

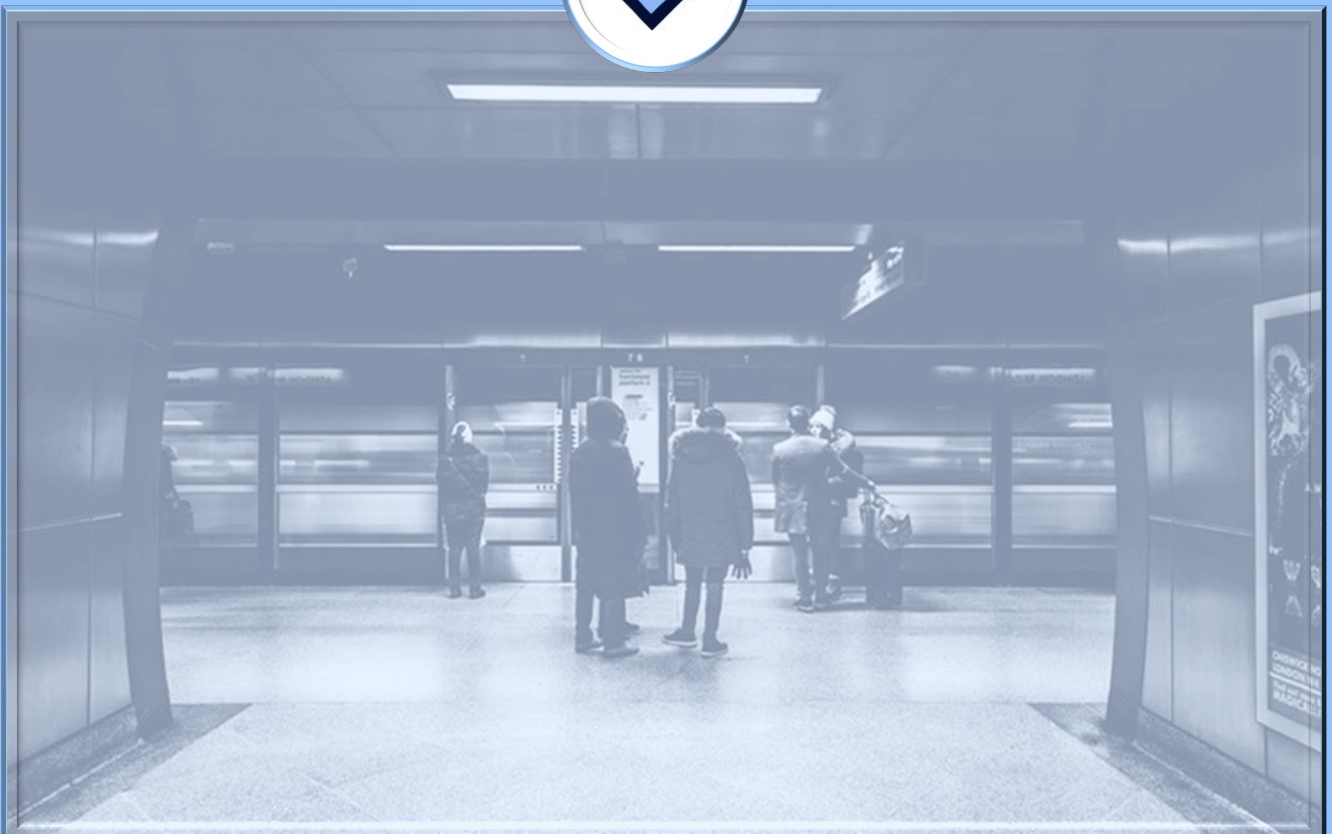
# Headley Road East, Woodley

## Travel Plan

### HE2 Reading 1 GP Limited

05 March 2025

Document Reference: B2106/TP03



# QUALITY MANAGEMENT

## REPORT DETAILS

|              |                                                                                                |                                                                                                                                                                             |                                                                                     |
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## 1. INTRODUCTION

### 1.1 Background

- 1.1.1 Stunt Consulting has been retained by HE2 Reading 1 GP Limited to prepare a Travel Plan (TP) in relation to their recent proposal to construct 17,159sq.m of industrial land uses Egiii, B2, B8 with ancillary internal office space on land to the south of Headley Road East. The location of the site has been shown below.

