

Traffic Management Sub-Committee

10 September 2026



Reading
Borough Council
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Title	Requests for Traffic Management Measures
Purpose of the report	To make a decision
Report status	Public report
Executive Director/ Statutory Officer Commissioning Report	Emma Gee, Executive Director Economic Growth and Neighbourhood Services
Report author	James Penman – Network Services Manager
Lead Councillor	Cllr John Ennis, Lead Councillor for Climate Strategy and Transport
Council priority	Deliver a sustainable & healthy environment & reduce Reading's carbon footprint
Recommendations	1. That the Sub-Committee agrees the updated Principal List of Requests for Traffic Management Measures set out in Appendix 1. 2. That the Sub-Committee agrees the proposed amendments to the Principal List set out in Appendix 2. 3. That the Sub-Committee agrees the proposed development order for Priority 1 requests set out in Appendix 3 4. That the Sub-Committee considers whether any additional requests on the Principal List should be removed. 5. That the Sub-Committee agrees the officer recommendations relating to newly submitted requests and their inclusion on the Principal List, based on the proposed methodology.

1. Executive Summary

- 1.1. This report seeks agreement to updates to the Principal List of Requests for Traffic Management Measures, proposed amendments to some existing entries, a proposed development order for priority schemes, and a methodology for assessing future requests. The report also provides an update on funding and resources that have been secured to support the development and delivery of traffic management measures across the Borough.
- 1.2. The Principal List was reviewed during 2025 through engagement with Members to establish which historic requests remained relevant and to identify priorities for future development. Following consideration by the Traffic Management Sub-Committee in November 2025, amendments were made to the list and Members requested that the prioritisation process be reviewed and brought back for further consideration. This report responds to that request and presents an updated Principal List at Appendix 1
- 1.3. The requests contained within the Principal List represent a range of traffic management measures that are not currently being progressed through other programmes, such as strategic transport, active travel or waiting restriction review schemes. Whilst many of the requests may support local safety, accessibility or traffic management objectives, funding and resources have historically been limited, resulting in a significant backlog of requests awaiting investigation and development.

- 1.4. In February 2026, Council approved additional capital funding of £1.25 million over three financial years to support the development and delivery of schemes from the Principal List. Additional revenue funding was also approved to strengthen engineering capacity within the Network Services team. Together, these investments provide an opportunity to progress a programme of traffic management measures and improve delivery of schemes that have been identified by residents and elected Members.
- 1.5. Given the scale of the remaining requests and the finite funding and staffing resources available, it is necessary to prioritise schemes to ensure that available resources are directed towards measures that deliver the most benefit and can be progressed within a realistic timeframe. Appendix 3 therefore proposes a development order for Priority 1 requests to assist with programme planning, resource allocation and the identification of future funding opportunities
- 1.6. The report also proposes amendments to a number of entries within the Principal List. These amendments reflect changes in circumstances, updated officer assessments, or the transfer of requests into alternative programmes where appropriate. Such programmes include strategic active travel, Community Infrastructure Levy (CIL) allocations, for example. The proposed amendments are set out in Appendix 2 for agreement by the Sub-Committee.
- 1.7. To ensure a consistent and transparent approach to future requests, this report recommends the adoption of an assessment methodology that will be applied to all new requests for traffic management measures. The methodology will consider factors including safety evidence, feasibility, strategic fit, likely benefits, environmental considerations, cost and deliverability before requests are presented to the Sub-Committee for consideration.
- 1.8. The Sub-Committee is therefore asked to consider the updated Principal List at Appendix 1, the proposed amendments to that list at Appendix 2, the proposed development order for Priority 1 requests at Appendix 3, and the introduction of a formal assessment methodology for future requests set out at Section 3.5. Together, these proposals will support a transparent, evidence-based and deliverable approach to managing requests for traffic management measures across Reading.

