements should be made as useful and accessible as possible. This is achieved by ensuring that any information or assumptions should be set out clearly and be publicly accessible.
- 2.13 The guidance explains the role of Transport Assessments and Statements as: *“ways of assessing the potential transport impacts of developments (and they may propose mitigation measures to promote sustainable development. Where that mitigation relates to matters that can be addressed by management measures, the mitigation may inform the preparation of Travel Plans)”.*
- 2.14 The guidance also states that Travel Plans are “long term management strategies for integrating proposals for sustainable travel into the planning process” to promote and encourage sustainable travel. They should be brought forward in parallel with development proposals and should be integrated into the design of developments.
- 2.15 The guidance explains that when preparing Transport Statements, Transport Assessments and Travel Plans the following key principles should be taken into account:
- *“proportionate to the size and scope of the proposed development to which they relate and build on existing information wherever possible;*
 - *established at the earliest practicable possible stage of a development proposal;*
 - *be tailored to particular local circumstances (other locally determined factors and information beyond those which are set out in this guidance may need to be considered in these studies provided there is robust evidence for doing so locally);*



- *be brought forward through collaborative ongoing working between the Local Planning Authority/ Transport Authority, transport operators, Rail Network Operators, Highways Agency where there may be implications for the strategic road network and other relevant bodies. Engaging communities and local businesses in Travel Plans, Transport Assessments and Statements can be beneficial in positively supporting higher levels of walking and cycling (which in turn can encourage greater social inclusion, community cohesion and healthier communities)."*

2.16 The guidance demonstrates that Transport Assessments and Statements and Travel Plans can positively contribute in the following ways:

- *"encouraging sustainable travel;*
- *lessening traffic generation and its detrimental impacts;*
- *reducing carbon emissions and climate impacts;*
- *creating accessible, connected, inclusive communities;*
- *improving health outcomes and quality of life;*
- *improving road safety; and*
- *reducing the need for new development to increase existing road capacity or provide new roads."*

Local Policy and Guidance

Adopted Core Strategy Development Plan Document (2010)

- 2.17 The Core Strategy Development Plan adopted in January 2010 sets out the vision and framework for development within Wokingham for the policy period between 2006 and 2026. The Core Strategy Development Plan should be read in conjunction with the Managing Development Delivery (MDD) Document adopted in February 2014. Together both documents constitute the local plan for Wokingham Borough.
- 2.18 As of the time of preparing this report, the Borough Council was in the process of updating the local plan. Prior to the adoption of the local plan update, the adopted Core Strategy Development Plan and the MDD Plan remain in effect.
- 2.19 Policy CP1 of the local plan provides some useful guidance on sustainable development within the Borough.

"Planning permission will be granted for development proposals that:

- 1) *Maintain or enhance the high quality of the environment;*
- 2) *Minimise the emission of pollutants into the wider environment;*
- 3) *Limit any adverse effects on water quality (including ground water);*
- 4) *Ensure the provision of adequate drainage;*
- 5) *Minimise the consumption and use of resources and provide for recycling;*
- 6) *Incorporate facilities for recycling of water and waste to help reduce per capita water consumption;*
- 7) *Avoid areas of best and most versatile agricultural land;*



- 8) *Avoid areas where pollution (including noise) may impact upon the amenity of future occupiers;*
- 9) *Avoid increasing (and where possible reduce) risks of or from all forms of flooding (including from groundwater);*
- 10) *Provide attractive, functional, accessible, safe, secure and adaptable schemes;*
- 11) *Demonstrate how they support opportunities for reducing the need to travel, particularly by private car in line with CP6; and*
- 12) *Contribute towards the goal of reaching zero-carbon developments as soon as possible by:*
 - a) *Including appropriate on-site renewable energy features; and*
 - b) *Minimising energy and water consumption by measures including the use of appropriate layout and orientation, building form, design and construction, and design to take account of microclimate so as to minimise carbon dioxide emissions through giving careful consideration to how all aspects of development form.*

2.20 Policy CP6 focusses on managing travel demand within new developments

“Planning permission will be granted for schemes that:

- a) *Provide for sustainable forms of transport to allow choice;*
- b) *Are located where there are or will be at the time of development choices in the mode of transport available and which minimise the distance people need to travel;*
- c) *Improve the existing infrastructure network, including road, rail and public transport, enhance facilities for pedestrians and cyclists, including provision for those with reduced mobility, and other users;*
- d) *Provide appropriate vehicular parking, having regard to car ownership;*
- e) *Mitigate any adverse effects upon the local and strategic transport network that arise from the development proposed;*
- f) *Enhance road safety; and*
- g) *Do not cause highway problems or lead to traffic related environmental problems.*

Adopted Managing Development Delivery Local Plan (2014)

2.21 The MDD Plan complements the Core Strategy local plan providing further details in relation policies contained therein.

2.22 Policy CC01 of the MDD Plan asserts that the council adopts a presumption in favour of sustainable development in the consideration of proposals.

1. *“Planning applications that accord with the policies in the Development Plan for Wokingham Borough will be approved without delay, unless material considerations indicate otherwise.*
2. *Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:*



- a. Any adverse impacts of planning permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework (NPPF) taken as a whole; or
- b. Specific policies in the National Planning Policy Framework indicate that development should be restricted.”

2.23 Policy C007 of the MDD plan focusses on Parking.

1. “Planning permission will only be granted where the proposal demonstrates the following:
 - a) How the proposed parking provision meets the standards set out in Appendix 2 of the MDD
 - b) That the new scheme retains an appropriate overall level of off-street parking.”

2.24 Appendix 2 of the MDD plan lays out the parking standards applicable to developments within the Borough. For residential dwellings (Use Class C3) to be located within villages, applicable standards have been provided below.

Table C3 -3: Houses owned unallocated parking demand

No of Habitable Rooms	Allocated	Unallocated demand								
		0	1	2	0	1	2	0	1	2
	No of Bedrooms	Urban			Town and Fringe			Village		
3 or less	1-2	1.1	0.3		1.1	0.2		1.2	0.4	
4	2	1.2	0.4	0.0	1.2	0.4	0.0	1.3	0.4	0.1
5	2-3	1.4	0.5	0.1	1.6	0.6	0.1	1.5	0.6	0.1
6	3	1.6	0.7	0.1	1.7	0.8	0.1	1.7	0.8	0.2
7	3-4	1.8	0.9	0.2	2.0	1.0	0.2	2.0	1.0	0.2
8 or more	4	2.1	1.1	0.3	2.2	1.2	0.3	2.2	1.3	0.4

2.25 A Parking Standards Calculation Document is also available at the council’s website as a supplementary guidance document which can be used to calculate the parking requirements for new developments based on criteria set out in Table C3-3 of Appendix 2 of the MDD Plan.

Wokingham Borough Local Plan Update 2023 – 2040 Proposed Submission Plan

2.26 The Emerging Local Plan will establish a new planning strategy for Wokingham for the policy period up to 2040. The new local plan upon adoption will supersede the Core Strategy Development Plan (2010) and the Managing Development Delivery (2014) policy documents.

2.27 The Local Plan Update provides an overarching vision for the Borough.

- “A borough that focuses on the needs of our communities.
- A borough that will be sustainable for generations to come.
- A borough where people choose to live, learn and work because both the places we build and the places we protect are valued and enriching.”



2.28 The following objectives to achieve this vision have been set out within the emerging policy document Including

1. Climate change
2. Getting around
3. Natural, built and historic environment
4. Employment and retail
5. Health and wellbeing
6. Housing
7. Delivering Infrastructure

2.29 The emerging policy document outlines the following sub-objectives which will assist in achieving the 'Getting Around' objective.

"2. Reduce the need to travel and widen travel choice, by providing local opportunities to access learning and employment, services and facilities, through ensuring that options for walking, cycling and public transport are attractive, accessible for all, convenient and safe, and by enabling digital connectivity.

3. Improve strategic transport connectivity by walking, cycling, wheeling, public transport and road, both between places within and outside of the borough."

