



WYVOLS COURT FARM
EMPLOYEE TRAVEL PLAN

WYVOLS COURT FARM LTD.
13 May 2026





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Contents

1.0	Introduction	1
2.0	Site Accessibility	3
3.0	Vision and Objectives.....	8
4.0	Travel Plan Targets	9
5.0	Travel Plan Measures and Implementation Plan	10
6.0	Travel Plan Management	12
7.0	Travel Plan Monitoring	13
8.0	Management	15

Tables

Table 4.1 - Current and Target Mode Share	9
Table 5.1 - Implementation Plan	11
Table 7.1 - Monitoring Timetable.....	14

Figures

Figure 1.1 - Site Location.....	1
Figure 2.1 - Local Highway Network – Pedestrian Focus	3
Figure 2.2 - Bus Accessibility.....	5
Figure 2.3 - Railway Station Accessibility	6
Figure 2.4 - Wider Highway Network	7

Appendices

Appendix A – Site Layout

Appendix B – Proposed Highway Improvements on Basingstoke Road

1.0 Introduction

1.1 Overview

- 1.1.1 This Travel Plan has been prepared by Abley Letchford on behalf of Wyvols Court Farm Ltd. in support of a full planning application for 3 commercial units (use classes B2/B8), (Wokingham Borough Council Ref. 230386) at Wyvols Court Farm, Swallowfield.
- 1.1.2 The purpose of this Travel Plan is to use a combination of measures, marketing and targets to develop a culture of sustainable travel amongst employees and visitors to the site. This will benefit the employees, the environment, the local community, and the employers.

1.2 Development Proposal

- 1.2.1 The proposed development is comprised of three commercial units (use classes B2/B8), each with a GFA of 7,500ft² (697m²), resulting in a total GFA of 2,091m².
- 1.2.2 These units would be delivered to the south of the existing commercial/industrial/agricultural units on the Wyvols Court Farm site.
- 1.2.3 The site would be accessed using the existing Wyvols Court Farm access on the B3349, which has a vehicle and pedestrian security gate set approximately 20m back from the carriageway.
- 1.2.4 The site location is shown in **Figure 1.1**, and the proposed layout is included in **Appendix A**.

Figure 1.1 - Site Location



- 1.2.5 The Wyvols Court Farm site is rural and surrounded by agricultural land. The nearest settlement is the village of Swallowfield, approximately 500m to the east, as shown in **Figure 1.1**.



1.3 Travel Plan Implementation

- 1.3.1 This Travel Plan will be implemented prior to the occupation of the first of the three new units.
- 1.3.2 It is proposed that the Travel Plan would 'formally' be in place for a period of 5 years from first implementation and monitoring through staff surveys would take place every 24 months. There would therefore be surveys within 6 months of all units being occupied (Year 1) and then repeat surveys in Years 3 and 5.
- 1.3.3 Following the fifth year surveys, obligations to formally implement or monitor the Travel Plan would cease. However, it is anticipated that individual occupiers would continue to implement some or all of the travel plan measures in an informal manner.

