croudacehomes

Transport Planning Associates

A Planning Application by

CROUDACE HOMES, VORTAL HOMES LIMITED AND FALCON DEVELOPMENTS (SE) LIMITED

In respect of

Land North of School Road, Arborfield Cross WOKINGHAM

Framework Travel Plan

September 2024

Document Management

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1 Introduction

1.1 Transport Planning Associates (**TPA**) has been commissioned by Croudace Homes, Vortal Homes Limited and Falcon Developments (SE) Limited to provide transport planning consultancy services in relation to the proposed development of the land north of School Road, Arborfield Cross, RG2 9NX.

The Site

1.2 The location of the site is shown below in **Figure 1.1**, along with its context to the wider area.

Figure 1.1 Site Location Plan – Regional Context

Source: © OpenStreetMap contributors

The Proposed Development

1.3 The proposed development comprises an outline application for up to 95 dwellings with access taken from Cole Lane and School Road. The proposed site plan is shown in **Appendix A**. The description of the proposed development is as follows:

"Outline planning application for a proposed residential development of up to 95 dwellings together with open space and associated works. Means of Access to be considered (with Appearance, Landscaping, Layout and Scale to be reserved)."

1.4 A pedestrian and cycle access will be provided onto Cole Lane in the western corner of the site to increase the permeability of the site by active modes of travel. This access will be a minimum of 3.7m wide to enable emergency vehicle access if required.

1.5 Additionally, an access for pedestrians, cycles and vehicles will be provided onto School Road. To achieve this, and in the context of the lack of through traffic due to the motor vehicle prohibition further east, School Road will be realigned to prioritise movements into the site.

Scope

1.6 This site-wide Framework Travel Plan (**FTP**) has been produced to support the planning application and will form the basis for future post-occupation Residential Travel Plan (**TP**). The future TP will provide a greater level of detail based on relevant data obtained by surveying the residents and occupiers of the site.

Policy and Guidance

1.7 This FTP was prepared in line with the following policies and guidance, at a national, regional, and local level including:

- National Planning Policy Framework (2023);
- National Planning Practice Guidance (2011); and
- Wokingham Borough Council's Residential Travel Planning Guidance for Developers (2017).

1.8 While not explicitly mentioned in this FTP, it should be noted that it was also prepared in line with the general principles set out in documents including the Department for Transport's Manual for Streets (2007) and various CIHT publications.

National Planning Policy Framework (2023)

1.9 The National Planning Policy Framework (**NPPF**) (2023) sets out the Government's planning policies for England and the application thereof, providing a framework within which local authorities can produce plans for development.

1.10 The NPPF defines a sustainable transport mode as follows:

> *"Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, ultra low and zero emission vehicles, car sharing and public transport"*[1]

1.11 Regarding transport assessments and statements and travel plans, it states that:

> *"All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed"*[2]

1.12 The proposals have been developed in accordance with the key principles of the NPPF, prioritising access by active and sustainable modes of travel.

1.13 As evidenced in this FTP and expanded in the Transport Assessment also prepared for the purpose of this application, the proposed development is situated in a sustainable location and is accessible by a variety of modes of travel. The proposals encourage active and sustainable modes of travel a variety of measures including (but not limited to):

- Providing cycle parking in accordance with the relevant standards;
- Providing active travel improvements on Cole Lane and School Road to improve accessibility of the site; and
- Providing an FTP that will form the basis of the TP.

National Planning Practice Guidance (2014)

1.14 The latest update to the national Government's National Planning Practice Guidance (**NPPG**) for Travel Plans, Transport Assessments and Statements in decision-taking was released on 6 March 2014.

1.15 Regarding Travel Plans, the guidance states that they should be used as "*long-term management strategies for integrating proposals for sustainable travel into the planning process*"[3]. It continues to state that Travel Plans should be "*proportionate to the size and scope of the proposed development to which they relate*"[4] and furthermore that they must be "*tailored to particular local circumstances*"[5].

[1] NPPF (2023) Annex 2, Glossary, p. 76
[2] NPPF (2023) Paragraph 117
[3] https://www.gov.uk/guidance/travel-plans-transport-assessments-and-statements
[4] https://www.gov.uk/guidance/travel-plans-transport-assessments-and-statements
[5] https://www.gov.uk/guidance/travel-plans-transport-assessments-and-statements

1.16 The NPPG states that Travel Plans can "positively contribute to:

- *encouraging sustainable travel;*
- *lessening traffic generation and its detrimental impacts;*
- *reducing carbon emissions and climate impacts;*
- *creating accessible, connected, inclusive communities;*
- *improving health outcomes and quality of life;*
- *improving road safety; and*
- *reducing the need for new development to increase existing road capacity or provide new roads."* [6]

Residential Travel Planning Guidance for Developers (2017)

1.17 Wokingham Borough Council (**WBC**) released their Residential Travel Planning Guidance for Developers in 2017. The document seeks to:

> *"support sustainable development across the whole borough. This approach mitigates the highway impact of new development, whilst promoting public health, maintaining and enhancing the quality of local facilities, and improving local air quality across all our communities."*[7]

1.18 The guidance document outlines the possible options for providing a residential TP within the borough. It addresses the 'traditional' option of following National Guidance and preparing, implementing and monitoring an individual residential TP, specific to the site and its development. Alternatively, it provides an alternative option, 'Join My Journey Wokingham'.

1.19 'Join my Journey Wokingham' is described as the following:

> *"My Journey is a borough-wide active and sustainable travel behaviour change campaign that aims to help and inspire Wokingham residents, employees and visitors of all ages to walk, scoot, cycle or use public transport.*
>
> *My Journey helps residents and employees to travel more actively and sustainably if they choose to, for some or all of their journeys. The programme includes a range of events, activities, training courses and resources. Some of our most popular training is part of the national Bikeability training scheme."*[8]

[6] https://www.gov.uk/guidance/travel-plans-transport-assessments-and-statements
[7] Page 2 – Residential Travel Planning Guidance for Developers (2017)
[8] https://www.myjourneywokingham.com/about-my-journey/#:~:text=My%20Journey%20is%20a%20borough,cycle%20or%20use%20public%20transport.

1.20 At this stage, this FTP assumes that this development will follow National Guidance, with a TP being produced for the development post occupation.

Framework Travel Plan Structure

1.21 The FTP will form the basis of the future TP. This will be developed to allow specific measures to be set based on the needs and travel demands of the residential development. This FTP will be structured as follows:

- **Chapter 2:** Baseline Transport Conditions;
- **Chapter 3:** Aims and Objectives;
- **Chapter 4:** Targets;
- **Chapter 5:** Travel Plan Co-ordinator;
- **Chapter 6:** Influencing Behavioural Change;
- **Chapter 7:** Initiatives;
- **Chapter 8:** Promotion, Monitoring & Delivery; and
- **Chapter 9:** Action Plan.

2 Site Accessibility

Proposed Development

2.1 The proposed development comprises an outline application for up to 95 dwellings with associated vehicle and cycle parking, with access taken from Cole Lane and School Road.