2.30 Policy SS1 on Sustainable Development Principles outlines the following:

1. *"As appropriate to their nature, development proposals will be expected to:*
 - a) *Contribute to meeting identified development needs;*
 - b) *Be located so as to offer the choice of active means of travel and/or public transport, reducing the need to travel by private car for day-to-day activities..."*

2.31 Policy C1 focusses on Active and Sustainable Transport and Accessibility

1. *"Development proposals must support the delivery of active and sustainable transport measures.*
2. *Development proposals should prioritise travel by active means (including walking, cycling and wheeling), public transport, and incorporate inclusive infrastructure which provides connections to and within the development. This should focus on making the most efficient use of existing highway, including, where appropriate, reallocation of space to more sustainable modes.*
3. *Development proposals should support the increased uptake of electric and zero emissions vehicles, in accordance with Policies C4 and C5.*
4. *Development proposals must contribute to the delivery of an integrated transport system that is safe and accessible to all by implementing a proportionate package of measures that:*
 - a) *Ensure development is located where people of all ages and level of physical ability are able, or will be able, to access a wide range of essential social, community, and cultural facilities;*



- b) *Optimise accessibility and connectivity both within the proposed development and in the surrounding area, which includes having regard to schemes identified in cycling and walking strategies;*
- c) *Make active travel (including walking, cycling and wheeling) the mode of choice for shorter journeys, both within and outside the site, including safe and attractive links to new and existing facilities, services, bus stops, train stations and existing non-motorized routes;*
- d) *Ensure buildings and spaces are inclusively designed to be legible and permeable for all, and provide for the delivery of, and improvement to, walking and cycling routes that serve the site, the wider area and adjoining development parcels;*
- e) *Reduce reliance on single occupancy car trips and prioritise and increase the use of sustainable transport modes;*
- f) *Maximise opportunities to provide improved and viable public and community transport and other mobility services and routes, including through active engagement with providers as appropriate...*

2.32 Policy C2 provides some useful guidance in relation to mitigation of transport impacts from new developments.

1. *“Development proposals must fully assess the transport impacts of the development and provide for appropriate mitigation to minimise the adverse effects. Specifically, development proposals are required to:*
 - a) *Ensure that any material adverse impacts on existing and forecast traffic conditions are mitigated;*
 - b) *Provide, or make reasonable contributions towards providing, the transport infrastructure necessary to address the needs arising from the proposal, having regard to the cumulative impacts of development, secured either as a requirement of planning conditions or by the payment of financial contributions through planning obligations, and/or the Community Infrastructure Levy;*
 - c) *Prepare and submit Transport Assessments or Statements alongside development proposals in accordance with the council’s Local Validation requirements; and*
 - a) *Implement measures to promote and improve sustainable travel through agreed travel plans or through making an appropriate contribution to the borough wide My Journey initiative or any successor scheme. Travel plans should include appropriate monitoring to ensure targets are met...”*

2.33 Policy C3 advocates for the prioritisation of active travel within new developments.

“1. Development proposals must promote sustainable transport by prioritising active travel, including walking, wheeling, and cycling....”



Wokingham Borough Council Local Transport Plan 4 – Connecting People and Places (2025)

- 2.34 The Local Transport Plan (LTP4) of the WBC adopted in March 2025 is the fourth local plan of the Borough Council and supersedes the LTP3 adopted in 2011. The LTP4 sets out the strategy and approach for providing, managing and investing in transport within the Borough.
- 2.35 The vision of the LTP4 is simply captured as “*To connect people and places*”. Three broad themes have been identified which relate directly to the LTP4 vision as captured below



- 2.36 A set of nine objectives are outlined within the policy document which will help achieve the LTP4 vision with three objectives directly linked with each LTP4 vision theme.
- “Support sustainable transport initiatives to enhance health and wellbeing.
 - Ensure safer streets for all
 - Enable and increase active travel in towns by 2030
 - Support the transition to carbon neutrality
 - Ensure clean air and eliminate all air quality exceedances.
 - Develop high-quality travel corridors
 - Foster thriving villages and rural centres
 - Maintain a well-functioning transport network that benefits everyone
 - Protect and enhance strategic connectivity”

Wokingham Borough Council Residential Travel Plan Guidance (2011)

- 2.37 The WBC Residential Travel Plan Guidance adopted in 2011 aligns with national and local transport objectives in relation to promotion of sustainable travel within the Borough providing the necessary guide to developers seeking to produce residential travel plans.
- 2.38 The guidance describes a Residential Travel Plan as follows:



“A Residential Travel Plan (RTP) is a management tool aimed at promoting sustainable travel as part of a new or existing development, with an emphasis on promoting healthy and sustainable transport options to residents and visitors and reducing the number and length of car journeys. Travel plans are implemented with a long-term view and will develop and evolve along with the community in which they operate.”

2.39 The key benefits to be achieved from a Residential Travel Plan are outlined within the guidance as:

- Delivering sustainable communities, both now and in the future, through promoting a variety of travel options
- Reducing social exclusion, by improving personal travel choices for accessing local facilities and life opportunities
- Reducing the overall need to travel through the provision of on-site facilities
- Developing places for people that encourage community interaction and avoid a car-dominated environment
- An opportunity to provide travel information to residents at the earliest opportunity to promote sustainable and healthy lifestyles

2.40 The guidance highlights that a travel plan can be instrumental in reduction of car-based trips to a development.

“Case study evidence suggests that where a comprehensive and well managed RTP is delivered (including site design, physical and promotional measures), it is reasonable to expect a 10% to 20% reduction in car-based trip generation than for a similar development without a RTP in place.”

2.41 The guidance posits that the nature and composition of the proposed development will determine the travel plan requirements for planning purposes. For a single use residential development with minor ancillary uses, a full residential travel plan would be required as shown below and in **Figure 2.1**.

“Where the development proposals are for a single use residential development (although incorporating minor ancillary uses) it will usually be for a full Residential Travel Plan to be prepared. This is likely to be the sole travel plan required by Wokingham Borough Council in support of the planning application and should be submitted alongside any accompanying Transport Assessment.

This will contain a range of measures and initiatives, timescales, a clear management and delivery structure, and importantly, clearly defined targets, timescales for review and agreement on subsequent enforcement procedures.”



Figure 2.1: Travel Plan Requirements

Nature of Development	No. Residents	Comment
Single use residential developments (including primarily residential developments with some small scale ancillary land uses)	< 50	No travel plan required
	>50 <80	Residential Travel Plan Statement
	80+	Full Residential Travel Plan
Significant mixed-use development, encompassing residential units	< 50	Framework Travel Plan* No specific Residential Travel Plan submission required*.
	>50 <80	Framework Travel Plan* Residential Travel Plan Statement may also be required*
	80+	Framework Travel Plan* Full Residential Travel Plan*

Summary

- 2.42 National and local policy and guidance documents have been reviewed for the purpose of this preparing this report and the accompanying Transport Assessment including the National Planning Policy Framework (2024), the National Planning Practice Guidance (2014), The Adopted Core Strategy Development Plan (2010), Adopted Managing Development Delivery Local Plan (2014), Wokingham Borough Local Plan Update 2023 – 2040 Proposed Submission Plan and Wokingham Borough Council Local Transport Plan 4 – Connecting People and Places (2025). The Travel Plan has also been tailored to meet the requirements of the Wokingham Borough Council Residential Travel Plan Guidance.



