

EARLEY TOWN COUNCIL – MAYS LANE BURIAL GROUND FEES
1ST APRIL 2024 – 31ST MARCH 2025

PLEASE NOTE THAT THE *EXCLUSIVE RIGHT OF BURIAL FEE IS ADDITIONAL AND MUST BE ADDED
(NOT OPTIONAL) TO THE PLOT SPACE FEE

The fees below relate to the place of residency of the deceased at the time of death

	<u>EARLEY</u>	<u>WOODLEY</u>	<u>OTHER</u>
	£	£	£
BURIAL IN GRAVE SPACE*	890.00	1,223.00	3,333.00
CREMATED REMAINS/FOETAL REMAINS *	473.00	748.00	2,205.00
RE-OPENING (BURIAL)	273.00	410.00	1,262.00
RE-OPENING (CREMATION)	175.00	249.00	744.00
HEADSTONE (BURIAL) (Permission to erect only)	223.00	278.00	278.00
HEADSTONE (CREMATION) (Permission to erect only)	167.00	223.00	223.00
TABLETS (CREMATION) (Permission to erect only)	167.00	223.00	223.00
ADDITIONAL INSCRIPTIONS (Permission only)	56.00	112.00	112.00
KERBS (SECTIONS A-G) (Permission only)	110.00	165.00	165.00
SCATTERING OF ASHES	107.00	118.00	145.00
MEMORIAL GARDEN PLAQUES	223.00	389.00	389.00
RENEWAL OF MEMORIAL PLAQUES	62.00	62.00	167.00
TRANSFER OF EXCLUSIVE RIGHT OF BURIAL	100.00	100.00	100.00
10 YEAR EXTENSION TO E.R.B.	100.00	100.00	100.00
*EXCLUSIVE RIGHT OF BURIAL (ADDITIONAL FEE FOR BURIAL & CREMATED/ FOETAL REMAINS)	610.00	777.00	1167.00

Henley Road Cemetery – Price Comparison**Current prices**

Interments – In Area		Interments – Out of Area	
Burial	£945	Burial	£945
EROB	£1215	EROB	£3645 (trebled)
TOTAL	£2160	TOTAL	£4590
Cremated Remains – In Area		Cremated Remains – Out of Area	
Cremated Remains	£160	Cremated Remains	£160
EROB (for 2)	£645	EROB (for 2)	£1935 (trebled)
TOTAL	£805	TOTAL	£2095

Extension to EROB – In Area		Extension to EROB – Out of Area	
10 years extension	£250	10 years extension	£750 (trebled)
Transfer of EROB – In Area		Transfer of EROB – Out of Area	
Transfer of EROB	£95	Transfer of EROB	£95

Memorials – In Area		Memorials – Out of Area	
Burial (Lawn)	£230	Burial (Lawn)	£230
Cremated Remains (Flat Tablet)	£90	Cremated Remains (Flat Tablet)	£90
Additional work/inscription	£78	Additional work/inscription	£78
Bronze Kerb Memorial Plaque 6"x 4" for 10 years	£330	Bronze Kerb Memorial Plaque 6"x 4" for 10 years	£330
Bronze Kerb Memorial Plaque Renewal additional 10 years	£210	Bronze Kerb Memorial Plaque Renewal additional 10 years	£210

Culver Lane Allotment Fees

2025		2024	
Raised Beds	£14.00	Raised Beds	£13.50
Flat Beds	£14.00	Flat Beds	£13.50
3 Pole	£35.00	3 Pole	£34.00
4 Pole	£42.00	4 Pole	£41.00
6 Pole	£53.00	6 Pole	£52.00
8 Pole	£62.00	8 Pole	£61.00
Horticultural Society	£38.00	Horticultural Society	£37.00
2023		2022	
Raised Beds	£13.00	Raised Beds	No Increase
Flat Beds	£13.00	Flat Beds	
3 Pole	£33.00	3 Pole	
4 Pole	£40.00	4 Pole	
6 Pole	£51.00	6 Pole	
8 Pole	£60.00	8 Pole	
Horticultural Society	£36.00	Horticultural Society	
2021			
Raised Beds	£12.50		
Flat Beds	£12.50		
3 Pole	£32.00		
4 Pole	£38.00		
6 Pole	£50.00		
8 Pole	£28.00		
Horticultural Society	£35.00		

EARLEY TOWN COUNCIL - CHARGES FOR PUBLIC HALL HIRE
(Radstock Lane Community Centre, Maiden Place Community Centre, Centrepoint & Interpretation Centre)
From 1st April 2024

	Non Commercial £ per hour	Commercial £ per hour
MAIDEN PLACE COMMUNITY CENTRE		
Main Hall		
Daily Rate (Mon-Sat)	14.50	22.00
Friday/Saturday after 6pm (non regular)	37.50	n/a
Sunday	22.00	33.00
Parties, Events and Gatherings (exc. Fri/Sat evenings)	22.00	n/a
Function Room		
Daily Rate (Mon-Sat)	11.00	16.50
Friday/Saturday after 6pm (non regular)	23.00	n/a
Sunday	18.00	27.50
Parties, Events and Gatherings (exc. Fri/Sat evenings)	18.00	n/a
Meeting Room		
Daily Rate (Mon-Sat)	7.00	10.00
Friday/Saturday after 6pm (non regular)	14.00	n/a
Sunday	11.00	16.00
RADSTOCK LANE COMMUNITY CENTRE		
Main Hall		
Daily Rate (Mon-Sat)	14.50	22.00
Friday/Saturday after 6pm (non regular)	37.50	n/a
Sunday	22.00	33.00
Parties, Events and Gatherings (exc. Fri/Sat evenings)	22.00	n/a
David Fuller Room		
Daily Rate (Mon-Sat)	7.00	10.00
Friday/Saturday after 6pm (non regular)	14.00	n/a
Sunday	11.00	16.00
Parties, Events and Gatherings	16.00	n/a
CENTREPOINT		
Main Hall		
Daily Rate (Mon-Sat)	14.50	22.00
Sunday	22.00	33.00
Parties, Events and Gatherings	22.00	n/a
INTERPRETATION CENTRE		
Main Room		
Daily Rate (Mon-Sat)	7.00	10.00
Sunday	11.00	16.00