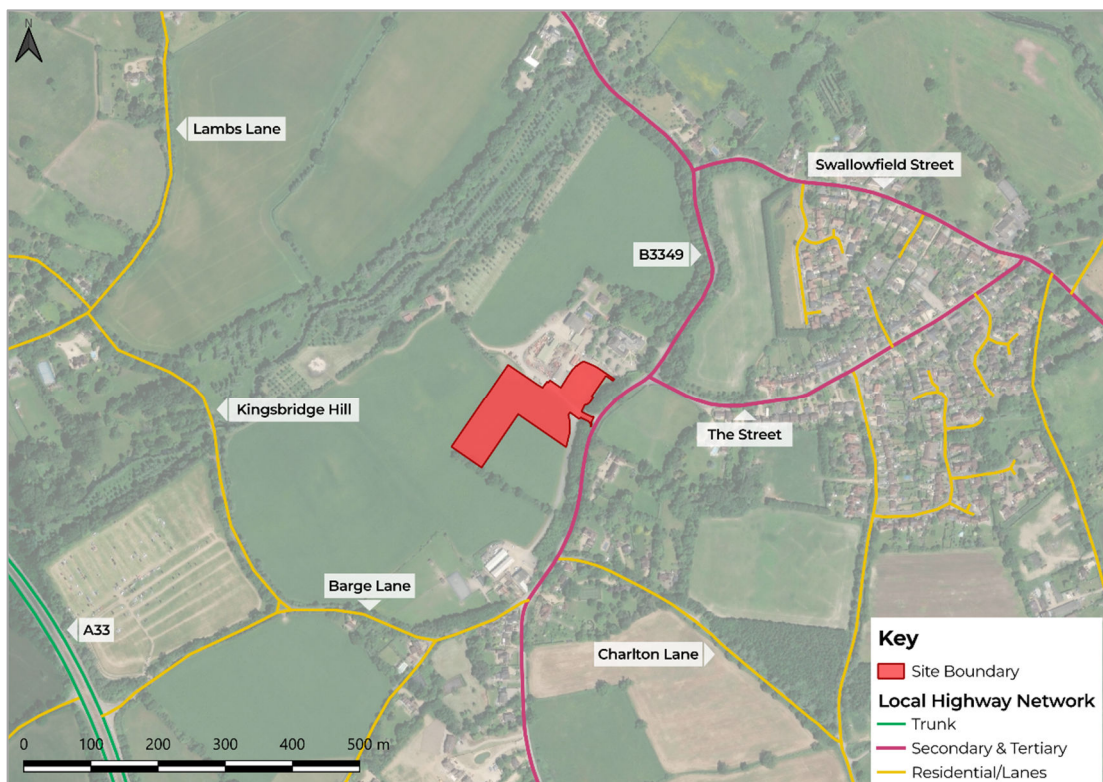
2.0 Site Accessibility

2.1 Overview

2.1.1 This section will address the accessibility of the site for pedestrians, cyclists, public transport users, and private vehicles.

2.2 Pedestrian and Cycle Accessibility

Figure 2.1 - Local Highway Network – Pedestrian Focus



- 2.2.1 Beginning at the Wyvols Court Farm site access, there is no pedestrian gate separate from the main vehicle security gate, and there is no footway from the pedestrian gate to the footway on the B3349.
- 2.2.2 Plans for the proposed development include the addition of a pedestrian security gate, and a 2.0m footway on the southern side of the short access road that connects the access gate to the B3349. This new footway would continue within the site as a shared surface, providing pedestrian access to the car parks of the new units.
- 2.2.3 To the south of the Wyvols Court Farm site access, a 1.2m footway provides a pedestrian connection along the B3349 between the site and the village of Riseley. The new footway on the access road would connect to this existing footway. Because this route is rural in nature, it is unlit.
- 2.2.4 There is no onward pedestrian connectivity from Riseley.
- 2.2.5 Proceeding north from the Wyvols Court Farm site access, there is a short (approximately 75m) stretch of 1.5m footway on the western side of the B3349 carriageway. This footway terminates



immediately south of the B3349/The Street junction, and therefore does not overlap with the footway on the eastern side of the B3349 north of the junction.