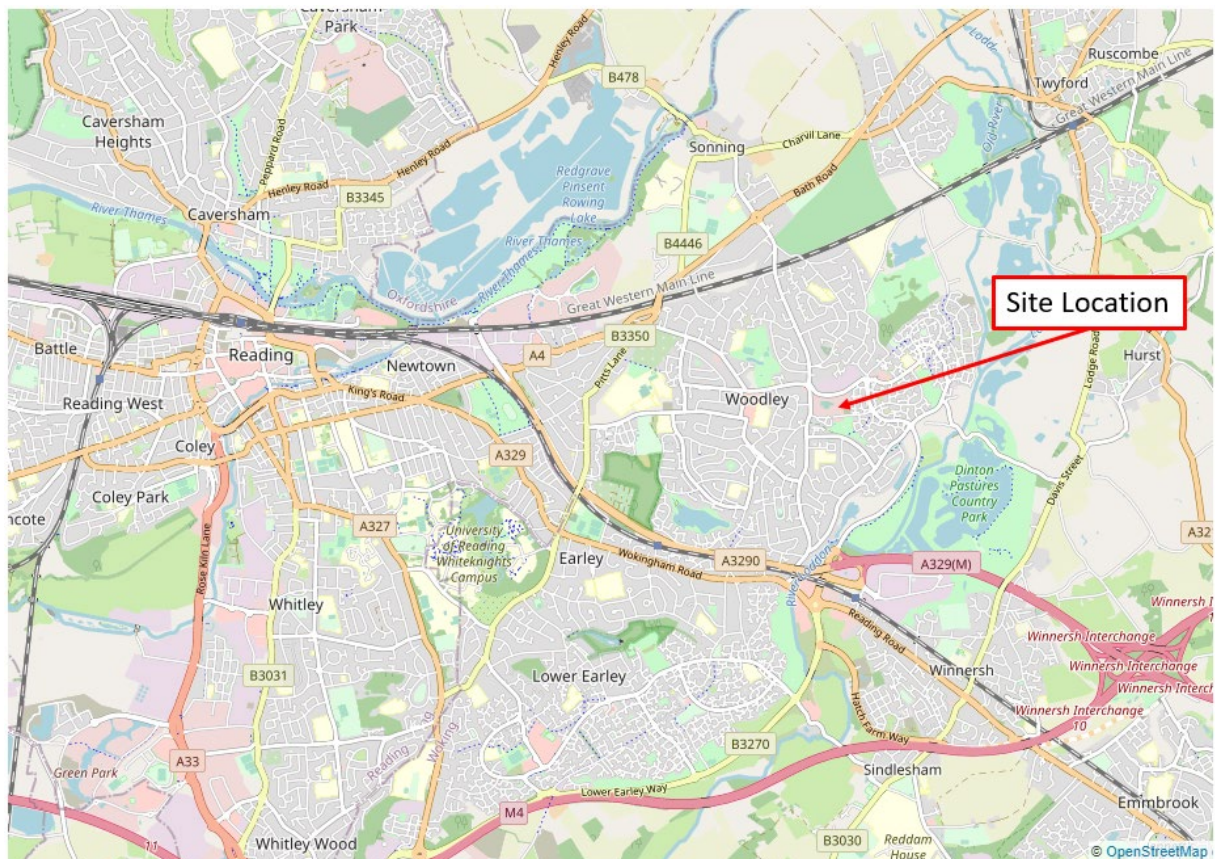


Figure 1 – Location Plan

- 1.1.2 The site is currently occupied by existing commercial uses with an office element, manufacturing, warehousing and an overflow goods vehicle parking / storage area. Access into the existing site is from both Headley Road East and Viscount Way. Immediately to the south and east, the site is bound by residential land uses. Both the western and northern boundaries are formed by other commercial uses. The centre of Woodley lies approximately 350m to the east.
- 1.1.3 The proposals comprise the construction of 10 commercial units ranging between 980sq.m – 2980sq.m with a total floor space of 17,159sq.m. Each unit will be provided with their own loading facilities and allocated car (including disabled provision) and cycle parking. Access to Units 1 – 8 is taken from both Headley Road East and Viscount Way. Units 9 – 10 are accessed from Viscount Way.
- 1.1.4 At a national level, guidance on the production of Travel Plans was provided by the Department for Transport (DfT) within their document 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' in April 2009. This Travel Plan will also adhere to the principles set out within this guidance and where appropriate this will be referenced.

- 1.1.5 At a local level WBC provide their own guidance within the document 'Workplace Travel Plan Guidance', 2011. The document governs the travel planning process for documents within WBC. It provides a detailed guide on the required content along with the long term commitment to monitoring and reducing single occupancy vehicles. This Travel Plan has been prepared in line with this guidance.
- 1.1.6 In line with the above guidance documents, this Travel Plan will be formatted into the following sections:
- » Section 2: National and Local Planning Policy
  - » Section 3: Proposed Development
  - » Section 4: Aims and Objectives,
  - » Section 5: Existing Site Accessibility,
  - » Section 6: Targets,
  - » Section 7: Management and Communication Strategy,
  - » Section 8: Travel Plan Measures,
  - » Section 9: Monitoring and Review; and,
  - » Section 10: Summary and Conclusions.

## 2. LOCAL AND NATIONAL PLANNING POLICY

### 2.1 Overview

2.1.1 The key policy documents which set the context for the development proposal are as follows:

- » National Planning Policy Framework – July 2021
- » National Planning Practice Guidance – March 2014
- » Wokingham Borough Adopted Core Strategy – January 2010

### 2.2 National Planning Policy Framework (NPPF)

2.2.1 The National Planning Policy Framework (NPPF) July 2021 sets out the Government's planning policies for England and how they are expected to be applied.

2.2.2 The NPPF presumes in favour of sustainable development and is a material consideration in planning decisions. "Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- "a) the potential impacts of development on transport networks can be addressed;*
- b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c) opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places."*

2.2.3 Section 9 of the NPPF deals with 'Promoting Sustainable Transport'. Paragraph 104 states that:

*"Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making."*

2.2.4 Off-street parking provision is referred to by Paragraph 107, which says that, in setting local parking standards for development, local planning authorities should take into account accessibility; the type, mix and use of the development; the availability of and opportunities for public transport; local car ownership levels; and the need to ensure an adequate provision of spaces for charging plug-in and other ultra low emission vehicles.

2.2.5 Paragraph 108 states:

*“Maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification that they are necessary for managing the local road network, or for optimising the density of development in city and town centres and other locations that are well served by public transport (in accordance with chapter 11 of this Framework). In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists.”*

2.2.6 Paragraph 110 addresses the relationship between development and sustainable transport as follows:

*“In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:*

- a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
- b) safe and suitable access to the site can be achieved for all users; and*
- c) 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.”*

2.2.7 Paragraph 111 sets out the test that a determining authority should apply when determining the suitability of a planning application in terms of transport and highways stating 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 on the road network would be severe.”*

2.2.8 Paragraph 112 suggests that development should be located and designed where practical to, among other things, give priority to pedestrians and cycle movements, have access to high quality public transport facilities, create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians and consider the needs of people with disabilities by all modes of transport. Additionally, allow efficient delivery of goods and access by emergency vehicles and be designed to enable charging of plug-in and other ultra-low emission vehicles.

2.2.9 Paragraph 113 states:

*“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.”*

## 2.3 Planning Practice Guidance

2.3.1 The Planning Practice Guidance (PPG), which is available on the Ministry of Housing, Communities and Local Government (MHCLG) website, supports the overarching aims of the NPPF. Highways and transportation matters are dealt with at Section ID42 of the PPG under the heading of *“Travel plans, transport assessments and statements in decision taking”*.

2.3.2 Paragraph 11 of ID42 recommends that Travel Plans submitted in support of a planning application should, where possible to do so, include:

- a) benchmark travel data including trip generation databases;*
- b) Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;*
- c) relevant information about existing travel habits in the surrounding area;*
- d) proposals to reduce the need for travel to and from the site via all modes of transport; and*
- e) provision of improved public transport services.*

2.3.3 With respect to Transport Assessments and Transport Statements paragraph 15 of ID42 notes a planning application should typically consider the following:

- a) information about the proposed development, site layout, (particularly proposed transport access and layout across all modes of transport);*
- b) information about neighbouring uses, amenity and character, existing functional classification of the nearby road network;*
- c) data about existing public transport provision, including provision/ frequency of services and proposed public transport changes;*
- d) a qualitative and quantitative description of the travel characteristics of the proposed development, including movements across all modes of transport that would result from the development and in the vicinity of the site;*
- e) an assessment of trips from all directly relevant committed development in the area (i.e. development that there is a reasonable degree of certainty will proceed within the next three years);*
- f) data about current traffic flows on links and at junctions (including by different modes of transport and the volume and type of vehicles) within the study area and identification of critical links and junctions on the highways network;*
- g) an analysis of the injury accident records on the public highway in the vicinity of the site access for the most recent three-year period, or five-year period if the proposed site has been identified as within a high accident area;*
- h) an assessment of the likely associated environmental impacts of transport related to the development, particularly in relation to proximity to environmentally sensitive areas (such as air quality management areas or noise sensitive areas);*
- i) measures to improve the accessibility of the location (such as provision/ enhancement of nearby footpath and cycle path linkages) where these are necessary to make the development acceptable in planning terms;*

