



Land East of Lodge Road, Hurst

Framework Travel Plan

Client: Mactaggart and Mickel Strategic Land (Mac Mic)

i-Transport Ref: TW/BB/SG/ITB19328-006B

Date: 13 November 2024

Land East of Lodge Road, Hurst

Framework Travel Plan

Client: Mactaggart and Mickel Strategic Land (Mac Mic)

i-Transport Ref: TW/BB/SG/ITB19328-006B

Date: 13 November 2024

i-Transport LLP

The Square
Basing View
Basingstoke
Hampshire
RG21 4EB

Tel: 01256 898 366

www.i-transport.co.uk

COPYRIGHT

The contents of this document must not be copied or reproduced in whole or in part without the written consent of i-Transport LLP

If this report is to be placed on any approved website for planning purposes, this should comply with data protection principles, please seek our permission and you must ensure that all the private and personal information and data within this report is redacted.

Quality Management

Report No.	Comments	Date	Author	Authorised
ITB19328-006A	For Planning	26/07/2024	BB/SG	TW
ITB19328-006B	For Planning	13/11/2024	BB	TW

File Ref: T:\Projects\19000 Series\19328ITB - Tape Lane Hurst\Admin\Report and Tech Notes\ITB19328-006B - Framework Travel Plan.docx

Contents

SECTION 1	Introduction	1
SECTION 2	Policy Context	4
SECTION 3	Existing Transport Conditions and Travel Patterns	9
SECTION 4	Proposed Development	18
SECTION 5	Principles, Objectives and Benefits	37
SECTION 6	Targets	39
SECTION 7	Measures	42
SECTION 8	Management and Implementation	47
SECTION 9	Monitoring	50
SECTION 10	Summary	53

Figures

Figure 1	Site Location Plan
Figure 2	Accessibility Plan – Wider Area
Figure 3	Accessibility Plan - Hurst Village
Figure 4	Sustainable Transport Strategy

Appendices

APPENDIX A.	Draft Resident Travel Survey
-------------	------------------------------

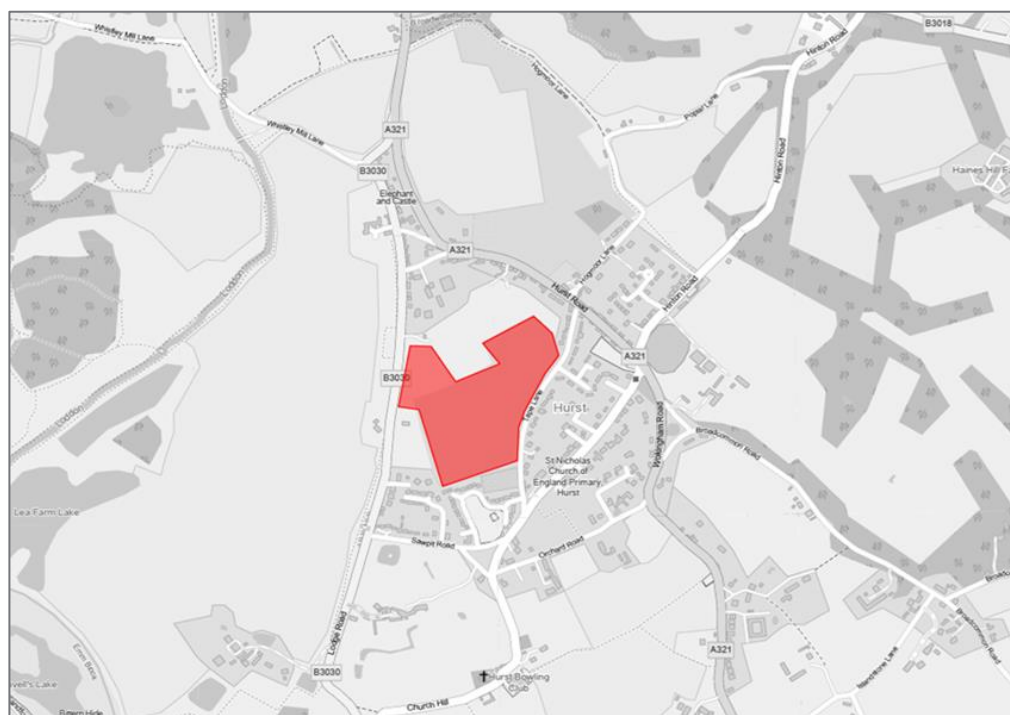
SECTION 1 Introduction

- 1.1.1 Mactaggart and Mickel Strategic Land (Mac Mic) has appointed i-Transport LLP to provide highways and transport advice in relation to an outline planning application for a residential development of up to 99 homes on land at Tape Lane in Hurst, Reading.
- 1.1.2 This Framework Travel Plan proposes to identify opportunities to promote sustainable transport initiatives e.g. walking, cycling and public transport to reduce the demand for travel by less sustainable modes.
- 1.1.3 The Travel Plan is submitted to accompany the Transport Assessment (TA) (i-Transport report ref: ITB19328-005) for the development proposal, which considers the wider transport implications of the proposed development.

1.2 Site Location

- 1.2.1 The site is situated in Hurst with Twyford located to the north and Wokingham to the south. The site currently comprises open fields and is bound to the west by Lodge Road, to the east by Tape Lane and on all other sides by residential properties fronting onto Tape Lane, Broadwater Lane and Whistley Green respectively.
- 1.2.2 The location of the site in the context of the local highway network is presented in **Figure 1**, an extract of which is presented as **Image 1.1** below.

Image 1.1: Site Location Plan



1.3 Planning History

- 1.3.1 A planning application of up to 200 homes was submitted in February 2022 (Ref: 220458) at the development site. However, the application was refused planning permission on 22nd June 2022, and the reasons for refusal, relevant to transport matters, were:

“Refusal 5. The application site is within an unsustainable location that would not encourage modal shift towards sustainable modes of transport, by reason of the countryside location outside of settlement limits, distances to facilities and services, limited public transport links and poor quality of the walking/cycling environment ...”

“Refusal 8. The application fails to demonstrate that the proposed vehicle access, highway alterations and overall development would have an acceptable impact on highway safety ...”

- 1.3.2 The decision was appealed, and an 8-day public inquiry was held from the 31st January 2023 to the 10th February 2023. Reason for refusal no. 8 was withdrawn prior to the inquiry, with agreement reached with Wokingham Borough Council (WBC) on all matters related to access, safety, and traffic impacts. Matters of accessibility remained in dispute.

- 1.3.3 The appeal was dismissed on 9th March 2023 in relation to sustainability matters, with the primary reasons being:

- The scale of the scheme proposed was too large for Hurst to accommodate sustainably and within the context of Policy requirements for rural areas.
- Inadequacy in bus / cycle connections to Winnersh / Twyford, and locally in Hurst village, leading to a lack of genuine travel choices.
- The package of improvements was insufficient to ensure opportunities are taken up.

- 1.3.4 Taking the above into consideration, this development proposal aims to overcome the sustainability matters for refusal. For example, this application is of a significantly smaller scale than the original planning application (c. 100 less homes) and proposes a package of pedestrian, cyclist and public transport improvements between Twyford and Hurst. These measures will ensure residents will have a greater choice of sustainable transport modes to travel to key destinations.

1.4 Scope

1.4.1 This Travel Plan has been prepared in line with the Wokingham Borough Council Residential Travel Plan Guidance, 2011. This Travel Plan will be used by the developer of the site as a basis to develop a full and detailed Travel Plan (TP) in agreement with WBC or an appropriate contribution to the borough wide 'My Journey' initiative or any successor scheme will be made in lieu of a full travel plan.

1.4.2 This Travel Plan should be read alongside the accompanying Transport Assessment document (i-Transport report reference: ITB19328-005R).

1.5 Structure

1.5.1 The remainder of this Travel Plan is structured as follows:

- **Section 2** describes the relevant transport policies;
- **Section 3** considers the existing accessibility of the site by walking, cycling and public transport alongside the existing travel characteristics of the local area;
- **Section 4** summarises the proposed development and sustainable transport improvements to promote sustainable travel;
- **Section 5** describes the principles of the TP, as well as the objectives and benefits of the plan;
- **Section 6** sets out the targets for the TP;
- **Section 7** sets out the infrastructure measures that will be provided to encourage non-car mode travel to the site and to manage travel demand;
- **Section 8** provides a strategy for the implementation and management of the TP;
- **Section 9** outlines how the TP will be monitored to ensure that it is achieving the targets set out in Section 6; and
- **Section 10** provides a summary of the TP.

SECTION 2 Policy Context

2.1 National Policy

National Planning Policy Framework (December 2023)

- 2.1.1 The National Planning Policy Framework (NPPF), December 2023, sets out the Government's planning policies and how these are expected to be applied. The NPPF confirms that at the forefront of planning is the '*presumption in favour of sustainable development*' (paragraph 11). Section 9 of the NPPF covers promoting sustainable transport, with paragraph 114 providing the key tests that development proposals will need to consider:

"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;***
- (c) The design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code: and***
- (d) Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree."***

- 2.1.2 Paragraph 117 confirms 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 impact of the proposal can be assessed."

- 2.1.3 On this basis, the scheme is supported by a TA and a comprehensive Travel Plan.

- 2.1.4 The NPPF promotes sustainable development, and encouraging sustainable transport modes is one critical component of achieving that goal. In encouraging sustainable transport modes, the NPPF is explicit in that opportunities for sustainable travel:

- Will vary from one location to another, particularly that opportunities for sustainable travel in more rural areas will be different to those in urban areas (NPPF Para 109).
- Will be specific to the opportunities available in each location. The NPPF does not require all sites to be accessible to all local facilities by all travel modes. Instead, it requires that the appropriate opportunities for sustainable travel modes are identified and taken up, relative to the location (NPPF Para 114(a)).

- 2.1.5 The NPPF (Paragraph 83) supports the sustainable growth of rural areas and specifically acknowledges that it is not always possible for rural areas to provide for the full needs of its community, and in such cases, nearby villages will be likely to support each other.

83. To promote sustainable development in rural areas, housing should be located where it will enhance or maintain the vitality of rural communities. Planning policies should identify opportunities for villages to grow and thrive, especially where this will support local services. Where there are groups of smaller settlements, development in one village may support services in a village nearby.

- 2.1.6 In promoting sustainable development, the NPPF applies a broad definition of what comprises sustainable transport modes, including active and public transport, but also low carbon travel and car sharing initiatives. It is this basket of modes and measures that is to be considered:

"Sustainable transport modes

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."

- 2.1.7 The NPPF (paragraph 115) sets a deliberately 'high-bar' test for conditions when development should be resisted on transport grounds; the impacts of a scheme must be 'very significant'.

"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."

National Planning Practice Guidance (NPPG) March 2014

- 2.1.8 The web-based National Planning Practice Guidance (NPPG) replaced DfT's Guidance on Transport Assessment on 6 March 2014 and seeks to bring together planning guidance for England across all disciplines in an accessible way as well as to provide a clear link between guidance and the aims and objectives of the NPPF. The NPPG discusses the role of travel plans and transport assessments / statements and how they relate to each other.

2.2 Local Policy

Wokingham Borough Council Adopted Core Strategy Development Plan 2014

- 2.2.1 WBC's Core Strategy provides the current strategic planning policy for the Wokingham Borough and covers the period up to 2026. The document sets out how the borough intends to develop during this period and sets out the approaches it intends to take in doing so.

- 2.2.2 Core Policy CP1 relates to Sustainable development. The policy identifies that new developments should be well integrated with existing or proposed transport infrastructure, including

pedestrian, cycle, and public transport networks, to ensure that a development is accessible by a variety of transportation modes.

2.2.3 Core Policy CP6 for 'managing travel demand' states:

"Planning permission will be granted for schemes that:

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

2.2.4 Policy CP9 relating to the scale and location of development proposals states that:

"The scale of development proposals in Wokingham borough must reflect the existing or proposed levels of facilities and services at or in the location, together with their accessibility."

Wokingham Borough Local Transport Plan (LTP3) 2011-2026

2.2.5 WBC's LTP 3 aims to improve transport and accessibility across the borough over fifteen years. The overarching vision for the Local Transport Plan (LTP) is:

"To provide a cost-effective, inclusive transport network that enhances the economic, social and environmental prospects of the Borough whilst promoting the safety, health and well-being of those that use it."

2.2.6 To achieve this vision the LTP identifies five goals listed below:

- **Highways Goal:** "To have a resilient, safe highway network that balances capacity for all users, enhances the economic prospects of the Borough, and promotes sustainable travel."
- **Active Travel Goal:** "To work with partners to promote walking and cycling as a health-enhancing physical activity for all of our residents through providing:
 - *Connected, convenient, safe and signed pedestrian networks across the Borough to enhance existing networks;*
 - *New cycleways integrated with the existing cycle network; and*

- *Improved cycle parking at stations, businesses and schools."*
- **Public Transport Goal:** "To promote an integrated and inclusive public transport network that provides a convenient, acceptable, reliable and affordable alternative to car travel."
- **Smarter Choices and Demand Management Goal:** "To enable people who live, visit and work in the Borough to make informed, safe and sustainable travel decisions from a range of transport options."
- **Strategic Projects Goal:** "To manage the demand for travel in order to ensure that people have a high level of access to different destinations, with sufficient choice, whilst minimising the adverse effects of congestion."

Wokingham Borough Council Emerging Local Transport Plan (LTP4) – December 2023

2.2.7 WBC are in the process of drafting their LTP4. The vision for the LTP4 has three key themes:

- 1 **Create Healthy and Safe Places** - Seeking to provide safer streets for all, 50% active travel in Towns by 2030 and thriving villages and rural centres.
- 2 **Develop the Economy** – Protecting and enhancing strategic connectivity, delivering a well-maintained transport network and supporting sustainable development.
- 3 **Reduce Environmental Impacts** – Providing high quality travel corridors, delivering net zero carbon emissions and providing clean air.

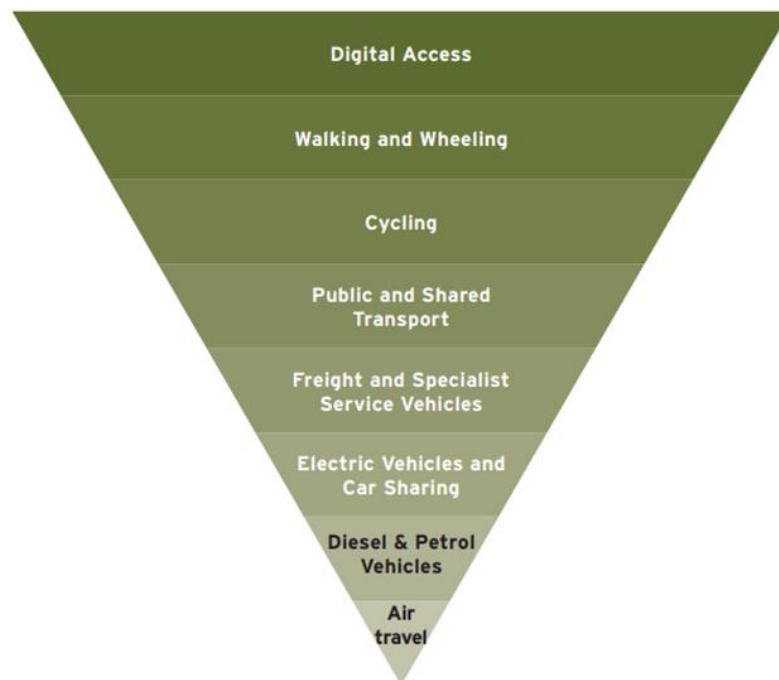
2.2.8 An LTP Action Plan has been prepared to identify some of the actions proposed to deliver the objectives of the plan. Pertinent to the proposed development at the application site are the following proposed actions:

- i High quality walking, cycling and wheeling facilities and routes as identified in the boroughwide LCWIP.
- ii Provide a range of secure cycle parking options at local destinations.
- iii Improve walking, cycling and wheeling access for all at interchange facilities and stations in the borough.
- iv Provide high quality bus stop infrastructure to serve new developments.
- v Half hourly bus frequency between Wokingham and Twyford.

2.2.9 The LTP4 is currently undergoing local consultation and WBC aims to adopt the plan in Summer 2024. It sets out a proposed Transport Hierarchy:

"At the top is Digital Access, which contributes to reducing the need to travel, for example to work and shopping (however, we recognise that this can also have a negative impact on the economy). Next is walking and wheeling, which is the term used for wheelchairs, scooters and pushchairs. Although private cars are shown to be our lowest priority, we know that many of us will continue to rely on the private car and simply could not (due to ability or other circumstances) switch to more sustainable modes even if there was appropriate infrastructure and services."

