

EAGLE QUARTER II NEWBURY

TRAVEL PLAN

September 2023

LOCHAILORT



Eagle Quarter II, Newbury

Framework Travel Plan

September 2023

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This document has been prepared and checked in accordance with Waterman Group's IMS (BS EN ISO 9001: 2015, BS EN ISO 14001: 2015 and BS EN ISO 45001:2018)

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Comments

A01 – Report issued to client team for comments.

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1. Introduction

1.1 Background

This Framework Travel Plan report has been prepared by Waterman Infrastructure & Environment Ltd (Waterman) on behalf of Lochailort Newbury Ltd in support of a Full Planning Application for the redevelopment of the Kennet Centre in Newbury.

The proposed development (known as Eagle Quarter II) would include 426 build-to-rent residential units along with flexible commercial uses at ground floor level and public realm and open spaces. The full development description is as follows:

Full planning permission for the redevelopment of the Kennet Centre comprising the partial demolition of the existing building on site and the development of new residential dwellings (Use Class C3) and residents' ancillary facilities; commercial, business and service floorspace including office (Class E (a, b, c, d, e, f, and g)); access, parking, and cycle parking; landscaping and open space; sustainable energy installations; associated works, and alterations to the retained Vue Cinema and multi storey car park."

This Framework Travel Plan is intended to provide the initial framework for the residential units along with the flexible-use commercial units (Use Class E). Once permitted a Full Travel Plan would be provided specific to the land use permitted. The Full Travel Plan would be approved by the Planning Authority, West Berkshire Council, and implemented on the application site.

1.2 Report Layout

Following this introductory section, the layout of the report is as follows:

- Section 2 summarises the function of a Travel Plan;
- Section 3 details the application sites location;
- Section 4 analyses the existing sustainable transport facilities available;
- Section 5 describes the development proposals;
- Section 6 outlines the measures that would be put in place at the application site;
- Section 7 provides the Travel Plan targets and outlines the monitoring strategy;
- Section 8 concludes the report.

2. Aims and Objectives

2.1 What is a Travel Plan?

The aim of a Travel Plan is to reduce the impact of travel on the environment by reducing the amount of car journeys that are made. Travel Plans can also help to reduce emissions of greenhouse gases, improve local air quality, minimise health risks and reduce congestion. Encouraging residents/employees to carry out their everyday activities in a more sustainable manner can also contribute to improvements in the health of the local community.

It is important to highlight that Travel Plans are about encouraging people to use a mix of different modes of transport to undertake their everyday journeys. A Travel Plan is not about the total abandonment of cars or the sudden shift of large numbers of people from using their cars five days a week to using the bus. For each individual, there may be a slightly different modal shift. Some will take the bus, some will car-share, some will cycle, and some will walk (as appropriate to personal circumstances, work address, etc.). The important objective is to make all of these options, as far as is practical, available and attractive.

The key principles of residential/workplace Travel Plans are as follows:

- They are site specific and are, to certain extent, determined by opportunities and constraints;
- They combine hard and soft measures;
- They provide a holistic package in which individual measures are integrated into design, marketing and occupation of the development (rather than “retrofitted” once the proposed development is established). They can provide a key mechanism for ensuring that sustainable access is in place from the earliest stages of development;
- They include measures to support walking, cycling and public transport use; and
- They can include parking restraint.

2.2 Main aims of a Travel Plan

This report outlines the aims and strategy for the build to rent residential block along with the flexible-use commercial units (Use Class E). It should be recognised that this report represents the initial strategy that would be adopted to develop the Travel Plan in the first instance, and that the Travel Plan would evolve over time. It should also be recognised that the measures to be adopted would also be targeted at visitors and customers as well as residents/employees.

In recognition of these factors, this Travel Plan has the following aims;

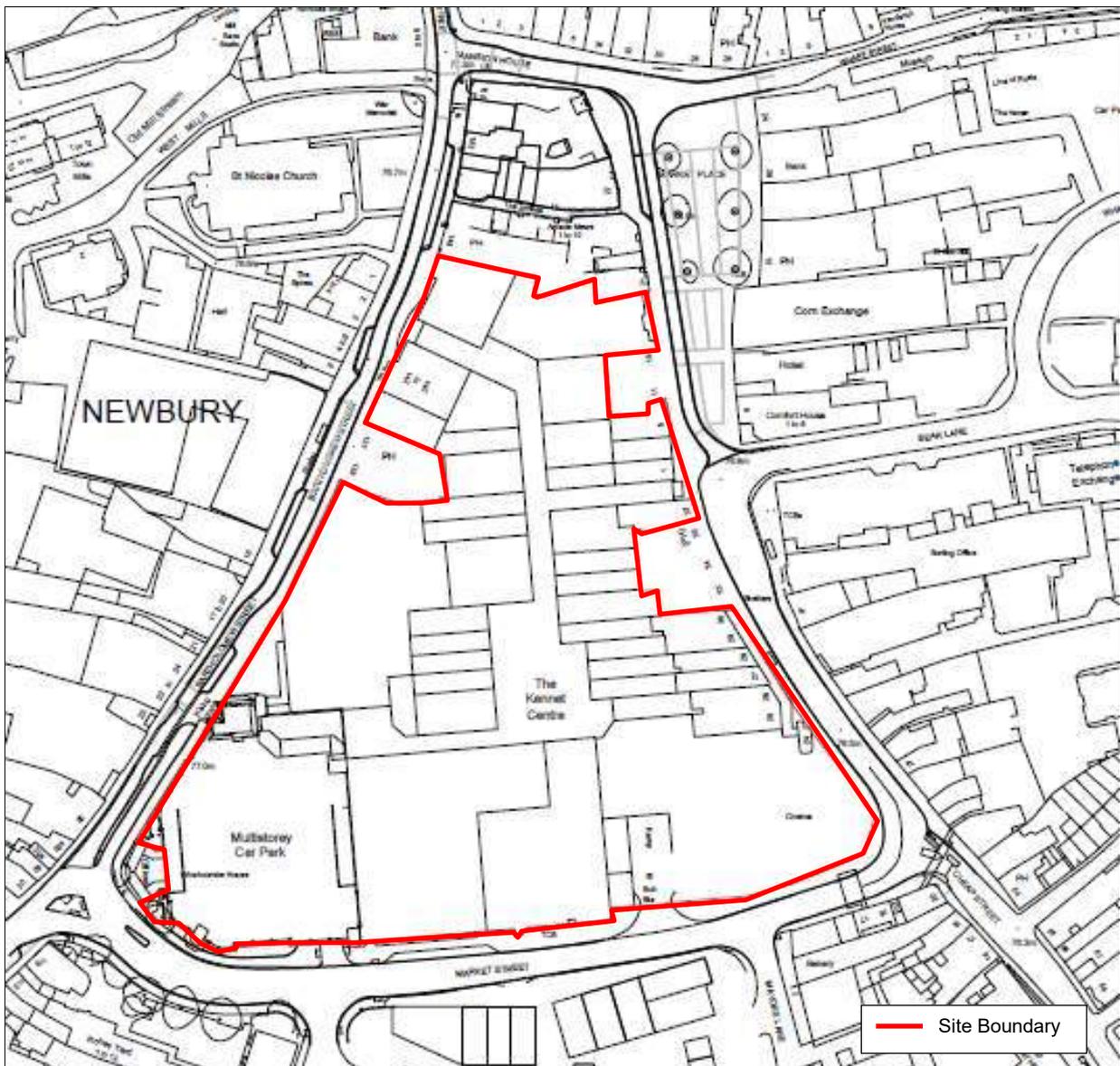
- Manage the demand for travel to the application site;
- Improve the availability and choice of travel mode to the application site;
- Reduce the number of vehicles attending the application site;
- Improve the safety and security of people who travel to the application site;
- Promote the increased use of cycling, walking and public transport and therefore healthier living;
- Promote integration between different transport modes;
- Make positive changes to attitudes in relation to the use of alternative transport modes; and
- Improve accessibility for non-car users and the disabled.

3. Application Site

3.1 Site Location

The application site is located in the centre of Newbury and measures approximately 2.2 hectares in size, with the southern edge defined by Market Street, the eastern edge by Cheap Street/Market Place, and the western edge by Bartholomew Street. On the north edge, the site boundary adjoins dense historic built form fronting Bartholomew Street, Market Place and Mansion House Street. This part of Newbury contains a large percentage of listed buildings, including Grade II Listed Newbury Town Hall. **Figure 1** shows the location of the application site. A site location plan is also included in **Appendix A**.

Figure 1: Location Plan



The application site is surrounded mostly by retail and residential buildings.

3.2 Site Use

The application site was in industrial use for more than 200 years before being developed from the 1960s onwards as an inward-looking shopping centre (now known as the Kennet Centre) typical of its era. Changes to the way and the places in which people shop, not just in Newbury but nationwide, has resulted in a terminal decline for the Kennet Centre which now has the impossible task of competing against Parkway Shopping and the larger (and more commercially attractive) retail town centres.

A VUE cinema is located on the south-east corner and a Multi Storey Car Park (MSCP) on the south-west corner, accessed off Bartholomew Street. There are also some shops and restaurants within the Kennet Centre. Many of the units within the Kennet Centre are now unoccupied.

3.3 Multi Storey Car Park

The Kennet Centre MSCP currently includes 415 spaces and is owned by the applicant, and leased to West Berkshire Council. The car park is available to the general public and allows for both short and long stay parking. The pricing structure includes hourly, daytime, overnight and quarterly charges.

The MSCP is accessed off Bartholomew Street (as shown in **Photograph 1** below). The exit from the MSCP is onto Market Street (as shown in **Photograph 2**). Photographs taken on 21/08/2023.

Photo 1: Kennet Centre MSCP Access



Photo 2: Kennet Centre MSCP Exit



The entry gate to the MSCP shuts at 10:30pm, whilst the exit onto Market Street always remains open.

3.4 Local Highway Network

Market Street borders the application site to the south, connecting to Bartholomew Street to the west and Cheap Street/Bear Lane to the east. The A339 is located east of the site, which is the main road through Newbury.

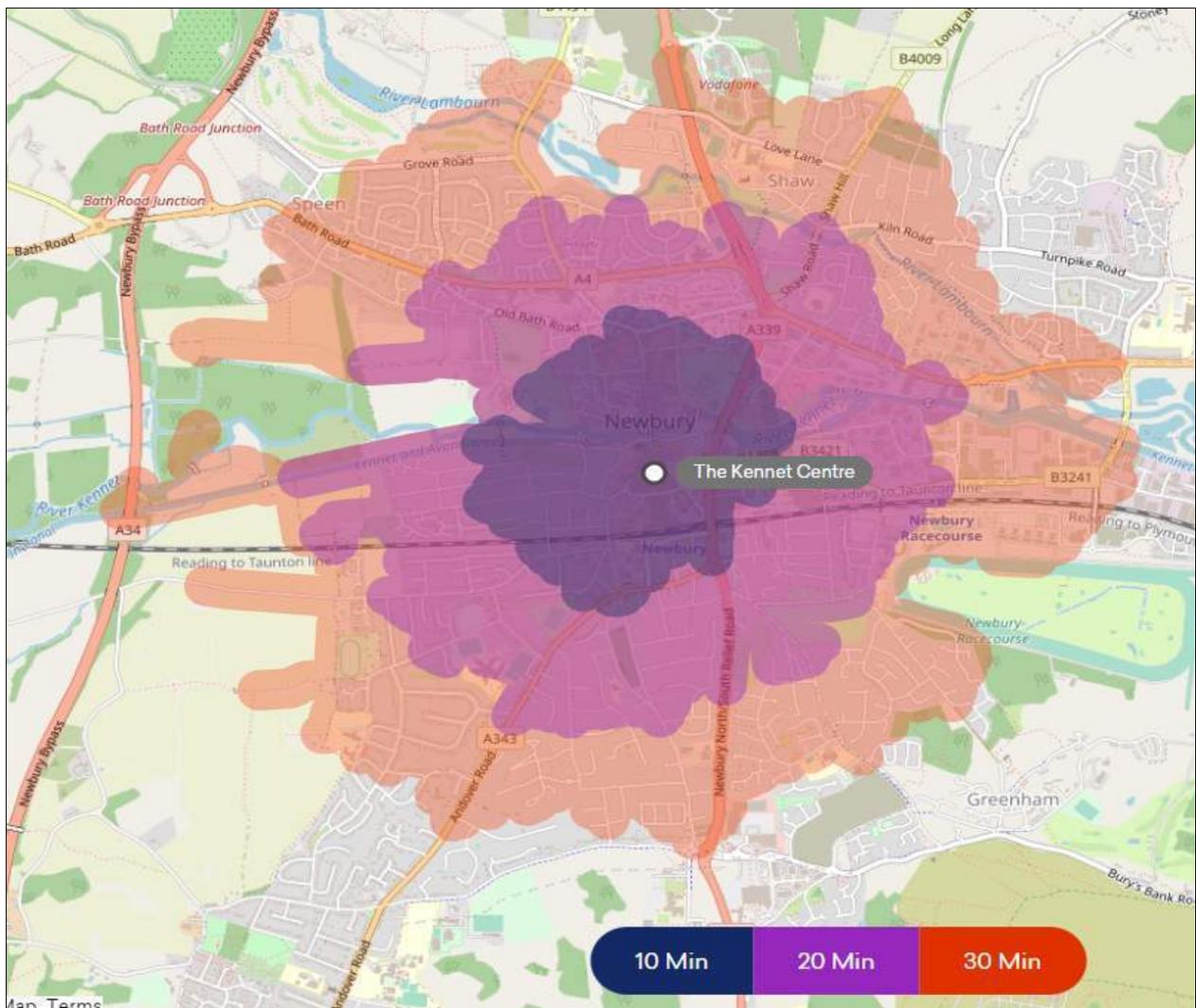
4. Existing Sustainable Transport

To minimise the impact of the proposed development upon the local highway network it is important that the application site can be accessed via a range of sustainable travel options. The following paragraphs consider the existing level of sustainable transport available.