- j) a description of parking facilities in the area and the parking strategy of the development;*
- k) ways of encouraging environmental sustainability by reducing the need to travel; and*
- l) measures to mitigate the residual impacts of development (such as improvements to the public transport network, introducing walking and cycling facilities, physical improvements to existing roads.*

## 2.4 Wokingham Borough Adopted Core Strategy

- 2.4.1 WBCs Core Strategy sets out the key elements of their vision for the development of the borough until March 2026. This includes 21 policies and strategies to provide new housing, schools, roads, places to work and other services.
- 2.4.2 Policy CP1 sets out their vision for sustainable development within the Borough and their aspiration to maintain and enhance the local environment. The policy looks to ensure that attractive, functional, accessible, safe, secure and adaptable schemes are provided. Proposals are required to demonstrate how future site uses can reduce their use of private travel and help contribute towards reaching zero carbon developments.
- 2.4.3 Development within the Borough should enhance the overall sustainability of the area through minimising impact on the environment. CP6 continues by highlighting the need to manage travel demand and locate sites in areas which are served by public transport. Further requirements for ensuring suitable parking provision, safe and suitable access as well as demonstrating that future development will not adversely impact the local surrounding highway network.

## 2.5 Summary

- 2.5.1 From the above transport policies, the following main themes are identified:
  - » A presumption in favour of sustainable development;
  - » The provision of genuine opportunities to travel to and from an application site by non-car modes;
  - » Delivery of safe and suitable access for all modes;
  - » Cost effective delivery of transport infrastructure; and
  - » Integration with other committed and planned development such that the cumulative residual impact would not be severe.
- 2.5.2 The following sections of this report therefore review the accessibility of the site and evaluate whether the development proposal will encourage the use of sustainable modes of transport. In addition to this, reports sets out a strategy to encourage sustainable travel to and from the site by all future users; employees, visitors and deliveries. The Travel Plan sets targets which enables the success of this report to be measured and, if required, adapted to fully meet the needs of the end users.

### 3. PROPOSED DEVELOPMENT

3.1.1 The proposals comprise the demolition of the existing buildings on site and the construction of circa 17,159sq.m of flexible floor space for light industrial Egiii, B2 and B8 uses set out into 10 units. The site will be accessed via both Headley Road East and Viscount Way. The proposed site plan is provided at **Appendix A**.

#### 3.2 Cycle Parking

3.2.1 It is proposed that cycle parking will be provided in line with adopted WBC standards. Cycle parking will take the form of Sheffield stands located within a suitable shelter. Shelters will be covered, secure, well lit and located conveniently to encourage their usage.

#### 3.3 Car Parking Provision

3.3.1 WBC provide car parking standards in order to inform developers on the required quantum of car parking for new development. WBCs parking standards have been tabled below.

| Land Use     | Parking Standard                                           | First 250m <sup>2</sup> | Remaining Floor Area | Total Provision |
|--------------|------------------------------------------------------------|-------------------------|----------------------|-----------------|
| B2 standards | up to 250m <sup>2</sup> 1:25 above 250m <sup>2</sup> 1:50  | 10                      | 338                  | 348             |
| B8           | up to 250m <sup>2</sup> 1:25 above 250m <sup>2</sup> 1:200 | 10                      | 85                   | 95              |

*Table 3.1 – WBC Parking Standards*

3.3.2 The above standards show a range in the required parking provision between 95 – 348. The provision of car parking has been carefully considered and whilst a lower provision may enable the client to maximise their floor space, a low provision would detract from the saleability / rental of the units. Ensuring the units have a provision considered suited to the use will ensure they remain attractive prospects for future buyers / tenants.

## **4. AIMS AND OBJECTIVES**

### **4.1 Aim**

- 4.1.1 The aim of this Travel Plan is to reduce the number of vehicles travelling to the site on a daily basis and where possible encourage staff to travel using more sustainable modes. In doing so the aim is to raise awareness of sustainable travel modes and encourage their uptake.

### **4.2 Objectives**

- 4.2.1 In order for the Travel Plan to meet the above aim it has set a number of objectives that will be used as steps to meet the overall aim. These comprise:
- » Reduce the number of single occupancy vehicles (SOVs) travelling to and from the site each day;
  - » Promote and endeavour to maximise the use of non-car modes of transport to the site such as walking, cycling and public transport;
  - » Promote the health and environmental benefits associated with travel by foot and by bicycle;
  - » Establish the management of the Travel Plan by appointing a Travel Plan Coordinator who will be responsible for the operation of the Travel Plan, its day to day running and the monitoring of its progress;
  - » Assist in meeting the aims set out by the Council to reduce road traffic and congestion; and
  - » Set appropriate targets in consultation with the council to encourage the reduction of single occupancy vehicle trips and car use based upon results obtained from a staff travel survey.
- 4.2.2 The above objectives will be reviewed on an annual basis. If required, they can be altered by the Travel Plan Coordinator to offer clearer direction enabling them to evolve with the Travel Plan.

## 5. EXISTING BASELINE CONDITIONS

### 5.1 Introduction

- 5.1.1 This section provides a summary of the level of accessibility within the local area which would offer users of the proposed development a variety of choices about how they travel to and from the application site.
- 5.1.2 Importantly, having access to non-car modes of transport negates the need for employees and visitors associated with the proposed industrial development to own a private car in order to travel to and from the site.