KITCHEN FACILITIES (ALL CENTRES)

For a booking up to 4hrs	£5.00 charge will be applied
For a booking over 4 hrs	£10.00 charge will be applied

Hall Hire Charge Comparison

Appendix C

Earley Crescent Centre	Non-Commercial		Commercial		Earley St Peters Church		Non-Commercial		Commercial		Woodley Town Council		Per Hour		Winnersh Community Centre		Per Hour	
	Current charges		Current charges		Current charges		Current charges		Current charges		Current charges		Current Charges		Current Charges		Current Charges	
Large Hall Monday to Friday up to 6pm Monday to Thursday after 6pm After 6pm Friday and Saturday	£25.00	£34.50	£27.00	£35.50	Main Hall & Kitchen Hourly	£19.20	£12.50 - £22.00	£24.00	£28.50	£42.80	Coronation Hall Woodley residents (daily) Woodley residents (Fri/Sat 6pm onwards) Non-Woodley residents (daily) Non-Woodley residents (Fri/Sat 6pm onwards) Charities (daily) Charities (Fri/Sat 6pm onwards)	£22.30	£34.30	£12.70	Winnersh Hall (main hall size) Monday-Friday up to 6pm Monday-Friday (6pm-Midnight) Saturday up to 6pm Saturday (6pm-Midnight) Sunday all day	£26.10 £32.40 £32.40 £41.40 £26.10		
Small Hall Monday to Friday up to 6pm Monday to Thursday after 6pm After 6pm Friday and Saturday	£14.50	£24.50	£17.00	£25.50														
Additional charge for kitchen Exclusive Kitchen Hire Up to 4 hours (with oven) Over 4 hours (with oven)	£19.00	£30.00	£60.00 £34.00 £58.00		Other rooms (vary) Hourly	£10.00 - £17.60					Chapel Hall (Main Hall) Woodley residents (daily) Non-Woodley residents (daily) Charities (daily) Woodford Park Leisure Centre (Function Room) Woodley resident (hourly) Non resident/Commercial (hourly) Woodley resident premium rate (hourly) Non resident premium rate (hourly)				Sindlesham Room (meeting room size) Monday-Friday up to 6pm Monday-Friday (6pm-Midnight) Saturday up to 6pm Saturday (6pm-Midnight)	£16.80 £24.60 £24.60 £29.70		

Earley Town Council Fishing Prices 2024-2025

SEASON TICKETS

ADULT

EARLEY = £33.00

NON-EARLEY = £48.00

JUNIOR (7-16 years), OVER 60'S & CONCESSIONS

(UNDER 13'S MUST BE SUPERVISED BY AN ADULT)

EARLEY = £22.00

NON-EARLEY = £27.00

DAY TICKETS

ADULT

EARLEY = £11.50

NON-EARLEY = £15.00

JUNIOR (7-16 YEARS), OVER 60'S & CONCESSIONS

(UNDER 13'S MUST BE SUPERVISED BY AN ADULT)

EARLEY = £6.00

NON-EARLEY = £9.00

ALL NEW JUNIORS MUST HAVE A SAFETY TALK BEFORE THEY ARE
ISSUED WITH AN ANNUAL PERMIT

SPORTS PITCH HIRE FEES - SOL JOEL PARK	From 1st April 2024
<u>Football Pitch Fees</u> Adult Football Fees (Includes use of Pavilion) Adult Pitch casual one-off games £81.00 Adult Pitch Regular Booking £63.50 Changing Rooms/Shower (stand alone) £20.00 Toilets only/hour £9.00 Junior 11-A-Side Pitch one-off games £41.00 Junior 11-A-Side Pitch Regular Booking £38.50 Junior 11-A-Side Pitch block booking of 5 or more teams £28.50 Junior 9-A-Side Pitch one off games £14.50 Junior 9-A-Side Pitch Regular Booking £14.00 Junior 9-A-Side Pitch block bookings of 5 or more teams £12.00 Mini Soccer per game £14.00 Mini Soccer Regular Booking £13.50 Mini Soccer block bookings of 5 or more teams £12.00	
<u>Cricket/Softball Pitch Fees</u> (To include use of Pavilion/Changing Rooms) Midweek - Price per game (40 overs 1-7pm) Adult Pitch casual one off games £87.00 Adult Pitch Regular Booking £78.50 Junior Pitch casual one off games £42.00 Junior Pitch Regular Booking £39.00 Weekend - Price per game (40 overs 1-7pm) Adult Pitch one off games £122.50 Adult Pitch Regular Booking £111.00 Junior Pitch casual one off games £61.50 Junior Pitch Regular Booking £57.50 Toilets only/hour £10.00	

Pitch Hire Charge Comparison

Appendix E

Woodford Park	Current Charges	West Berkshire Council	Current Charges	Wokingham Borough Council	Current Charges
Cricket Grass Wicket Full Day per match	£140.00	Cricket Grass Full Day per match	£105.52	Cantley Park Grass Football 2 hour slot	£57.58
Cricket Artificial Wicket Full Day per match	£105.00	Football Grass Adult per match	£79.96	Chalfont Park Grass Football 2 hour slot	£51.42
Football Grass Adult per match	£80.00	Mini Grass Junior	£22.66	Elizabeth Park Grass Football 2 hour slot	£51.42

Amenities & Leisure Committee Meeting – 15th January 2025

Agenda Item 7.2 – Biodiversity Projects

The Town Clerk, Operations Manager and the two Park Rangers meet monthly to plan and discuss ideas to improve local biodiversity. We have agreed a statement of intent which guides this work:

A wide ranging project to measure and record the natural world at various sites in order to inform actions which will improve the biodiversity at these sites and across Earley.