2. Policy Context

- 2.1. Reading Borough Council's Transport Strategy 2024 is the Council's long-term strategy for the management and development of the Borough's transport network. The Strategy includes policies relating to Network Management (RTS17), Parking (RTS20), Enforcement (RTS21) and Demand Management (RTS22), which collectively seek to support a safe, efficient and sustainable transport network. Requests for traffic management measures can contribute to the delivery of these objectives by addressing localised traffic, safety and accessibility concerns.
- 2.2. The Council Plan for the years 2025/28 includes priorities of delivering a sustainable and healthy environment and to reduce our carbon footprint. It also seeks to promote more equal communities, safeguard the health and wellbeing of residents and ensure that the Council is fit for the future. The prioritisation and development of traffic management measures can support these priorities by improving road safety, accessibility and the efficiency of the highway network, whilst ensuring that limited resources are directed towards schemes that deliver the greatest benefit.
- 2.3. The Council receives a significant number of requests for traffic management measures from residents and elected Members. Given the finite funding and engineering resources available, a structured and transparent approach to the assessment, prioritisation and development of requests is required. This report therefore seeks to establish an updated Principal List and a methodology for assessing future requests, ensuring consistency with the Council's strategic transport objectives and available resources.

3. The Proposal

3.1. Background

- 3.1.1. The Council receives requests for traffic management measures from residents, elected Members and stakeholders across the Borough. These requests cover a wide range of issues, including road safety concerns, speeding, parking pressures, traffic movements, accessibility and the operation of the highway network. Whilst some requests can be addressed through existing programmes and funded schemes, many require separate consideration and the identification of dedicated funding and resources.
- 3.1.2. For a number of years, the Council has maintained a list of requests for traffic management measures that are not currently funded or programmed for delivery through alternative workstreams. This list, referred to as the Principal List, provides a record of requests that have been received but which require further investigation, design development, consultation and funding before implementation can be considered. Inclusion on the Principal List does not guarantee that a scheme is feasible, fundable or deliverable. During 2025, Members met to review the historic list of requests and establish which remained relevant and appropriate for future consideration. As part of that process, a number of requests were removed, amended or assigned relative priorities to assist future programme planning. The outcome of that review was reported to the Traffic Management Sub-Committee in November 2025.
- 3.1.3. Following consideration of the report, the Sub-Committee requested that the proposed prioritisation be reviewed and brought back for further consideration. The Sub-Committee also agreed a number of amendments to the Principal List. Appendix 1 reflects the updated Principal List following those decisions and subsequent officer review.
- 3.1.4. Historically, the rate at which new requests have been received has exceeded the Council's ability to investigate, develop and deliver schemes. This has resulted in a growing backlog of requests and limited ability to provide realistic indications of when individual requests may be progressed. The challenge has been compounded by the need to balance these requests against other transport, highway and engineering priorities across the Borough.
- 3.1.5. Additional funding, agreed at Council in February 2026, has been allocated to enable development and delivery of requested schemes from the Principal List. This funding totals £1.25m split across three financial years commencing 2026/27. Year one has an allocation of £550k. Additional revenue funding has also been agreed to enable recruitment of an Engineer and Assistant Engineer post within the Network Services department. Together, these provide the funding and resourcing to expedite the development and delivery of requested schemes on this list, and are in addition to other funding that could be allocated to achieve the same purpose (e.g. additional Local 15% CIL allocation).
- 3.1.6. Given the scale of the remaining requests and the finite funding and staffing resources available, it is necessary to establish a clear and transparent approach to prioritisation and programme management. This report therefore seeks agreement to the updated Principal List, proposed amendments to existing entries, a proposed development order for priority requests and a methodology for the assessment of future requests

3.2. Principal List Review

- 3.2.1. Appendix 1 contains the updated Principal List of Requests for Traffic Management Measures. The list reflects the outcomes of the review undertaken during 2025 and the decisions made by the Traffic Management Sub-Committee in November 2025. Requests previously agreed for removal have been deleted

from the list and will not be reintroduced unless submitted as new requests through the agreed assessment process.

