

New Simplified Planning Zone

2024 - 2034

Appendices

Appendix 4: Travel Plan

Reference: SPZ-A04

For consultation July 2024

Note: If you need this information in an accessible format please
contact planningpolicy@slough.gov.uk



Slough Trading Estate New SPZ

Umbrella Travel Plan
[For Deposit Consultation]

On behalf of

SEGRO

Project Ref: 332110712 | Rev: E | Date: July 2024

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1 Introduction

1.1 Background

- 1.1.1 Stantec UK Ltd has been commissioned by SEGRO to provide highways and transport support for the New Simplified Planning Zone (SPZ) Scheme (2024- 2034) for the Slough Trading Estate, hereafter referred to as “*The Trading Estate*”.
- 1.1.2 The Trading Estate is located approximately 1.6km to the northwest of Slough Town Centre and is home to approx. 350 businesses across a range of large-scale industrial uses and smaller scale enterprises.
- 1.1.3 The Trading Estate is well situated to the local and strategic highway network. The site is bound by the A4 Bath Road to the south which provides a direct connection to the M4 and the A355 Farnham Road to the east, which connects to the M40 to the north. The A4 Bath Road and A355 Farnham Road are main bus corridors that provide connectivity between The Trading Estate, Slough, Maidenhead and High Wycombe. The Trading Estate is also served by local bus services and located within a reasonable walking and cycling distance of Burnham and Slough Railway Stations.
- 1.1.4 Where reference is made to “SEGRO” throughout this document that shall include reference to any successors in title to its freehold interests in the site (or any part of it) who shall assume responsibility for compliance with this Umbrella Travel Plan (UTP) in respect of any such part(s).

1.2 Simplified Planning Zone

- 1.2.1 An SPZ was originally adopted at The Trading Estate in 1995 and subsequently renewed in 2004 and 2014. Since it was adopted, the SPZ has played a critical role in helping to facilitate development on The Trading Estate and in turn helped to attract businesses to the area and enabled existing businesses on the estate to expand. The SPZ has been important for Slough attracting and retaining business investment and SEGRO to deliver world class industrial buildings.
- 1.2.2 The SPZ is a defined area of land in which development can come forward without the need of gaining planning permission via formal processes if it complies with a set of criteria. If the development proposals comply with the SPZ, there is no need to gain planning permission through the formal planning process, which expedites the ability to start construction of the development. Typically, this has resulted in the order of 2-3 New SPZ developments a year within The Trading Estate, with 25 developments built in the present SPZ, since 2014.
- 1.2.3 The SPZ provides existing and future occupiers the following benefits for compliance schemes:
- **Flexibility** – can respond quickly to tenants’ requirements and market demands;
 - **Certainty** – clearly defined type of development that will be approved under SPZ and improves confidence in investment at The Trading Estate;
 - **Speed** – developer does not have to obtain individual planning permission and can start construction in a timely and cost-effective manner; and
 - **Marketability** – effective marketing tool to improve business and employment investment to potential occupiers.
- 1.2.4 The current SPZ will expire on the 11 November 2024. SEGRO are applying for a New SPZ Scheme so going forward they can continue to retain the flexibility over land uses, scale and

location of development which are still needed to meet the demand of tenants and continue to deliver world class industrial premises.

1.3 Purpose of the Umbrella Travel Plan (UTP)

- 1.3.1 The current SPZ is covered by an UTP as a part of the Section 106 legal agreement. This document has enabled SEGRO to provide a variety of travel planning measures which seek to benefit all Trading Estate occupiers in terms of encouraging use of sustainable modes and reducing dependence on private car travel. Some measures that have been implemented in the past include providing concessionary rail travel, travel events, and supporting a car sharing scheme.
- 1.3.2 As part of the New SPZ, this Umbrella Travel Plan will be implemented to continue to deliver measures and collaborate with Slough Borough Council (SBC) to encourage sustainable travel for staff and visitors across The Trading Estate.
- 1.3.3 For larger developments covered by the SPZ, Occupier Travel Plans (OTPs) will be required to be in place within six months occupation. **Section 7** contains further information on OTPs. The compliance with the UTP will primarily be the responsibility of the individual occupiers.
- 1.3.4 As development within The Trading Estate varies greatly in scale, it is appropriate that the SPZ recognizes the importance of applying thresholds to determine when an Occupier Travel Plan is necessary. **Table 1.1** outlines the floor space thresholds for any individual unit within an SPZ notification that would trigger the need for an OTP.

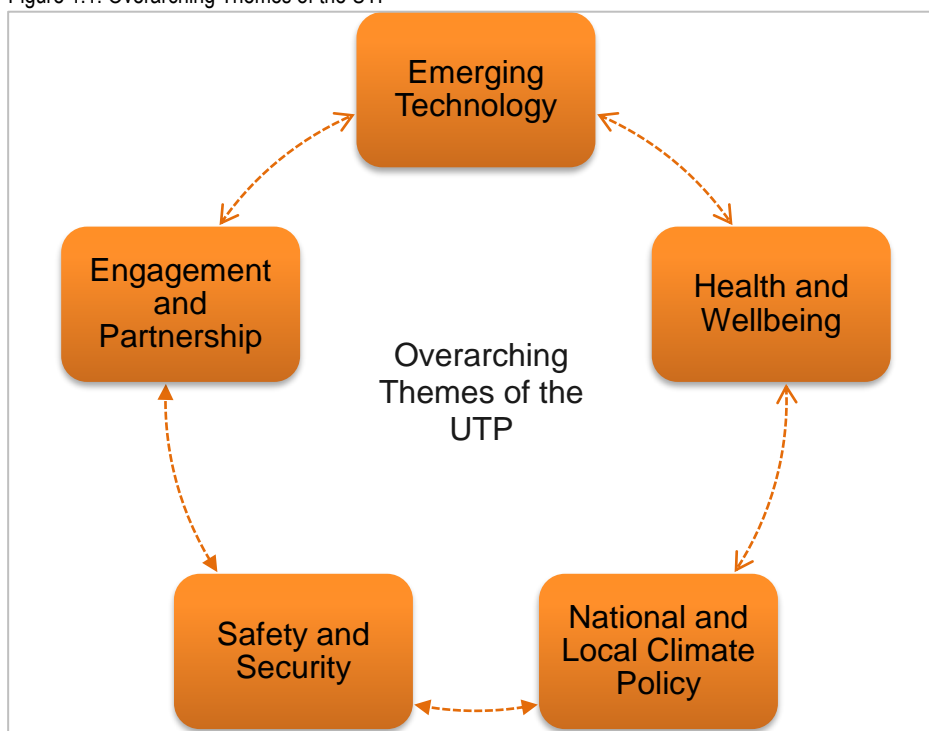
Table 1.1: Land Uses and Travel Plan Thresholds for Which Occupier Travel Plans are Required