We will use the evidence and knowledge gained to develop and carry out both short term and long term initiatives in a variety of areas including: habitat development; collaborative working with other groups and organisations; educational and recreational activities for residents and so on.

We will aim to apply this project to all sites that ETC either owns or has control of. We will encourage others (residents, businesses, organisations) to follow our lead in their own physical spaces.

The biodiversity project will help ETC achieve the aims of its Green Infrastructure and Climate Emergency agendas.

This project is open ended and flexible. Results will be measured by observable and recorded improvements to the biodiversity of a site or location.

We will promote and celebrate the work of the biodiversity project and any improvements achieved as a result of ETC's commitment to this body of work.

Work carried out since last report:

Botanical Survey

Improvement plans have been drawn up for the area of the meadow at MELNR where a botanical survey was conducted. Previously, wildflower seed was sown across the area with limited success, this was probably due to the seed being unable to gain purchase amongst existing vegetation. The Rangers have mapped numerous narrow strips of land within the meadow where the surface vegetation will be removed and new wildflower seed sown. This method should enable the seed to grow more successfully and self-seed in the future, thereby expanding the coverage of wildflowers in the meadow. This work will be carried out in early Spring.

Later in 2025, the Ranger, and volunteers, can conduct a follow up survey to measure success.

Hedgehog Houses

The Rangers provided a template for a hedgehog house and requested that we look into making one for the area behind the Interpretation Centre as there was evidence of the presence of hedgehogs there. The Town Clerk approached one of the Repair Café volunteers to ask if he would be willing to make one if ETC paid for the materials and he was only too happy to assist. Within a week, we received two beautifully made hedgehog houses one of which has been placed behind the Interpretation Centre and the other put in the garden of the ETC offices in Radstock Lane.

Species Incident Reports

The Park Rangers have created a Species Incident Report Log to record instances of harm to wildlife at ETC sites and to inform measures that can be taken to prevent such harm.

Recent incidents have included:

Dead, ringed pigeon at MELNR. Owner contacted, no clear indication of cause of death, suspected shock.

Cygnets on lake with fishing line around its body, wing and neck, suspected swallowed fishing hook. Swan Lifeline attended but were unable to locate the hook using a metal detector on site so took the cygnets away for treatment. Cygnets successfully treated and released elsewhere.

Swan Lifeline were impressed with the equipment the Rangers had (floating food, swan hook) and offered to lend them a swan jacket which they could use as a template for ETC to make our own. Swan jackets are used to calm injured swans/cygnets and protect them from further harm whilst they are being rescued. The Town Clerk contacted another volunteer from the Repair Café to ask if she would be able to make a couple of swan jackets for Ranger use. Again, the volunteer was very happy to help and we now possess two swan jackets, complete with ETC logo!

ETC's park keeper discovered a swan with an injured leg on the skatepark at Sol Joel Park. He contacted Swan Lifeline who responded very promptly. They are confident the swan can be rehabilitated and will then release it at a more suitable location.

Owl Boxes

The owl boxes at MELNR have been a great success, two tawny owls have taken up residence and were photographed snuggled up to one another in a single box. 'ETC's owls' have attracted a lot of publicity, there have been several newspaper articles and the Operations Manager was interviewed about them on Radio Berkshire.

The Rangers have identified several trees in Redhatch Copse that would be suitable for owl boxes. Officers will make these and ask our tree surgeons for assistance with the installation. This work will be carried out in late summer so they are ready for when owls are looking for new winter homes.

Desilting Works

The desilting of the silt entrapment pond has been completed, the excavations were 8-9 feet deep and approximately 100 tonnes of material was removed from the pond and placed in adjacent areas. The Rangers will be investigating the reinstatement of the old reed beds that were planted there many years ago. This work will include monitoring the nitrate and phosphate levels of the water. Wildflower seed will be sown on the silt that was placed in other areas.

Bat Boxes

The Rangers have produced a GPS map showing the location of all known ETC bat boxes, 12 have been identified. As no proper surveys have been conducted, they will contact a licensed organisation to ask if they would be interested in surveying and monitoring our bat boxes.

Coppicing

Assisted by the Wednesday volunteers, the Rangers coppiced hazel and holly in an area of MELNR to open up the woodland and allow bluebells and red campion to grow. The coppiced hazel was then woven into dead hedges adjacent to footpaths to protect habitat from people and dogs. The public response to this activity was very positive.

Tree Register

The Rangers have created a spreadsheet to record every tree when planted by ETC. Although we are often planting trees this new register will mean information on species, number and location will be readily available.

Surveys

The Rangers are creating a timeline of what surveys can be carried out during the year to assist with the forming of a strategy.

Volunteers

Members may be interested to know that during 2024, ETC benefitted from 2,240 hours of volunteer time on environmental work. The number of Wednesday volunteers is increasing, most are coming from the general public who have seen our publicity on the work we have been doing and want to help out.

Further reports will be provided to the committee as and when new projects are developed or delivered.

Jo Friend, Town Clerk
7th January 2025



Earley Town Council
Amenities & Leisure Committee Meeting – 15th January 2025

Agenda Item 8 – ALLOTMENTS

ALLOTMENT COMPETITION GUIDELINES

The Town Council's Allotment Competition is held on an annual basis and awards are made for the following categories: -

Best Allotment – winner receives trophy, certificate and prize

Runner Up (Best Allotment) – winner receives certificate and prize

Best Raised Bed or Trough – winner receives trophy, certificate & prize

The competition guidelines are as follows: -

1. A plot holder should advise the Council in writing if they do not wish to be included in any judging of the competition.
2. Judging of the competition is carried out by the Council's Allotment Working Party.
3. The three judging visits are made: -
March – April
May – June
July – August
4. The final judging visit (decision visit) is made in September.
5. The criteria which the judging panel look for in a plot are: -

Variety of Fruit & Veg

A broad range of fruit and/or vegetables to be grown on the plot.