### 5.2 Site Details

- 5.2.1 The existing site is occupied Arlington Automotive which manufactures vehicle components, in this instance thermal management products. The site comprises 2,655.1sq.m of office floor space with a further 11,781.9sq.m of manufacturing / warehousing type floor space.
- 5.2.2 Car parking is provided along the northern boundary at front of the site adjacent to Headley Road East. Further car parking is provided at the sites rear and is accessed via Viscount Way. The land to the south of Viscount Way is currently split into two halves with one side used as car parking for the site and the other used to store vans and goods vehicles. Viscount Way is a cul de sac and is also used for informal parking of lorry trailers.
- 5.2.3 Parking for approximately 50 vehicles is provided at the front adjacent to Headley Road East with a further 107 (approximately) provided on land to the south of Viscount Way. The area currently used to store vehicles could accommodate approximately the same level of car parking again. This is a total of approximately 264 on site car parking spaces. It would appear that 156 are in use as parking spaces with the remainder used as vehicle storage.
- 5.2.4 Light vehicle access to the front of the site (Headley Road East) is provided by way of a crossover access junction. Goods vehicle access is provided to the west of this via a bell mouth junction. The goods access accommodates inbound goods vehicle movements only with the egress onto Viscount Way to the south. Both a crossover and a bell mouth type access are provided to access the land to the south of Viscount Way.
- 5.2.5 The main part of the site is accessed via Headley Road East with the southern section accessed via Viscount Way. Both roads run east to west and connect with Miles Way to the east which in turn runs into The Bader Way, a direct link on the A329(M) and onto the M4. To the west, Butts Hill Road runs north to south and provides a link onto the A4 which in turn connects the site with the A404 and onto the M40 further north.
- 5.2.6 Headley Road East runs east to west and provides footways on either side. The road is subject to a 30mph speed limit. Footways are in a good state of repair with dropped kerbs and tactile paving present across most junctions. Headley Road East is fronted by both commercial and residential land uses. Whilst the immediately vicinity of the site is predominantly commercial land use, the site lies within a larger and mostly residential area.
- 5.2.7 Viscount Way providing access to the south of the site is a cul de sac with the existing site gaining access along with another commercial use and further residential areas. Viscount Way does provide a pedestrian link through to Millers Grove which facilitates a good level of pedestrian connectivity east to

west connecting residential areas to the west with the site as well as Woodley centre approximately 500m to the east.

### 5.3 Personal Injury Accidents

- 5.3.1 The database Crash Map ([www.crashmap.co.uk](http://www.crashmap.co.uk)) was referred to ascertain whether any Personal Injury Accidents (PIAs) had been recorded over the most recent 5 year period. Figure 2 illustrates the findings.



Figure 2 – PIA Statistics (most recent 5 year period)

- 5.3.2 A total of 7 PIAs were recorded on the immediate surrounding road network. No PIAs had taken place along the stretch of Headley Road East forming the northern site boundary and running between the junction with Butts Hill Road to the west and Spitfire Way to the east.
- 5.3.3 Two PIAs were recorded at the roundabout of Headley Road East and Spitfire Way, one of which was recorded as serious. The serious PIA was noted to involve a cyclists turning and being struck by a car. The cyclist was noted to be turning whilst the car was travelling ahead and 'proceeding normally on the carriageway'. A further serious PIA was recorded on Viscount Way and was noted to also involve a cyclist moving off and being struck by a car 'proceeding normally on the carriageway'. No fatalities were recorded.
- 5.3.4 No obvious clusters of PIAs have been observed that would highlight any potential deficiencies within the road network and in turn suggest a road safety concern. No PIAs have been recorded within the vicinity of any of the existing site access points.
- ### 5.4 Existing Pedestrian Provision
- 5.4.1 The wider area is residential which has been designed with a permeable network of roads as well as pedestrian links making the wider area attractive to those wishing to travel on foot. Street lighting is present in most cases increasing safety during the darker hours.

5.4.2 Woodley centre is located within 350m from the northern access onto Headley Road East and 600m from the southern access onto Viscount Way. Woodley centre provides access to local amenities, cash machines, cafes and convenience shopping. Based on an average walking speed of 80m per minute this provides access to the centre within a 4 – 8 minute walk.

5.4.3 The Design Manual for Roads and Bridges (DMRB) sets out within TD91/05 para 2.3 that walking is generally considered an acceptable distance for journeys up to 2 miles. With the centre of Woodley well within a 2 mile catchment the remaining areas are mostly residential suggesting that there is a good population of potential future employees residing within walking distance of the site.

## 5.5 Existing Cycle Provision

5.5.1 It is generally considered that cycling can be deemed an acceptable mode of travel for journeys up to 5km. There are no designated cycleways within the vicinity of the site although road widths are generally good which will encourage journeys by bicycle. A number of residential areas are located within an acceptable cycle distance suggesting potential future workers could reside within cycling distance.

## 5.6 Existing Bus Travel

5.6.1 Bus stops are located along Headley Road East with the closest stop located within 60m of the northern access on Headley Road East. The stops located to the east of the access provide shelter, lighting, seating and travel information.

5.6.2 The buses accessible within 400m of the site have been tabled below.

| Route Number | Closest Stop      | Route                                                   | Average Frequency |
|--------------|-------------------|---------------------------------------------------------|-------------------|
| 19a          | Headley Road East | Lodden Bridge – Reading Central                         | Hourly            |
| 19c          | Headley Road East | Lodden Bridge – Reading Central                         | Hourly            |
| 13           | Hurricane Road    | Reading Station – Woodley – Reading Station - Bulmershe | Every 30 minutes  |
| 14           | Hurricane Road    | Woodley – Reading Station                               | Every 30 minutes  |

Table 5.1 – Local Bus Services

5.6.3 The above table demonstrates that local bus services provide a realistic form of travel to and from the site. All of the above services provide a link to central Reading including the rail and bus station providing additional sustainable travel options further afield.

## 5.7 Existing Rail Travel

5.7.1 There are no railway stations located within walking distance from the site. Earley and Winnersh are located within the closest distance but there is no non car travel option between either station and the site. All 4 of the local bus services do provide a link to Reading railway station. A bus journey between the site and Reading railway station is approximately 35 minutes.

5.7.2 Reading station is an interchange with services running as far west as Penzance, Bristol, Swansea, Bournemouth and as far as Hereford and Manchester to the north. Both London Waterloo and London Paddington connections are available. Gatwick airport is also available via direct connection.

## 5.8 Accessibility Index

- 5.8.1 The BREEAM sustainability assessment method requires that a public transport Accessibility Index (AI) is calculated for the site. The AI is calculated in a process similar to Transport for London's (TfL) Public Transport Accessibility Level (PTAL). It considers the proximity of local public transport nodes and the number of services that accessible via these nodes during the sites typical operating hours. The calculation accounts for bus stops within 650 metres and railway stations within 1000 metres of the site.
- 5.8.2 The site currently benefits from an AI of 2.8, as demonstrated by the calculations included at **Appendix B**. An AI of 2.8 is considered to demonstrate a very poor level of accessibility. Given the AI is closely aligned to TfLs methodology and in turn shows a very poor level of access comparable to that in central London it would be considered that this not unusually poor for a location such as the proposed.

