

Crowthorne Care Home  
Lower Wokingham Road  
Crowthorne  
Wokingham

Barchester Healthcare

Travel Plan v2

October 2025

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## **APPENDICES**

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Appendix 3	Local Cycle Routes
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## 1.0 INTRODUCTION

### 1.1 Background

1.1.1 This Travel Plan has been prepared in regards to Crowthorne Care Home to be operated by Barchester Healthcare at a site on Lower Wokingham Road in Crowthorne, Wokingham. The permitted development is a 60 bedroom residential care home for the elderly.

1.1.2 Planning permission for the care home was granted at Appeal in September 2024 under Wokingham Borough Council (WBC) reference 223256. Planning condition 23 of the consent relates to approval of a Travel Plan:

*'Prior to the first occupation of the development hereby permitted, a Travel Plan shall be submitted to and approved in writing by the local planning authority, together with a timetable for its implementation. The Travel Plan shall be based on the principles set out in the Framework Travel Plan reference C21060/TP01 dated October 2022 and shall include modal targets to achieve its objectives and a timetable for their achievement. The Travel Plan shall be implemented in accordance with the approved timetable and details and implemented thereafter.'*

1.1.3 Comments from the highways team at Wokingham Borough Council have been provided in a consultation review dated 24<sup>th</sup> September 2025 of the initially submitted Travel Plan. The Travel Plan has therefore been updated to this version 2 to address the matters raised.

1.1.4 The Travel Plan has been prepared for the care home in accordance with guidance set out in Wokingham Borough Council's Work Place Travel Plan Guidance document as well as the Government's National Planning Policy Framework which aims to reduce reliance on the private car. The principles set out in the Framework Travel Plan, October 2022 prepared by Apex Transport Planning and submitted with the planning application have also informed preparation of this document.

1.1.5 This document sets out Barchester's commitment to provision of the Travel Plan and the measures proposed to promote non-car means of travel to the development. The Travel Plan will be implemented by Barchester in liaison with highway/travel planning officers at Wokingham Borough Council.

1.1.6 The majority of measures proposed in this Travel Plan will be implemented prior to occupation by residents, excluding the staff travel surveys, with a number of measures ongoing over the life of the Travel Plan. The Travel Plan is initially an 'Interim' document until completion of the baseline staff travel survey and adoption of mode of travel targets by the operator.

1.1.7 This Travel Plan also complies with the BREEAM criteria for new buildings set out in Technical Manual SD5079: BREEAM UK New Construction v6.1.2, 2024.

## 1.2 Aims of the Travel Plan

- 1.2.1 A Travel Plan is a general term for a package of measures tailored to the needs of an individual site and occupier and aimed at promoting environmentally friendly travel choices and reducing overall reliance on the private car, particularly single occupancy journeys.
- 1.2.2 A Travel Plan is a dynamic process that develops over a period of time in accordance with the operation of the site and the surrounding environment. Once implemented, regular monitoring over the period of occupancy of the development determines the trend in travel mode split. Reviews assess changes in modal split and identify potential improvements to encourage alternative means of transport to the car.
- 1.2.3 Due to the specialist nature of the care home residents are typically frail and/or living with cognitive impairments such as dementia and would not own a car or travel off site regularly, particularly by walking or other sustainable travel modes. This Travel Plan is therefore aimed at encouraging staff and visitors to the care home to use sustainable modes of transport. It contains a number of incentives to help implement both national and local Government's aspirations for sustainable development including encouraging walking, cycling, use of public transport and car sharing and discouraging use of single occupancy car journeys.
- 1.2.4 A Travel Plan can bring a number of benefits to an organisation, staff and the local community and environment. These benefits can include:
- Reduced congestion and journey times;
  - Improved health and reduced stress associated with driving;
  - Potential time and cost savings;
  - Improved public transport services;
  - Reduced demand for car parking;
  - Reduced impact on air quality and noise and thereby on national and global environmental problems such as global warming; and
  - Improved environmental image of the site.

1.2.5 By their nature Travel Plans should be dynamic documents updated to respond to changes in transport facilities with the aim of reducing dependency on the private car. The main objectives of the Travel Plan are to:

- Raise awareness of transport issues and reduce the impact of traffic on the local environment;
- Encourage staff and visitors to use non-car means of transport by raising awareness of the available sustainable travel options;
- Minimise the traffic and parking demand generated by the development;
- Reduce journey times and produce cost savings for staff;
- Provide pedestrian and cycle facilities for staff and visitors; and
- Improve health, resulting in reduced stress for individuals.

1.2.6 This Travel Plan also includes details of future monitoring which will be undertaken in liaison with officers at WBC.

### 1.3 Contents

1.3.1 The Travel Plan continues in:

- Section 2 with a description of the existing transport context including a review of existing accessibility for all road users;
- Section 3 with a description of the development details;
- Section 4 with an outline of the Travel Plan strategy and management;
- Section 5 with the measures to be implemented;
- Section 6 which outlines the monitoring and review programme, including targets;
- Section 7 with a summary of the timescales for implementing measures;
- Section 8 with an Action Plan;
- Section 9 with a summary of BREEAM compliance; and
- Section 10 with a list of useful information sources.