2.2 The description of the proposed development is as follows:

> *"Outline planning application for a proposed residential development of up to 95 dwellings together with open space and associated works. Means of Access to be considered (with Appearance, Landscaping, Layout and Scale to be reserved)."*

Access

2.3 A pedestrian and cycle access will be provided onto Cole Lane in the western corner of the site to increase the permeability of the site by active modes of travel. This access will be a minimum of 3.7m wide to enable emergency vehicle access if required. Additionally, an access for pedestrians, cycles and vehicles will be provided onto School Road.

Bus Stop Improvements

2.4 To enhance the accessibility of the site by bus, and to improve access to public transport for the existing residents living in the north of the village and land uses in the north of Arborfield Cross, a new northbound bus stop and improvements to the southbound stop are proposed.

2.5 Focusing on the access to northbound bus services, it is proposed that an additional bus stop is provided circa 40m south of the Arborfield Cross Roundabout. A preliminary design of a potential bus stop arrangement utilising the exiting footway is shown in **Appendix B**. This bus stop could be provided with sheltered seating and real time bus information.

2.6 A stop in this location would increase the attractiveness of bus services for existing residents and land uses in the north of the village, and would have the added benefit of reducing the distance from our site to bus services.

2.7 Turning to southbound bus stop improvements, a contribution will be made towards the provision of a cantilevered bus shelter at, or in the vicinity of, the southbound stop (The Swan).

2.8 Access to these stops from the site will be taken from School Road or the new Cole Lane active modes access dependent on the location of the dwelling.

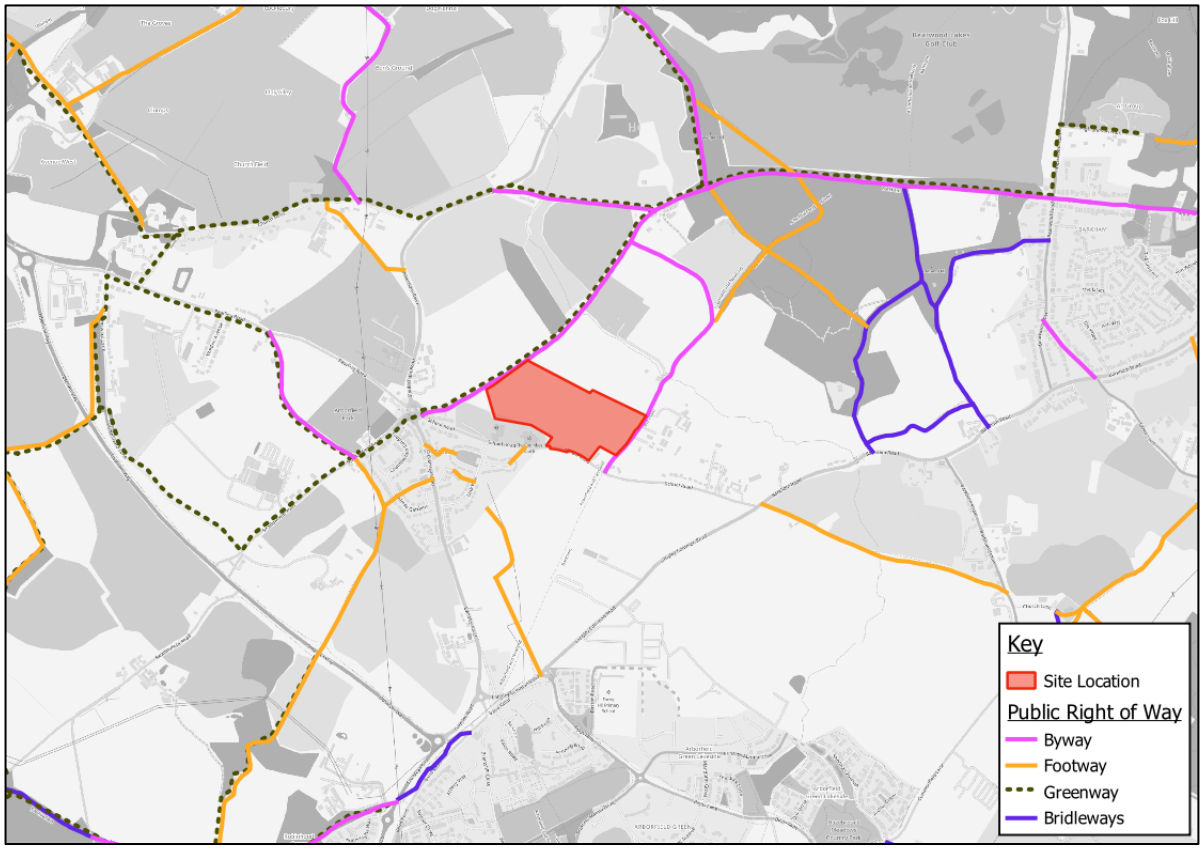
Existing Pedestrian Infrastructure

2.9 Pedestrian footways are provided along the southern side of School Road, which have had recent improvement works carried out following the installation of bollards along School Road. The footways measure approximately 1.4 m in width.

2.10 Dropped kerbs are frequently provided at crossing points along School Road. Street lighting is also provided intermittently (to the west) along School Road.

2.11 The site benefits from access to an extensive network of PROWs as shown in **Figure 2.1**. As shown, Cole Lane and Wood Lane, which bound the site to the east and west, are Byways open to all traffic.

Figure 2.1 Public Rights of Way



Source: © OpenStreetMap Contributors and Wokingham Borough Council's Public Rights of Way map[9]

[9] https://experience.arcgis.com/experience/693aa0ab35dd45e7ae8e256533d7dd2b/

2.12 In addition to the PROWs, Wokingham Borough Council has identified Greenway Routes, including Greenway Route B which follows Cole Lane in the vicinity of the site. Wokingham Borough Council's Public Right of Way Improvement Plan states that:

> *"Wokingham Borough Council's aspiration is to have Greenways (which are continuous generally traffic-free multi user routes) linking the major Strategic Development Locations (SDL's) in the borough (Arborfield Garrison, Shinfield, North Wokingham and South Wokingham) to each other and also to the existing communities and places of interest/employment."* [10]

2.13 Photographs of the pedestrian network within the vicinity of the site, during our site visit are shown in **Figure 2.2**.

Figure 2.2 Existing Pedestrian Network

School Road – West Facing	School Road – West Facing
School Road Signalised Crossing Point	**Link Way Crossing Point**

Source: TPA Site Visit (May 2024)

[10] Page 9 of Wokingham Borough Council's PROW Improvement Plan

Local Services and Amenities

2.14 The (then) Institution of Highways & Transportation (IHT) publication '*Providing for Journeys on Foot*' (2000) identifies the desirable, acceptable and preferred maximum walking distances to various amenities. The distances in Table 2.1 below are taken from Table 3.2 of that publication and set out the thresholds considered appropriate for local services and amenities.

