

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	TRAFFIC MANAGEMENT SUB-COMMITTEE		
DATE:	14 JANUARY 2016	AGENDA ITEM:	14
TITLE:	CONNECTING READING: CAR CLUB AND MULTIMODAL HUBS		
LEAD COUNCILLOR:	TONY PAGE	PORTFOLIO:	STRATEGIC ENVIRONMENT, PLANNING AND TRANSPORT
SERVICE:	TRANSPORTATION & STREETCARE	WARDS:	BOROUGHWIDE
LEAD OFFICER:	MARIAN MARSH	TEL:	0118 937 2451
JOB TITLE:	TRANSPORT PLANNER	E-MAIL:	marian.marsh@reading.gov.uk

1. EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to update the Sub-Committee on progress towards linking car share to multimodal hubs including ReadyBike, Reading Buses, BetterPoints and cycling and walking routes and to report to the Sub-Committee the results of the recently completed statutory consultation on a proposal to provide two new car club spaces in Reading with links to other modes of transport.
- 1.2 Location plans Appendix 1 - Oxford Road and Appendix 2 - Rectory Road

2. RECOMMENDED ACTION

- 2.1 That the Sub-Committee notes the report.
- 2.2 That the committee agrees that the working group progress the joint branding and marketing of the multimodal hubs and that the scheme is launched at the end of March 2016.

3. POLICY CONTEXT

- 3.1 The proposal is in line with Reading's strategic objectives set out in the Local Transport Plan which has the vision to enable people to

move around easily, safely, sustainably and in comfort by 'Better Connecting' Reading, specifically:

- To align transport and land use planning to enable sustainable transport choices, improve mobility, reduce the need to travel and preserve the natural environment.
- To provide affordable, accessible and inclusive travel options for everyone.
- To reduce carbon emissions from transport, improve air quality, and create a transport network which supports a mobile, affordable low-carbon future.

4. THE PROPOSAL

- 4.1 This project will build on the existing Car Club in Reading by introducing two new Car Club multi-modal nodes which have significant connectivity to other sustainable modes of transport, including Reading's cycle hire scheme (ReadyBike), Reading bus services and walking and cycling routes. The two new cars at these nodes will be hybrid vehicles which use electric power when moving slowly around town and generate electricity using regenerative braking systems. Reading Borough Council in partnership with Co-Wheels was awarded £48,800 funding from the Department of Transport for the scheme as a Car Club Demonstration Project in March 2015.
- 4.2 A short list of possible locations was drawn up in partnership with Co-Wheels which brings together ReadyBike cycle hire, bus stops, suitable parking on street and high density housing with low car ownership where there is increased and unmet demand for car share. The two sites which best met the criteria were: Oxford Road in close proximity to Battle Library and Rectory Road in Caversham.
- 4.3 Please see the location plans (appendix 1 & 2) of the dedicated car club bays attached to this report.
- 4.4 These sites and details of the scheme were reported to Reading Borough Council's Traffic Management Sub-Committee on 16 September 2015. The committee has given spending approval for the project and approval to take this forward through the statutory consultation (TRO) process.
- 4.5 The consultation process for the 2 car clubs bays commenced on Thursday 17 December for 21 days, ending on 11 January 2016.
- 4.6 There were no objections to the proposed car club bays as of 5th January 2016.

- 4.7 A joint working group meets twice monthly with all stakeholders in the multimodal package: Co-Wheels, ReadyBike, Reading Buses and Better Points (a multimodal phone app encouraging sustainable travel already linked to Reading Buses and ReadyBike). The group is working collaboratively to develop opportunities for a multimodal package of ticketing, registration and promotions. Work is ongoing to produce a Smartcard to unlock the cars, the ReadyBikes, and to use on buses. Work is also underway to find a name for the Smartcard and to promote the whole project in a way that makes the concept of multimodal travel easy to understand and something that enables people to make a wider choice of how to travel.

5. CONTRIBUTION TO STRATEGIC AIMS

- 5.1 The delivery of this project will help to deliver the following Corporate Plan Service Priorities:
- Keeping the town clean, safe, green and active.

6. COMMUNITY ENGAGEMENT AND INFORMATION

- 6.1 Public consultation has been undertaken through the statutory Traffic Regulation Order (TRO) process for the new car club spaces.

7. LEGAL IMPLICATIONS

- 7.1 The proposals for waiting and movement restrictions were advertised under the Road Traffic Regulation Act 1984.

8. EQUALITY IMPACT ASSESSMENT

- 8.1 In addition to the Human Rights Act 1998 the Council is required to comply with the Equalities Act 2010. Section 149 of the Equalities Act 2010 requires the Council to have due regard to the need to:-
- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
 - advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
- 8.2 The Council has carried out an equality impact assessment scoping exercise, and considers that the proposals do not have a direct impact on any groups with protected characteristics.