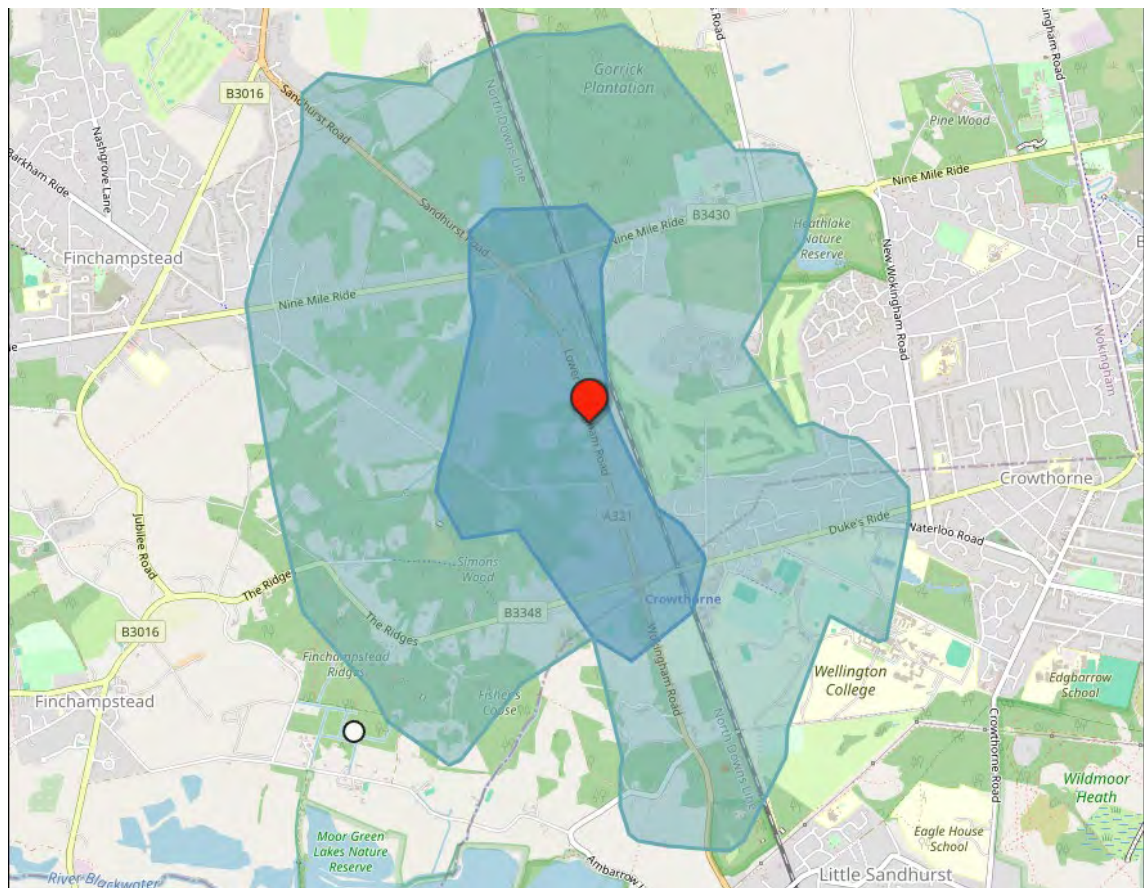
## **2.0 SITE ACCESSIBILITY**

### **2.1 Site Location and Local Area**

- 2.1.1 The site is off the west side of the A321 Lower Wokingham Road some 2.2km north west of Crowthorne High Street and 4km south of Wokingham town centre with Bracknell some 6.8km to the north east and Camberley some 6.7km to the south east of the site. The local area and road network are shown at Appendix 1.
- 2.1.2 The A321 Lower Wokingham Road is subject to a 40mph speed limit in the vicinity of the site and locally provides direct access to residential properties. The A321 continues north as Sandhurst Road and Finchampstead Road into Wokingham and south via Sandhurst to meet the A30 in Camberley.
- 2.1.3 The A321 Lower Wokingham Road/Wokingham Road meet the B3348 Wellingtonia Avenue/Duke's Ride at the Wellingtonia roundabout some 740m south of the site. The A321 Lower Wokingham Road/Sandhurst Road meet the B3430 Nine Mile Ride at the Queensmere double roundabout some 850 north of the site. The B3348 and B3430 provide west-east routes through the local area including links to Bracknell.

### **2.2 Footways and Cycleways**

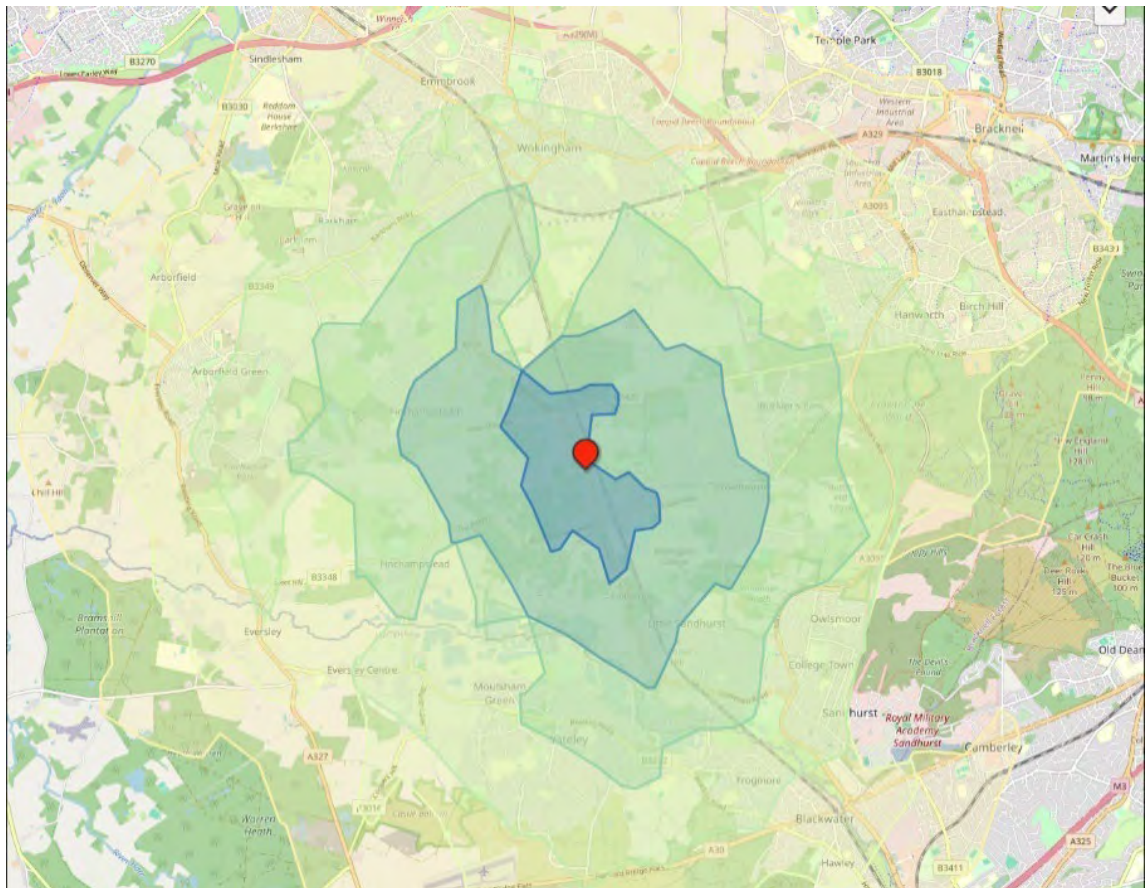
- 2.2.1 In general there is continuous footway provision in the local area which connects the site to facilities and services in Crowthorne and further afield within acceptable walking distances including bus stops, a train station and residential areas.
- 2.2.2 Lower Wokingham Road is lit, straight in alignment for good forward visibility purposes and relatively flat. Footways are provided along both sides of the road to the north and south of the site. The footway on the east side of the road continues for some 400m north from the site to an access serving the properties of Sukawa and Arlington. The footway on the west side of the Lower Wokingham Road adjacent to the site continues along the full length of the road.
- 2.2.3 Formalised crossing points are limited on Lower Wokingham Road. However crossing the road by people with mobility impairments in wheelchairs or mobility scooters is feasible at opposing dropped kerb accesses to residential properties at a number of locations.
- 2.2.4 Dropped kerb crossing points are provided at the majority of side road junctions and across the arms at the Queensmere and Wellingtonia roundabouts respectively to the north and south of the site. This enables the site to be connected for walking journeys to local facilities and the train station on Duke's Ride as well as bus stops on Nine Mile Ride.