Table 2.1 IHT Suggested Walking Distance Thresholds

	Town Centres (m)	**Commuting / School / Sight-seeing (m)**	**Elsewhere (m)**
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred maximum	800	2,000	1,200

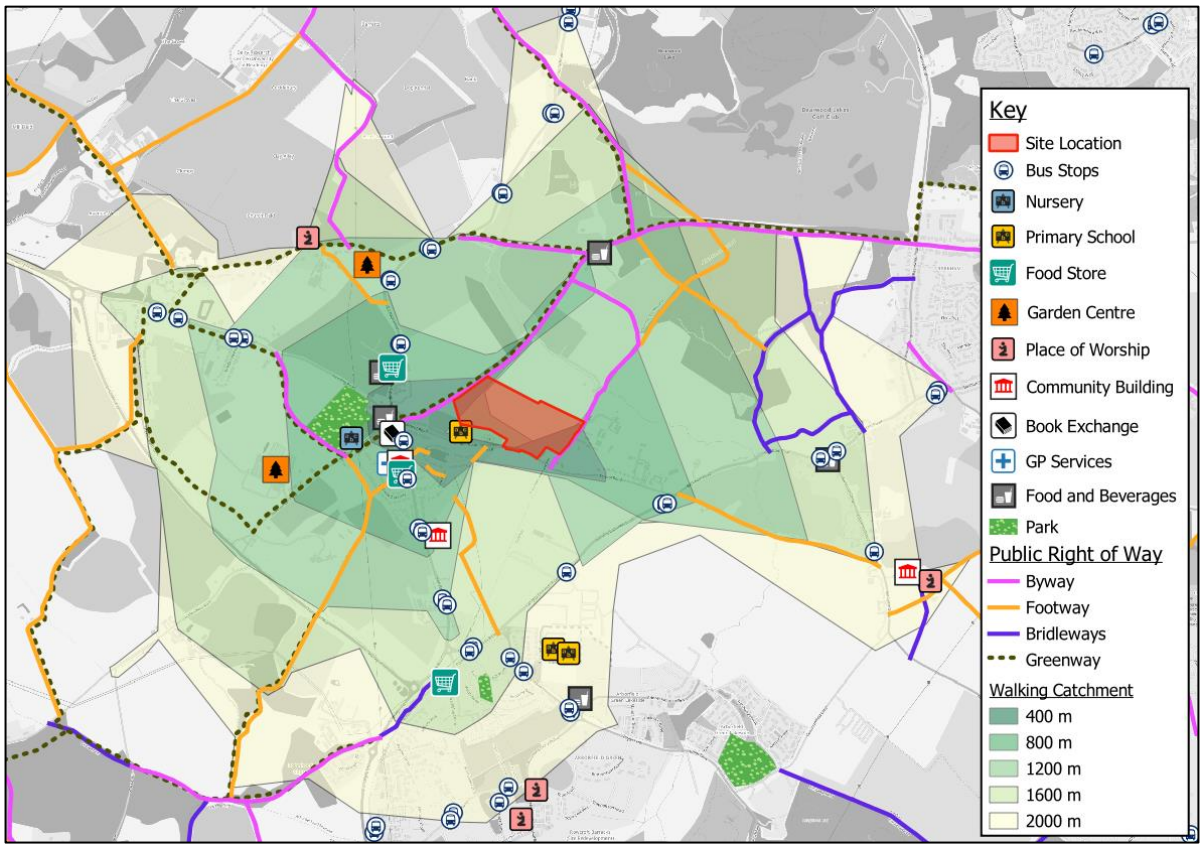
Source: Table 3.2 of Providing for Journeys on Foot (IHT)

2.15 In addition, and more recently, 'Building Sustainable Transport into New Developments' (DfT, 2008) gives the following advice on pedestrian catchment areas: "*Walking neighbourhoods are typically characterised as having a range of facilities within 10 minutes' walking distance (around 800 metres)*"[11]. That concept is developed further in CIHT's guidance 'Planning for Walking' (2015) and in the 'Manual for Streets' (2007)[12].

2.16 **Figure 2.3** illustrates the nearby services and amenities to the site with context of 400m, 800m,1,200m, 1,600m and 2,000m walking catchments.

[11] Page 8 of Building Sustainable Transport into New Developments' (DfT, 2008)
[12] *Paragraph 4.4 of Manual for Streets (2007)*

Figure 2.3 Local Services and Amenities



Source: © OpenStreetMap contributors
Notes: Walking isochrones calculated from site accesses

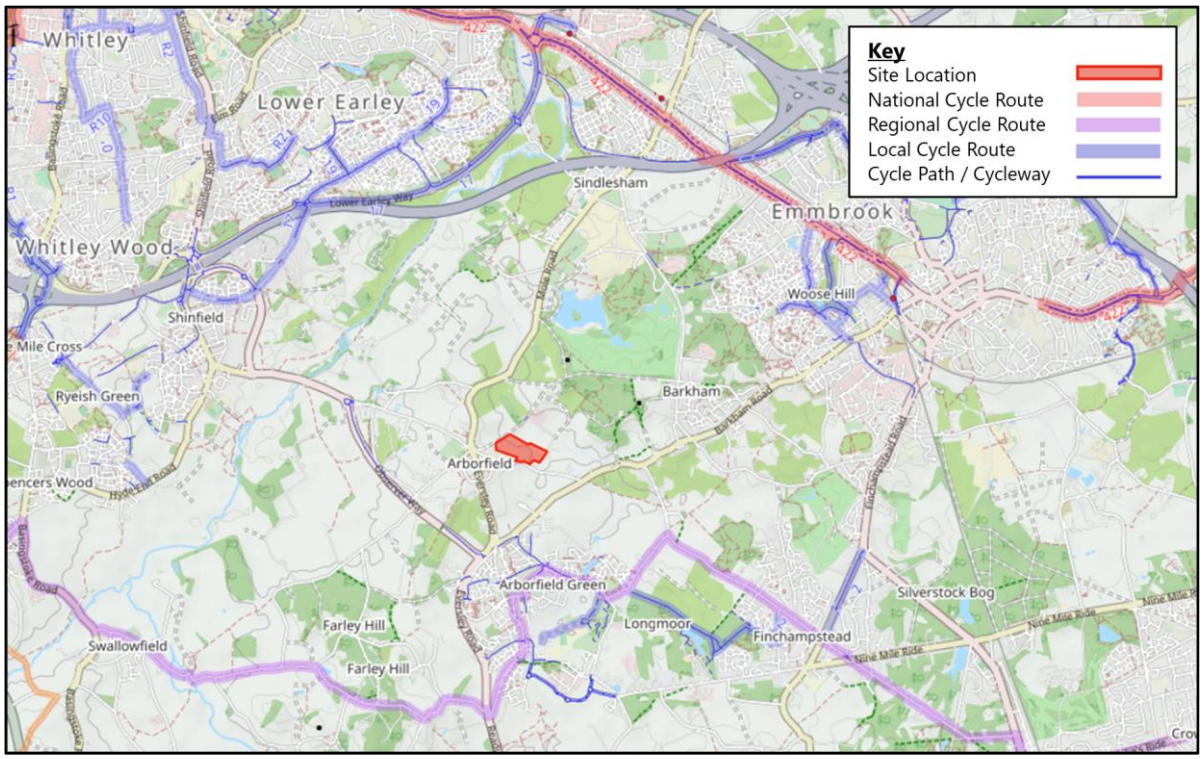
2.17 As shown, the site benefits from access to a variety of services and amenities within walking distance of the site. These include a convenience store, the village hall and the Arborfield Consulting Room for the Swallowfield Medical Practice, The Coombes Church of England Primary School adjacent, and the Bull Inn. The provision of additional dwellings within the village would serve to provide additional custom and viability to the existing services and amenities within the area.

2.18 Further afield, services and facilities are provided in Arborfield Green to the southeast which is accessible via walking, cycling or a regular bus service.

