

Wellington Road, Wokingham

RESIDENTIAL TRAVEL PLAN

1. Introduction

1.1 Background

- 1.1.1 This Residential Travel Plan (TPS) has been produced to support a full planning application to provide 21no. Class C3 units, including related ancillary functions, amenity space, landscaping, car and cycle parking and refuse storage. These units will be 100% affordable units.
- 1.1.2 In terms of car parking the development proposes 4 visitor spaces and 2 blue badge spaces along with 22 residential and 2 visitor cycle parking spaces. There will be no car parking provided for residents and a ZERO private residents car usage is promoted via this TPS.
- 1.1.3 Access to the site is provided from Park Road.
- 1.1.4 The development site is located on a prominent corner junction between Wellington Road and Station Road in Wokingham town centre.
- 1.1.5 To ensure that the targets are met, this TPS sets out information on timescales and mechanism for the delivery of measures that this TPS, prior to first occupation of the site.
- 1.1.6 It is noted that an improvement to cycle route (already proposed) and nearby bus stop infrastructure (anticipated cost circa £6,000) has been secured and that there is a potential TRO-related contribution, subject to clearly defined triggers and scope in Parking Management Plan.

1.2 Background

- 1.2.1 This document provides a TP aimed at facilitating and encouraging sustainable travel behaviour, so that single occupancy car use can be reduced.
- 1.2.2 The actual details of the TP cannot be finalised at this stage, as much will depend on the initial travel choices made by the residents of the site. Nevertheless, this TP has set mode share targets which are expected to be stringently adhered to. If variations occur the reporting strategy will address these variations and ensure that the development has no car-related traffic demand from residents.
- 1.2.3 This document will identify tasks and measures that will need to be implemented prior to the opening of the extended facility and outlines the types of measures that could be used as the TP is developed and implemented.
- 1.2.4 In developing this TP, the following documents have informed the process;
 - Department for Transport: Smarter Choices – Changing the Way We Travel;
 - Department for Transport: The Essential Guide to Travel Planning;
 - Good Practice Guidelines, Delivering Travel Plan through the Planning Process published by DfT (2009);
 - National Planning Policy Framework;
 - Planning Practice Guidance (PPG) 'Travel Plans, Transport Assessments and Statements in Decision-Taking (2014).



1.3 Objectives and Scope of the Travel Plan

- 1.3.1 The main objective of the proposed TPS is to consider positive ways and methods by which the impact of the users of the site and the associated vehicular movements can be minimised and the accessibility improved through the implementation of the TPS measures.
- 1.3.2 The structure of the remainder of the travel Plan is summarised below:
- Existing Conditions in the vicinity of the development and development proposals;
 - Travel Plan Approach;
 - Scope, Objectives and Outcomes;
 - Measures and Initiatives

2. EXISTING DEVELOPMENT SITE AND HIGHWAY CONDITIONS

2.1 Existing Development Site

- 2.1.1 The application site is located on a prominent corner junction between Wellington Road and Station Road in Wokingham town centre.

2.2 Existing Highway Network

- 2.2.1 The site is located on Wellington Road, but vehicular access will be from Park Road.
- 2.2.2 Wellington Road is a primary route and provides direct access to the greater highway network.
- 2.2.3 The site location is illustrated below as **Figure 2.1** and **2.2** and with the existing site layout illustrated as **Figure 2.3**:

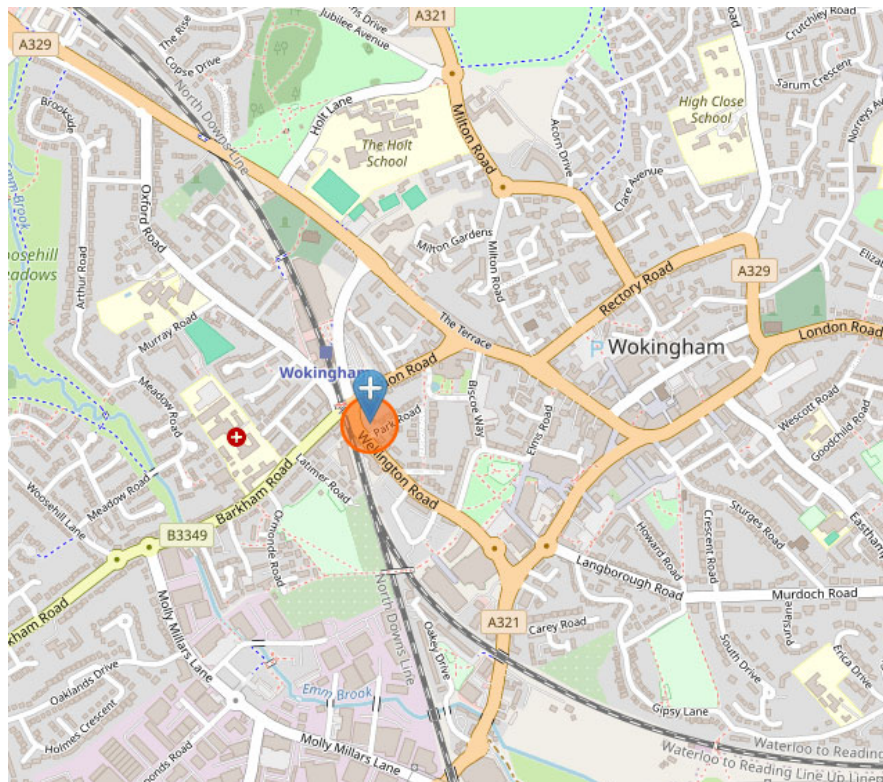


Figure 2.1 – Strategic Site Location Plan

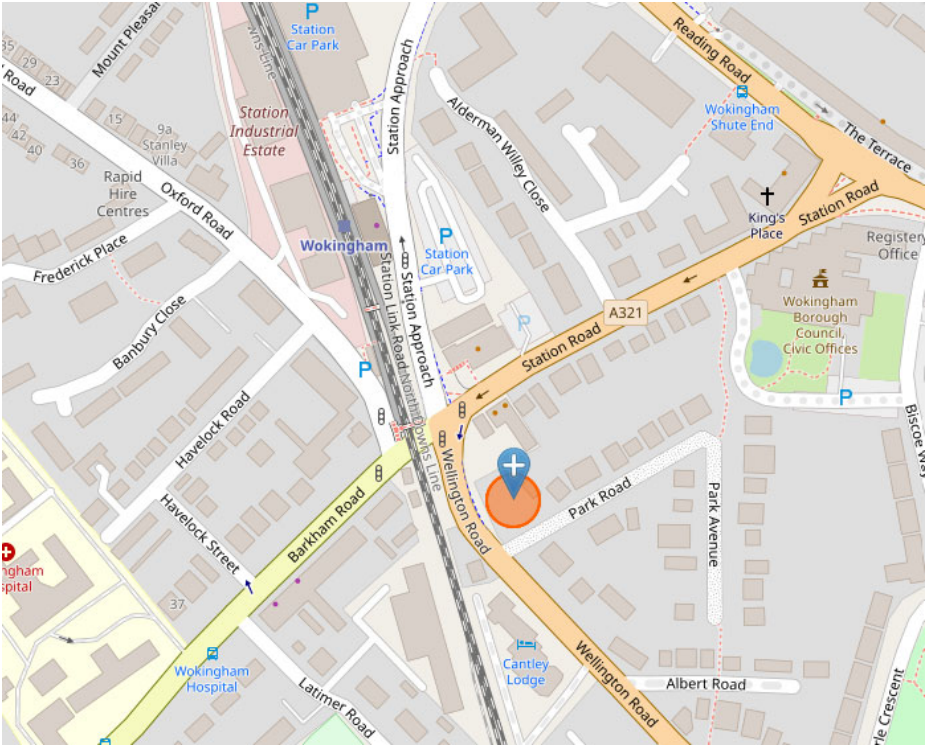


Figure 2.2 – Local Site Location Plan



Figure 2.3 - Existing Site Layout



2.3 Local Facilities

- 2.3.1 The development site is located on a prominent corner junction between Wellington Road and Station Road in Wokingham town centre. Wokingham is well located with good transport links to nearby Reading, London and the M4 acting as a commuter town for many residents. Wokingham provides a good range of amenities as well as good employment opportunities.
- 2.3.2 The site is well connected for access to public transport as well as it being located within walking distance to town centre amenities making the site a highly sustainable location.
- 2.3.3 Local amenities include:
- Commercial – 400m
 - Retail (food) – 130m
 - Primary / Infant School – 420m
 - Secondary School – 700m
 - Doctor – 450m
 - Dentist – 90m
 - Public House – Adjacent
 - Bus Stops – 200m
 - Train Station – 120m
 - Leisure Centre – 430m
- 2.3.4 The site is clearly very well located to minimise/eliminate the need to travel by private car.

2.4 Pedestrian access

- 2.4.1 Acceptable journey distances on foot vary depending on the purpose of the journey, the environment in which the journey is taking place and of course the individual walking. Prior to being superseded by the National Planning Policy Framework (NPPF) PPG13 suggested that walking offers the greatest potential to replace short car trips for journeys less than 2km. The IHT guide 'Providing for Journeys on Foot' suggests that for journeys to work a desirable walking distance would be 500m, an acceptable walking distance would be 1km and the preferred maximum walking distance would be 2km, in line with the PPG13 advice.
- 2.4.2 Manual for Streets describes "walkable neighbourhoods" as those which are "typically characterised by having a range of facilities within 10 minutes (around 800m) walking distance". However, this should not be considered as an upper limit as guidance, contained within the CIHT "Providing for Journeys on Foot" publication, indicates acceptable distances up to 1.2km, depending on the journey purpose.
