



Persimmon

Together, we make your home



Hatch Farm Dairies

Residents' Travel Information Pack

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Welcome

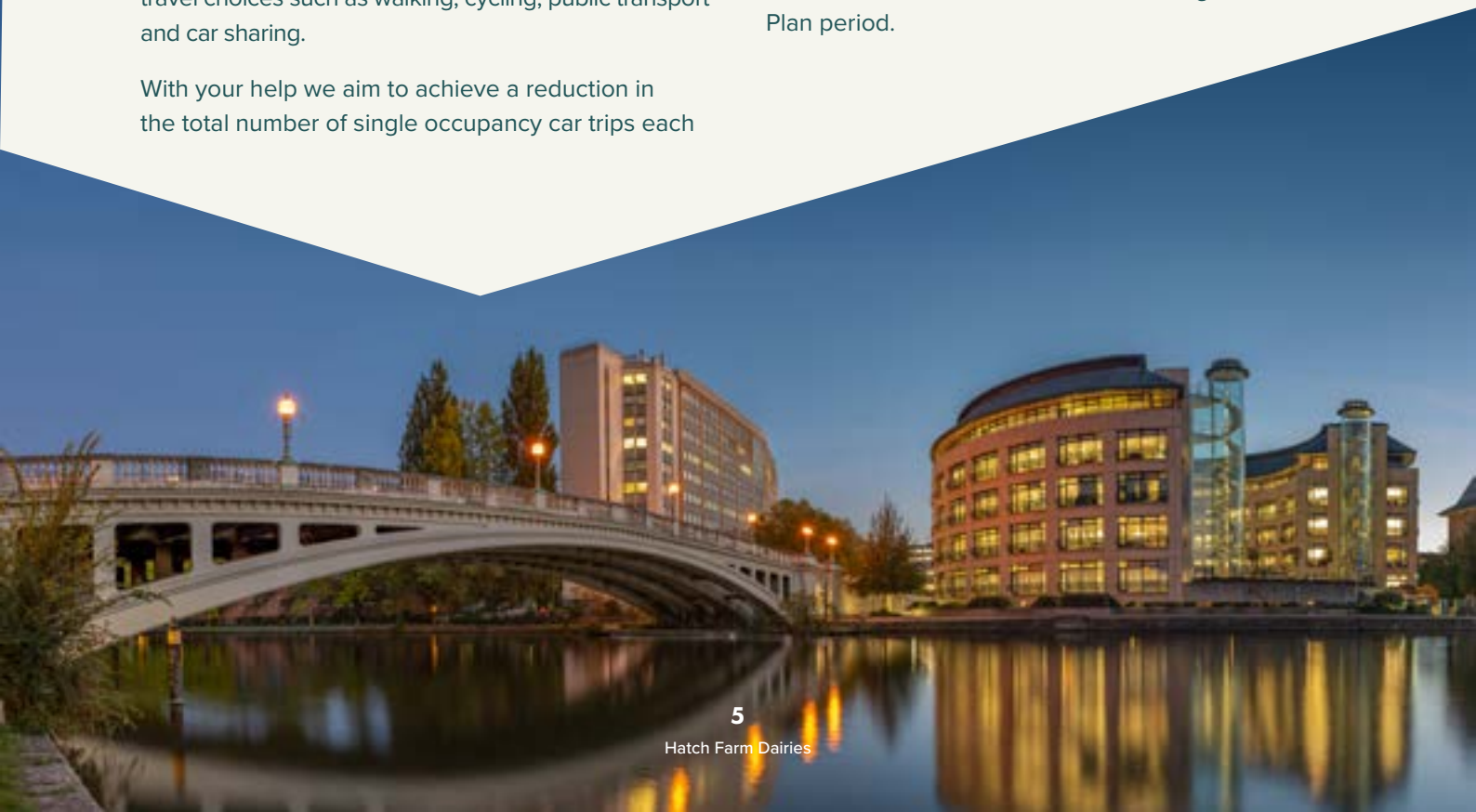
Welcome to your Residents Travel Information Pack. One of the reasons your development was granted planning permission is because Persimmon Homes have committed to delivering a sustainable development.

Part of this commitment involves a Residential Travel Plan, which is focussed on encouraging sustainable travel choices such as walking, cycling, public transport and car sharing.

With your help we aim to achieve a reduction in the total number of single occupancy car trips each

household makes. In doing so this will provide a range of benefits to you and the community including a safer and cleaner environment, reduced congestion, improved health and personal financial savings.

Every other year we will survey the number of car journeys and may also ask you to complete a travel survey questionnaire. This will enable us to measure the success of Travel Plan and identify new measures to focus on over the remaining Travel Plan period.



There's an easier way from A...B

This Travel Pack provides information to help you plan your day-to-day journeys, hopefully by alternative means of transport to the car.

By providing a range of travel information and FREE travel voucher offers we hope this will encourage you to consider other ways to travel than by car. The first occupant of each household is encouraged to redeem their £100 cycle voucher and their 1-month bus pass, no strings attached!