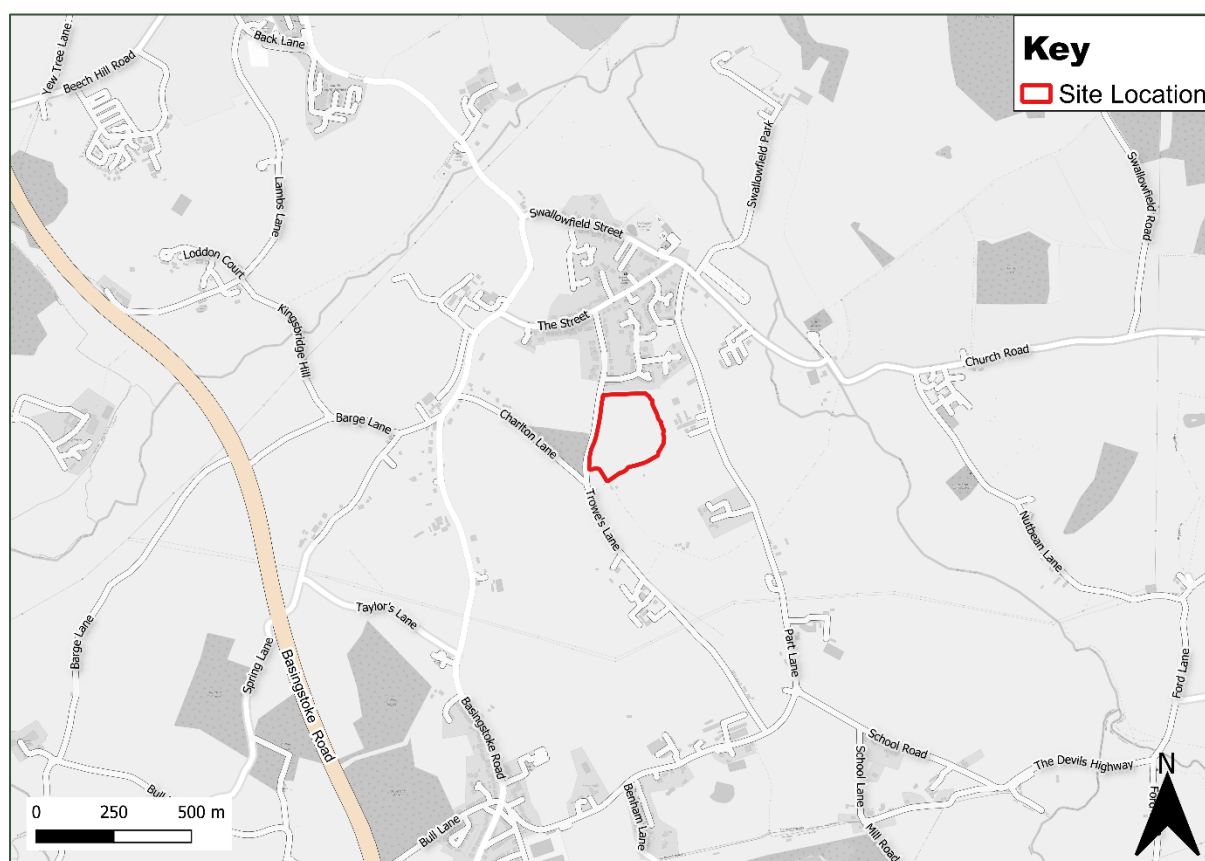
3.0 Site Audit and Baseline Travel Patterns

- 3.1 This section of the report establishes the existing conditions in relation to local highway network, public transport, walking and cycling in the vicinity of the development site.

Site Location

- 3.2 The site is located approximately 8km south of Reading and 9km southwest of Wokingham. Locally, the site is within a 600m walking distance from the village centre equivalent of a 7-minute walk. The site is directly bounded to the west by Trowes Lane and to the north by residential dwellings. Existing buildings and a farm currently occupy the land to the east of the site whereas to the south, the site is bordered by a dense woodland.
- 3.3 The site is currently being accessed via an existing field access directly from Trowes Lane which will be upgraded to provide the primary vehicle access to the proposed development. The location of the site is shown in **Figure 3.1**.

Figure 3.1: Site Location



Accessibility

Walking

- 3.4 The primary desire line from the site is northbound towards the village centre. Although there are no pedestrian footways provided along the section of Trowes Lane in the direct vicinity of the site, the nature of the road and its narrow width is such that would elicit slower speeds from drivers and ultimately functions as a Quiet Lane. There are also ample opportunities



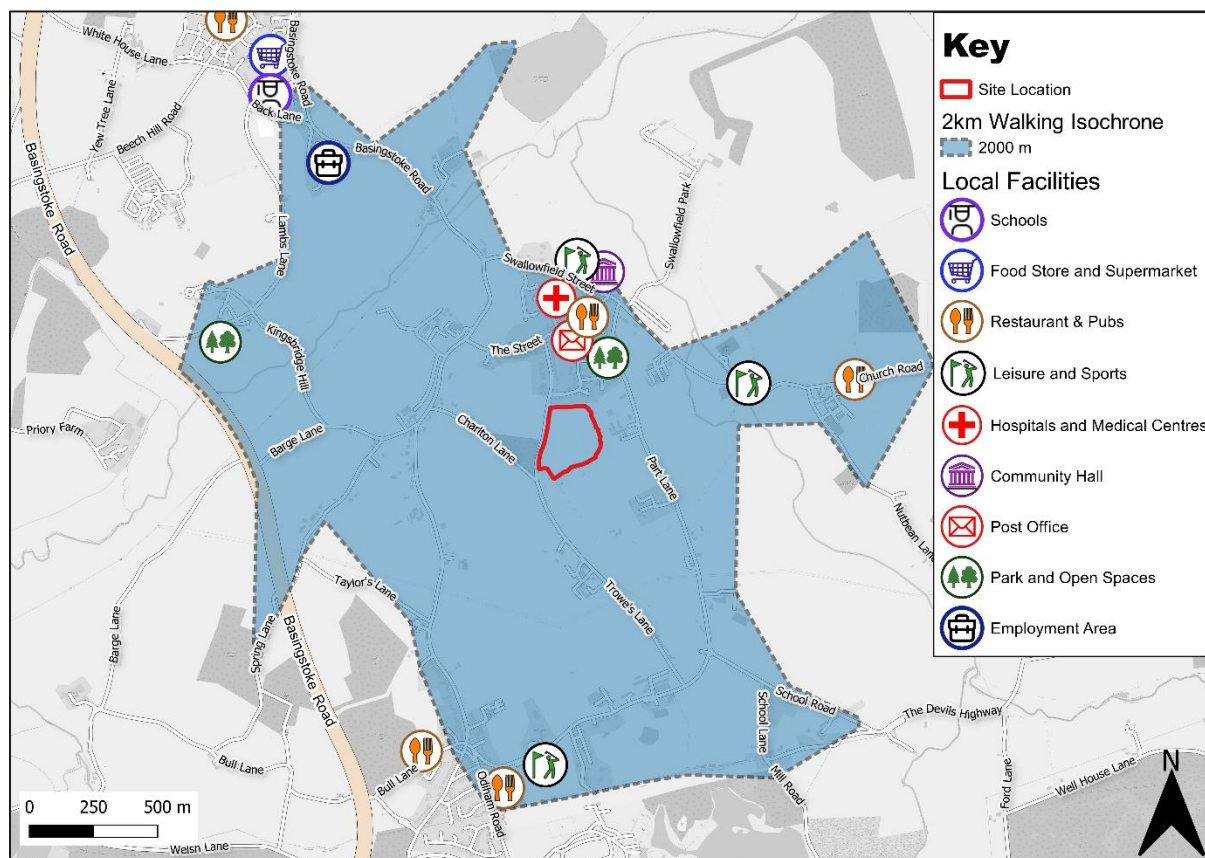
provided along the road for pedestrians and motorised traffic to avoid conflict with each other in the form of passing places and field accesses.

- 3.5 Beyond the Trowes Lane / Foxborough junction, footways are provided on one side of the Trowes Lane carriageway enroute the village centre with this section subject to a posted speed limit (PSL) of 30mph. In the wider area, footpath provision on both sides of the road is provided along The Street and Swallowfield Street.
- 3.6 The route towards the village centre benefits from natural surveillance from adjoining buildings and mirrors pedestrian desire lines following the shortest routes possible especially at junctions. The footway links are continuous providing direct access to some local facilities along the route including:
- Swallowfield post office (400m);
 - A local pub (The Crown) (450m);
 - Swallowfield Medical Practice (450m);
 - Swallowfield Parish Hall (750m); and
 - Swallowfield Recreation Ground (750m).
- 3.7 Manual for Streets makes a reference to journey distances that can be undertaken on foot.

“... Walking offers the greatest potential to replace short car trips, particularly those under 2 km.

- 3.8 **Figure 3.2** shows a 2km walking isochrone from the site and the facilities and locations accessible from the site.