Existing Cycle Infrastructure

2.19 The existing designated cycle routes in the vicinity of the site are shown in **Figure 2.4**. In the context of the rural location of the site, the majority of local cycling will occur on-street with cyclists in the carriageway.

Figure 2.4 Existing Cycle Routes



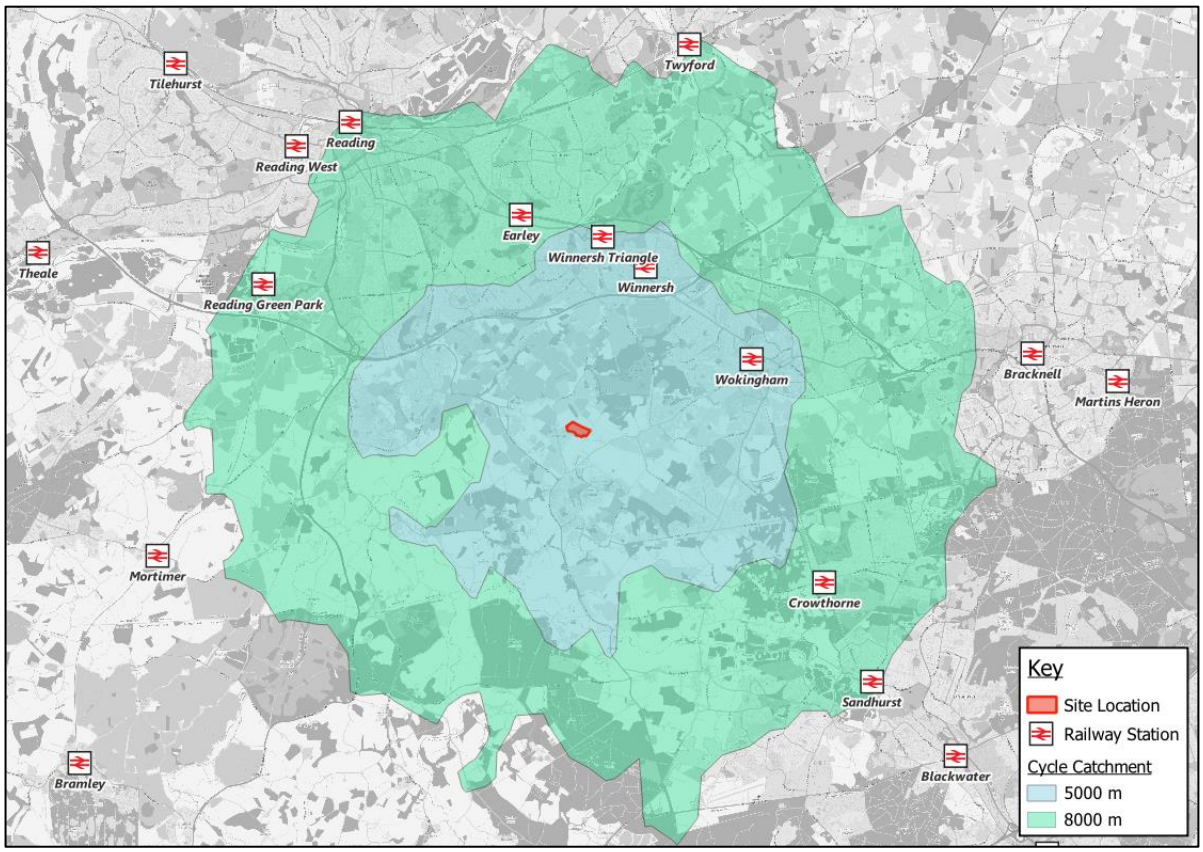
Source: © OpenStreetMap Contributors

2.20 To the south of the site the Round Berkshire Cycle Route[13] passes through Arborfield Green which links Crowthorne, Swallowfield and Greenham. The Round Berkshire Cycle Route is a Regional Cycle Route which intersects with National Cycle Route 23 at Beech Hill to the west of the site.

2.21 With regard to catchment, the bicycle is an effective mode of transport for short trips up to five to eight km (20 – 35 minutes respectively)[14]. **Figure 2.5** illustrates the five to eight kilometre catchment of the site by cycle.

[13] https://www.strava.com/routes/8768441?hl=en-GB
[14] *Changing Journeys to Work, An Employers Guide to Green Commuter Plans, Transport (2000)*

Figure 2.5 Cycle Catchment



Source: © OpenStreetMap Contributors
Note: measurements taken from proposed site access.

2.22 As shown, the site is within cycle distance of Arborfield Green, Wokingham, Winnersh, Barkham, and Reading providing access to services and amenities beyond those identified previously. Some services which are accessible by cycle include (but are not limited to):

- Wokingham Station;
- the new schools (primary and secondary) within Arborfield Green;
- The local facilities (retail etc.) within Arborfield Green, Wokingham town centre, and Reading town centre.

Public Transport

Bus Services

2.23 The Swan bus stops are the closest to the site, located circa 250m-500m from the proposed Cole Lane access. The southbound stop has a flag, timetable and routing information and a bin, whilst the northbound stop also provides a shelter.

2.24 These stops provide access to the 3 Leopard bus service which is summarised in Table 2.2.

Table 2.2 Summary of Local Bus Services

Bus No.	Route	Peak Hour Frequency		
		Mon-Fri	Sat	Sun
3 Leopard	**The Swan** – Arborfield Garison – Arborfield Green – California Crossroads – Barkham – Wokingham Hospital – Wokingham Station – Wokingham	3	3	2
	The Swan – Shinfield – UoR (Chalncellor's Way) – Royal Berkshire Hospital – Central Reading	3	3	2

Source: http:///www.reading-buses.co.uk/
Service frequency based on timetables at The Swan bus stops on 22 May 2024

Rail Services

2.25 Wokingham railway station is located circa 5km (northeast) from the site and is accessible via a circa 20-minute cycle or via a circa 30-minute bus ride utilising the '3 Leopard'. The station is managed by South Western Railway and located at the junction of the Waterloo-Reading Line and North Downs Line. It benefits from 118 cycle parking spaces, 531 car parking spaces[15].

2.26 Table 2.3 below illustrates the services available from Wokingham railway station.

Table 2.3 Summary of Train Services

Destination	Via	Frequency		
		Mon-Fri	Sat	Sun
Reading	*Wokingham – Winnersh – Winnersh Triangle – Earley*	5	4	4
London Waterloo	Bracknell – Egham – Twickenham - Vauxhall	2	2	2
Gatwick Airport	Blackwater – Guildford - Reigate	2	2	1