1km and 2km Walking Isochrones (Openroute Service)

- 2.2.5 There are no on or off-road cycling facilities provided along local roads.
- 2.2.6 A number of cycle routes in the vicinity of the site along unsurfaced and quiet links are identified on the Wokingham Area Cycle Map produced by WBC. An extract of the wider Wokingham Area Cycle Map is provided at Appendix 2.
- 2.2.7 The cycle routes connect from Lower Wokingham Road and continue to Crowthorne and Finchampstead via quiet links along Roman Road, which is a Byway open to all traffic (BOAT), and Heath Ride, which is a Restricted Byway, as well as other unsurfaced traffic free links. The local routes link to other routes in the wider area that connect to Wokingham.
- 2.2.8 The Roman Road junction with Lower Wokingham Road is some 270 south from the site. Heath Road is a diagonal route between the Wellingtonia Roundabout and Nine Mile Ride some 1.3km west of the Queensmere Roundabout.





**5 minute interval Cycling Isochrones (Openroute Service)**

- 2.2.9 The cycling isochrones demonstrate that a significant area can be reached within a 30 minute cycle from the site, including Wokingham, Bracknell, Blackwater, Yateley and Sandhurst with a number of residential areas reachable within a 10-15 minute cycle journey.

## 2.3 Public Transport

### Bus Services

- 2.3.1 Buses in the local area operate along the B3430 Nine Mile Ride with the nearest bus stops at 'Kings Mere' provided a 940m/12 minute walk from the site to the west of the Queensmere Roundabout. Flags and timetables are provided at each bus stop. The pedestrian route to the bus stops from the site along Lower Wokingham Road and Nine Mile Ride is equipped with footways, dropped kerb crossing points and street lighting.

- 2.3.2 The bus stops serve the no. 125/125A/125B Thames Valley Buses service between Wokingham and Crowthorne/Pinewood Crossroads via Finchampstead. The bus times for the Kings Mere bus stops are:

125 / 125A / 125B Timetable						
Bus Stop	Route	Mon-Fri AM Peaks	Mon-Fri Daytime	Mon-Fri PM Peaks	Sat	Sun
'Kings Mere'	Wokingham to Crowthorne	07:31 08:38	10:05 12:10 14:15 16:01	16:49 17:31	10:05 12:04	No service
'Kings Mere'	Crowthorne to Wokingham	07:52	10:24 12:29 14:34	16:50 17:50	10:52 12:52	No service

- 2.3.3 A bus routes plan is provided at Appendix 3.

### Rail

- 2.3.4 Crowthorne train station is a 980m/12-13 minute walk from the site to the east of the Wellingtonia Roundabout on Duke's Ride. The pedestrian route to the station from the site along Lower Wokingham Road and Duke's Ride is equipped with footways, dropped kerb crossing points and street lighting.
- 2.3.5 The station serves Great Western Railway hourly services to Reading and Gatwick Airport via Reigate, Guildford and Wokingham.
- 2.3.6 Facilities at Crowthorne station include 24 cycle parking spaces and 42 car parking spaces.

## **3.0 CARE HOME DETAILS**

### **3.1 Scheme Details**

- 3.1.1 The permitted scheme is a 60 bedroom care home with some 28 car parking spaces and an ambulance bay as shown at Appendix 4. Parking for staff and visitor bicycles, EV charging points and service vehicle turning facilities will also be provided as part of the development.
- 3.1.2 The care home building will be provided on the western part of the site with car parking provided to the east of the building. The building entrance is in the middle of the building opposite the site road.
- 3.1.3 Vehicular access to the permitted care home development will be provided at an improved 4.8m wide bellmouth arrangement off Lower Wokingham Road in the central part of the site frontage. A 1.8m wide footpath will be provided through the site to the building entrance and connect to the existing footway along Lower Wokingham Road north of the vehicular access.
- 3.1.4 The access road will lead to a hammerhead road arrangement that will serve car parking and servicing. A bin store will be provided off the northern end of the hammerhead parking aisle.

### **3.2 Off-site Improvements**

- 3.2.1 As part of the walking strategy for the care home a new dropped kerb crossing point with tactile paving and a refuge island will be provided on Lower Wokingham Road some 25m south of the site access. This will improve the pedestrian connection for the site as well as for existing residences on Lower Wokingham Road and in the local area.

### **3.3 Parking**

#### **Car Parking**

- 3.3.1 A total of some 28 car parking spaces including three disabled bays is proposed for the care home development. Care home residents are typically frail and in their mid-eighties and would not own a car. In practice the parking provision will therefore serve staff and visitors only.
- 3.3.2 Twelve car spaces as well as the ambulance bay will be arranged as perpendicular bays off the northern parking aisle with the remaining 16 spaces including disabled bays provided off the southern parking aisle. The disabled bays will be provided with additional 1.2m wide safety margins and located adjacent to the building entrance for convenience.
- 3.3.3 The permitted scheme includes one active EV charging point with a further passive bay equipped with infrastructure to allow connection in the future.

- 3.3.4 One or two car spaces could initially be reserved for car sharers subject to demand.
- 3.3.5 A layby and kerbed section of road will be provided adjacent to the building entrance to allow drop-off and collection of staff, visitors and residents by friends, relatives or taxis.

### **Cycle Parking**

- 3.3.6 Four covered cycle parking spaces at two Sheffield stands will be provided for care home staff and visitor use at the northern end of the car park.

## **3.4 Staff and Operational Information**

- 3.4.1 The nature of employment at care homes is that staff are generally employed from the local area. The typical catchment area for both staff and residents for a residential care home is around five miles or eight kilometres. Practically this means that the majority of staff could come from Wokingham, Bracknell, Camberley, Crowthorne, Yateley and Blackwater around the site.
- 3.4.2 Care homes provide a 24 hour operation with typically three shifts for care staff. These normally comprise the morning shift starting between 06:00 and 08:00, the afternoon shift starting at around 14:00–15:00 and the night shift typically at 20:00–22:00.
- 3.4.3 Ancillary staff such as those working in the kitchen and housekeeping can also work outside normal hours with shifts arranged between 07:00 and 20:00. Some administrative as well as management staff work typical daytime hours of 09:00–17:00.
- 3.4.4 The proposed care home is likely to employ up to around 48 staff in full-time and part-time roles with a maximum of 14 staff expected on site at any one time when the care home is at or near full occupation. There would be no staff living on the site. The night shift would have the lowest staffing levels with around 4 staff likely to be on duty.
- 3.4.5 Given the timing of the shifts the majority of staff arrivals and departures avoid local morning and evening peak traffic periods and are also staggered throughout the day which minimises congestion at staff shift changeover times. Care staff numbers on site generally only increase marginally at shift changeover times as the handover process is done gradually over a period as staff on the following shift arrive.
- 3.4.6 Shift patterns depend on the needs of the residents staying in the care home at that time. The main shift would be in the morning when greater help is generally needed with residents. In the afternoon fewer staff would be required because of resident activities and trips away from the home.
- 3.4.7 Facilities for staff at the care home would include a staff room as well as shower and changing rooms and lockers on the second floor.