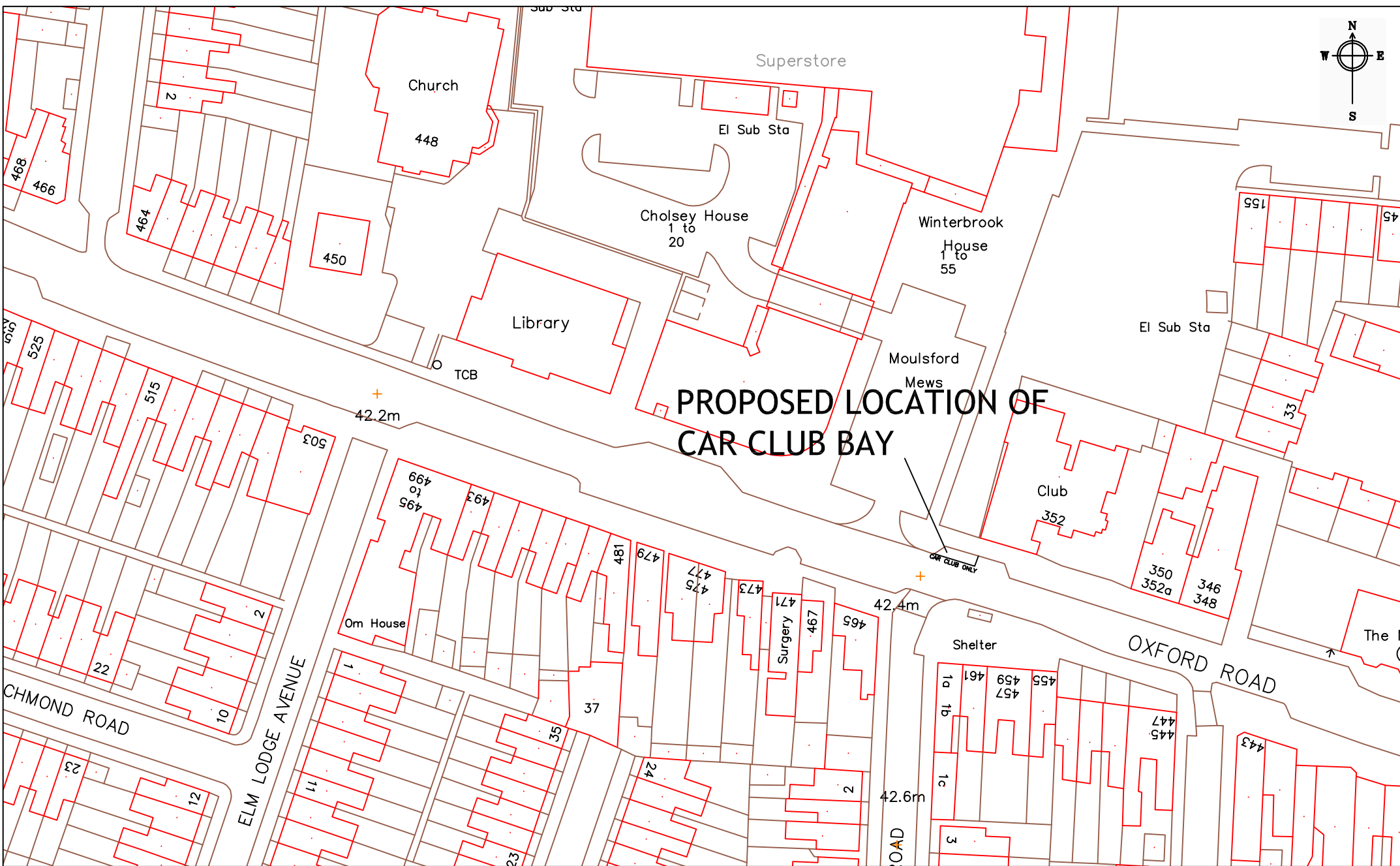
- 8.3 Car share enables people to make door to door journeys whether or not they own a car. It widens the choice of mode of travel and helps to ensure that non car owners are not disadvantaged but are able to make the same travel choices as those with access to their own car. By linking with other modes, people can reach a car space more easily thus encouraging more sustainable choices for door to door journeys and this can make car sharing more attractive rather than owning a car. The scheme is being developed to be as inclusive as possible so that those who do not drive or do not wish to can still benefit from the wider scheme to improve choices and to reward sustainable travel such as using ReadyBike and Reading Buses.