Image 2.1 – WBC Draft LTP4 - Hierarchy of Transport



Wokingham Borough Council Parking Standards Study Report Consultation Document 2011

- 2.2.10 WBC published the Parking Standards Study Report Consultation Document in 2011 which sets out the parking standards for the Borough.
- 2.2.11 The parking requirements vary based on accessibility and the character of the area, with four key categories identified: Urban, Town and Fringe and Village. The application site in Hurst falls within a village location. A parking demand calculator accompanies the Parking Standards Study Report and should be utilised to calculate the required level of parking provision for application sites within the Borough.
- 2.2.12 The application is submitted in Outline and therefore parking is a reserved matter. The proposed level of car and cycle parking will therefore be provided at the appropriate time, although it can be confirmed that these will be in accordance with the prevailing WBC standards.

SECTION 3 Existing Transport Conditions and Travel Patterns

3.1 Walking Opportunities

- 3.1.1 There are currently no footways present along Lodge Road as it passes the site frontage. Approximately 150m to the north of the site, a footway commences on the eastern side of the carriageway. The footway is circa 1.5m in width and provides direct access to residential properties that front onto the eastern side of the carriageway and the facilities at Whistley Green. Further to the north, footways on either side of Lodge Road form a continuous walking route to the nearby Elephant & Castle public house.
- 3.1.2 Tape Lane runs along the eastern site boundary and routes between School Road to the south and Broadwater Lane to the north. The lane is characteristic of a quiet rural route and is very lightly trafficked¹, providing access to only a small number of residential properties and an area of allotments. These characteristics serve to make Tape Lane appropriate for shared use by pedestrians, cyclists, horse riders and vehicles as a Quiet Lane, in accordance with Paragraph 7 of the Department for Transport's *Quiet Lanes and Home Zones (England) Regulations 2006*.
- 3.1.3 To the south of the site, a footway is provided on the western side of School Road that provides access to Hurst Village Hall and Hurst Pre-School. The footway is some 1.5m in width and is in good condition. A footway is also present on the eastern side of the carriageway, although due to overgrown vegetation and proximity to residential properties, the effective width of some sections of the footway are reduced.
- 3.1.4 As it routes past the north-eastern boundary of the site, Tape Lane widens to comprise a more traditional village street and accommodates a footway on the eastern side of the carriageway. To the north, the footway continues and meets the footway provided on the southern side of Broadwater Lane at the Tape Lane / Broadwater Lane priority junction.
- 3.1.5 To the southeast of the Tape Lane / Broadwater Lane junction, footways are provided on either side of Broadwater Lane that provide a continuous route towards some nearby local facilities and services, including Hurst Bakery and the village shop / Post Office. Along the route, the footway widths along Broadwater Lane are periodically constrained by residential frontages and there are no formal pedestrian crossing facilities provided.

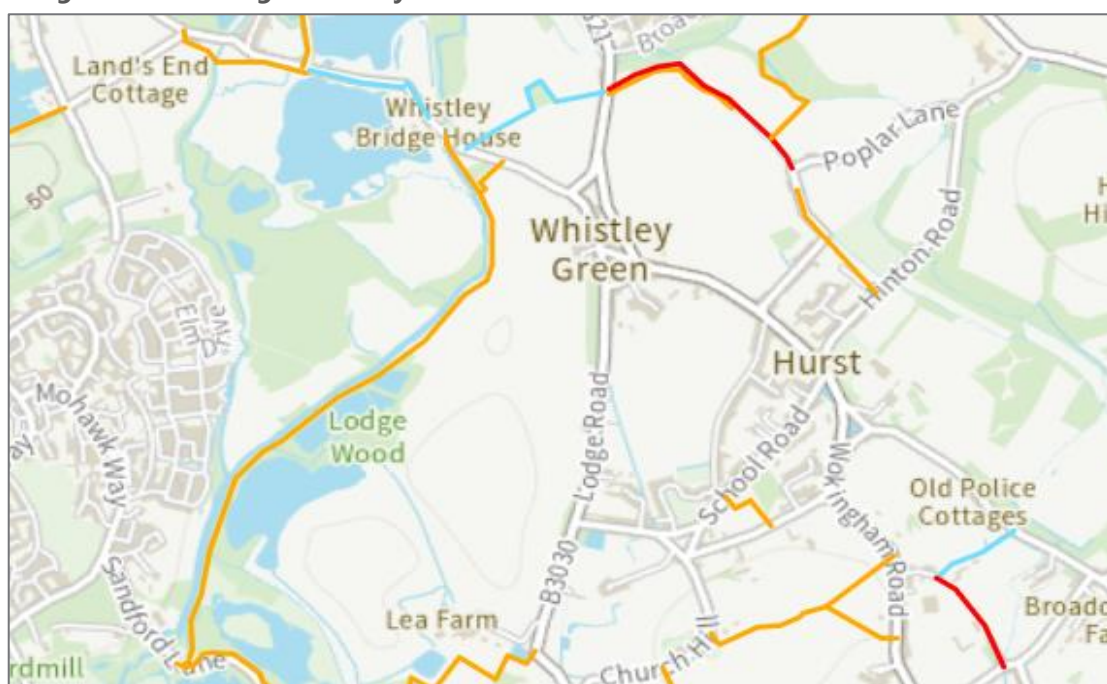
¹ With two-way traffic flows significantly lower than 1,000 vehicles per day. Ref: Table 3.4 of the TA.

- 3.1.6 To the northwest of the Tape Lane / Broadwater Lane junction, a footway is provided on the southern side of the carriageway. The footway forms part of a continuous walking route through the village and beyond towards Twyford Railway Station and the adjacent residential areas.
- 3.1.7 In recognition of some of the constraints on the local pedestrian network, as well as the Inspector's views on the previous application at the site, the revised development proposals will deliver a comprehensive pedestrian improvement scheme to provide a significant betterment to the existing sustainable transport conditions in Hurst. Details of this proposed provision is provided in Section 7 of the TA and is summarised in Sections 4 and 7 of this TP respectively.

Public Rights of Way (PRoW)

- 3.1.8 In addition to the footways available within Hurst village, there is a comprehensive Public Rights of Way network within the vicinity of the site that offers a range of leisure / longer distance routes. The local Public Rights of Way network is shown in **Image 3.1**.

Image 3.1: Public Rights of Way



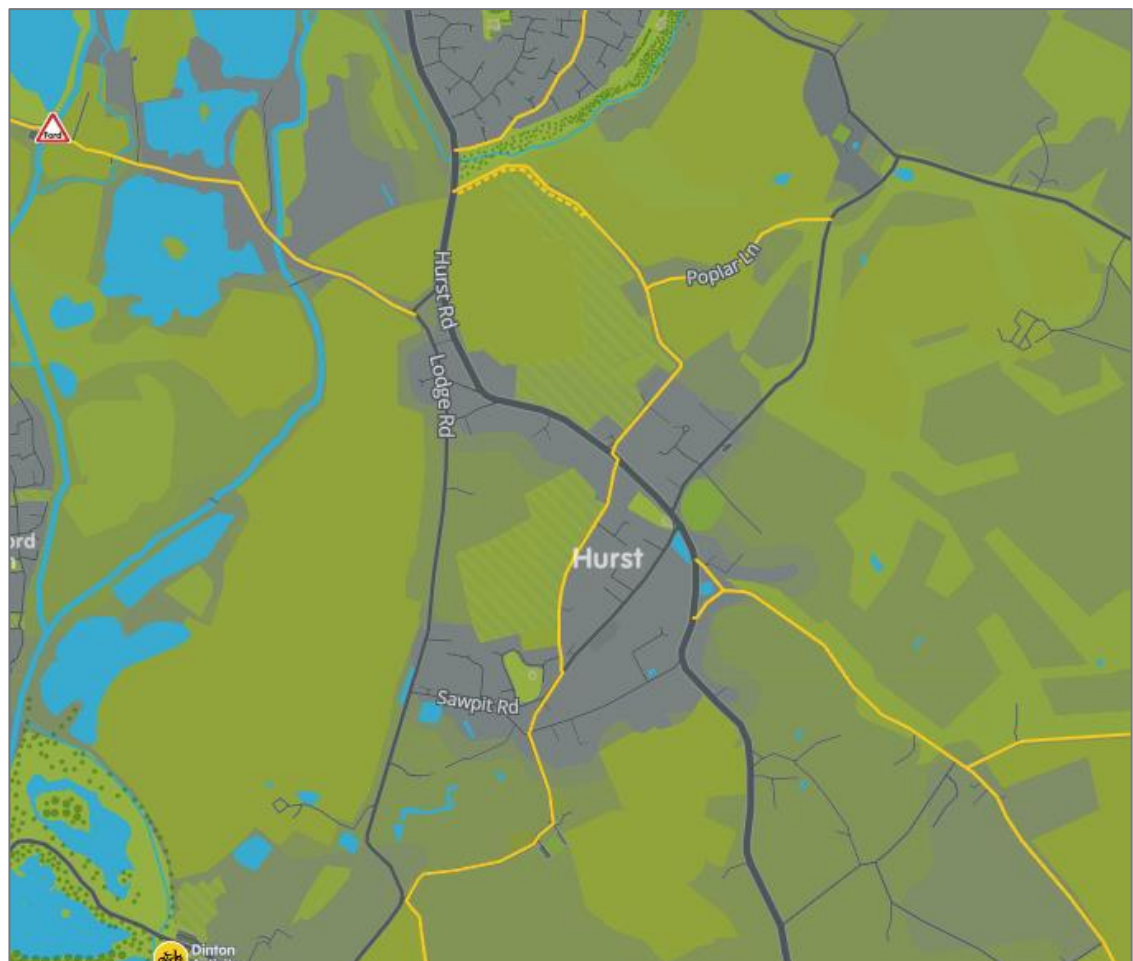
Source: Wokingham Borough Council

- 3.1.9 Public Footpath STNH30 runs adjacent to the River Loddon commencing at the Whistley Bridge House south to Lavells Lake. There are various other public footpaths between Wokingham Road to Church Hill and Old Police Cottages. To the north of Whistley Green, Public Footpath STNH5 meets Bridleway 4a (in blue). This is significant as the development proposals include the implementation of a new crossing over Hurst Road to connect the footway and bridleway. Details of this proposed provision is provided in Section 7 of the TA and is summarised in Sections 4 and 7 of this TP respectively.

3.2 Cycling Opportunities

- 3.2.1 A number of the local village streets within Hurst are designated as 'Quiet Links' suitable for cycling by Wokingham Borough Council's 'My Journey' campaign including Tape Lane, Broadcommon Road and Church Hill (**Image 3.2**).

Image 3.2: Wokingham Promoted Cycle Routes (Hurst)



Source: WBC's "My Journey" Campaign

- 3.2.2 To the south of the site, these streets connect with a network of other 'Quiet Links', including Lines Road, Dunt Avenue, Dunt Lane and Little Hill Road to form a route towards the nearby settlement of Winnersh. To the north are opportunities to use designated quieter links to route towards Twyford and its local facilities and services.
- 3.2.3 Furthermore, Lodge Road and Broadwater Lane (as it routes alongside Hurst Bakery and Hurst Village shop) accommodate less than 5,000 AADT and are therefore broadly suitable for on-carriageway cycling in rural areas, with no specific need for segregated provision².
- 3.2.4 The site therefore provides access to the Council's promoted cycle network which collectively provides designated links to Reading, Winnersh, Wokingham and Twyford.
- 3.2.5 Notwithstanding this, in recognition of the reasons for dismissal of the recent Appeal, the development proposals at the application site will deliver a comprehensive cycle improvement scheme to provide a significant betterment to the existing sustainable transport conditions in Hurst. Details of this proposed provision is provided in Section 7 of the TA and is summarised in Sections 4 and 7 of this TP respectively.

3.3 Public Transport

Bus

- 3.3.1 The nearest bus stops are located on either side of Broadwater Lane circa 330m from the site. These bus stops are served by the 128/129 bus service (operated by Thames Valley Buses) which routes between Reading and Wokingham via Hurst. **Table 3.1** provides a summary of these services.

Table 3.1: Summary of Bus Services and Frequency

Route	Destination	Service Frequency		
		Weekday	Saturdays	Sundays
128 / 129	Wokingham – Winnersh – Hurst – Twyford – Woodley – Reading	First service at 07:23 then every 65 minutes between 09:32 and 15:49	Hourly service between 08:41 and 09:38, then circa every two hours until 17:21	No service
	Reading – Woodley – Twyford – Hurst – Winnersh – Wokingham	First service at 07:54 then every 65 minutes between 09:09 until 19:27	Service every two hours between 10:08 and 18:25	No service

Source: Bustimes.org

² Ref: Paragraph 7.1.4 of LTN 1/20

- 3.3.2 The no 128/129 bus service operates hourly Monday-Saturday and provides a useful connection to key destinations such as Wokingham, Winnersh, Sonning and Reading as well as a number of local secondary schools in Winnersh. The service also stops at Twyford railway station, and therefore can be utilised as part of a journey to onward destinations such as London and Reading.
- 3.3.3 In recognition of the reasons for the dismissal of the recent Appeal at the site, the existing operation of this service has been considered carefully through discussions with Thames Valley Buses (who operate the service under tender) and a strategy to improve the existing public transport accessibility for existing and future residents of Hurst is provided in Section 7 of the TA and is summarised in Sections 4 and 7 of this TP respectively.

Rail

- 3.3.4 The nearest railway station to the site is Twyford station, circa 2.4km to the north of the site (a c. 10 minute cycle) and therefore falls well within a 'reasonable' cycling distance, 8km in accordance with *'The DfTs Gear Change: A bold vision for cycling and walking (2020)* and is also accessible via the no. 128/129 bus service.
- 3.3.5 The station provides approximately 109 cycle parking spaces with CCTV provided. **Table 3.2** summarises the key services accessible from Twyford railway station.

Table 3.2: Summary of Rail Services and Frequency

Station	Destination	Frequency		Average Journey Duration
		Peak	Off-Peak	
Twyford	London Paddington	6	5-6	30-45 minutes
	Oxford	3	4	44 minutes
	Reading	6	4	9 minutes
	Southampton Central	2	2	1 hours 20 minutes
	Basingstoke	3	3	41 minutes

Source: Trainline

- 3.3.6 Twyford station is a critical local service hub and provides rail services to key destinations including London, Oxford, Reading, Southampton Central and Basingstoke. Following the implementation of Crossrail (the Elizabeth Line) the station now operates over 5 service per hour to both London and Reading.

- 3.3.7 Bus service 128/129 provides a direct connection to Twyford Railway Station and stops immediately outside of the station. The first bus to depart Hurst for Twyford Station is at 07:22 and has a 12-minute journey time, arriving at 07:34 at Twyford Station. This enables residents of Hurst to access destinations further afield such as Reading, Maidenhead, Slough, and London Paddington for employment journeys (including utilising the now open Elizabeth Line). Train services to London depart at 07:50, 07:55 and 07:59. These services arrive in London Paddington between 08:21 and 08:43 providing reasonable opportunities for residents to access their destination before the start of the typical working day. Train Services to Reading depart at 07:39 and 07:47, with a 7–10-minute rail journey. There are similar return opportunities that enable access to London and Reading by train and bus connections.
- 3.3.8 Twyford railway station therefore offers future residents of the site genuine opportunities to travel to key employment centres via sustainable modes, with journey times to London ranging between 30–45 minutes and journeys to Reading averaging less than 10 minutes.
- 3.3.9 However, it is recognised that the station frontage onto Hurst Road lacks high-quality cycle parking (with the majority of cycle parking spaces located within the station) and currently offers limited facilities for public transport users and pedestrians/cyclists originating from Hurst. The standard of these existing facilities reduces the attractiveness of travelling to the station by sustainable modes of transport. As part of a strategy to deliver a significant betterment to the existing sustainable transport opportunities within Hurst, the development proposals will therefore deliver an improvement scheme at Twyford Railway Station frontage to provide a better interchange between modes. Details of this proposed provision is provided in Section 7 of the TA and is summarised in Sections 4 and 7 of this TP respectively.