4.1 Walking

Locally there is an extensive network of footways which offer pedestrian access to various facilities and services within Newbury. Using GIS Network Analysis software, typical walk times (up to 30 minutes which equates to approximately 2km) indicate that the following areas are accessible from the application site, see **Figure 2**.

Figure 2: Walking Travel Distances



Source: <https://journeyplanner.travelwest.info/explore>

As illustrated in **Figure 2**, the application site is located within a comfortable walking distance from a multitude of facilities/services located in Newbury. These include Newbury Station, Parkway Shopping, supermarkets (including Sainsburys, Aldi, Co-op, Lidl and Tesco), schools, leisure facilities, health services and employment areas.

Pedestrian facilities (footways, dropped kerbs, tactile paving, etc) are provided throughout the local area and provide access to the above-mentioned local facilities/services. There are signalised pedestrian crossings with tactile paving provided at either end of Market Street to enable safe access to and from the Kennet Centre.

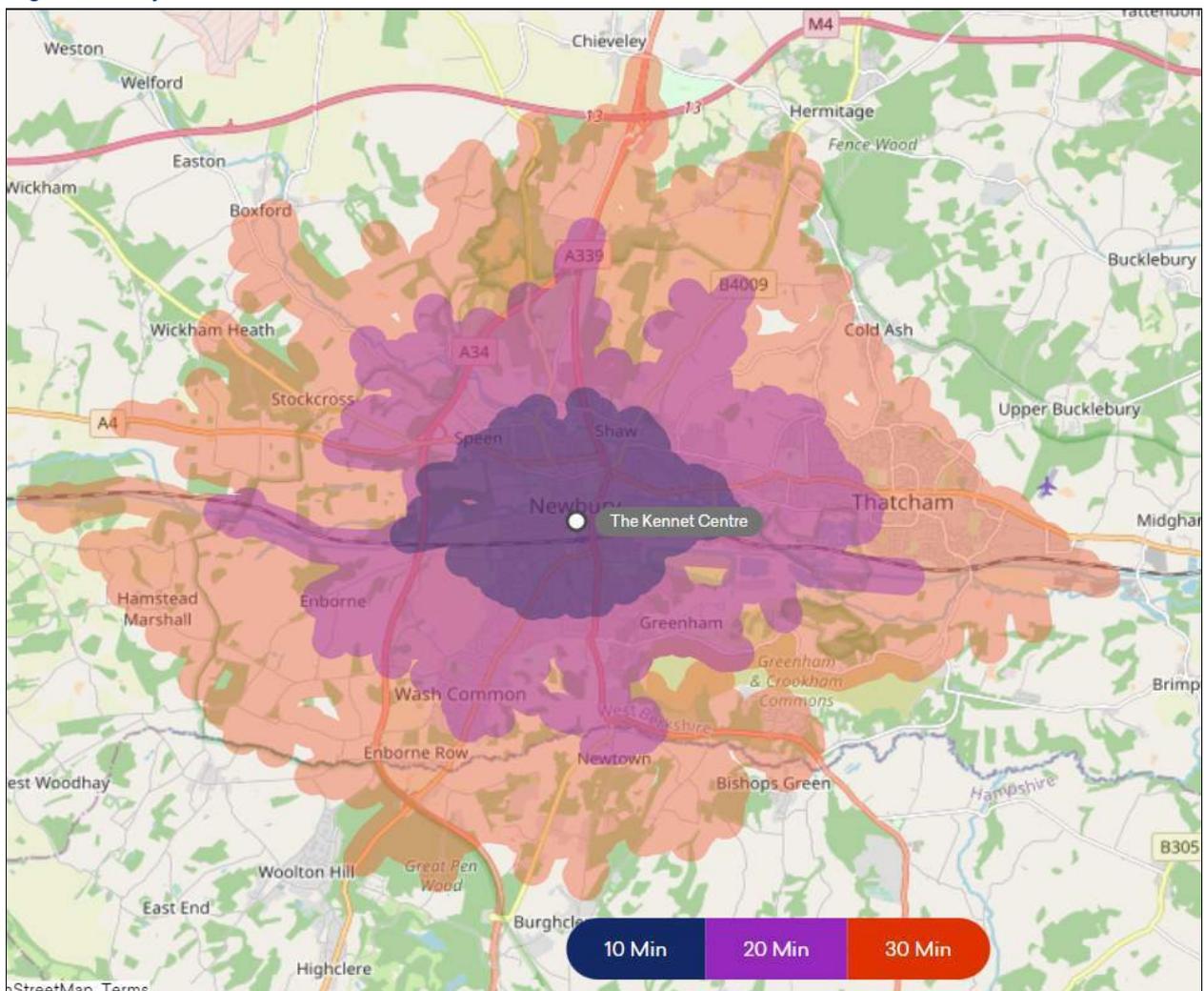
Pedestrian facilities surrounding the application site consider to be of excellent quality with nearly all roads incorporating street lit footways.

4.2 Cycling

An acceptable and comfortable distance for general cycling trips is regarded as up to 5 km as referred to in Local Transport Note 2/08 (published by the Department for Transport (DfT)). However, the same guidance also refers to commuting cycle trips up to 8km (circa 30 minutes cycle time). Note: Whilst LTN 1/20, Cycle Infrastructure Design, July 2020, has replaced LTN 2/08 and has resulted in it being withdrawn, LTN 1/20 does not contain definitive recommended maximum cycling distances and therefore there is no reason to suggest that these distances are not still applicable.

Using GIS Network Analyst software typical cycle times from the application site are shown in **Figure 3**.

Figure 3: Cycle Travel Distances

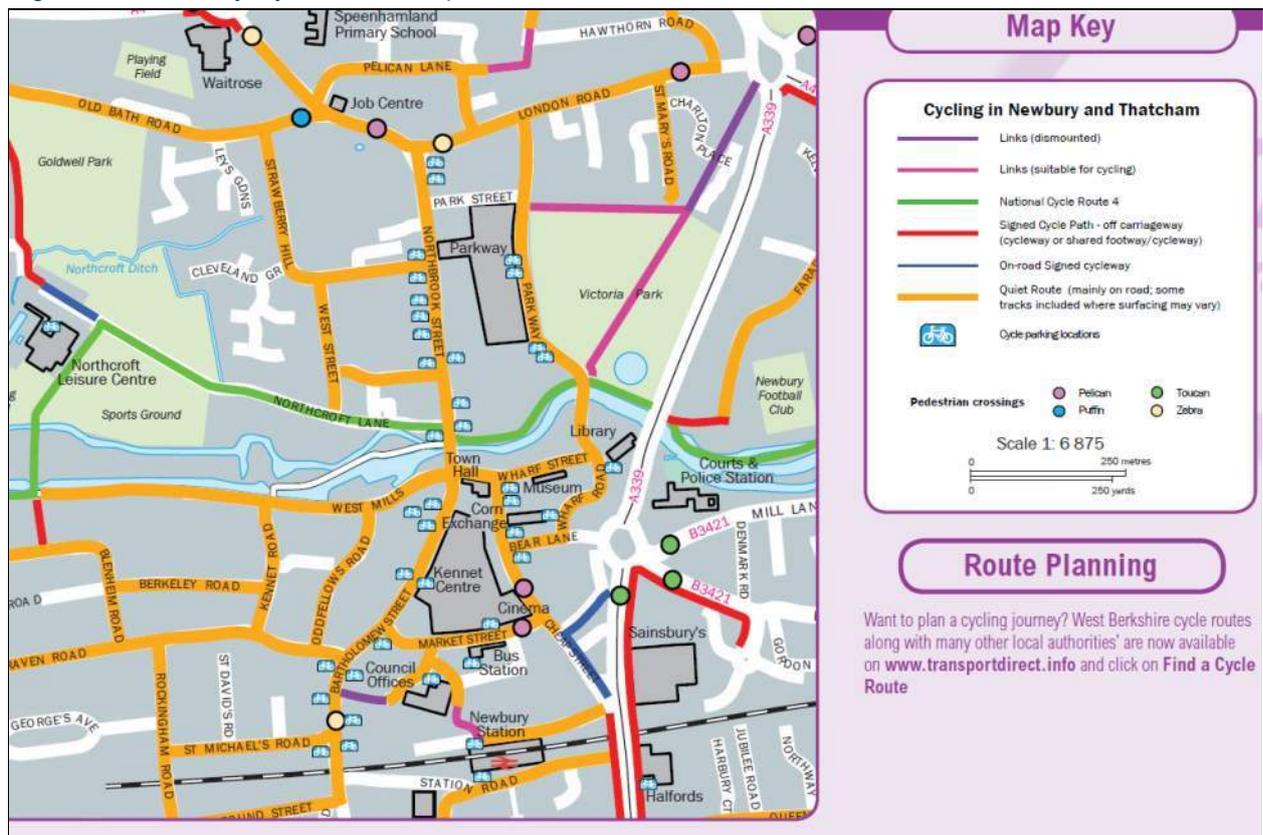


Source: <https://journeyplanner.travelwest.info/explore>

As shown in **Figure 3**, the whole of Newbury is accessible within a 20-minute cycle ride. It is therefore concluded that the application site provides good accessibility to a range of local services and facilities.

An extensive network of cycle routes are provided across Newbury including both on-road and off-road facilities. There are also several locations where cycle parking is provided across the town including circa 230 spaces within a new bike hub at Newbury Station. A plan illustrating the existing cycle routes and parking locations within Newbury town centre is included as **Figure 4**. A plan detailing the wider area is included as **Appendix B**.

Figure 4: Newbury Cycle Route Map



Source: <https://www.westberks.gov.uk/walkingandcyclingmaps>

As illustrated in **Figure 4** many of the roads within Newbury town centre are also considered 'quiet routes' i.e. roads which would be suitable for cycling. These roads would therefore provide excellent links for cyclists to/from the application site.

4.3 Public Transport – Bus

Newbury is served by several bus services throughout the week. **Table 1** includes a summary of the bus services operate to/from Newbury (including key destinations served and frequency).