- 2.4.3 The site is situated in an accessible location on the edge of the City Centre with a vast range local facilities and services within 800m "walkable neighbourhood" including, education, retail, commercial, public transport, health and leisure facilities.
- 2.4.4 The site benefits from excellent pedestrian provision in all directions making travel on foot a very viable alternative to private car journeys in and around the Town Centre on a daily basis.

2.5 Cycle access

- 2.5.1 The Design Manual for Roads and Bridges (DMRB) TD 91/05 "Provision for Non-Motorised Users" states in paragraph 2.11 that "cycling is used for accessing a variety of different destinations, including educational facilities, shops and places of work, up to a range of around 5 miles. Cycling is also undertaken as a leisure activity, often over much longer distances. As well as being a mode of transport in its own right, cycling frequently forms part of a journey in combination with cars and public transport".
- 2.5.2 Local Transport Note (LTN) 2/08 Cycle Infrastructure Design details in paragraph 1.5 "Typical cycle trip distances". In common with other modes, many utility cycle journeys are less than three



miles, although, for commuter journeys, a trip distance of over five miles is not uncommon. Novice and occasional leisure cyclists will cycle longer distances where the cycle ride is the primary purpose of their journey. A round trip on a way-marked leisure route could easily involve distances of 20 to 30 miles. Experienced cyclists will often be prepared to cycle longer distances for whatever journey purpose.

- 2.5.3 With regard to cycling, the site's location enables good use of the good local cycle network, mapping of which will be include in residents welcome packs (see later).

2.6 Public Transport Services

Bus

- 2.6.1 The site lies adjacent to significant bus infrastructure providing access to the majority of local bus routes.
- 2.6.2 Local bus stops are located within 200m of the development site both east and west along Station Road and Barham Road served by very frequent services including routes 121, 125, 125A, 125B, 145, 93, and the 3 Leopard.
- 2.6.3 Full bus timetables and mapping can be found at;
<https://www.myjourneywokingham.com/live-bus-map/>
- 2.6.4 The site benefits from excellent bus accessibility, making travel by bus a very viable alternative to private car journeys.