We understand that sometimes there is no alternative to travelling by car, however, we encourage you to consider alternative ways to travel when possible and this pack provides you with the information you might need.



Why make fewer trips by car?

- It saves you money! The fewer trips you make, the more money you save on fuel and car maintenance costs.
- Reducing your annual mileage reduces your private vehicle insurance premium.
- Walking and Cycling on a regular basis is good for your heart and lungs, burns calories and is a good way to achieve a fitter and healthier lifestyle.
- When travelling by bus or train you don't need to find a parking space or worry about parking tickets. You also get to avoid the stresses of driving.
- Fewer car journeys will reduce local CO₂ emissions creating a cleaner environment for you to live in.

We hope you will find this pack useful and that it helps you to explore your local area and the great benefits it has to offer!

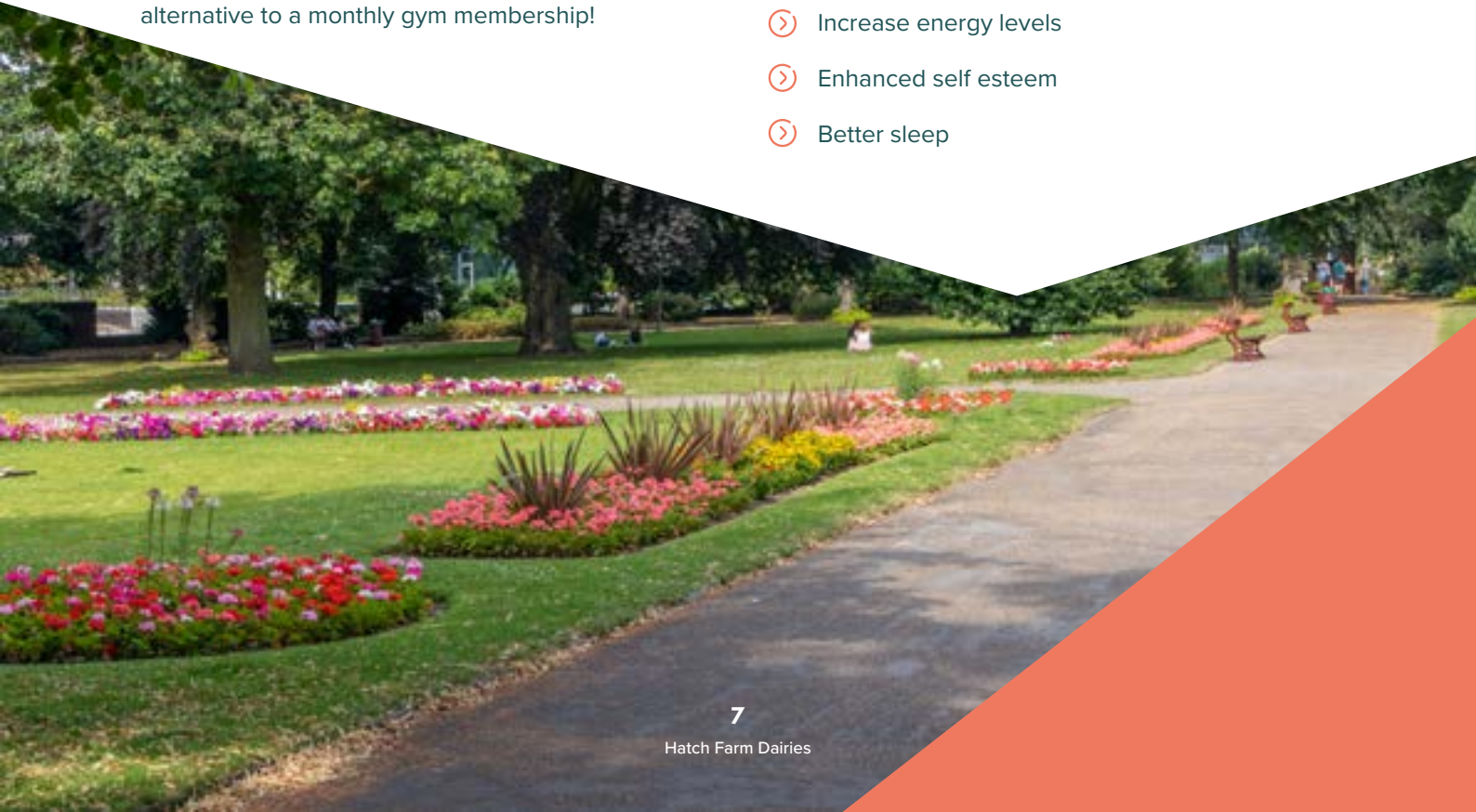
Walking and cycling

Fit exercise into your daily routine by walking or cycling all, or part of your journey somewhere.

Walking and Cycling are great ways to boost your health, fitness and well being. It is recommended that the average adult should do 30 minutes of exercise 4 times per week. Walking or cycling to work, the shops or school is an easy way to achieve this target. Walking and cycling also offer a cheaper alternative to a monthly gym membership!

