

Planning Application Committee

07 October 2026



Reading
Borough Council
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Title	Proposal to rename a section of the A33
Purpose of the report	To make a decision
Report status	Public report
Executive Director/ Statutory Officer Commissioning Report	Louise Duffield, Executive Director of Resources
Report author	Heather Porter, Data and GIS Manager
Lead Councillor	Councillor Micky Leng, Lead Councillor for Planning and Assets
Council priority	Not applicable, but still requires a decision
Recommendations	The committee is asked: 1. To note the consultations undertaken in relation to the proposal to rename a section of the A33, and the responses received; 2. To consider the report and make a decision to either: • Proceed to rename a section of the A33, from the junction with Rose Kiln Lane, south to the roundabout joining with Basingstoke Road (as set out in Appendix 1 of the report); or • Retain the existing street name designation.

1. Executive Summary

- 1.1. At the full meeting of Reading Borough Council in June 2025, and following the decision by a Multi-Academy Trust to rename the former John Madejski Academy School in Whitley, the Council resolved 'to seek alternative means by which his legacy to our town can be preserved'.
- 1.2. As a result, a proposal to rename a section of the A33 between Rose Kiln Lane and Basingstoke Road roundabout as John Madejski Way was developed, subject to consultation and a report to this committee.
- 1.3. The proposed change would impact approximately 20 properties through an associated change of address.
- 1.4. None of the directly affected properties responded to the consultation. Four comments were submitted by residents, and four responses were received from Ward Councillors. A summary of these responses is provided in the report, and are attached in full in the appendix.
- 1.5. Under the Council's Constitution and Street Naming and Numbering Protocol, this Committee has responsibility for street naming. Therefore, the Committee is asked to consider the consultation responses and make a decision on the proposal.

2. The Proposal

- 2.1. At the full meeting of Reading Borough Council in June 2025, the Council resolved to:

- Place on record it's thanks to Sir John Madejski, a Freeman of the Borough, for his philanthropic work over decades to make Reading a better place, including the building of the new football stadium in 1998, the establishment of the John Madejski gallery at the Reading museum in 1999, and the creation of the John Madejski Academy School in 2006.
 - Note with dismay the announcement by the new Multi-Academy Trust to remove Sir John's name from the Academy that he funded
 - Seek alternative means by which his legacy to our town can be preserved.
- 2.2. The Council has therefore undertaken two consultations to rename a section of the A33, from the junction with Rose Kiln Lane, south to the roundabout joining with Basingstoke Road. The proposal is that this part of the road be renamed John Madejski Way.
- 2.3. The site map (Appendix 1) illustrates the proposed section of road to be renamed and properties which would be impacted as a result of the change.

3. Impacts of the Proposed Change

- 3.1. Renaming a road is a significant change which also requires the official addresses of any properties on that road to be changed. If the road is renamed as proposed, approximately 20 properties will be required to change their address; the properties are predominantly commercial.
- 3.2. An address change can have practical implications for residents, businesses and public services including:
- the need to adjust records with utility providers (e.g. gas, electricity, water, broadband)
 - the need to update documentation and personal or business records (e.g. bank accounts, insurance policies, vehicle records, subscriptions)
 - requirement to update business materials (e.g. signage, stationery, marketing materials)
 - Notifying customers, suppliers and delivery companies of the change.
- 3.3. People or businesses impacted may also need to seek professional advice for changes to legal documents such as property deeds or leases.
- 3.4. It is likely that some of these changes will cause residents and businesses to incur costs.
- 3.5. It is possible that the current postcodes used by properties may change. Postcodes are assigned by Royal Mail, and the change in address may trigger a postcode update.
- 3.6. The Council's Street Naming and Numbering protocol states that renaming existing streets is normally only considered when changes occur which give rise (or are likely to give rise) to problems for the Emergency Services. We have not received notification from the Emergency Services that the current road name is causing issues.

4. Consultation with Potentially Impacted Residents and Businesses

- 4.1. The first consultation was a consultation of residents and businesses that would be impacted by the implementation of the proposed change.
- 4.2. Potentially impacted properties were sent an invite to take part in the consultation by post. The consultation was open between 25th May and 12th July 2026, a six-week period.

- 4.3. No responses were received from residents, businesses and key stakeholders who were directly approached for comment.
- 4.4. Four responses to the consultation were received from residents of Reading who were not directly approached. Officers believe that this correspondence was a result of the media reporting on the case. From these comments, one resident supported the proposal and three opposed it. The anonymised responses are provided in Appendix 2.

5. Consultation with Ward Councillors

- 5.1. A consultation with ward Councillors from the potentially impacted wards was subsequently undertaken.
- 5.2. Four responses were received from the consulted Councillors; two from Katesgrove Ward, one from Coley Ward and one from Whitley Ward. None of the responses from Ward Councillors supported the proposal. The full responses can be found in Appendix 3.

6. Contribution to Strategic Aims

- 6.1. Street Naming and Numbering is a statutory function of the Council.