3.4 Access to Local Facilities and Services

- 3.4.1 The site is located within the vicinity of a good range of local services and facilities giving future residents the opportunity to travel by sustainable transport modes. **Table 3.3** summarises the pedestrian and cycle accessibility to these services and facilities.
- 3.4.2 **Figure 2** provides a wider accessibility plan showing the locations of the identified facilities in the context of walking catchments for an 800m, 1,600m and 3,200m radius from the site respectively, whilst **Figure 3** provides an assessment of the local facilities and services within an 800m radius of the site.

Table 3.3: Local Services and Facilities

Purpose	Destination	Distance (metres)	Walk Time (mins)	Cycle Time (mins)
Employment	Orchard Nursery Business units	615	7	2
	Lea Farm Business Unit	1100	13	4
	Broadwater Lane Business units	810	10	3
	Beech Court Business Centre	1300	15	5
	Nelsons Lane	2600	31	10
	Twyford High Street	2700	332	10
	Winnersh Employment Area	3800	-	14
Education	St Nicholas Pre School	450	5	2
	St Nicholas CofE Primary School	450	5	2
	Forest School (Boys)	3600	-	14
	Emmbrook School	5500	-	21
	Holt School (Girls)	5500	-	21
	The Piggot Secondary School	4600	-	17
	Waingells College	3900	-	15
Retail	Hurst Post Office and Shop	400	5	2
	Waitrose and Partners	3000	36	11
	Tesco Express	2900	35	11
Leisure	Hurst Cricket Club	500	6	2
	The Green Man Public House	750	9	3
	Hurst Gospel Hall	650	8	2
	Hurst Village Hall	425	5	3
	Scout Hut	435	5	2
	Allotments	200	2	2
	Recreation Ground	400	5	2
	Dinton Activity Centre	2000	24	8
	Elephant and Castle Public House	850	10	3
	Twyford Library	3100	37	12
	Twyford Health Club	3000	36	11
	The Castle Inn	1025	12	4
Health	Newdays Pharmacy	2900	35	11
	Twyford Surgery	3400	-	13
	Twyford Dental Centre	2900	35	11
Transport	Wards Cross Bus Stop	330	4	1
	Twyford Railway Station	2400	29	9

	Comfortable walking distance (800m)
	Reasonable walking distance (1.6km)
	Maximum walking distance (3.2km)

- 3.4.3 With reference to **Table 3.3**, **Table 3.4** considers access to these facilities and services against WBC's Living Streets 'Key Destinations and Levels of Accessibility' guidance.

Table 3.4: Local Services and Facilities

Type of Facility	Distance (metres)	WBC Rating (Living Streets)
Bus Stop	330	Medium
GP Surgery	3400	Low
Community Facility	425	High
Local Shop	475	High
Post Office	400	High
Primary School	450	High
Pre-School / Nursery	450	High
Secondary School	3900	Low
Employment Area	1300	Medium
Twyford Railway Station	2400	Low

- 3.4.4 Other than for bus stops, which is addressed in the application proposals, all of the core facilities considered by WBC in its Living Streets guidance that are present in Hurst are in areas of 'High Accessibility' to the application site when considered against WBC's criteria.
- 3.4.5 However, it is acknowledged from the outcomes of the recent Appeal for the previous scheme at the application site that an appropriate package of sustainable transport measures is necessary to ensure that these opportunities can be taken up. Details of this proposed provision is provided in Section 7 of the TA and is summarised in Sections 4 and 7 of this TP respectively.

3.5 Existing Modes of Travel

- 3.5.1 **Table 3.5** identifies the modal split of journeys to work (from 2021 Census Data) of residents within the Hurst Ward.

Table 3.5: Modal Split of Journeys to Work (excluding work from home) – Hurst Ward

Mode	%
Car Driver	80.6%
Car Passenger	4.1%
Bus	0.7%
Train	4.0%
Walking	6.0%

Mode	%
Cycling	2.5%
Powered Two-Wheeler (PTW)	0.8%
Other	1.3%

Source: 2021 Census Data

- 3.5.2 The main mode of travel for journeys to work is by car (both driver and passenger), which accounts for c. 85% of all journeys in the Hurst ward. Trips by public transport make up c. 5% of all journeys to work, whilst trips by active modes of travel make up 8.5% of all journeys.
- 3.5.3 The 2021 Census data also demonstrates that at the time of the survey, nearly 60% of Hurst residents worked from home. This is likely due to Covid-19 as the survey was undertaken during the pandemic, but home working continues to play an important role in employment moving forward.

SECTION 4 Proposed Development

4.1 Overview

4.1.1 It is proposed to provide a residential development at the site, comprising up to 99 homes, with a new vehicular access from Lodge Road. The proposal also includes a new emergency/bus link onto Tape Lane, as well as open space, SuDs, landscaping and biodiversity enhancements and associated infrastructure.

4.1.2 **Image 4.1** shows the illustrative site layout for the scheme.

Image 4.1: Illustrative Site Layout



Source: Extract of Mosaic drawing no. 003-01

4.2 Site Layout

Internal Pedestrian and Cycle Connectivity

4.2.1 As an outline application, the internal site layout is not for determination at this stage and the future Reserved Matters application will detail and demonstrate the suitability of the proposed site layout, including providing evidence on street geometry, surface treatment, visibility, service vehicle access, refuse arrangements and emergency vehicle access.

4.2.2 However, the internal roads will be designed in accordance with the principles of MfS and built to adoptable standards. A network of shared footways/cycleways will be provided across the site ensuring permeability between Lodge Road and Tape Lane at the western and eastern site boundaries respectively.

Parking

4.2.3 The details on car parking will be provided within a future Reserved Matters planning application. However, car parking will be provided in accordance with the prevailing WBC Parking Standards.

Servicing

4.2.4 The accompanying TA demonstrates that the access arrangements have been designed appropriately to accommodate the movements of a refuse vehicle and fire tender.

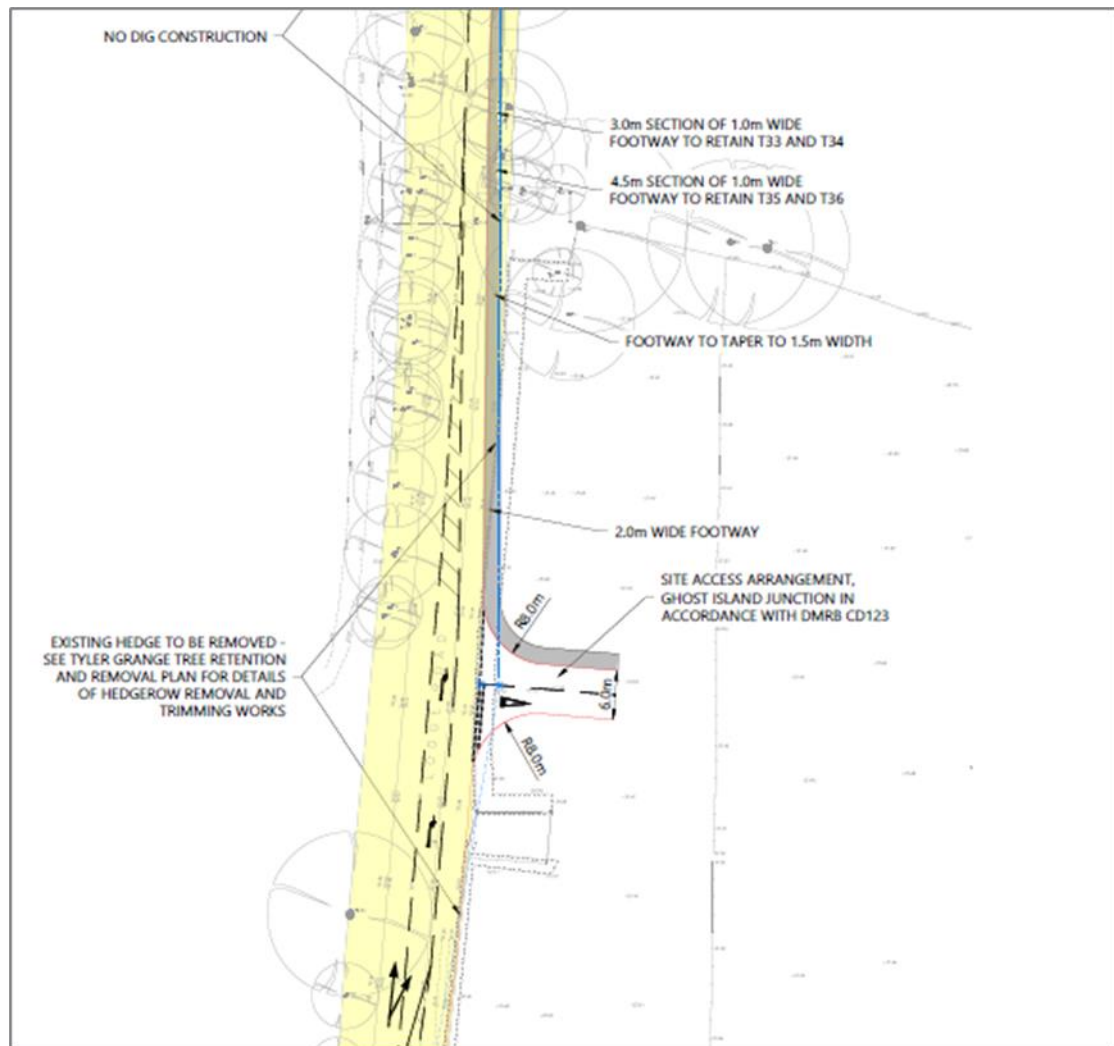
4.3 Vehicular Access – Lodge Road

4.3.1 Vehicular access to the site will be provided onto Lodge Road and will take the form of a new priority-controlled ghost island right-turn lane junction. The proposed access arrangements will comprise:

- A 6.0m wide access road, with 8m kerb radii.
- 3.0m wide running lanes on Lodge Road and a 3.0m wide right-turning lane.
- Visibility splays of 2.4m x 106m to the north and 2.4m x 125m to the south along Lodge Road respectively.
- The amendment to the existing TRO to extend the 30mph speed limit to north of the site on Lodge Road past the proposed site access junction.

4.3.2 The proposed access arrangements are shown as **Image 4.2** and are detailed in full within the accompanying TA.

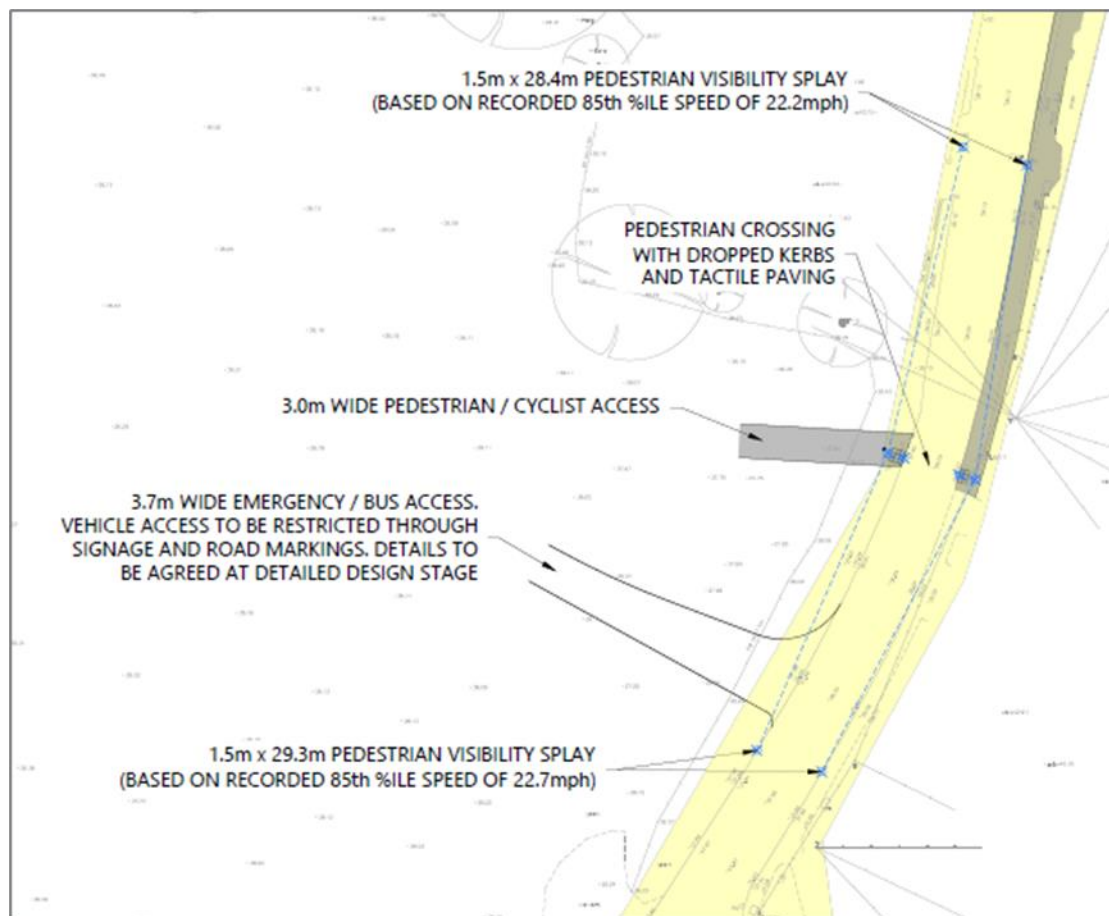
Image 4.2: Proposed Site Access (Lodge Road)



4.3.3 The form and of the proposed access arrangements remain as previously agreed with WBC in conjunction with the previous application at the site. It was confirmed through pre-application discussions with WBC that this access strategy remains acceptable for the revised development proposals at the application site.

4.3.4 A 3.7m wide emergency vehicle / bus only access is also proposed onto Tape Lane at the north-eastern extent of the site. The proposed emergency access arrangements are shown on **Image 4.3**.

Image 4.3: Proposed Emergency / Bus Vehicle Access (Tape Lane)



4.4 Pedestrian Access

- 4.4.1** Pedestrian access is proposed onto Lodge Road, through the delivery of the proposed site access junction and a new footway that will tie into the existing provision along the eastern side of Lodge Road. The footway has been carefully designed with consideration to expert Arboricultural advice and will be 2.0m wide, with short sections of narrowing where the footway will be required within close vicinity of trees on the eastern side of Lodge Road. The principles of the footway improvements along Lodge Road were agreed with WBC as part of the previous application at the site and have been discussed at pre-application discussions.
- 4.4.2** In addition, two points of pedestrian/cycle access onto Tape Lane are proposed at the north-eastern and south-eastern boundaries respectively. Alongside the delivery of these access points, the existing pedestrian provision on Tape Lane and School Road is to be improved to enhance routes to existing facilities and services for residents of the site and Hurst. Details of these improvements is provided in Section 7 of the TA and is summarised below and in Section 7 of this TP respectively.

4.5 Proposed Sustainable Transport Improvements

Pedestrian Infrastructure Improvements

4.5.1 A comprehensive suite of pedestrian infrastructure improvements is proposed to be delivered alongside the development proposals, to ensure there are improved opportunities for both existing and future residents of Hurst to access local facilities and services on foot. These proposals include:

- i Footway improvements along Lodge Road, leading north from the proposed site access junction.
- ii Footway improvements at the southern extent of Tape Lane and along School Road.
- iii Footway improvements along the northern extent of Tape Lane and along Broadwater Lane towards Hurst Bakery and Shop.