- 3.2.2. The Principal List contains requests covering a broad range of traffic management matters, including vehicle speed reduction measures, junction improvements, pedestrian facilities and other highway management interventions.
- 3.2.3. The requests contained within the Principal List are not fully developed schemes. In most cases, no detailed design, feasibility assessment, consultation or cost estimate has been undertaken. Consequently, inclusion on the list does not indicate that a proposal is technically feasible, represents value for money, or would ultimately secure statutory approval. Further assessment would be required before any scheme could progress to implementation.
- 3.2.4. A number of requests previously recorded on the Principal List have been transferred to alternative programmes where they are considered more appropriately aligned to strategic transport active travel review processes. This ensures that the Principal List remains focused on requests that are not currently being progressed through other established funding streams and programmes.
- 3.2.5. The Sub-Committee is invited to review Appendix 1 and consider whether any remaining requests are no longer required or appropriate. Where Members consider a request should no longer be progressed, the Sub-Committee may agree its removal from the Principal List.

3.3. Proposed Amendments to the Principal List

- 3.3.1. During the preparation of this report, officers reviewed the current Principal List to ensure that entries remain accurate, relevant and consistent with current transport programmes, policy objectives and operational requirements. As a result of that review, a number of amendments are proposed and are set out in Appendix 2.
- 3.3.2. Such proposed amendments can include updates to scheme descriptions, clarification of request locations, removal of duplicate entries, amendments to reflect changing circumstances, and the transfer of requests to alternative work programmes where appropriate. They can also include any new requests that have been received. These changes are intended to improve the accuracy of the Principal List and support more effective programme management.
- 3.3.3. The proposed amendments do not constitute approval to implement any scheme. Rather, they are intended to ensure that the Principal List provides an accurate record of requests that may be considered for future development should funding and resources become available.
- 3.3.4. The Sub-Committee is therefore asked to consider and agree the amendments set out in Appendix 2

3.4. Proposed Development Order

- 3.4.1. In February 2026, Council approved additional capital funding of £1.25 million and associated staffing resources to support the development and delivery of traffic management measures arising from the Principal List. This funding provides an opportunity to move from maintaining a list of requests towards the active development and delivery of schemes.
- 3.4.2. During the 2025 review process, requests on the Principal List that were considered higher local priority were assigned relative priorities to assist future programme planning and investment decisions. Whilst the Traffic Management Sub-Committee agreed the updated list of requests in November 2025, the proposed prioritisation framework was not agreed and was referred back for further consideration. In light of the additional funding and resources now available, officers consider that the reintroduction of a prioritisation process is

necessary to enable effective programme planning and the delivery of schemes from the Principal List.

- 3.4.3. Whilst additional funding has been secured, the value of requests recorded on the Principal List significantly exceeds currently available resources. It is therefore necessary to establish a development order to support programme planning, engineering resource allocation and future funding bids.
- 3.4.4. Officers have undertaken an assessment of the requests previously identified as Priority 1 schemes, considering factors including likely deliverability, strategic alignment, engineering complexity, potential benefits and the efficient use of available resources. The outcome of this assessment is presented in Appendix 3.
- 3.4.5. Agreement of the proposed development order will enable officers to establish an indicative five-year programme for the development and delivery of schemes from the Principal List, aligned to available funding, staffing resources and anticipated future investment opportunities. The programme will be subject to ongoing review as schemes are developed, costs become known, external funding opportunities arise and priorities change.
- 3.4.6. Agreement of a development order will provide greater transparency regarding how available resources will be allocated and will support the preparation of future funding applications and programme management decisions. It will also assist in providing realistic expectations regarding likely timescales for scheme development.
- 3.4.7. The Sub-Committee is therefore asked to agree the proposed development order set out in Appendix 3

