



PROJECT PROFILE

Client: Winnersh Midco S.A.R.L

Location: Berkshire

Sectors: Employment

Services: Transport Planning,
Travel Planning

Project overview: Transport and travel planning to address typical access, parking and servicing demands of the film industry.

Added value:

- New creative hub for content makers
- Green spaces increasing biodiversity

Building 810, Winnersh Triangle Business Park

Unanimous backing has been received to build two new film sound stages in Berkshire. Production company Stage Fifty has been given approval to demolish two warehouses at Winnersh Triangle Business Park and redevelop the site to provide a combined floor area of 4,552 square metres.

Motion supported Frasers Property with transport planning expertise including a framework Travel Plan. The plans for Building 810 will integrate operations for the sound stages and nearby workshops by creating convenient and accessible pedestrian connections between the sites. A raised table with a pedestrian crossing over the adjacent road to increase safety and reduce traffic speed was proposed. The location of the crossing will avoid access points to the nearby building plots and be on the pedestrian desire line from the studio to the opposite site.

Motion also provided an assessment of trip generation and parking requirements for dedicated film production use. Typical servicing demands for the film industry involve the delivery of large sets and materials. A Delivery and Servicing Plan will allow occasional large vehicle movements through the main staff car parking area from the studio building.



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