### **3.5 Visitors**

- 3.5.1 Visitors will be permitted to visit friends and relatives staying at the care home at any time during the day. Trips to the care home made by private car are likely to be shared with other trips such as shopping or journeys from work or school. This means that many of the vehicle trips to the site will already be on the wider road network in any event.

### **3.6 Servicing**

- 3.6.1 The care home will typically be serviced by delivery vehicles comprising mainly vans and 7.5T lorries with an occasional delivery by a lorry. Delivery lorries are typically a multi-compartment vehicle which allows dry/ambient as well as frozen goods included in the same delivery for efficiency and fewer trips. Refuse and recycling collection will be undertaken typically once or twice per week.
- 3.6.2 All servicing will be undertaken from within the site. A service entrance into the building will be provided off the northern parking aisle with a footpath along the front of the building linking them. Delivery vehicles will enter the site and turn onto the southern parking aisle before reversing to the northern aisle and stopping adjacent to the service entrance for unloading. Goods will be wheeled or carried to the service or building entrances as appropriate.
- 3.6.3 An external refuse store will be provided at the northern end of the hammerhead parking aisle. Refuse vehicles will also first enter the southern parking aisle from the access and then reverse towards the bin store for emptying bins.
- 3.6.4 The arrangement of the internal roads to the north and south of the access will provide an appropriate turning facility to ensure service vehicles can enter and leave the site in a forward gear.

## **4.0 TRAVEL PLAN MANAGEMENT AND IMPLEMENTATION**

### **4.1 Travel Plan Coordinator**

- 4.1.1 A Travel Plan Coordinator (TPC) will be appointed prior to opening of the care home. This is likely to be a member of staff but could be an external consultant.
- 4.1.2 The Coordinator will be appointed on the basis of enthusiasm, keen interest and commitment to ensure the promotion of sustainability and alternative travel measures to the car. Staff will be recruited in the build-up to opening as well as after opening as resident numbers increase and therefore appointing the Coordinator closer to the opening date will provide a wider source of potential candidates.
- 4.1.3 The name and contact details of the appointed Travel Plan Coordinator as well as the care home manager will be provided to the TP Team at Wokingham Borough Council for ongoing liaison on Travel Plan matters.
- 4.1.4 The Coordinator will promote the Travel Plan at all levels within the organisation with the support of the General Manager and will typically work flexibly on Travel Plan matters for 1-2 hours per week including to address queries as they arise.
- 4.1.5 The general duties of the Travel Plan Coordinator are to ensure full provision of the agreed measures of the Travel Plan, organise staff travel surveys when required and liaise with management and contacts at the Council when required. Development of strategies for achieving the targets set within the Travel Plan will also be undertaken.
- 4.1.6 The Travel Plan Coordinator will liaise with the General Manager to review Travel Plan matters and ensure that all measures are in place for when the operational staff arrive and begin work at the care home. After opening meetings will then be undertaken on an ongoing basis for updates and to discuss new ideas.
- 4.1.7 A key role of the Coordinator during the early stages will be to promote the Travel Plan to potential staff as part of the recruitment process and to potential residents' visitors as part of the marketing of the care home.
- 4.1.8 The Coordinator will draw up an Action Plan based on the table in Section 8 of this TP. This includes all the measures to be implemented as part of the scheme with a timetable and ideas for marketing and promotion of the Plan. Potential new measures will be added as required.
- 4.1.9 If the Coordinator leaves the care home or moves to a position that does not allow continuation of the Travel Plan duties another current member of staff, a new member of staff or external consultant will be appointed to take over the role. The Council will be advised of the new contact details. If possible a period of overlap between the current and new Coordinators will be provided to allow for a convenient handover of ongoing tasks and any required training.

## **4.2 Management Support**

- 4.2.1 The Travel Plan and associated measures will be operational for a minimum period of five years from first occupation of the care home.
- 4.2.2 It will be important to secure the support and financial backing of senior management in implementing the Travel Plan. A budget to support ongoing and new measures will be incorporated into the general operational budget for the care home. This will cover administrative costs such as stationery, promotional material, walking/cycling safety equipment and computer usage for a five year period.
- 4.2.3 The general approach to staff management at the site will recognise the requirement to promote the Travel Plan and support staff in their ability to travel by alternative modes of transport to single occupancy car trips.



## 5.0 SUSTAINABLE TRAVEL MEASURES AND INITIATIVES

### 5.1 Travel Information Board

- 5.1.1 A staff travel information board will be provided in the staff room prior to occupation of the care home. The board will display the following information:

#### **Walking**

- details of safer and convenient pedestrian routes to areas within 2km;
- information regarding general pedestrian safety; and
- notice of national/local travel awareness events such as National Walk to Work Day and World Car Free Day.

#### **Cycling**

- details of designated cycle routes in the area;
- details of on-site cycle parking and shower/changing facilities;
- information regarding local cycle shops and potential discounted purchases;
- general safety information on cycling; and
- notice of promotions such as National Cycling Week.

#### **Public Transport**

- bus maps and timetable information, including site specific information;
- web address details for journey planner websites including MyJourney Wokingham and Traveline;
- location of bus stops;
- information regarding tickets including potential discounts; and
- information on local taxi firms.

#### **Car Sharing**

- promotional information regarding the benefits of car sharing;
- details of informal car share scheme at the care home;
- list of staff members offering or requesting a lift to or from work with details of times and points of departure; and
- details of online Liftshare car sharing scheme.

- 5.1.2 The information board will provide a point of reference for staff members in all respects of the Travel Plan, confirming the organisation's commitment to the Travel Plan and information on the designated member of staff to contact for more information.

- 5.1.3 The board will also be used for displaying travel information, correspondence between the Coordinator and staff members, relevant promotion and advertising and providing updates on the performance of the Travel Plan.