Land Use	Description	Threshold Floorspace
E Commercial Business and Service Use	Research and Development and Light Industry	>2,500sqm
B2 General Industrial	General Industry (Other than classified as in B1)	>4,000sqm
B8 Storage or Distribution	Storage or distribution centres – wholesale warehouses, distribution centres and repositories Data Centres	>5,000sqm
Others / Non-intensively used units	For example, decked car parks, demolition, PV solar panels, walls and enclosure.	It is not considered that a Travel Plan is required for these ancillary non-intensively used units

1.4 Vision of Travel Planning for the New SPZ

- 1.4.1 The UTP is to be delivered as a part of the New SPZ to encourage more sustainable forms of travel in line with local and national policy and to contribute to health and environmental benefits of reducing travel and encouraging active travel. Investing in transport measures will support the future development on the SPZ and encourage commuting patterns that are more sustainable. Improving sustainable transport options to and from The Trading Estate and local area can facilitate a reduced reliance on private vehicles and will complement investment in the borough by SBC. Sustainable transport measures associated with the New SPZ relates to several overarching themes that are highlighted below in **Figure 1.1**.

Figure 1.1: Overarching Themes of the UTP



1.4.2 Each of these themes have been described further below in addition to how they link to the UTP.

National and Local Climate Policy

1.4.3 The Transport Decarbonisation Plan (July 2021) ‘A Better, Greener Britain’ consists of the governments commitments and actions required to decarbonise the transport system in the UK. This highlights the need to increase walking and cycling and implementing a fleet of zero emission vehicles and states the sale of new petrol and diesel cars and vans by 2030 which is in the lifetime of the New SPZ. On a local scale, SBC adopted a Climate Change Strategy and Action Plan in December 2021 which sets a borough-wide target to reach carbon neutrality by 2040 with a stretch target of reaching this by 2030. Transport is highlighted as a main area that needs to be addressed in order to help minimise the impacts that climate change poses.

1.4.4 The overall aim of the UTP and the measures have been set so that they are in line with these policies and incorporate the suggest ways to help decarbonisation on both the national and local scale.

Health and Wellbeing

1.4.5 Health and wellbeing can be impacted both positively and negatively by how we travel. Carbon emissions from road traffic can negatively impact air quality and this has been linked to various health problems. Opting for active travel instead of driving can help to improve physical fitness and mental wellbeing.

1.4.6 Active travel can generally be encouraged through improving footways and cycle paths, cycle parking, improving landscaping and public realm. Furthermore, supplying information on the health benefits of active travel on individuals and local communities can also encourage people to opt for these modes when travelling to work.

Personal Safety and Security

- 1.4.7 The Trading Estate benefits from Business Watch, a company that provides on-site security services for occupiers and employees working at the site. Continuing support and investment in Business Watch in the New SPZ would provide ongoing reassurance for businesses in terms of security and privacy. They can also help employees feel a sense of personal safety and security, especially for those walking to and from work along which would also be helped through improving street-lighting and wayfinding.
- 1.4.8 In regard to cycling, employees should be confident that their bicycle can be parked at The Trading Estate in a secure storage area that will be monitored. Furthermore, cycling can be an off-putting mode for some people to opt for if they have not had experience and / or do not feel confident cycling. Therefore, their personal safety can be enhanced through offering cycle training to employees and businesses. The UTP highlights several measures that aid the personal safety and security of those working at The Trading Estate.

Emerging Technology

- 1.4.9 Over the span of a 10-year period for the New SPZ, technology is likely to advance in ways that are unknown at this point. It should be acknowledged that the UTP will need to be flexible to adapt to and maximise the benefit of new technology and embrace emerging technologies that may have a beneficial impact for sustainable transport, notably so for decarbonisation. Decarbonising the road traffic fleet is an important factor that will come into force within the lifetime of the New SPZ from 2024 to 2034. Therefore, incorporating Electric Vehicles (EVs) and charging infrastructure will support the uptake of these vehicles.
- 1.4.10 In terms of monitoring change in travel patterns and the uptake of different modes, The Trading Estate benefits from sensors that remain in place collecting continual data that provides ongoing monitoring of all movements into and out of The Trading Estate.

Partnership

- 1.4.11 The UTP will best be delivered in partnership between SEGRO and SBC actively engaging in joint delivery of the UTP aim, objectives and measures.

2 Site Accessibility

2.1 Introduction

2.1.1 This section sets out the existing accessibility to The Trading Estate via walking, cycling, public transport, and by road. This is in addition to setting out future improvements to be delivered by SBC that will benefit accessibility between The Trading Estate and surrounding areas.

2.2 Walking and Cycling

2.2.1 The Trading Estate benefits from a good network of pedestrian and cycle infrastructure including footways, cycleways, and dedicated crossing facilities. Many crossings on busier routes are signalised and have tactile paving and dropped kerbs to assist those who are mobility or visually impaired.

2.2.2 Footways are provided along both sides of the carriageway along all the main routes through The Trading Estate with crossing facilities provided at major desire lines and junctions to enable pedestrian and cyclists to safely move around The Trading Estate.

2.2.3 A combination of on carriageway, and off carriageway cycle facilities are provided along principal routes throughout The Trading Estate such as Buckingham Avenue, Dover Road, Farlie Road, Burnham Lane, and sections of Leigh Road, A4 Bath Road, and Farnham Road.