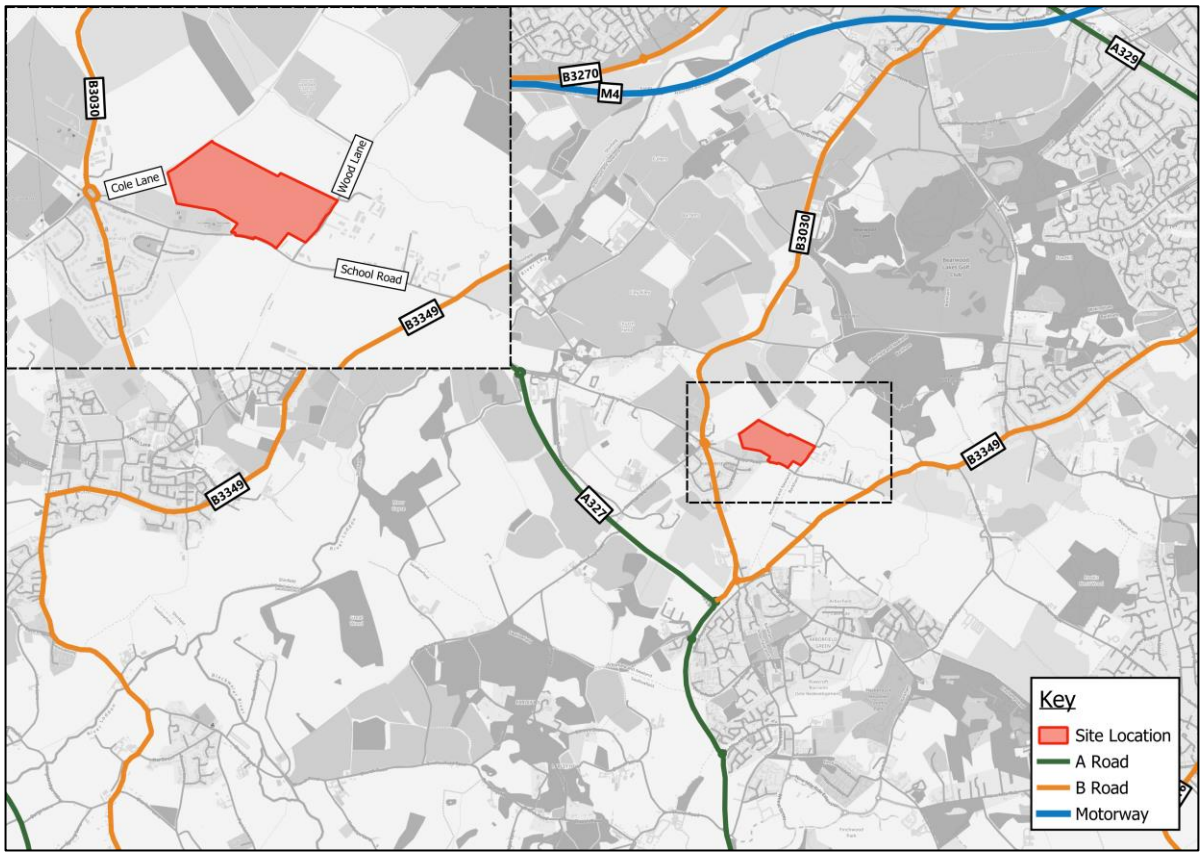
Source: www.southernrailway.com & www.gwr.com/

[15] https://www.nationalrail.co.uk/stations/wokingham/

Local Highway Network

2.27 Vehicular access to the site is currently taken from Wood Lane as set out previously, however it also benefits from a frontage onto School Road. The local highway network is illustrated in **Figure 2.6**.

Figure 2.6 Local Highway Network



Source: © OpenStreetMap Contributors

2.28 **Figure 2.7** contains a selection of photographs from a recent site visit illustrating the existing local highway network in the vicinity of the site.

Figure 2.7 Existing Local Highway Network

Existing School Lane parking	School Lane adjacent to the site
Pedestrian Crossing adjacent to The Coombes Primary School	**Existing School Road arm of the Arborfield Cross Roundabout**
Existing Eversley Road arm of the Arborfield Cross Roundabout	**Existing traffic calming on Eversley Road**

Source: TPA Site Visit (22 May 2024)

3 Aims and Objectives

Aims

3.1 The aim of this FTP and of the TP is to:

- promote sustainable methods of travel for residents and guests by prioritising cycle and pedestrian movements; and
- create a safer, more sustainable, community driven environment for residents.

3.2 In order to achieve these aims, the TP will promote a range of travel choices to reduce reliance on the private car.

Objectives

3.3 Objectives are the high-level aims of the TP, giving the document direction, and a clear focus. They include to:

- raise awareness of sustainable, active and healthy modes of travel (e.g. walking and cycling) available to residents;
- reduce congestion in the neighbouring area by discouraging car use;
- educate residents on road safety and alternative means of travel; and
- regularly monitor and review the full TP targets and initiatives with a view to increasing sustainable transport mode share on a year-by-year basis.

4 Targets

4.1 This section of the FTP identifies interim Targets that will be updated post-occupation, and agreed with WBC in writing. At this point, baseline mode share data has been derived from Census data and proposed target changes have been based on this.

Modal Share

4.2 Targets are measurable goals that allow an assessment of the TPs progress. Targets are essential for monitoring the progress and success of a TP. Targets should be "SMART" – specific, measurable, achievable, realistic, and time-bound:

- **Specific** – The target defines a specific overall reduction in Single Occupancy Vehicle (**SOV**) trips associated with the site, which the TP will achieve by developing realistic measures.
- **Measurable** – The Travel Plan Coordinator (**TPC**) will monitor the number of SOV based trips against the targets on a regular basis. The TPC will investigate further initiatives and measures and pursue them should the site not meet these targets.
- **Achievable** – The TPC will implement the FTP measures and monitor their effectiveness to ensure all site users can achieve them.
- **Realistic** – The FTP identifies realistic interim Targets upon a reduction from the baseline modal share identified.
- **Time-bound** – The TPC will review the targets biennially with WBC to clarify whether the site is achieving them.

Initial Mode Share

4.3 Until baseline travel surveys can be undertaken post-occupation, an interim baseline mode share for the site has been derived using mode split found within the 2011 Census data. This has been based on the *WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level) for the E02003456 : Wokingham 018 (2011 super output area - middle layer)*, drawn from the NOMIS[16] website.

4.4 Table 4.1 includes the anticipated mode splits from the '*WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)*' search for residents, as well as the future mode split targets. The table also supplies realistic challenging and indicative mode share targets for the first, third and fifth years of developments occupation.

[16] https://www.nomisweb.co.uk/

Table 4.1 Residential Mode Share Targets

Mode	Baseline Modal Split	Target Mode Share		
		Year 1	Year 3	Year 5
SOV	74%	72%	69%	66%

4.5 The above mode share proportions will be revised as a baseline mode share and final targets will be determined following an initial travel survey. The TPC will undertake the first survey at 75% occupancy, or six months after first occupation (whichever occurs first) with biennial monitoring of share reductions[17].

Monitoring

4.6 The TPC will conduct annual travel surveys[18], as set out WBC's Residential Travel Planning Guidance for Developers. This is to monitor progress and function as an indicator of whether the site is achieving the targets and whether adjustment is necessary. Chapter 8 outlines the monitoring strategy.

[17] Page 11 of Residential Travel Planning Guidance for Developers
[18] Page 11 of Residential Travel Planning Guidance for Developers

5 Travel Plan Co-Ordinator

5.1 A TPC will be appointed before first occupation of the site. The TPC will be responsible for the implementation of the post-occupation TP and leading the strategy for meeting the objectives.

5.2 The role of the TPC will include, but not limited to, the following activities:

- lead the TP objective strategy;
- set up and coordinate management groups that can dictate or influence the strategies (that the developer will fund);
- coordinate data collection to develop the TP;
- function as point of contact for residents, visitors and the local highway authority;
- submit the monitoring reports;
- keep all information on cycle routes and bus service timetables up to date and available; and
- manage the maintenance of the Travel Information Pack (**TIP**).

