

## Appendix 2, Red Route - Feedback to Experimental Traffic Regulation Order

The following comments and objections to the experimental Order were received prior to implementation of minor modifications implemented in January 2021. No further objections have been received to the Order following the implementation of these amendments at the time of writing.

Updated: 12/07/2021

Please note that the feedback text contained in this document has been directly copied from the responses we have received to preserve the integrity of the feedback. Where there was any sensitive or identifiable information provided, this text has been removed and has been clearly indicated.

| Summary    | Feedback received  |
|------------|--|
|            | <b>Summary of responses:</b><br><b>Objections - 4, Support - 1, Comment - 24</b>   |
| 1) Comment | I am writing to complain of the red lines you have recently put around the town centre. For me alone i have no options for deliveries to my business now other than over 400m away. We have heard nothing regarding this and it just happened, i think you will find alot of problems from the business's espically along friar street about this. Personally for me if the line along side my business on friar street could be 3metres shorter this would be fine for deliveries. Or maybe it could be explored a time window for the red lines? 6am until 10am maybe being allowed?   |
| 2) Comment | <p>We are emailing regarding the red route scheme as we have been advised that you are looking for feedback from businesses. We operate a business on Friar Street [REDACTED] and although we agree that the red route will help alleviate a lot of congestion on Friar Street, we do have a few concerns about the implications for our business.</p> <p>Being on the [REDACTED] of the building, our entrance (and only entrance) is on the [REDACTED]. Due to the nature of our business we frequently have to deliver and collect large items by car which requires driving down Friar Street and into Wiston Terrace. Once in Wiston Terrace we are able to load and unload freely as the red route restrictions do not extend that far, however we feel there may be some issues caused when there is congestion in Wiston Terrace (which is often because over 20 businesses have a right of access). There are some scenarios in which it is very difficult to avoid having to wait on Friar Street for a few minutes, for example:</p> <ul style="list-style-type: none"><li>-it is often the case that someone using the alley becomes blocked in and has to ask others to reverse out and wait on Friar Street for them to also reverse out, before those vehicles can go back in. This would leave those vehicles waiting on the double red lines.</li><li>-another situation that occurs is that we arrive at Wiston Terrace and cannot enter right away because someone is blocking the mouth of the alley. We have to pull over on Friar Street to ask them to move before we can go in which would leave us waiting on the double red lines again.</li><li>-sometimes Wiston Terrace is so full that we just cannot get in and if the loading bay is also full, what should we do? We will have something that we simply have to deliver to work and we can't come back later or keep driving round and round as we need to unload and take our car away in time to get back to work, manage our staff and see to our customers who have timed appointments. We appreciate that there is a loading bay and that the size of it has been extended, but in reality this loading bay (and the double yellow</li></ul> |