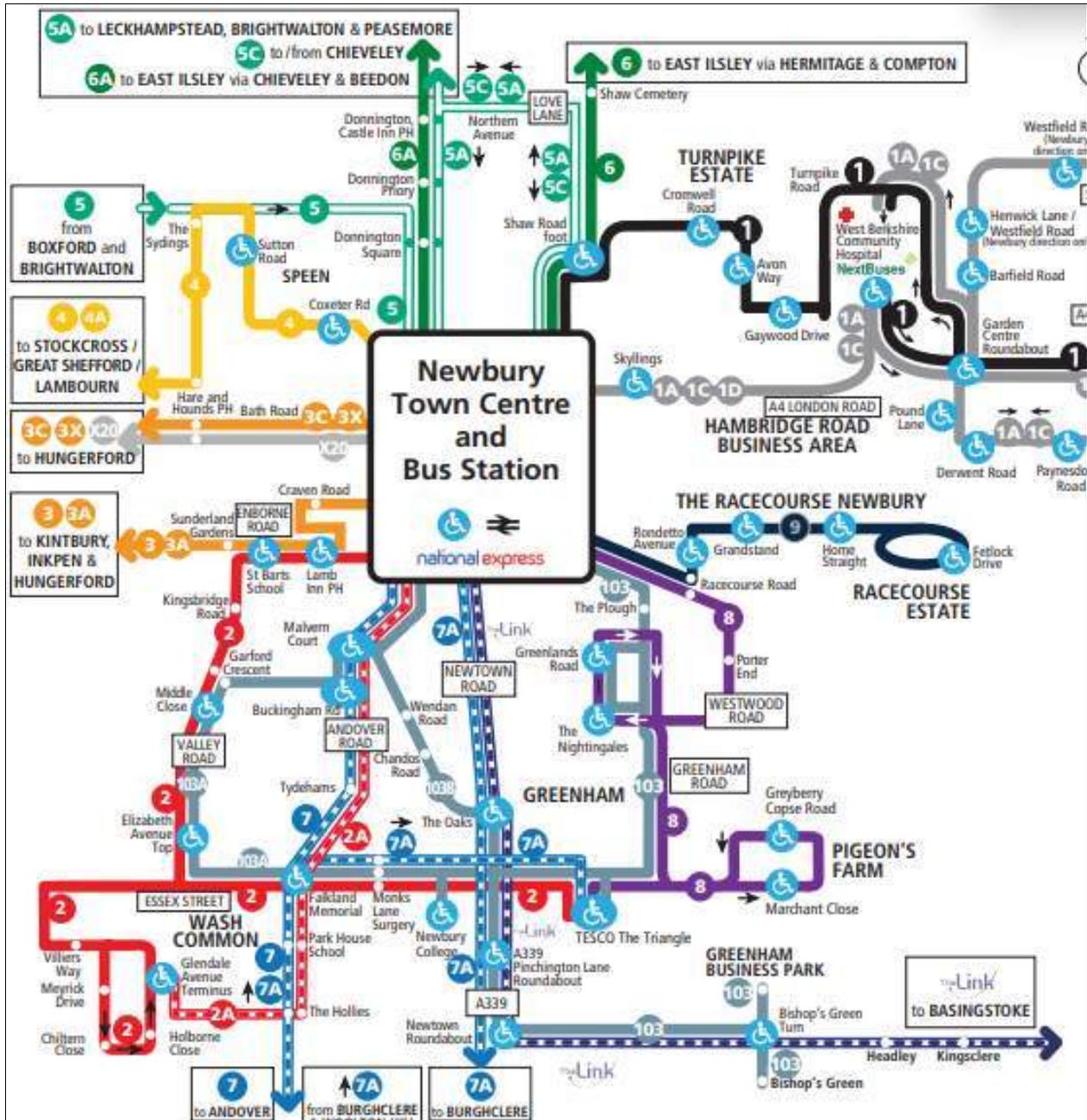
Table 1: Bus Timetables

| Service & Operator | Key Destinations | Monday to Saturday Frequency | | Sunday Frequency |
|-----------------------------------|--|------------------------------|--------------------|------------------|
| | | Daytime | Evening | Daytime |
| 1 - Jet-black: Reading Buses | Newbury - Reading | Half Hourly | Half Hourly | Hourly |
| 1A: Newbury & District | Newbury – Thatcham - Newbury | Hourly | N/A | N/A |
| 1C: Newbury & District | Newbury – Thatcham - Newbury | Hourly | Hourly | N/A |
| 2: Newbury & District | Newbury – Wash Commons – Greenham – Pigeons Farm | Hourly | Hourly up to 18:30 | N/A |
| 2A: Newbury & District | Wash Common – Newbury – Andover Road | Once a day | N/A | N/A |
| 3/3A: Newbury & District | Hungerford – Newbury / Newbury - Hungerford | Every 2-3 Hours | N/A | N/A |
| 3X: Newbury & District | Newbury - Hungerford | 1 a Day | N/A | N/A |
| 4/4A/4B/4C: Newbury & District | Newbury - Lambourn | 4 a Day | N/A | N/A |
| | Lambourn - Newbury | 4 a Day | N/A | N/A |
| 6: Newbury & District | Newbury – West Ilsey | 4 a Day | N/A | N/A |
| 6A: Newbury & District | Newbury – West Ilsey | 2 a Day | N/A | N/A |
| 7/7A: Stagecoach South | Andover – Newbury | 4 a Day | N/A | N/A |
| | Newbury - Andover | 2 a Day | N/A | N/A |
| 8: Newbury & District | Newbury – Greenham (Tesco) | Hourly | N/A | N/A |
| 9/9C: Newbury & District | Newbury - Racecourse | Hourly | N/A | N/A |
| 103/103A/103B: Newbury & District | Newbury – Greenham Business Park | 4 a Day | N/A | N/A |
| | Newbury – Greenham Business Park | 5 a Day | N/A | N/A |
| | Greenham Business Park - Newbury | 5 a Day | N/A | N/A |
| Link: Stagecoach South | Basingstoke – Newbury | Hourly | Up to 18:29 | N/A |
| | Newbury - Basingstoke | Hourly | Up to 19:24 | N/A |
| V1: Reading Buses | Newbury – Vodafone HQ | Hourly | N/A | N/A |
| X20: Salisbury Reds | Newbury – Hungerford - Marlborough | One a Day | N/A | N/A |

In addition to the above services there are also numerous school services which operate within Newbury, offering a morning and afternoon service.

A plan illustrating the existing bus routes within Newbury town centre is included as **Figure 5**. A plan detailing the wider area is included as **Appendix C**.

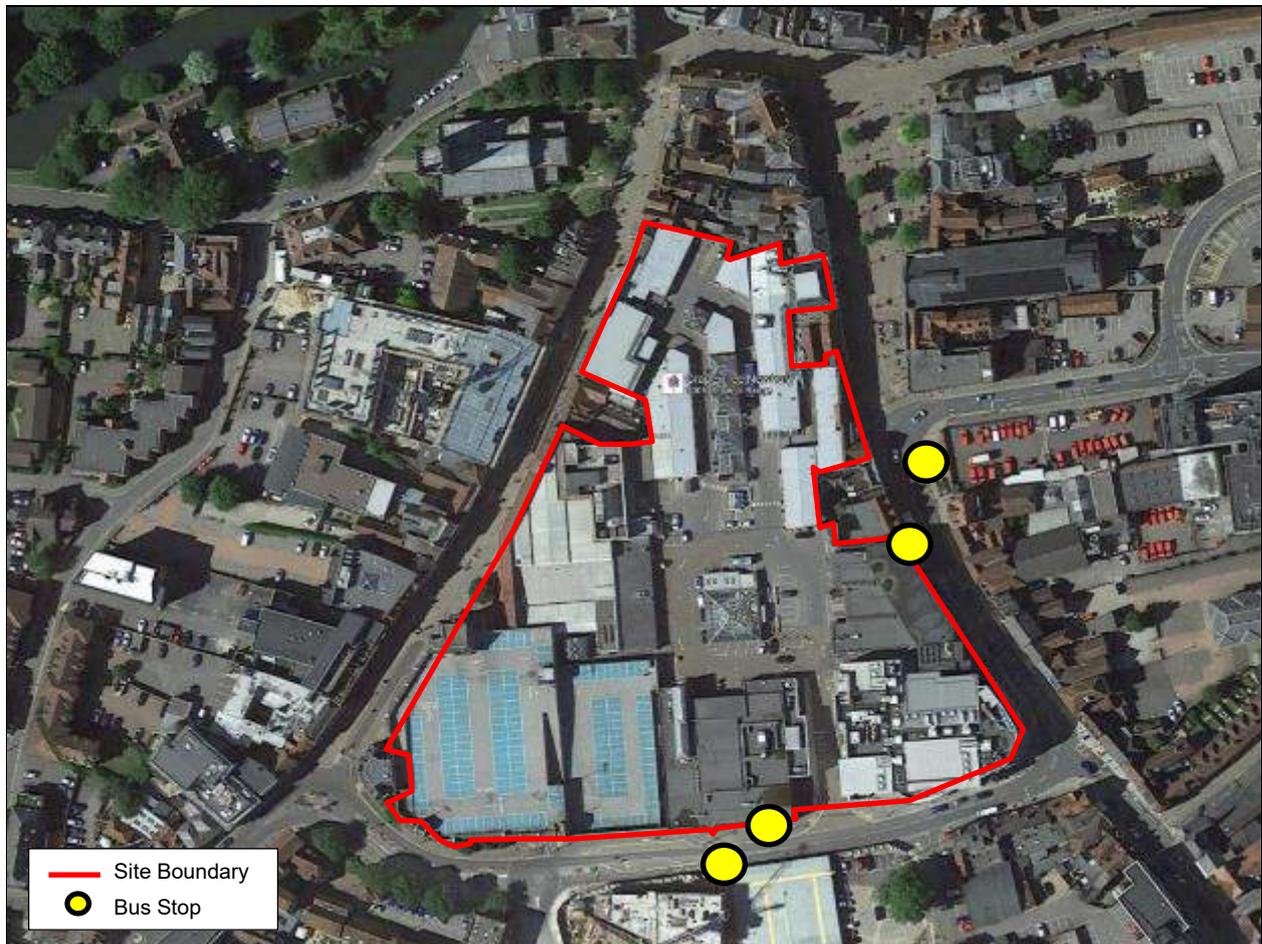
Figure 5: Newbury Bus Route Map



Source: <https://www.westberks.gov.uk/media>

The closest bus stops to the application site are located to the east and south, on Cheap Street and Market Street. These stops lie directly adjacent to the site and are therefore conveniently located for those wishing to travel to/from the site by bus. A plan illustrating the bus stop locations is provided in **Figure 6**.

Figure 6: Bus Stop Locations



Source: <https://www.google.co.uk/maps>

Photographs illustrating the bus stops on Cheap Street and Market Street are provided below.

Photo 3: Cheap Street Bus Stops (view South)

Photo 4: Market Street Bus Stops (view West)



Both bus stops on Cheap Street include a bus shelter, timetable information, flagpole and a raised kerb. The southbound bus stop on Cheap Street also includes a bus layby which enables two-way traffic to pass the bus.

On Market Street a bus layby is included for buses routing westbound along with a shelter, timetable information and raised kerb. The eastbound bus stop on Market Street is currently a flagpole only bus stop.

4.4 Public Transport – Rail

The nearest railway station, Newbury Station, is located approximately 150m to the south of the application site. Newbury Station is operated by Great Western Railway. The station's facilities include a staffed ticket office open on weekdays and weekends; car parks on both sides of the station; covered bicycle storage; taxi rank; toilets, a shop on Platform 2 and waiting rooms on both main platforms.

Great Western Railway opened a new bicycle hub at Newbury Station capable of housing 230 bikes in 2021. A photograph of the cycle hub is provided below in **Photograph 5**.