Walking and Cycling have great personal health and fitness benefits:

- ⑤ Lower risk of heart disease, high blood pressure and diabetes
- ⑤ Stronger bones
- ⑤ A strengthened immune system
- ⑤ Better weight management
- ⑤ Increase energy levels
- ⑤ Enhanced self esteem
- ⑤ Better sleep



Walking and cycling

Places you might walk to...

See map for suggested walking routes:

- ③ **Loddon Bridge Roundabout Bus Stops**
– 16 ½ mins
- ③ **Showcase Cinema de Lux & Costa Coffee** - 18 mins
- ③ **The Gate Sindlesham (Baptist Church)**
– 18 mins
- ③ **Conkers Pre-School** – 18 mins
- ③ **Bearwood Primary School** – 20 mins
- ③ **Allnatt Avenue Playground** – 20 mins
- ③ **Winnersh Pharmacy and Clinic**
– 21 ½ mins
- ③ **Winnersh Railway Station** – 22 ½ mins
- ③ **Winnersh Triangle Railway Station**
– 22 ½ mins
- ③ **Winnersh Triangle Business Park**
– 25 mins

*Journey times calculated from the approximate centroid of the development

Walking on a regular basis is good for your health and wellbeing and it's FREE.

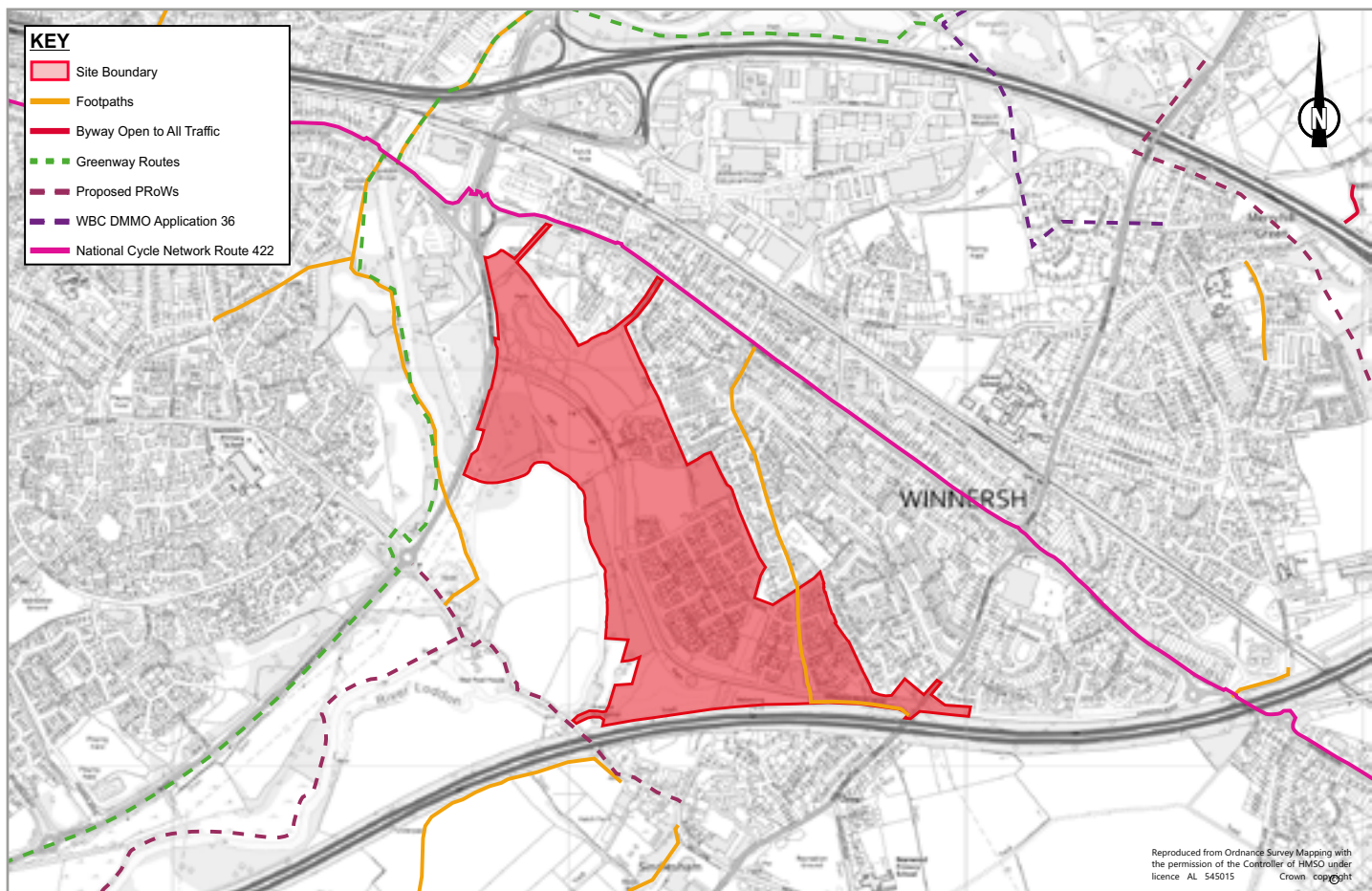
The NHS Change4life website is full of ideas about how to fit being active into your lifestyle!