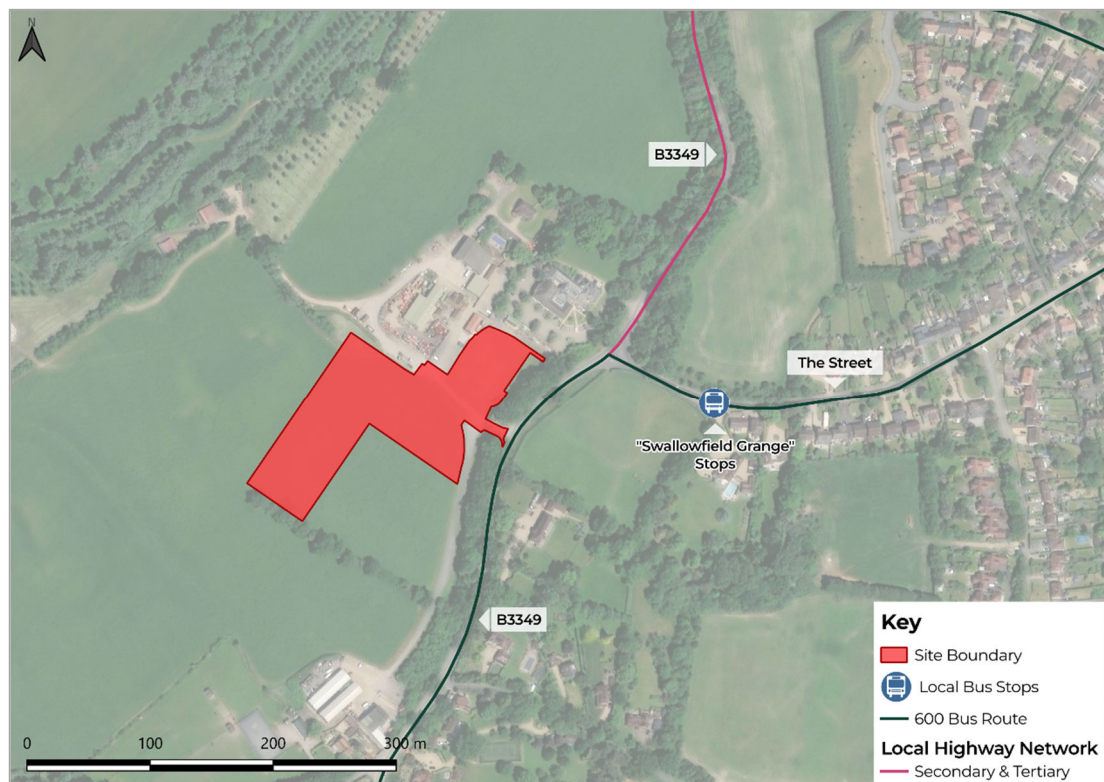
- 2.2.6 Because the footway on the western side of the B3349 does not overlap with the footway on the eastern side, pedestrians are required to walk on the verge on the eastern side of the B3349 carriageway for a short distance to reach the footway on the eastern side.
- 2.2.7 Plans for the proposed development include the provision of an extension of the northbound footway on the B3349, and a pedestrian crossing with a refuge island on the B3349 north of The Street to enable access to the footway on the eastern side of the B3349, and the footway on The Street. These works are shown on the Drawing in **Appendix B**.
- 2.2.8 The footway on the eastern side of the B3349 north of The Street provides onward pedestrian connectivity northwards towards Spencers Wood.
- 2.2.9 The footway on the eastern side of the B3349 also provides onward pedestrian connectivity to the footway on the northern side of The Street. There is some street lighting on The Street as it proceeds through Swallowfield.
- 2.2.10 Whilst there is no cycle infrastructure on or alongside any of the highways surrounding the Wyvols Court Farm site, the site is not expected to generate significant numbers of cycle trips. Any cycle trips that are generated would be made by adults who could reasonably be expected to competently cycle on local roads. There is no specific accident history involving cyclists in the vicinity of the site.

2.3 Public Transport Accessibility

Bus

- 2.3.1 The closest bus stops to the site are the 'Swallowfield Grange' stops located on The Street, approximately 250m walk from the Wyvols Court Farm site access, as shown in **Figure 2.2**.
- 2.3.2 The bus stops on The Street are served by the number 600 bus, which provides an hourly service between Riseley and Central Reading via MereOak Park and Ride on Weekdays (from 06:00 – 23:00) and Saturdays (from 07:00 – 23:00), but which does not run on Sundays. However, given the employment nature of the site (and no retail presence) requirement for access on Sundays is anticipated to be extremely low.