Photo 5: Newbury Cycle Hub



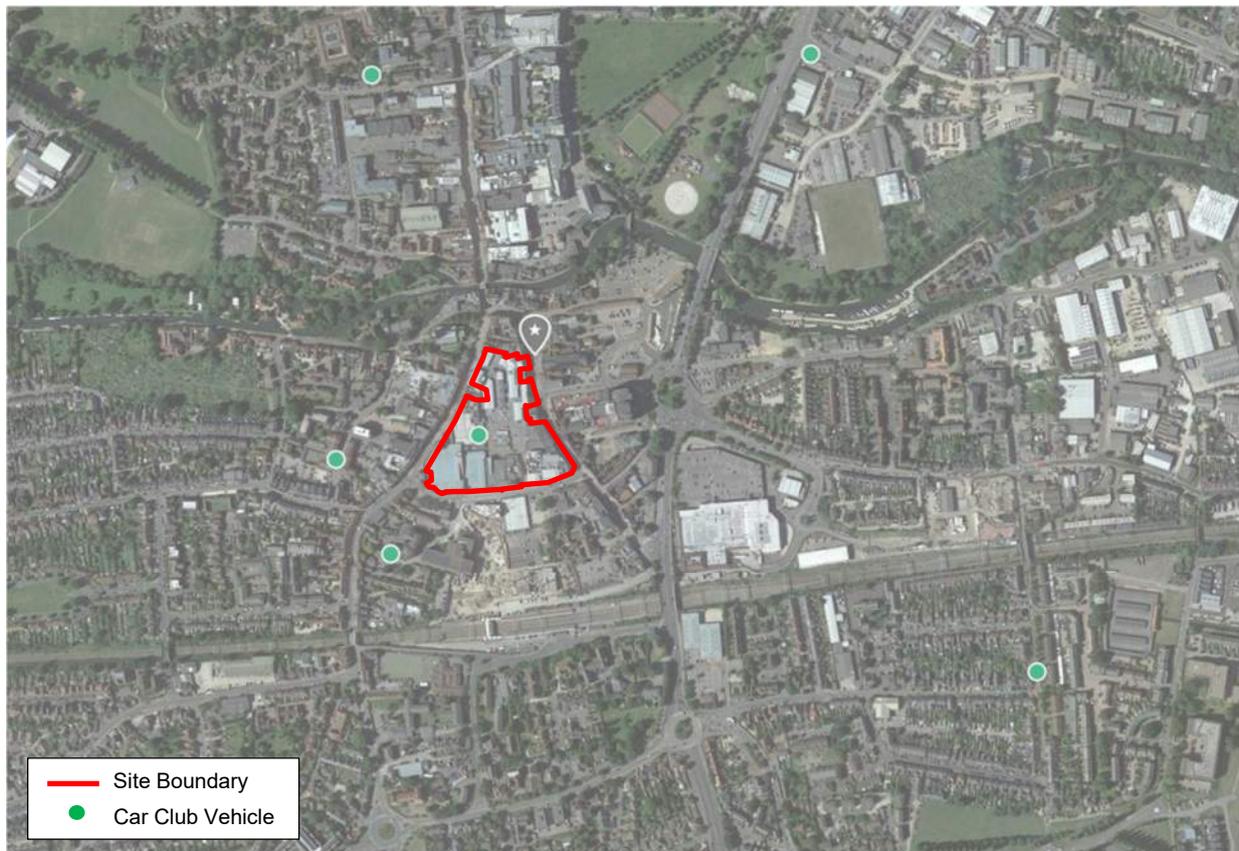
Great Western Railway operate hourly (Mon-Sat) semi-fast regional services between London Paddington and Bedwyn that call at Newbury Station, along with a local stopping service to/from Reading (also hourly) calling at all intermediate stations. In the early morning and mid/late evening, these are combined into a single Reading to Bedwyn service.

Additional long-distance services run to Bristol Temple Meads, Exeter St Davids, Frome, Paignton, Plymouth and Penzance. Most of these services run in the evening, though there are also a number of daytime workings.

4.5 Car Clubs

Enterprise Car Club are the now the official car club provider in Newbury, working in collaboration with West Berkshire Council. The car club gives enables 24/7 pay-as-you-go access to vehicles parked on streets, car parks and Enterprise Rent-A-Car branches across the town via a mobile app. Enterprise currently have one vehicle located within the Kennet Centre MSCP. Other nearby locations where vehicles are parked include Oddfellows Road, Eight Bells Arcade Car Park, West Street, Fleming Road and Boundary Road. A plan illustrating the Newbury car club vehicle locations (green dot) is provided below in **Figure 7**.

Figure 7: Newbury Car Club Vehicle Locations



Source: <https://www.enterpriseclub.co.uk/gb/en/programs/regions/south-east-england/newbury.html>

The car club vehicles illustrated in **Figure 7** are located within a short walk (less than 4 minutes from the application site) and one within the Kennet Centre MSCP. This would provide an attractive option for future residents of the proposed development, should they require a car.

4.6 Sustainable Transport Summary

Overall, the application site represents an excellent location for development, being located at the heart of Newbury town centre, a short walk from excellent public transport connections (bus and rail) and lying within an acceptable walk / cycle catchment of a range of key local services / facilities. Given the level of pedestrian infrastructure around the application site, suitability of local roads for cycling and links to facilities and services within an acceptable walking/cycling distance, the application site is well located to encourage pedestrian/cycle journeys in place of car journeys to local facilities. Such locational characteristics should assist in meeting the sustainable planning objectives of promoting opportunities for the use of alternative travel modes to the private car and reducing reliance upon owning a car.

5. Development Proposals

5.1 Development

The development proposals would comprise:

- 426 build-to-rent apartments. The accommodation schedule is as follows:
 - 223 x 1 bed or studio apartments;
 - 188 x 2 bed apartments; and
 - 15 x 3 bed apartments.
- 1,159.90 sqm resident's indoor amenity;
- 121.34 sqm managers office;
- 2,467.91 sqm Use Class E (commercial, business and service) floorspace;
- 555.49 sqm offices;
- 93.47 sqm store; and
- 5,248.47 ancillary.

The proposals also retain 5,068.95 sqm of the existing Class E floorspace within Kennet Centre. This includes the cinema (3,594.61 sqm) and restaurants (1,474.34 sqm) on site. The total Class E floorspace including the retained and proposed floorspaces would amount to 8,092.35 sqm. This represents a decrease of 14,891.15 sqm (65%) when compared with the existing commercial floorspace (22,983.5 sqm) within the Kennet Centre.

The proposed site layout plan is included as **Appendix D**.

5.2 Site Access Arrangements

5.2.1 Vehicle Access

The existing service ramp access onto Market Street would be removed and replaced with two service accesses, one onto Cheap Street and another onto Bartholomew Street.

The Cheap Street access would serve both residential and commercial uses and would be for service/emergency vehicles only. A new drop kerbed access (vehicle crossover) is proposed onto Cheap Street.

The proposed Bartholomew Street access would serve both commercial and residential uses and would provide access for service/emergency. This access would also serve a new resident's car park (83 spaces). This access is shown, located circa 30m, north of the MSCP entrance. To form this access, the existing pedestrian zone (10am to 5pm), including bollards and signage would be relocated further north, circa 45m. This would allow for 24-hour access for service vehicles and residents. The carriageway and footway area are within highway land and land controlled by the applicant. Between the proposed relocated bollards and the junction of Market Street with Bartholomew Street the road would become two way and the area would be revamped to become more informal, with shared surface material. The existing MSCP entrance onto Bartholomew Street would remain unchanged, as an inbound entrance only.

The existing signalised Market Street / Bartholomew Street junction arrangement currently only allows for exit northbound one-way movements. As part of the development proposals this off-site junction would be redesigned to allow for all movements.

A further service layby is proposed on Market Street adjacent to the existing service road. This would allow a refuse vehicle to collect from proposed refuse storage area proposed to the south of the site and cater of the occasional service vehicle. It would also act as a short-term pick-up/drop-off facility.

Fire tender access would be available via the two proposed service yards. The main pedestrian corridor through the centre of the application site would have adequate corridor width clearance and removable bollards located at Market Street and Bartholomew Street to facilitate emergency vehicle access.

The new routes through the application site would be pedestrianised by default and by design with only very limited usage by service vehicles delivering on a time-limited basis to the ground floor flexible-use commercial units, or exceptionally by emergency vehicles. The applicant expects servicing hours and arrangements to be conditioned as part of the application process.

5.2.2 Pedestrian / Cycle Access

The site would provide a high standard, wide and open, pedestrian link through the centre of the site that connects with Bartholomew Street, Market Place, Cheep Street and Market Street. Repairing the connectivity and pedestrian links that were lost when the Kennet Centre was constructed is a key element of the scheme's design. A new pedestrianised street would provide the crucial missing link between the Newbury Station and the town centre, generously proportioned to be as wide as Northbrook Street and lined with new flexible-use commercial units whose local, independent and artisan occupiers would be encouraged to spill out into the street to make a vibrant, varied and interesting new pedestrian route.

Bartholomew Street, Market Place and Cheap Street benefit from existing controlled pedestrian crossing facilities. The Bartholomew Street link allows a direct access to Northbrook Street to the north of the site. The Market Place connection provides a direct link to Newbury Bus Station in the Wharf, and employment areas further afield to the east of the site.

5.3 Parking Provision

5.3.1 Vehicle Parking

The development proposals include significant investment to the existing Kennet Centre MSCP with improvement works totalling more than £600,000 proposed by the applicant. These works would include removal of the 66 spaces over the shopping centre (resulting in a net loss of 23 spaces), resurfacing of the parking areas, repainting of road markings, removal of the existing ventilation and the provision of 14 additional electric car charger points. These additional charger points would support the predicted growth in electric vehicles over the coming years.

The development proposals include a new undercroft car park within the site, which would accommodate 83 spaces including 39 electric car charger points (these would be for residents only).

The total parking provision on site would be 475 spaces (an increase of 60 spaces). The rationale behind the proposed parking provision is detailed within the Transport Assessment report (dated September 2023).

The applicant expects a parking management plan to be conditioned as part of the application process.

5.3.2 Cycle Parking

Cycle parking is proposed on the ground floor in a number of convenient locations providing a level access with no steps in accordance with the above standards. Nine separate secure storage areas are proposed, totalling 632 spaces, with a range of tiered bike racks, Sheffield stand type configurations and secure lockers for storage.

The cycle parking within the storage areas would be unallocated but access would be security-fob controlled. Each residential unit would be offered cycle parking, and this would be incorporated and controlled within the management plan for site.

A reasonable number of visitor cycle parking spaces would also be provided within the application site located in convenient positions.

Across the proposed development, cycle parking provision has been provided in accordance with West Berkshire Councils minimum cycle parking standards. Locally there is also an abundance of cycle parking with 230 spaces provided at the Newbury Station with spaces also provided across Newbury town centre.

6. Travel Plan Measures and Initiatives

This chapter of the report details a range of measures that are proposed within the Framework Travel Plan.

6.1 Travel Plan Co-ordinator (TPC)

As part of the Travel Plan, a Travel Plan Co-ordinator (TPC) would be appointed. The TPC would be employed on a part-time basis to drive the Travel Plan forward and gain support from residents/employees and other interested parties. The TPC would be in place 3 months before first occupation. Details of the nominated TPC are provided below. Any future change in the identity of the TPC would be notified to West Berkshire Council.

The contact details of the TPC are as follows:

David Whalley

Waterman Infrastructure & Environment

david.whalley@watermangroup.com

The TPC would be available as a contact for the full length of the monitoring period. The TPC would be the primary point of contact for residents/employees and other outside organisations in all matters regarding travel.

The TPC's role includes:

- Implementation of the Travel Plan;
- Management of the Travel Plan;
- Conducting travel surveys;
- Co-ordinating the monitoring programme for the Travel Plan;
- Ongoing assessment of the objectives of the Travel Plan; and
- Distribution and promotion of the 'Sustainable Travel Pack' to residents.

The management functions to be undertaken by the TPC would also include:

- Liaison with residents/employees;
- Managing the take up and distribution of cycle/public transport vouchers;
- Liaison with the Travel Plan and Walking/Cycling Officers at West Berkshire Council, with local bus service providers and with other TPC in the area;
- Collation and distribution of public transport information, cycling and walking route information / events / plans;
- Promotion of local car sharing programmes and the on-site car club;
- Designing and implementing effective marketing/awareness raising campaigns to promote the Travel Plan; and
- Preparing and maintaining publicity for alternative travel.

Action 1: Appointment of a TPC. TPC would be available as a contact for the full length of the monitoring period.