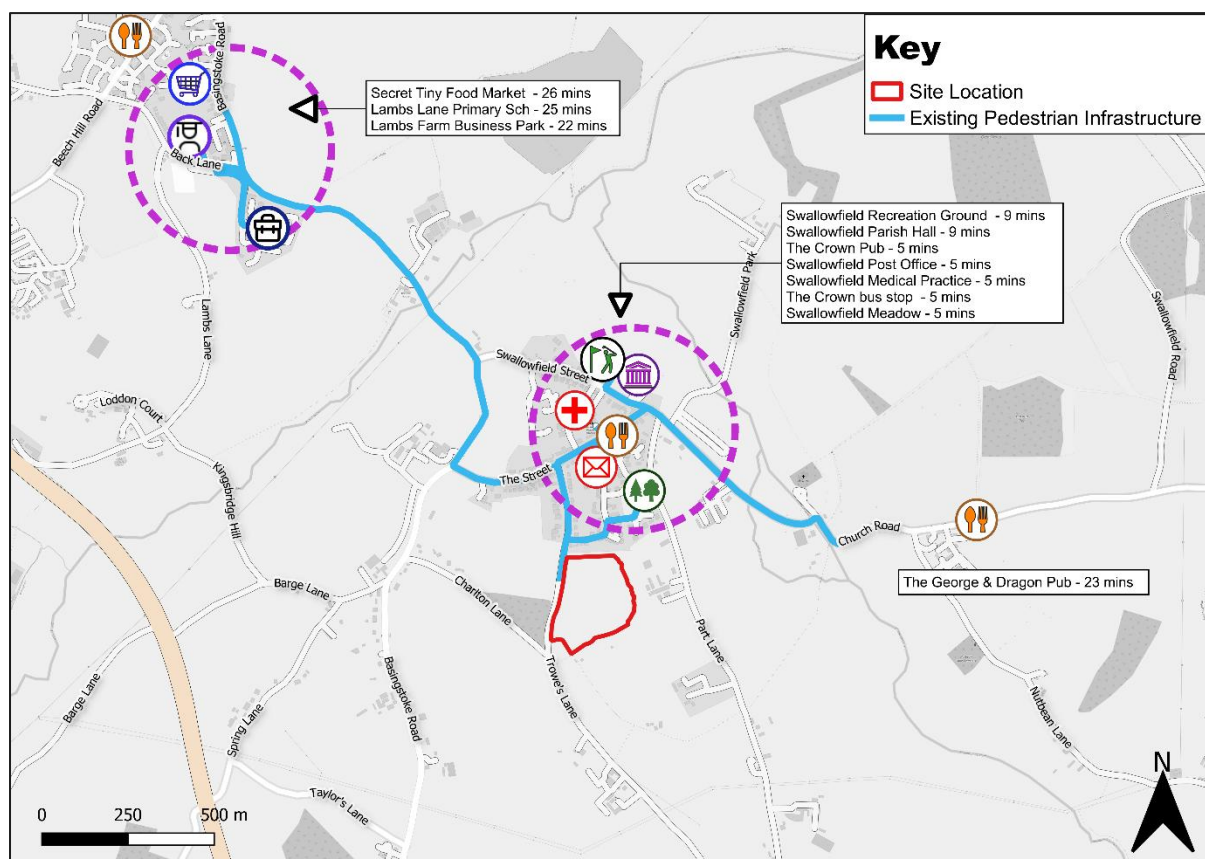
Figure 3.2: 2Km Walking Isochrone Map



Local Walking Journeys

- 3.9 The walking route to facilities most local to the site is presented in **Figure 3.3**. It is worthy of note that this is not an exhaustive list as a wide range of facilities are accessible on foot in the wider area.

Figure 3.3: Map showing Walking Routes to Facilities Most Local to the Site



- 3.10 **Figure 3.3** shows that within a 26-minute walk, a wide range of facilities can be accessed including a primary school, an employment area, a medical centre, the village hall, post office, restaurant and pub, park and a bus stop.

Cycling

- 3.11 There is a good potential for future residents of the site to undertake journeys by cycle.
- 3.12 As already stated, it is expected the limited width along Trowes Lane and the nature of the road will serve to slow down vehicles using the road making it conducive for cycling. Some sections of Trowes Lane are identified as a Quiet Links in the local cycle map¹ making it essentially a route suitable and safe for mixed traffic use.
- 3.13 DfT's LTN 1/20 (Cycle Infrastructure Design) asserts in section 7.1.1 in relation to cycling on-carriageway:

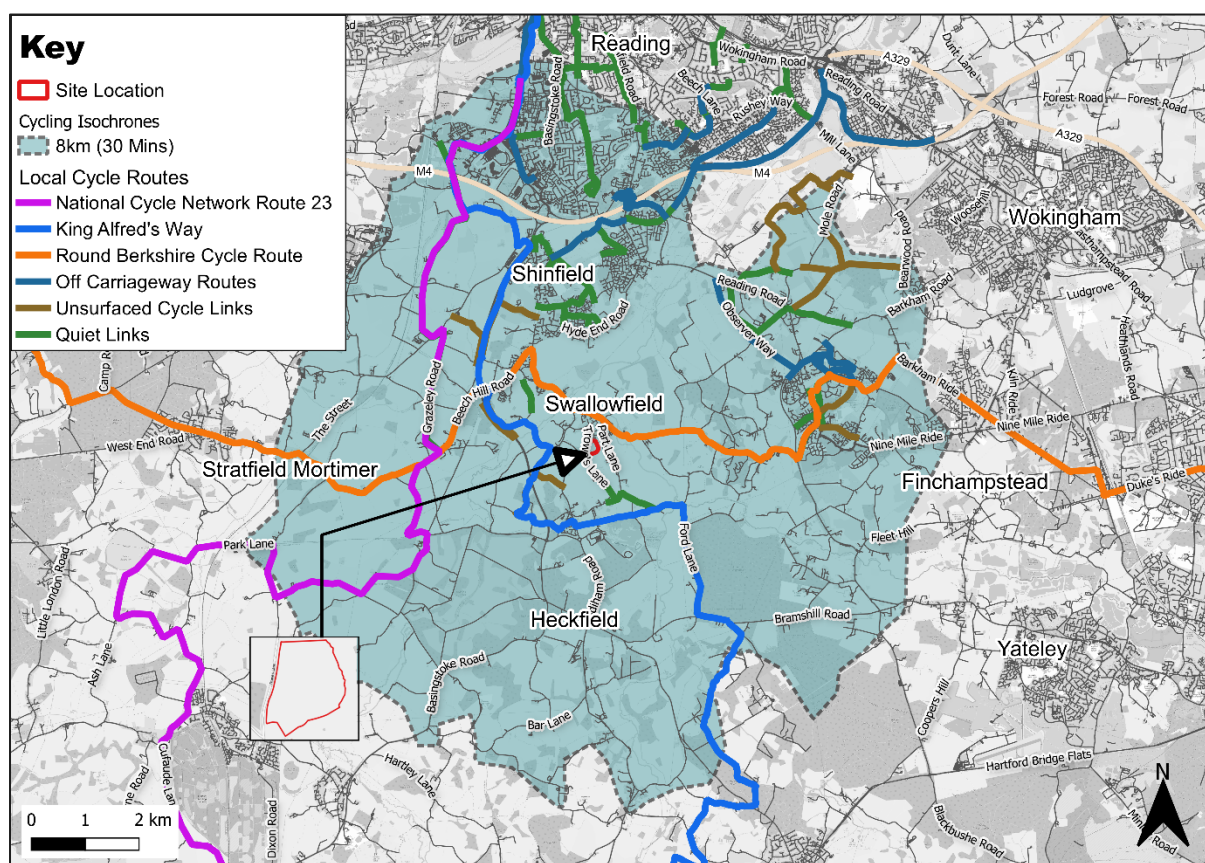
"Where motor traffic flows are light and speeds are low, cyclists are likely to be able to cycle on-carriageway in mixed traffic..."

¹ Available online at <https://www.myjourneywokingham.com/media/3814/western-area-cycle-map-2022.pdf>



- 3.14 Irrespective of the limited width along Trowes Lane, the passing places and accesses will provide ample space for cycle and vehicular traffic to avoid conflict with each other.
- 3.15 In the wide area, high quality cycle routes can be accessed including the Round Berkshire Cycle Route and the National Cycle Network (NCN) Route 23. The Round Berkshire Cycle Route can be joined along Church Road approximately 600m from the site providing east to west connections to Bracknell and Hungerford respectively. The NCN Route 23 on the other hand traverses the western fringes of Swallowfield providing north-south connections between Reading and Basingstoke.
- 3.16 The National Travel Attitudes Study (NTAS) Wave 9: Cycling study² published by DfT in 2024 puts average cycling trip distance at 4 miles per trip (approximately 6km) with an upper limit of 5 miles (approximately 8km) for confident cyclists. Although in reality, cycle distances often exceed this. **Figure 3.4** shows destinations that can be accessed within an 8km cycle from the site.