Lodge Road

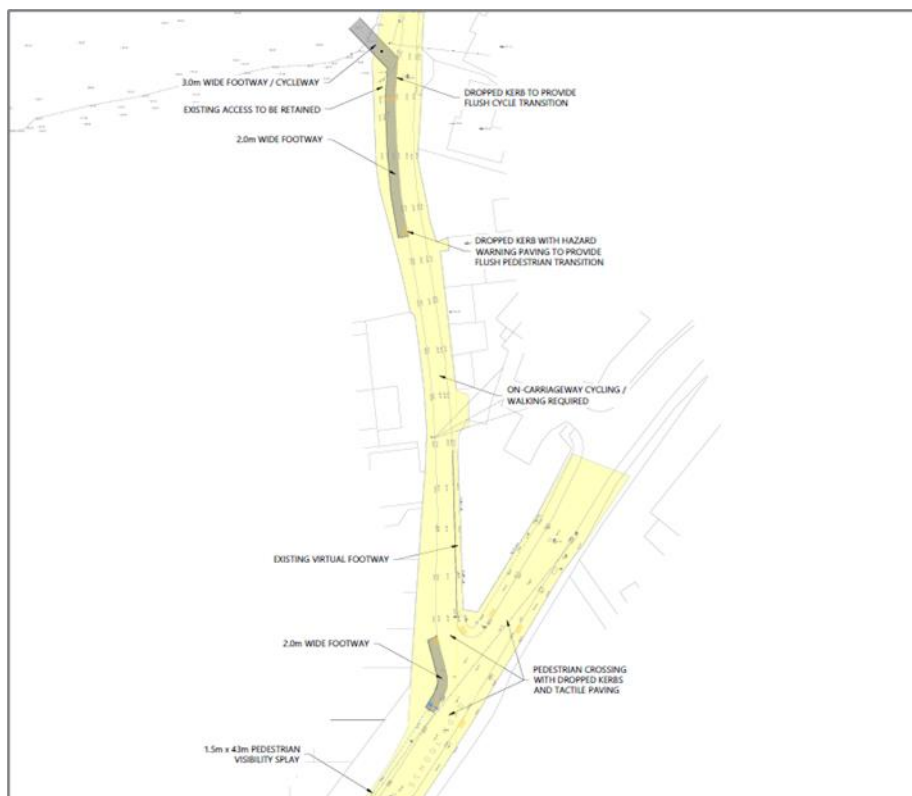
4.5.2 There are currently no footways present along Lodge Road as it passes the site frontage. The development proposals will deliver a new length of 2.0m wide footway on the eastern side of Lodge Road leading north from the proposed site access. The footway will tie into the existing footway provision which commences c. 150m to the north of the site, providing a continuous walking route from the site to the existing residential area in Hurst and the nearby Elephant & Castle public house.

Tape Lane and School Road

4.5.3 The development proposals will deliver a permeable network of internal footways/cycleways, as well as numerous pedestrian/cycle connections onto the local highway network to improve access for both existing and future residents of Hurst.

4.5.4 As part of these proposals, footway improvements are proposed along the southern extent of Tape Lane and along School Road to facilitate improved pedestrian connections to the nearby schools St Nicholas Pre-School and St Nicholas CofE Primary School. These pedestrian infrastructure improvements are shown on **Image 4.4** and comprise new lengths of 2.0m wide footway along Tape Lane, as well as tactile paving crossings over School Road.

Image 4.4: Proposed Pedestrian Improvements – Tape Lane (South) and School Road



Tape Lane and Broadwater Lane

- 4.5.5** In addition to the footway improvements along Lodge Road and School Road, a comprehensive package of pedestrian infrastructure improvements is proposed along the northern extent of Tape Lane and along Broadwater Lane to improve access to the existing Hurst Bakery and village shop.
- 4.5.6** At the northern extent of Tape Lane, the carriageway is wide (in excess of 6.8m in places) and there is an existing footway on the eastern side of the carriageway that is c. 1.3m-1.5m in width. To facilitate improved opportunities for pedestrians, it is proposed to widen this existing footway to 2.0m by rationalising the existing carriageway width on Tape Lane to c. 6.0m-6.3m.
- 4.5.7** The widened footway will extend to the junction with Broadwater Lane to the north and will connect to the proposed development via a new pedestrian connection and associated crossing through the eastern boundary of the site onto Tape Lane. The pedestrian improvements along Tape Lane are shown on **Image 4.5**.

Image 4.5: Proposed Pedestrian Improvements – Tape Lane



- 4.5.8 Whilst providing a useful connection to Hurst Bakery and Hurst Village Shop, the existing pedestrian route along Broadwater Lane lacks formal crossing opportunities and provides footways that vary significantly in width and quality.
- 4.5.9 In multiple locations, the footway width on the northern side of Broadwater Lane varies between 0.8m-1.0m. At this width, the footway is suitable for only a single user and is broadly inaccessible for wheelchair users³. The existing widths of the footway along Broadwater Lane are demonstrated clearly in **Image 4.6**.

³ Ref: Figure 6.8 of Manual for Streets

Image 4.6: Existing Footway Widths along Broadwater Lane

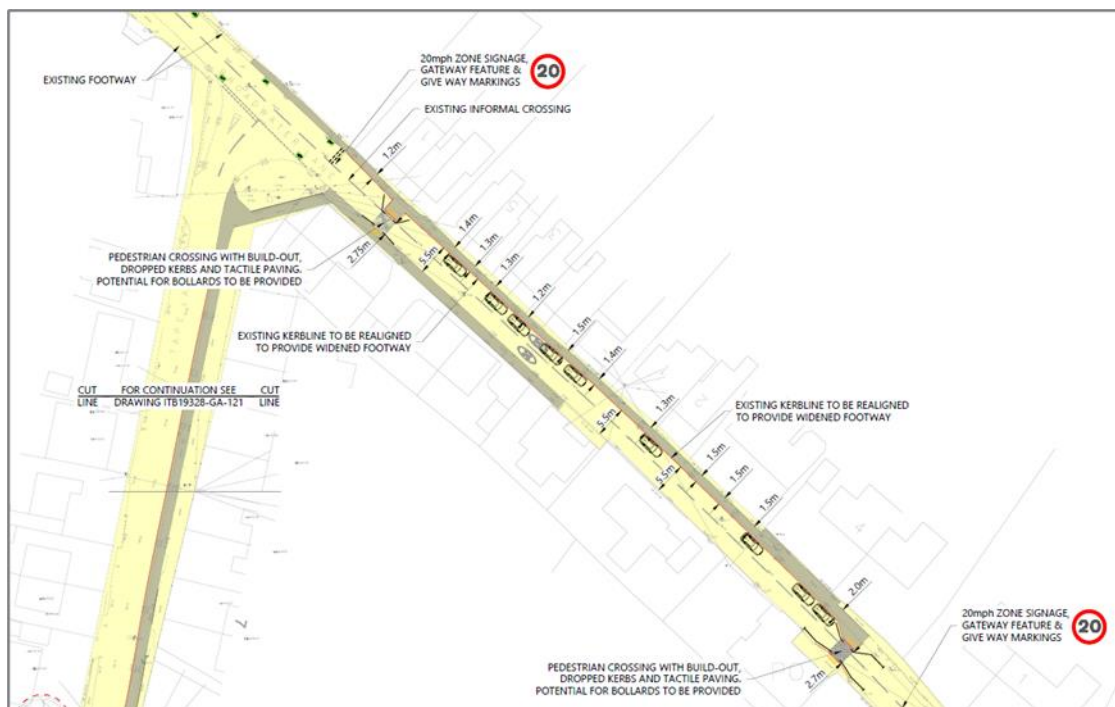


4.5.10 As part of the development proposals at the site, it is proposed to deliver a significantly improved route for pedestrians by:

- Widening the existing footway on the northern side of Broadwater Lane – by rationalising the width of the carriageway to 5.5m.
- Delivering two new uncontrolled pedestrian crossing points – one adjacent to the junction with Tape Lane and a build-out crossing adjacent to Hurst Village Shop.
- Implementing a 20mph zone and associated gateway signage along Broadwater Lane within the vicinity of the Bakery and Village Shop to improve the environment for pedestrians and cyclists.

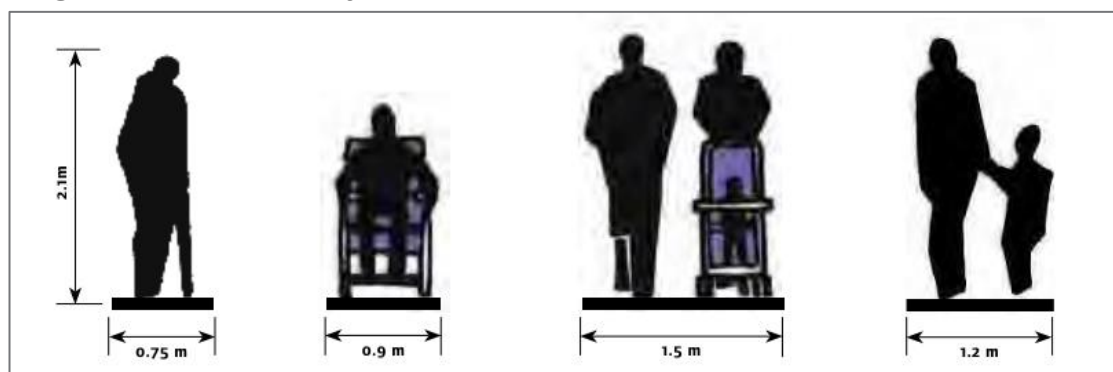
4.5.11 The proposed pedestrian infrastructure improvements along Broadwater Lane are shown on **Image 4.7**.

Image 4.7: Proposed Pedestrian Improvements – Broadwater Lane



- 4.5.12 The revised proposals will deliver continuity for pedestrians, as well as ensure that the footway on the northern side of the carriageway is of a sufficient width to accommodate wheelchair users and for two pedestrians to walk alongside one another. The proposals represent a significant betterment to the existing route along Broadwater Lane.

Image 4.8: Suitable Footway Widths for Users – Manual for Streets



Source: Figure 6.8 of Manual for Streets

- 4.5.13 The operation of Broadwater Lane will not be materially impacted by the proposals to limit the width of the carriageway to 5.5m within the vicinity of the Bakery and Village Shop. This is owing to the existing presence of on-street parking which effectively limits Broadwater Lane to one-way working for large periods of the day.

Cycle Improvement to Twyford Railway Station

4.5.14 WBC published its Local Cycling and Walking Infrastructure Plan (LCWIP) in March 2023. The document provides a strategy setting out what WBC want to achieve to encourage walking and cycling across the Borough, particularly amongst those that do not travel via these modes at present. Appendix E of the document provides a series of Infrastructure Improvement Plans for locations across the Borough that it is prioritising for improvement. One such route identified in the strategy is the connection between Hurst and Twyford. The WBC LCWIP Strategy Plan is presented as **Image 4.9**.

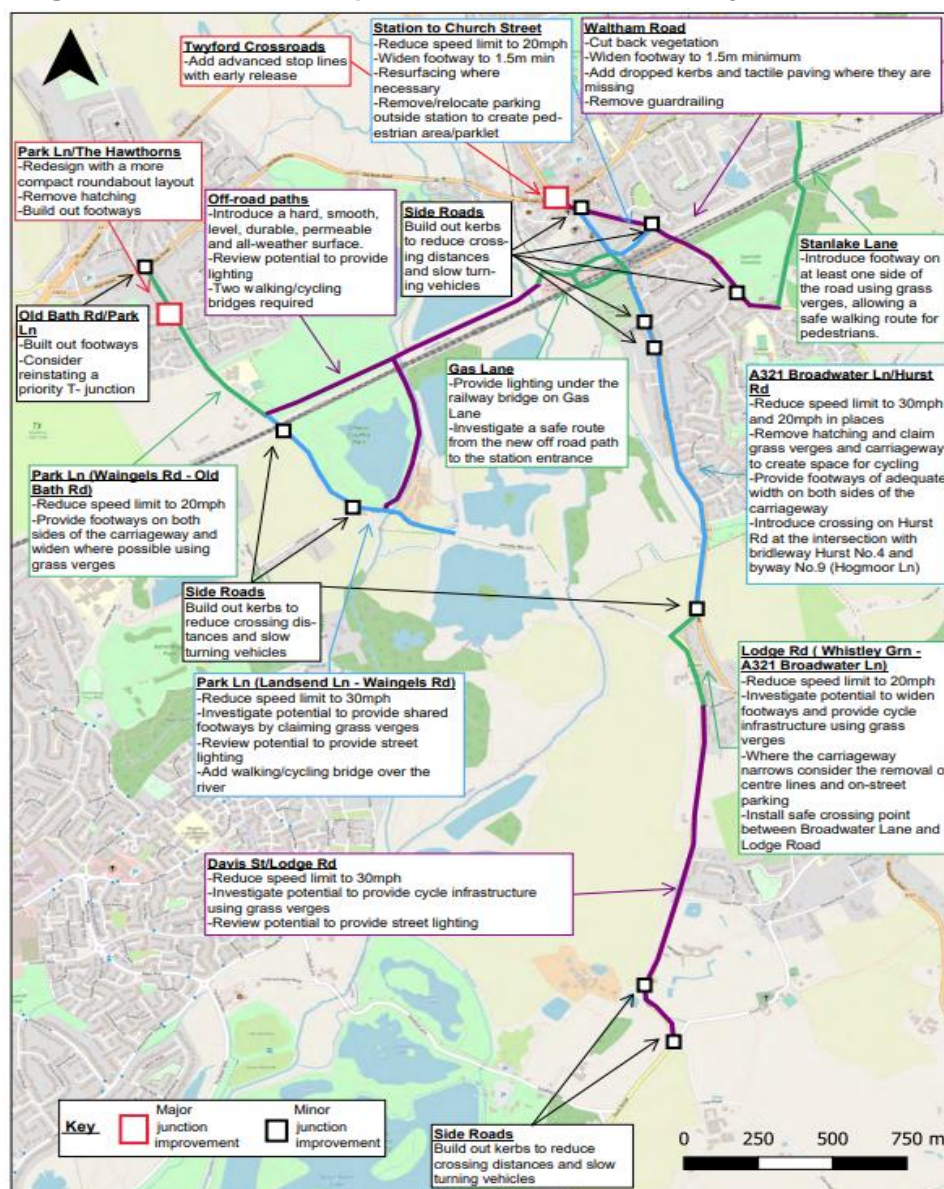
4.5.15 The delivery of a pedestrian and cycle improvement scheme between Hurst and Twyford is therefore an established long-term strategy aspiration of WBC, with the LCWIP proposals setting out to achieve:

- i Reduction in speeds along Lodge Road and investigate the delivery of cycle infrastructure, whether through off-road provision if space permits, or through removal of the centreline.
- ii Deliver an improvement to the existing Lodge Road / Broadwater Lane junction to provide a crossing point for pedestrians and cyclists.
- iii Remove the central hatching along Broadwater Lane / Hurst Road to provide space to deliver cycle infrastructure, alongside speed reduction measures.
- iv Crossing improvements on Hurst Road at intersection with Bridleways at Hurst 4 and Hurst 9.
- v Build out kerbs at side roads along Hurst Road / Blackwater Road to reduce crossing distances for pedestrians and slow vehicles.

4.5.16 These long-term aspirations align with the key aims of WBC's emerging LTP4 which, among other matters, identifies:

- i An aspiration to improve active travel to, and interchange at, Twyford Station.
- ii Commitment to implementation of the LCWIP, including prioritisation of improvements in routes to Twyford.

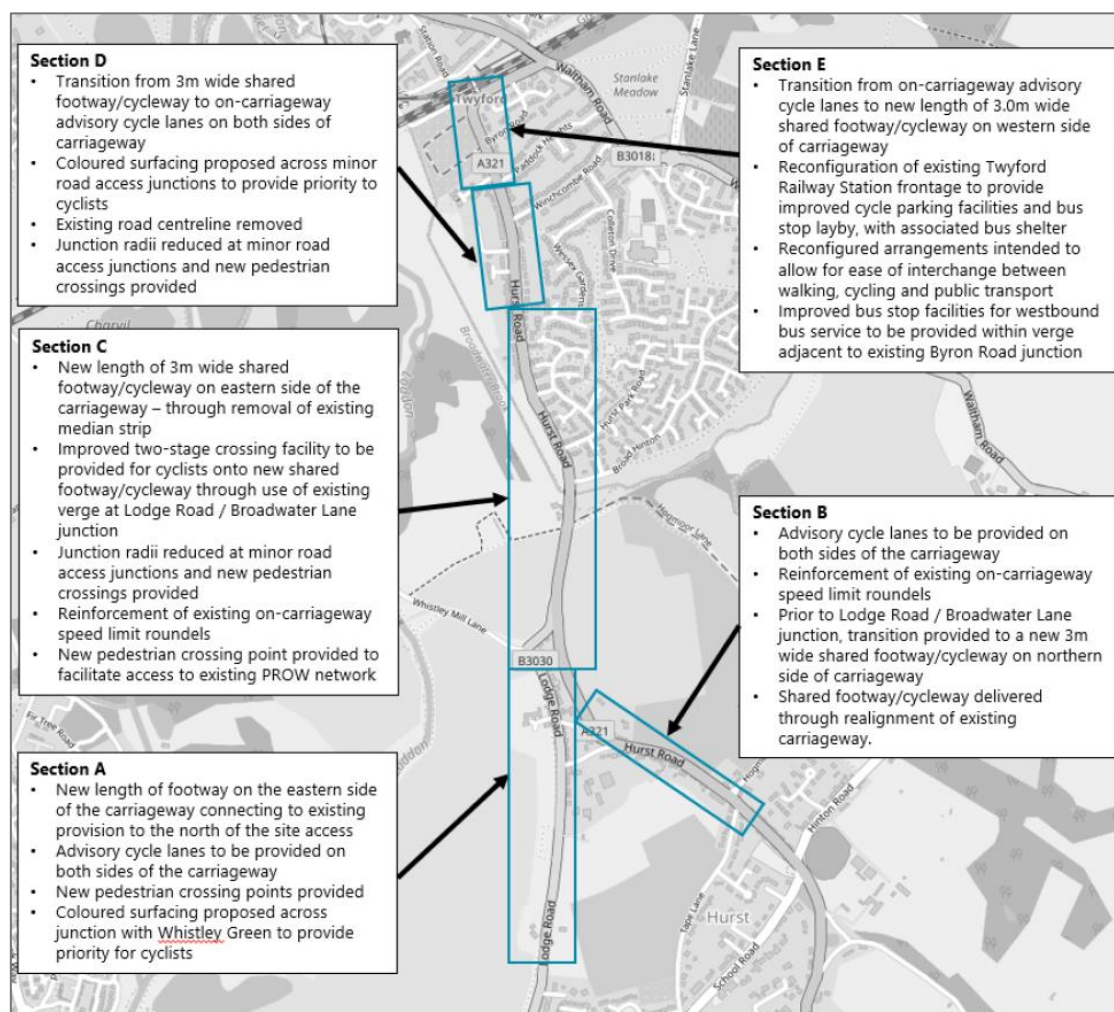
Image 4.9: Infrastructure Improvement Plan – Hurst to Twyford



Source: Wokingham Borough Council

4.5.17 In line with the aspirations of WBC's LCWIP and their LTP4, the development proposals will deliver a comprehensive cycle improvement scheme between Hurst and Twyford Railway Station. The route improvements will cover a c. 2km length of Lodge Road, Broadwater Lane and Hurst Road between the application site and Twyford Railway Station with the details summarised in **Image 4.10**.