www.nhs.uk/change4life

Reduce your Carbon Footprint

- Nearly a quarter of all car trips are less than two miles (3km), a distance that can be cycled in under 15 minutes.
- Cycling two-mile trips could save £600 per year in fuel.
- Car journeys under one mile normally take 20 minutes to walk.
- Walking one-mile trips could save £160 per year in fuel.
- The school run costs families on average £300 a year in petrol and car maintenance. Walking there and back could be good for your bank balance and your heart.

www.moneywise.co.uk



It's quicker by bike!

It is often quicker to cycle or walk short distances than travel by car, particularly during the morning and evening rush hours.

My Journey Wokingham is a borough-wide active and sustainable travel behaviour change campaign that aims to help and inspire Wokingham residents, employees and visitors of all ages to walk, scoot, cycle or use public transport.

www.myjourneywokingham.com provides information regarding walking, cycling, public transport use and car sharing, alongside a helpful journey planning tool.

As well as all the health and fitness benefits of cycling it is also a quick way of getting around and much cheaper than driving. Cycling to your local shops is good for the community too, as this helps support your local economy.

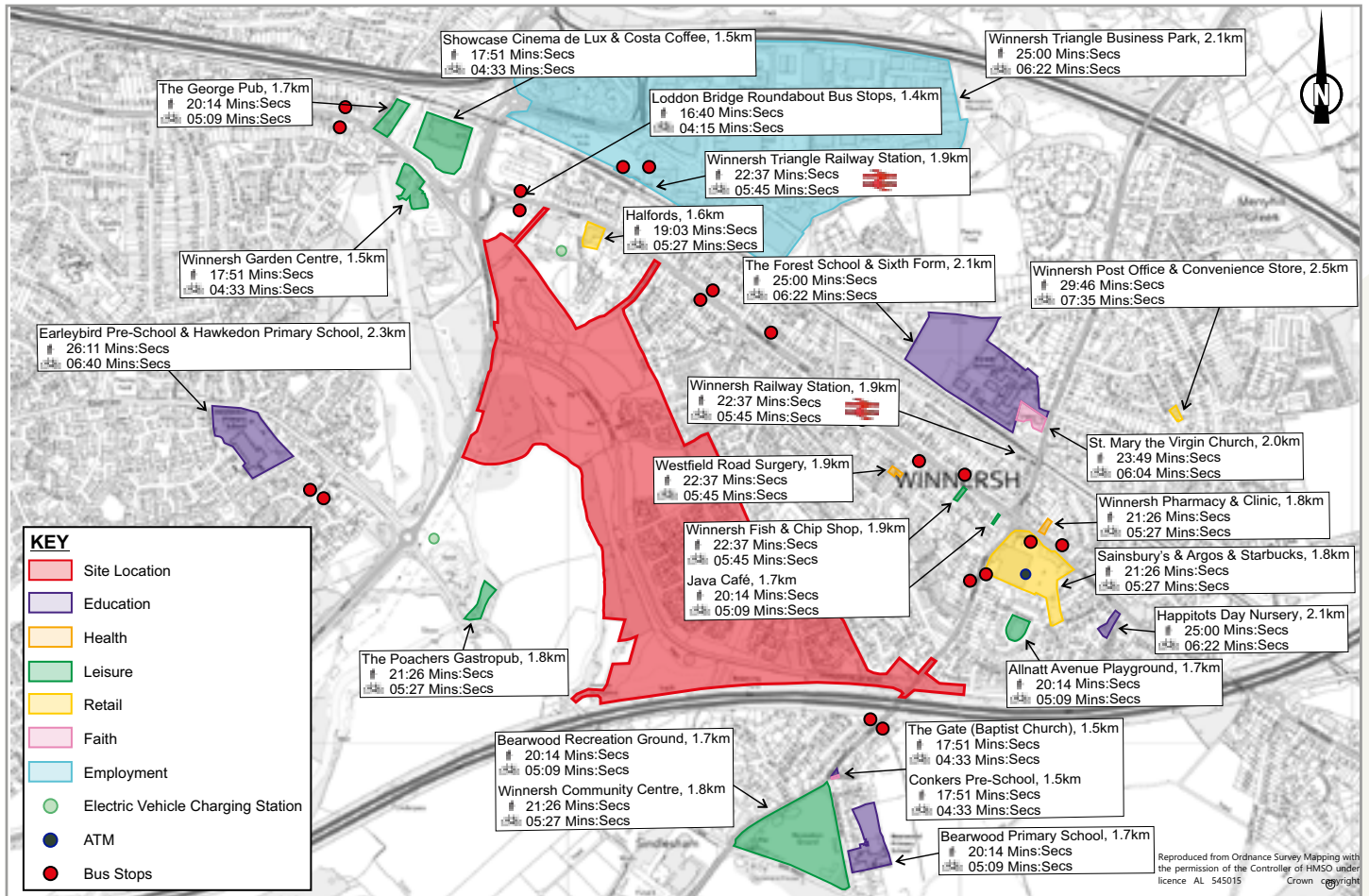
The Decathlon logo, featuring the word "DECATHLON" in white capital letters on a blue rectangular background.