2.2.4 There are several other shared pedestrian and cycleway access points to the external network, one to the eastern end of Ajax Avenue which connects to Farnham Road. Furthermore, there are several links that can be used by pedestrians and cyclists between The Trading Estate and Britwell, the residential area to the north of The Trading Estate via Weston Road, Dundee Road and Farlie Road.

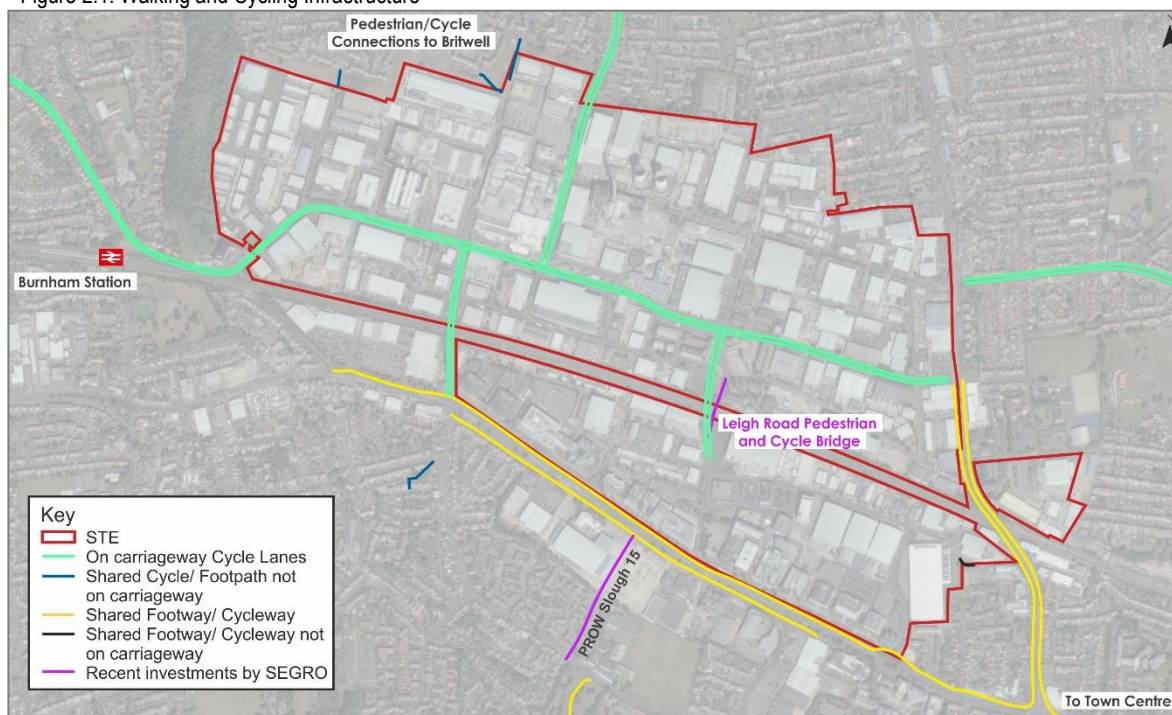
Recent Investment in Active Travel Accessibility

2.2.5 The active travel network has also been subject to significant investment in association with the construction of the new Leigh Road Bridge, retention of the old bridge for pedestrian and cyclists. This provides an off-carriageway provision for pedestrian and cyclists and runs through Leigh Road Park and connects to the footways and cycle lanes on Leigh Road to the south of the bridge.

2.2.6 Public Right of Way (PROW) 15 which links the Bath Road to Cippenham Lane has recently benefited from investment by SEGRO as part of the development of 225 Bath Road. This is being upgraded and diverted to provide a more direct and desirable route for users.

2.2.7 The walking and cycling infrastructure set out above has been illustrated below in **Figure 2.1**.

Figure 2.1: Walking and Cycling Infrastructure



2.2.8 A map of the local cycle routes that cover a wider area than illustrated above has been included within **Appendix A**

Planned and Funded Investment in Walking and Cycling

A355 Improvements: Destination Farnham Road Scheme

2.2.9 Public consultation for the 'Destination Farnham Road Scheme' has taking place between 11 December 2023 to 11 February 2024. SBC were successful in a bid to procure Levelling Up Fund (LUF) Round 2 funding from developing a business case for improvements along Farnham Road and side toads that proposes the following elements:

- Public space and 20mph through main shopping area;
- Two-way off road cycle route with upgraded roads and footways, in addition to crossing facilities, upgraded bus stops;
- Widening advisory cycle lanes along most of Sheffield Road; and
- Introducing a 'cycle street' along most of Furnival Avenue.

2.2.10 A total of three consultation events for the scheme have been held throughout the consultation period on 23, 25 January and 1 February 2024.

A4 Cycle Route and Road Safety Improvement Scheme

2.2.11 A new off-road, mainly segregated, two-way cycle route along the A4 has been proposed between Huntercombe Lane and Uxbridge Road which will route along the A4 Bath Road to the south of The Trading Estate. This is in addition to associated road safety improvements along the A4. These improvements are to be funded by the Department for Transport (DfT), and public consultation was undertaken between 18 August to 29 September 2023.

Active Travel Improvements as a part of the New SPZ

Connections to Britwell

- 2.2.12 As stated above, there are several existing active travel routes from the north of The Trading Estate to Britwell. The existing routes are not perceived as feeling secure and often lack formality. The New SPZ will provide an opportunity to improve these routes through better lighting and surfacing treatments improving the access between the Trading Estate and Britwell.

Connections to A4

- 2.2.13 The A4 service road provides access to a number of office and R&D plots to the south of the Trading Estate. Development of these plot under the SPZ will result in new development with a principal frontage to the service road. The Design Code identifies that these plots as they are redeveloped will provide a minimum of 8 metres landscaping. In addition to this the recently permitted planning application at 200-210 Bath Road will delivery a closure of a stretch of the eastern service road to vehicular traffic. These elements will enhance the pedestrian and cycling environment along the A4 Bath Road service road along the south of The Trading Estate. These measures will complement the more formal investment in a cycle route across the Borough which is funded by the Active Travel Fund as well as the A4 Safety Scheme.