## 5.9 Summary

- 5.9.1 In summary, the site is well positioned in terms of access to sustainable modes of travel. The site is well located in terms of proximity to residential areas and thus the potential for future employees living within a walking or cycling journey is realistic.
- 5.9.2 Public transport is also viable for those travelling from further afield or those unable to undertake a journey by foot or by bicycle.
- 5.9.3 And finally, the area is considered well located in terms of proximity to other services, amenities and residential areas. It is served by an adequate, frequent number of bus services which link to the railway station thus reducing the reliance on a private motorcar.

## 6. TARGETS

### 6.1 Targets

- 6.1.1 Travel Plans should have measurable outputs or targets against which the progress of the plan can be monitored. A suitable indicator of the success of the Travel Plan is the mode-split of employee travel.
- 6.1.2 There are two main types of targets associated with a Travel Plan. Action targets act as a check list to ensure that the appropriate measures are carried out within a set time frame. Aim targets are quantitative targets which set a percentage allowance for people using a certain mode of transport.

### 6.2 Action Targets

- 6.2.1 The action targets are tabulated for simplicity and have been detailed below in Table 6.1.

| Timing              | Action Target                                                    | Responsibility                | Target Date                              |
|---------------------|------------------------------------------------------------------|-------------------------------|------------------------------------------|
| Prior to Occupation | Agree Action targets                                             | Travel Plan Coordinator (TPC) | Planning submission                      |
|                     | Agree monitoring and review program                              | TPC                           | Planning submission                      |
|                     | Implementation of Physical Measures (Cycle parking)              | Developer                     | During Construction                      |
|                     | Appoint Travel Plan Coordinator                                  | Developer                     | Completed                                |
|                     | Establish a timeline for the implementation of soft measures     | TPC                           | Prior to initial occupation              |
| Upon Occupation     | Launch of Travel Plan                                            | TPC                           | On opening                               |
|                     | Provide staff with starter packs indicating required information | TPC                           | On opening                               |
|                     | Implementation of Travel Plan Measures                           | TPC                           | On opening                               |
|                     | Display Travel Plan                                              | TPC                           | On opening                               |
|                     | Initial site audit                                               | TPC                           | Complete                                 |
|                     | Initial Survey of Staff Travel Patterns (Baseline Survey)        | TPC                           | Within 3 months of opening               |
|                     | Submission of results of 1st Travel Survey to client / Council   | TPC                           | Within 1 month of completing the survey. |

|  |                                                                          |     |                                |
|--|--------------------------------------------------------------------------|-----|--------------------------------|
|  | Review of findings with Council and setting of modal share (aim) targets | TPC | Within 3 months of the survey. |
|  | Repeat Travel Surveys                                                    | TPC | Years 1, 3 and 5               |

Table 6.1 - Action Targets

## 6.3 Aim Targets

- 6.3.1 Upon completion of the baseline survey, aim targets will be set and agreed in consultation with WBC. It is envisaged that the Travel Plan will seek a reduction in 10% SOV usage over the 5 year period.

## **7. MANAGEMENT AND COMMUNICATIONS STRATEGY**

7.1.1 This section sets out how this Travel Plan will be managed from the present day to when the site is fully constructed and occupied.

### **7.2 Management Strategy**

7.2.1 The Travel Plan will be managed internally by a Travel Plan Coordinator (TPC). The TPC will therefore be responsible for the Travel Plan's day to day implementation as well as its formal monitoring requirements (detailed later within this document).

7.2.2 Sufficient funding will be made available to ensure the implementation of the Travel Plan. Further funding will be provided to WBC to undertake the monitoring of the Travel Plan. The sum of £4,500 will be secured via the Section 106 Agreement.

7.2.3 The implementation and ongoing management of the Travel Plan will be done in consultation with the council and communications will be maintained throughout the lifetime of the Travel Plan.

7.2.4 The TPC will ensure sufficient time is given to undertake the role. Staff will also be given sufficient time to fill in surveys at the required time.

7.2.5 The TPC will be the 'face' of the Travel Plan and a point of contact for the occupants.

### **7.3 Enforcement**

7.3.1 This Travel Plan will be secured by way of a Condition in relation to the proposed extension.

### **7.4 Travel Plan Coordinator**

7.4.1 The Travel Plan Coordinator (TPC) will be responsible for the day to day management and implementation of the Travel Plan.

7.4.2 Up to date details for the TPC will be provided to the council on appointment. If the role changes new details will be provided.

7.4.3 The individual should be interested in sustainable travel issues. They will be keen to promote sustainable travel issues and raise awareness overtime, thus encouraging the uptake of these modes facilitating the required modal shift.

7.4.4 The TPC will market the personalised travel planning services. This service will be freely provided to all staff. They will undertake a meet and greet exercise when the Travel Plan is formally launched where they will introduce themselves making themselves known as the 'face' of the Travel Plan. At this point, they will make the offer of the free personalised travel planning services.

7.4.5 The TPC will provide a link between the staff and the council who have a number of sustainable travel information sources, initiatives and updates available. They will ensure that all latest updates are communicated to staff highlighting a positive and proactive approach with regard to sustainable travel in and around the council.

7.4.6 The main duties of the TPC will consist of the following;

- » Be a contact point and 'face' of the Travel Plan;
- » Ensure their contact details are within the main information sources (discussed later within this document), these being the staff travel packs, development website and staff notice boards;

- » Establish good communications/relations between themselves and the relevant contact at the council upon their appointment;
- » Ensure they are fully aware of all the sustainable travel options to and from the site and provide personalised travel planning to all staff;
- » Ensure that they are fully up to date with the current sustainable travel initiatives provided by the council so that these can be further promoted throughout the site;
- » Be up to date on nationwide events such as 'bike to work week', 'national lift share day' and 'sustainable travel week' so that these events can be promoted throughout the site;
- » Look at the feasibility of setting up a 'Bike User Group' (BUG) and, if demand dictates, manage it; and
- » Organise the monitoring surveys and compile the review report.

## **7.5 Staff Travel Pack**

**7.5.1** A Staff Travel Pack (STP) will be provided as part of the information provided to all new staff upon commencing employment.

**7.5.2** The STP will include the following;

- » A mission statement detailing the aim and objectives of the Travel Plan;
- » Contact details of the TPC and brief introduction about them such as their commitment to promoting sustainable travel. The duties the TPC is responsible for such as personalised travel planning services will also be detailed;
- » Site location plan highlighting its proximity to local transport provisions, walking and cycle routes;
- » Examples of walking or cycling journeys to destinations such as the train station or other local destinations such as banks and post offices will be provided;
- » Health, environmental and economic benefits of travelling via sustainable modes;
- » Public Transport routes, spider maps and timetables;
- » Details of cycling initiatives provided by council; and,
- » Details of local taxi services.