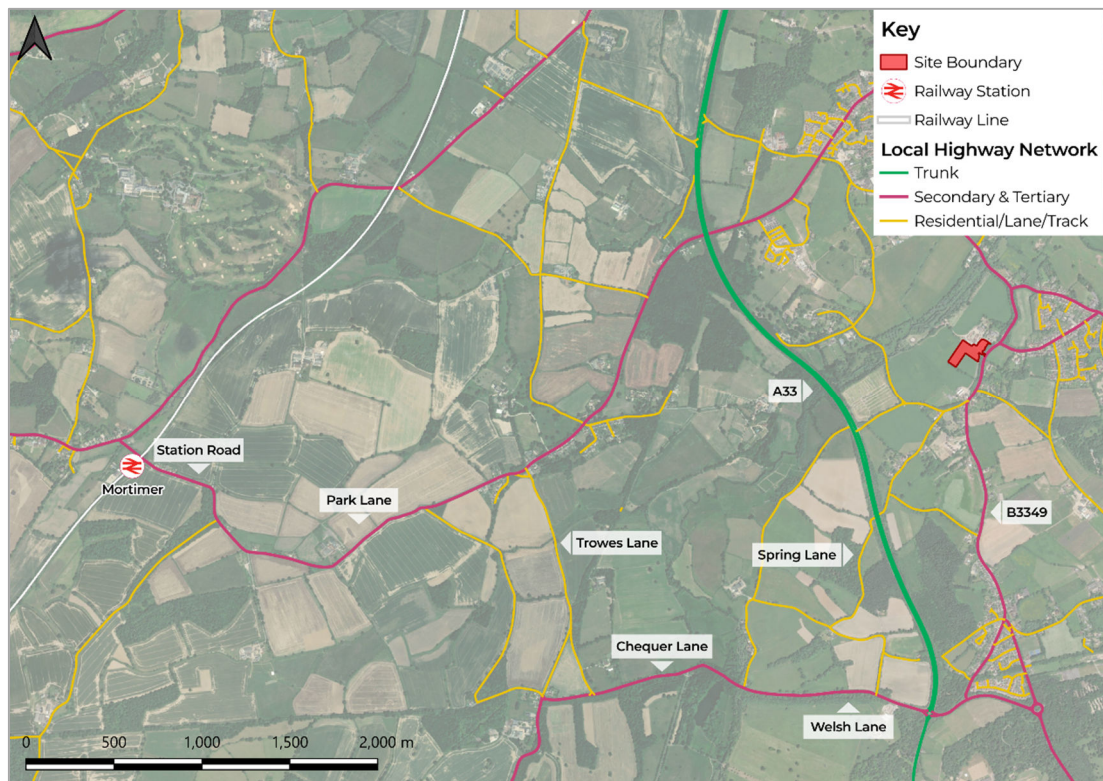
Figure 2.2 - Bus Accessibility



Train

- 2.3.3 The closest railway station to the site is Mortimer, which is on the line between Reading and Basingstoke. This station sees a half-hourly service to both Reading and Basingstoke.
- 2.3.4 The proposed development is approximately 7km from Mortimer railway station, which is too far to walk, but is only a 20 minute cycle.
- 2.3.5 The location of Mortimer station in relation to the site is shown in **Figure 2.3**. Some of the key highways on the most direct route between the proposed development and the station are labelled.
- 2.3.6 Additionally, onward bus connections to Reading allow for access to Reading railway station.

Figure 2.3 - Railway Station Accessibility



2.4 Vehicle Accessibility

- 2.4.1 Vehicle access to the proposed development is via the existing Wyvols Court Farm site access on the eastern side of the B3349.
- 2.4.2 In this location, the B3349 is an unlit single carriageway rural road. The speed limit is 40mph.
- 2.4.3 The B3349 provides connectivity northwards to the M4 junction 11 (via Basingstoke Road), and southwards to the M3 junction 5 via Hook. The northern half of the B3349 runs parallel to the A33.
- 2.4.4 The northern half of the B3349 also provides connections (excluding M4 J11) to the southbound carriageway of the A33, which enables onward travel towards Basingstoke.
- 2.4.5 The wider highway network around the site is shown in **Figure 2.4**.

Figure 2.4 - Wider Highway Network





3.0 Vision and Objectives

3.1 Vision

- 3.1.1 This vision of this Travel Plan is to ensure that employees and employers at the proposed development are fully aware of all of the travel options to and from the Wyvols Court Farm site, with a particular focus on the sustainable modes, where practical.

3.2 Objectives

- 3.2.1 This travel plan has four overarching objectives:
- Reduce employee car use.
 - Encourage employees to walk or cycle more, both for their commute, for leisure, and for their wellbeing.
 - Encourage employees to use public transport.
 - Promote the environmental, financial, and wellbeing benefits that travelling sustainably can help realise.



4.0 Travel Plan Targets

- 4.1.1 The first monitoring of the Travel Plan will come into effect once occupation of all units are complete. At this point a baseline will be established and targets set.
- 4.1.2 An indicative target for mode split has been determined and will be used to monitor overall performance over time. This headline target is based on the Census average mode share for those working in the MSOA in which Wyvols Court Farm is located (Wokingham 017, E02003455). These targets are shown in **Table 4.1**.

Table 4.1 - Current and Target Mode Share

Mode	Census Mode Share	Target Mode Share
Pedestrian	5%	5%
Cyclist	3%	4%
Bus	4%	6%
Rail	2%	2%
Vehicle	79%	74%
Passenger	6%	8%
Total	100%	100%

- 4.1.3 The headline target seeks a 5% reduction in car driver mode shared based on the Census baseline. This will be formalised as part of the Year 1 surveys.
- 4.1.4 Whilst a numerical target acts as a bellwether for how far the Travel Plan manages to shape and redirect the modal choice of employees, the primary metric of success for the Travel Plan will be the implementation of the Travel Plan itself, as well as the measures that it proposes.
- 4.1.5 Monitoring reports will therefore evidence how the agreed measures have been implemented over the previous 24 month period. This will therefore act as the primary means for determining whether the Travel Plan has been implemented satisfactorily (as opposed to attaining a specific numerical mode share target).