Connections East – West – Buckingham Avenue

- 2.2.14 At present cycle lanes are provided on both sides of the carriageway on Burnham Lane between Burnham Railway Station to the western part of The Trading Estate and continue along Buckingham Avenue. Given that this is the main east – west route through The Trading Estate it carries a mix of traffic including HGV traffic. On this basis, through the New SPZ Scheme the opportunity to improve this infrastructure has been explored, building upon SBC investment on Burnham Lane.
- 2.2.15 As discussed with SBC, it is proposed that this will include the delivery of a new footway/ cycleway along the northern side of Buckingham Avenue between Burnham Lane and Liverpool Road within existing public highway. It is important to note that this scheme has been delivered in the context of Buckingham Avenue which will remain as key highway route through The Trading Estate.
- 2.2.16 In addition to the off-carriageway route provided, there will be safeguarding widening lines identified covering the section from Liverpool Road to Farnham Road which will allow for the delivery of the route to the east of Liverpool Road, as plots fronting Buckingham Avenue are comprehensively redeveloped. In addition there will be some other localised widening safeguarding where the existing highway width is more constrained to enable widening to occur again as comprehensive redevelopment of plots occurs.

Connections South on Dover Road

- 2.2.17 The A4 will see significant investment from SBC providing a Borough-wide east / west cycle connection alongside the A4 Bath Road. To connect the Buckingham Avenue route to the A4 there will be improvements to Dover Road to provide an off carriageway footway/ cycleway along the eastern side of the carriageway. This will enhance walking and cycle connectivity into and out of the Trading Estate.

Connections North on Fairlie Road

- 2.2.18 Fairlie Road provides a connection between the housing area of Britwell to the north and the centre of the Trading Estate. The off-carriageway cycle route would be provided to the east of Fairlie Road linking from Buckingham Avenue to Pevensy Road.

2.3 Bus

2.3.1 There are several bus stops located within The Trading Estate, and within its vicinity. Buckingham Avenue is served by the 12 and 13 bus services of which form a connection between Burnham and Slough Town Centre. Additional services are accessed from bus stops on Farnham Road consisting of the number 7, 103, X74, 583 services. Furthermore, the A4 Bath Road is also host to bus stops providing access to the 6, A4, and 702 bus services.

2.3.2 The bus services have been set out below in **Table 2.1**.

Table 2.1: Bus Services

Service	Destinations	Weekday Frequency (Per hour)	Saturday Frequency (Per Hour)
Buckingham Avenue			
12	Slough to Burnham	2	1
13	Slough to Burnham	2	1
Farnham Road			
X74	Slough to High Wycombe	2	1
103	Slough to High Wycombe	1	1
7	Britwell to Heathrow	2 - 3	2
583	Hedgerley to Uxbridge	1 per 2 hours	1 per 2 hours
Bath Road			
A4	Heathrow Central Bus Station to Cippenham	2 - 4	2
6	Maidenhead to Wexham Court	1	1
701/2	Reading / London to Legoland	1	-

Source: [Timetables | First Bus](#), [Carousel Buses](#), [Reading Buses](#) (Accessed June 2024)

2.3.3 The bus stops provided on the A4 Bath Road, Buckingham Avenue and Farnham Road all benefit from bus shelters, seats, and lighting. SEGRO currently support bus services to enhance public transport accessibility to and from The Trading Estate, and they will continue to do so as part of the New SPZ.

Public Transport Improvements as a part of the New SPZ

2.3.4 There have been extensive discussions between SEGRO and SBC regarding future financial provision by SEGRO to support bus services to and from The Trading Estate.

2.3.5 The preferred approach for the New SPZ is to deliver a new high frequency bus service between The Trading Estate and Burnham Railway Station which will be supported as a part of the S106 package alongside the New SPZ.

2.3.6 The details of the service specification are being explored further, but it is envisaged that this service will run every 15 minutes Monday to Friday between 0700 and 1900 between

Burnham Station and the east of the Trading Estate via Buckingham Avenue to provide an attractive service and connection to onwards rail services.

2.4 Rail

- 2.4.1 The Trading Estate is well located to rail services with the Great Western mainline railway bisecting the site. From the Buckingham Centre (located at the junction of Leigh Road / Buckingham Avenue which is approximately the centre of The Trading Estate), the closest station is Burnham Rail Station located approx. 1.5 km to the west of the Buckingham Centre. Slough Rail Station is situated approximately 3.2 km to the east of the Buckingham Centre. Both Rail Stations are located within cycling distance from the being a 6-minute and 11-minute cycle to Burnham Rail Station and Slough Rail Station, respectively.
- 2.4.2 The Elizabeth Line services are available from both Slough and Burnham stations providing high frequency services (min 4 trains an hour) to Reading in the west and to Abbey Wood in the east and connecting to a range of central London destinations. In addition, Great Western Services are available at Slough Station as well as branch line services to Windsor.
- 2.4.3 A summary of the services from both Burnham and Slough Rail Station are provided within **Table 2.2**.

Table 2.2: Rail Services (Direct Services Only)

Destination	Services Per Hour	Approx. Journey Time (Minutes)
Burnham Rail Station		
Slough	4	3
M Maidenhead	4	6
Reading	4	20
London Paddington	4	35
Abbey Wood	4	65
Slough Rail Station		
Reading	5	23
Abbey Wood	4	60
Didcot Parkway	2	55
London Paddington	4 - 6	20 - 30
M Maidenhead	5 - 6	8
Windsor & Eton Central	3	6