Figure 3.4: 8Km Cycling Isochrone Map



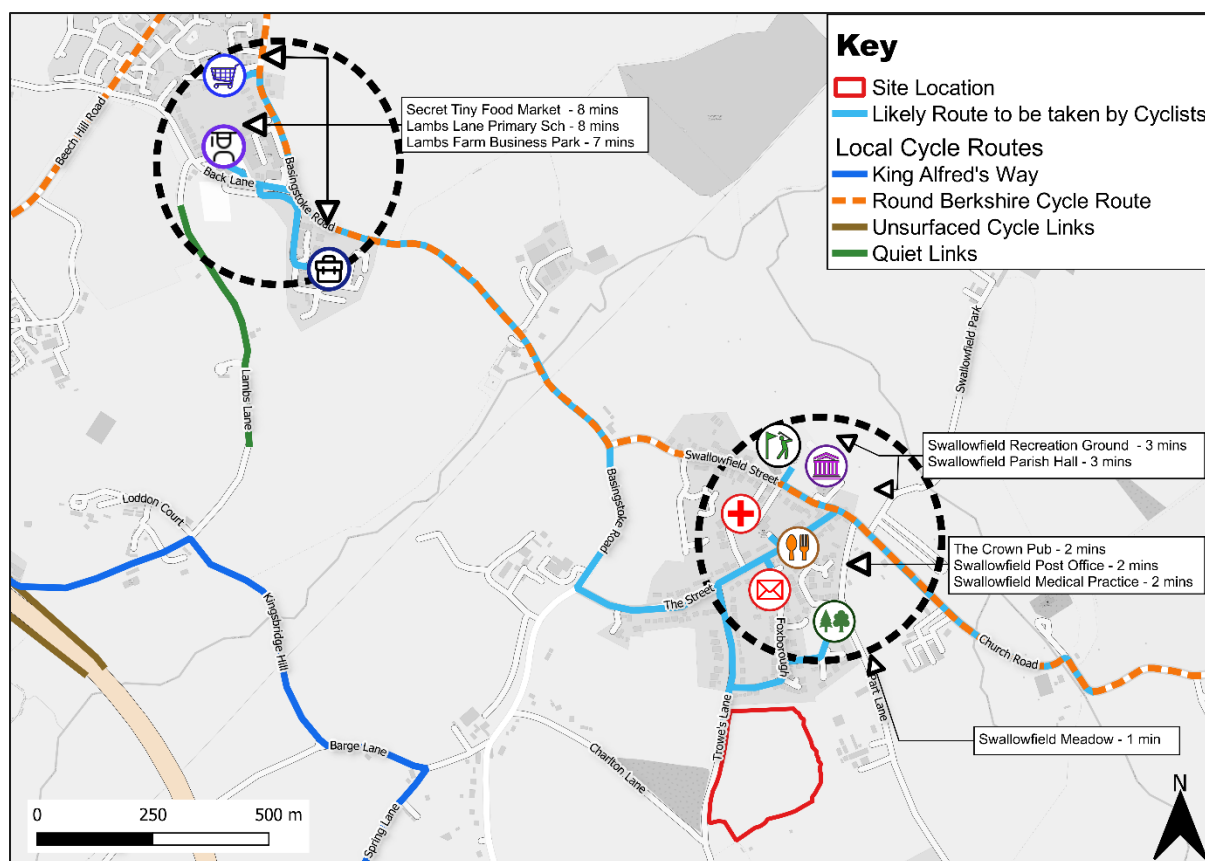
Local Cycle Journeys

- 3.17 Existing cycle routes to facilities most local to the site is presented in **Figure 3.5**. The facilities shown in **Figure 3.5** is not exhaustive as there is a wide range of local facilities accessible by cycle in the wider area.

² <https://www.gov.uk/government/statistics/national-travel-attitudes-study-wave-9/national-travel-attitudes-study-ntas-wave-9-cycling>



Figure 3.5: Existing Local Cycle Routes to Facilities



- 3.18 **Figure 3.5** shows that within an 8-minute cycle ride, future residents will be able to access an employment area, medical centre, a pub and a primary school from the site.

Public Transport

Bus

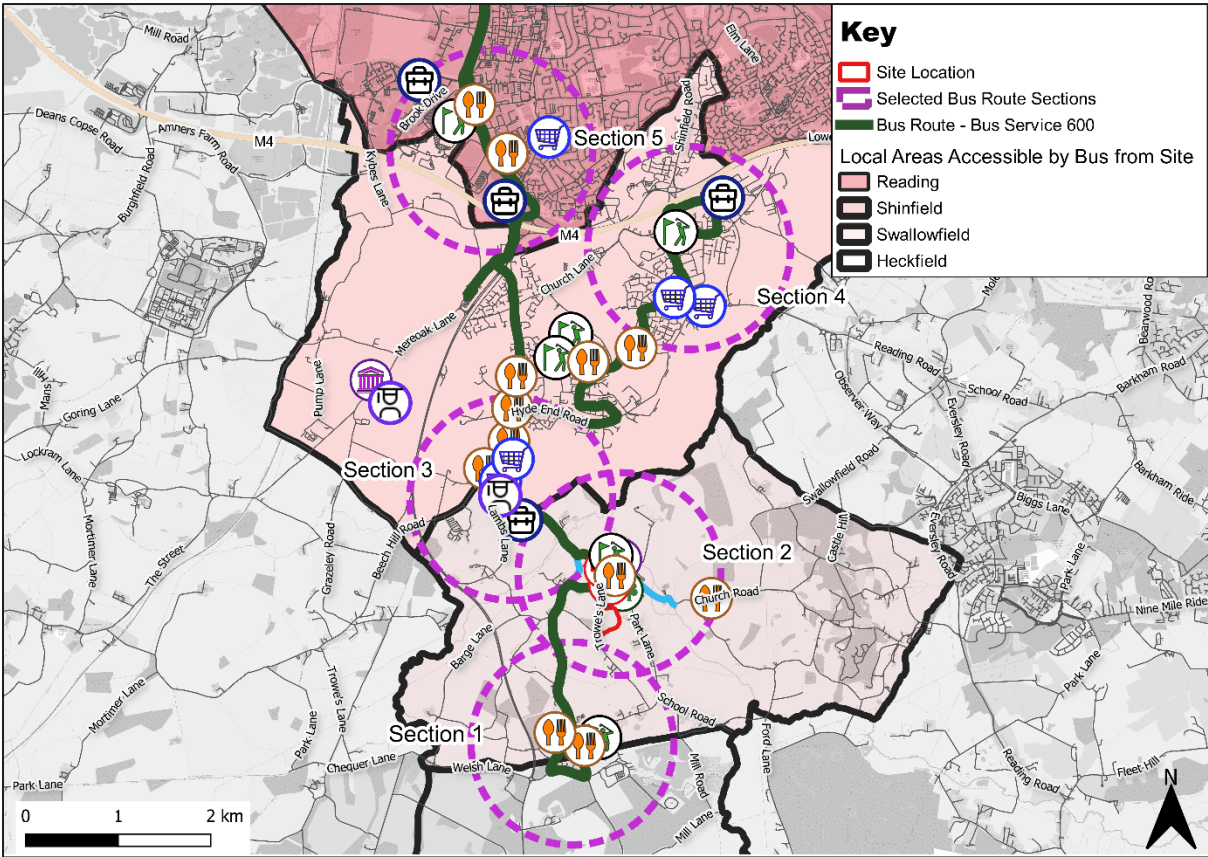
- 3.19 The site is very accessible by bus.
- 3.20 The closest bus stops to the site are The Crown bus stops located along The Street approximately 400m from the site equivalent to a 5-minute walk. The Crown bus stops are accessible directly from existing footways along the route to the village centre. The westbound stop features a shelter, a flag and pole marker and road markings whereas the eastbound stop features only the road marking and the flag and pole marker.
- 3.21 These bus stops are along the route of bus service 600 which provides regular services from Reading to Shinfield via the Mere Oak Park & Ride and Swallowfield. This bus service is operated by Reading Buses and runs from Mondays to Saturdays with an average frequency of four services an hour.

Local Bus Journeys

- 3.22 **Figure 3.6** shows the route of bus service 600 and the local facilities either directly accessible along the existing route or a short walk from it.



Figure 3.6: Existing Bus Routes to Key Destinations



3.23 **Table 3.1** presents a summary of the local facilities along different sections of the existing bus route. Facilities located along bus route but with no existing footway links connecting to the nearest bus stop have not been accounted for in **Table 3.1**.