We have teamed up with Decathlon, the largest sporting goods retailer in the world, to provide you with a FREE cycle voucher worth £100 to help you start cycling more. This online retailer offers a wide range of cycles and accessories with free in-store delivery. To claim your voucher, see the enclosed travel voucher for more details.

Places you might cycle to...
See the map for suggested routes:

- ⑤ **Sainsbury's & Argos – 5 ½ mins**
- ⑤ **Halfords – 5 ½ mins**
- ⑤ **Winnersh Community Centre – 5 ½ mins**
- ⑤ **Winnersh Triangle Railway Station – 6 mins**
- ⑤ **Winnersh Railway Station – 6 mins**
- ⑤ **Earleybird Pre-School & Hawkedon Primary School – 6 ½ mins**
- ⑤ **The Forest School & Sixth Form – 6 ½ mins**
- ⑤ **Winnersh Post Office & Convenience Store – 7 ½ mins**





On the bus...

Stop Fuelling Around! Relax and let someone else drive you there!

Don't worry about the cost of parking once you reach your destination; relax and let someone else do the driving – for whatever reason you are travelling, taking the bus can be less stressful and more relaxing than driving. Just take the bus and lose the fuss!

To help you find your way around by bus we are offering you the opportunity to receive a FREE bus pass for 1-month (one per household). You can redeem a simplyWokingham & Reading 30-day bus pass valid on all Reading Buses and Thames Valley Buses between Wokingham & Reading, including buses from Arborfield, Shinfield, Spencers Wood, Burghfield Common, Henley and Sonning Common. See the enclosed travel voucher for more details of how to redeem this offer.



Where to find your bus stops:

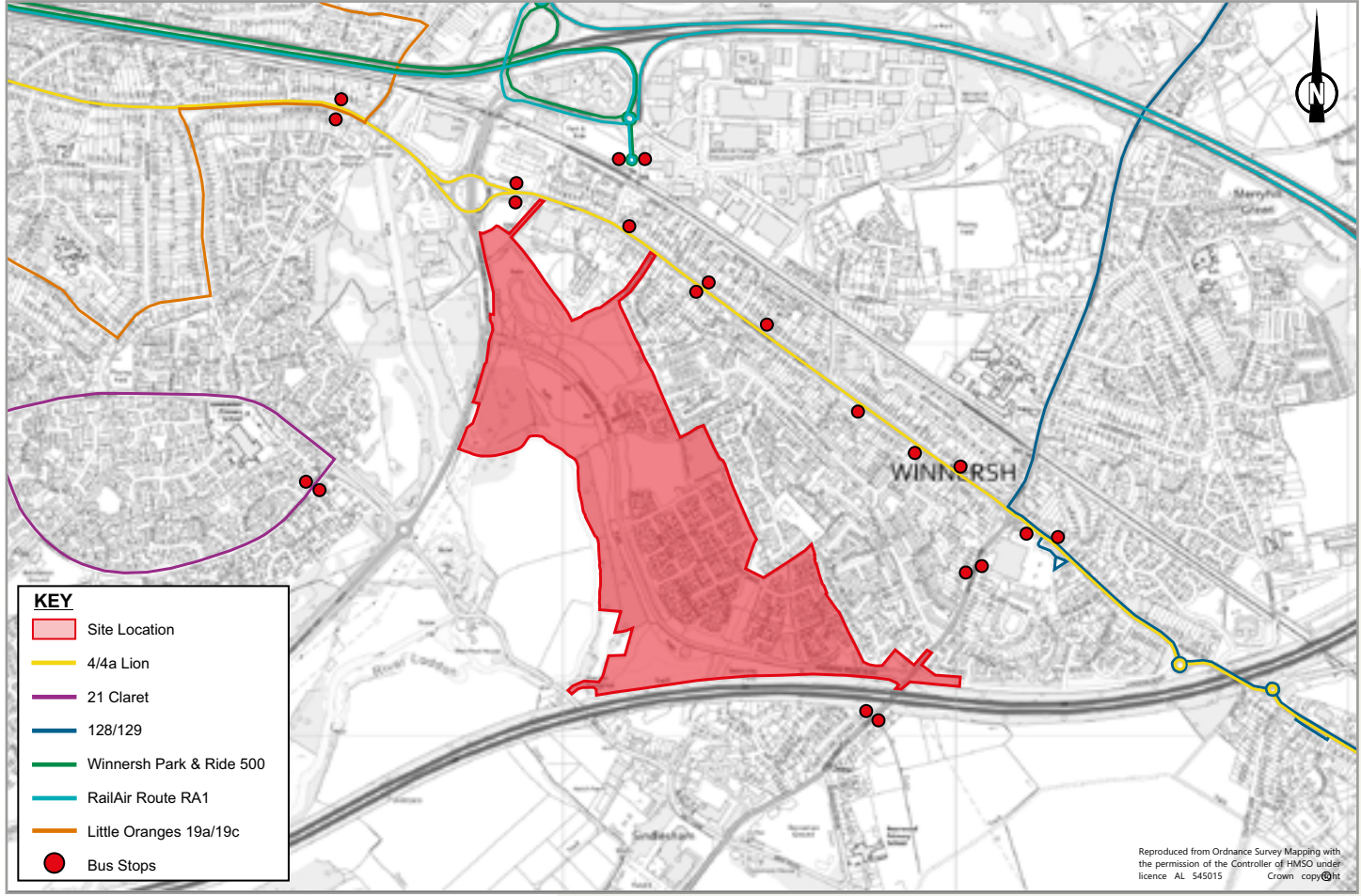
Loddon Bridge Roundabout and the Winnersh Crossroads are your nearest bus stops with frequent services, located on the A329, Reading Road. These bus stops are served by The Lion 4/4a service which operates every 15 minutes from Monday to Saturday with half hourly services on Sundays providing direct access to Reading Town Centre and Bracknell.