| Summary      | Feedback received   |
|--------------|---|
|              | lines behind it) are full almost all the time - often taxis park in it. And furthermore, some of the items we have to deliver and collect are so large and/or heavy that we cannot carry them from that loading bay to our entrance. Would you be able to let me know if there can be some leniency for businesses in our situation when faced with the difficulties mentioned above? Or what your suggestions would be for how to manage the difficulties?   |
| 3) Comment   | The red route outside of our premises [REDACTED] Forbury Road) would make it impossible for the [REDACTED] to receive deliveries. Also at this point in time we are moving a lot of stock from the site to other sites, and using local parking (train station or Napier road) would make this a lot more time consuming and expensive  |
| 4) Comment   | I [REDACTED] at the [REDACTED] in High Street (East Side) and was dismayed to find that we have been included in Schedule 701 of the new Red Route Order. We have no loading/delivery bay, so the no stopping restriction will make it impossible not only to take delivery of larger [REDACTED] but also to have our unsold [REDACTED] (approx. 2 tonnes/wk) picked up for recycling. I would like to request that you transfer the section of the East side of High Street outside the [REDACTED] to Schedule 710 with immediate effect. This would give our (generally elderly/disabled) [REDACTED] enough time to unload [REDACTED] and the [REDACTED] long enough to deliver recycling crates and reload their van twice a week; a Schedule 711 reclassification would not give us the time we need. As things stand, we are unlikely to be able to reopen. Thank you for your consideration.  |
| 5) Objection | <p>I must raise a strong objection to the withdrawal of the off-peak (09:30 to 16:00) Loading/Unloading permission on the North side of Oxford Road for the first few metres West of Cheapside. My business has occupied [REDACTED] Oxford Road at this corner since June [REDACTED]. We rely on this short-visit permission to deliver stock to our shop. We use a [REDACTED] and require access for no more than 20 minutes and no more than two visits per week. Sheet 1 of Drawing 40466/5501/214 does show a single 15 metre loading bay outside the McIlroys Building to the East of Cheapside but this is (a) in a restricted zone where general traffic is forbidden and (b) almost always occupied by vehicles supplying Tesco and other stores in the area. It is hard to see where we can possibly park to load and unload within 100 metres of our doors.</p> <p>In addition to our own direct problems, our customers often use the loading/unloading permission for brief delivery and collection parking. This imposition of no-stopping will have a dramatic effect on the viability of my business and the 6 full-time jobs supported by it. Coming immediately after three months enforced closure, it may well be the difference between survival and failure.</p> |
| 6) Comment   | <p>[REDACTED] is one of the very few independent shops left in Reading now situated in Queen Victoria Street after opening in [REDACTED]. As with so many other ideas to stop traffic coming into the town centre eg ridiculously high parking charges, parking meters put in places where before you could stop and park for free, now red route so you can't stop at all....these all kill our trade!!! As our street is closed after 10 o'clock delivery drivers have to park elsewhere usually on Friar Street but there is only one loading bay which usually has a cab in it so having the red route will make deliveries to our shop impossible. I'd also like to point out that since the red route taxis are now sitting in the only 2 metered spots close to us as they have nowhere to park!!</p> <p>We sell a lot of [REDACTED] which customers don't want to carry round town back to the car park so often come back and pick up later again from the end of our road which is now red route. Please consider shops for once as we are all struggling to keep our businesses going as it is.</p>  |
| 7) Comment   | I have seen the new red route scheme in the centre of Reading and have also read the information via the link. Although I understand the reason behind it and what it is trying to achieve, I feel this will impact my business as [REDACTED] used to pull up outside the [REDACTED], drop their [REDACTED] etc and then find appropriate parking. With the new red route in place, there is no place that I can see from the plans that would allow [REDACTED] to do this safely. Either a solution to this is suggested or I fear people will continue to "try their luck" and still pull up outside the [REDACTED], defeating the whole point of the red route. I think this needs consideration for many reasons such as safety, traffic flow, business relations and also the fact the [REDACTED] has been here since [REDACTED].  |
| 8) Comment   | Currently we are taking in up to 2 deliveries each day and at times they both can arrive quite closely together, which normally means one of the trucks will wait on the road side on minister street whilst the other truck is unloading in our loading bay. If I'm reading the  |