Table 3.1: Local Facilities along Bus Route

BUS ROUTE SECTION	FACILITY/ AMENITY	BUS JOURNEY DURATION FROM CROWN BUS STOP (MINS)	DIRECTLY ACCESSIBLE ALONG BUS ROUTE (Y/N)	DURATION OF WALK NEAREST BUS STOP (MINS)
Section 1	Bull at Riseley Pub	6 mins	Yes	1 min
	Riseley Tennis Club	5 mins	Yes	1 min
Section 2	Swallowfield Post Office	Very unlikely to be accessed by bus due to proximity to site	Yes	Not applicable
	Swallowfield Medical Practice			
	The Crown Pub & Restaurant			
	Swallowfield Parish Hall			
	Swallowfield Recreation Ground			



BUS ROUTE SECTION	FACILITY/ AMENITY	BUS JOURNEY DURATION FROM CROWN BUS STOP (MINS)	DIRECTLY ACCESSIBLE ALONG BUS ROUTE (Y/N)	DURATION OF WALK NEAREST BUS STOP (MINS)
	Swallowfield Meadow	Very unlikely to be accessed by bus due to proximity to site	No	Not applicable
Section 3	Lambs Farm Business Park	3 mins	Yes	3 mins
	Heron Industrial Estate	3 mins	Yes	1 min
	Lambs Lane Primary School	3 mins	Yes	3 mins
	Secret Tiny Food Market	3 mins	Yes	2 mins
	La Petite Bouche Bakery	5 mins	No	6 mins
	Spencer Wood Stores	5 mins	Yes	3 mins
	Warings Bakery	5 mins	Yes	1 min
	Spencers Wood Day Nursery and Preschool	5 mins	Yes	1 min
	Miah's Indian Restaurant	5 mins	Yes	1 min
	Farriers Arms Pub & Restaurant	7 mins	Yes	1 min
Section 4	Lidl	16 mins	Yes	2 min
	Co-op Foods Shinfield	16 mins	No	3 mins
	At your Peak fitness centre	19 mins	No	2 mins
	Thames Valley Science Park	21 mins	Yes	2 mins
Section 5	Reading International Business Park	23 mins	Yes	1 min
	Reading Gate Retail Park	24 mins	Yes	1 min
	Nando's Reading - Gateway	24 mins	No	1 min
	Mc Donald's	24 mins	No	8 mins
	Select Car Leasing Stadium	24 mins	No	8 mins



- 3.24 **Table 3.1** shows that the site is well situated to access a wide range of amenities and facilities within Shinfield, Heckfield and Reading by bus.

Rail

- 3.25 The closest train station to the site is the Mortimer Train Station (5.22km). However, it is expected future residents will also make use of the Reading Green Park Train Station (6.4km from site) due to available bus connectivity to this station. These stations are within cycle distance which will enable future residents to cycle to the rail station to continue their journey via rail. Equally car parking spaces are available which would enable future residents to drive to the train station to then continue their journey by rail
- 3.26 Facilities available at both stations are presented in **Table 3.2** below.

Table 3.2: Facilities Accessible at Local Train Stations

STATION	FACILITIES
Mortimer	<ul style="list-style-type: none"> — 5 sheltered cycle storage spaces; — 5 key operated, secure cycle lockers; — Accessible Taxis available; — 50 Car parking spaces; — Toilets available; — Waiting rooms and seating available; — Category B3 station: Step-free access in one direction only.
Reading Green Park	<ul style="list-style-type: none"> — 54 Car parking spaces; — Accessible Taxi ranks at the front of station; — Accessible ticket machines; — Toilets and bay changing facilities available; — Bus connections available; — Step free access to all platforms

- 3.27 A summary of rail services accessible at both train stations is presented in **Table 3.3**.

Table 3.3: Summary of Rail Services at Mortimer and Reading Green Park Stations

DESTINATION	AVERAGE FREQUENCY	JOURNEY TIME (MINUTES)	
		From Mortimer Station	From Reading Green Park Station
Reading	Two services an hour	13 mins	7 mins
Basingstoke	Two services an hour	14 mins	20 mins



Local Highway Network

- 3.28 The application site is considered to have good access to the local highway network.

Trowes Lane

- 3.29 Trowes Lane is a rural road of varying width extending approximately 300m north from the existing field access to connect The Street along the route to the village centre and 1.3km south to connect Part Lane at Riseley.
- 3.30 The section of the road north of the site and within 100m of the access is subject to a PSL of 30mph. This section of the road also features a footway on one side of the carriageway.

The Street

- 3.31 The Street is a residential street connecting the village centre on its eastern end to the B3349 Basingstoke Road in the west.
- 3.32 The road is subject to a PSL of 30mph on all sections. The road features footways on both sides of the carriageway on its sections between its eastern end and the priority junction with Trowes Lane.

B3349 Basingstoke Road

- 3.33 The B3349 runs in a north-south alignment from Wokingham to Alton via Swallowfield extending a total length of approximately 44km. The road forms major junctions with the M3, A30, A33 and A321 along its length.
- 3.34 The section of the B3349 (Basingstoke Road) which forms a priority junction with The Street is subject to a PSL of 40mph and features a footway on one side of the carriageway.

Baseline Travel Patterns

- 3.35 The 2011 Census *WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)* and 2021 Census Data have been interrogated to gain an understanding of the current travel to work behaviour of the local area where the Site is located. The site sits within super output area – Middle Layer (MSAO) Wokingham 017.
- 3.36 **Table 3.4** summarises the expected baseline travel mode share for the site.

Table 3.4: Census Baseline Mode Share

MODE OF TRAVEL	2011 MODE SHARE SPLIT	2021 MODE SHARE SPLIT
Driving a car or van	83%	84%
Train	5%	2%
Passenger in a car or van	4%	4%
Bus, minibus or coach	3%	2%
On foot	3%	4%
Bicycle	2%	2%
Motorcycle, scooter or moped	0%	1%
Underground, metro, light rail or tram	0%	0%
Other method of travel to work	0%	1%



MODE OF TRAVEL	2011 MODE SHARE SPLIT	2021 MODE SHARE SPLIT
Taxi	0%	0%
Total	100%	100%

- 3.37 The information presented in **Table 3.4** indicates that the modal share for car drivers (trips to / from work) to and from the site is similar across both census datasets. However, the census 2011 data will be used for setting mode shift targets in this RTP as these would represent a more ambitious objective for the Travel Plan. The car driver mode share according to the 2011 census is 83%. This means that sustainable modes (including walking, cycling, taxi, public transport and powered two wheelers) account for 17% of the work-related trips to and from the site. This baseline data will form the basis for setting mode shift targets in this RTP.

Summary

- 3.38 The site is situated within an accessible location about 600m from the village centre making the facilities within and around the village centre quite accessible by walking and cycling from the site. Within an 8-minute cycle ride, future residents will be able to access an employment area, medical centre, a pub and a primary school from the site.
- 3.39 There are existing walking and cycle routes within the area connecting the site to local facilities and destinations including the Round Berkshire Cycle Route and the National Cycle Network (NCN) Route 23.
- 3.40 The site is also accessible by bus. Bus service 600 which can be joined at The Crown pub bus within a 5-minute walk from the site provides regular services from Reading to Shinfield via Swallowfield and the Mere oak Park & Ride. Rail services can be accessed at the Mortimer Train Station and the Reading Green Park Train Station for journeys to Reading and Basingstoke. There is therefore a significant potential for future residents to undertake day-to-day journeys using sustainable modes.
- 3.41 Census data has been consulted to determine baseline travel mode share for the site area. The data shows that the car driver mode comprises about 83% of all travel and sustainable modes (including walking, cycling, taxi, public transport and powered two wheelers) account for 17% of the work-related trips to and from the site. This baseline data will form the basis for setting mode shift targets in this RTP.



4.0 Aim, Objectives, Benefits and Targets

- 4.1 This section sets out the baseline modal split for the site which provides a context for monitoring travel patterns and setting future targets. It sets out the overarching aim, objectives and benefits of the Travel Plan as well as targets for the short and medium-term. It also includes indicators for measuring the progress of the Full Residential Travel Plan.

Aim

- 4.2 Improving the transport choices available to people, rather than focusing on providing for the private car, will lead to a more equitable and sustainable development that provides travel options for all users of the Site regardless of whether or not they own a car.
- 4.3 The overarching aim for the RTP is:

“To promote safe and sustainable travel to and from the site and reduce the reliance of future residents and visitors on private car travels.”

Objectives

- 4.4 An overarching objective for the RTP has been adopted as follows:

“To engage with and encourage site users to use more sustainable ways of travelling to/from the site through more effective promotion of active modes. This will minimise the impact of the development on the surrounding highway network and public transport network.”