- 5.1.4 Travel information will also be available to relatives, friends and other regular visitors and will include public transport information and timetables and details of local cycle and walking routes.
- 5.1.5 Internet access will be made available to all staff to allow them to view relevant websites on sustainable travel modes, including the Traveline and MyJourney websites, and obtain up-to-date local travel information such as public transport timetables as required.
- 5.1.6 A number of travel related contact details is provided in Section 10. This list is not exhaustive and any further useful contact information will also be provided on the Travel Plan Information Board.

## **5.2 Walking and Cycling Strategy**

- 5.2.1 Detailed information for pedestrians and cyclists, such as safer route advice, will be provided on the travel information board. Promotions such as Walk to Work Day and National Bike Week and will also be provided on the travel information board.
- 5.2.2 Four cycle spaces for staff and visitors to use will be provided by way of two covered Sheffield stands in the northern car park. Usage of the cycle parking will be monitored to identify whether additional spaces are required.
- 5.2.3 The Travel Plan Coordinator will keep basic cycle repair tools and spares including puncture repair kit and tyre inner tubes on site for use by staff if a problem with their bicycle occurs. Any used spares will be replaced as required.
- 5.2.4 Changing facilities including lockers and showers will be provided for all staff to use next to the staff room on the second floor.
- 5.2.5 Regular walkers and cyclists will be offered the use of safety equipment such as personal alarms and high-viz vests and a pool of umbrellas will also be available for staff to use.
- 5.2.6 A Bicycle User Group (BUG) could be established for cyclists to discuss cycling issues with each other and the Travel Plan Coordinator. The Coordinator will liaise with cyclists to consider whether a group would be welcomed.
- 5.2.7 A Cycle-to-Work scheme for the tax-free purchase of bicycles for staff will be available with staff able to apply to the scheme after their probationary period. However, due to tax laws associated with this scheme it may not be possible for all staff to benefit from it. The scheme typically also provides funding for cycling accessories such as helmets, lights and reflective and wet weather clothing.
- 5.2.8 The Coordinator will consult outdoor clothing shops on potential discounts for employees on the purchase of waterproof clothing to encourage walking in inclement weather. These could include Millets or Mountain Warehouse in Wokingham Town Centre.

- 5.2.9 Local cycle shops will be approached to discuss and negotiate, if feasible, a discount scheme for the purchase of cycles and cycling accessories. These could include Berkshire Cycle Company, Dave's Cycle Works and Vanguard Cycles.

### **5.3 Public Transport**

- 5.3.1 Up-to-date public transport information including internet access for journey planning websites will be made available on the staff travel information board and maintained up-to-date by the Travel Plan Coordinator.
- 5.3.2 The Coordinator will provide staff with information on purchasing season tickets and advise on any discounts available.

### **5.4 Car Sharing**

- 5.4.1 Car sharing involves staff commuter trips where two or more persons share a vehicle rather than drive separately.
- 5.4.2 An internal car sharing scheme will be implemented by the Travel Plan Coordinator at the care home to promote car sharing amongst staff. The information board will be used to display contact and journey details of staff looking for or offering a lift with colleagues.
- 5.4.3 Staff will also be encouraged to join the national Liftshare association. This will provide access to a larger database of potential car sharers working in the local area. Staff will be advised on how to register with this scheme.
- 5.4.4 Staff travelling to training courses/meetings will be encouraged to car share or travel together by taxi.
- 5.4.5 Subject to operational requirements and demand a number of car parking spaces could be reserved for regular car sharers. The number of car share spaces and demand for this facility will be reviewed on an ongoing basis.

### **5.5 Travel Welcome Pack**

- 5.5.1 On commencement of their employment staff at the site will be made aware of the Travel Plan, the commitment of Barchester to encourage sustainable travel to enhance the environment and the role of individuals in achieving this.
- 5.5.2 A 'Travel Welcome Pack' will be produced and issued to staff prior to starting on site. The pack will be produced in hard copy but would also be available electronically. The Pack will provide the following information:
- location of cycle parking;
  - walking and cycling routes;
  - advice on how active travel benefits individual health;
  - bus stops/train station locations and timetables including web links;

- list of web addresses for useful sites associated with buses, cycling, walking and car sharing; and
- information on forthcoming sustainable travel initiatives.

5.5.3 This will help ensure that all employees are able to consider sustainable transport options available to them prior to commencing work and allow promotion of sustainable travel as an active part of their induction process.

## **5.6 Flexible Working**

5.6.1 Barchester will review whether flexible working is feasible subject to resident care and operational requirements. This would enable employees to start and finish at times suitable to allow travel arrangements such as bus travel and car sharing. Such flexibility would also reduce the increase in parking demand at staff changeover times.

## **5.7 Guaranteed Lift Home**

5.7.1 In the event that a personal emergency arises for a regular sustainable transport user or if a car share arrangement falls through for staff at work the Travel Plan Coordinator will consider suitable options to help that person return home.

5.7.2 Options include suggesting an alternative bus home, checking for other car share drivers that could deviate from their normal route or organising a taxi from the care home's appointed provider.

## **5.8 Car Parking**

5.8.1 Occupation and use of the car parking spaces on site will be monitored regularly for levels of staff use including car sharers and visitor use. If through the monitoring demand for car parking is identified to regularly exceed the available spaces potential remedial measures will be considered to reduce demand by staff for parking on site.

5.8.2 Staff will be reminded of the aims of the Travel Plan and encouraged further to consider switching to sustainable travel modes rather than drive to work and thereby relieve pressure on the available parking. Options for improving the take up of car sharing will also be reviewed including matching up staff based on home locations and work times and potential for allocating car spaces for car sharers.

## **5.9 Promotion and Marketing**

5.9.1 The principle of the Travel Plan will be introduced to all potential staff during the recruitment process including at interview stage. All staff will therefore be made aware of the Travel Plan commitment and travel choices available prior to accepting a job and starting work.

- 5.9.2 Ongoing information relating to the Travel Plan and travel options available will be conveyed to staff through the staff Travel Information Board or other internal communication means such as newsletters. The Travel Plan Coordinator will also actively promote national green travel events such as 'Bike Week' and 'World Car Free Day' in advance.
- 5.9.3 Barchester will consider including details of the Travel Plan commitment on the company's website for the care home. Relevant sustainable travel information available could be linked to the operator's website for use by visitors as well as staff.
- 5.9.4 Meetings will be undertaken between the Coordinator and the care home manager to discuss ongoing Travel Plan matters and any issues raised and to advise on upcoming events and promotion opportunities.
- 5.9.5 A budget to support ongoing and new measures and initiatives will be incorporated into the general operational budget for the care home. This will include an allowance for the purchase of safety equipment, promotional material and organising special events.