| Summary       | Feedback received   |
|---------------|---|
|               | attached email correctly, this practice will no longer be allowed and could result in a fine being issued? I understand the need for the red route and the benefits it would bring, however from our business point this could put additional pressure on the way in which we take in deliveries and operate.   |
| 9) Comment    | As I've been in lockdown and the [REDACTED] Blagrove street has been closed I am concerned to see red lines outside my premises. I've suffered enough with losing business to COVID 19 and I'm concerned now that my beer and food delivery's will be badly affect the business also. I've noticed that the [REDACTED] do not have any outside their premises.  |
| 10) Comment   | I am just wondering if we are still going to be able to receive a delivery at [REDACTED] on Friar Street by the Bugle pub and WhSmith as this is the only place that our delivery lorry can park to deliver to us. From what I can see on the plans it looks like we have no space to receive our deliveries. Any advice would be welcome as I am sure we will not be the only business with this issue.<br>I would like to request that there is a loading bay on Friar Street out the back of WH Smiths and the Bugle pub. This is the only way that we will be able to receive deliveries as the current proposed loading bay further up Friar street is too far away for us to drag our pallets in and also there is no way that we will be able to bring in a delivery in a 20 minute window. Failure to be able to receive stock will end up killing our business as we have no other way of been able to receive it. |
| 11) Support   | I am a supporter of the red route, and trying to keep the road clear as it is often very congested with cars "temporarily" parking on either side of the road. I do however have concerns about how this will impact the [REDACTED] I am in charge of managing. We are currently closed to the public, although I am at the [REDACTED] every day preparing it for opening. My observations to date are that cars are now using the entrance to the [REDACTED] to loiter or even park in to avoid stopping on the red lines. This has led to several unsavoury exchanges when I ask them to move. I can foresee this becoming an issue when we do open, as we have a U shaped drive designed to allow taxi's to drop off and pick up our guests. Whilst I don't want to see the red route removed, I would like to work with you on a solution to the above so that it works for all parties involved.                       |
| 12) Comment   | The only problem we are experiencing currently is taxis and bikes parking in the loading bay which would mean our deliveries can not pull up  |
| 13) Objection | We strongly object to the new Red Route which has been installed along Blagrove Street. We have no rear access to our building at all and the only way for us to operate is for us to take deliveries in through our front door, and [REDACTED] located just right of our door. We are a small business, struggling after the impact of Covid-19, and we cannot afford any more disruptions to getting back on our feet like this. Please let me know what will happen next   |
| 14) Objection | Our shop is located at the corner of Friar Street and [REDACTED]. We'd like to register our objection to the new red route being installed. We have collections and deliveries on a daily basis during our business hours 9am - 6pm. This new red line will be devastating for the business as we won't be able to have deliveries and collections and the business simply won't be able to operate. Please do not proceed with this.   |
| 15) Comment   | I'm afraid I routinely see vehicles pulled up on double reds (or used to when I used to work in town centre). Means nothing without enforcement (by cameras?). Usually white vans, but often pedestrians getting in/out of private cars/taxis. I fear just more frustration whilst the minority continue oblivious.   |
| 16) Comment   | The only part of our segment of Blagrove Street without a Red Line is [REDACTED], and this could cause disruption to our weekly deliveries- the drink delivery tends to take about an hour and a half, and the food delivery about 30 minutes- the issue with this is that we already have difficulty having that space clear for our drivers, and it seems like with the many businesses in this section all using the only loading space, deliveries will be impossible. If it could be extended in front of Aquis House [REDACTED], there would be space for the many couriers making stops for the local businesses and then we would only really be sharing the space with [REDACTED], which   |