5.3 The initiatives identified within this FTP will continually evolve and will be actively monitored and reviewed on a regular basis by the TPC.

5.4 In the absence of a TPC at this pre-planning stage, contact details for a member of the project team can be found below. These details will be updated once a TPC has been appointed, with contact details being supplied to WBC as appropriate.

- **Stephen Kemp**
- **E-mail:** Stephen.Kemp@TPA.UK.COM
- **Phone:** 020 7119 1155

5.5 In the event that the existing TPC can no longer maintain the role, it will be transferred to another suitable person and WBC will be informed in writing.

6 Influencing Behavioural Change

The '4i' Approach

6.1 The initiatives presented within this FTP have focused on increasing the awareness and use of sustainable travel modes through the use of the 4i approach. The 4i approach considers the need to:

- **Supply Information** – The provision of accurate sustainable travel information through a variety of means;
- **Pursue Initiatives** - Instigating new or linking up with existing schemes to promote sustainable travel options, guidance or advice;
- **Provide Incentives** - Encouraging participation in initiatives. For example, the provision of discounts or gifts to raise awareness of sustainable transport or providing external incentives such as tax benefits; and
- **Continue to Influence** – Influence modal choice in favour of sustainable travel.

6.2 The development of a community spirit to influence fellow neighbours to switch to, or maintain use of, sustainable travel will enhance the value of the initiatives undertaken.

The Five Stages of Change

6.3 The 'Five Stages of Change' relate to different people differently, at different stages and at different times. The challenge is to ensure initiatives are introduced at the appropriate time for individuals or groups that will enable them to achieve the most appropriate but least environmentally damaging travel option. The five stages are:

- **Pre contemplation** – There is no contemplation for change. Initiatives employed at this stage would be based around awareness raising. As there are no existing residents this could be targeted towards people who may not be fully aware of the range of travel options available to them;
- **Contemplation** – Acknowledgement has been made of a problem, but no plans are in place to overcome it. This is the key stage to seek to influence the mode travel for people travelling to and from the site. They will have established the need to travel to / from the site but will then contemplate how to travel. Providing high quality advice on travel options at this stage in their thought process would have optimal impact. This information could be presented in the TIP;
- **Preparation** – There is intention to act. The active role of the TPC is highly important at this stage. People will be preparing to travel to the site but the ability to influence decisions is much reduced;
- **Action** – Modification of behaviour to overcome the problem. For many, the opportunity to affect their mode of travel has passed at the point of "action". If they have chosen to arrive by

car, there could be encouraged to shift travel behaviour through the provision of information relating to public transport and other local options; and

- **Maintenance** – Working to consolidate gains attained during other stages and prevent a relapse. The continued use of incentives for all site users is important to continue to motivate them in their choice of sustainable travel. It is equally as important to ensure those that travel sustainably continue to do so as it is to "convert" others to sustainable travel. For many visitors to the site, their visit will be too short to consider maintaining sustainable travel options. It is likely, however, that the residents / visitor will travel to and from the site on a daily basis and the TPC could seek to ensure they are able to continue to travel sustainably.

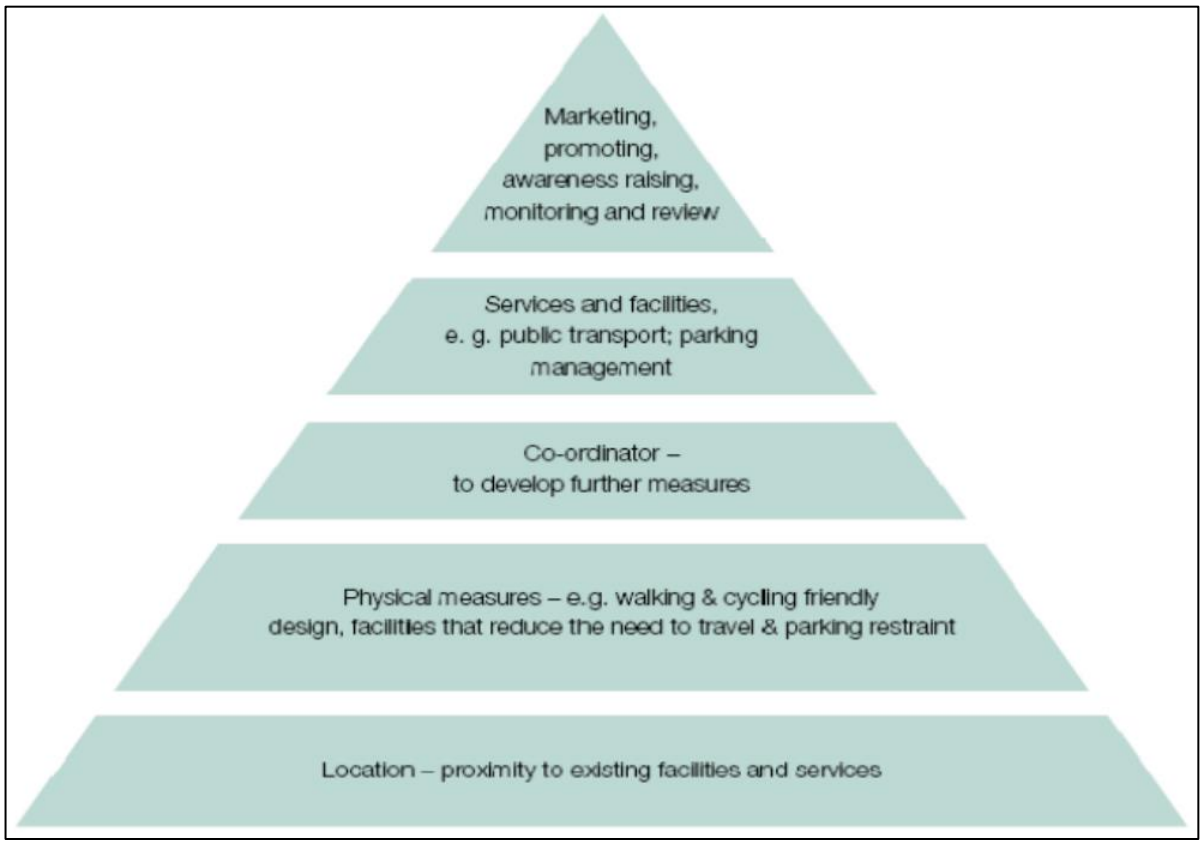
6.4 It is important that consideration is given to the timing of the initiatives in order to achieve the best possible result. In particular, travel behaviour ideally needs to be guided from the outset before an unsustainable travel pattern has had chance to form. Once this occurs, it is difficult to persuade people to switch to more sustainable modes of transport.

6.5 Therefore, if initiatives are implemented prior or upon occupation, a high level of sustainable travel should be achieved.

Travel Plan Pyramid Approach

6.6 When considering the appropriateness of travel initiatives to promote sustainable travel a hierarchical approach can be adopted that reviews the complementary benefits of sustainable travel with things such as health and environmental benefits that might further influence people's attitude to change. The hierarchical pyramid can be seen below.