Train

- 2.6.5 Within 120m of the site the Wokingham Train Station provides access to lots of different locations, for example:
- Wokingham to London Waterloo: Typically this route has 36 trains per day. Taking the train can take as little as 1 hour 10 minutes.
 - Wokingham to Reading: Typically this route has 129 trains per day. Each train takes as little as 9 minutes, up to 16 minutes on average.
- 2.6.6 Full train timetables and mapping can be found at;
<https://www.myjourneywokingham.com/train-travel/>
- 2.6.7 The site benefits from excellent rail accessibility, making travel by bus a very viable alternative to private car journeys.

3. SCOPE, OBJECTIVES AND OUTCOMES

- 3.1.1 This TPS aims to minimise single occupancy car trips from the development, by reducing the need to travel, and by maximising the use of more sustainable modes of transport.
- 3.1.2 The primary goals of this TPS are to:
- Set out the scope and objectives of the TPS;
 - Set out initiatives and measures to promote accessibility by non-car modes by residents;
 - Set out modal share targets;
 - Set out management requirements including the Travel Plan Co-ordinator (TPC) role; and
 - Set out requirements for reviewing the initiatives; and measures proposed through dissemination of information including surveys of resident's travel habits.
- 3.1.3 The objectives of this TPS are:
- To ensure that there will be no car-related traffic demand from residents;



- Increase residents' awareness of the advantages and potential for travel by more environmentally friendly modes of transport therefore reducing traffic;
 - Set in place the foundations and culture for a sustainable transport policy for the development, which will develop and grow with time to help reduce transport impact on the environment; and
 - Encourage community interaction through reducing the severance effects created by motor traffic.
- 3.1.4 This TPS contains a list of initiatives and measures to ensure that the objectives listed above can be met.
- 3.1.5 The benefits to the residents who meet the objectives of the TPS would include:
- Reduce the cost of personal travel;
 - Improve personal and wider community health; and
 - Reduce air and noise pollution

4. MEASURES AND INITIATIVES

- 4.1.1 The measures and initiatives proposed below will be implemented at the outset before the new dwellings are occupied to maximise the opportunity to influence new residents travel patterns before they have become established.
- 4.1.2 Table 4.1 below details the measures and initiatives that will be implemented by the developer.

Table4.1 - Measures and initiatives

Measures	Timescale	Responsibility	Indicative Cost
Increasing Walking and Cycling			
Provide covered, secure, and high-quality cycle parking in accordance with parking standards.	Prior to first occupation and ongoing throughout the life of the Travel Plan	Developer / future management company (if applicable)	Part of overall development cost
Provide and maintain safe, convenient, accessible, and well-lit routes across the development site.			
Travel information notice board, located within focal open space area.			
Provide information on local cycle training as part of the resident's travel pack to improve road safety, skills and confidence of residents who want to cycle more frequently.	Ongoing throughout the life of the Travel Plan	TPC	Part of TPC role
Provide local walking and cycling maps within the Welcome Packs.			
Promote environmental, health and financial benefits of walking and cycling within the Welcome Packs.			
Promote national events such as walk to workday, cycle to workday, etc within the Welcome Packs			
Provide discounts on bike sales / equipment with local providers. If this is not possible a £50 e-voucher will be offered for first residents only on a spend and reclaim procedure			
Organise free bike basic bike repair sessions			
Provide 1-week bus taster tickets for first residents only			
One off £500 Car Club credit per unit over 5 years on a spend and reclaim procedure. A maximum reclaim of £100 per year will apply			
Reducing the Need to Travel			
High speed broadband access will be available to all homes to encourage working from home.	Prior to occupation	Developer / future management company (if applicable)	Part of overall development cost