| Summary     | Feedback received  |
|-------------|--|
|             | usually works quite well for us.   |
| 17) Comment | We are a convenience store and have two HGV deliveries a week and these trucks are too high to pass under the Reading station walking bridge (between the station and Apex) to allow it to go to the loading bay. The average delivery drop off time is 45mins. And sometimes we also use a small car to drop of high value merchandise through the front door (cigarettes etc). Installation of the red route in front of our premises is going to result in hefty fines every time a delivery takes place. The HGV drivers park with care to allow buses to pass through without obstruction.  |
| 18) Comment | I'm the franchised owner of the [REDACTED] restaurant on Friar Street and I would like to provide feedback on the new red route. To be clear I'm not raising an objection, as I believe that red routes can play a big part in easing traffic congestion and carbon emissions in our town centre. I am however providing my feedback in the hope that this will be taken on board to better meet the needs of my business on Friar Street. My request for consideration is to shift the actual positioning of the loading bay [REDACTED] from where it has been painted by some 10m to where it is drawn on the plans. Preferably I would request that this be moved further East towards Union Street by a further 10m or as far as safely possible. This would minimise the time and distance large roll cages (some of which are 250kg) are being pulled across the pavement through pedestrians. I would also ask for consideration to be given to the 20 minute loading time. We have worked hard to minimise deliveries to just 3 per week which has resulted in receiving larger deliveries but fewer trips on the road. During the delivery window we also back haul waste cardboard, plastics and food waste for recycling which takes time to load. Overall these typically take 2 to 3 people 30-40 minutes to check, unload, move inside my premises and reload with recycling material. Any shorter would result in me having to consider increasing the frequency of deliveries to comply with the 20 minute loading time. |
| 19) Comment | Our business relies on daily deliveries of stock and equipment, and usually the drivers unload just outside the restaurant. With the addition of the red route all around the restaurant there is now no feasible place to receive deliveries. The parking bays around the restaurant are usually full all of the time and there is no onsite parking or loading bay available. I'm writing to ask you to consider adding a loading bay outside the restaurant to avoid delivery drivers having to wait for parking spaces to become available (often for 3 tonne trucks) or having to find additional space a long distance away and having to make multiple trips.   |
| 20) Comment | I see you are going to make gun st a red route So my questions are why And are you making a loading bay as we will not be able to receive any deliveries or some of our older clients with limited mobility will not be able to be dropped off and picked up. And please don't think why cant they use public transport. As it is nor wise for them to use public transport with the corona virus still around Or is this just another way of making money   |
| 21) Comment | I am writing on behalf of all our neighbours on Gun Street, [REDACTED], Ten business's which are affected by this somewhat strange RED ROUTE. If you could please advise how our deliveries are to get inside our premises? your assistance is greatly appreciated in this matter. This is an URGENT appeal for this to be reversed ASAP, and I really hope the council are sensible enough not to follow through with ticketing of the delivery companies as of immediate. Thank you in advance for taking the time to look into this matter, very concerned businesses of Gun Street.  |
| 22) Comment | Your red route system makes it only possible for me to receive deliveries between 11.01pm - to 4.59 am. I have no staff working at that time. So I will be completing the closure of our town centre premises as this is simply unworkable.  |
| 23) Comment | My deliveries for [REDACTED] Union Street, RG1 1EU) are being severely impacted by the new Red Route on Friar Street. The delivery drivers are unable to stop on Friar Street to deliver stock to my business - the provision of shared Taxi bay/loading bay is proving completely unworkable, indeed I am not sure the bays outside CEX/McDonalds and 109 Friar Street have actually been painted and labelled. The only realistic options available for delivering my stock are pre-10am or post 6pm on Broad Street, and the drivers for the local courier companies tell me they have not been informed about the Red Route loading bays. Currently, the sole way for me to reliably get my deliveries is to pay extra for a 'pre 10am' guaranteed delivery. Increasing my costs at this time is a significant burden, and I do not feel that it is in keeping with the RBC demonstrated aims to support local independent businesses. There will need to be a   |