6.2 Sustainable Travel Packs

Good communication is a vital part of a Travel Plan and making residents aware of the options available to them is critical. To ensure this, it is proposed that all new residents would be provided with a 'Sustainable Travel Pack'. Residents would be provided with a pack upon first occupation of a unit only. The travel pack would provide useful information in relation to sustainable travel options to assist them in making informed choices for travelling to/from the proposed development. The travel packs would include information such as:

- Plans showing the location of bus stops and Newbury Station;
- Details of bus/rail services and routes;
- Contact details for organisations providing public transport information i.e. Traveline, National Rail;
- Information regarding a time limited free bus pass or voucher for cycling equipment. Vouchers would be made available upon request only;
- Information on local car sharing schemes and car clubs;
- Walking/cycling maps and plans and contact details i.e. Sustrans, rights of way maps.
- Plans showing local amenities and facilities (shops, schools and community facilities);
- Contact details for the TPC; and
- A summary of the Travel Plan.

The TPC would ensure that the travel packs contain up-to-date information (a review would be undertaken annually) and would work in partnership with West Berkshire Council to provide these packs. The travel packs would be provided via email to residents or as a hard copy. It is proposed that the 'Sustainable Travel Packs' are funded and issued by the operator.

Action 2: Provision of a 'Sustainable Travel Pack'.

6.3 Walking & Cycling Initiatives

Associated with a Travel Plan, there are undisputed health benefits from increasing the amount of walking and cycling people undertake, as well as reducing car emissions. The recommended level of exercise is 20 minutes, four times a week. This level of exercise could be achieved as part of a person's journey to work, school, shops etc.

It is essential that, within the overall design of the development, appropriate linkages are provided between local facilities and destinations. The development would be designed in such a way as to provide linkages with existing pedestrian routes on Market Street, Bartholomew Street and Cheap Street. A new pedestrianised street would also provide the crucial missing link between the railway station and the town centre, to make a vibrant, varied and interesting new pedestrian route, in turn, promoting sustainable travel.

To encourage walking to and from the proposed development, the Travel Plan would raise awareness of the health benefits of walking through promotional materials. Walking information would also be provided within the Sustainable Travel Packs by the TPC.

Action 3: TPC to include walking/cycling information in all 'Sustainable Travel Packs', with residents kept informed with changes/updates and promotions.

Cycle parking would be accommodated with 632 spaces provided for residents and a further 50 spaces provided for the flexible-use commercial units (Use Class E). A reasonable number of visitor cycle parking spaces would also be provided within the site located in convenient positions.

Action 4: Cycling parking provision to be provided in accordance with West Berkshire's Cycle Parking Standards.

The development proposals include an on-site cycle workshop offering cycle repair / servicing and associated equipment for sale. This would be available to all residents and employees.

Action 5: Provide on-site cycle workshop offering cycle repair and servicing.

Through the provision of the 'Sustainable Travel Packs' the applicant would provide cycle vouchers per household. These would be provided upon request and would be made available up to the end of the Travel Plan monitoring period. Such provision would seek to influence the travel patterns of residents in favour of cycling and can also be promoted in the sales material for the units. Establishing a culture of cycle use at the early stages of the development's life would also encourage more people to use such modes in the long term. As an alternative to the cycle voucher residents could instead request a public transport discount voucher.

Action 6: Cycle vouchers to be provided to residents upon request and first occupation only.

6.4 Public Transport Initiatives

It is considered that travel by bus/rail could represent an attractive public transport mode for residents/employees. Provision of information on bus/rail services would be easily accessible to all. Information would include details on routes, services, timetables and fares. This information would be displayed in the 'Sustainable Travel Packs'.

Action 7: TPC to include public transport leaflets and information in all 'Sustainable Travel Packs', with residents kept informed with changes/updates.

Through the provision of the 'Sustainable Travel Packs' the applicant would provide vouchers for free time-limited bus passes per household. This would include either 1 x 6-month bus pass or 2 x 3-month bus passes. These would be provided upon request and would be made available up to the end of the Travel Plan monitoring period.

Such provision would seek to influence the travel patterns of residents in favour of public transport. Establishing a culture of public transport use at the early stages of the development's life would also encourage more people to use such modes in the long term.

As an alternative to the public transport voucher residents could instead request a cycle discount voucher (Action 6).

Action 8: Public transport vouchers to be provided to residents upon request and first occupation only.

6.5 Car Sharing

Car sharing is a useful initiative which can help to reduce traffic congestion. It is an effective way of reducing single occupied cars travelling to and from the same origins and destinations, thus reducing the total number of cars on the highway network.

Individuals can select local car sharers by registering with a national or regional car sharing database on the internet. Websites allow people to register personal travelling details and search for other car sharers who live within the vicinity, or wish to car share a specific car journey, for example to workplaces.

The TPC would promote the Newbury Liftshare database (<https://liftshare.com/uk/search/from/newbury-west-berkshire-uk>) with details of the benefits that it brings, which include:

- Reduced costs of running a car;
- Reduced levels of stress associated with driving;
- Possible priority parking at workplaces;
- Contribution towards reducing congestion; and
- Reduces CO2 emissions, creating a cleaner environment.

Action 9: TPC to promote appropriate car sharing schemes including Liftshare.

6.6 Car Club

Car clubs are short-term car rental services that allow members access to locally parked cars and pay by the minute, hour or day. Car clubs offer an alternative model to private car ownership for individuals and businesses.

Enterprise Car Club are the official car club provider in Newbury, working in collaboration with West Berkshire Council. The club gives residents 24/7 pay-as-you-go access to vehicles parked on streets, car parks and Enterprise Rent-A-Car branches across the town via a mobile app. Enterprise currently have one vehicle located within the Kennet Centre MSCP. The development proposals includes a 3-vehicle expansion of the existing Enterprise car club. Each car would be funded by the operator for a period of 3 years. The provision of three additional car club cars would remove the need for residents to have a private car for everyday transport needs, such as trips to family and friends. Research identifies that the greatest proportion of car club users are 'motivated young renters in locations close to jobs and amenities', so a car club is ideal for this development.

Data from the 'Car Club Annual Report Great Britain 2020' (Source: [comouk-great-britain-car-club-summary-report-2020.pdf](#)) shows that each car club vehicle displaces 18.5 private cars. The applicant's commitment to providing a comprehensive car club facility for use by residents as well as all nearby residents and workers, would mean that the wider benefit of the car club on the local community would be that circa 74 private cars could be removed and general car ownership levels in the area reduced. The operator would fund the car club which would be ran by Enterprise Car Club who would promote its services through bespoke marketing, advertising and a launch day event. Residents would be entitled to a 3-year free membership package which includes £50 driving credit per membership (combined £100 value/per person per year) and access to and support from the local daily rental branch.

Action 10: A 3 vehicle expansion of the existing Enterprise Car Club.

6.7 Electric Car Charing Points

The use of electric vehicles is an important measure in reducing emissions locally and therefore the provision of necessary infrastructure which promotes the use of such vehicles is essential. Growth in the uptake of plug-in vehicles is also steadily increasing and therefore it is important that new developments seek to encourage continued growth and respond to such change.

The development proposals include significant investment to the existing Kennet Centre MSCP with improvement works totalling more than £600,000 proposed by the applicant. These works would include resurfacing of the parking areas, repainting of road markings, removal of the existing ventilation and the provision of 14 additional electric car charger points. With an additional 39 electric vehicle charger points in the undercroft car park. These additional charger points would support the predicted growth in electric vehicles over the coming years.

Action 11: Provision of 53 additional electric car charger points

6.8 Home Working

The operator would investigate, in conjunction with service providers, the possibility of delivering high speed broadband to each unit. This would enable residents to access online shopping/delivery services and allow residents to work from home where possible.

Action 12: Investigate the possibility of delivering high speed broadband to each dwelling.

The developer would provide co-working and business/meeting suites on site. Co-working space is becoming an important alternative to working from home as more and more people are not required (or do not wish) to work in their employer's space, particularly when that involves a long commute. The main benefits of co-working are flexibility, productivity, socialising and professionalism.

- Co-working space can be used hourly, daily or even permanently;
- Not having the interruptions associated with working from home often makes co-working a better option in terms of productivity;
- Opportunities to associate with other people who are also working can relieve isolation and has networking possibilities; and
- Being in a working environment close to home but not at home can engender sense of 'going to work', feeling and appearing to be more professional.

The business/meeting suites would provide spaces for formal and informal meetings and is conveniently located giving easy access to residents and to the greater business community of Newbury. A dedicated meeting space can give clients a good first impression and provides the right atmosphere in which to conduct business without distractions, interruptions and noise.

Action 13: Co-working and business/meeting suites to be provided on site.

6.9 Residents Amenities

The provision of high-quality build-to-rent accommodation at the Kennet Centre with exemplary residents' amenities would significantly reduce the need for residents to own or rely upon using a car.

Amenities not discussed in the above paragraphs include a:

- Reception & concierge;
- Residents' lounges;
- Residents' leisure facilities including a gym and squash court;
- Meeting rooms / dining rooms;
- A variety of rooftop terraces;
- A library of things i.e. items which residents can borrow on a daily or weekly basis such as tools; and
- Back-of-house facilities for onsite management and maintenance

The on-site leisure facilities (gym and such court) would mean residents do not need to leave the building and can use their own bathroom at home afterwards, avoiding having to venture out in bad weather, particularly in the winter months. The provision of on-site leisure facilities would also encourage people to exercise and builds a community for users and their guests. The biggest barrier to going to the gym is the inconvenience. An on-site gym can therefore make a big difference.

Action 14: Exemplary residents amenities incorporated into the design.

6.10 Promotion and Awareness

Through the promotion and introduction of Travel Plan initiatives identified above, residents/employees would be able to make more informed, sustainable travel choices. It is key to the success of the Travel Plan that initiatives are effectively marketed and promoted to households within the proposed development. The TPC would also promote national and local sustainable travel events such as; Bike to Work week, walk week, walk to school week, national car share day etc. This would include an annual event run by the TPC such as a step challenge, cycle challenge etc.

The TPC would also send out twice yearly newsletters which would focus upon walking/cycling in Spring and public transport, car sharing and car clubs in the Autumn.

Action 15: TPC to run an annual event to encourage more people to walk or cycle and would issue a newsletter twice a year.

6.11 Travel Plan Notice Board

A travel information notice board would be provided within the residential lobby. The notice board would be regularly updated with all relevant transport and travel information including cycle routes, car clubs, public transport timetables/maps and future events.

Action 16: TPC to promote sustainable transport on a Travel Plan Notice Board.

6.12 Travel Survey

Monitoring would be undertaken in the form of a resident/employee travel survey. The travel survey would be undertaken once the build-to-rent units are 75% occupied then repeated annually for a period of 5 years. The survey would capture both residents and employees.

Action 17: TPC to Carry out a travel survey on an annual basis for five years. The surveys would be commenced once the build-to-rent units are 75% occupied.

6.13 Summary

A summary of the measures to be implemented, the timescales and the responsibility for implementing each of the measures is provided in **Table 2**.

Table 2: Travel Plan Measures

| Task Description | Who is responsible? | To be completed by? |
|--|-------------------------------|---|
| Travel Plan Co-ordinator | Operator | 3 months prior to first occupation |
| Measures associated with the Development | | |
| Sustainable site design | Developer | From onset of occupation |
| Pedestrian links are to be provided onto Market Street, Bartholomew Street and Cheap Street | Developer | From onset of occupation |
| Cycle Parking to be provided | Developer | From onset of occupation |
| Cycle Worksop offering repair and maintenance sessions | Operator | From onset of occupation |
| Car Club (3 additional vehicles) | Operator | On a phased basis, to be agreed with West Berkshire Council |
| EV Charging Provision | Operator | From onset of occupation |
| High Speed Broadband | Developer / Service Providers | Determination of application |
| Co-working and business/meeting suites on site | Developer | From onset of occupation |
| Residents' amenities including leisure facilities (gym and squash court) and a library of things | Developer | From onset of occupation |
| Measures associated with the Travel Plan | | |
| Cycle/Public Transport vouchers to be provided to each household (Available upon request) | Travel Plan Co-ordinator | On first occupation of each dwelling |

| Task Description | Who is responsible? | To be completed by? |
|--|--------------------------|---|
| Promotion of information on public transport, walking and cycling routes and maps | Travel Plan Co-ordinator | From onset of occupation |
| Promotion of relevant car sharing website/database and car club | Travel Plan Co-ordinator | From onset of occupation |
| Up to date travel information to be provided to residents/employees | Travel Plan Co-ordinator | On-going throughout Travel Plan monitoring period |
| Issue residents with a 'Sustainable Travel Pack' including details of sustainable modes of transport (cycle route maps, bus maps etc.) | Travel Plan Co-ordinator | On first occupation of each dwelling |
| Details of travel to school initiatives to be included in the sustainable travel pack to encourage walking and cycling to school. | Travel Plan Co-ordinator | On first occupation of each dwelling |
| Annual Travel Plan Event and Newsletter(s) | Travel Plan Co-ordinator | Once the build to rent units are 75% occupied then repeated annually for a period of 5 years. |
| Travel Plan Notice Board | Travel Plan Co-ordinator | From onset of occupation |
| Carry out a travel survey | Travel Plan Co-ordinator | Once the build to rent units are 75% occupied then repeated annually for a period of 5 years |

7. Targets and Monitoring

7.1 Introduction

The development of a Travel Plan is a fluid process which would respond to changing local conditions and shifts in attitude towards different modes of travel. All Travel Plan targets should be SMART: Specific, Measurable, Achievable, Realistic and Time-bound Targets. The aim of this section is to begin the process of establishing targets in advance of the proposed development being occupied. These targets would be subject to change as the development progresses and the consultation process begins.