Promotion and Communication			
Appoint a Travel Plan Co-Ordinator (TPC) to function as a receptacle for all travel-related issues in and around the site and to promote Zero parking and expected zero car ownership will be advised from the outset.	Prior to occupation	Developer / future management company (if Applicable)	TBC
Undertake annual surveys and report to WBC	Ongoing throughout the life of the Travel plan	TPC	Part of TPC role
Provide a Travel Plan Management fund of £1,500 per annum, allocated to the TPC. The mechanism for payment is to be confirmed.	Upon appointment of TPC	Developer / future management company (if applicable)	£1,500
Measures	Timescale	Responsibility	Indicative Cost
Consult with the Local Highway Authority at WBC to understand any wider transport and accessibility-related issues in the area and how residents may benefit from potential changes to sustainable travel infrastructure.	Ongoing throughout the life of the Travel plan	TPC	Part of TPC role

Travel Plan Co-Ordinator

- 4.1.3 A Travel Plan Co-ordinator (TPC) will be appointed by the developer, who will be responsible for overseeing the implementation of the TPS and all day-to-day aspects of its operation; the TPC role will be allocated to an experienced individual.
- 4.1.4 The TPCs responsibilities will include:
- Overseeing the development and implementation of the TPS;
 - Providing all residents of the site with up-to-date travel and transport information;
 - To produce, explain and distribute the residential welcome packs;
 - Acting as a point of contact for residents of the site who require information;
 - Undertake surveys and monitoring;
 - Promoting Zero parking and expected zero car ownership will be advised from the outset;
 - Obtaining travel and transport information from the WBC, public transport providers, cycling groups, car share organizations and relevant websites for residents of the site;
 - Commissioning monitoring through site visits and interaction with residents the performance of the TPS;
 - Resultant progress of the TPS reported back to WBC;
 - Ensuring the relevant occupiers meet the respective contribution to the TPS; and
 - Liaison with the Travel Planning Officer at WBC and other relevant groups.
- 4.1.5 The contact details of the TPC will be provided to Travel Plan Officers at WBC prior to first occupation.
- 4.1.6 At the end of the TPS period, it is anticipated that the TPC will hand over all roles and responsibilities to a Travel Plan Officer at WBC or to a local community group. They will have a dedicated responsibility for the ongoing implementation and monitoring of the TPS.

Residential Housing Officers Staff Training

- 4.1.7 To ensure that residents of the site are informed about the TPS and its' goals from the earliest stage, the TPS will have a significant presence within the development, which should include a



display outlining the travel package being implemented and the sustainable travel options for the site.

- 4.1.8 The TPC will ensure that from the outset residents are aware that a TPS is in operation for the site, and they will be informed of the initiatives and measures within this TPS. WBC Housing staff involved in the allocation of the residential properties will also be aware of the TPS so they can explain the benefits to prospective tenants. Information will also be available from the Housing team on the opportunities to walk, cycle and use public transport to and from the site.

Awareness and Marketing

- 4.1.9 The TPC will ensure that from the outset residents are aware that a TPS is in operation for the site, and they will be informed of the initiatives and measures within this TPS. Housing officers involved in the marketing of the residential properties will also be aware of the TPS so they can explain the benefits to prospective buyers. Information will also be available with housing officers on the opportunities to walk, cycle and use public transport to and from the site.
- 4.1.10 The TPC will promote sustainable travel modes with promotional material. The following means of publicity may be used going forward:
- Newsletters circulated, as appropriate;
 - Marketing materials such as posters;
 - Travel Plan notice boards will include the site-specific information leaflet identifying walking and cycling route maps and public transport information; and
 - Resident Welcome Information Pack including a Sustainable Travel Leaflet which will contain information such as bus and rail timetables, walking and cycling route maps, and educational information on the health and environmental benefits of alternative modes to single occupancy car travel to local facilities and amenities.
- 4.1.11 During the annual surveys that will take place as ongoing monitoring the TPC will promote measures and initiatives.
- 4.1.12 All the measures and initiatives above will be reviewed as the TPS progresses and as monitoring highlights which measures have been successful against those that have not. At this stage, measures will be subject to change to ensure the TPS continues to achieve its goal and target influential area of travel behaviour change and to ensure that the associated TPS budget is used to its full potential.