**7.5.3** An update of the STP detailing timetables and route maps will be sent out on an annual basis to ensure all information is kept up to date.

**7.5.4** A copy of the proposed STP will be provided to WBC.

## **7.6 Staff Notice Boards**

**7.6.1** Staff notice boards will be located in the communal areas which are highly frequented by staff. The notice boards will hold the following information:

- » A mission statement of the Travel Plan;
- » Contact details of the TPC and brief introduction about them such as their commitment to promoting sustainable travel. The duties the TPC is responsible for such as personalised travel planning services will also be detailed;
- » A location plan of the site and the local facilities and public transport services;
- » Public transport route maps and timetables;

- » Local cycling routes;
- » Details of local taxi services; and,
- » An area will be provided for promotional material to be clearly displayed. This material will be nationwide promotional material such as 'bike to work week' posters (many of which can be obtained from the internet) and local promotional events.

## 7.7 Company Website / Intranet

7.7.1 This will provide an online version of the Staff Notice Board. However in addition to the above it will provide the following;

- » An electronic Travel Pack that can be downloaded by people wishing to visit the site;
- » An opportunity to register ones email address to receive promotional material and updates via email.

7.7.2 Most of the above information will require updating as and when details change, such as timetable changes. The TPC will ultimately be responsible for the provision of up to date and relevant information on all the communication methods set out within this section.

7.7.3 The promotional material will be more frequently updated and this will be communicated via the following mediums:

- » Staff Notice boards;
- » Development Website; and,
- » Email.

## 7.8 Summary

7.8.1 This section highlights that a firm management structure will be put in place at the development. The appointed management company will be responsible for the implementation of the Travel Plan.

## 8. TRAVEL PLAN MEASURES

8.1.1 The main aim of sustainable transport policy is to reduce single occupancy car use by promoting a choice of alternative means of transport. The main alternatives are as follows:

- » Walking,
- » Cycling,
- » Motorcycle,
- » Car Sharing,
- » Train,
- » Taxi / Minicab; and,
- » Bus.

8.1.2 This section will set out the proposed package of measures which will be implemented across the site.

### 8.2 Encouraging the uptake of Walking and Cycling

8.2.1 The hard cycle measures such as cycle parking, provision of showers and lockers is shown on the site plan which has been provided at **Appendix A**.

8.2.2 Maps will be provided detailing the local pedestrian and cycle routes in the vicinity of the area. Examples such as journey times to certain locations will be detailed on the maps.

8.2.3 The TPC will establish communications with the LA in relation to the existing provision of cycleways in the vicinity. Recommendations on how these could be improved to further facilitate cycling will be made if required.

8.2.4 Information on the health, economic and environmental benefits of walking and cycling will be detailed. Examples of the number of calories burned on a 10 minute walk or 20 minute cycle ride will be provided. Information of the savings on petrol by substituting the car for walking or cycling will also be provided. By providing examples, it offers some perspective on the actual benefits of travelling using these modes.

8.2.5 Cycle use is encouraged by the provision of secure cycle parking facilities at the site. The proposals include secure, sheltered and well-lit cycle parking provision in excess of the minimum standards.

8.2.6 The TPC will investigate the feasibility of implementing a cycle to work scheme which enables staff to take a loan from the company to purchase a bicycle. The repayment of this loan is then subtracted from the employee's salary before tax enabling them to make a saving as well as distribute the cost of the cycle over a period of time.

8.2.7 The TPC will be required to locate local cycle shops and where possible negotiate discounts on cycles and cycle equipment for staff of the development.

8.2.8 Promotional events will be held. This could be a site wide event 'cycle to work week' or be a part of a nationwide event such as the national 'Bike Week' which is usually held in June and currently sponsored by Halfords. Posters can be downloaded and displayed throughout the site to encourage those who don't usually cycle to work to make a change for one week or even one day within that week.

### 8.3 Encouraging the uptake of Public Transport

8.3.1 A number of buses serve the local area surrounding the site. It is proposed that public transport will be well used but measures will be made available to further incentivise this mode.

- 8.3.2 Details of the bus routes as well as the location of the Train Station and the available services will be included within the STP.
- 8.3.3 The TPC will investigate the feasibility of future occupants offering season ticket loans for bus and train tickets. This enables employees to stagger the payment over a number of months and in turn enables them to make the cost saving associated with purchasing a season ticket as opposed to a daily ticket.
- 8.3.4 Public transport information will be made available in communal areas so that both staff and visitors can access the information. Timetables and maps will be kept up to date and a list of websites for further information will be listed such as [www.traveline.org.uk](http://www.traveline.org.uk) provides national bus, rail and coach travel information and timetables.
- 8.3.5 The TPC will make contact with WBC and or Reading Buses / Horseman Coaches to discuss the opportunity to provide additional services should they be required.
- 8.3.6 Encouraging the uptake of Car Sharing
- 8.3.7 Car sharing is an excellent way to reduce the overall numbers of cars travelling to a site. The TPC will provide an email address to all staff interested in finding a car share partner. The TPC will then introduce potential partners.
- 8.3.8 In terms of the marketing of the car sharing scheme for staff, the following will be promoted:
- » Guaranteed parking space every day;
  - » Guaranteed ride home in the event of an emergency and it is expected that this will be secured with a local taxi firm. This provides reassurance that staff will not be stranded in the event of an emergency;
  - » Benefits of car sharing in terms of reduced fuel costs, an important issue given recent increases in fuel costs; and,
  - » Members will be made aware of the benefits of car sharing with other employees.

## 8.4 Motorcycles

- 8.4.1 Motorcycles are considered to be more efficient than other private motorised forms of transport as they require less road space; generally use less fuel and their emissions tend to be lower than those of the private car.

## 8.5 Taxis and Minicabs

- 8.5.1 Taxis can play an important role for staff and visitors at times when other modes of public transport may not be convenient or available. Contact details of local taxi companies would therefore be made available on-site.
- 8.5.2 It may also be possible to negotiate special staff rates with a local taxi firm and this will be explored by the TPC. By contracting to one firm, higher discounts might be arranged and promoting a commendable and reliable firm will also be reassuring to employees. This is to be investigated by the TPC.

## 8.6 Summary

- 8.6.1 The above section details the wide variety of measures that will be implemented throughout the site. The measures will be reviewed on an annual basis in line with the monitoring and review timetable, discussed within Section 6, and where appropriate amended to reflect the travel patterns observed on site.