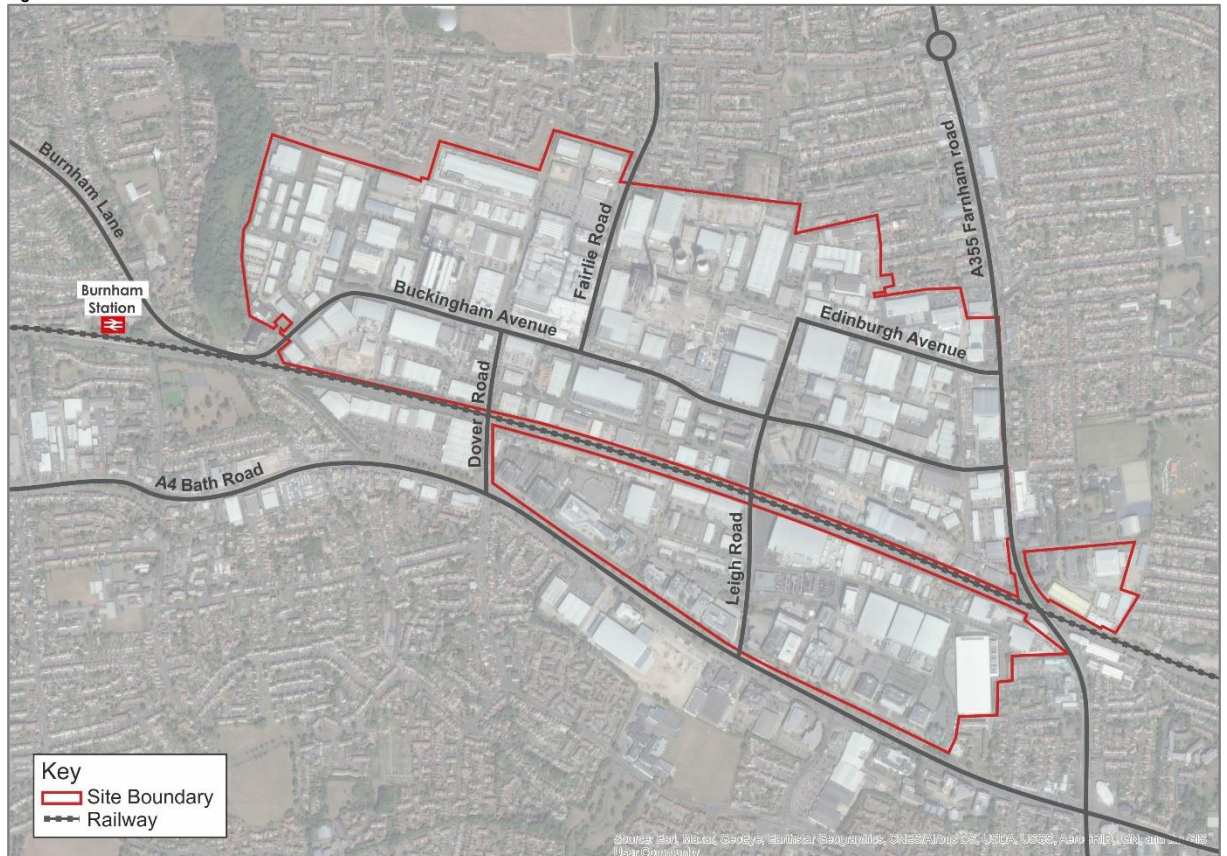
Source: [Live Trains | National Rail](#). (Accessed June 2024)

2.5 Local Highway Network

- 2.5.1 The Trading Estate is located approximately 1.6 km to the northwest of Slough Town Centre and is home to approx. 350 businesses across a range of large-scale industrial uses and smaller scale enterprises.

- 2.5.2 The Trading Estate is well situated to the local and strategic highway network. The site is bound by the A4 Bath Road to the south which provides a direct connection to the M4 and the A355 Farnham Road to the east, which connects to the M40 to the north. The A4 Bath Road and A355 Farnham Road are key bus corridors that provide connectivity between The Trading Estate, Slough, Maidenhead and High Wycombe.
- 2.5.3 Dover Road and Leigh Road form a connection from the A4 Bath Road to The Trading Estate, and Buckingham Avenue forms an east – west link between Burnham in the west and Farnham Road to the east, bisecting The Trading Estate. The location of The Trading Estate and principal roads that provide access are shown in **Figure 2.2**.

Figure 2.2: Vehicle Access



2.6 Freight Access

- 2.6.1 The advisory freight routes to and from The Trading Estate are shown in **Appendix B**, these represent routes that are most suitable for goods vehicles.

3 Aim, Objectives, and Targets

3.1 Aim

- 3.1.1 The overall aim of the UTP is to encourage employees and visitors of The Trading Estate to travel to and from the site via sustainable modes of transport instead of driving in a single occupancy car, where practical.

3.2 Objectives

- 3.2.1 Several objectives that have been set out below that support the aim and will help to facilitate a successful delivery of the UTP. These objectives are in line with the overarching themes of the UTP that were set out within **Section 1.4**, in addition to the vision of the New SPZ to deliver development to meet the needs of businesses at The Trading Estate and continue to be an attractive location for businesses to thrive. These objectives have informed the measures that have been included in **Section 4**. The objectives are as follows:

1. To improve the safety and security of employees and visitors to The Trading Estate;
2. To promote the health benefits to employees in relation to walking and cycling;
3. To embrace future technology that can facilitate sustainable transport use and connectivity;
4. To actively engage with SBC regarding transport improvements at The Trading Estate;
5. To support the ongoing economic success and regeneration of The Trading Estate;
6. To support environmental policies regarding climate change and decarbonisation via the implementation of UTP measures.

3.3 SMART Targets

- 3.3.1 In order to monitor the progress of the UTP, clearly defined targets have been set. These targets must be **SMART**, explained below as:

- **S**pecific: identifying precisely what is to be achieved.
- **M**easurable: over the duration of the target period; allowing for regular evaluation of effectiveness.
- **A**ppropriate: and linked to the overall objectives and aims.
- **R**ealistic: in terms of the potential to be achieved over the duration of the target.
- **T**imed: the target must define a date and series of dates by which it is expected to be achieved.

- 3.3.2 The progress of the UTP will be monitored against the SMART targets set out below:

1. That the measures identified in **Section 4** of the UTP are implemented, within the period of the New SPZ from 2024 to 2034;
2. SEGRO organises and supports one annual event to promote engagement with occupiers and employees on travel-related matters and initiatives and offer PTP at the event;

3. That all new larger scale developments (new units over the set thresholds identified in this document) have OTPs developed by the site occupier which include survey monitoring (further information to be provided on OTPs in **Section 7** of this document);
4. That information on the implementation of measures in the UTP is reported annually to SBC.