Image 4.10: Summary of Proposed Cycle Improvement Scheme to Twyford Railway Station



4.5.18 In conjunction with the improvements to cycle infrastructure along Lodge Road, Broadwater Lane and Hurst Road, the scheme proposes substantial improvements to the existing cycle and bus infrastructure at Twyford Railway Station by:

- i Introducing improved covered cycle parking facilities within the vicinity of the station.
- ii Relocating the existing bus stop layby adjacent to the station and providing a bus shelter to create an improved interchange sustainable travel modes.
- iii Providing a new bus shelter for westbound services towards Hurst from Twyford.
- iv Providing an improved pedestrian interface at the station, through the delivery of footway improvements along the railway station frontage.

4.5.19 The delivery of the scheme will lead to a significant betterment in cycle connections between Hurst and Twyford and will ensure that there are genuine opportunities for future and existing residents of Hurst to travel to local facilities and services within Twyford, as well as part of longer onward journeys via rail, by bike.

4.5.20 During pre-application discussions, WBC confirmed that they support the principles of the cycle improvement strategy, given they align with the intentions of the LCWIP. Moreover, WBC agreed that the cycle improvement scheme to Twyford Railway Station is only like to be delivered through funding from development, and that the application site at Lodge Road likely provides the only real opportunity to deliver the connection between Hurst and Twyford.

Public Transport

4.5.21 WBC's Bus Service Improvement Plan was updated in January 2023 and provides a long-term strategy for the transformation of the Boroughs' bus network. The document sets out a number of key objectives, including:

- To grow passenger numbers to pre-pandemic levels and continue that growth.
- To improve bus journey times, reliability and punctuality.
- To improve bus integration with rail passengers, cyclists, pedestrians and car drivers.
- To improve accessibility to transport services and the local bus network for communities in more rural and low-density areas.

4.5.22 The document makes it clear that funding for all Council services is challenging, and that the delivery of the plan will be subject to suitable funding being secured. The proposed development at the application site in Hurst therefore offers a significant opportunity to assist WBC in the delivery of their Bus Service Improvement Plan. Specifically, the delivery of the key objectives listed above.

Proposed Improvement Plan

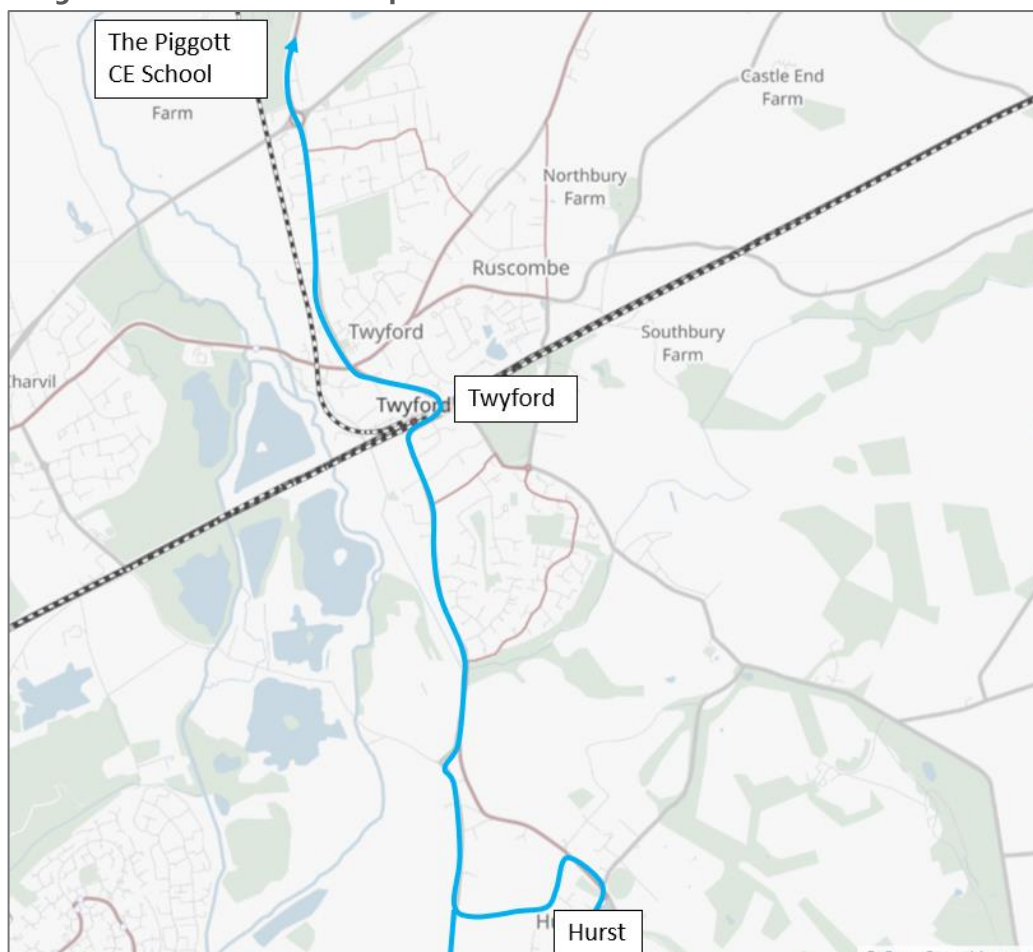
4.5.23 As part of the improvement strategy for bus services and infrastructure within Hurst, the scheme will look to deliver improved connectivity to:

- 1 Rail Services at Twyford Railway Station – including infrastructure improvements to the existing bus waiting facilities.
- 2 Local Schools.
- 3 Local facilities and services within Twyford.

4.5.24 To deliver improved bus connectivity within Hurst, the development proposals will deliver a new bespoke private bus service from the application site. The new bespoke service would operate:

- As a large mini-bus (16-seater) Monday to Saturday (07:00-10:00) and (15:00-19:00).
- Along a bespoke route between Hurst and Twyford, calling at Twyford Railway Station, Twyford town centre and the Piggott CE School (**Image 4.11**).

Image 4.11: Potential New Bespoke Bus Service Route



4.5.25 The tailored operational hours will allow for a twice per hour service being attainable between Hurst and Twyford (and its railway station) and the delivery of a sustainable connection to a local secondary school that is not well served by the existing 128/129 bus service. The new bespoke service would supplement the existing 128/129 service and would provide a significant betterment to the existing public transport connections to/from Hurst.

4.5.26 Initial engagement with TVB has identified that the cost to operate such a bespoke service would be c. £173k p.a. The funding for the service would be secured in the following manner:

- 1 **A developer bus fund** – this would comprise a c. £86.5k annual contribution to the service over a 10-year period (c. 50% of the annual cost) and would be secured in the S106.
- 2 **Service charge contributions** – these would be on-going contributions provided by residents of the proposed development as part of their normal service charge. In total, this would contribute c. £76.5k to the service p.a. (c. 45% of the annual cost).
- 3 **Additional local revenue** – this would comprise revenue generated by the service from existing residents of Hurst, assuming a £2.50 fare model. This would contribute remaining operational funds necessary (c. £10k p.a.).

4.5.27 The service would be open for use by all residents of Hurst with residents of the proposed development riding free of charge and all other Hurst passengers riding for a nominal fee of c. £2. This fare model aligns with that currently applied to the existing 128/129 bus service, which levies £2 fares on all users.

4.5.28 The new bespoke private service offers substantial benefits, including:

- i The service will be fully self-funded, with ongoing costs met in part by developer funding and in part by the levying of ongoing service charges to residents of the proposed development. The service therefore offers a sustainable long-term solution.
- ii By operating along a bespoke route, the service will be able to attain a twice hourly frequency during operational hours. This is a significant improvement over the existing hourly 128/129 service and will provide genuine additional opportunities for users to align bus journeys with onward rail services to key destinations, i.e. Reading and London.
- iii The service will call directly at Twyford town centre, enhancing connections to this important service centre.
- iv The service will also offer a direct connection to The Piggott CE School. In combination with the existing 128/129 bus service, the new bespoke service will be a significant betterment to the existing public transport offering in Hurst and will ensure that reliable bus service connections are achievable to a range of secondary schools that have catchment areas that encompass the application site.

4.5.29 In addition to the introduction of a new service, the Site offers the opportunity to divert the existing 128/129 service through the Site without material impact to its routing or viability and bringing services closer to core patronage and potential revenue. TVB support the principle of this diversion which would be subject to further engagement with WBC.

- 4.5.30 In combination with the existing 128/129 bus service, the new bespoke service will be a significant betterment to the existing public transport offering in Hurst and will ensure that reliable bus service connections are achievable to a range of secondary schools that have catchment areas that encompass the application site.

Mobility Hub

- 4.5.31 In addition to the comprehensive infrastructure improvements set out above, the proposed development parameters plan includes the potential to deliver an on-site mobility hub within the development. Mobility Hubs are defined by CoMoUK as being:

“highly visible, safe and accessible spaces where public, shared and active travel modes are co-located alongside improvements to public realm and, where relevant, enhanced community facilities. The redesign and reallocation of space from the private car is intended to enhance the experience of travellers as well as benefitting local residents and businesses. The concept has been applied to the streetscape in many European and North American cities and is now being replicated in the UK.”

Image 4.12: Mobility Hub Example



- 4.5.32 The on-site mobility hub could include a range of measures, including.:
- i Access to a local Car Club, including one capable of supporting an electric vehicle;
 - ii A bus stop (for the proposed new bus service), including Real Time Passenger Information (RTPI) for the new service and existing 128/129 bus service within Hurst;

- iii Short-stay cycle parking for visitors of the proposed development;
- iv A bike repair / cycle maintenance area; and
- v Parcel lockers, which will enable parcel drop-off and storage for local residents of the development and Hurst.

4.5.33 The mobility hub will bring together a range of sustainable travel measures so that they can be easily accessed by residents, and act as a 'one stop shop' for sustainable travel needs. In combination with the wider infrastructure improvement proposals detailed within this Section, the on-site mobility hub would actively increase the connectivity to nearby Twyford for new and existing residents of Hurst.

4.6 **Electric Vehicle Car Club**

4.6.1 To support car sharing and reduce the dependence on private car ownership, the proposals include the delivery of an Electric Vehicle Car Club.

4.6.2 A car club provides a shared vehicle which its members can hire. Members pay an annual fee, plus a rate per hour/mile when they hire a car and can book the car and collect the keys from a key safe. A car club gives members the flexibility of driving a car without the costs of ownership. The club covers the cost of insurance, tax, servicing and fuel from membership fees.

4.6.3 A car club provider would be engaged to provide a vehicle for use on the Site and by the wider population. The applicant will fund the implementation of the car club, as well as membership to the car club for residents for an initial period, which can be secured in the Section 106 agreement.

4.7 **Sustainable Travel Vouchers Scheme**

4.7.1 The scheme includes the delivery of a Sustainable Travel Voucher scheme which will provide a contribution to each resident that can be used to:

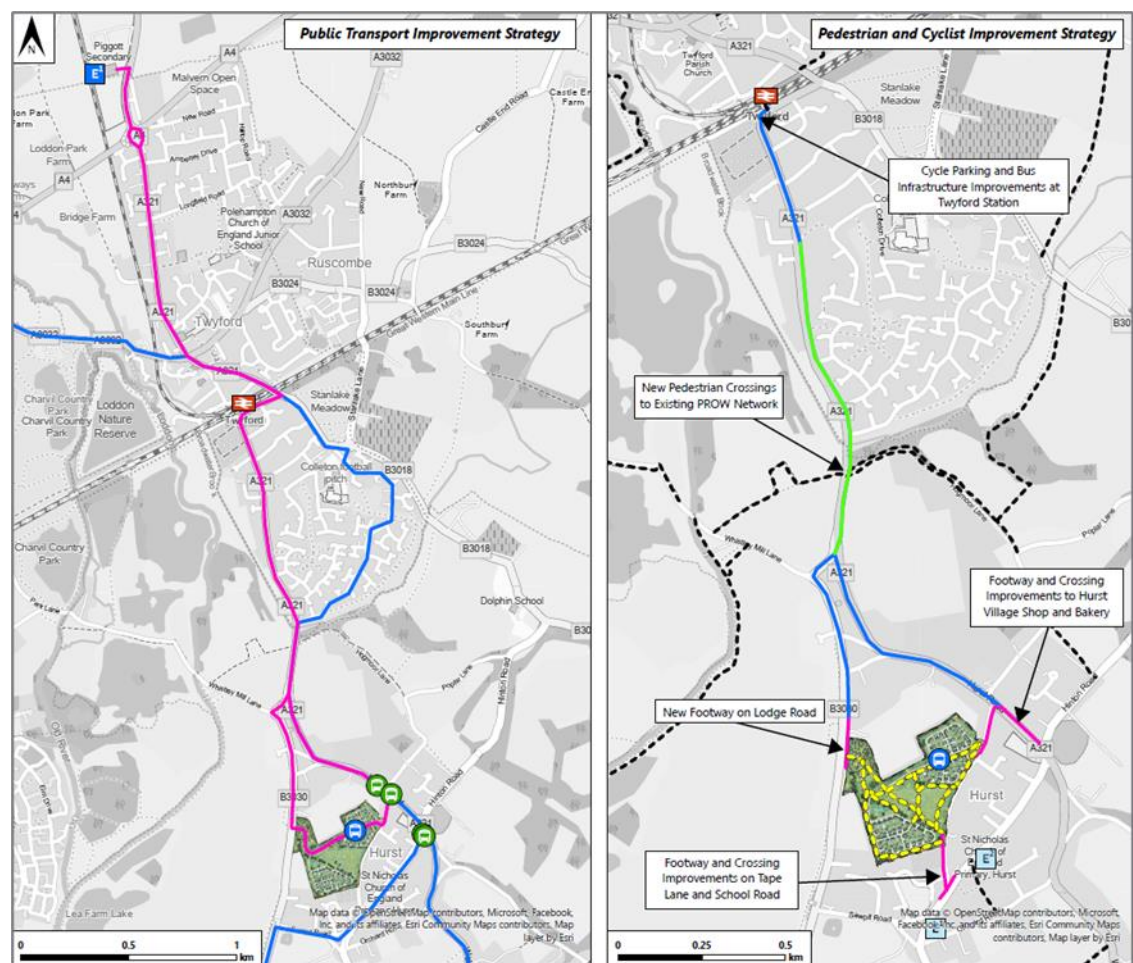
- Purchase public transport tickets (bus and rail)
- Buy cycling equipment such as a bike, e-bike or protective equipment

4.7.2 A £500 voucher will be provided to each dwelling which is sufficient to purchase an e-bike or an annual bus pass.

4.8 Summary

- 4.8.1 The scheme proposes a new vehicular access from Lodge Road for vehicles, cyclists and pedestrians as well as an emergency/bus link onto Tape Lane. Additional points of access for pedestrians and cyclists are also proposed onto Tape Lane at the north-eastern and south-eastern extents of the site respectively.
- 4.8.2 Whilst not for determination at this stage, the site layout will include a network of shared footways/cycleways will be provided across the site ensuring permeability between Lodge Road and Tape Lane at the western and eastern site boundaries respectively.
- 4.8.3 The application proposes a comprehensive package of pedestrian, cyclist and public transport improvements within the local area, including a strategic cycle connection to Twyford Railway Station. These works will provide significantly improved opportunities for existing and future residents of Hurst to travel by more sustainable modes of transport. The sustainable transport strategy is shown visually on **Figure 4**, an extract of which is presented as **Image 4.13**.

