

Proposed Employment Site, Land to the North of A4  
Bath Road, Theale, Berkshire

***Framework Travel Plan***

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Land to the North of A4 Bath  
Road, Theale, Berkshire

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***Prepared For:***

***CP Logistics UK Reading Propco Limited***

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## Table of Contents

	Page
<b>1.0 INTRODUCTION</b>	<b>1</b>
<b>2.0 NATIONAL POLICY</b>	<b>1</b>
2.1 Good Practice Guidelines	1
2.2 Local Policy	2
<b>3.0 SITE ASSESSMENT</b>	<b>4</b>
3.1 Site Location and Surrounding Area	4
3.2 Site Location	4
3.3 Local Highway Network	4
3.4 Walking / Cycling	5
3.5 Public Transport	5
3.6 Summary	7
<b>4.0 TRAVEL PLAN OBJECTIVES AND TARGETS</b>	<b>9</b>
4.1 Introduction	9
4.2 Targets	10
<b>5.0 IMPLEMENTATION OF THE TRAVEL PLAN</b>	<b>11</b>
5.1 Travel Plan Co-ordinator	11
<b>6.0 TRAVEL PLAN MEASURES</b>	<b>12</b>
6.1 Introduction	12
6.2 Vehicular Access	12
6.3 Car Parking Provision	12
6.4 Soft Measures	12
6.5 Car Sharing	13
6.6 Travel Information Notice Boards	13
6.7 General Promotion	13
<b>7.0 MONITORING AND AUDIT</b>	<b>16</b>

## Figures

**Figure 1**      Site Location



### 1.0 INTRODUCTION

- 1.1 David Tucker Associates (DTA) has been commissioned by CP Logistics UK Reading Propco Limited to prepare a Framework Travel Plan for the proposed development of an employment site.
- 1.2 A travel plan is a term used for a package of measures aimed at promoting sustainable transport within an organisation, with the main aim of reducing travel by single occupancy vehicles. Travel plans are site specific and are dependant upon not only the location of the site but the size and type of organisations located there. They also require continuous monitoring and refinement in order to be successful.
- 1.3 The development proposes a total quantum of 15,678sqm of Class E (light industrial)/ B2/ B8 employment floorspace.
- 1.4 This FTP will provide the over-arching framework which will drive the production of individual Travel Plans. The individual Travel Plan will outline specific measures and timescales for their implementation.
- 1.5 The Framework Travel Plan includes:
- A strategy for setting target modal share for access to the site.
  - A strategy for achieving the target.
  - A process for monitoring progress towards achieving the target.



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## 2.0 NATIONAL POLICY

### 2.1 Good Practice Guidelines

2.1.1 In April 2009 the Department for Transport published 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'. The Guidelines aim to bring together some of the best practice from around the country, drawing upon recent research.

2.1.2 Travel Plans have become an integral element of the planning process:

"they are critical to ensure that the use of sustainable modes is maximised, the finite capacity of the transport network is used effectively and the need for some costly highway infrastructure is avoided as far as is practical."

Paragraph 1.7. Good Practice Guidelines: Delivering Travel Plans through the Planning Process. April 2009

2.1.3 The Guidance defines a travel plan as:

"a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed"

Paragraph 2.1. Good Practice Guidelines: Delivering Travel Plans through the Planning Process. April 2009

2.1.4 The Guidance sets out that a travel plan involves:

"the development of agreed explicit outcomes limited to the appropriate package of measures aimed at encouraging more sustainable travel, with an emphasis on reducing single occupancy car use. Each travel plan should be unique to a site"

Paragraph 2.1. Good Practice Guidelines: Delivering Travel Plans through the Planning Process. April 2009

2.1.5 The Guidance sets out the ultimate objective of the travel planning process whilst identifying the additional aims and benefits:



“travel plans focus on achieving the lowest practical level of single occupancy vehicle trips to or from a site and widening the use of other modes. They assist in the wider aims of encouraging sustainable travel, improving health and reducing congestion, energy consumption and pollution. Travel plans need to address all journeys that may be made to and from a site, by anyone who may have a need to visit or stay there.”