- 4.5 The following sub-objectives have been identified which are intended to achieve current central government and local policies in respect to transport in residential developments:

- **Sub-objective 1:** Reduce car driver trips;
- **Sub-objective 2:** To increase awareness of the advantages and availability of sustainable modes of transport;
- **Sub-objective 3:** To promote the health and fitness benefits of active travel to Site users;
- **Sub-objective 4:** To introduce a package of physical and management measures as detailed within section 6.0 of this report that will facilitate travel by sustainable modes, and in particular active modes; and
- **Sub-objective 5:** Reduce the need to travel.

Benefits

- 4.6 If the aims and objectives are reached it will bring about a wide range of benefits for residents and visitors to the site and the wider community as set out below. This is in comparison to the situation with no RTP and which would likely see higher levels of car use and congestion:

Resident benefits

- An excellent opportunity for daily exercise and improve health & wellbeing through cycling and walking;
- The opportunity to save money by using alternative modes of travel to the car; and
- Improved quality, safety and reliability of journeys to and from work.



Wider community benefits

- A more measured level of traffic generated by the development and therefore less impact on the highway network;
- On-going improvements to air quality and noise.

Targets

- 4.7 In order to assess whether this RTP is successful in achieving its objectives, a set of aspirational targets have been set. Ultimately the site is located in an accessible location, and significant opportunities already exist to facilitate trips by sustainable modes.
- 4.8 All targets need to be sufficiently ambitious and also **SMART**; that is **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime related. However, at this stage it is not possible to set aim targets for each land use within this RTP. This is because the baseline information is not known. Following initial travel surveys, specific targets for the site will be provided in an updated Travel Plan
- 4.9 There are two types of targets, namely: 'Action' and 'Aim' targets. **Action targets** set out specific commitments to implement measures to ensure delivery. **Aim targets** provide numerical goals for mode shift.

Action Targets

- 4.10 The Action Targets for this RTP are:
- To appoint a Travel Plan Coordinator (TPC) prior to first occupation of the site;
 - To launch the RTP no later than two months after the appointment of the TPCs;
 - Construct high quality pedestrian and cycle links within the site and link to the surrounding area;
 - Implement Travel Plan measures; and
 - To coordinate baseline travel surveys within 6 months of reaching 50% occupancy at the site.

Aim Targets

- 4.11 An indicative target to achieve an overall 10% (eight percentage points) reduction in car driver mode share has been set out in **Table 4.1** below and will be reviewed following the first survey being undertaken based on the timescales set out above.
- 4.12 **Table 4.1** provides a summary of the expected baseline modal split as informed by census data.

Table 4.1: Predicted Overall Modal Split

MODE	MODE SHARE MONITORING TARGETS					
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Car Driver	83%	82%	80%	78%	76%	75%
Sustainable Travel (Walking, Cycling, Bus, Train, Car Passenger etc)	17%	18%	20%	22%	24%	25%



- 4.13 The actual modal share target for the site will be set following the completion of the baseline travel survey within 6 months of reaching 50% occupancy at the site.
- 4.14 Travel patterns will be measured as the main mode of travel of residents to and from the site provided through monitoring surveys which will follow the baseline surveys. The monitoring surveys are to be conducted annually after the baseline survey.

Baseline Travel Survey

- 4.15 A baseline travel survey for residents at the site will be undertaken within 6 months of reaching 50% occupancy at the site. A draft travel questionnaire has been included in **Appendix B** in line with the guidance provided within the WBC Residential Travel Plan Guidance, however this is to be agreed with WBC. The content of the questionnaire to be eventually issued will be discussed and agreed with WBC Travel Plan Officers prior to the survey being undertaken.
- 4.16 The undertaking of the baseline surveys represents the start of the TP for monitoring purposes and is described as Year 0.



5.0 Management Strategy

- 5.1 This section of the Residential Travel Plan sets out the management strategy that will be implemented.

Travel Plan Coordinator

- 5.2 A TPC will be appointed to manage and implement the RTP for the site prior to occupation of the site. The contact details of the TPC will be provided to the appropriate contact at WBC via email or any other preferred medium.
- 5.3 The TPC's role, and the annual costs for administering the RTP, will be funded by the developer.
- 5.4 Administration of the Travel Plan will involve the maintenance of the necessary systems, data, and paperwork as well as consultation and promotion associated with the implementation of the RTP. Regular updating of the Travel Plan is part of the responsibility of the nominated TPC.
- 5.5 The TPC will establish and maintain a filing system to record all correspondence related to the RTP, the results of periodic monitoring and the results of each review.
- 5.6 The TPC will contact each resident within one month of their occupation to explain the purpose of the RTP and the opportunities on offer. This will be through a Travel Information Pack.
- 5.7 The TPC's role includes:
- Overall responsibility for delivering the RTP measures and monitoring strategy;
 - Leading the process of developing targets, implementation, and review;
 - Promoting the RTP to residents at the site;
 - Encouraging resident co-operation;
 - Liaising with WBC;
 - Making travel information readily available;
 - Ensuring new residents are made aware of sustainable travel opportunities and providing personalised travel planning;
 - Training and advising parties involved in sales or rental of dwellings within the site;
 - Act as a single point of contact for all transport, access and travel related issues within the development
 - Investigate incentives that will achieve the required level of mode shift; and
 - Undertaking the Travel Surveys over the five-year period and supplying evidence of this to WBC.
- 5.8 It is anticipated that the amount of time that the TPC will spend on the RTP will vary according to the level of occupation, the level of engagement required for each travel plan measure and implementation phase and activities at the site. It is not expected that the time dedicated will be uniform throughout the life of the RTP.



Funding

- 5.9 Appropriate funding will be provided the TPC for implementing and delivering on the objectives of the TP. A sum figure will be agreed with WBC in due time prior to appointment of the TPC.



6.0 Measures

- 6.1 This section outlines the package of hard and soft measures to be implemented as part of the Residential Travel Plan in relation to the site.
- 6.2 Measures relating to the other proposed uses including the proposed school, employment land and leisure uses will be considered separately.

Hard Measures

Site Design

- 6.3 The masterplan design will create an environment where walking and cycling is very safe and conducive both within the site and at the site access. Future residents would be able to safely navigate from the site to join active travel provisions along some sections of Trowes Lane en route the village centre.
- 6.4 Pedestrian links within the site will be safely segregated. Crossing points would feature dropped kerbs and tactile paving.
- 6.5 The active travel routes within the site will be appropriately lit at all times.

Reducing the Need to Travel

- 6.6 The possibility of providing high quality fibre broadband connectivity throughout the development which will facilitate home working will be investigated. Home working will also be encouraged through the provision of community facilities which encourage home working and virtual meetings. Home working will assist in reducing the overall need to travel, especially during peak periods.
- 6.7 Furthermore, the TPC will promote online services (e.g. internet shopping, online council services) to encourage residents to utilise these in preference to making a trip out of the Site to access these services. Details of popular online services will be promoted to future residents through the information packs.

Cycling and Cycle Parking

- 6.8 The parking standards for cycle as set out at Appendix 2 of the Adopted Managing Development Delivery Local Plan (2014) requires a provision of 1 cycle parking space per dwelling for a house with 3 habitable rooms and 2 spaces per dwelling for houses with 4 or 5 habitable rooms.
- 6.9 The proposed development will provide cycle parking in accordance with the local parking standards to be provided within garages or sheds.

Soft Measures

Travel Information Pack

- 6.10 A Travel Plan Information Pack will be provided to each new household prior to their occupation or within 2 weeks of their occupation. This pack will include:
 - web links to the latest public transport timetable and fare information;
 - set out benefits to use sustainable transport, emphasising the health and environmental benefits;



- explain how individuals can travel sustainably, including methods of driving to reduce emissions;
- contain a list of web addresses for useful websites associated with buses, cycling, walking and car sharing, as well as including journey planning websites;
- contain and promote information on events such as National and Regional events including Sustrans 'Bike it' or National Cycle/Walk to work week;
- information on walking buddies/local school initiatives;
- include useful walking and cycling advice, providing a map presenting the cycle and pedestrian links to local amenities; and
- encourage residents to arrange cycle and walking groups and the benefits of doing so.

- 6.11 The welcome pack will be issued to residents in paper format. By providing a physical welcome pack it will encourage residents of the site from the outset to travel via sustainable means, initiating and creating habits that will continue throughout the monitoring period and beyond.