Image 4.13: Sustainable Transport Strategy



Key

Public Transport Improvement Strategy

-  Twyford Rail Station
-  Local Bus Stops
-  Bus Stop and Mobility Hub
-  The Piggot CofE Secondary School
-  New Private Bus Service
-  128/129 Bus Service

Pedestrian and Cyclist Improvement Strategy

-  Twyford Rail Station
-  Bus Stop and Mobility Hub
-  Existing PROW Network
-  Pedestrian Infrastructure Improvements
-  On-Carriageway Cycle Improvements
-  New Shared Footway/Cycleway
-  Internal Movement Network
-  St Nicholas Pre School
-  St Nicholas CofE Primary School

SECTION 5 Principles, Objectives and Benefits

5.1 Principles and Objectives

5.1.1 This Travel Plan sets out a sustainable transport strategy for the proposed development on the site. In line with national and local government guidance, the headline aims for the plan will be as follows:

- To reduce the number of single occupancy car journeys to the site; and
- To improve accessibility to the site by non-car modes of transport.

5.1.2 The Plan will have the following additional objectives:

- To manage car parking demand across the development;
- To support a range of sustainable transport alternatives to provide the future residents with options for travel to/from the site;
- To develop an awareness of the options for sustainable travel to and from the site and local area amongst residents;
- To promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlight the health and environmental benefits of using sustainable travel modes; and
- To minimise the impact of car based travel to the site on the local and strategic highway network and environment.

5.2 Benefits

5.2.1 The development of a Travel Plan has a number of benefits for future residents as well as the local community and surrounding environment.

Residents

- Improved health and fitness through increased levels of walking and cycling;
- Increased travel flexibility offered through wider travel choices;
- The social aspects of sharing transport with others;
- A better environment within the site and its immediate environs as vehicular movements are minimised and parking pressures are reduced; and
- Improved pedestrian and cycle links within Hurst and between Hurst and Twyford.

- Improved public transport opportunities for existing and future residents within Hurst.

Local Community and Environment

5.2.2 The sustainable transport strategy for the development proposal will provide a number of benefits to existing residents in the local area in a variety of ways. The sustainable transport strategy will significantly improve local pedestrian, cycle and public transport connections, allowing wider access between the site and local facilities in the surrounding areas including the higher order services in Twyford.

5.2.3 The potential benefits to the environment, compared to the 'without Travel Plan' scenario, are as follows:

- The impact of the development on the local environment will be lessened, in terms of reducing congestion, noise and atmospheric pollution created by vehicle trips to and from the site; and
- A reduction in vehicular movements to and from the site will reduce pollution levels and contribute to a reduction in vehicular turning movements to / from the site. This will contribute to both local air quality management and national climate change reduction targets.

5.2.4 Overall, it is anticipated that the Travel Plan, combined with the package of pedestrian, cycle and public transport infrastructure measures designed to promote sustainable transport, will result in benefits for residents of the site and the wider community in the vicinity of the development.

SECTION 6 Targets

6.1 Overview

6.1.1 The key aim of the Travel Plan is to reduce single occupancy car use for travel to/from the development, and the use of targets will enable the end occupiers to monitor progress against the Travel Plan objectives.

6.1.2 Whilst Census data has been used at this stage as a proxy for the likely mode share for trips made from the Site, the actual mode shares that will occur will not be fully understood until the first travel surveys have been analysed. However, it is sensible to set some interim mode share targets which can then be reviewed to ensure that they are SMART (Specific, Measurable, Achievable, Realistic and Timely) following the first round of travel surveys.

6.1.3 In accordance with this objective, the following interim targets have been set:

- **Target 1** – To reduce the number of single occupancy vehicle trips associated with journeys to work by 10 percent from the baseline position; and
- **Target 2** – To ensure that the majority of residents are aware of and are able to benefit from the Travel Plan.

6.1.4 The objective is to achieve these targets within 5 years of the first occupation of the development. Interim mode split targets have been established and will be subject to ongoing review.

6.2 Baseline Position and Interim Targets

6.2.1 For the purpose of this Travel Plan, the baseline modal split is based on travel to work data within the 2021 Census for the Hurst Ward and the single occupancy car use mode share targets are summarised in **Table 6.1**.

Table 6.1: Travel to Work Targets

Mode	Baseline	3 rd Year	5 th Year
Driving by car or van	80.6%	76.3%	72.3%
Car passenger	4.1%	5.1%	6.1%
Powered two-wheeler	0.8%	0.8%	0.8%
Public transport	4.7%	6.0%	7.0%
Pedestrian	6.0%	7.0%	8.0%
Cycle	2.5%	3.5%	4.5%
Other	1.3%	1.3%	1.3%
Total	100%	100%	100%

6.2.2 **Table 6.2** quantifies these mode share targets as a proportion of the forecast two-way total person trips likely to be generated by the proposed development⁴.

Table 6.2: Travel to Work Targets (as a proportion of forecast total person trips)

Mode	Baseline		3 rd Year		5 th Year	
	%	Trips	%	Trips	%	Trips
Driving by car or van	80.6%	585	76.3%	554	72.3%	525
Car passenger	4.1%	30	5.1%	37	6.1%	44
Powered two-wheeler	0.8%	6	0.8%	6	0.8%	6
Public transport	4.7%	34	6.0%	44	7.0%	51
Pedestrian	6.0%	44	7.0%	51	8.0%	58
Cycle	2.5%	18	3.5%	25	4.5%	33
Other	1.3%	9	1.3%	9	1.3%	9
Total	100%	726	100%	726	100%	726

Source: TRICS Database and Consultant's Calculations

6.2.3 Once the first monitoring surveys at the development have been undertaken and analysed (see Section 8 of Travel Plan), this will update the baseline position and the interim mode shift targets will be reviewed.

6.2.4 These mode share targets correspond to the monitoring process set out in Section 9.

⁴ Estimated over a daily (12-hour) period using the multi-modal trip rates presented in Table 5.2 and Appendix D of the TA

6.3 First Phase Targets

6.3.1 In addition to mode share targets, it is important to identify a number of action targets which will ensure that the commitments made by the developer, through this TP, are delivered. They are as follows:

- Appoint Travel Plan Co-ordinator prior to sales and marketing phase;
- Travel Plan Co-ordinator to become familiarised with the agreed monitoring process;
- Launch Travel Plan prior to first occupation;
- Implement the agreed action plan of measures;
- Provide a Welcome Pack to residents prior to or within two weeks of their occupation;
- Submit Travel Plan monitoring results to WBC within 3 months of receiving results for each travel survey;
- Review measures to ensure that they remain appropriate; and
- Once agreed with WBC, update Travel Plan with any necessary revisions to measures.

SECTION 7 Measures

7.1 The sustainable transport strategy measures are summarised in **Table 7.1**.

Table 7.1: Sustainable Transport Strategy Measures

Measure	Delivery
Travel Plan Measures (Secured by Condition)	
Appoint Travel Plan Co-ordinator	Developer
Travel Planning Promotion Measures (Welcome Pack, Posters, Leaflets, Website, Social Media)	Appointed Travel Plan Co-ordinator
Sustainable Travel Voucher for use on public transport tickets or cycle purchase/equipment (£500 per dwelling)	Appointed Travel Plan Co-ordinator
Broadband Infrastructure	Developer
Parcel drop-off/pick-up facilities	Developer
Promotion of home delivery services	Appointed Travel Plan Co-ordinator
Investigate Car Club potential (at on-site Mobility Hub)	Appointed Travel Plan Co-ordinator
Promotion of Lift share measures	Appointed Travel Plan Co-ordinator
Establish Cycle User Group	Appointed Travel Plan Co-ordinator
Negotiate discounts with cycle stores	Appointed Travel Plan Co-ordinator
Infrastructure Measures	
Delivery of pedestrian access points onto Tape Lane	To be delivered by the developer
Deliver footway improvements on Lodge Road	
Footway improvements on Tape Lane towards School Road	
Footway improvements along Tape Lane and Broadwater Lane to Hurst village shop and bakery	
Strategic cycle improvement scheme to Twyford Railway Station, including cycle improvements along Lodge Road, Broadwater Lane and Hurst Road	
Infrastructure improvements at Twyford Railway Station	To be delivered by the developer and part funded through on-going service charges and local revenue generation
Delivery of new private bus service to Twyford	

Measure	Delivery
Delivery of on-site mobility hub	To be delivered by the developer
Other Measures	
Local Infrastructure Improvements	CIL
My Journey Contribution	Contribution to WBC
Provision of EV Charging for all dwellings	Delivery by developer

7.2 Walking and Cycling Measures

- 7.2.1 Delivery of the proposed pedestrian points of access onto Lodge Road and Tape Lane. In addition, the delivery of the **improved pedestrian facilities** on Lodge Road, Tape Lane and Broadwater Lane which will significantly improve the pedestrian environment within Hurst and make walking trips safer and more attractive for existing and future residents.
- 7.2.2 All homes will be provided with an appropriate amount of **cycle parking** in accordance with WBC standards and in well-designed attractive storage facilities.
- 7.2.3 Information on the walking and cycling routes and facilities within the development will be made available to new residents through the **resident's travel information pack** and the other means described below.
- 7.2.4 A **Bicycle User Group** will be set up for the new development. This will enable cyclists to share information on routes, safety, cycle maintenance etc. It will also enable less experienced cyclists to contact established cyclists and therefore to obtain information, guidance and potentially a 'cycling buddy' to accompany them on cycle journeys.
- 7.2.5 The Travel Plan Co-ordinator will assist with the dissemination of **information** regarding the user group and will help residents get in contact with one another. Where possible, the Travel Plan Co-ordinator will attempt to negotiate **discounts or promotions for residents at local cycle stores** and will also inform residents of any discounts that WBC has already organised with local cycle stores.
- 7.2.6 The Travel Plan Co-ordinator will also promote '**Bikeability**' **cycle training courses** to residents and will attempt to organise group training sessions if enough residents are interested.
- 7.2.7 The Travel Plan Co-ordinator will also promote the '**MyJourney Wokingham**' platform to residents to assist in the encouragement of sustainable modes of transport.
- 7.2.8 The Travel Plan Co-ordinator will also offer first occupations a **£500 sustainable travel voucher** which could be put towards public transport tickets a cycle / and or cycle equipment purchase.

7.2.9 The applicant will provide funding to WBC to deliver its **My Journey programme**, designed to encourage active travel means, which will be in addition to the improvements to strategic cycle infrastructure proposed as part of the development.

7.3 Promotion of Public Transport

7.3.1 The development proposals will see the delivery of a new private bus service at the development that will route between Hurst and Twyford. The service will cost c. £173k p.a. and will be funded in the following manner:

- 1 **A developer bus fund** – this would comprise a c. £86.5k annual contribution to the service over a 10-year period (c. 50% of the annual cost) and would be secured in the S106.
- 2 **Service charge contributions** – these would be on-going contributions provided by residents of the proposed development as part of their normal service charge. In total, this would contribute c. £76.5k to the service p.a. (c. 45% of the annual cost).
- 3 **Additional local revenue** – this would comprise revenue generated by the service from existing residents of Hurst, assuming a £2.50 fare model. This would contribute remaining operational funds necessary (c. £10k p.a.).

7.3.2 The service would be open for use by all residents of Hurst with residents of the proposed development riding free of charge and all other Hurst passengers riding for a nominal fee of c. £2.50. This fare model aligns with that currently applied to the existing 128/129 bus service, which levies £2 fares on all users.

7.3.3 Information on the **wider public transport routes** will also be made available to residents of the new development within the new resident's travel information pack (see below). This will include promotion of the '**MyJourney Workingham**' platform.

7.4 Car Sharing Scheme

7.4.1 Car sharing will be promoted amongst new residents of the development, particularly in relation to journeys to work but also to transport children to and from local schools. Not only does car sharing cut the costs of travel to work for the individual, but it reduces the numbers of residents making similar journeys at the same time, thereby reducing peak hour congestion on routes between the site and local employment areas and schools. This in turn helps to reduce vehicle emissions, contributing to meeting local air quality targets.

7.4.2 Residents will therefore be provided with **information about car sharing** via the Lift Share UK website (<https://liftshare.com/uk>) and a leaflet explaining the benefits of the car share scheme and how to register will be included in the residential travel information packs. This provides an easy and safe way for potential car sharers to identify people undertaking similar journeys promoted via the WBC 'My Journey' initiative.

7.5 Information Provision and Marketing

7.5.1 New residents will be provided with travel information during the purchase of their property. The initial sales pack will include a **leaflet about the sustainability credentials** of the development and sales staff will be trained in **personal journey planning** in order that this service can be offered to new residents shortly after completion of their purchase.

7.5.2 To ensure access to up-to-date information for residents, a **community travel web page** (Facebook page or similar) will be established. This will contain up to date bus and rail timetable information, details of car share schemes and walking and cycling facilities maps.

7.6 Residential Travel Information Packs

7.6.1 The first occupier of each household will be provided with a **resident's travel information pack**. The pack will pull together information on the above listed measures and contain information about the objectives of the Travel Plan, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport. It is proposed that the following items will be included in the resident's travel information pack:

- A £500 sustainable travel voucher for every household (first owner or occupier of each dwelling) with residents being able to choose to use the voucher towards the purchase of public transport tickets or a cycle / cycle equipment;
- Details regarding the provision of fibre broadband access to enable easy access to local home delivery services and home working;
- An information leaflet about the Travel Plan, its aims and objectives, how to get involved and how travel will be monitored;
- Information about the community travel web page providing local travel information;
- A plan of the new development, highlighting local facilities and the nearby key destinations, the walking and cycling routes to these, locations of public cycle parking within the development, and the location of bus stops;

- Information about opportunities to travel to local schools in the vicinity of the site by sustainable modes (including through car sharing);
- Links / web address details for WBC cycle route maps;
- Bus and rail maps and timetable information;
- Information about journey planning services, e.g. www.nationalrail.co.uk and www.bustimes.org or traveline.info;
- Information about car sharing through the Lift Share website; and
- Information about the home delivery services offered by supermarkets in the local area.
- Information on, and promotion of, the **'MyJourney Wokingham'** platform and how it helps promote travel by sustainable modes.

7.6.2 Beyond the initial resident's pack, the Travel Plan Co-ordinator will use social media and the website to update residents on travel opportunities, initiatives and narratives as well as distributing periodic printed media (through noticeboards / flyers).

7.7 Summary

7.7.1 Measures are proposed to promote the use of walking, cycling and public transport amongst new residents for local journeys and to make more efficient use of the private car through the development of car sharing for community and journeys to schools. The proposed measures aim to ensure that the objectives of the Travel Plan are met and to minimise single occupancy car travel to and from the site. A range of information and marketing initiatives are also put forward to encourage awareness and participation in the Travel Plan amongst residents from the outset.

SECTION 8 Management and Implementation

8.1 This section of the Travel Plan describes the framework in which the measures will be implemented and managed.

8.2 Travel Plan Management

8.2.1 The developer will appoint an individual or company to act as the Travel Plan Co-ordinator for the site. Contact details will be supplied to WBC prior to first occupation of the development.

8.2.2 The role of the Travel Plan Co-ordinator will be as follows:

- To manage the day-to-day delivery of the measures contained in Section 4 and 7 of this Travel Plan;
- To liaise with the Travel Plan Officer at WBC;
- To market the Travel Plan to encourage interest and involvement of residents;
- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site and provide a basic personal journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes;
- To negotiate discounts for residents with local cycle shops, to promote the bicycle user group to organise cycle training courses for groups of interested residents; and
- To provide monitoring feedback to residents and to liaise with the local authority.