Paragraph 2.4. Good Practice Guidelines: Delivering Travel Plans  
through the Planning Process. April 2009

## 2.2 Local Policy

### Local Transport Plan for West Berkshire 2011-2026 (LTP)

2.2.1 Policy LTP SC1 of the LTP sets out how the council will encourage and promote Travel Planning. It states that the *'Council will work with developers, employers, schools and other organisations in West Berkshire to develop Travel Plans to promote and encourage the use of sustainable modes of travel for residents, staff and pupils. To achieve this, the Council will focus on the following:*

- i. Require developers to submit travel plans with all major planning applications (including residential developments), or where it is considered a development will have a major impact on the transport network.*
- ii. Support schools, workplaces and other organisations in the review and updating of existing travel plans*
- iii. Investigate the feasibility of and pilot a Personalised Travel Planning programme in urban areas*
- iv. Work with existing business parks and industrial areas to facilitate area wide travel plans.'*

2.2.2 Policy LTP K13 of LTP focuses on new development. The LTP states that the *'Council will manage the transport and travel aspects of development in a way that supports the delivery of the Local Development Framework Core Strategy and the local transport goals. To achieve this, the Council will focus on the following:*



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*iii. Ensuring robust Travel Plans are developed, delivered and monitored for relevant developments.'*



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### 3.0 SITE ASSESSMENT

#### 3.1 Site Location and Surrounding Area

#### 3.2 Site Location

3.2.1 The site is located to the north of the A4 Bath Road in Theale, approximately 400m north-east of the village centre. The M4 westbound on slip from the roundabout at junction 12 runs along the north east boundary of the site with the A4 running along the south east of the site. Hoad Way runs along the south west boundary of the site and a combination of residential dwellings, commercial premises and High Street are on the north west boundary of the site. The location of the site is shown on **Figure 1**.

#### 3.3 Local Highway Network

3.3.1 The proposed site will be accessed from Hoad Way. Hoad Way links Theale High Street to the A4. It is subject to a 30mph speed limit and is street lit. A footway runs along the eastern side of the carriageway.

3.3.2 The A4 is a long-distance route from the centre of London to Junction 18 of the M5 at Avonmouth near Bristol. Within the vicinity of the site, it forms the Theale southern bypass from the M4 Junction 12 to the A340 roundabout. It runs on an east / west alignment and is a dual carriageway within the vicinity of the site. To the north east it provides access to the M4 at Junction 12 and Reading. To the south west it provides access to Thatcham and Newbury. It is street lit and is subject to the national speed limit.

3.3.3 The M4 runs on an east – west alignment to the north of the site. To the east it provides access to London and to the west it provides access to South Wales and the South West. Additionally, a junction 13, the A34 runs on a north south alignment between Oxford and the M40 to Winchester and the M3. The M4 currently has a smart motorways scheme being undertaken between junctions 3 – 12. This will increase the capacity of the motorway from three to four lane running.





#### 3.4 Walking / Cycling

- 3.4.1 Footways are provided along the northern side of Hoad Way which runs along the site frontage. This provides access to the High Street which has footways running alongside both sides of the carriageway. The footways on the High Street provides access to the shops and facilities within Theale which include a convenience store, pharmacy, a small supermarket, cafes, takeaways, opticians and post office. Access is also provided to the they also provide access to the High Street bus stops. To the west, the High Street becomes a private road approximately 180m north east of the High Street / Hoad Way Roundabout. This becomes a pedestrian route and a footbridge is provided across the M4 which provides access to Ikea and the footways on Pincents Lane provided access to the footways on the A4 which lead to Reading town centre.
- 3.4.2 Hoad Way is subject to a 30mph speed limit and therefore vehicle speeds are unlikely to present a significant deterrent to cycling. Consequently, it is considered that cycling would be a viable option of travel for some staff and visitors, with the whole of Theale and Theale Railway Station is situated within 2km of the site.
- 3.4.3 National Cycle Route (NCR) 4 passes to the south of Theale and provides access to Reading Town Centre and Reading Railway Station as well as the suburban areas of Calcot and Horncastle. A spur from NCR 4 at Sheffield Mill provides access to Theale Railway Station. Access to this spur from the site would be via Hoad Way, High Street and Station Road.

#### 3.5 Public Transport

##### Bus

- 3.5.1 The closest bus stops to the site are located on the High Street within Theale. The westbound stop is located approximately 150m from the site and the eastbound stop is approximately 200m from the site. Both stops have a post and flag arrangement and the northbound stop has post and flag with a shelter and bus bay also provided.