#### **5.10 Visitor Information**

- 5.10.1 Information on public transport availability, local walking and cycle routes and on-site cycle facilities will be made available to regular visitors such as residents' families and friends. This aims to encourage them to arrive at the care home by means other than the car. The Travel Plan Coordinator will be responsible for making the appropriate information available to visitors.
- 5.10.2 The travel information for residents' families will be available prior to the residents moving in to the care home. Travel information will also be provided to professional visitors such as hairdressers and entertainers etc. prior to their visit.

## **6.0 TRAVEL PLAN MONITORING AND REVIEW**

### **6.1 Baseline Travel Surveys**

- 6.1.1 The first staff travel survey will be undertaken at the care home around six months after first occupation to identify the travel patterns of staff to the site. Staff are gradually recruited as residents move in over the first few months. It will therefore not be efficient or accurate to undertake a survey any earlier than six months as staff and resident numbers may still be low.
- 6.1.2 A snap-shot survey of residents' visitors will also be undertaken around the same time to identify key facts such as mode of transport used, number of passengers, origin of journey and typical duration of stay.
- 6.1.3 If possible the surveys will be undertaken in spring or autumn to avoid distortions around summer holidays or colder weather conditions in winter. The staff survey could be undertaken using the form shown at Appendix 5 or in an electronic form.
- 6.1.4 The results of the travel surveys will be reviewed by the Travel Plan Coordinator in liaison with senior management and summarised in a short monitoring report. The results will form the baseline for mode of travel and will allow suitable modal share targets to be established.
- 6.1.5 The survey results and monitoring report will be shared with the Travel Plan Team at WBC for review as part of the monitoring process for comments and advice to help suggest modal split targets going forward. Discussions with WBC would include imparting any new information on local improvements such as pedestrian and cycling facilities or changes to public transport that could benefit the site.

### **6.2 Travel Plan Monitoring**

- 6.2.1 The Travel Plan Coordinator will be responsible for ongoing monitoring of the progress of the Travel Plan throughout the period of occupancy. This involves monitoring the uptake of each initiative and scheme amongst staff including cycle and car parking usage and identifying potential new measures such as reserved car sharing spaces.
- 6.2.2 Follow-up staff and snap-shot visitor travel surveys will be undertaken by the Travel Plan Coordinator on a biennial basis around the first, third and fifth anniversaries of the baseline survey to identify changes in mode of travel and success of the procedures implemented in achieving the targets agreed with WBC. The results of the surveys will be summarised in further monitoring reports and submitted to WBC for further discussion.
- 6.2.3 The surveys in Years 1 and 3 will include a multi-modal count of pedestrian, cycle and car movements at the care home over a typical weekday.

- 6.2.4 Subject to the modal split performance and agreement with senior management and WBC additional measures to reduce car usage could be suggested and implemented as soon as is reasonably practical. This will be undertaken whilst considering the feasibility of changing travel habits, the care home's operational requirements and the home locations of staff.

## 7.0 TRAVEL PLAN TARGETS

7.1 As the care home is not yet occupied by residents and staff to be employed at the care home are yet confirmed it is not practical to set realistic targets at this stage.

7.2 Appropriate targets will be set in liaison with Wokingham Borough Council after the first travel survey has been completed and an actual modal split is identified. The proposed targets should adhere to the 'SMART' principle whereby targets should be:

- Specific: Well defined and clear to those with basic knowledge of transport;
- Measurable: Concrete criteria for measuring progress;
- Achievable: Challenging and ability stretching, but still reasonable;
- Realistic: Within the availability of resources, time and knowledge; and
- Time-bound: Grounded within a timeframe.

7.3 Workplace statistics from the 2011 Census have been reviewed to identify the average modal split for employees working within the Mid Super Output Areas of 'Wokingham 019 and 020' in which the site is located. Indicative targets based around a 10% reduction in car driver modal share have been derived from the Census data:

Travel Mode	Census % Modal Split	Target % Modal Split
Walking	7.2%	9%
Bicycle	1.8%	4%
Bus	0.9%	4%
Train	3.3%	6%
Motorcycle	0.9%	1%
Car passenger	4.6%	6%
Car Driver	80.5%	70%
Other	0.8%	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>

7.4 The 2011 Census information will in any case be used to compare with the first staff travel survey results and to help set appropriate targets going forward.

7.5 If the baseline travel survey identifies a similar or higher level of car use than the Census level the indicative targets would be appropriate. However if the baseline survey shows a level of car use already at or lower than 70% then constraining the vehicle use to this surveyed baseline level would be appropriate going forward. Practically the care home would already be performing better than the surrounding area in terms of car use, potentially due to the Travel Plan measures implemented, and therefore a further reduction in vehicle use over time would not be considered appropriate.

## 8.0 ACTION PLAN

8.1 The table below sets out the timeframe for the implementation of the proposed measures associated with this Travel Plan:

Action	Timescale	Responsibility
Provision of cycle parking for staff and visitors	Prior to occupation	Contractor
Provision of showers and changing facilities for staff	Prior to occupation	Contractor
Appointment of Travel Plan Coordinator	Prior to occupation	Barchester
Construction of pedestrian crossing point	Prior to occupation	Contractor
Provision of travel information board	Prior to occupation plus ongoing updates	Barchester/TPC
Provision of travel information to staff	During recruitment process and ongoing	TPC
Set up internal Car Share Scheme	From occupation and ongoing	TPC
Provision of travel information to visitors	Prior to their visit where possible	TPC
Staff Travel surveys	Baseline within 6 months of occupation then on anniversary in years 1, 3 and 5	TPC
Discussions with WBC + submit monitoring report	After each staff survey for 5 years	TPC
Travel Plan review meeting with management	From appointment of TP Coordinator and ongoing	TPC
Promotion of World Car Free Day	Annually 1 month prior to event in September	TPC
Promotion of Walk to Work Week	Annually 1 month prior to event in May	TPC
Promotion of National Bike Week	Annually 1 month prior to event in June	TPC
Promotion of National Liftshare Week	Annually 1 month prior to event in October	TPC
Review of measures in place	Annually after travel surveys	TPC/Barchester
Car/cycle parking monitoring	Ongoing	TPC



## 9.0 BREEAM COMPLIANCE SUMMARY

9.1 The list of BREAAAM assessment criteria relating to Travel Plan measures set out in the Technical Manual SD5079 section Tra 01 *Transport Assessment and Travel Plan* has been addressed in this document. The table sets out the criteria with reference to the corresponding paragraph numbers in this Travel Plan or annotations:

Travel Plan Measures	Travel Plan Paragraph Nos.
<i>Negotiation with local bus, train or tram companies.</i>	5.3.2
<i>Provision of a public transport information system in a publicly accessible area.</i>	5.1, 5.1.4, 5.3.1
<i>Provision of electric recharging stations.</i>	3.3.3
<i>Provision of parking priority spaces for car sharers.</i>	3.3.4, 5.4.5
<i>Consultation with the local authority on the local cycling network and on improvements.</i>	4.1.5, 6.1.5
<i>Provision of dedicated and convenient cycle storage.</i>	3.3.6, 5.2.2
<i>Provision of cyclists' facilities.</i>	3.4.7, 5.2.3 – 5.2.4
<i>Lighting, landscaping and shelter to create pleasant pedestrian and public transport waiting areas.</i>	2.3.1, 2.3.4
<i>Restrictions or charging for car parking.</i>	5.8.1
<i>Pedestrian and cyclist friendly.</i>	2.2.1 - 2.2.4 2.2.6 - 2.2.7
<i>Provision of suitable taxi drop-off or waiting areas.</i>	3.3.5
<i>Ensure rural buildings have appropriate access to transport to serve the local community adequately.</i>	N/A

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## 10.0 USEFUL CONTACTS

### **TRAVELINE - Public Transport Information**

Web: [www.traveline.info](http://www.traveline.info)

### **WOKINGHAM BOROUGH COUNCIL**

#### **Walking, Cycling, Public Transport and Sustainable Travel Information**

Web: [www.myjourneywokingham.com](http://www.myjourneywokingham.com)

### **LIFTSHARE - WOKINGHAM**

#### **Car Sharing**

Web: <https://hub.liftshare.com/regional/wokingham>

### **SUSTRANS - Cycle Information**

Web: [www.sustrans.org.uk](http://www.sustrans.org.uk)

### **Living Streets – Walking**

Web: [www.livingstreets.org.uk](http://www.livingstreets.org.uk)

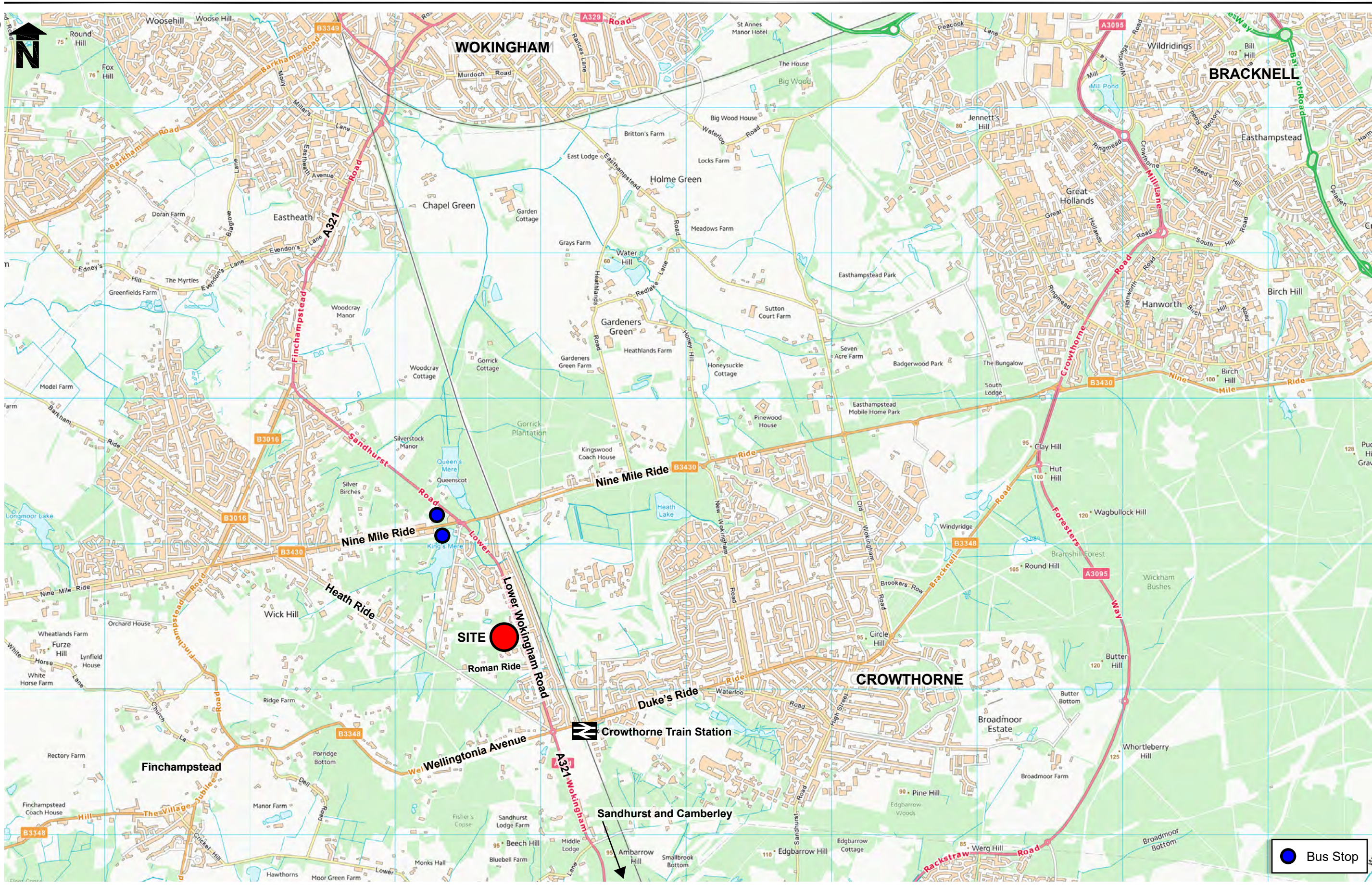
### **Walking Works - Walking**

Web: [www.walkingworks.org.uk](http://www.walkingworks.org.uk)

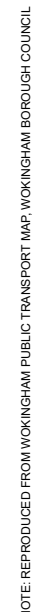


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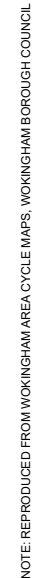
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## Crowthorne Care Home - Staff Travel Survey

Please answer all questions as accurately as possible by ticking the appropriate boxes or filling in the spaces provided and striking through questions not applicable to you. All information will be treated in the strictest of confidence.