Figure 6.1 Travel Plan Pyramid



Source: Central Bedfordshire guidance on Travel Plans & Transport Assessments

6.7 The Pyramid approach uses the benefits of a good site location and builds tiers of physical measures, management initiatives, public transport services and marketing methods to create a robust and fully integrated TP.

6.8 The 'Co-ordinator' tier relates to the introduction of a TPC who is appointed to manage transport facilities in an integrated and responsive way.

6.9 The 'Services and Facilities' tier relates to any services and facilities available on site or in the vicinity. As set out previously, the site has access to a variety of services both within Arborfield Cross and in the wider area.

6.10 The upper most tier of the pyramid relates to sustainable travel marketing, promotion, awareness-raising, monitoring and review. This could involve personal travel advice for residents, or visitors promotional campaigns and other incentives. Transport information should be easily accessible and available at locations such as TIP.

6.11 In summary, the Pyramid Approach is intended to help organise the measures needed to deliver the FTP objectives, making the TP robust, integrated and having an impact on mode shift.

7 Initiatives

7.1 This Chapter of the TP sets out some potential measures that could be considered for the future post-occupation TP.

Travel Information Pack

7.2 A TIP is a useful implement in providing information on local sustainable transport links. It will focus on the range of access to the site by active and sustainable modes of travel. Information will also be provided on local car share schemes and cycle routes. Local maps will be provided to show the location of local services and bus stops.

7.3 More specifically this TIP will provide information on:

- **Walking:** information regarding pedestrian safety, information on local footpaths;
- **Cycling:** details of cycle routes in the area, details of the onsite facilities for those who cycle (i.e. cycle parking), and information about national cycling events (i.e. Cycle to Work Week);
- **Public Transport:** information outlining local bus and rail services and frequency patterns. Including information on local park and ride facilities;
- **Car Club:** information regarding car clubs and the location of parking spaces; and
- **Health:** Promotion of free health apps.

Initiative 1: Develop a TIP that can be provided to all residents at the site.

Travel Plan Co-Ordinator

Initiative 2: A TPC will be appointed, and they will be responsible for the implementation of the TP, adhering to the overall principles included in this FTP.

Walking

7.4 Walking is the most sustainable way to travel. It is free, enjoyable and can help you lead an active and healthy lifestyle, therefore also providing a range of health benefits.

Initiative 3: Provision of high-quality internal footways, footpaths and crossing points and which link with the existing network to provide access throughout the site. Details will be provided as part of future Reserved Matters applications.

Initiative 4: A pedestrian and cycle access will be provided onto Cole Lane in the western corner of the site to increase the permeability of the site by active modes of travel.

Initiative 5: Advertise and provide plans showing the local walking routes. This information will be provided in the TIP.

Cycling

7.5 Cycling is one of the most sustainable modes of transport and studies have shown it can offer many health benefits such as improving the immune system, reducing the risk of heart attacks and contributing to healthy weight loss.

7.6 Good quality facilities and secure parking are the most persuasive way to encourage cycling. Therefore, in a bid to encourage people to cycle to and from the site, secure cycle parking spaces are to be provided for future occupiers within their plots.

7.7 The TPC will contact local cycle stores to investigate potential discount schemes for the future occupiers.

Initiative 6: Provide details and plans showing the routes of the local cycle network, including any key services along the routes. The information will be provided in the TIP.

Initiative 7: Cycle parking will be provided in line with parking standards with details provided as part of future Reserved Matters applications.

Public Transport

7.8 The use of Public Transport in the form of bus, rail or coach will be encouraged by providing:

- information on service frequency and destinations;
- service operating times; and
- maps showing the location of local bus stop / rail stations.

7.9 The TPC will be familiar with public transport services and will be able to assist residents in their use. They will regularly check public transport services and inform residents if any changes have taken place.

Initiative 8: Provide plans showing the location of, and distance to the nearest bus stops and railway stations in relation to the site and the services that are provided at each. The plans should be located in the TIP.

Initiative 9: Residents will be provided with links to public transport websites and applications so that they can easily access up to date travel information. This link will be provided in the TIP.

Initiative 10: Provide improvements to the existing bus stops provided within the existing village as set out in the Transport Assessment.

Car Club

7.10 Car Clubs work by giving members access to a car on short-term rentals, charging by the hour or day. Car Clubs can provide a great alternative to car ownership as you get all the convenience of a car without the hassle. Membership includes fuel, servicing, MOTs and more, meaning you only ever pay for a vehicle when you need it.

7.11 It is generally acknowledged that one car club vehicle can replace several private vehicle parking spaces[19]. The reduction has a significant benefit to the environment, air quality, carbon footprint, congestion, and parking.

Initiative 11: The developer will consider the inclusion of car clubs as part of future Reserved Matters applications.

Reducing the Need to Travel

7.12 Another way to reduce reliance on the private vehicle is to reduce the need for travel such as by homeworking, online shopping and grocery delivery.

Initiative 12: All homes are to be provided with the best available broadband, which can facilitate homeworking, online grocery shopping and online journey planning.

Initiative 13: Residents will be provided with information regarding home shopping services available at the site via the TIP.

[19] *CoMoUK Car Club Annual Report for Great Britain 2020*

8 Promotion, Monitoring & Delivery

Promotion

8.1 As noted in the Introduction, this site wide FTP was prepared as a starting point to inform the future post-occupation TP.

8.2 Details of the promotion and marketing of the TP will be provided as part of the future documents.

Monitoring Programme

8.3 The TPC will commission the initial TRICS SAM Survey at 75% occupation, or 6 months after first occupation (whichever comes first). Following this, the TPC will monitor and repeat the SAM Survey at the first, third and fifth years after the Initial Monitoring Survey, in line with the Action Plan, set out in Table 9.1.

8.4 The resultant travel survey programme is summarised below:

- Baseline Travel Survey = prior to 75th occupation;
- Year 1 Travel Survey = one year following the baseline travel survey;
- Year 3 Travel Survey = three years following the baseline travel survey; and
- Year 5 Travel Survey = five years following the baseline travel survey.

8.5 Following the year one, three, and five Travel Surveys a Monitoring Report will be prepared that will contain the following:

- Analysis of the travel survey data;
- A comparison of the latest travel survey data compared to targets set within the TP and the previous surveys; and
- Details of any revised or additional measures identified as a result of the survey data obtained.

Monitoring Procedure

8.6 It is recognised that the TP needs to remain a living document and will therefore be subject to regular monitoring and review. This means the TP can reflect changing circumstances and ensure there is a reduction in, or continuation of, low single occupancy vehicle trips. Monitoring the full TP will ensure initiatives are being promoted in line with demand.

8.7 The TPC will maintain the full TP as living documents.

8.8 Once the surveys have been completed, the TPC would then assess the results against the targets of the FTP, to establish whether they have been achieved or not. The TP would then be updated accordingly.

Delivery and Enforcement

8.9 We anticipate that a Residential TP will be conditioned as part of any planning permission granted. This FTP will form the basis of a future post-occupation TP.

8.10 The FTP will be enforced through a suitably worded condition associated with any planning permission. The cost of implementing and monitoring the TP will be covered by the developer.

8.11 Sanctions will be in place if the commitments stated in the FTP are not met. This includes any remedial measures which could be implemented if the targets are not met, examples of which will be detailed in the future post-occupation TP in due course.