7.2 Targets

It is important to ensure that the targets for the Travel Plan are achievable and not so challenging as to undermine the whole process. The primary target for the Travel Plan has been developed using the trip rates/values set out in the development's Transport Assessment. The vehicular trip generation values given in the Transport Assessment to the are detailed in **Table 3**.

Table 3: Vehicle Trip Generation Calculations

| Time Period | Retained Two-Way Vehicle Trips* | Development Two-Way Vehicle Trips | Net Two-Way Vehicle Trips |
|------------------|---------------------------------|-----------------------------------|---------------------------|
| AM Peak | 16 | 105 | +28 |
| PM Peak | 153 | 148 | -221 |
| Daily (24 hours) | 1,822 | 9,87 | -3,809 |

***Retained trips are those associated the cinema, restaurants and offices.**

The development proposals are predicted to result in a significant reduction in trips throughout the day, with 3,809 trips removed from the local highway network. The proposal also removes HGV trips from the local highway network that are currently associated with the Kennet Centre. The morning peak hour shows a slight increase in trips (+28 vehicles). This is due to the different trip profiles associated with the change in land uses i.e. residential vs commercial.

The above trip generation figures have been used to calculate a target number of vehicle trips to/from the application site. The primary target is to aim for a reduction in vehicle trips of 10% from the AM baseline figure of 3 trips for the day. No primary targets have been set for the PM peak or per day as the development proposals would result in a significant reduction in vehicle trips when compared to the existing land use.

A secondary target for a reduction in vehicle trips would be determined in the interim using Journey to Work Census data for the West Berkshire 019C Super Output Area (lower layer) and then updated using the baseline travel survey results upon occupation of the site (once approved by West Berkshire Council). The Census data for 2011 indicates that 40% of journeys to work are undertaken by car in West Berkshire 019. The secondary target would aim for a reduction in vehicle trips of 10% from the baseline travel survey data (to align with the 10% reduction in vehicles based upon the trip generation).

As the Travel Plan develops the appointed TPC would liaise closely with officers at West Berkshire Council to provide updates on the success of initiatives implemented in helping achieve the primary target and other targets as they are identified. The TPC would review the targets once the travel survey has been undertaken and would agree new targets with West Berkshire Council (if necessary).

Primary Target: Seek to not exceed a total of 121 two-way car trips during the morning peak hour.
Secondary Target: Seek to achieve a 10% reduction in journey to work trips by car.

7.3 Monitoring and Review Strategy

A key part of the Travel Plan is to establish a monitoring and review strategy. It is proposed that monitoring is undertaken in the form of a travel survey which would identify mode choice and any travel problems experienced. The TPC would liaise with the Travel Plan officer at West Berkshire Council to discuss the content of the travel survey forms. The travel survey would be undertaken once the build-to-rent units are 75% occupied and then repeated annually for five years. Residents and employees would be encouraged to complete the travel survey through entry into a free prize draw. The survey would be issued via email and as a hard copy paper form. The winner of the prize draw would receive a sustainable travel related prize such as cycling or walking equipment. Data collected from the surveys would comply with the Data Protection Act and GDPR. Residents/employees would be identified only by numbers in the database, and data shall not be used or disclosed except for the purpose it was collected. The survey data would allow for a review by the TPC of how residents/employees are travelling and help identify any issues or obstacles to people travelling sustainably.

The survey would cover:

- What mode of transport they use to get to work;
- Where they travel from/to;
- How long their journey takes them;
- Suggestions to improve facilities/ initiatives at the application site; and
- Awareness of the Travel Plan.

As part of the monitoring process a car park occupancy survey would be undertaken within the on-site car parks. The survey would be undertaken for a 7-day period and would be undertaken once the build-to-rent units are 75% occupied and then repeated annually for five years. The survey would take place at the same time as the above-mentioned travel survey questionnaire.

During the monitoring period the TPC would also note, over the period of a week, how many of the cycle stands are in use. This too would coincide with the above mentioned surveys.

The TPC would also continually monitor the uptake of bus and cycle hire vouchers.

The monitoring process would culminate in producing annual reports which would summarise the data collected throughout the year, identify any areas which need improving and discuss potential changes for the forthcoming year. The monitoring reports would be forwarded to West Berkshire Council on the following dates:

- First Monitoring Report – Once the build-to-rent units are 75% occupied (within 3 months);
- Second Monitoring Report – one year after the build-to-rent units are 75% occupied;
- Third Monitoring Report – two years after the build-to-rent units are 75% occupied;
- Fourth Monitoring Report – three years after the build-to-rent units are 75% occupied;
- Fifth Monitoring Report – four years after the build-to-rent units are 75% occupied; and
- Final Monitoring Report – five years after the build-to-rent units are 75% occupied.

The results of the survey would also be disseminated to residents/employees.

Should the Travel Plan be shown to be failing to meet the agreed primary targets, the Monitoring Report would suggest additional measures that could be implemented at the development to further enhance sustainable transport opportunities.

7.4 Remedial Measures

Should it be necessary to revisit the outcome targets of the Travel Plan and agree new measures to help encourage and incentivise sustainable travel modes, these would be discussed and agreed with West Berkshire Council and the Travel Plan would be revised to reflect these agreed changes.

A set of potential remedial measures, to be triggered in the event that measures outlined fail to meet the required Travel Plan targets could include the following:

- Extend monitoring period of the development;
- More active marketing and promotion of sustainable travel information;
- Personalised Journey Planning for residents/employees to understand current travel patterns and help to identify potential for changing current behaviour; and
- Further incentives for residents/employees to travel sustainably to/from the development.

The remedial measures are different to the Travel Plan measures and, the exact nature of what, if any, remedial measures are required would be identified through the monitoring and review process in conjunction with West Berkshire Council.

7.5 Travel Plan Coordinator Budget

The TPC would have an annual budget of £500.00 made available by the operator of the build-to-rent units for marketing and/or prizes for any surveys/events held throughout the year.

8. Conclusions

The implementation of the Travel Plan for the proposed development is seen as a positive initiative by the applicant to provide travel choice, enhance accessibility and, where possible, to encourage travel by modes other than the private car by residents and employees.

It is seldom possible before a development is occupied to identify the full range of initiatives that are likely to be appropriate to resident/employee needs. Indeed, almost all established Travel Plans go through significant changes in their early months. The range of initiatives proposed within this Travel Plan cannot therefore be seen as definitive but rather they represent a commitment by the future operator to investigate measures that are appropriate.

Through the appointment of a TPC, a range of measures would be developed over time and tailored to the needs and emerging travel patterns of the residents/employees. The TPC would play a key role in the development of the Travel Plan and its implementation. The TPC would be responsible for the day to day running of the Travel Plan and would provide the co-ordination to ensure the plan's success along with keeping residents/employees up to date on local changes.

All residents would receive a 'Sustainable Travel Pack' containing various information, including walking and cycling routes as well as time limited bus passes or cycle discount vouchers. This pack would also identify the full range of initiatives and facilities that are available to them.

The Travel Plan seeks to achieve a reduction in car journeys to and from the application site through the promotion of alternative modes of transports and implementation of measures to make these attractive to new residents/employees.

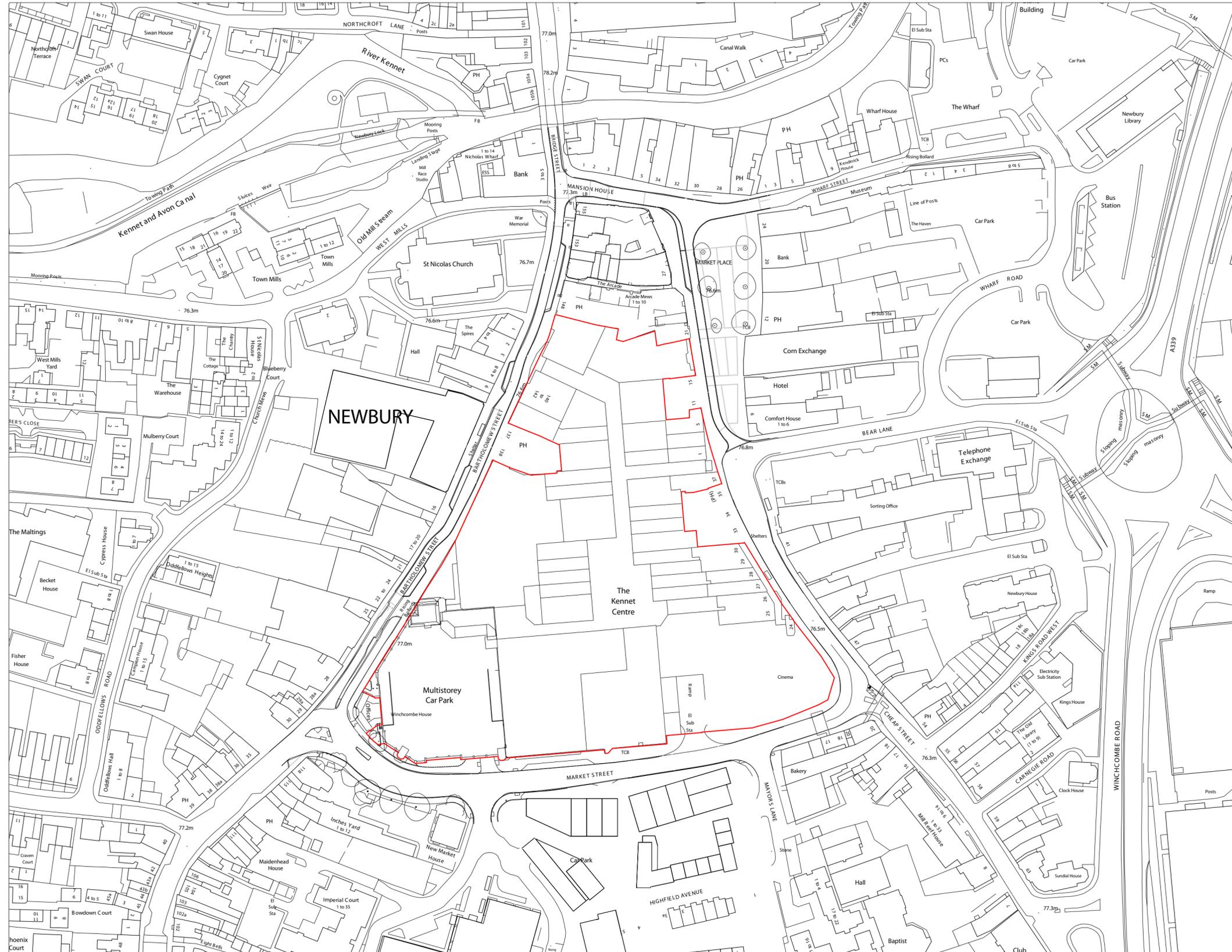
Regular monitoring of initiatives would be imperative to ensure the success of the Travel Plan and continued liaison with the Local Highway Authority would provide a co-ordinated approach to transport access to the development as a whole.

The operator would make a commitment to the budgetary requirements for the implementation of this Travel Plan.