3.5. Assessment Methodology for Future Requests

- 3.5.1. Historically, requests for traffic management measures have been added to the Principal List without a formal assessment process. Whilst this has enabled requests to be recorded, it has also contributed to the growth of the list and created expectations regarding scheme progression despite limited funding and delivery capacity.
- 3.5.2. To support a more consistent, transparent and evidence-based approach, it is proposed that all future requests for traffic management measures are subject to an initial officer assessment before being presented to the Sub-Committee for consideration. This ensures that resources are directed towards measures which demonstrate the strongest evidence of need, greatest potential benefit and best alignment with the Council's strategic objectives. It will also help manage expectations regarding the future development of traffic management measures and support the long-term management of the Principal List.
- 3.5.3. Where the nature of the requested change is appropriate for the Council, and is potentially appropriate for this programme (i.e. it is not a request that could potentially be funded from another programme/source), the proposed assessment process will consider:

Factor	Measure	Scoring (* denotes minimum requirement)
Road Safety	Evidence of related road safety risks, considering Police supplied collision and casualty data	(0 to 2) 0 – None 1 – Some 2* – Greater evidence

Deliverability	The feasibility challenges of the requested measure	(0 to 2) 0 – Significant 1* – Some foreseen 2 – Few foreseen
Strategic Transport Aims	Expected to support active travel	(0 to 2) 0 – Little/None 1* – Some 2 – Greater support
Environmental and Climate Implications	The expected environmental and climate implications (e.g. additional electrical usage)	(0 to 2) 0 – Greater negative impact 1* – Little/no negative impact 2 – Positive impact
Local Support for Change	The level of local demand / support	(0 to 2) 0 – Little evidence 1 – Some evidence 2* – Significant evidence
Funding Requirements	An initial assessment of potential costs and value for money	(0 to 2) 0* – High (above £100k) 1 – Medium (£20k - £100K) 2 – Lower (below £20k)

3.5.4. Officers will be seeking a score of at least the minimum requirement (indicated by the ‘*’ in the table above) across all factors, for a request to satisfy the assessment. Where a request satisfies the assessment criteria, officers will prepare a recommendation for consideration by the Sub-Committee. The Sub-Committee will then determine whether the request should be added to the Principal List.

3.5.5. Where a request does not satisfy the assessment criteria, officers will provide an appropriate response to the requester explaining why the request is not being recommended for inclusion. Such requests will not be retained on a reserve list and will not be reported to the Sub-Committee.

3.5.6. In addition to assessing future requests, the methodology may also be applied to existing entries on the Principal List. This will enable officers and Members to review remaining requests against a consistent set of criteria and assist in identifying which schemes should be considered for inclusion within future development and delivery programmes as funding and resources become available

4. Contribution to Strategic Aims

4.1. The Council Plan has established five priorities for the years 2025/28. These priorities are:

- Promote more equal communities in Reading
- Secure Reading’s economic and cultural success
- Deliver a sustainable and healthy environment and reduce our carbon footprint
- Safeguard and support the health and wellbeing of Reading’s adults and children
- Ensure Reading Borough Council is fit for the future

4.2. In delivering these priorities, we will be guided by the following set of principles:

- Putting residents first

- Building on strong foundations
 - Recognising, respecting, and nurturing all our diverse communities
 - Involving, collaborating, and empowering residents
 - Being proudly ambitious for Reading
- 4.3. Full details of the Council Plan and the projects which will deliver these priorities are published on the Council's website - [Council plan - Reading Borough Council](#). These priorities and the Council Plan demonstrate how the Council meets its legal obligation to be efficient, effective and economical.
- 4.4. The recommendations of this report support the recording of a range of requests for new traffic management measures and do not directly deliver changes. Many of the requests will contribute to the Strategic Aims of the Council and, once funding becomes available, they can be developed and separately reported in greater detail.

5. Environmental and Climate Implications

- 5.1. The Council declared a Climate Emergency at its meeting on 26 February 2019 (Minute 48 refers).
- 5.2. The recommendations of this report will not directly lead to the introduction of any physical changes. Accordingly, there is no anticipated environmental or climate impact as a result of the Sub-Committee agreeing to the recommendations of this report.
- 5.3. Assessments will be conducted when funding for requested scheme development and delivery is identified, and those development processes commence. The outcome of these assessments will be reported to the Traffic Management Sub-Committee.