5.0 Travel Plan Measures and Implementation Plan

5.1 Measures

5.1.1 A brochure containing a summary of this travel plan will be provided to new employees at all three of the units in the proposed development. This summary will include the available transport options, and the measures included in the travel plan to encourage sustainable travel.

5.1.2 The Travel Plan measures being implemented are as follows:

Marketing and Promotion

5.1.3 Provision of a summary Travel Plan brochure to all new employees in the three units.

5.1.4 Support national sustainable travel campaigns and promotional events (see **Table 5.1**)

5.1.5 Create and maintain a travel noticeboard in each unit

Walking

5.1.6 Provide on-site pedestrian infrastructure subject to planning approval

5.1.7 Provide information about local walking routes and local facilities on the noticeboard and update as needed.

5.1.8 Provide details of local walking groups

Cycling

5.1.9 Provide on-site cycle infrastructure subject to planning approval

5.1.10 Provide cycle parking facilities on site in line with required standards and agreed as part of the planning approval

5.1.11 Provide lockers, showers, and changing facilities

5.1.12 Provide maps showing local cycle routes

5.1.13 Inform employers and employees about the 'Bike 2 Work' scheme, which enables employees to purchase bikes through salary sacrifice arrangements (an employer joins the scheme)

Public Transport

5.1.14 Provide a timetable, route map, and operator details for the 600 bus

Reducing Car Trips

5.1.15 Inform employees about car sharing programmes

5.1.16 Encourage employers to facilitate hybrid working patterns (if appropriate)



5.2 Implementation Plan

5.2.1 The implementation plan shown in **Table 5.1** details each measure to be implemented, alongside the timescale and party/parties responsible for its implementation and the frequency that information about it should be updated (where applicable).

Table 5.1 - Implementation Plan

Measure	Start Date	Responsibility	Update Frequency
Travel Plan summary brochure	Prior to first occupation	TPC	Annual
On-site pedestrian infrastructure		TPC & Contractor	-
On-site cycle infrastructure		TPC & Contractor	-
On-site cycle parking facilities		TPC	-
Lockers, showers, and changing facilities		TPC	-
Support national sustainable travel campaigns	6 months after full occupation	TPC	Annual
Travel noticeboard in each unit		TPC	3 Months
Information about local walking routes		TPC	Annual
Details of local walking groups		TPC	Annual
Maps showing local cycle routes		TPC	Annual
Information about 'Bike 2 Work'		TPC	Annual
Information about the number 600 bus		TPC	Annual
Information about car sharing programmes		TPC	Annual
Encourage hybrid working (if appropriate)		TPC	Annual



6.0 Travel Plan Management

6.1 Travel Plan Coordinator

- 6.1.1 A Travel Plan Coordinator (TPC) will be appointed for the initial implementation of the Travel Plan.
- 6.1.2 The TPC's responsibilities are detailed in **Table 5.1**.
- 6.1.3 The TPC will also be responsible for arranging, analysing, and providing monitoring updates on the Travel Plan survey.
- 6.1.4 While the TPC is a part-time role, the hours required will change on a weekly basis depending on the tasks that are required in any given week.
- 6.1.5 The TPC will be the main point of contact for:
 - Employees regarding transport enquiries
 - Wokingham Borough Council regarding the implementation and monitoring of the Travel Plan, as well as any other transport-related queries about the site.



7.0 Travel Plan Monitoring

7.1 Overview

- 7.1.1 To demonstrate progress towards the targets set out in section 4 of this Travel Plan, a monitoring system has been set up to obtain quantitative trip generation and mode share data, alongside qualitative assessments of local transport opportunities from employees. Both types of data will be assessed and reported every two years.

7.2 Employee Travel Survey

- 7.2.1 The TPC will complete a travel survey of employees every two years. This will be hosted online and distributed via email to employees.