APPENDICES

A. Location Plan



NOTES
 CONSULTANTS
 - Refer to highways consultant's drawings for details
 - Refer to landscape consultant's drawings for details

AREAS
 - Refer to area schedule



| Rev | Notes | Date | By | Auth |
|-----|--------------------------------|------------|----|------|
| PA | Issued for Planning Submission | 06/09/2023 | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |



VISUAL SCALE 1:1250 @ A2

KEY
 APPLICATION BOUNDARY

ColladoCollinsArchitects

17-19 Foley Street
 London W1W 6DW
 T 020 7580 3490
 F 020 7580 2917
 info@colladocollins.com
 www.colladocollins.com

Date: 06/09/2023
 Drawn By: LK
 Checked by: RC
 Scale @ A2: 1 : 1250
 Scale @ A4: 1 : 2500
 CAD File No:

LOCHAILORT

Eagle Quarter, Newbury
 Site Location Plan

PLANNING
 20011

P0-001

PA
 Revision

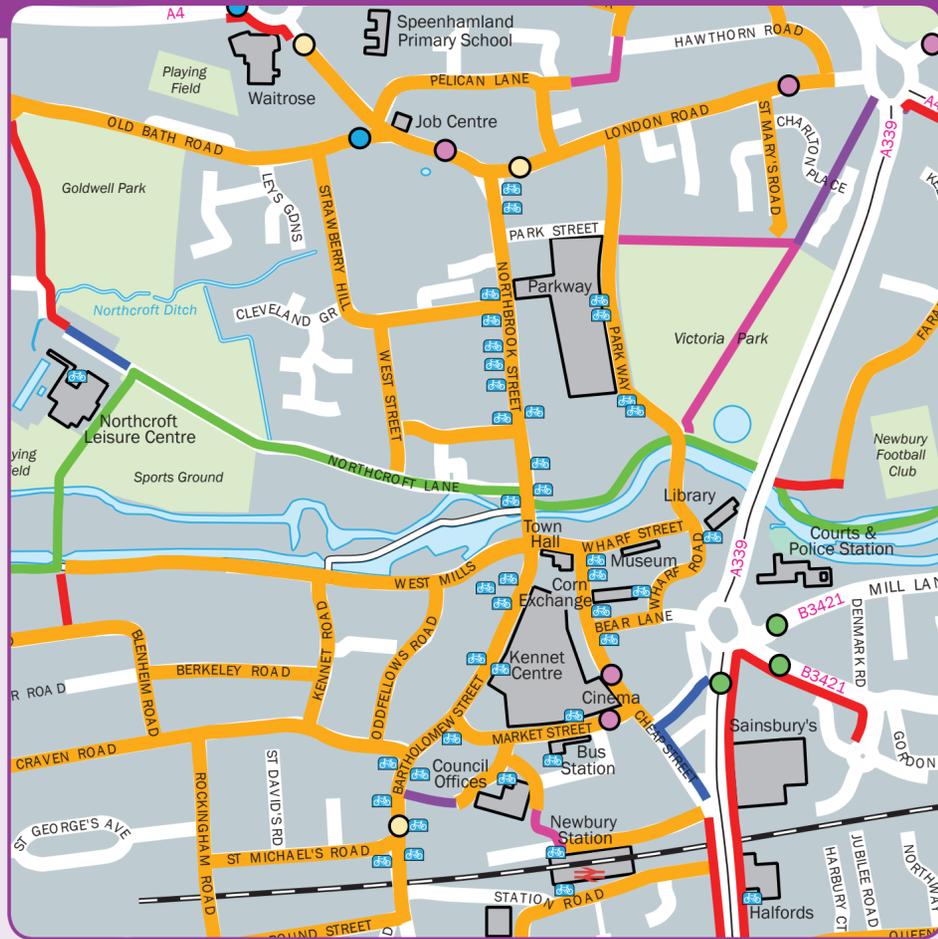


B. Cycle Map



CYCLING

A map & guide to cycling facilities in Newbury & Thatcham



Map Key

Cycling in Newbury and Thatcham

- Links (dismounted)
- Links (suitable for cycling)
- National Cycle Route 4
- Signed Cycle Path - off carriageway (cycleway or shared footway/cycleway)
- On-road Signed cycleway
- Quiet Route (mainly on road; some tracks included where surfacing may vary)
- Cycle parking locations

- Pedestrian crossings**
- Pelican
 - Puffin
 - Toucan
 - Zebra

Scale 1: 6 875
0 250 metres
0 250 yards

Route Planning

Want to plan a cycling journey? West Berkshire cycle routes along with many other local authorities' are now available on www.transportdirect.info and click on **Find a Cycle Route**

Benefits of Cycling

Cycling regularly helps to improve health and fitness as well as being good for the environment.

During the morning rush hour, cycling to work is often quicker than other forms of transport and can reduce stress levels by avoiding traffic queues!

Cycling is also good for the environment as it does not generate pollution!



Kennet & Avon Canal

Cycling is permitted along the length of the Kennet and Avon Canal. The National Cycle Network Route 4 follows much of the towpath and is clearly signed on other suitable routes where the towpath is narrow or uneven. Enjoy cycling along this pleasant route and remember that the canal is popular with walkers and boaters too, many of whom are travelling at speeds slower than you.

More information about the canal can be found at <http://canalrivertrust.org.uk> along with a detailed map which can be downloaded or at www.katrust.org.uk

More information regarding the National Cycle Network is available from Sustrans www.sustrans.org.uk

Interesting facts

On a bike you can travel 3 times faster than walking.

1 in 3 adults in the UK owns a bike, but only 1 in 10 rides regularly.

Useful Contacts

West Berkshire Spokes

is a voluntary organisation that represents cyclists across West Berkshire through membership and affiliation to other local cycling and related organisations. Although rides are organised the primary function is as a campaigning organisation for better facilities (e.g. cycleways, secure "parking" and lockers) for all cyclists but in particular the utility cyclist. Spokes were formed in December 2002 as a means of providing a communication channel between local cyclists and West Berkshire Council. Spokes members assisted with the update of this map and also provide the manpower for the Council to perform the regular cycle counts



www.westberkshirespokes.org

Newbury Road Club

Promoting cycling and serving cyclists in the Newbury area



www.newburyrc.co.uk

West Berkshire Council

www.westberks.gov.uk
If you have any suggestions regarding the provision of cycle facilities or require further information please contact the Council's Transport Policy Team on **01635 519505** or email lt@westberks.gov.uk

This map (and other walking and cycling maps) can be found on the Council's website www.westberks.gov.uk/activetravel

For maintenance issues please call the Council's Streetcare Team on **01635 519080** or email customerservices@westberks.gov.uk

Banjo Cycles

40 Bartholomew Street, Newbury 01635 43186
www.banjocycles.com

Specialized Concept Store

3A Norman House, Hambridge Road, Newbury 01635 33736

Supernova cycles

4 Oxford Street, Newbury 01635 46600
www.supernovacycles.co.uk

Halfords

Unit 2, Greenham Road, Newbury 01635 569078

Mike Muttram

(Mobile Cycle Repairs) 07909 520 851
www.muttram.co.uk

Bike Lux Cycles

Bikelux, Motorlux Mazda, Ampere Road, London Road Industrial Estate 01635 818930



Safety First

Lock it and Leave it

To protect your bike from Theft:

- Lock it to something solid
- Use bike parks (where available)
- Invest in a good quality lock
- Have your frame postcoded (Speak to your local police station to find out more)

If using the train make use of the secure cycle lockers at Newbury and Thatcham Station (speak to the station staff to find out more)

Follow the **Highway Code** and show consideration to other road users, especially pedestrians

Warn people of your approach using a bell

Cycle training is available from West Berkshire Council's Road Safety Team. Contact roadsafety@westberks.gov.uk for more information.

Be Organised – check your brakes, tyres, chains, lights and make sure your bike is safe to ride

Be Prepared – carry a puncture repair kit, waterproofs and first aid kit

Be protected – wearing a helmet could mean a less severe head injury if you were to have an accident

Be Seen – wear bright and/or reflective clothing and use lights outside the hours of daylight.

BE SAFE!

Cyclists Highway Code

Clothing:

you should wear:

- A cycle helmet which conforms to current regulations, is the correct size and securely fastened
- Appropriate clothes for cycling. Avoid clothes which may get tangled in the chain, or in a wheel or may obscure your lights
- Reflective clothing and/or accessories (belt, arm/ankle bands) in the dark

When riding at night you **MUST** have front and rear lights, a red rear reflector and amber pedal reflectors (if manufactured after 1/10/85). White front reflectors and spoke reflectors will also help you to be seen.

Cycle Facilities:

Cycle Lanes are on road and provide a designated area of the road for cyclist. They are marked with a white line (which may be broken). You do not have to use them, but they can make your journey safer. Cycle lanes often have advance stop lanes at traffic lights to give cyclist a head start when the lights change. You must not cross the stop line when the traffic lights are red.



Cycle Paths are off road cycle lanes usually on the pavement. The cycle path can be segregated (marked with a solid white line and cycle symbol) or shared (cycle symbol) with pedestrians. On shared use paths you need to take extra care, and on segregated paths you must cycle on the cycling side of the path.

Unless a pavement says it is suitable for cycling you must not cycle on it.

Cyclists may use off road bridleways, by-ways and restricted by-ways.

National Cycle Route 4, Part of the Sustrans National Cycle Network, this is a mainly off road, partly traffic free, route linking Reading to

Newbury and through to Bath and Bristol.

Toucan crossings allow cyclists and pedestrians to cross the road at the same time. They have a 'green bike' as well as a 'green man'

You must obey traffic signs and traffic light signals as if you were driving.

You should:

- Not ride more than two abreast
- Ride in single file on narrow or busy roads
- Not ride close behind another vehicle
- Not carry anything which will affect your balance or may get tangled up with your wheels or chain
- Be considerate of other road users, particularly blind or partially sighted pedestrians. Let them know you are there when necessary, for example, by ringing your bell.

You MUST not:

- Carry a passenger unless your cycle has been built or adapted to carry one
- Hold on to a moving vehicle of trailer
- Ride in a dangerous, careless or inconsiderate manner
- Ride when under the influence of drink or drugs

When parking your bike you must leave it so that it will not endanger or obstruct other road users or pedestrians. Use cycle parking facilities where these are provided.

Road Junctions: Watch out for vehicles turning in front of you, particularly if turning left. Do not ride on the inside of a vehicle. Do not attempt to turn at the same time as another vehicle, wait for them to complete their turn before you turn. When turning right check that it is safe and then signal and move to the centre of the road. Wait until there is a safe gap in the oncoming traffic before completing the turn. It may be safer to wait on the left until there is a safe gap, or to dismount and push your bike across the road.

Dual Carriageways: Remember that traffic on most dual carriageway moves quickly. When crossing wait for a safe gap and cross each carriageway in turn. Take extra care when crossing slip roads.