The Winnersh Crossroads bus stops are also serviced by the 128/129 bus service which provide access to Wokingham, Twyford, Sonning and Reading.

In addition, the RailAir RA1 bus service to Heathrow operates at the Winnersh Triangle Park & Ride, close to the Winnersh Triangle Railway Station.

See the enclosed timetables and map for more information.





On the bus...

Helping you get around

Winnersh is well served by buses that serve the local area, we have provided a summary of routes available to you below. Many of these buses allow onwards travel via other means, as an alternative to using the car.

For further travel information on routes and timetables, please contact:

Traveline

www.traveline.info

0871 200 22 33

Reading Buses

www.reading-buses.co.uk

0118 959 4000

Thames Valley Buses

www.thamesvalleybuses.com

0118 973 3486

Concessionary Fares:

Eligible older or disabled people are entitled to free off-peak travel on local buses throughout England. You will need a bus pass, which must be shown to the bus driver on each journey.

You can use your bus pass for free travel on local bus services at these times:

- 9.30am to 11pm, weekdays
- Any time at weekends or bank holidays*

*Any time on a normal weekend starts at 00:00 (12am) Saturday and finishes at 24:00 (Midnight) Sunday. The same can be applied to a bank holiday day or period of days.

You can also use your pass in London on buses bearing the Transport for London logo (you cannot use your pass on the Underground, DLR, Trams or other London buses). Please see Freedom Pass – Transport for London (tfl.gov.uk) for information on current travel information and times of use. National bus passes do not currently scan on London services so will need to be shown to the driver.



Benefits of taking the bus!

- Avoid the rising fuel prices and save money
- Read a book or the newspaper on your way to work or to the shop
- ...or just relax, enjoy the scenery or catch up on some sleep until you arrive at your destination
- Where routes have dedicated bus lanes, you can avoid sitting in traffic jams
- No need to drive around trying find a parking space, or pay the charges
- Total flexibility, no restricting parking tickets.
- Meet up and go for a drink with your friends, someone else will drive you home.
- Season tickets offer unlimited travel on services and can prove cheaper to filling your car up and the associated maintenance costs.
- Bus users breathe a third less pollution than car users.

Timetables

Service		Monday - Friday	
		Operating Hours	Typical Frequency
Lion 4/4a	Bracknell – Wokingham – Loddon Bridge Roundabout – Central Reading	05:48 – 23:41	Every 15 mins
	Central Reading – Loddon Bridge Roundabout – Wokingham - Bracknell	05:18 – 23:21	Every 15 mins
Winnersh P&R 500	Winnersh Triangle Park & Ride – Central Reading	06:45 – 18:21	Every 15 mins
	Central Reading – Winnersh Triangle Park & Ride	06:56 – 18:48	Every 15 mins
Claret 21	Lower Earley – Reading Station	04:27 – 03:28	Every 20 mins until late
	Reading Station – Lower Earley	04:00 – 03:00	Every 20 mins until late
Little Oranges 19a	Loddon Bridge – Central Reading	06:52 – 19:18	Hourly
	Loddon Bridge – Central Reading	06:47 – 19:57	Hourly
128/129	Wokingham – Reading	07:15 – 18:25	Hourly
	Reading – Wokingham	08:06 – 19:35	Hourly
RailAir RA1	Reading – Heathrow Terminals 2, 3 & 5	03:31 – 23:14	Every 20 mins
	Heathrow Terminals 2, 3 & 5 – Reading	04:57 – 01:02	Every 20 mins