| Summary      | Feedback received   |
|--------------|---|
|              | better provision for deliveries to Union Street before I would consider the Red Route to be anything other than a threat to the survival chances of my business.  |
| 24) Comment  | <p>When the original plan to re-route buses as part of the Reading Station development was first proposed, there was a consultation period where we met the council's planners of the scheme along with other businesses affected by the proposal.</p> <p>We raised serious concerns at the time about being able to move [REDACTED] in and out of our store safely, the council planners agreed to put a drop kerb [REDACTED] with a loading bay and the bus stop behind to enable the safe moving of [REDACTED]. The drop kerb was installed but the bus stops were put directly outside with no loading bay. After several incidents with pedestrians the pavement was extended in front of this bus stop. There were several more incidents with buses trying to stop and destroying the bus shelter. There is also a taxi rank for 4 taxis but are always park in the loading bay and behind it. You have vehicles parked in the loading bay that are left or couriers who park up and do all their deliveries for the surrounding area, so that during the day it is almost impossible to stop or you have to get the taxi drivers to move. With the number of bars, the draymen also have extreme difficulty attempting to use what was already there.</p> <p>I understand that there is a need to keep the road as clear as possible to allow the buses to operate. I would ask that you consider extending the loading bay by removing the taxi rank as there is plenty of capacity by the station and they can, as now, safely queue in Garrard Street if necessary, this should allow sufficient capacity for loading while keeping the pinch point by Haslams clear. I would also ask that if possible we can use the drop kerb [REDACTED] or be allowed to access to Cross Street during the day to load or unload [REDACTED] avoiding the need to push [REDACTED] over the kerb, although Queen Victoria Street would much better the footfall during the day is much higher and is understandably not practical. Even before the pandemic, the high street was under extreme pressure, the coming months are likely to see even more casualties and the current plan is not going to help.</p> |
| 25) Comment  | <p>I refer to the recently installed Redroute at the above locations. This has caused some issues mainly with deliveries. There has been no provision for deliveries, i.e. pull in bay or loading/unloading area. I would be grateful if you could advise of how this will be addressed. We receive delivers throughout the working day and it is causing issues with drivers not stopping and 'failed delivery' on many items. As you can imagine for a busy office building this is a huge issue. I look forward to your consideration to this and actions that will be taken to resolve this?</p>  |
| 26) Comment, | <p>The red route through the centre of town will effect our delivery drivers looking to deliver to [REDACTED]. We get food, drinks ( incl kegs and Cask's) laundry ect delivered daily to our side entrance, [REDACTED]. Our Bars and Restaurants are not currently open for trade therefore we have not had kick back on this from our suppliers however this will become a problem when we open.</p>  |
| 27) Comment  | <p>All sounds good but I can see e.g. dropping off people at bars and restaurants on the Kings Road (e.g. Zizzi and the back and beyond pub who are on that road) could cause difficultly for customers being picked up or dropped off. I thought I would mention it as it came up in conversation over the last week with a number of people but the same would apply to other leisure and hospitality venues.</p>   |
| 28) Comment  | <p>I've watched with interest to see what would happen over the coming months with regards to the Red Route, I have no doubt that its really a money making excise for RBC, I've been in this office for [REDACTED] years and worked in the town centre for [REDACTED] years, honestly it wasn't really ever an issue, there is a serious lack of parking for our office, others shops and offices along with contactors that come to us all.</p> <p>In Valpy Street, there is way to much permit parking that is never used why can't they be used for permit parking and also pay as you go ( ticket machine / Ringo ) The parking bays in Friar Street are constantly used by the taxi drivers waiting for spaces to come available at the junction of Queen Victoria Street and Friar Street ( please see below ) <b>[SEE PHOTO BELOW]</b> Without having a moan as I'm sure you are tired of hearing this but I do feel that the council waste a enormous amount of money trying things without thinking things through, the Caversham one way system and the bike lane in South Street comes to mind. Sadly a complete waste of tax payers money. Anyway, Just thought I would let you know my thoughts.</p>  |

| Summary       | Feedback received   |  |
|---------------|---|--|
|               |   |  |
| 29) Objection | <p>As an owner of business in Kings Road, Reading [REDACTED], I am writing to you to express my objection to the red route placed on Kings Road. It is affecting my business and others on Kings Road as my supplier are threatening to stop delivering goods to my business for the lack of enough loading space, as the one provided is not enough for one single truck used by most suppliers. Most of the time this loading bay is used for waiting and dropping people off from cars. I would suggest to make an exception for commercial delivery in the off peak traffic hours. I hope you would appreciate the effects of these red route on all businesses on Kings Road and consider making some changes for these business not to be affected.</p> |  |