8.3 Involvement of Residents

8.3.1 Involvement of residents will be key to the success of the sustainable transport measures. The first owner of each dwelling will be provided with Travel Plan information by the sales office and provided with a resident's travel information pack on completion of their purchase as well as the offer of personalised journey planning advice.

8.3.2 The Travel Plan Co-ordinator will liaise regularly with residents and visitors of the site, to understand their particular needs and concerns and to examine ways of addressing them. Copies of the Travel Plan will be made widely available to all users of the site, to ensure that people are fully aware of the objectives of the Plan and the full range of measures proposed.

8.3.3 The Travel Plan Co-ordinator will also aim to maintain interest amongst residents through occasional leaflet drops providing information about the Travel Plan, advertising the web page and reporting the results of the monitoring.

8.4 Framework for Implementation

8.4.1 The Travel Plan Co-ordinator will be appointed three months before the first occupation of the new development to commence development of the Travel Plan measures in time for the first occupations. **Table 8.1** provides a framework for implementation of the measures set out in Sections 4 and 7 respectively.

Table 8.1: Framework for Implementation

Measure	Timescale	Responsibility
Prepare and submit Framework Travel Plan to WC	During application stage	Developer
Prepare and agree Full Travel Plan with WBC	Reserved Matters (Post Application)	Developer
Appoint Travel Plan Co-ordinator	Three months prior to occupation	Developer
Installation of at least superfast Broadband infrastructure	On construction	Developer
Deliver parcel drop-off/pick-up facilities	On construction	Developer
Deliver EV Charging facilities	On construction	Developer
Deliver pedestrian, cyclist on/off-site infrastructure improvement measures	Phased with development	Developer
Deliver public transport improvements at Twyford Railway Station	Phased with development	Developer
Deliver new private bus service	Phased with development	Developer
Provide funding for new private bus service	Phased with development	Developer
Negotiate discounts and trails	Prior to first occupation	Travel Plan Co-ordinator
Establish travel voucher scheme	Prior to first occupation	Travel Plan Co-ordinator
Launch Travel Plan	One month prior to first occupation	Travel Plan Co-ordinator
Provide Welcome Pack	One month prior to first occupation	Travel Plan Co-ordinator
Create Travel Survey	One month prior to 1 st anniversary	Travel Plan Co-ordinator
Provide up to date travel information to social media page or website	One week prior to first occupation	Travel Plan Co-ordinator
Provide Welcome Packs to Residents	Within two weeks of their occupation	Travel Plan Co-ordinator
Promotion of walking routes	Upon first occupation	Travel Plan Co-ordinator
Encourage use of public transport	Upon first occupation	Travel Plan Co-ordinator
Promote lift sharing	Upon first occupation	Travel Plan Co-ordinator
Conduct first travel survey	On occupation of 50% of units or within six months of first occupation	Travel Plan Co-ordinator
Survey prize	Following completion of travel survey	Travel Plan Co-ordinator
Submit Travel Plan monitoring report to WBC	Within three months upon receiving survey results	Travel Plan Co-ordinator
Prepare revised TP with data gathered from initial survey and agree target reduction of first 5 years	Within six months of the initial travel survey results	Travel Plan Co-ordinator

Measure	Timescale	Responsibility
Conduct further monitoring surveys to track progress against agreed target	12 months after first survey and every year thereafter for 5 years	Travel Plan Co-ordinator

8.4.2 Upon commencement of the Travel Plan, the timescales outlined in **Table 8.1** will be updated to reflect more specific points in time.

8.4.3 The success of each Travel Plan measure will be monitored through the travel surveys. This will give the Travel Plan Co-ordinator and understanding of which measures are proving to be the most popular, as well as those which may require additional promotion.

8.5 Funding

8.5.1 The developer will fund the following items:

- The transport infrastructure measures outlined in Section 4 and 7 of this TP
- The initial implementation of the measures outlined in Section 7 and **Table 7.1**
- The monitoring surveys outlined in Section 9 for the duration of the Travel Plan; and
- WBC's Travel Plan monitoring fees.

8.6 Framework for Handover at End of the Developer Involvement

8.6.1 Following the fifth and final year of occupation of the residential development, and following agreement with WBC on the achievement of the Travel Plan targets, the developer will no longer be responsible for the management of the Travel Plan. At this time, it is proposed that the management of the Travel Plan will revert to a residents' committee, to which WBC's Travel Plan Officer will be invited to attend and provide guidance.

SECTION 9 Monitoring

9.1 The total monitoring programme of the development will be for the duration of the build programme and until five years after first occupation.

9.2 Formal monitoring will be undertaken through the distribution of a travel questionnaire survey, co-ordinated by the Travel Plan Co-ordinator. The first questionnaire survey will be undertaken by the Travel Plan Co-ordinator after 50% occupation of the site, or 6 months after first occupation of the first unit (whichever is the soonest) and then again in years 3 and 5.

9.3 Reviews

9.3.1 Monitoring reports will be submitted to WBC and review meetings will be held where necessary. The monitoring reports and review meetings will be organised by the Travel Plan Co-ordinator who will invite attendance from representatives of WBC, public transport operators and community representatives.

9.4 Questionnaire

9.4.1 At the time of the 50% dwelling occupation (or 6 months post occupation), a resident's travel survey will be distributed amongst residents of the site. The surveys will determine a number of important statistics such as work destinations, number of cars and bicycles per household, modal split of work, educational and leisure journeys and preferences towards the availability and use of more sustainable modes of transport. A draft travel survey is provided as **Appendix A**.

9.4.2 Further surveys will be held at the end of year 3 (on year 1 survey anniversary) and year 5 (on year 1 survey anniversary), or more regularly if WBC requires this.

9.4.3 The surveys will be used to determine travel patterns to and from the site, to assist with the setting of objectives for the Travel Plan which may be implemented in the future and to monitor travel patterns at the site over set periods to quantify modal shift.

9.4.4 In order to maximise response rates to the survey there will be incentives, such as a prize draw entry, encouraging residents to take part. In the event that the survey does not get a desired response rate, it will be re-distributed to residents after 3 months, following further promotion and greater incentives for taking part.

9.5 Results

- 9.5.1 The results and the first analysis will be included in an updated Travel Plan, with subsequent surveys included in monitoring reports. Travel Plan targets will be revised or updated as appropriate.
- 9.5.2 The results of these surveys and statistical analysis will form the basis of discussions with the local planning and highway authorities to examine how the Travel Plan is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success.
- 9.5.3 The Travel Plan Co-ordinator will monitor and review the progress and success of the Travel Plan and make all users aware of the progress made and the effectiveness of the sustainable travel solutions. The review will involve the local planning authority as well as the Travel Plan Co-ordinator.

9.6 Reporting

- 9.6.1 Following each travel survey, a monitoring report will be prepared and submitted to WBC within 3 months setting out the results of the travel surveys against the targets and objectives identified within the Travel Plan. Residents will also be informed of the survey results via newsletters and noticeboards. The following information is likely to be provided:
- Recap of the site Travel Plan's objective and agreed targets;
 - Monitoring methodology;
 - Summary of monitoring results, presented in relation to agreed targets;
 - Progress against agreed measures;
 - Corrective measures to get the plan back on track, if targets are not being met; and
 - Proposals to further develop the Travel Plan for the future.
- 9.6.2 The Travel Plan Co-ordinator will make all users aware of the progress made and the effectiveness of sustainable travel solutions.

9.7 Remedial Measures

- 9.7.1 Should the Travel Plan targets not be met by the end of the monitoring period outlined above, the developer will use reasonable endeavours to work with WBC to identify a strategy and to agree further reasonable actions to get the Travel Plan back on track. This would include using reasonable endeavours to agree further remedial actions should the Travel Plan targets not be met after the 5 year monitoring period.
- 9.7.2 The assessments carried out in TA are based upon a 'without Travel Plan' situation and demonstrate that, even if a 10% reduction in car driver trips is not achieved, the impact of the development on the local highway network is still acceptable. On this basis, the development is not dependent on the success of the Travel Plan in making the development acceptable in terms of traffic impact on the local highway network.
- 9.7.3 The proposed sustainable transport strategy and all the associated measures will provide an opportunity for the 10% reduction in car trips to be achieved.

SECTION 10 Summary

- 10.1 Mactaggart and Mickel Strategic Land (Mac Mic) has appointed i-Transport LLP to provide highways and transport advice in relation to an outline planning application for a residential development of up to 99 homes on land at Tape Lane in Hurst, Reading.
- 10.2 This Framework Travel Plan proposes to identify opportunities to promote sustainable transport initiatives e.g. walking, cycling, public transport to reduce the demand for travel by less sustainable modes.
- 10.3 The provision of this Travel Plan and its content are compliant with policy and guidance at the national and local level.
- 10.4 The Travel Plan aims to promote sustainable lifestyles amongst new residents, through reducing the need for travel by private car, and reducing single occupancy car journeys, providing non-car mode travel options for journeys, and influencing modal choice.
- 10.5 The overarching target will be to achieve an annual reduction in single occupancy car trips from the development site to achieve a 10% reduction by year five.
- 10.6 In addition to the comprehensive pedestrian, cycle and public transport infrastructure proposals that will be delivered alongside the development, the Travel Plan puts forward a range of non-infrastructure or 'soft' measures aimed at influencing modal choice for travel to the site:
- Measures to promote walking and cycling, including provision of plans showing walking and cycling routes to local facilities, and a bicycle user group;
 - A £500 sustainable travel voucher for every household (first owner of each dwelling) with residents being able to choose from a menu of incentives (i.e. public transport tickets, bikeability training, financial contributions towards a new bicycle or equipment);
 - Promotion of public transport, including the delivery of a new bespoke private bus service at the development between Hurst and Twyford;
 - Promotion of public transport information for the wider bus services within the vicinity of the site;
 - Promotion of car sharing schemes and school car share initiative;
 - Promotion of the 'MyJourney Wokingham' platform;
 - A resident's travel information pack; and

- Provision of up-to-date travel information by other means, including a community travel web page.

10.6.1 A structure for management and implementation of the Travel Plan is set out in this Travel Plan. A Travel Plan Co-ordinator will be appointed prior to first occupation of the new residential development and be in place for 5 years. The Travel Plan Co-ordinator will oversee the implementation of the proposed measures and a suggested timetable for the implementation of these measures has been put forward. A framework is proposed for the handover of the Travel Plan at the end of the developer's involvement (5 years after initial occupation, subject to achieving the targets).

10.6.2 A monitoring strategy is proposed which will include questionnaire surveys to promote the involvement of residents. Monitoring reports over the period of the Travel Plan will be submitted to WBC setting out the results of the travel surveys against the targets and objectives identified within the Travel Plan.

FIGURE 1 Site Location Plan





Key
 Site Boundary



**The Square, Basing View,
Basingstoke, Hampshire, RG21 4EB**

Tel: 01256 898 366

 www.i-transport.co.uk

Title:

Site Location Plan

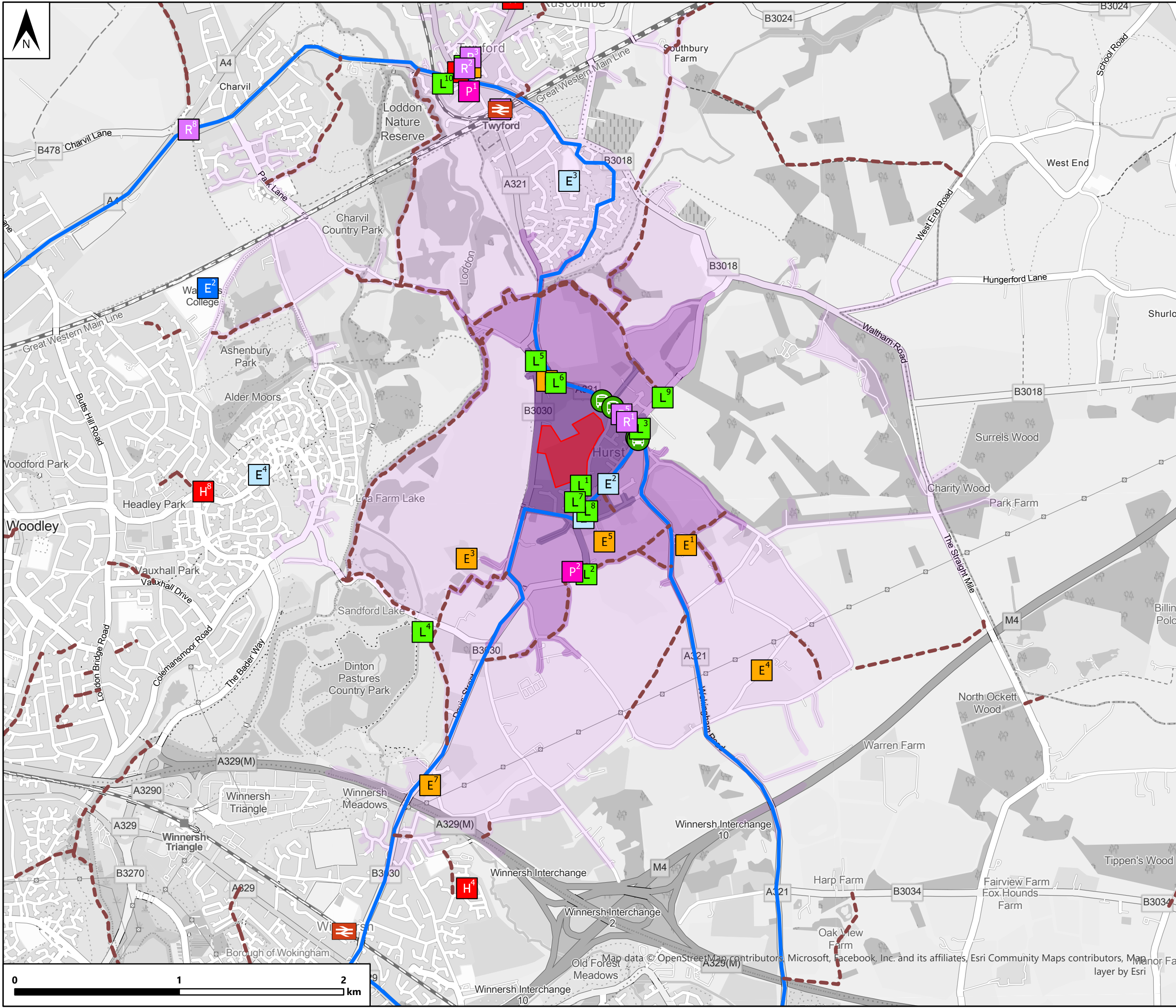
Project:

Land East of Lodge Road, Hurst

Project Number:	Figure Number:	Revision:
ITB19328	Figure 1	-

FIGURE 2 Accessibility Plan – Wider Area





Key

Site Boundary

Existing PROW Network

Local Bus Stops

128/129 Bus Service

800m Walking Catchment

1600m Walking Catchment

3200m Walking Catchment

Twyford Rail Station

Winnersh Rail Station

Hurst Post Office

Tesco Express

Waitrose and Partners

Texaco

The Co-operative

Whistle Stop

St James & St Mary Virgin Church

St Nicholas' Church

Hurst Allotments

Hurst Bowling Club

Hurst Cricket Club

Dinton Activity Centre

Elephant and Castle Public House

Hurst Gospel Hall

Hurst Recreation Ground

Hurst Village Hall

The Green Man Public House

Twyford Library

Puccino's

Twyford Health Club

Day Lewis Pharmacy

Twyford Surgery

D W Young Dental Laboratories

The Loddon Vale Practice

Beech Court Business Centre

Broadwater Lane Businesses

Lea Farm Business Unit

Nelsons Lane

Orchard Nursery Businesses

Twyford High Street

Andrew G Lajer Ltd

St Nicholas Pre School

St Nicholas CofE Primary School

Waingells College

The Colleton Primary School

Woodley C of E Primary School

Contains OS data © Crown copyright and database right 2022
Contains public sector information licensed under the
Open Government Licence v3.0
© Crown copyright 2022 OS 100044286.