6. Community Engagement

- 6.1. This report records requests for traffic management measures that have been received through engagement between the Council and the community.
- 6.2. When funding becomes available for the delivery of requested schemes on this report, officers will engage with Ward Councillors during the development, who will also have an active role in community engagement.
- 6.3. Development of many of these requests will require statutory consultation and/or public notification. Statutory consultation will be conducted in accordance with appropriate legislation. Notices will be advertised in the local printed newspaper and will be erected on lamp columns within the affected area.
- 6.4. The Council's Committee and Sub-Committee meetings allow public attendance. The agendas, reports, meeting minutes and recordings of the meetings are available to view from the Council's website.

7. Equality Implications

- 7.1. It is not considered that an Equality Impact Assessment is relevant at this time as the report does not directly recommend any physical changes to the Highway. Assessment will be considered during the development of requested schemes that are allocated funding, and the outcome reported as necessary.

8. Health Implications

- 8.1. Health in All Policies (HiAP) ensures council decisions across all services consider their impact on people's health and wellbeing, especially those most exposed to the risks of poor health outcomes. Some people live longer, healthier lives than others, not because of their personal choices alone, but because of the circumstances they are born into, grow up in, live, work and age in. By applying HiAP and the HIA process to council services such as housing, transport, education and economic policy, the Council can help create the conditions that extend healthy lives, reduce avoidable demand on vital public services, and support stronger, more prosperous communities.

- 8.2. It is not considered that Health Impact Assessment is relevant at this time as the report does not directly recommend any physical changes to the Highway. Assessment will be considered during the development of requested schemes that are allocated funding, and the outcome reported as necessary.
- 8.3. The delivery of many requests from the Principal List may have a positive health impact, by removing or reducing some of the perceived barriers that residents and visitors may have to utilising more healthy and sustainable transport modes. It may, however, be challenging to quantify the likely benefits.

9. Other Relevant Considerations

- 9.1. There are none arising from the recommendations of this report.

10. Legal Implications

- 10.1. There are none expected, based on the recommendations of this report.

11. Financial Implications

- 11.1. In February 2026, Council agreed to the allocation of additional capital funding, through borrowing, to enable development of prioritised requested schemes from the Principal List. This funding is over three financial years, as follows, although development and delivery of some schemes is expected to cross over these financial years:

- 2026/27 - £550k
- 2027/28 - £350k
- 2028/29 - £350k

- 11.2. As recommended in this report, Appendix 3 sets out the recommended development order of the priority requests, up to the value of this capital allocation taking into consideration complexity, funding availability and other resourcing requirements. Local 15% CIL allocations and other funding sources are expected to continue, and may additionally fund development of requested schemes from this list beyond 28/29. A business case, which would be subject to agreement through the budget setting process, is being developed to extend capital funding beyond the initial three years to arrive at a 5-year programme set out at Appendix 3.

- 11.3. In February 2026, Council additionally agreed to a revenue growth bid, which was an interdependency for the capital bid referred in Section 11.1. This funding has enabled the recruitment of an additional Engineer and Assistant Engineer to the Network Services team so that resourcing can be in place to deliver against the additional workload. Recruitment to these positions is in progress.

- 11.4. Andy Stockle has cleared these Financial Implications.

12. Timetable for Implementation

- 12.1. It is not currently possible to provide an implementation timetable for the individual requests made in this report. When funding is identified and allocated for requested scheme development, the Traffic Management Sub-Committee will receive separate scheme-specific reports to provide detail around implementation timetables.
- 12.2. Appendix 3 provides an indicative, high-level programme, subject to Sub-Committee agreement of the development priority, based on the funding allocated to date, and other dependencies, including resourcing and the outcomes of statutory consultations.

13. Background Papers

- 13.1. There are none.

Appendices

- 1. Principal List of requests (follows November 2025 decisions)**
- 2. Proposed alterations to the Principal List**
- 3. Proposed 'Priority 1' request development order**