Travel Pack

- 4.1.13 A welcome Travel Pack will be provided upon first occupation.
- 4.1.14 The welcome Travel Pack will include a Sustainable Travel Leaflet that sets out options for sustainable travel to day-to-day facilities accessible from the site without a car within a reasonable journey time.
- 4.1.15 The information provided in the Sustainable Travel Leaflet will include as a minimum:
- Public transport timetable information and the day-to-day amenities within reach by bus and train
 - Safe walking and cycle routes from the site to key day to day destinations
 - Details of local bicycle shops
 - Details of the government Cycle to Work scheme
- 4.1.16 The information will be prepared on behalf of the developer and included in a Welcome Pack provided to all residents upon first occupation only.



5. BASELINE TRAVEL DATA

- 5.1.1 The target for zero car driver will remain unchanged in perpetuity. The headline target over a 5-year monitoring period is to increase mode shares of active travel and public transport by 2% - 7%. Table 5.1 sets out the projected modal split for the development. However, following the results of the first (baseline) survey, the outcome targets of the final Travel Plan will be revisited to reflect different travel patterns to those projected in Table 5.1. This will be discussed with WBC and refined in the final Travel Plan'

Table 5.1 – Mode Share Targets

Mode of Travel	Expected Initial Modal Split	3-year Modal Split Target	5-Year Modal Split Target
Car Driver	0%	0%	0%
Cycle, Walk	75%	78%	80%
Car Passenger via drop-off only	15%	11%	8%
Bus, Train	10%	11%	12%

- 5.1.2 If the expected targets are not met and vary due to residents preference for mode of travel, then this will be presented and explained in the annual travel demand report and targets amended as required. Nevertheless the 0% car driver target must be adhered to.

6. MONITORING

- 6.1.1 Travel Plans are 'active' documents that must be reviewed on a regular basis so as to demonstrate that the measures implemented have, over time, met the agreed targets.
- 6.1.2 It is the responsibility of the TPC to ensure that monitoring takes place and that the outputs are reported to the Council. A monitoring report is to be submitted annually over a 5-year period to the Council after which the TP will continue to be monitored until such times that the targets are met.
- 6.1.3 A 100% respondent rate is required and the baseline and monitoring year reports will be in a digital scan of the completed paper surveys as well as an MS Excel workbook containing the cleaned survey data.
- 6.1.4 The reader should be aware that at these intervals they will be asked to complete a questionnaire and that it is important that this questionnaire is completed such that the effectiveness of this document can be reviewed.
- 6.1.5 Monitoring will be undertaken over a 5-year period, the scope and the data to be collected and reported on, measured against the baseline data and agreed targets will be agreed with the LHA in determining the final TP. The following activities will be undertaken:
- First survey to be undertaken after 3 months full occupation to include updates based on first survey at which time the final travel plan, informed by baseline travel surveys, will be submitted to the Council for approval.
 - Frequency of monitoring – annually
 - Who will be responsible for the survey work - TPC
 - Any other monitoring activity, e.g. car parking/cycle usage, take-up of incentives will be addressed in any TP updates, possible alternative incentives will also be considered (see 7.4 below)
 - When submitting the baseline and monitoring year reports this will include a digital scan of the completed paper surveys as well as an MS Excel workbook containing the cleaned survey data.



7. NON-COMPLIANCE

- 7.1.1 In the event that travel plan targets are not achieved and the initiatives stated seem to be ineffective, discussions will be held with the Council to consider other options.
- 7.1.2 If it is identified that a resident is not adhering to this travel plan than on the 3rd recorded offence the resident will receive a formal written warning of non-compliance of tenancy agreement and actions may be taken.