

## **Appendix C    Distribution Area for Public Exhibition Publicity**



## Appendix D Press Release

**Reading Borough Council News Release  
For Issue Friday July 8th**

**A New Bus, Pedestrian and Cycle Route for East Reading**

**PLANS to build a key new bus, pedestrian and cycle route in east Reading to help alleviate congestion on London Road and Cemetery Junction will be the subject of a public consultation starting this month.**

The new route would provide a direct new link between Reading town centre and Thames Valley Business Park, as well Wokingham's proposed new Thames Valley Park and Ride site. It would be open to buses only, with a segregated walking and cycle path also created.

The route between the town centre and east Reading, Wokingham and beyond is one of the busiest in the area, with a peak time queues common along the A4 London Road and Cemetery Junction as people travel east and west. By providing a quick, safe and reliable public transport link, the Council hopes to encourage more people out of their cars and onto buses and bikes, which will help reduce congestion. This will have the added benefit of improving air quality in the east of Reading.

Known as the East Reading Mass Rapid Transit (MRT), the route would run parallel to the Great Western mainline along Napier Road and linking with the Council's newly opened Napier Road underpass. The route would be extended near Tesco's and on to the Kennetmouth where a new single lane bridge would be constructed next to the existing railway bridge over the river. This would then link with the proposed 277 space Thames Valley Park and Ride site, and Thames Valley Business Park.

The initial public consultation for the scheme will include a public exhibition at the Waterside Centre, Thames Valley Park Drive, on Tuesday 19<sup>th</sup> July between 1pm to 7pm. Residents and business are invited to drop in and ask any questions.

Following the exhibition, materials will be displayed in the foyer of the Civic Offices, and on the Council's website, with the opportunity to provide feedback through an online survey at [www.reading.gov.uk/east-reading-mrt](http://www.reading.gov.uk/east-reading-mrt) from Tuesday 19<sup>th</sup> July to Tuesday 16<sup>th</sup> August. Comments received during the consultation will be used to help inform development of the scheme proposals, prior to submission of a planning application towards the end of the year. Full public consultations, involving drop-in events, will also accompany the planning application.