Flowers

A variety of flowers to be present to help assist pollinators.

Quality of Growth

The general quality of what is being grown on the plot. Plants/crops should be free from disease, pests and damage.

Neatness/Organisation of the plot

The plot to be well cultivated and organised. Unplanted areas where plants/crops have previously been planted or are about to be planted should be free from weeds and the soil of a good quality. Any structures on the plot, including cold frames and cloches should be neat, clean and well maintained. Good use of plant supports where appropriate.

Environmentally friendly practices

Evidence of good use of compost bins, rainwater collection where possible and any other environmentally friendly practices.

6. Winners/Runner up will be notified in November.
7. Winners/Runner up will be invited to the Mayor's Reception where they will be presented with a trophy/certificate and a small prize. This is normally held in December or January.
8. Trophies will be engraved with the name of the winner of the Best Allotment and the winner of the Best Raised Bed/Trough. The trophies will be held by the winners until the following year's competition winners are decided, when the trophies will then need to be returned to the Council offices.
9. A plot holder may only win the Best Allotment and/or the Best Raised Bed/Trough categories once within a Council's 4-year term.
10. The judging panel's decision is final.

Guidelines as presented to Amenities & Leisure Committee 15th January 2025

Amenities & Leisure Committee Meeting – 15th January 2025

Agenda Item 9.3 – Maiden Place Community Centre Car Park Wall

Along a section of car park at Maiden Place Community Centre, there was a low wall which separated the car park from a WBC footpath.

Following the collapse of the wall in June 2022 onto the WBC footpath, WBC's out of hours contractors attended site and cleared the footpath by placing the debris back onto the car park, but did not notify ETC, as the tenant, that this had been done. ETC only found out about the wall collapse sometime later, when a resident made contact about fly-tipping at the location. (Photo 1)

As the wall debris/fly-tipping needed to be cleared from the car park and the general maintenance of the car park was the responsibility of ETC, ETC officers contacted WBC's Highway Assets team to determine who would be responsible for rebuilding the wall, which separated the car park and WBC's footpath. A Highway Inspector attended site who believed that the wall was the responsibility of ETC and advised that the wall had possibly collapsed due to an underground issue, such as tree roots/drainage issues. The Highway Inspector also advised that the matter would be passed to WBC's Property Services Team, as the landowner, to deal with, as expert advice into possible underground issues would have to be sought, which the Highway Assets team did not have.

Whilst waiting to hear from WBC's Property Services team, ETC officers checked the lease and established that the responsibility of the wall fell to ETC, as the tenant, but ETC's officers were of the opinion that the wall could not be rebuilt immediately due to WBC's concerns about a possible underground issue. As no communication had been received from WBC's Property Services team, ETC officers contacted the team to establish how they would be proceeding with the information they had received from the Highway Inspector.

Unbeknown to ETC officers, WBC's Tree Officer had instructed their contractor to cut down three mature trees at the location (2022), ETC were not consulted or informed of their removal. ETC officers contacted WBC's Tree Officer and were told that the trees had been removed as they were considered to be one of the factors for the wall collapsing, the Tree Officer had not realised that ETC was the tenant and was responsible for the maintenance of the trees/car park. The Tree Officer also advised that WBC had no intention of removing the three tree stumps which had been left in situ.

Following a meeting with a WBC Highway Inspector and WBC's Tree Officer, ETC officers expressed their frustration about how the whole situation had been dealt with by WBC and the fact that three tree stumps had been left, these posed a health & safety issue as they could not be seen by drivers reversing. As a result, the WBC Tree Officer agreed to have the stumps cut down as low as possible but confirmed WBC did not intend to remove the stumps.

ETC officers continued to chase WBC's Property Services Team about their investigation into other possible underground issues but received no response. The Town Clerk also raised the matter on several occasions at the WBC and Town Clerk Collaboration Group meetings. In the meantime, ETC kept the location safe with barriers and signage. (Photo 2)

In October 2024, Councillor Hare received communication from a resident about the wall and WBC's Property Services Team only then contacted ETC officers to say that they believed that ETC was responsible for any underground issues. ETC officers sought Councillor advice (not in an expert capacity, but advisory) on ETC's lease/responsibility and on reviewing the lease, it was noted that specific reference is made in the lease about "foundations" in view of the community centre building, but no reference is made about "foundations" in view of the car park and that this could be brought to WBC's attention.

The wording of the lease has now been raised with WBC's Property Services and ETC officers have asked that WBC as the landowner to confirm that it is happy for ETC to rebuild the wall and that no underground issues are going to impact a newly built wall. Further details will be provided when available.

Photo 1 – WBC contractor removes wall and places debris in MPCC car park (2022)

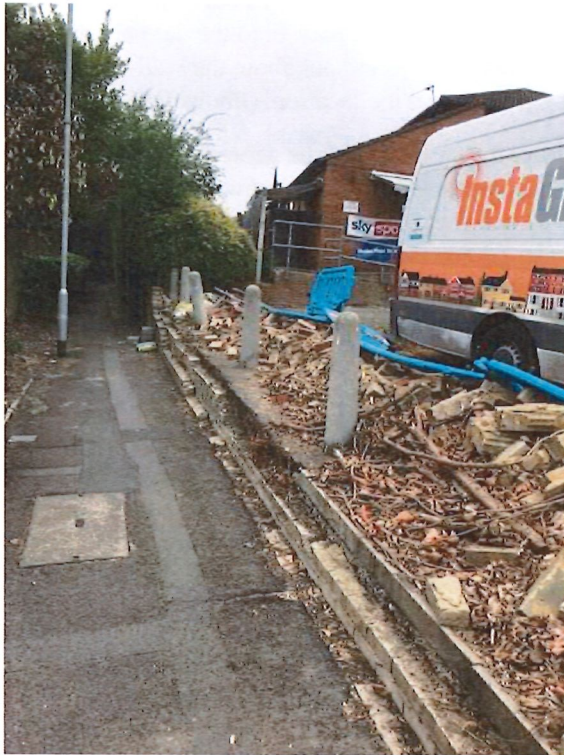


Photo 2 – ETC removes debris, installs barriers and signage (2022)