3.3.3 For all units over the threshold scale (as below) that are permitted and occupied during the new SPZ (from 2024 to 2034) the following targets shall apply. These travel targets shall seek to be achieved by Year 5 of the OTP.

Table 3.1: Travel Targets

Land Use	Threshold Floorspace	Travel Targets
E Commercial Business (R&D)	>2,500sqm	XX% reduction in peak hour vehicular staff trips
B2 General Industrial	>4,000sqm	XX% reduction in peak hour vehicular staff trips
B8 Storage or Distribution	>5,000sqm	XX% reduction in peak hour vehicular staff trips
Datacentres	>5,000sqm	XX% reduction in peak hour vehicular staff trips

3.3.4 Where these targets apply and an Occupier Travel Plan is required, the monitoring will include surveys in years 1 (baseline), 3 and 5. The year 1 baseline surveys will be used as an opportunity to review the occupied unit and tenant's operation and travel patterns, against the forecast at the outset of the SPZ. Where there are significant differences in the travel patterns between the occupier surveys and initial forecasts, the targets will be reviewed and if needed amended to relate to the observed occupier travel demand.

3.3.5 If the targets are not met at the end of the Year 5 monitoring period of the OTP, remedial measures will be discussed with SBC, further details set out in Section 6.3.

4 Measures and Action Plan

- 4.1.1 This section sets out the measures that are to be implemented over the period of the New SPZ. These have been set out by mode / theme, the objective(s) they relate to, and how they are / will be implemented.

Table 4.1: Action Plan

No.	Measure	S106	Inherent SPZ Notification	TPC
Promotion and Engagement				
1	To deliver the UTP and undertake the monitoring as set out Section 6	✓		✓
2	To actively promote a direct partnership between SEGRO and SBC in order to deliver the objectives of the UTP	✓		
3	To facilitate occupier engagement through the provision of incentives that may include a business breakfast, quarterly magazine, etc, as appropriate			✓
4	To actively promote accessibility options to The Trading Estate focusing on sustainable modes consisting of active travel, public transport, and car sharing through different mediums such as a newsletter, online, at events etc.			✓
5	To hold an annual travel event (unless otherwise agreed) at a venue at The Trading Estate with SEGRO and SBC to provide promotional material and travel information and to ensure feedback from this event is gathered by attendees. A Feedback report will be prepared and submitted to SBC following the event.			✓
6	To provide Personalised Travel Planning (PTP) to employees to assist with journey planning and providing bespoke information on how they can travel more sustainably. This will be provided at the annual events and through the Occupier Travel Plans.			✓
Walking and Cycling				
7	To deliver new cycle parking as a part of the New SPZ scheme.		✓	
8	To deliver shower and changing facilities within new SPZ units where above threshold		✓	
9	To upgrade existing walking and cycling routes along Buckingham Avenue, Dover Road and Fairlie Road and improve connections to Britwell	✓		
10	To maintain the landscaping area in front of footways / highway to create a pleasant environment	✓		
11	Enhance active travel wayfinding between The Trading Estate and main areas and local amenities. This can be through the provision of information on The Trading Estate website with interactive maps, improved wayfinding throughout The Trading Estate, an app, etc.	✓		✓

No.	Measure	S106	Inherent SPZ Notification	TPC
12	Ensure lighting on private roads within The Trading Estate is maintained, replaced, and upgraded, as required	✓		
13	To prepare and issue maps of the active travel options in and around The Trading Estate to local areas, facilities, and transport links.			✓
14	To consider the offer of cycle training to employees on a plot-based scale and / or via an annual travel event.			✓
15	To consider offering an incentive / discount code to employees to cycle via a cycle voucher to be used to help purchase a bike, e-bike, cargo bike and / or equipment.			✓
16	To consider hosting a Dr. Bike event to take place on site for employees to attend with the provision of free bike equipment. This could take place at the annual travel event, see measure 5 .			✓
17	To provide space for people to charge their e-bikes, park, and access cargo bikes (for deliveries), where appropriate.		✓	
18	Support and promote the use of the SBC cycle hire scheme if and when reimplemented by SBC			✓
Micro-Mobility				
19	Support and promote the new e-scooter hire scheme by providing information on how to book and safely use an e-scooter and facilitate locations for scooter parking within the Trading Estate			✓
20	Engage with operator and SBC to provide free e scooter taster tickets to employees			✓
Public Transport				
21	To promote the public transport services and infrastructure available to, and within the vicinity of, The Trading Estate such as new Elizabeth Line services available from both Burnham and Slough Railway Stations			✓
22	Provide improvements to signage from Burnham / Slough Railway Station to / from The Trading Estate, where necessary.	✓	✓	
23	Consider the procurement and provision of concessionary bus tickets for employees for commercial bus services along the A4 Bath Road and A355 Farnham Road			✓
24	Engage with bus operators to provide free taster tickets to employees			✓

No.	Measure	S106	Inherent SPZ Notification	TPC
Car Sharing				
25	Consider the provision of priority car parking for employees that car-share on new developments under the SPZ.			✓
26	Continue to encourage the use of car sharing at The Trading Estate by providing information on how to use car sharing platforms available to employees via https://liftshare.com/uk/community/ste			✓
27	Provide further incentives for those who car-share such as voucher to shops / cafes at the Buckingham Centre. This could be advertised at the annual travel event (see measure 5).			✓
Electric Vehicles				
28	Provide information to site occupiers on EVs that can be purchased, leased, or hired as a part of their day-to-day operations to encourage use of EVs over petrol and / or diesel vehicles.			✓
29	For new development under the New SPZ provide the following EV charging provision where it meets the following thresholds: <ul style="list-style-type: none"> ▪ For the first five years of the New SPZ (2024 -2029) parking must provide EV charging bays where more than 10 spaces are provided with a minimum of 25% of all bays. ▪ For the subsequent five years of the New SPZ (2029 – 2034) parking must provide EV charging bays where more than 10 spaces are provided with a minimum of 40% of all bays. ▪ All remaining spaces will have ducting in place for future provision. 		✓	
30	Ensure that any EV technology changes for LGV and HGV are considered for future adoption within The Trading Estate.	✓	✓	
EV Car Club				
31	To work in partnership with SBC to consider the delivery of an electric car club on site for employees and visitors to use			✓
Safety and Security				
32	To raise awareness of road safety issues and campaigns, in liaison with SBC, and provide information and support where necessary to employees. This could be undertaken via the website and / or the annual travel event (see measure 5)			✓
33	To report any accidents and collisions to SBC to highlight potential hotspots within The Trading Estate and consider the installation of new safety measures to reduce the risk to vulnerable road users.	✓		