Cycle Signs



Route to be used by pedal cycles only



A shared path for cyclists and pedestrians



No cycling



A route for use by cyclists and pedestrian on separate sides of the path



Cycle route ahead



Advisory route for cyclists to use

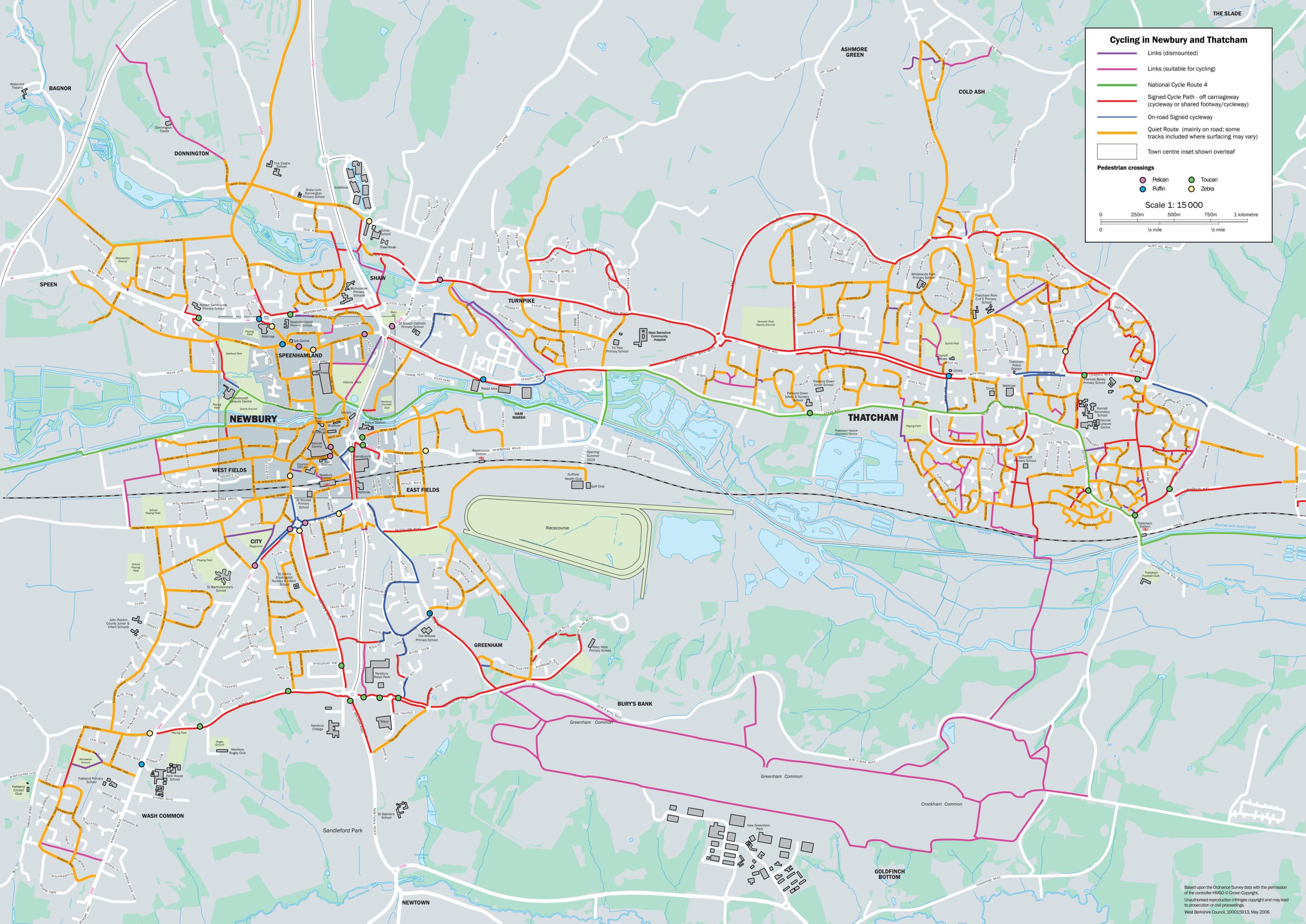
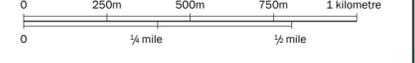


Direction sign showing recommended route for cyclists.

Cycling in Newbury and Thatcham

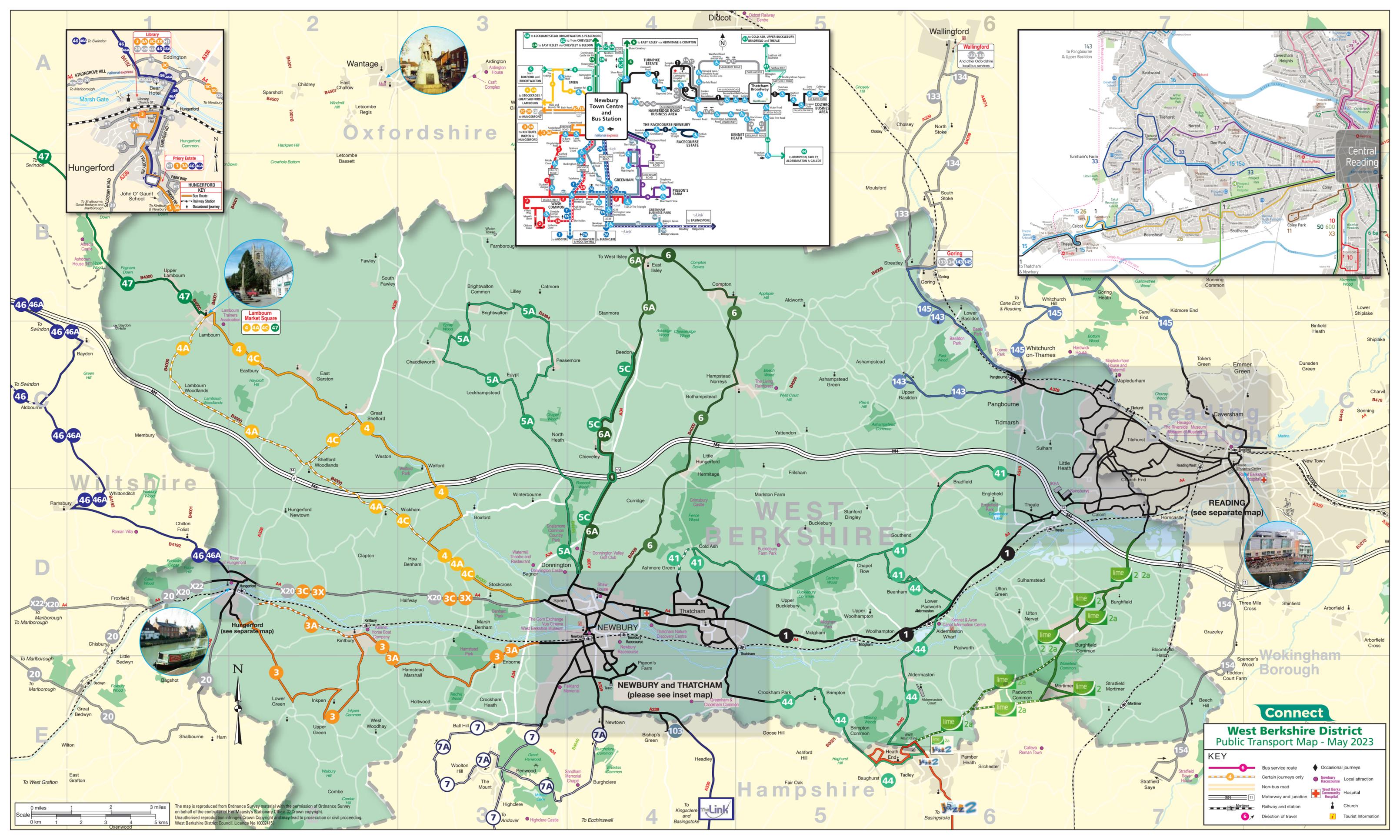
- Links (dismounted)
 - Links (suitable for cycling)
 - National Cycle Route 4
 - Signed Cycle Path - off carriageway (cycleway or shared footway/cycleway)
 - On-road Signed cycleway
 - Quiet Route (mainly on road; some tracks included where surfacing may vary)
 - Town centre inset shown overleaf
-
- Pedestrian crossings**
- Pelican
 - Toucan
 - Puffin
 - Zebra

Scale 1: 15 000





C. Public Transport Map



HUNGERFORD KEY

- Library
- Primary Estate
- Hungerford Common
- John O' Gaunt School
- Marsh Gate
- Bear Hotel
- Edlington
- Stronggrove Hill
- Marlborough
- Swindon

Newbury Town Centre and Bus Station

- Leckhamstead, Brightwalton & Peasehope
- East Isley via Hermitage & Compton
- Cold Ash, Upper Bucklebury, Bradfield & Dealde
- Greenham
- Thatcham Broadway
- Hambridge Road Business Area
- Racecourse Newbury
- Pigeon's Farm
- Kenney Heath
- Wokingham
- Basingstoke

Central Reading

- Reading West
- Reading East
- Reading North
- Reading South
- Reading Central
- Reading Station
- Reading Bus Station
- Reading Cemetery
- Reading Museum
- Reading Hospital
- Reading Marina
- Reading Golf Course
- Reading Racecourse
- Reading Leisure Centre
- Reading Sports Centre
- Reading Community Hospital
- Reading Fire Station
- Reading Police Station
- Reading Council Offices
- Reading Town Hall
- Reading Cathedral
- Reading Abbey
- Reading Castle
- Reading Castle Museum
- Reading Castle Park
- Reading Castle Grounds
- Reading Castle Gardens
- Reading Castle Parkland
- Reading Castle Woodland
- Reading Castle Watercourse
- Reading Castle Drainage
- Reading Castle Sewerage
- Reading Castle Electricity
- Reading Castle Gas
- Reading Castle Water
- Reading Castle Sewerage Treatment Works
- Reading Castle Sewerage Pumping Station
- Reading Castle Sewerage Manholes
- Reading Castle Sewerage Pipes
- Reading Castle Sewerage Valves
- Reading Castle Sewerage Junctions
- Reading Castle Sewerage Access Points
- Reading Castle Sewerage Inspection Points
- Reading Castle Sewerage Maintenance Points
- Reading Castle Sewerage Emergency Points
- Reading Castle Sewerage Safety Points
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- Reading Castle Sewerage Compliance Points
- Reading Castle Sewerage Reporting Points
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- Reading Castle Sewerage Information Points
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- Reading Castle Sewerage Odour Points
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- Reading Castle Sewerage Joy Points
- Reading Castle Sewerage Happiness Points
- Reading Castle Sewerage Love Points
- Reading Castle Sewerage Compassion Points
- Reading Castle Sewerage Kindness Points
- Reading Castle Sewerage Generosity Points
- Reading Castle Sewerage Gratitude Points
- Reading Castle Sewerage Forgiveness Points
- Reading Castle Sewerage Patience Points
- Reading Castle Sewerage Humility Points
- Reading Castle Sewerage Modesty Points
- Reading Castle Sewerage Simplicity Points
- Reading Castle Sewerage Spontaneity Points
- Reading Castle Sewerage Openness Points
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- Reading Castle Sewerage Resilience Points
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- Reading Castle Sewerage Resourcefulness Points
- Reading Castle Sewerage Problem Solving Points
- Reading Castle Sewerage Creativity Points
- Reading Castle Sewerage Innovation Points
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- Reading Castle Sewerage Problem Solving Points

Scale 0 miles 1 2 3 miles
0 km 1 2 3 4 5 kms

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Connect West Berkshire District Public Transport Map - May 2023

KEY

- Bus service route
- Certain journeys only
- Non-bus road
- Motorway and junction
- Railway and station
- Direction of travel
- Occasional journeys
- Newbury Racecourse
- West Berks Community Hospital
- Church
- Tourist Information

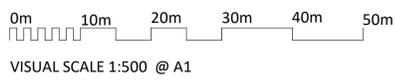


D. Site Layout Plan



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 - Refer to landscape consultant's drawings for details
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 - Refer to area schedule
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 Drawn By: LK
 Checked by: RC
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 Scale @ A3: 1: 1000
 CAD File No:

LOCHAILORT

Eagle Quarter, Newbury
 Proposed Site Plan - First Floor

PLANNING
 20011

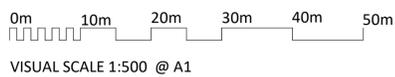
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Eagle Quarter, Newbury
 Proposed Site Plan - Second Floor

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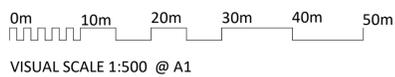
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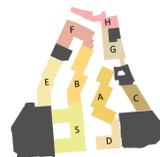
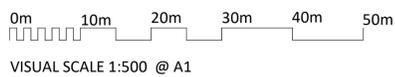
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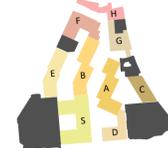
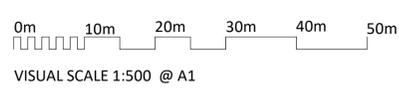
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 Eagle Quarter, Newbury
 Proposed Site Plan - Fifth Floor

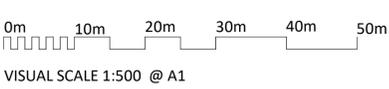
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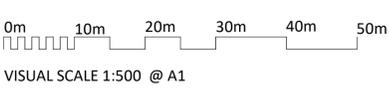
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 Proposed Site Plan - Seventh Floor

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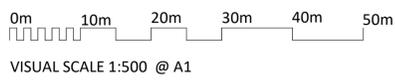
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