3.5.2 The stops are served by the 1 and 44 bus services. The 1 provides a service between Reading and Newbury and the 44 provides a service between Calcot and Thatcham. A summary of these services is provided in **Table 1**.

**Table 1** - Summary of Local Bus Services

No.	Operator	Route	Maximum Frequency & First and Last Service		
			Days of Operation	First / Last service	Frequency
1	Reading Buses	Reading town centre - Newbury	Mon - Fri	05:27 / 22:53	Every half an hour
			Sat	06:41 / 22:53	Every half an hour
			Sun	07:44 / 19:09	Hourly
		Newbury - Reading Town Centre	Mon - Fri	05:35 / 23:04	Every half an hour
			Sat	07:01 / 23:05	Every half an hour
			Sun	08:22 / 19:47	Hourly
15	Reading Buses	Reading – Calcot	Mon - Fri	07:50 / 14:09	Hourly
			Sat	07:42 / 18:06	Hourly
		Calcot – Reading	Mon - Fri	09:31 / 15:11	Hourly
			Sat	07:53 / 18:18	Hourly
44	West Berkshire Council Transport Services	Calcot - Thatcham	Mon - Fri	13:43	One service per day
		Thatcham - Calcot	Mon - Fri	12:12	One service per day

### Rail

3.5.3 The closest railway station to the site is Theale approximately 900m to the south-west of the site. The station is on the Reading and Taunton Line and is operated by Great Western Railway (GWR). There are 15 bicycle storage spaces which are covered by CCTV and 215 car parking spaces with 11 accessible spaces available. The typical off-peak service at the station is:

- 1 tph to London Paddington



- 1 tph to Reading
- 1 tph to Newbury
- 1 tph to Bedwyn

3.5.4 Reading Railway Station is a larger station which is served by trains from Theale. It is served by GWR, Cross Country, TfL Rail and South Western Railway. There is a multi-storey car park located at Reading Railway Station. The station can also be accessed using the number 1 bus service.

3.5.5 Reading Railway Station is on the Great Western Main Line which runs from London Paddington to Reading. To the west of Reading it serves a variety of communities in the west and southwest of England and onward into South Wales. Some services on the Great Western Main Line terminate at Bristol, while others continue on the Bristol to Exeter line towards the West Country. Reading is also on the Reading to Taunton line, which serves communities in Berkshire and Wiltshire. Nearly all services are timetabled to stop at Reading.

3.5.6 Other main lines connect Reading with Birmingham New Street, Birmingham International, northern England and Scotland, and with Basingstoke, Winchester, Southampton Central and Bournemouth to the south. Through services from north to south on these lines are operated by CrossCountry, and all services stop in Reading. There are extensions to Edinburgh Waverley and Guildford once daily in each direction.

3.5.7 The secondary North Downs line connects Reading with Guildford, Reigate and Gatwick Airport. South Western Railway trains serve Reading to Wokingham, Bracknell, Ascot, Staines, Richmond, Clapham Junction and London Waterloo.

## 3.6 Summary

3.6.1 The site is well connected in terms of the highway network and the walking and cycling facilities. The A4 provides access to the strategic road network with access to the M4 motorway at Junction 12 and Reading. Additionally, Hoad Way provides access to Theale village centre and Theale Railway Station, both of these via the High Street. Theale Town



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Centre provides a number of services and facilities including a convenience store, a small supermarket and cafes which could all be used during a break in the workplace. Theale Railway Station provides services to Reading, Newbury, London Paddington and Bedwyn. Additionally, Reading provides services to national destinations including Birmingham and Manchester.

- 3.6.2 There are bus stops on the High Street which provide frequent services to Reading and Newbury. Additionally, during weekdays, there are daily services to Calcot and Thatcham.



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## 4.0 TRAVEL PLAN OBJECTIVES AND TARGETS

### 4.1 Introduction

4.1.1 A Travel Plan is a living document that provides a strategy for managing travel demand involving a continuing process of monitoring and review. The underlying aim of any Travel Plan is to minimise the number of single occupancy vehicle trips generated by a development, business or organisation. This is achieved by encouraging a shift to more sustainable modes of transport and by reducing the need to travel.