9. FINANCIAL IMPLICATIONS

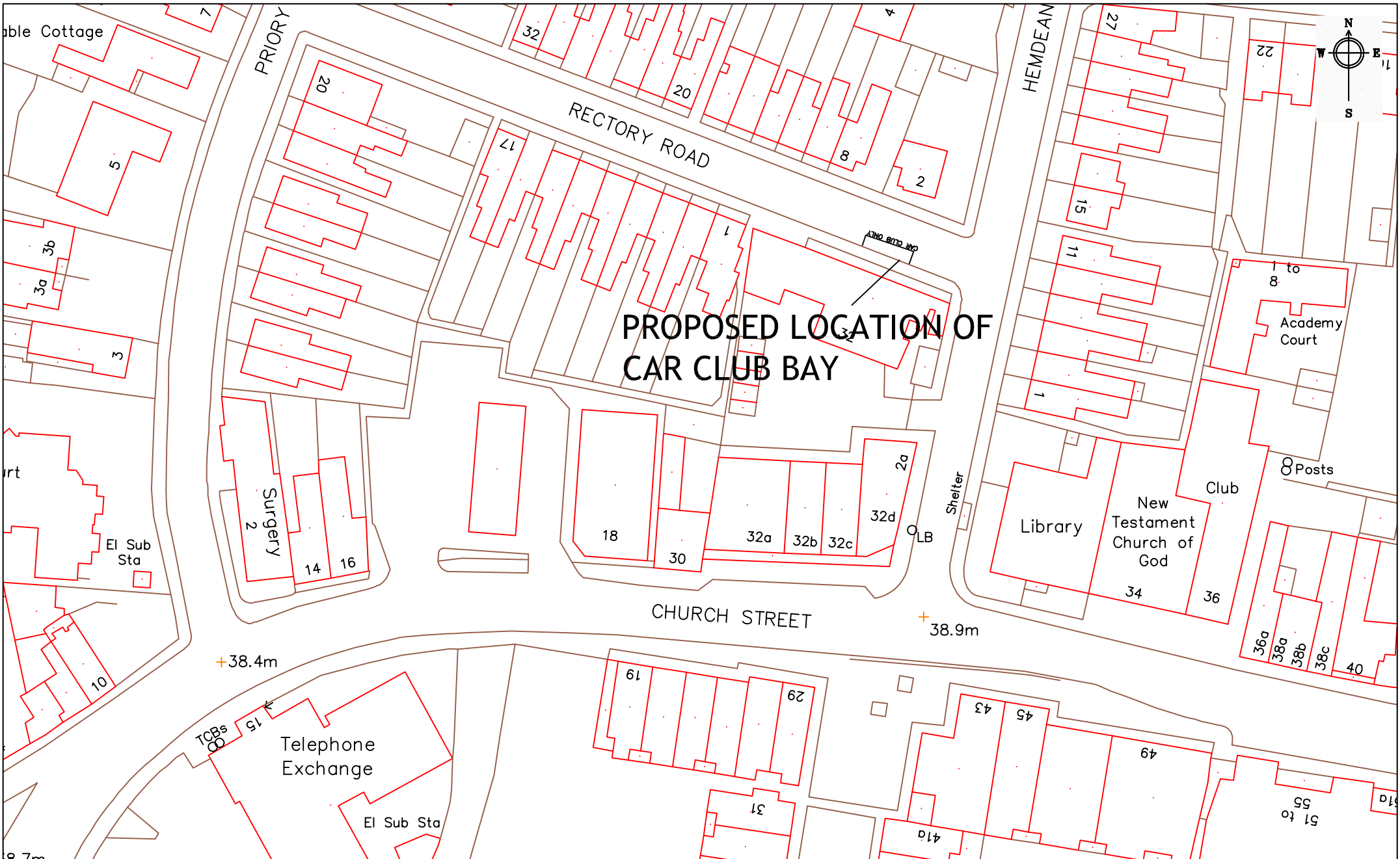
- 9.1 The scheme is funded through a grant of £48,800 from the Department for Transport for completion by the end of March 2016. A local contribution of £7,000 for the project will be funded through existing transport budgets.

10. BACKGROUND PAPERS

TM Sub report September 2015. Site Plans for the two car club bays at Oxford Road and Rectory Road are filed separately as appendices 1 and 2.



Project Proposed Car Club Locations	Scale NTS	Drawn AS
	Date SEP 2015	Checked CM
Drawing Oxford Road	Approved MM	
	Drawing No. Connecting Reading Car Club Appendix A	



Project Proposed Car Club Locations	Scale NTS	Drawn AS
	Date SEP 2015	Checked CM
Drawing Rectory Road, Caversham	Approved MM	
	Drawing No. Connecting Reading Car Club Appendix A	