7. Community Engagement

- 7.1. Consultation with potentially impacted residents and businesses, and ward Councillors was undertaken, as outlined previously in this report.

8. Equality Implications

- 8.1. Under the Equality Act 2010, Section 149, a public authority must, in the exercise of its functions, have due regard to the need to:
 - eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
 - advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
- 8.2. In terms of the key equalities protected characteristics, it is considered that the proposed changes would not have adverse impacts.

9. Health Implications

- 9.1. A Health Impact Assessment is not required for this proposal.

10. Legal Implications

- 10.1. There are no legal implications arising from the proposals in the consultation.
- 10.2. The creation of street names should follow the guidelines detailed in the "Data Entry Conventions and Best Practice for the National Land and Property Gazetteer", a reference manual based on Property Addressing Standard BS7666:2006 Parts 1 & 2. We can confirm the proposed street name conforms.

11. Financial Implications

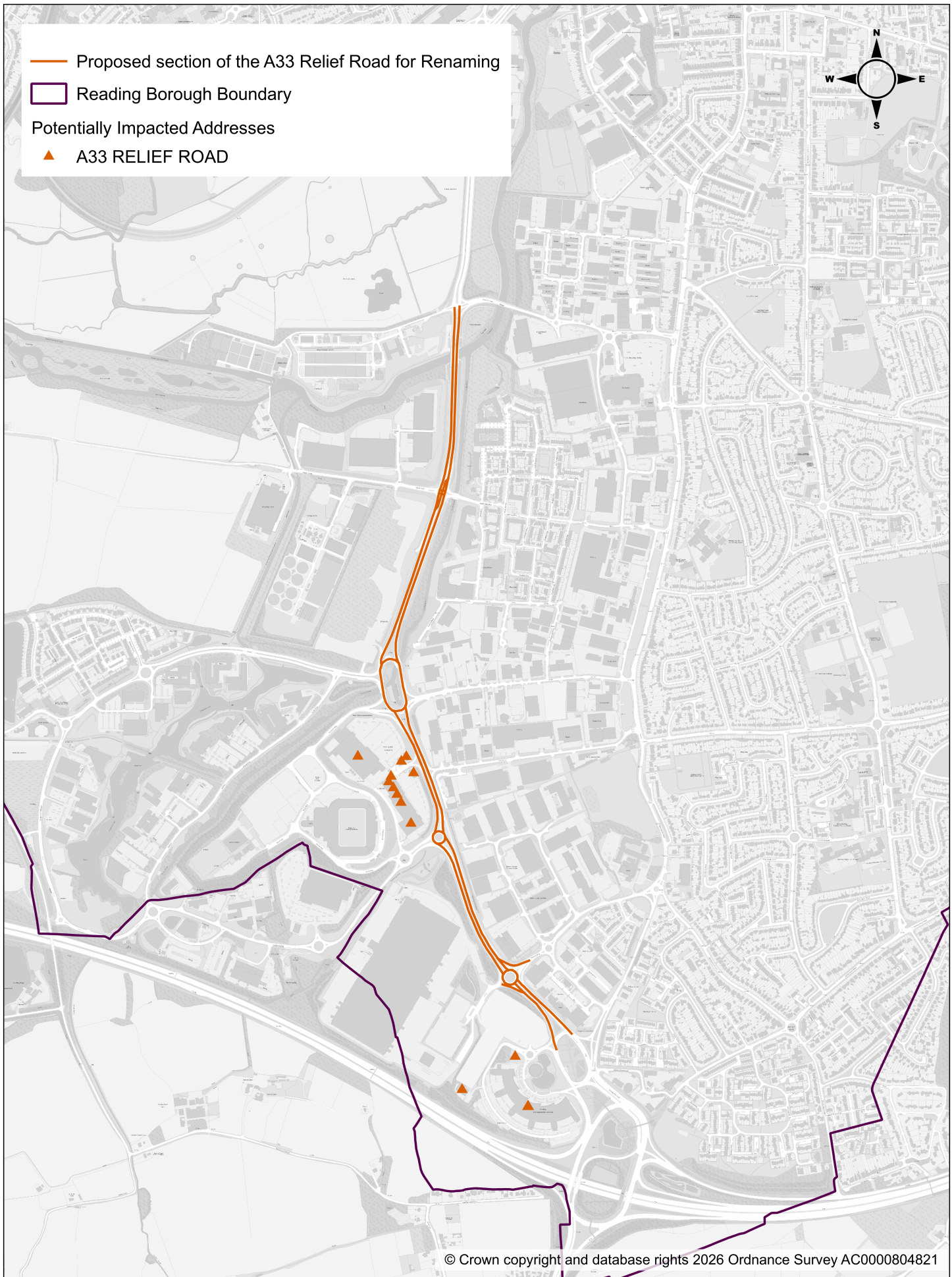
- 11.1. New signage would be required for any new street name. The cost of this is estimated as £4,000 due to the number of junctions along the proposed section of road to be renamed. This cost will need to be met from within the existing highways budgets.