4.1.2 Travel Plans have many benefits including:

#### **Benefits for the Employer**

- Increased productivity from a healthier, motivated workforce.
- Potential cost savings (mileage, car parking, lateness, lost time in travel).
- Reduced congestion.
- Reduced demand for parking and improved access.
- Improved punctuality.
- Positive company image.
- Improved employee morale.

#### **Benefits for Employees/ Visitors**

- Potential cost and time savings.
- Improved health and fitness.
- Better quality of life.

4.1.3 The main objectives are as follows:

- Reduce the need to travel to and from site.
- Promote the health, wealth and environmental benefits of cycling walking and using public transport.



- Provide clear information to all employees and visitors on the alternative modes of travel to and from site.
- Enhance the safety and security of people travelling to and from site.
- Effectively manage the demand for car parking.
- Reduce negative environmental impact of fleet vehicles; business travel; and deliveries.

## 4.2 Targets

4.2.1 The Travel Plan aims to facilitate a greater modal shift to non-car modes amongst staff. At this stage the recruitment process has not yet began, and therefore it is difficult to set targets for the site. The 2011 Census Journey to Work data for the E02003375: West Berkshire 009 MSOA suggests that 73% of people who work in the area travel by car (as a single occupancy car driver). The modal split is summarised in **Table 2** below.

**Table 2** – 2011 Census JTW Data

Mode of Transport	Baseline	Year 3 Target %	Year 5 Target %
Car (as single occupancy car driver)	73%	68%	63%
Car Sharing	5%	6%	7%
Bus	3%	4%	5%
Train	6%	7%	8%
Walking	8%	9%	10%
Cycling	2%	3%	4%
Motorcycle	1%	1%	1%
Other	1%	1%	1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

4.2.2 A 10% reduction in single occupancy car driver trips has been set and this is to be achieved over the five year period of the Travel Plan following full occupation of the development site.

4.2.3 The baseline modal split and target proportions will be updated when the baseline travel surveys are undertaken at the site. Until the baseline travel surveys have been undertaken, the targets detailed in **Table 1** are indicative and subject to change.



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## **5.0 IMPLEMENTATION OF THE TRAVEL PLAN**

### **5.1 Travel Plan Co-ordinator**

5.1.1 The Travel Plan is vital for raising and maintaining awareness and encouragement of sustainable travel. Key to the success of the Travel Plan is its continuous promotion and marketing. Therefore, it is important to ensure staff are kept informed of the progress of the Travel Plan and the reasoning behind it.

5.1.2 The first step towards developing the Travel Plan strategy is to ensure that there is an identified contact for any liaison. The development will consist of three buildings and ideally, a Site Wide Travel Plan Co-ordinator (TPC) would be appointed for the three buildings and their contact details will be provided to West Berkshire Council.

5.1.3 The TPC will be responsible for:

- Overseeing the management and monitoring of the Travel Plan;
- Co-ordinate travel surveys, data collection and survey analysis;
- Implement existing and future programmes which are part of the plan;
- Address any comments/ suggestions from staff and visitors of the site;
- Implement marketing and awareness-raising campaigns and literature to promote the Plan;
- Implementing sustainable travel days; and
- Liaise with West Berkshire Council, where required.

5.1.4 Once the detailed travel plans are prepared for each unit, a TPC for each building will also be appointed.



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## 6.0 TRAVEL PLAN MEASURES

### 6.1 Introduction

6.1.1 The Good Practice Guidelines refers to 'hard measures' as the "*provision of infrastructure and improvements to highways and public transport networks, including those to benefit pedestrians, cyclists and other road users*", and 'soft measures' as the "*provision of services and information to encourage the use of sustainable transport. These include new public transport services, changes to working practices, provision of information and/or a travel plan co-ordinator to promote a travel plan for a particular use*".

6.1.2 This section of the TP details the 'hard' and 'soft' measures to be implemented for the site. Some of these measures are already implemented.

### 6.2 Vehicular Access

6.2.1 The primary vehicular access to the site will be by way of a priority junction from Hoad Way.

### 6.3 Car Parking Provision

6.3.1 Car parking is indicatively shown on the current masterplans. The required parking standards are set out in the West Berkshire District Local Plan, Saved Policies Amended September 2007 Appendix 5: Parking provision.