7.3 Multi-Modal Count Surveys

Vehicle Trip Rates

- 7.3.1 Vehicle trip rates will be obtained using Automated Traffic Count (ATC) surveys on the site access to count vehicle arrivals and departures. Additional visual 'parking beat' surveys may be conducted in the on-site car parks. Trip rates will be calculated using the total number of employees in each building at the time of the survey, and will be compared to the headline target.
- 7.3.2 ATCs would be conducted for one week, and at a similar time each survey period.
- 7.3.3 The TPC will monitor use of electric vehicle (EV) charging points to establish demand, and whether additional provision is required. Monitoring of EV charging point usage may include questions in the employee travel survey, on-site observations, and (where possible) obtaining data from the charging points.

Cycle Parking

- 7.3.4 The TPC will monitor cycle parking usage to understand demand levels and any requirement for additional provision.

7.4 Monitoring

- 7.4.1 The TPC will analyse the results of the employee travel surveys, and present the outcomes in a monitoring report, as well as their recommendations within two months of the survey completion date.



7.5 Monitoring Timetable

7.5.1 **Table 7.1** sets out the timetable for monitoring the Travel Plan.

Table 7.1 - Monitoring Timetable

Survey	Start Date	Responsibility	Update Frequency
ATC at site access	Within 6 months of full occupation	TPC	Every 2 years, for 5 years after first occupation
Car parking beat survey			
Employee Travel Survey			



8.0 Management

8.1 Ongoing Travel Plan Management

- 8.1.1 Wyvols Court Farm Ltd. will, as the management company for the site, undertake management of the site indefinitely, and these management procedures will include many aspects of the Travel Plan, including pedestrian and cycle infrastructure, cycle parking, and building facilities such as showers and changing rooms.
- 8.1.2 The management company will also finance and arrange the required surveys and monitoring reports.
- 8.1.3 Given the nature of the other Travel Plan measures, such as maintenance of the in building noticeboards and offering of cycle 2 work scheme, it is anticipated that each individual occupier will take responsibility for these elements in the longer term.