Service		Saturday	
		Operating Hours	Typical Frequency
Lion 4/4a	Bracknell – Wokingham – Loddon Bridge Roundabout – Central Reading	07:09 – 23:41	Every 15 mins
	Central Reading – Loddon Bridge Roundabout – Wokingham – Bracknell	06:50 – 23:41	Every 15 mins
Winnersh P&R 500	Winnersh Triangle Park & Ride – Central Reading	08:02 – 18:15	Every 15 mins
	Central Reading – Winnersh Triangle Park & Ride	08:13 – 18:30	Every 15 mins
Claret 21	Lower Earley – Reading Station	04:27 – 03:28	Every 20 mins until late
	Reading Station – Lower Earley	04:00 – 03:00	Every 20 mins until late
Little Oranges 19a	Loddon Bridge – Central Reading	08:02 – 19:57	Hourly
	Loddon Bridge – Central Reading	07:37 – 19:34	Hourly
128/129	Wokingham – Reading	08:34 – 17:14	Every 2 hours
	Reading – Wokingham	10:16 – 18:33	Every 2 hours
RailAir RA1	Reading – Heathrow Terminals 2, 3 & 5	03:31 – 23:14	Every 20 mins
	Heathrow Terminals 2, 3 & 5 – Reading	04:57 – 01:02	Every 20 mins

Service		Sunday & Holidays	
		Operating Hours	Typical Frequency
Lion 4/4a	Bracknell – Wokingham – Loddon Bridge Roundabout – Central Reading	08:18 – 20:56	Every 30 mins
	Central Reading – Loddon Bridge Roundabout – Wokingham – Bracknell	08:02 – 20:15	Every 30 mins
Winnersh P&R 500	Winnersh Triangle Park & Ride – Central Reading	No Service	
	Central Reading – Winnersh Triangle Park & Ride		
Claret 21	Lower Earley – Reading Station	04:27 – 03:28	Every 20 mins until late
	Reading Station – Lower Earley	04:00 – 03:00	Every 20 mins until late
Little Oranges 19a	Loddon Bridge – Central Reading	No Service	
	Loddon Bridge – Central Reading	No Service	
128/129	Wokingham – Reading	No Service	
	Reading – Wokingham		
RailAir RA1	Reading – Heathrow Terminals 2, 3 & 5	03:31 – 23:14	Every 30 mins
	Heathrow Terminals 2, 3 & 5 – Reading	04:57 – 01:02	Every 30 mins

Rail information

Beat the rush and take the train...

Travelling by rail provides a fast, efficient and frequent travel option, whether travelling for business or pleasure. The nearest station to your home is Winnersh Railway Station and Winnersh Triangle Railway Station.

Both stations offer services to Reading and London Waterloo. See network rail map for further destinations.

You could take the train to the following destinations: we have also listed the approximate journey times from Winnersh Railway Station.

- **Wokingham (4 mins)**
- **Reading (11 mins)**
- **Bracknell (11 mins)**
- **Guildford (39 mins)**
- **Richmond (56 mins)**
- **Clapham Junction (65 mins)**
- **London Waterloo (76 mins)**
- **Gatwick Airport (87 mins)**

*Similar journey times are to be expected if departing from Winnersh Triangle Railway Station, however direct services to Guildford and Gatwick Airport are only provided at Winnersh Railway Station.

South Western
 **Railway**

www.southwesternrailway.com
03456000650

Travelling to the Station

From your home, it is an approximate 22 ½ minute walk or a 6-minute cycle to Winnersh Railway Station or Winnersh Triangle Railway Station. There are 10 cycle parking spaces available at Winnersh Railway Station and 13 cycle parking spaces available at Winnersh Triangle Railway Station. Check on South Western Railway's website for further information.

Accessible taxis to stations can be arranged through Go Green Taxis – 0118 207 6082. For other taxi journeys, contact local companies, details of which can be found in the remainder of this pack or at **www.traintaxi.co.uk**.

Travel by taxi

Not such a luxury as it sounds –
especially when you share.

Taxis can offer a good option for linking journeys such as trips by public transport and for travelling out of hours. Taxis are convenient and cut parking time and charges, they also reduce worry about directions. Opposite is a list of your local taxi firm operators:

Go Green Taxis Reading
0118 207 6082

Loddon Cars Reading Taxi
0118 932 1321

Silver Cars 247
0118 934 3434

Street Cars Reading
0118 000 0000

Bees Taxis of Wokingham
0118 973 6969

ECOCARS
0118 966 0331



Car sharing

Got a spare seat, why not share your journey?

One way of reducing the costs of travelling by car is to 'car share' or 'liftshare'. As well as saving you money you will also help the environment by reducing your carbon footprint. It's also a great way to meet new people and make new friends!

Car sharing can be done when:

- **travelling to work,**
- **going shopping,**
- **on the school run,**
- **in fact on any journey you make!**

There are public car share databases which enable you to search for journey matches and these are all FREE to use:

- **National database**
(www.blablacar.com)
- **National Database**
(www.liftshare.com)



Why not try it out, to search for other people travelling on similar routes to you. Your personal details will not be displayed to other users.