No.	Measure	S106	Inherent SPZ Notification	TPC
34	Promote cycle, motorcycle, and / or moped training via local suppliers to employees. The suppliers may consist of BikeSafe and Bikeability			✓
35	Continue to support Business Watch, the on-site security team at The Trading Estate	✓		
Health and Wellbeing				
36	Promotion of National Travel days that provide health and wellbeing, along with different modes of travel e.g., National Cycle Day, National Walk to Work Day			✓
37	Provide information on the health impacts of travel via different modes through newsletters, campaigns, and other marketing materials. This could focus on the physical benefits of active travel, mental health benefits of regular outside exercise, or air quality related health issues connected to vehicle traffic fumes, etc.			✓
Freight and Construction Vehicle Access				
38	Promote advisory freight routes to occupiers to incorporate in OTPs, where appropriate	✓	✓	
39	To promote the use of delivery management such as booking apps that delivery drivers use to stagger activity at The Trading Estate and avoid the morning and afternoon peak hours to reduce the network impact	✓		
340	To ensure accordance with the Construction Traffic Management Plan	✓		
Deliveries				
41	Consider the potential use of alternative delivery methods to The Trading Estate. This could consist of drone delivery or autonomous vehicles	✓		✓
42	To encourage the use of local suppliers to use cargo bikes, where acceptable			✓

5 Travel Plan Co-ordination and Management Support

5.1.1 The Travel Plan Co-ordinator (TPC) role for the UTP will be undertaken by Slough Estate Limited, with consultant support as appropriate.

5.1.2 The contact details for the TPC are provided below. It is recognised that the co-ordinator may change over the timescales of the New SPZ and should this happen updated details will be provided to SBC in the annual monitoring report if not before.

Name: Stantec Representative (Ellen Few & Simon Speller)

Telephone Number: +44 1189 500761

Email address: ellen.few@stantec.com / Simon.speller@stantec.com

5.1.3 The Travel Plan co-ordinator role will cover the following tasks:

- Reviewing and preparing annual monitoring reports on progress against the measures and action plan;
- Liaison and ensuring infrastructure provision;
- Liaison with SBC to facilitate achieving the Travel Plan targets;
- Support relating to bus services;
- Facilitate occupier engagement through the annual travel event and other incentives that may include business breakfasts, quarterly magazine, etc, as appropriate;
- Support the provision of PTP advice for employees of The Trading Estate at annual events and through the Occupier Travel Plans;
- Organise cycle training, as appropriate and dependent on demand;
- Provide incentives to support the introduction of new measures, as appropriate; and
- Liaison and support to tenants preparing OTPs.

5.1.4 Funding of the measures outlined in this report will be provided by SEGRO.

6 Monitoring and Review

6.1.1 The UTP is considered to be a living document that will likely evolve over the course of the New SPZ period. This is important particularly due to the UTP adapting to emerging technologies and climate policies coming into effect over the 10-year timeframe. Annual monitoring of the UTP will occur and will be discussed with SBC on this basis.

6.2 Annual Review

6.2.1 The annual review of the UTP will ensure ongoing communication and partnership between SBC and SEGRO regarding the UTPs progress and measures. A monitoring report will be prepared on an annual basis documenting any information listed below that is of relevance for that year:

- The progress of each measure and state their stage of implementation, thus reporting on completed, ongoing, and measures still to be progressed;
- Feedback gathered from the annual travel event to help improve future events;
- The collaboration between SBC and SEGRO within that year, and what will occur in future years of monitoring;
- Car parking review consisting of plot car parking use, on-street parking observations and any issues that have been raised by site users;
- Bus review consisting of bus use for employees and visitors, feedback from bus users about suggested improvements of services, frequencies etc.;
- Data from ongoing monitoring sensors that are in place across The Trading Estate that will help to inform an understanding of travel patterns to and from the site;
- Data on car sharing uptake amongst site users and whether any further incentives to car-sharing have encouraged an uptake of this mode;
- Information on the uptake of Personalised Travel Planning via the OTP and annual event;
- Screenshots any sustainable travel initiatives or information that have been shared via the website and / or portal, newsletters, magazines etc;
- Updates to transport facilities and accessibility to The Trading Estate since the previous UTP monitoring report; and
- The OTPs that have been prepared for sites located within the New SPZ. This will also include sending SBC the Travel Plan Coordinator details for each OTP to allow SBC to monitor the effectiveness of each site in the uptake of sustainable modes. The monitoring of the OTPs is a separate process via the occupiers as detailed in **Section 7.4**.
- A summary of the monitoring surveys for new developments that have been occupied in accordance with the Occupier Travel Plans. These multi-modal surveys of staff travel and level of staff vehicular travel for developments will be summarised for buildings that are above the thresholds set out in **Table 3.1**.

6.2.2 SEGRO will meet annually with SBC as part of the monitoring process to review any issues with the implementation of the UTP. This will include discussing any of the above list of which are relevant for that year.

6.3 Remedial Measures

- 6.3.1 The targets set out within this document will be monitored by undertaking surveys of all the new developments over the threshold scale which are delivered by the new SPZ.
- 6.3.2 The monitoring will consist of TRICS SAM surveys being undertaken. These surveys will be provided to SBC once completed and available.
- 6.3.3 The annual monitoring will provide a summary of all of the monitoring that has been undertaken during the SPZ period across all of the developments above the threshold scale that have been built and occupied. The surveys will be compared against target mode share reductions in the annual monitoring. If targets are not met for the occupier travel plans SBC will have the discretion to re-allocate a proportion of the funding secured through the S106 agreement to use towards the delivery of additional promotion of the travel plan and sustainable travel measures, to be agreed as part of the annual monitoring process.