Town Map Report
for Amenities & Leisure Committee Meeting on 15th January 2025

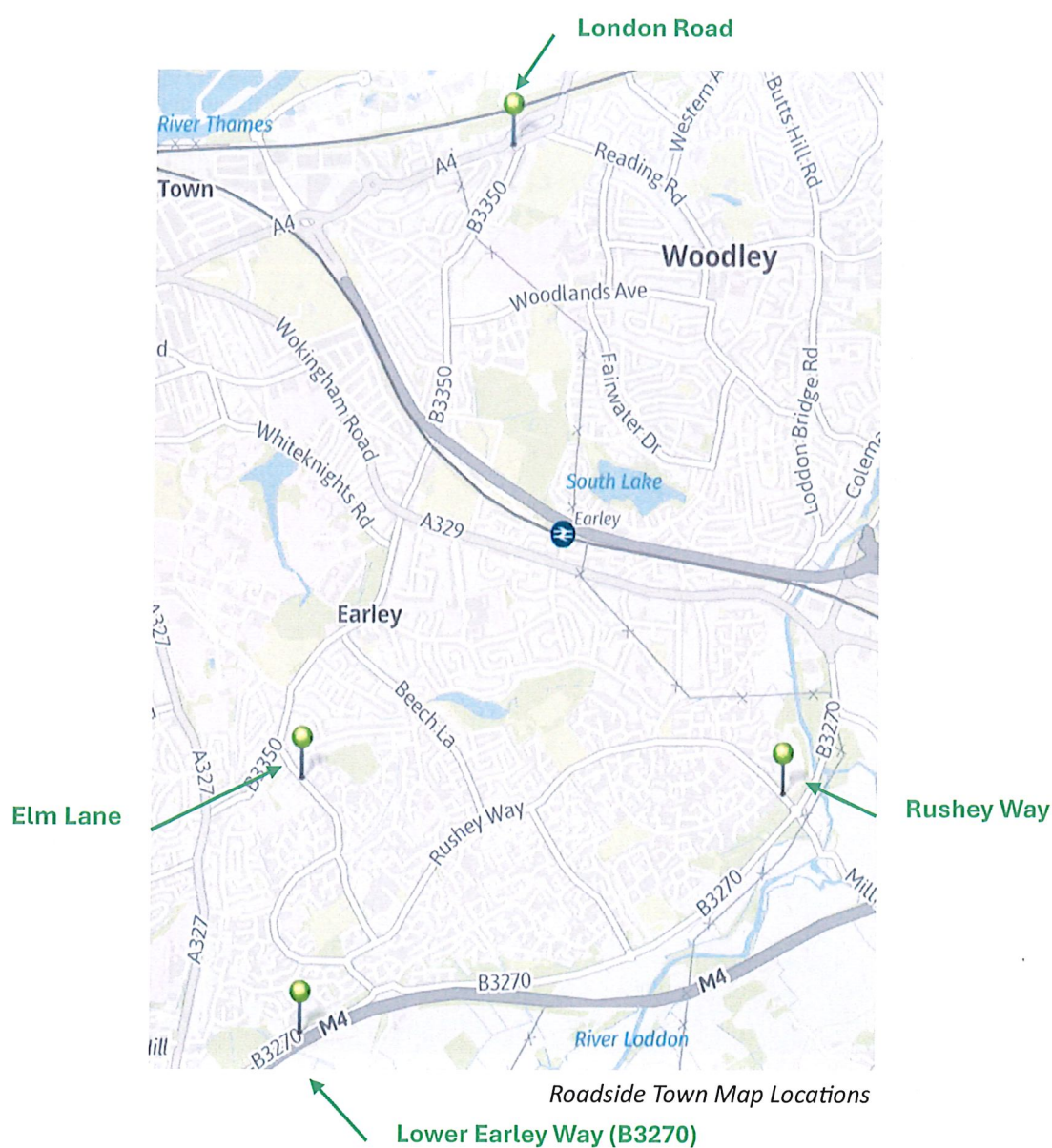
Agenda Item 12 – Town Maps

Existing Town Map

Locations

There are currently four roadside frame-mounted town maps located around Earley. The locations appear to have been chosen to loosely reflect the North, South, East and West boundaries of the town (see map below).

There are also wall-mounted maps in the Deputy Town Clerk's Office, inside reception and on the outside of the maintenance building. These maps are of varying ages.



Design

The existing design is mainly black and white with small splashes of blue and green to mark geographical features.

The majority of roads (in existence at the time of printing) are labelled within the map and then referenced in list form on either side. This utilises much of the available space and makes the map appear very busy and overwhelming.

Numbers in red markers note sites of interest. These are then referenced in a key in categories, rather than in numerical order, making identifying the sites more complicated than necessary.

Overall, the design of the map is outdated and not the most eye-catching or user-friendly design.