1. **Home Location:**  
Full Postcode: \_\_\_\_\_  
  
Town/Village: \_\_\_\_\_
2. **What is your job title & department?**  
\_\_\_\_\_
3. **What are your usual work hours?**  
☐ Days  
☐ Mixed Shift  
☐ Nights  
☐ Other (please specify): \_\_\_\_\_  
  
 Start & finish times: \_\_\_\_\_ - \_\_\_\_\_
4. **Do you work full or part-time?**  
☐ Full  
☐ Part  
☐ Bank/Casual
5. **What is your current MAIN method of travel to and from work?**  
*(Please tick only ONE box only in each column):*

TO	FROM	
<input type="checkbox"/>	<input type="checkbox"/>	Car driver (alone)
<input type="checkbox"/>	<input type="checkbox"/>	Car driver with passengers
<input type="checkbox"/>	<input type="checkbox"/>	Car passenger with colleague
<input type="checkbox"/>	<input type="checkbox"/>	Car passenger with other
<input type="checkbox"/>	<input type="checkbox"/>	Bus
<input type="checkbox"/>	<input type="checkbox"/>	Train
<input type="checkbox"/>	<input type="checkbox"/>	Cycle
<input type="checkbox"/>	<input type="checkbox"/>	Motorcycle/Scooter
<input type="checkbox"/>	<input type="checkbox"/>	Walk
<input type="checkbox"/>	<input type="checkbox"/>	Taxi
Other: _____		
6. **Do you occasionally use other means of transport to and from work?**  
**How often?**  
*(Please tick all that apply)*  
*(Times per week)*
  - ☐ Car driver (alone) \_\_\_\_\_
  - ☐ Car driver (with passengers) \_\_\_\_\_
  - ☐ Car passenger \_\_\_\_\_
  - ☐ Bus \_\_\_\_\_
  - ☐ Train \_\_\_\_\_
  - ☐ Cycle \_\_\_\_\_
  - ☐ Motorcycle/Scooter \_\_\_\_\_
  - ☐ Walk \_\_\_\_\_
  - ☐ Taxi \_\_\_\_\_
  - ☐ Other: \_\_\_\_\_
7. **How long does it currently take you to travel to work?**

<input type="checkbox"/> 0 – 15 mins	<input type="checkbox"/> 16 – 30 mins
<input type="checkbox"/> 31 – 45 mins	<input type="checkbox"/> 46 – 60 mins
<input type="checkbox"/> Over 60 minutes: (please give approximate time): _____	

**PLEASE TURN OVER**

8. If you drive to work where do you currently park? Usually (U) or Occasionally (O). (Please tick one box in each column):
- |   |   |
|---|---|
| U   | O |
| <input type="checkbox"/> <input type="checkbox"/> On site in the car park;          |   |
| <input type="checkbox"/> <input type="checkbox"/> On street, no charge located at:  |   |
| _____   |   |
| <input type="checkbox"/> <input type="checkbox"/> On street with charge located at: |   |
| _____   |   |
| Cost/day: £_____  |   |
| <input type="checkbox"/> <input type="checkbox"/> In off-site car park, located at: |   |
| _____   |   |
| Cost/day: £_____  |   |
| <input type="checkbox"/> <input type="checkbox"/> Other:_____                       |   |
9. How far do you currently travel to work?
- ☐ Less than 1 mile
- ☐ 1 - 2 miles
- ☐ 3 - 5 miles
- ☐ 6 - 10 miles
- ☐ 11 - 20 miles
- ☐ 20 - 30 miles
- ☐ Over 30 miles (please give approx. distance):\_\_\_\_\_
10. Could you realistically walk, cycle or use public transport to get to work? (please tick all that apply):
- |                                |                                |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> Walk  | <input type="checkbox"/> Bus   |
| <input type="checkbox"/> Cycle | <input type="checkbox"/> Train |
11. Reasons that prevent you from **WALKING**:
- ☐ Too far to walk
- ☐ Safety concerns
- ☐ Health reasons
12. Please tick any measures that would encourage you to **WALK** to work:
- ☐ Introduce new footways
- ☐ Better maintained footpaths
- ☐ Safer road crossings
- ☐ Better street lighting in the local area
- ☐ Other measures:\_\_\_\_\_
13. Reasons that prevent you from **CYCLING**:
- ☐ Too far to cycle
- ☐ Do not own a bicycle
- ☐ Cost of purchasing a bicycle
- ☐ Safety concerns
- ☐ Health reasons
14. Please tick any measures that would encourage you to **CYCLE** to work:
- ☐ Cycle paths on the journey to work
- ☐ On-site secure cycle parking
- ☐ Cycle changing facilities & lockers at work
- ☐ Cycle purchase scheme/loan in place
- ☐ Cycle route information
- ☐ Formation of Bike User Group
- ☐ Other measures:\_\_\_\_\_
15. Reasons that prevent you from using **PUBLIC TRANSPORT**:
- ☐ Too expensive
- ☐ Infrequent services
- ☐ Incompatible schedule
- ☐ Takes too long
- ☐ Unreliable
- ☐ Not enough information available
- ☐ No local services available
16. Please tick any measures that would encourage you to use **PUBLIC TRANSPORT** to travel to work:
- ☐ More direct bus routes
- ☐ Frequent public transport services
- ☐ Public transport services in line with work patterns
- ☐ Flexibility in work times to match public transport schedule
- ☐ Discounted public transport travel available from work
- ☐ Public transport information available
- ☐ More convenient bus drop-off points
- ☐ Better waiting facilities
- ☐ Better connections to Crowthorne by bus

PLEASE TURN OVER



17. If you do not car share currently, would you be interested in car sharing to work?

- ☐ YES ☐ NO

18. Please tick any measures that would make **CAR SHARING** more effective or encourage you to car share:

- ☐ Help in finding car share partners with similar work patterns  
☐ Help with alternative lift home if let down by car share driver  
☐ Reserved parking for car sharers  
☐ Other, please state: \_\_\_\_\_

20. If you use a **CAR** to travel to work what would make you switch to another method of travel?

- ☐ Worsening traffic conditions  
☐ Rises in petrol prices  
☐ Discounted travel card  
☐ Addition of parking costs  
☐ Improvements to existing alternatives  
☐ Loss of on-site parking facility  
☐ Pool cars available for business related trips  
☐ Other; please state: \_\_\_\_\_

19. If you use a **CAR** to travel to work what are your main (M) and secondary(S), if applicable, reasons?

**M S**

- ☐ ☐ Car required as part of job  
☐ ☐ Dropping off/collecting children  
☐ ☐ Car sharing with colleagues  
☐ ☐ Car sharing with non-colleagues  
☐ ☐ Health reasons  
☐ ☐ Personal security  
☐ ☐ Time savings  
☐ ☐ Lack of alternative transport  
☐ ☐ Cost of alternative transport  
☐ ☐ Convenience  
☐ ☐ Other reasons: \_\_\_\_\_

21. Please add here or on a separate sheet any further travel related comments you may like to make:

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*Peter Evans Partnership has been contracted to collect this travel data on behalf of \_\_\_\_\_. We take your privacy seriously.*

*Data collected as a result of this survey will be processed, stored and destroyed in line with the principles contained in the General Data Protection Regulation (GDPR).*

*We will not pass on any information contained in this questionnaire to a third party and no individuals will be personally identifiable from any resultant statistics.*