**Tony Page, Reading Borough Council's Lead Member for Strategic Environment, Planning and Transport, said:**

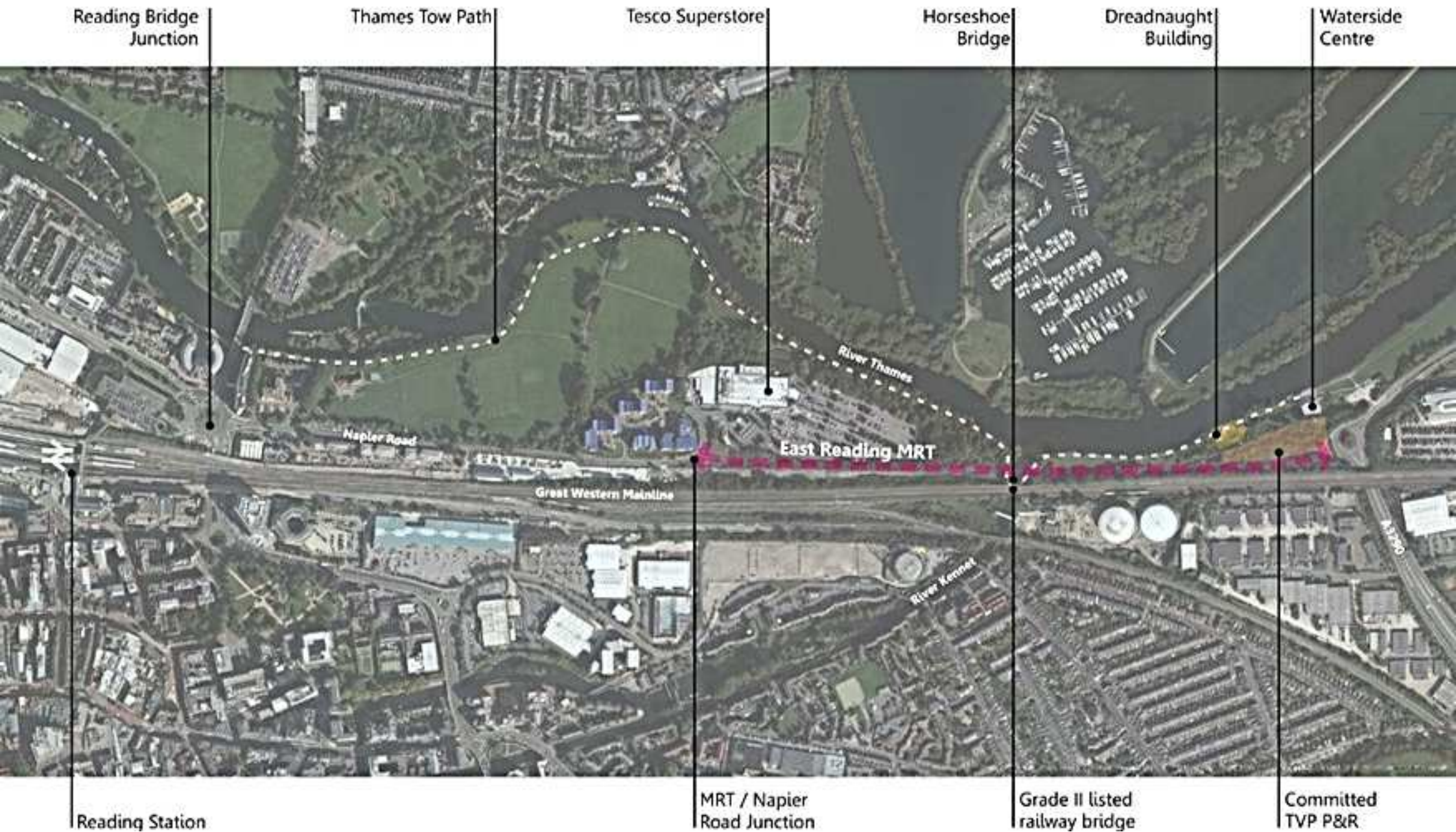
"The west to east route between the town centre and the borough boundary with Wokingham is one of the most heavily used in the Thames Valley region. People who regularly travel along the London Road and through Cemetery Junction will be more than familiar with the bottleneck. The proposals are for a more direct and much quicker public transport route to run parallel to the railway line, joining with Thames Valley Business Park and Wokingham's new park and ride site, which is currently going through the planning process.

"Reading is getting busier with limited road space to absorb increasing levels of traffic. The only realistic way to alleviate congestion is to provide quick and safe alternative routes for people, to encourage them out of their cars and onto sustainable forms of transport like buses, walking and cycling.

"I would strongly emphasise that this is in no way a precursor to a new road which would eventually open to all forms of traffic. The design of the bridge means it narrows to a single lane as it passes over the river, so that it is sensitive to the local environment and so that it cannot be converted into a road link without a complete rebuild of the bridge. We are clear that this is a public transport route, with segregated walking and cycle lanes. I would urge as many residents as possible to make some time to see the proposals at the Waterside Centre on July 19<sup>th</sup>, or visit the Council's website"

The proposed East Reading MRT scheme is being promoted by Reading Borough Council, Wokingham Borough Council and Thames Valley Berkshire Local Enterprise Partnership, with capital funding secured through the LEP's Growth Deal with the Government.

## Appendix E    Exhibition Location Map



Reading Bridge  
Junction

Thames Tow Path

Tesco Superstore

Horseshoe  
Bridge

Dreadnaught  
Building

Waterside  
Centre

Reading Station

MRT / Napier  
Road Junction

Grade II listed  
railway bridge

Committed  
TVP P&R