LOCAL AUTHORITY INFORMATION		
	marked on map	marked on map
Burial Grounds		
Maya Lane	15 / 23	
Churches		
Earley St Peter's	115 / 19	
Lady of the Peace	115 / 22	
Lower Earley Baptist	16 / 16	
St Nicholas	15 / 21	
Trinity	115 / 20	
Community Centres		
Operated by Earley Town Council		
Centrepunkt	116 / 17	
Community & Youth Centre	116 / 17	
CrisCent	115 / 36	
Community Resource Centre	16 / 30	
Malden Place	16 / 30	
Rabstock Lane	116 / 6	
Silverdale	115 / 34	
Community & Youth Centre	115 / 34	
District/Local Centres		
Loddon Valley Leisure Centre & Library	116 / 9	
Malden Lane Local Centre	16 / 10	
Dentist's Surgeries		
Brookside	16 / 11	
Chalfont	116 / 12	
Earley Town Council		
Rabstock Lane - Earley	116 / 29	
Berks - RG40 1WL		
tel: 0118 956 5995		
e-mail: admin@earleytowncouncil.gov.uk		
Parks/Open Spaces		
Malden Erleigh Lake/Woods	116 / 25	
Chalfont Park	116 / 27	
Laurel Park	16 / 26	
Meadow Park	15 / 28	
Sol Jod	115 / 31	
Police Station		
tel: 0845 830 3503		
116 / 33		
Reading University		
Pepper Lane entrance	G5 / 24	
Residential Homes for the Elderly		
Austen House	16 / 32	
Larkes Meade	116 / 18	
Library of Earley House	116 / 15	
Schools		
Malden Erleigh Secondary School & Library	115 / 1	
Aldryington Primary	115 / 2	
Hawthorn Primary	16 / 3	
Hillside Primary	116 / 4	
Loddon County Junior Primary School	15 / 5	
Rabstock Primary	116 / 6	
Earley St Peter's C of E Primary	115 / 8	
Whiteknights Primary	G6 / 7	
Shopping Centres		
Post Office & Chemist	116 / 13	
Asda Shopping Mall	116 / 35	
Chalfont Square	116 / 35	
Malden Lane Local Centre	16 / 10	
Silverdale Road	115 / 14	
Wokingham District Council		
Council Tax queries etc		
Shute End - Wokingham		
Berks - RG40 1WL		
tel: 0118 978 6000		

Existing Key / References



Existing Roadside Town Map

New Town Map Proposal

Design

ETC Officers frequently hear members of the public commenting that they weren't aware that Earley had a particular asset or facility. Combined with the fact that many people now use the internet or apps to aid navigation, the proposal is to focus the map on celebrating Earley's assets and highlighting what the Town has to offer rather than purely for navigation purposes.

The map will be redesigned with an updated, modern, eye-catching style incorporating more colour.

Geographical features such as rivers, lakes, parks and wooded areas will be included for reference. Major roads, rail lines and stations will also be added.

Names of main roads and through roads will be kept, however names from the smaller side roads and cul-de-sacs will be removed to prevent the map from looking too busy.

Coloured icons (rather than numbers) will be used to highlight facilities e.g. community centres, schools, religious buildings, leisure centre, police station, park amenities, open spaces etc. These icons will then be referenced as appropriate.

As Earley has no town centre, one option is to include smaller inset maps to give more detail on specific areas where there are more amenities on offer. The shape of Earley lends itself to the addition of such inset maps, perhaps having one to the top right-hand side and two to the left-hand side. Areas to consider for this include Sol Joel, Chalfont Square and Maiden Place.

Up to three colour-coded walking routes may also be included.

See appendix for examples of design options available.

Locations

The proposal is to retain the four existing roadside locations. Unfortunately, due to our experience with WBC in relation to the installation of noticeboards, relocating or installing additional maps on public highways would be costly and time consuming.

We could however have additional maps printed to be displayed within ETC assets, for example within the foyer of each of our community centres and/or at the Council Offices. The addition of maps at these sites would create an impactful first impression and bring more unity and professionalism to the sites.

Costings

The 2024/25 budget includes £7,500 to be spent on town maps. The cost for the artwork will be in the region of £3,500 - £5,000 dependent on the level of detail required (incorporating inset maps and walking routes will likely bring the cost to the upper end of this bracket).

If the four existing frames were replaced, it is likely the cost would far exceed the budget. The existing frames could instead be renovated therefore leaving plenty in the budget to cover printing costs of additional maps.