APPENDICES

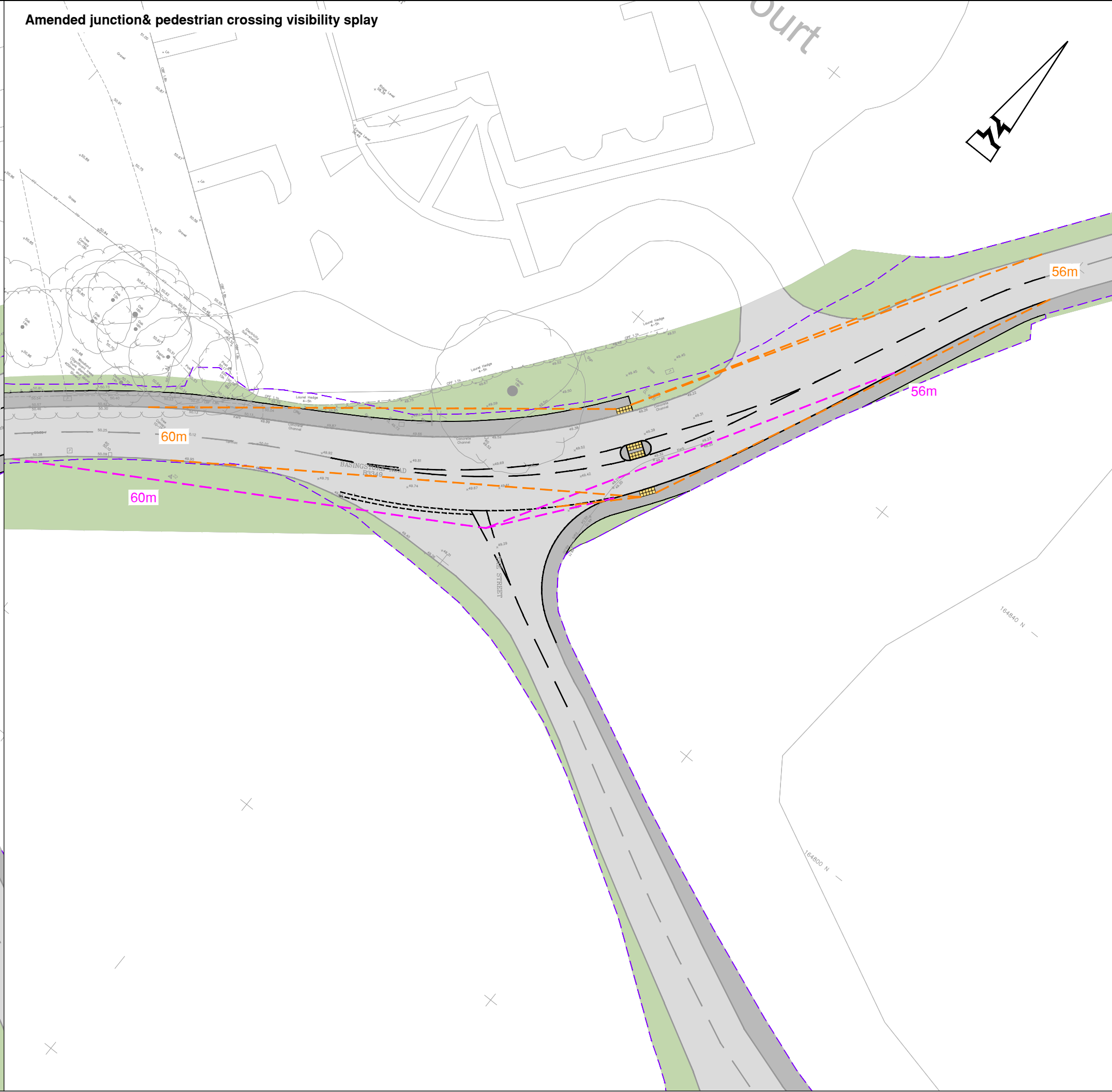
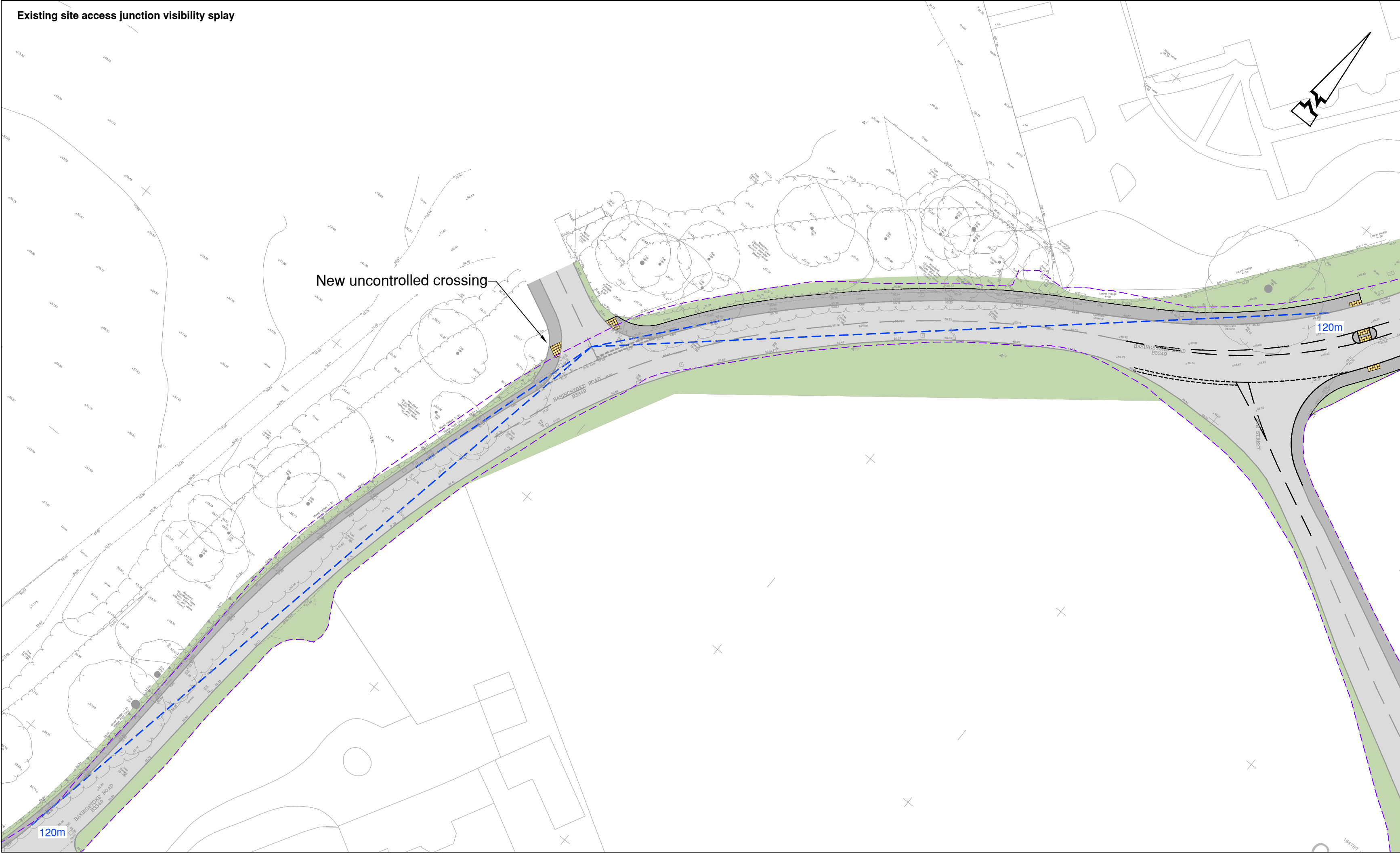
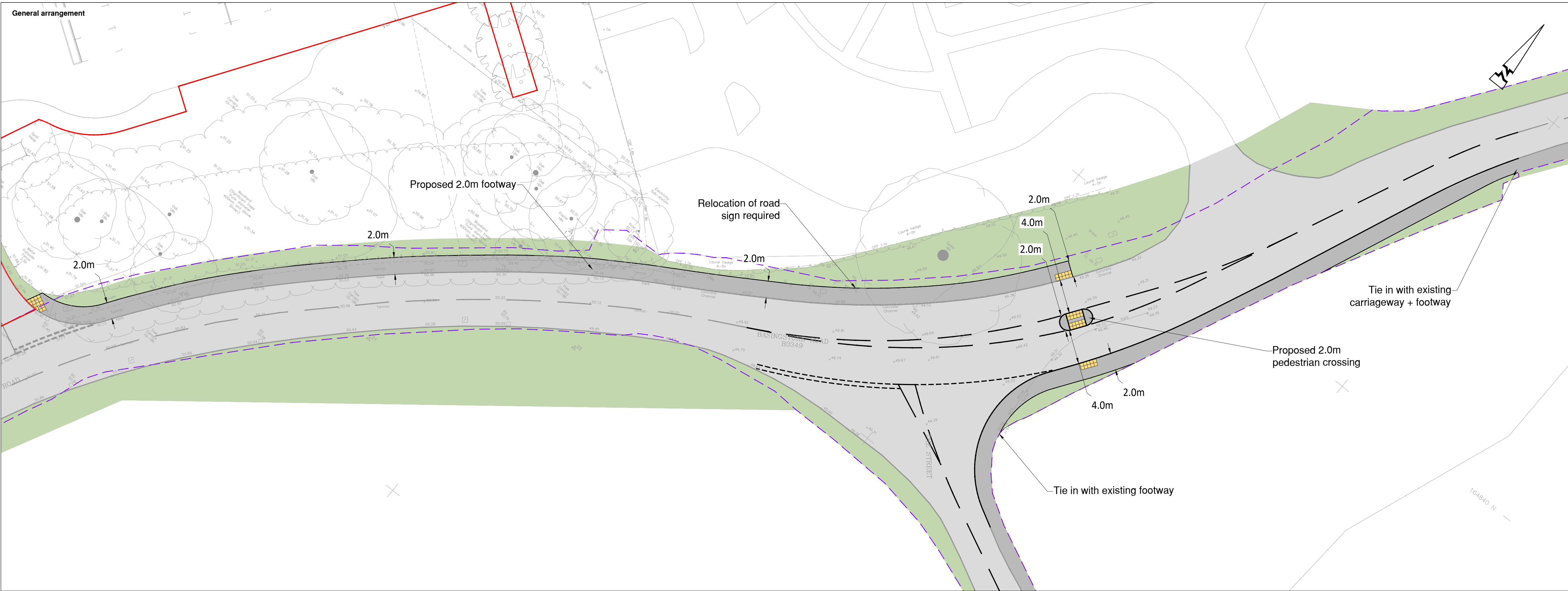


Appendix A – Site Layout





Appendix B – Proposed Highway Improvements on Basingstoke Road



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- Key**
- Site boundary
 - Highway boundary
 - Junction visibility (DMrB - 120m @ 40mph)
 - Junction visibility (MfS - 85th Percentile Speed)
 - Pedestrian visibility (MfS - 85th Percentile Speed)

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