Basingstoke: 01256 898 366
Leeds: 0113 280 5805
London: 020 3705 9215
Manchester: 0161 830 2172
Solent: 0331 6300366

www.i-transport.co.uk

Title:

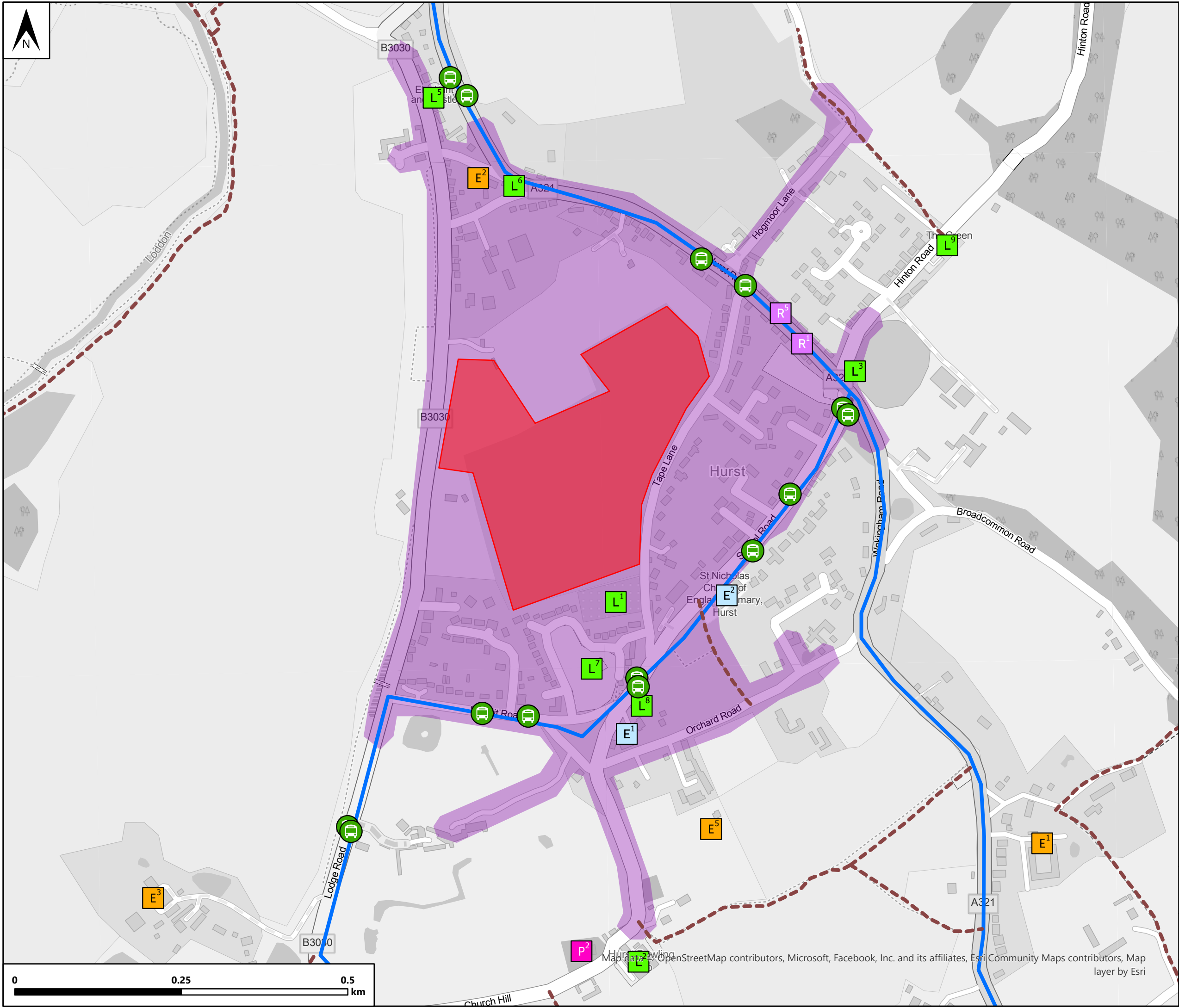
Wider Facilities and Services

Project:

Land East of Lodge Road, Hurst

Project Number:	Figure Number:	Revision:
ITB19328	Figure 2	-

FIGURE 3 Accessibility Plan – Hurst Village



Key

- Site Boundary
- Existing PROW Network
- Local Bus Stops
- 128/129 Bus Service
- 800m Walking Catchment
- Hurst Post Office
- Hurst Provisions
- Hurst Allotments
- Hurst Bowling Club
- Hurst Cricket Club
- Elephant and Castle Public House
- Hurst Gospel Hall
- Hurst Recreation Ground
- Hurst Village Hall
- The Green Man Public House
- Beech Court Business Centre
- Broadwater Lane Businesses
- Lea Farm Business Unit
- Orchard Nursery Businesses
- St Nicholas Pre School
- St Nicholas CofE Primary School
- St Nicholas' Church

Contains OS data © Crown copyright and database right 2022
Contains public sector information licensed under the
Open Government Licence v3.0
© Crown copyright 2022 OS 100044286.

i-Transport

Basingstoke: 01256 898 366
Leeds: 0113 280 5805
London: 020 3705 9215
Manchester: 0161 830 2172
Solent: 0331 6300366

www.i-transport.co.uk

Title:

Local Facilities and Services Plan

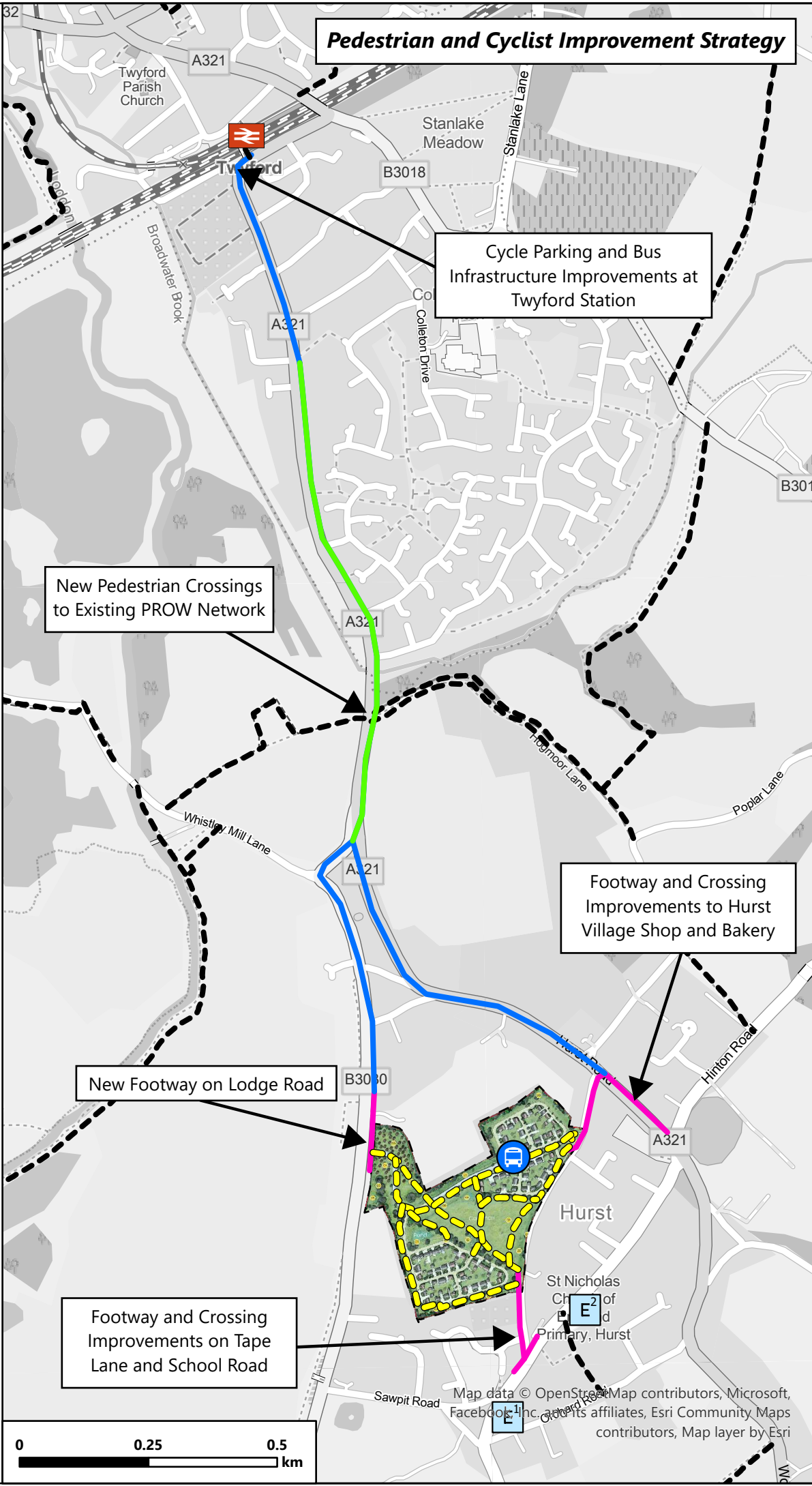
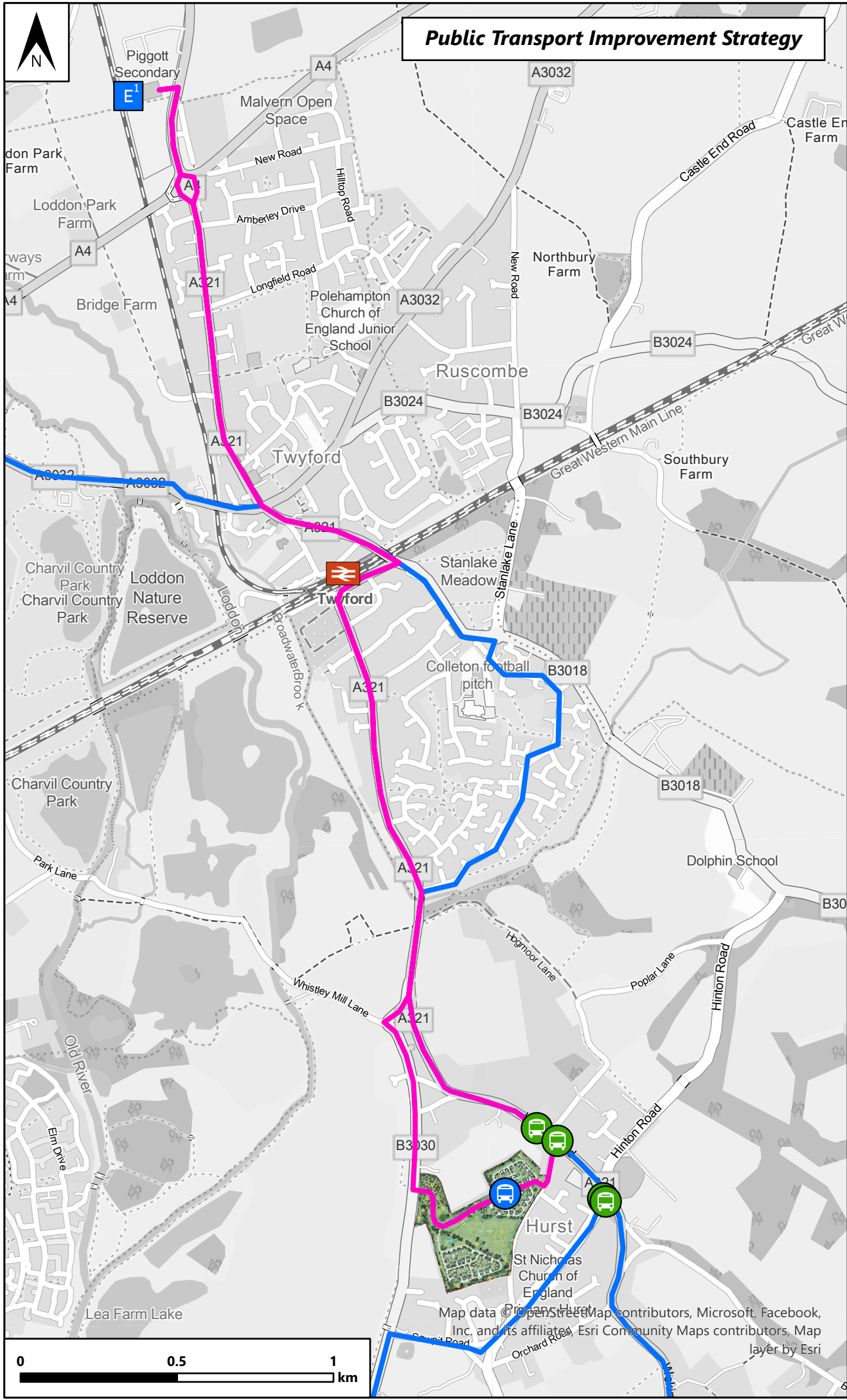
Project:

Land East of Lodge Road, Hurst

Project Number:	Figure Number:	Revision:
ITB19328	Figure 3	-

FIGURE 4 Sustainable Transport Strategy





Public Transport Improvement Strategy

- Twyford Rail Station
- Local Bus Stops
- Bus Stop and Mobility Hub
- The Piggot CofE Secondary School
- New Private Bus Service
- 128/129 Bus Service

Pedestrian and Cyclist Improvement Strategy

- Twyford Rail Station
- Bus Stop and Mobility Hub
- Existing PROW Network
- Pedestrian Infrastructure Improvements
- On-Carriageway Cycle Improvements
- New Shared Footway/Cycleway
- Internal Movement Network
- St Nicholas Pre School
- St Nicholas CofE Primary School

Contains OS data © Crown copyright and database right 2022
Contains public sector information licensed under the
Open Government Licence v3.0
© Crown copyright 2022 OS 100044286.

i-Transport

Basingstoke: 01256 898 366
Leeds: 0113 280 5805
London: 020 3705 9215
Manchester: 0161 830 2172
Solent: 0331 6300366

www.i-transport.co.uk

Title: **Sustainable Transport Strategy**

Project: **Land East of Lodge Road, Hurst**

Project Number:	Figure Number:	Revision:
ITB19328	Figure 4	-

APPENDIX A.Draft Resident Travel Survey

Residential Travel Survey

About You

1. Your place of work postcode

2. Your home postcode

3. Your house name / number

4. Gender Male Female

5. Age Group

Under 18 18 - 34 35 - 44 45 - 60 60+

6. Number of people in household

1 2 3 4+

7. Number of cars per household

1 2 3 4+

8. Number of bicycles per household

1 2 3 4+

9. Do you have a disability that affects your travel arrangements?

Yes No

About your job

10. Do you work? 1-3 days 4 days Full time Shifts

Other, please specify

11. What hours do you normally work? Regular Office Flexi

Other (please specify)

12. Do you work from home?

No 1-2 days 3-4 days Full time

13. Are there any aspects of your job that require you to have the use of a car?

None Attend meetings Visit site / clients Other

Travel to work

14. How do you normally travel to work?

Walk/jog

Bicycle

Bus

Train

Taxi

Motorbike

Car on own

Car Share

Other (please specify)

15. What alternatives do you occasionally use?

Walk/jog

Bicycle

Bus

Train

Taxi

Motorbike

Car on own

Car Share

Other (please specify)

16. How far do you travel to work? (one way)

Up to 1 mile

1 - 3 miles

3 - 10 miles

10 - 20 mile

Over 20 miles

17. How long does it normally take you to get to work? (one way)

0 - 15 mins

16 - 30 mines

30 - 60 mins

60 mins +

18. If walking or cycling are a practical alternative for you, what would encourage you to do so? (select up to 2 answers)

Free transport home in an emergency

Covered and secure cycle parking

Changing / locker facilities

Pool car available for business use

Other (please specify)

For drivers only

19. Is a car share a possibility if a suitable sharer/s was found?

Yes

No

I already car share

20. Which of the following would most encourage you to car share? (select up to 3 answers)

Help in finding a car share partner		Financial incentives for car shares	
Free transport home in an emergency		Pool car available for business use	
Priority parking for car sharers			
Other, please specify			

21. Is bus or train travel a possibility?

Yes		No		Both	
-----	----------------------	----	----------------------	------	----------------------

Which is most convenient?

Bus		Train	
-----	----------------------	-------	----------------------

22. What would encourage you to use the bus or train more frequently to commute? (select up to 3 answers)

More direct train/bus route		Pool car available for business use	
More frequent services		More reliable services	
Better information on times and fares			
Regular link between station/bus stop and place of work			
Other, please specify			

24. For what other purposes do you regularly travel from home, please indicate number of trips per week in box.

Education for self		Education for dependants	
Access to Health services		Access to retail services	
Leisure			
Other, please specify			

This information is collected in accordance with the Data Protection Act 2018.

The data has been collected for the purposes of:-

- * establish travel patterns to site;
- * to assist with setting objectives for the Travel Plan which may be implemented in the future
- * to monitor travel patterns at the site over set periods of time to quantify modal shift.