Review Procedure

8.12 The annual review of the TP will be in the form of a Monitoring Report produced by the TPC. The report will evaluate whether a reduction has been achieved and whether the reduction is in line with the relevant first, third- or fifth-year targets (% changes).

8.13 The report should be distributed to WBC and advertised to residents to inform them about the progress that has been made towards achieving the targets.

9 Action Plan

9.1 The anticipated timescales for the full TP are set out below in Table 9.1. However, these will be subject to change dependent on the build out of the development. Similarly, the lifespan of the FTP will be dependent on what the full TP is expected to cover, should this occur then the biennially monitoring strategy will be extended accordingly.

Table 9.1 Timescales

Action	Timeframe
Appoint a TPC	Prior to first occupation
Develop and maintain a TIP. This should provide information on Walking, Cycling, Public Transport.	Prior to first occupation
Promote the health benefits of walking through the TIP.	Prior to first occupation
Provide details of local cycle routes, safe cycling corridors and local events such as 'bike week' through information provided on the community Noticeboards and in the TIP.	Prior to first occupation
Provide cycle parking in line with policy	Prior to first occupation
Provide plans showing the location of, and distance to, the nearest bus stops and services. The plans should be available in the TIP.	Prior to first occupation
Promote the use of public transport at the Travel Information Noticeboards and in the TIP.	Prior to first occupation
Introduce and encourage usage of car clubs	At first occupation
All dwellings to be provided with high-speed broadband, which can facilitate homeworking, online grocery shopping and online journey planning	From first occupation
Undertake Initial Baseline surveys	At 75% occupation, or 6 months after first occupation (whichever occurs first)
Undertake monitoring surveys and reports	1, 3 and 5 years following the Baseline Survey

APPENDIX A

Status **FINAL**

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Client:	Croudace Homes
Project title:	Land North of School Road, Arborfield Cross
Drawing title:	Ilustrative Masterplan

Scale:	1:1500@A2
Date:	09.08.2024
Drawn by:	DR
Checked by:	MV
Drawing no.:	2522477.4
Revision:	C

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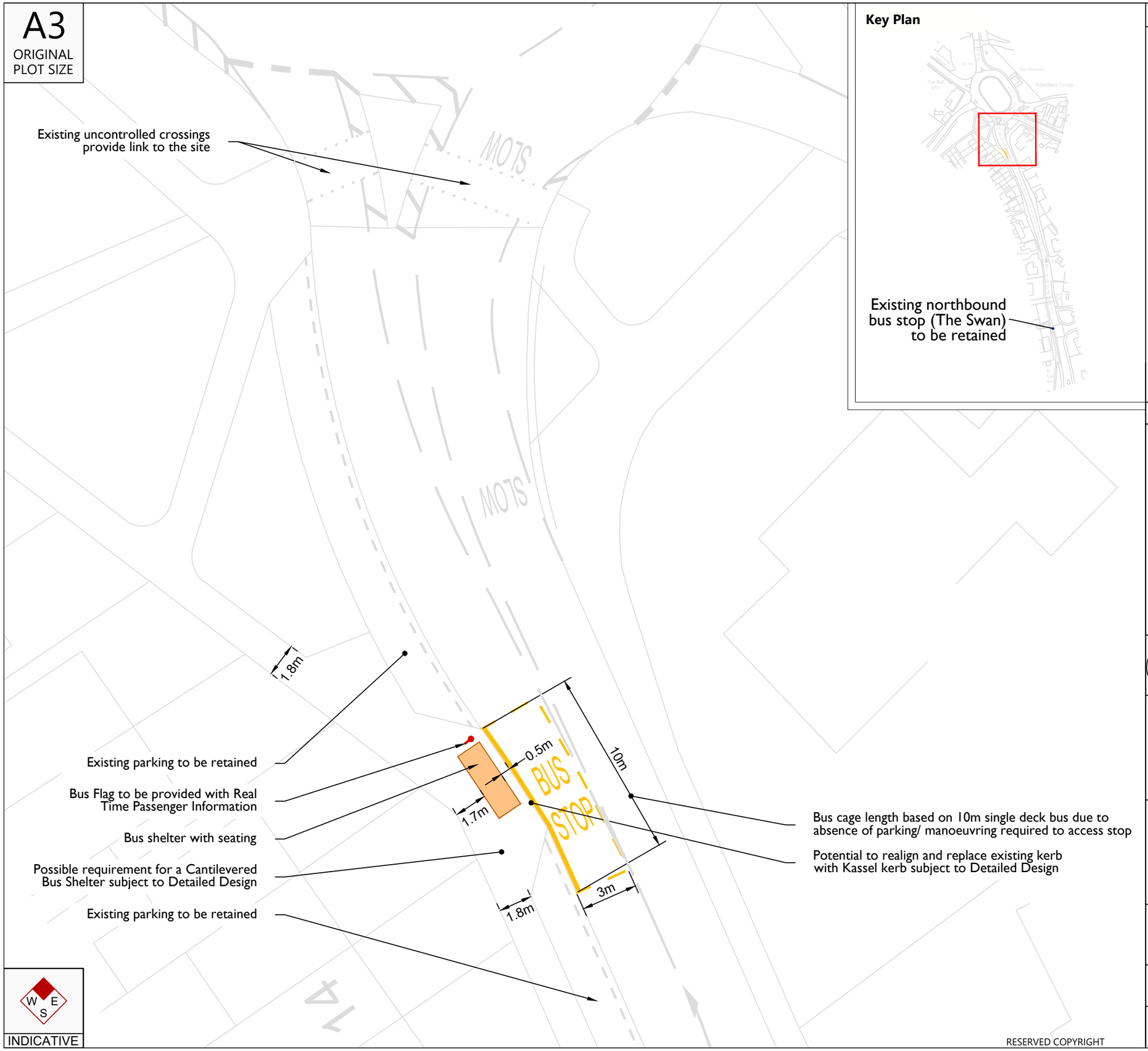
APPENDIX B

A3
ORIGINAL
PLOT SIZE



INDICATIVE

Key Plan

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NOTES:

In accordance with Wokingham Borough Council Bus Stop Policy (July 2013) for Silver+ Bus Stop

- Bus Shelter Dimension: 1.38m X 3.93m
- Bus Shelter Distance from Kerbline: 0.5m
- Bus Stop Length: 13m
- Bus Stop Width: 3m
- Bus Flag Distance from Kerbline: 0.6m

Existing White Lining -
Proposed White Lining -
Proposed Bus Stop Lining -
Proposed Bus Flag -
Proposed Cantilever Bus Shelter -

Subject to Road Safety Audit, Detailed Design and Highway Authority approval process.

Rev	Date	Details	Drawn by	Checked by	Approved by
A	16/09/24	Changes to client name	MOK	SMK	SMK

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CLIENT:
CROUDACE HOMES, VORTAL HOMES LTD AND FALCON DEVELOPMENTS (SE) LTD

PROJECT:
SCHOOL ROAD, ARBORFIELD CROSS, WOKINGHAM

TITLE:
POSSIBLE NORTHBOUND BUS STOP ARRANGEMENT

STATUS:
FOR INFORMATION

SCALE:	DATE:	DRAWN:	CHECKED:	APPROVED:
1:200	14/08/24	TS	SMK	DE

JOB NO:	DRAWING NO:	REVISION:
2305-083	PL02	A

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