6.3.2 In total the site proposes 120 car parking spaces and 9 disabled parking bays to serve the unit.

### 6.4 Soft Measures

#### Travel Information Packs

6.4.1 In order to make the use of alternative modes as easy as possible for staff and visitors to the site, the relevant information should be readily available. To achieve this, the following will





be produced and offered to staff on day one. This information will also be prominently displayed in as many key locations within the building as possible and will include:

- Bus timetables;
- Map of bus stop locations;
- Rail Network Map, details on local stations and timetables; and
- Pedestrian and cycle routes to the site indicating shared and dedicated facilities.

6.4.2 This information will be kept up-to-date by the TPC with new bus and train timetables obtained and circulated as and when services change. In order to inform visitors to the site, the Applicant will include a “how to find us” map on its website.

## 6.5 Car Sharing

6.5.1 Staff will be encouraged to sign up to Liftshare website. The website provides information on how to sign up and the benefits of the car sharing scheme. Information on how to sign up to the website will included within the staff noticeboards.

6.5.2 It is proposed to set up a site specific car share group to enable staff to car share with other staff working on site.

## 6.6 Travel Information Notice Boards

6.6.1 Travel information notice boards will be placed in prominent areas in units providing up to date information on public transport services, green driving tips, car sharing information and walking and cycling links.

## 6.7 General Promotion

6.7.1 Below is a list of initiatives specific to each travel mode. As well as these the TPC will raise awareness of the environmental and health problems connected with transport. **Table 3** summarises a tool kit to be adopted by the TPC. The timescales for implementation are set out as follows:



(S) – Short Term (0 – 6 months)

(M) – Medium Term (6 months – 2 years)

(O) – Ongoing / to be reviewed

**Table 3 – Toolkit**

Travel Plan Initiatives	Responsibility
Walking (best suited to journeys under 2 miles)	
Produce a map illustrating safe walking routes to common destinations. Include reference to crossing points and public transport facilities. (S)	Occupier to provide through TPC
Keep a store of pool umbrellas on site for use by staff who walk to/from work or for walking journeys during the day. (M)	
Raise awareness of health benefits of walking. Through posters, leaflets and/or events. (O)	
Arrange events to promote walking, such as a walk to work day with incentives, prizes, give-aways etc. (O)	
Cycling (best suited to journeys under 5 miles)	
Provide lockers for cyclist safety gear. (S)	Occupier to provide through TPC
Raise awareness of health benefits of cycling through continual publicity. (O)	
Provide cycle route maps. (S)	
Keep a supply of basic cycle maintenance equipment on site e.g. pump, puncture repair kit, tools etc. (O)	
Explore a bicycle user group (BUG) & bike buddy scheme. (O)	
Arrange events to promote cycling to work such as “bikers breakfasts”. Possibly correspond with national events such as “bike week” & “bike2work” in June. (O)	
Explore adult cycle training sessions. (O)	
Public Transport (provides a sustainable alternative for many commuter & business trips)	
Disseminate up-to-date public transport information on site. Including routes, timetables and fares for local services. (O)	Occupier to provide through TPC
Promote benefits of public transport savings etc (O)	
Investigate buying tickets in bulk at a discount and sell on to staff on site. (O)	
Car Sharing (provides a sustainable alternative when the car is the only option)	
Investigate providing a car sharing scheme to match employees with others living in a similar area or travelling the same route. (S)	Occupier to provide through TPC
Provide preferential parking spaces for car sharers close to main entrances. (S-O)	
Investigate coffee mornings or other events to allow potential car sharers to meet before committing to sharing with someone they previously did not know. (O)	





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## **7.0 MONITORING AND AUDIT**

- 7.1.1 The effectiveness of the TP at encouraging sustainable travel will be monitored from first occupation to five years following full occupation of the site.
- 7.1.2 A travel survey will be undertaken annually to monitor the impact of the TP and to assess the targets.
- 7.1.3 The results of the travel surveys will be feed into a monitoring/ performance report and submitted to West Berkshire Council's Travel Plan Officer within three months of the travel surveys being completed and this will continue for the duration of the TP.

## Figures



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Notes:

**Figure 1**  
**Drawing Title** Site Location Plan  
**Job Title** Bath Road, Theale, Berkshire  
**Client** Panattoni

Scale : NTS



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