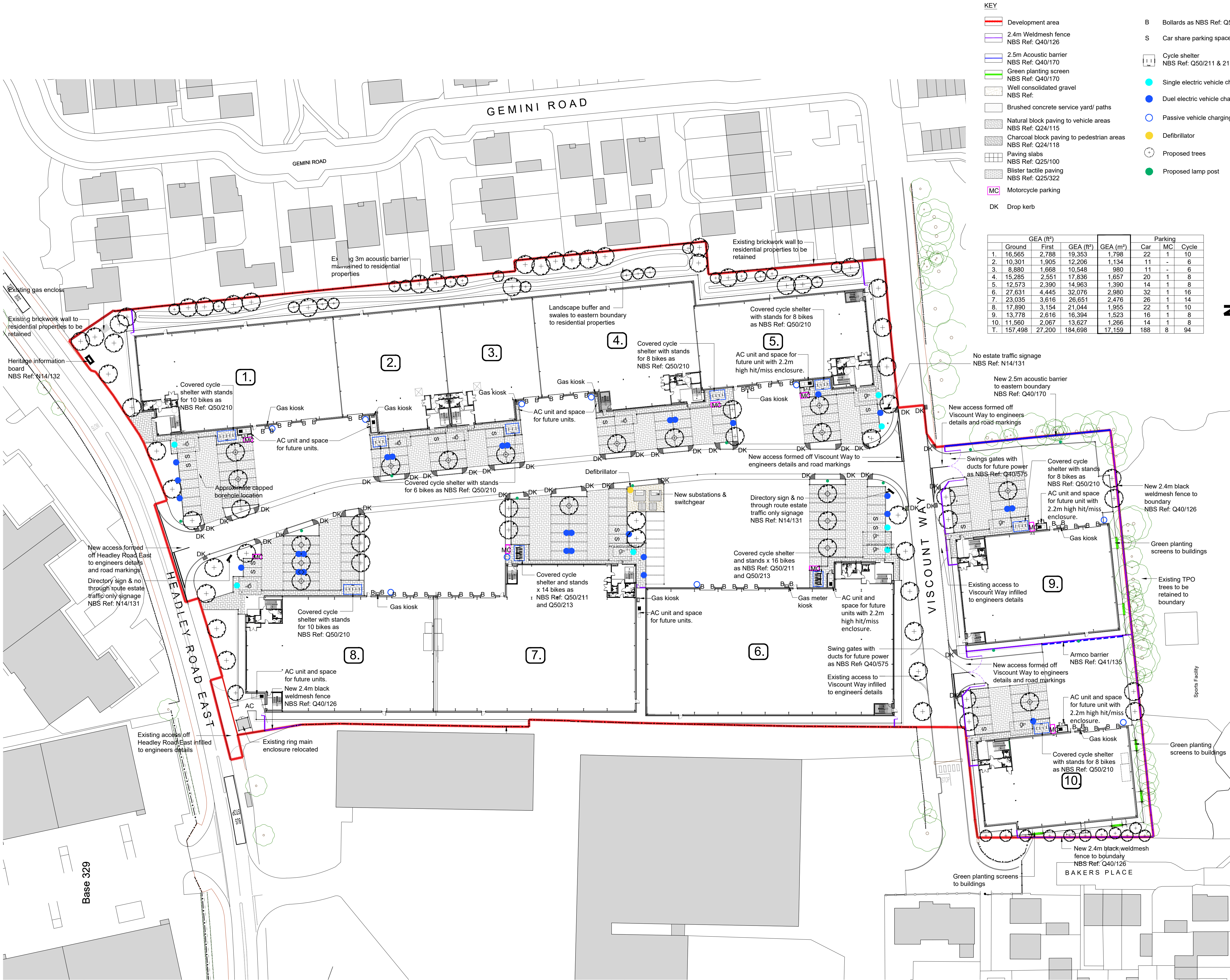
## 9. MONITORING AND REVIEW

- 9.1.1 By undertaking the survey every two years the success of the Travel Plan in its ability to influence staff travel behaviour can be measured. The modal split of how employees travel will be recorded to ensure that the number of staff driving to work in their own private vehicle will reduce in favour of more sustainable modes.
- 9.1.2 WBC provide an example Staff Travel Plan Survey within their guidance document. This document will be tailored and used to form the basis of staff surveys.
- 9.1.3 In order to ensure an effective monitoring strategy is in place the following activities will be undertaken as part of a Travel Plan:
- » A baseline survey will be undertaken within 6 months of each unit becoming occupied to establish the baseline modal split,
  - » Periodic monitoring surveys will be undertaken in years 1 (baseline), 3 and 5 of the lifetime of the Travel Plan. This enables modal shift to be identified; and,
  - » The answers to the main mode question should be used to identify the mode split for the site.
- 9.1.4 Other data collected might include:
- » Personal information such as home postcode, job type, nature of work and working hours,
  - » Reasons for choice of travel mode and barriers to travel by sustainable modes,
  - » Additional information about measures which are likely to encourage a switch to sustainable alternatives; and,
  - » The amount of business travel undertaken during the working day and opportunities for switching to alternatives.
- 9.1.5 Surveys will be undertaken at a similar time each year and in a 'neutral' month, avoiding school holidays.
- 9.1.6 Surveys may be undertaken online or via hard copy, whichever is considered to be most appropriate for the nature of the organisation to ensure a good and representative response. Organisations should aim to achieve a response rate of at least 30% for baseline surveys, or at least be able to provide assurance to the local authority that the sample is representative if this response rate is not achieved.
- ### 9.2 Remedial Action
- 9.2.1 If the survey highlights that the site is not meeting its targets a number of remedial measures will needed to be implemented on site to rectify the situation. These will be devised in consultation with WBC. A number of potential remedial measures are listed below:
- » Run awareness campaign reinforcing alternatives to car travel;
  - » Allocation of additional resources to promote non-car modes of transport;
  - » Charging for parking for spaces used for single occupancy;
  - » Possible parking restrictions.

## 10. SUMMARY AND CONCLUSIONS

- 10.1.1 Stunt Consulting has been retained by HE2 Reading 1 GP Limited to prepare a Travel Plan (TP) in relation to their recent proposal to construct 17,159sq.m of industrial land uses Egiii, B2, B8 with ancillary internal office space on land to the south of Headley Road East.
- 10.1.2 This Framework Travel plan will be initiated once the development is completed but prior to occupation. The Travel Plan coordinator will provide a full Travel Plan upon completion of the site. The Travel Plan Coordinator will implement the plan and control the day to day management of the Travel Plan, which will include consultation with WBC.
- 10.1.3 This document sets out how site users will travel to and from the development by modes other than private car and has indicated that these opportunities, as well as accompanying benefits will be set out within marketing material which will be prepared in respect to this development.
- 10.1.4 It can therefore be concluded that the framework established by this Travel Plan is sufficiently robust to deliver more sustainable travel choices in relation to the site. At the same time, it maintains a degree of flexibility to enable the Travel Plan to respond to changing circumstances and continue to deliver more sustainable transport choices into the future.