7 Occupier Travel Plan

7.1 Introduction

7.1.1 Occupier Travel Plans are required when buildings are developed and occupied under the new SPZ that exceed the thresholds of land use development as follows:

- E: >2,500 sqm floorspace;
- B2 General Industrial: >4,000 sqm floorspace; and
- B8 Storage and Distribution and Data Centres: >5,000 sqm floorspace.

7.1.2 For each of these larger-scale SPZ schemes that exceeds these thresholds, an OTP is required to be in place within six months of occupation and monitored over a 5-year monitoring period. The compliance with the UTP will primarily be the responsibility of the individual occupiers.

7.1.3 For other development or smaller units, an OTP is not required. These developments will draw on the benefits of the UTP.

7.2 OTP Requirements

7.2.1 All OTPs are required to be monitored over a 5-year monitoring period to ensure their successful delivery by an occupier. This consists of meeting the target of reducing the number of single occupancy employee car trips made to and from the site by Year 5..

7.2.2 The occupier is responsible for the preparation, monitoring, and reporting of the OTP in addition to funding it over the 5-year period. Where development meets any of the defined thresholds the occupier must submit the OTP to SBC within 6 months of occupation..

7.3 Occupier Travel Plan Example Structure

7.3.1 The OTPs will consist of the following sections:

- Introduction;
- Site Characteristics: This will detail the quantum of the development proposed and highlight where the units exceed the thresholds that initiate the requirement for an OTP;
- Site Accessibility: Site specific accessibility will be detailed for the plot within the SPZ regarding walking, cycling, public transport, and vehicle access.
- Baseline Travel Information: An initial mode share for the site will be calculated using TRICS SAM surveys. This will determine the baseline mode share for the site..
- Objectives and Targets: These will be set out in the OTP and ensure that SMART targets are set out.
- Measures and Action Plan: The measures will be set out that may consist of measures from the UTP that apply, and any other measures that the occupier will implement on a site-specific basis. Each measure will have an estimated timescale for implementation and the party responsible for this will also be set out within the detailed action plan.

- Travel Plan Co-ordinator and Management Support: The TPC for the OTP will be responsible for the implementation of measures (where appropriate) and the ongoing monitoring of the OTP.
- Monitoring and Reporting: The monitoring and reporting schedule is set out in this section.

7.4 OTP Monitoring Schedule

7.4.1 The monitoring and reporting schedule for OTPs have been set out within **Table 7.1**.

Table 7.1: Monitoring and Reporting Schedule

Monitoring / Reporting	Timescale
Baseline Surveys and OTP	To be undertaken within six months of full occupation and submitted to SBC within two months of receiving the survey data.
Monitoring surveys of employees travel to work mode share data	To be undertaken in Years 3, and 5 of the monitoring schedule. The surveys for Years 3 and 5 should be undertaken at a similar point in the year to the anniversary of the baseline surveys undertaken.
Monitoring reports submitted to SBC for approval	First monitoring report to be submitted to SBC three months following the baseline survey. Following this, subsequent monitoring reports in Years 3 and 5 should be submitted at a similar point in the year to the anniversary of the submission.

8 Summary

- 8.1.1 Stantec has been commissioned by SEGRO to provide highways and transport support in respect of the New SPZ at The Trading Estate. As part of the New SPZ, a UTP will be implemented to continue to deliver the existing and future measures and collaborate with SBC to encourage sustainable travel for staff and visitors across The Trading Estate. The UTP will be reviewed across the 10-year period.
- 8.1.2 The UTP sets out the thresholds for development in the New SPZ for the preparation of OTPs. Development above these thresholds will be obliged to prepare, monitor, and manage an OTP.
- 8.1.3 The overall aim of the UTP is to encourage employees and visitors of The Trading Estate to travel to and from the site via sustainable modes of transport instead of driving in a single occupancy car, where practical. This aim corresponds with the transport vision for the New SPZ which includes investing in transport infrastructure to improve connections and encourage less reliance on private vehicles and enhancing the environment to improve green connections.
- 8.1.4 To support the aim of the UTP, several objectives and SMART targets have been set which feed into the measures to be implemented over the course of the New SPZ. The progress of the UTP will be monitored on an annual basis which will consider the implementation status of the measures. Targets on mode share reduction relating to the new development over threshold scale that is built and occupied under the new SPZ will be reported annually to SBC.
- 8.1.5 The TPC is responsible for the management, monitoring, and review of the UTP, including the annual reporting with SBC. The TPC will ensure there is ongoing communication and partnership between SBC and SEGRO regarding the UTPs progress and measures.

Appendix A Slough Local Cycle Map



LEGEND

- Borough Boundary
- Cycle lane or 'bus and cycle' lane; these facilities are on the carriageway
- Proposed cycle lane on the carriageway
- Shared path (adjacent to the carriageway shared between pedestrians and cyclists)
- 'Traffic-free' path (away from roads e.g. through parks or along canal towpath)
- 20mph Zones
- Canal towpath; cycling is permitted although cyclists should have permits which can be obtained at this website: <http://www.waterscape.com>
- National Cycle Network; part of the official 'NCN' comprising quiet or 'traffic free' routes suitable for unaccompanied 12 year olds
- One-way street
- Toucan crossing (for pedestrians and cyclists)
- Pedestrian crossing
- Covered cycle parking
- Play areas

0 Miles
0 Kilometres

1/4 1/2 1 1 1/2 2

W E N S

November 2012

Slough
Borough Council



**Cippenham Safer Routes to School.
Off carriageway cycle route**
For further information please visit:
www.slough.gov.uk/parking-travel-and-roads/road-safety.aspx



Signage for route Y Station Road to Upper Common Road
For further information please visit:
www.slough.gov.uk/parking-travel-and-roads/cycling-in-slough.aspx



Jubilee River Cycling Route
For further information please visit:
www.sustrans.org.uk/assets/files/leaflets/sustrans_Jubilee_River_NCMA.pdf



Cycle parking at Parlaunt Park Primary School
For further information please visit:
www.sustrans.org.uk/bikeit



Herschel Park
For further information please visit:
www.slough.gov.uk/leisure-parks-and-events/herschel-park.aspx

Appendix B Freight Access Routes