Public Transport

- 6.12 A sustainable public transport package will be provided for the site. Up-to-date details of bus and rail services, including route information and service frequencies, will be provided as part of the Welcome Packs.
- 6.13 With a view to promoting the usage of public transport (i.e., over car-based journeys), details of the bus routes within the vicinity of the site will be displayed on Travel Notice Board and within the Welcome Packs to provide residents with information on how to access the site by buses and railway services.
- 6.14 The TPC will liaise with WBC to ensure that issues periodically raised by residents are considered.

Dedicated Notice Board

- 6.15 A Dedicated Notice Board helps provide a focal point for information and dissemination. This will be located in an area accessible to residents such as, public open space. The notice board will be updated regularly by the TPC. It will also be used to publicise events such as '*car-free days*' plus provide details of public transport and cycle way networks. It will also include information on:
- An event calendar listing national and local travel events;
 - The best walking and cycling routes/maps in the area connecting with the site;
 - Cycle shops in the area;
 - Taxi company information
 - Bus and railway route information including timetables; and
 - Information on public transport season tickets and passes.

Residents Newsletter

- 6.16 A newsletter will be sent to residents of the site periodically informing them of facilities available on the site and opportunities to benefits from schemes directed towards travel behaviour change (e.g. change to bus services and facilities, local car sharing schemes in the area etc).



7.0 Monitoring, Review and Reporting

- 7.1 This RTP is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the site. This chapter sets out the proposed approach.

Data Collection

- 7.2 The modal share of the proposed development will be captured by a travel questionnaire. The surveys will be undertaken within 6 months of reaching a 50% occupation of the residential units. The annual surveys will be undertaken ideally at the same period of the year unless there are extenuating circumstances that suggest otherwise. In such instances, this will be duly communicated to WBC.
- 7.3 A survey of cycle parking usage will also be undertaken.

Monitoring and Review

- 7.4 Monitoring will be done throughout the life span of the Travel Plan (5 years). Monitoring will cease at Year 5.
- 7.5 The baseline survey (residents) will be undertaken in Year 0 (year of opening) within six months of 50% of the residential units being occupied with monitoring surveys taking place annually.
- 7.6 Surveys will be repeated every two years 1, 3, and 5.
- 7.7 A minimum response rate of 30% will be targeted for all travel surveys, however the level of response is outside of the control of the TPC and as such this is an aspiration only.
- 7.8 The main reasons for monitoring the RTP are:
- To measure the level of success in meeting identified targets (mode share targets) using key performance indicators;
 - To understand cycle parking demand; and
 - To provide feedback to the TPC so the RTP can be refined where necessary.

Reporting

- 7.9 The TPC will prepare a full monitoring report within three months of the monitoring surveys detailing the progress of the RTP. The reports will include the following:
- Progress on the implementation of measures and initiatives to promote sustainable transport use;
 - Evidence of measures implemented including photographs where possible;
 - Summary of the travel surveys;
 - The report will be provided to the Travel Plan Officers at WBC.

Review

- 7.10 Based on the results of the annual survey, the targets, and measures within the travel plan will be re-adjusted. An updated RTP will be prepared for approval by WBC at the end of the monitoring period.
- 7.11 The Travel Plan upon approval will be secured via a suitably worded planning condition.
- 7.12 It is expected that auditing fees for the Travel Plan monitoring will be secured via a planning obligation by WBC. The full amount as specified within the WBC Residential Travel Plan Guidance will be paid where required.



8.0 Action Plan

8.1 The Action Plan set out below identifies indicative timescales for implementation and who is responsible for implementation of proposed measures to encourage sustainable travel.

Table 8.1: Action Plan

MEASURE	NOTES	STATUS/ TARGET DATE	RESPONSIBILITY
Appointment of Travel Plan Coordinator	This will be a part-time role and will be funded by the developer for a period from construction until five years after first occupation	Prior to first occupation	Site Owner
Travel Packs	All households to receive a travel pack outlining the sustainable options for travelling to the site.	At first occupation	TPC
Walking	Residents will be made aware of health benefits of walking and walking routes and information on safe routes as part of the Welcome Pack	Upon occupation of dwelling	TPC
	Information will be displayed within the site detailing walking routes and events	As events occur	TPC
	High quality pedestrian and/or cycle links incorporated throughout the site, integrating with the surrounding area.	Prior to occupation as part of construction	Developer
Cycling	The Welcome Pack will include details of cycling routes and other information relating to cycling.	At first occupation	TPC
	The required number of cycle parking spaces will be provided according to local standards.	Prior to occupation as part of construction	Developer
Public Transport	The Welcome pack will include details of public transport services and frequencies.	At first occupation	TPC
Monitoring	The TPC will undertake/commission a survey of resident's travel habits to establish the baseline mode share	Within six months of 50% of the residential units being occupied	TPC
	The TPC will set targets for the next 12-month period based on survey results	Within 3 months of initial baseline survey	TPC



MEASURE	NOTES	STATUS/ TARGET DATE	RESPONSIBILITY
	The TPC will undertake/ commission annual monitoring surveys every 12 months.	Every 12 months following survey ideally within the same period of the year	TPC
	The TPC will liaise with officers of WBC to discuss and agree any amendments to the Travel Plan going forward.	Within 3 months of monitoring survey	TPC/ WBC





Appendix A Illustrative Site Masterplan

Residential Travel Plan

Trowes Lane, Swallowfield, Reading

City & Country Group EPS

SLR Project No.: 416.066369.00001

26 September 2025



P03	23.09.25	Updates to DAS	KYZ	SV
P02	27.08.25	Updated to adjacent scheme and precedent images	KYZ	SV
P01	22.08.25	First Issue	KYZ	SV
Rev	Date	Description	Drn	Chk

Title: Illustrative Masterplan

Project: Swallowfield, Wokingham
Client: City & Country

Date: August 2025
Scale: NTS @ A3

Drawing No: 2909-LLA-ZZ-GF-SK-L-0001
Revision: P03
Suitability: Planning

Project No: 2909



Appendix B Draft Travel Questionnaire

Residential Travel Plan

Trowes Lane, Swallowfield, Reading

City & Country Group EPS

SLR Project No.: 416.066369.00001

26 September 2025

1. What is your main mode of travel to/from work? Please note your main mode refers to the mode you use for the greater part of your commuting trip.
 - ☐ Walk
 - ☐ Cycle
 - ☐ Passenger in a Car/ Van
 - ☐ Motorcycle, Moped or Other Powered Two-Wheelers
 - ☐ Bus
 - ☐ Train
 - ☐ Car Sharing
 - ☐ Taxi
 - ☐ Car or Van
2. What are your main reasons for choosing this main mode of travel to/from work? Please specify
.....
.....
.....
.....
.....
3. If you use more than one mode of travel to/from work, what other modes do you use in addition to your main mode of travel?
 - ☐ Walk
 - ☐ Cycle
 - ☐ Passenger in a Car/ Van
 - ☐ Motorcycle, Moped or Other Powered Two-Wheelers
 - ☐ Bus
 - ☐ Train
 - ☐ Car Sharing
 - ☐ Taxi
4. How many days a week do you normally work away from home?
 - ☐ Once a week
 - ☐ Twice a week
 - ☐ Three times a week
 - ☐ Four times a week
 - ☐ Five times a week
 - ☐ More than 5 times a week

5. How far do you travel on the average to/from work? Please provide a one-way journey time.
- ☐ Less than 1 mile
 - ☐ 1 – 2 miles
 - ☐ 2.1 – 5 miles
 - ☐ More than 5 miles
6. What mode of travel do you use for journeys other than work (e.g shopping, education escort etc) Please tick the mode that you use for the greater part of any other trips other than commuting.
- ☐ Walk
 - ☐ Cycle
 - ☐ Passenger in a Car/ Van
 - ☐ Motorcycle, Moped or Other Powered Two-Wheelers
 - ☐ Bus
 - ☐ Train
 - ☐ Car Sharing
 - ☐ Taxi
 - ☐ Car or Van
7. If you use more than one mode for trip purposes other than work (e.g shopping, education escort etc), what other modes do you use in addition to your main mode of travel for these purposes?
- ☐ Walk
 - ☐ Cycle
 - ☐ Passenger in a Car/ Van
 - ☐ Motorcycle, Moped or Other Powered Two-Wheelers
 - ☐ Bus
 - ☐ Train
 - ☐ Car Sharing
 - ☐ Taxi
8. What are your main reasons for choosing this main mode of travel for purposes other than work? Please specify

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Making Sustainability Happen