Follow these simple guidelines when meeting up with your lift for the first time:

- You can agree to a convenient and safe pick-up point such as a bus stop or outside a shop.
- Arrange to meet near public transport links so you have an alternative means of travelling should the lift fall through.
- The first time you lift share with a stranger, satisfy yourself as to his or her identity. You could ask for ID, such as a passport or driving licence.
- Find out what colour and model of car to expect. If you want to share with the same gender only, then you can indicate this when you search for a match.
- Tell a friend or family member when and where you are travelling and with whom.

So why don't you sit back and relax and let someone else do the driving!

Shopping locally and home delivery

Live local...shop local!

An easy way to cut the cost of car travel is to shop locally. The local shops in Winnersh can provide you with day-to-day basics saving you a long trip into town. There is also a selection of pubs and restaurants nearby that are accessible on foot. Why not support your local community and economy by 'living locally'.

To take the stress and the drive out of your weekly shop your nearest Sainsbury's store offers delivery to home when shopping on-line. Sainsbury's is located on King Street Lane, approximately 1.8km east of your home. Another added benefit is that this is an easy way to reduce the need to use your car.

For more information log onto:

Sainsbury's

www.sainsburys.co.uk

Other supermarkets offering home delivery
in your area can be accessed online at:



ocado

www.ocado.com

TESCO

www.tesco.com

Iceland.co.uk

www.iceland.co.uk

ASDA

groceries.asda.com

Morrisons
Since 1899

groceries.morrisons.com

Contacts and links

To help you with planning your journey we have provided a list of useful contact numbers and links.

Travel Plan Coordinator

Stuart Michael Associates

01635 867 711

@: travelplans@stuartmichael.co.uk

For any enquiries regarding the Travel Plan and travel options

Reading Buses

0118 959 4000

<https://www.reading-buses.co.uk/>

Operate the local bus services

Thames Valley Buses

0118 973 3486

www.thamesvalleybuses.com/

Operate the local bus services

South Western Railway

0345 600 0650

www.southwesternrailway.com

National Rail

08457 48 49 50

www.nationalrail.co.uk

Traveline

<https://www.traveline.info/>

0871 200 22 33

Door to door journey planner
(public transport)

SUSTRANS

www.sustrans.org.uk

Information about all travel modes
and activities – particularly cycling

Journey sharing

<https://liftshare.com>

www.blablacar.com

National carshare database

Decathlon

www.decathlon.co.uk/

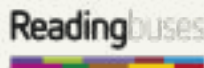
0118 956 9151

My Journey Wokingham

www.myjourneywokingham.com

MyJourney@wokingham.gov.uk

Borough-wide active and
sustainable travel behaviour
change campaign



In accordance with General Data Protection Regulation (GDPR) and Stuart Michael Associates' (SMA) Privacy Policy, any details provided by yourself, either as part of the voucher request form or further measures to be implemented as part of the Travel Plan delivery, will be stored on SMA's secure systems for the life of this Travel Plan. For more information on our Privacy Policy please visit www.stuartmichael.co.uk/privacy-policy. Disclaimer: All details were correct at time of going to press (June 2025). Whilst every care has been taken to ensure the accuracy of the information shown in this publication, Stuart Michael Associates Limited/ Stonewater Developments Limited cannot be held responsible for any loss, damage or inconvenience caused by any errors, omissions or subsequent changes.

About Persimmon

Building beautifully-designed new homes in prime locations nationwide, Persimmon is proud to be one of the UK's most successful housebuilders, committed to the highest standards of design, construction and service.

Founded in 1972 by Life President Duncan Davidson, and with our headquarters in historic York, the Group is made up of a network of 29 regional operating businesses, giving us nationwide coverage. We're building places to call home from North Scotland through to the South West of England.

5 star quality

We're a 5 star builder, awarded by the national Home Builders Federation (HBF). It's a reflection of our commitment to delivering excellence always and putting our customers at the heart of all we do. We're proud to be building good quality, sustainable homes for customers, providing career opportunities for employees, supporting jobs in the supply chain, and contributing towards the sustainable development of local communities.

Together, we make a home

When designing a new development, we apply the same philosophy every time – make it unique, make

it personal. From design and planning, right through to adding the final Finishing Touches to your new home, we keep your needs in mind, ensuring we create homes to suit all lifestyles.

From the moment you reserve your new Persimmon home, we do our best to make the experience enjoyable and informative every step of the way, not just while you're buying, but after you've moved in too. Read more about our comprehensive pre-move and after-sales pledge to our customers.

The choice is yours

From studio apartments to premium family homes, you'll have a choice of new homes in desirable locations throughout the UK. Each home is constructed with care by a dedicated team; from the technicians behind the scenes in the office; the skilled craftsmen on-site; to our professional sales and customer service teams – everyone working together to deliver the highest standards of design, construction, and service.