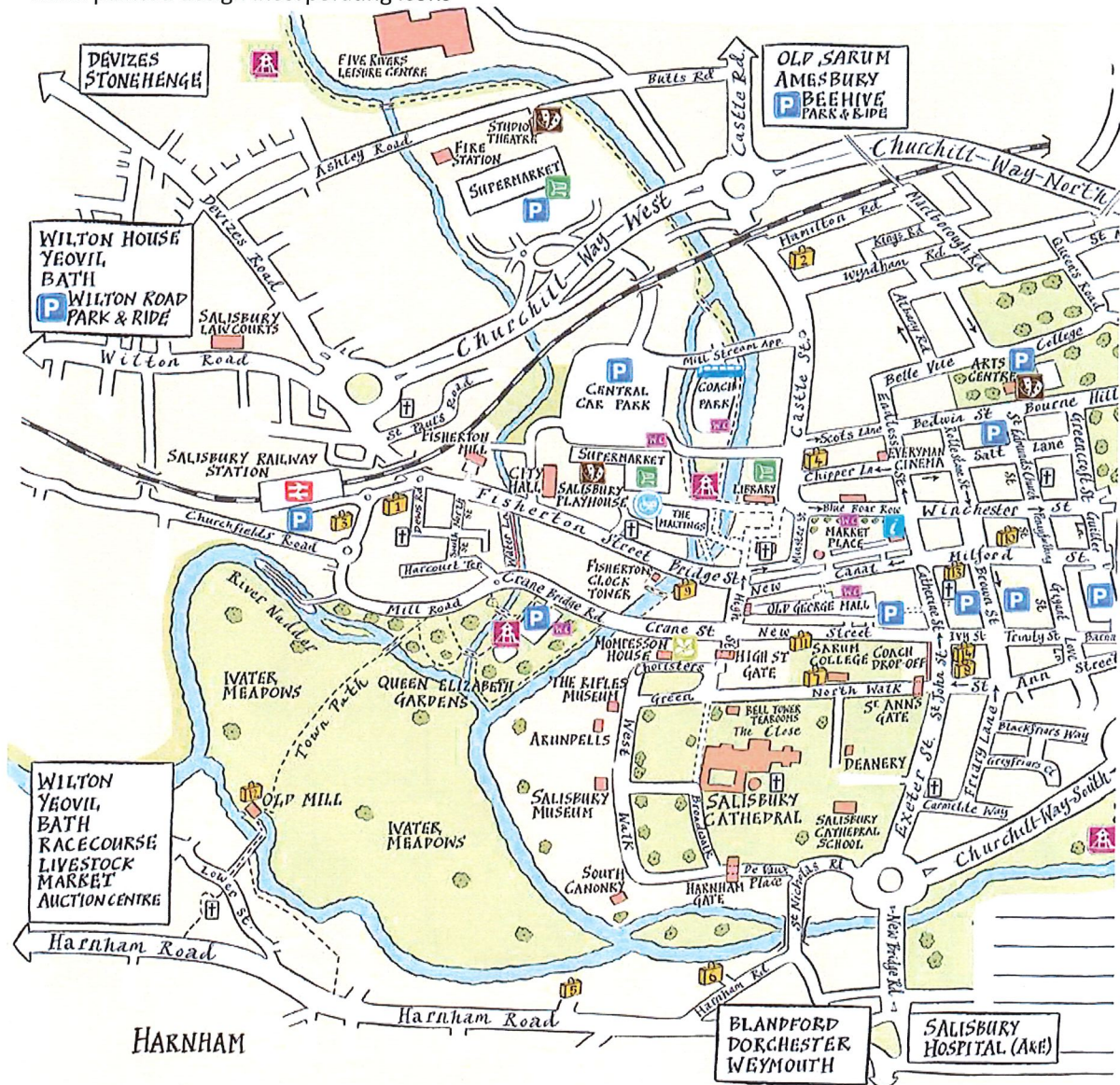
Points for Committee Consideration

1. Are there any assets / facilities not included on the list below that the committee would like included in the new town map?
 - Allotments
 - Cemetery
 - Churches & Religious Buildings
 - Community Centres
 - Council Offices
 - Doctors Surgery
 - Leisure Centre
 - Parks & Open Spaces
 - Police Station
 - Schools
 - Shopping Areas
 - University
 - Others e.g. CresCent Resource Centre, Earley Day Centre, Care Homes
2. Would the committee like to include inset maps to provide a more detailed view of specific areas? If so, which areas would the committee like to prioritise? (max of 3)
3. Would the committee like to include colour-coded walking routes? If so, what routes would the committee like to prioritise? (max of 3)
4. Budget permitting, would the committee like to display additional maps within ETC assets such as the community centres and Council Offices?

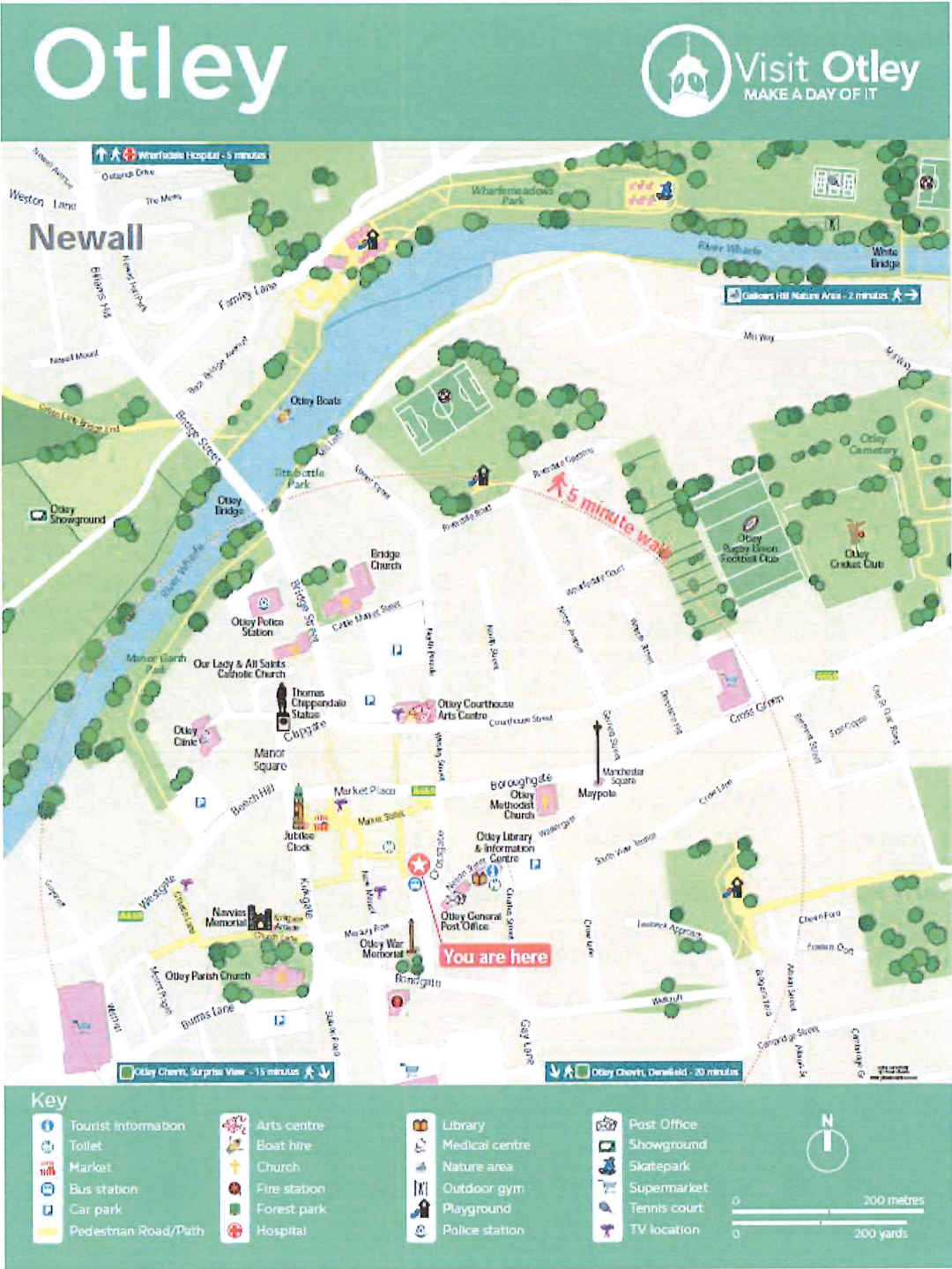
Appendix – Town Map Examples

Salisbury City (Lovell Johns)