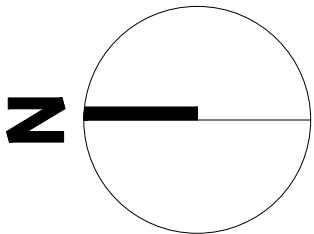
# APPENDIX A –PROPOSED SITE PLAN



- KEY**

  - Development area
  - 2.4m Weldmesh fence  
NBS Ref: Q40/126
  - 2.5m Acoustic barrier  
NBS Ref: Q40/170
  - Green planting screen  
NBS Ref: Q40/170
  - Well consolidated gravel  
NBS Ref:
  - Brushed concrete service yard/ paths
  - Natural block paving to vehicle areas  
NBS Ref: Q24/115
  - Charcoal block paving to pedestrian areas  
NBS Ref: Q24/118
  - Paving slabs  
NBS Ref: Q25/100
  - Blister tactile paving  
NBS Ref: Q25/322
  - MC Motorcycle parking
  - DK Drop kerb
- B Bollards as NBS Ref: Q50/190
  - S Car share parking space
  - Cycle shelter  
NBS Ref: Q50/211 & 213
  - Single electric vehicle charging point
  - Duel electric vehicle charging point
  - Passive vehicle charging point
  - Defibrillator
  - Proposed trees
  - Proposed lamp post

| GEA (ft²) |         |           |          | Parking |     |       |
|-----------|---------|-----------|----------|---------|-----|-------|
| Ground    | First   | GEA (ft²) | GEA (m²) | Car     | MC  | Cycle |
| 1.        | 16,565  | 2,788     | 19,353   | 1,798   | 22  | 1     |
| 2.        | 10,301  | 1,905     | 12,206   | 1,134   | 11  | -     |
| 3.        | 8,880   | 1,668     | 10,548   | 980     | 11  | -     |
| 4.        | 15,285  | 2,551     | 17,836   | 1,657   | 20  | 1     |
| 5.        | 12,573  | 2,390     | 14,963   | 1,390   | 14  | 1     |
| 6.        | 27,631  | 4,445     | 32,076   | 2,980   | 32  | 1     |
| 7.        | 23,035  | 3,616     | 26,651   | 2,476   | 26  | 1     |
| 8.        | 17,890  | 3,154     | 21,044   | 1,955   | 22  | 1     |
| 9.        | 13,778  | 2,616     | 16,394   | 1,523   | 16  | 1     |
| 10.       | 11,560  | 2,067     | 13,627   | 1,266   | 14  | 1     |
| T.        | 157,498 | 27,200    | 184,698  | 17,159  | 188 | 8     |



Figured dimensions only are to be used. All dimensions to be checked onsite. Differences between drawings and between drawings and specification or bills of quantities to be reported to the PRC Group.

The copyright of the drawings and designs contained therein remains vested in the PRC Group.

| Revisions: | Drawn/Chkd:                                                                                                                                                             | Date:           |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| C01        | First construction issue.                                                                                                                                               | AM/AM 02/08/24  |
| C02        | Amendments made to pathway dimensions.                                                                                                                                  | CH/AM 09/08/24  |
| C03        | Proposed lamp posts added. Position of trees and duel electric vehicle charging point to Unit 8 parking area amended. Position of trees to Unit 6 parking area amended. | GJS/AM 12/02/25 |

Drawing to be read in conjunction with:

- NBS Specification
  - 10 Series - Site information
  - 12 Series - Landscape details
  - 13 Series - Floor plans & elevations
  - 15 Series - General arrangement sections  
Section details  
Plan details
  - 17 Series - Stairs
  - 18 Series - Core layouts  
WC layouts
  - 19 Series - Roof plans
  - 20 Series - Reflective ceiling plans
  - 22 Series - Doors
  - 24 Series - Windows
  - 30 Series - Fire Strategy
  - 31 Series - Finishes Schedule
- Refer to M & E Engineer's specification for all engineering services
- For steelwork refer to Structural Engineer's design



Project:  
**HURRICANE URBAN HUB**  
**HEADLEY ROAD EAST**  
**WOODLEY**

Drawing Title:  
**PROPOSED SITE PLAN**

|             |              |              |                 |              |
|-------------|--------------|--------------|-----------------|--------------|
|             |              |              |                 | Architecture |
|             |              |              |                 | Planning     |
| Scale @ A1: | Checked by : | Date :       | Master Planning |              |
| 1:500       | AMc          | JUL 24       | Urban Design    |              |
|             |              |              |                 | Interiors    |
|             |              |              |                 | Landscape    |
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| Issue Status: | Working                              |
|---------------|--------------------------------------|
| Construction  | <input type="checkbox"/> Preliminary |
| Information   | <input type="checkbox"/> Approval    |
| Tender        | <input type="checkbox"/>             |

| Offices       |
|---------------|
| London        |
| Milton Keynes |
| Warsaw        |

PRC Architecture & Planning

## APPENDIX B – ACCESSIBILITY INDEX

Headley Road East

| Parameters              |      |
|-------------------------|------|
| Walk Speed (metres/min) | 80   |
| Bus reliability (mins)  | 2    |
| Rail reliability (mins) | 0.75 |

| Services | Stop              | Distance | Frequency | Weight | Walk time | SWT   | Average SW <sup>†</sup> | Access | EDF  | AI   |
|----------|-------------------|----------|-----------|--------|-----------|-------|-------------------------|--------|------|------|
| BUSES    |                   |          |           |        |           |       |                         |        |      |      |
| 19a      | Headley Road East | 60       | 1         | 1      | 0.75      | 30.00 | 32.00                   | 32.75  | 0.92 | 0.92 |
| 19c      | Headley Road East | 60       | 1         | 2      | 0.75      | 30.00 | 32.00                   | 32.75  | 0.92 | 1.83 |
| 13       | Hurricane Way     | 300      | 2         | 3      | 3.75      | 15.00 | 17.00                   | 20.75  | 1.45 | 4.34 |
| 14       | Hurricane Way     | 300      | 2         | 4      | 3.75      | 15.00 | 17.00                   | 20.75  | 1.45 | 5.78 |

Note:

TOTAL AI2.75

Assumptions:

Walk distances taken from the centre of the site