12. Timetable for Implementation

- 12.1. If accepted, the proposal will be input into the Local Street Gazetteer for submission to GeoPlace within the first week of November. The Local Land and Property Gazetteer will subsequently be updated and residents notified of the change to address. As this process requires input from Royal Mail, we cannot confirm exact timelines but anticipate this should be completed by the end of November based on current working practices.
- 12.2. The installation of street name plates takes 3-4 weeks to complete once the order is placed.

Appendices

1. Site Map



2. Responses from the Consultation with Potentially Impacted Residents and Businesses

Response 1

What a waste money, time and effort.

How about you ask the residents of Reading to comment on the state of our roads(pot holes), lane markings, ridiculous and unnecessary bus lanes, getting the town regenerated to somewhere people want to come and spend money, rather than being a town full of flats/apartments that are not affordable for all!

I'm sure the road will always be known as the Basingstoke Road if you've lived here long enough, just like the The Broad Street Mall, forever known as The Butts Centre!

Response 2

Yes, Yes, Yes!

I was gutted when Reading FC were forced to sell the Stadium naming rights and so to have the main road going into Reading and passing the stadium, named in his honour would be wonderful.

Response 3

I am writing as a Reading resident to formally object to the proposal to rename the section of the A33 between Rose Kiln Lane and the Basingstoke Road roundabout as "John Madejski Way".

I would like to make clear that my objection is not a criticism of Sir John Madejski or a denial of his significant contribution to Reading. His role in supporting Reading Football Club, local business, education and charitable causes is widely recognised and appreciated.

My concern is whether renaming a major public highway is an appropriate use of the Council's street-naming powers.

The A33 is one of Reading's principal transport corridors and has a well-established identity that is understood by residents, businesses, visitors and road users. The purpose of road names should primarily be to provide clarity, consistency and ease of navigation. I do not believe there is a sufficiently strong public interest case for changing the identity of a major route for commemorative purposes.

Public reports of the discussion leading to this proposal suggest that the selected stretch was chosen in part because it is administratively easier to rename than other roads. In my view, administrative convenience is not a compelling reason to alter the name of a key transport corridor.

I am also concerned that a number of councillors have already publicly expressed strong support for the proposal before the consultation has concluded. While councillors are naturally entitled to hold and express views, I hope that all responses received during this consultation will be considered objectively and that the outcome has not been predetermined.

Furthermore, I am not aware of any clear evidence that a majority of Reading residents support this proposal. While many residents admire Sir John Madejski and are grateful for his contributions to the town, that does not automatically mean that renaming a major road is the most appropriate form of recognition.

If the Council wishes to honour Sir John Madejski, I would encourage consideration of alternative forms of civic recognition that would avoid changing the identity of an important road while still acknowledging his contribution to Reading.

For these reasons, I respectfully request that the proposal to rename this section of the A33 as "John Madejski Way" be rejected.

Please record this correspondence as a formal objection to the consultation.

Response 4

Could I ask if there is a cost involved in the naming of the road, if so, how much?

3. Responses from the Consultation with Ward Councillors

Response 5, from Katesgrove

I would like to add my support for the rejection of this proposal. At a time when council resources are stretched, and that stretch is regularly impacting core services, the voluntary diversion of officers time and resources to vanity projects like this is not justified. Putting inconvenience, expense and inconvenience upon the residents have the road for the same purpose is no more justifiable.

Sir John is a wealthy man who can and does manage his own legacy. As a town we can be very grateful to him without diverting resources away from helping residents whose needs are more fundamental. I'm sure Sir John will appreciate and understand this.

Response 6, from Katesgrove

I don't see the need to rename the road.

However things are usually named after people posthumously so should we considered honouring someone who contributed to the town but is no longer with us? Assuming it has to be renamed.

Response 7, from Whitley

My view and that of some residents that I have talked to in the ward is that this is an admirable way to honour Sir John Madjeski, but it is not effective in the holistic way of things, as people would always call the road A33, just like the stadium; it is still called by the locals and others John Madeski Stadium. Also, the road is a major road which is commercially and personally used by many as a Class 1 road. There are other roads, squares, or places that we could honour Sir John Madjeski as an icon of his time, and we should find out what other cities/towns are doing. With how people are feeling about the Cost of Living at the moment, especially in Whitley Ward (the most deprived area), it would really upset many people if there is a financial allocation.

Response 8, from Coley

I agree with several of the public responses in that:

It is unnecessary to rename the road. It is known as the A33.

It is unusual to rename a road after someone who is still alive.

The same person has already had a school named after him in return for his donation.

Has John Madejski donated to certain Reading causes in return for a prominent road name? If so, this needs to be more clearly in the public eye. If there is no money involved this time, then it would seem to be free advertising.

If it must be renamed to make Rose Kiln Lane easier to understand, how about naming it posthumously after someone who made a large contribution to Reading? "Palmer Street", or "Stripes Way" after the warming stripes developed at our university?