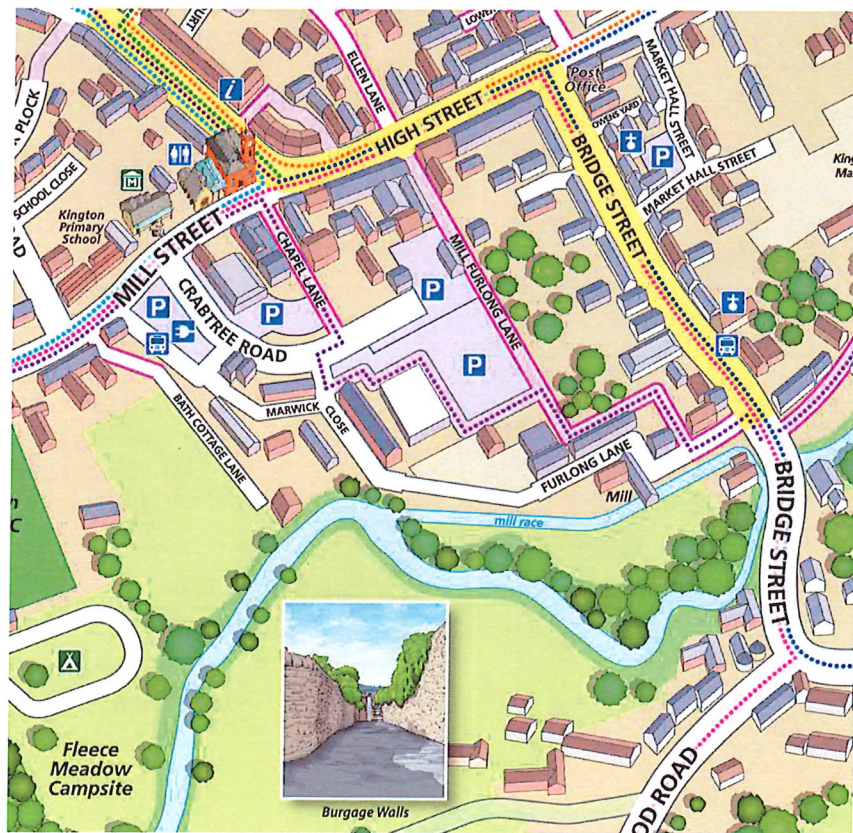
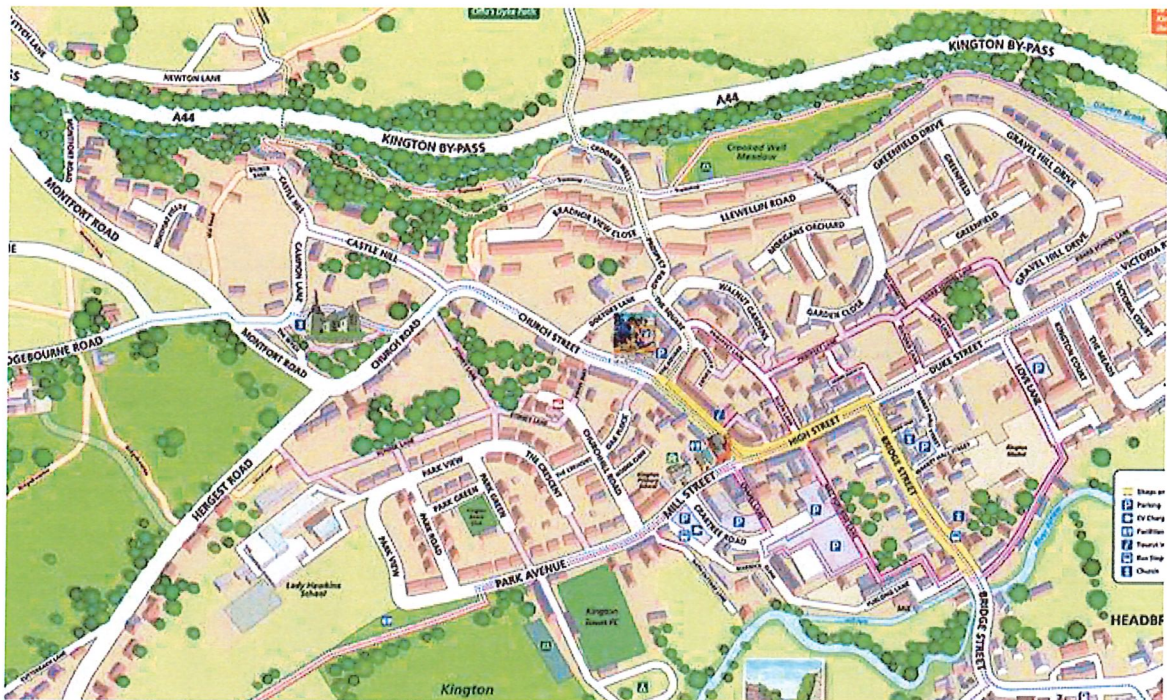
Hand painted design incorporating icons



Modern design incorporating icons and walking distances



Kington Town Centre (Lovell Johns) Design incorporating icons and walking routes



Stalybridge (Oxford Cartographers)
Design incorporating icons and walking routes

