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# NORTH WOKINGHAM DISTRIBUTOR ROAD: REPORT ON CONSULTATION

Final Report

25/04/2014

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Confidentiality: Public

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# North Wokingham Distributor Road: Report on Consultation

## Final Report

25/04/2014

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# Executive Summary

The North Wokingham Strategic Development Location (SDL) lies between the existing built-up area of Wokingham Town and the A329 (M). Wokingham Borough Council (WBC) is committed to the development of 1500 new homes at the North Wokingham site and a primary school. The Council's Core Strategy identifies a requirement to improve transport capacity along the A321 and A329 to appropriately mitigate and enable the development of the North Wokingham SDL. The Council indicated that a distributor road would provide the most effective form of mitigation against the impacts arising from the development of the SDL.

In 2013 WSP was appointed to undertake a study to identify the most appropriate alignment for the distributor road. Based on a technical review of traffic and property impacts, environmental constraints, land requirements, engineering design and deliverability, the study identified three alternative alignment options for the western section of a distributor road in the vicinity of Old Forest Road, and a single alignment east of Twyford Road. The Council then consulted on the three alternative alignments (A, B, C) for the distributor road between September and November 2013.

There was a good level of response to the public consultation exercise, with some 1470 feedback forms and over 80 written responses returned to date. The majority of respondents are from Emmbrook (50%) and the wider Wokingham Town Council area (28%).

Feedback from the consultation has revealed that **Alternative B is the preferred option for the majority (78%) of respondents**. There is considerably less support for Alternatives A (14%) and C (7%).

Analysis has shown that support for Alternative B is particularly high in Emmbrook (93% of respondents from Emmbrook are in favour of Alternative B). The majority of respondents from the wider Wokingham Town Council area are also in favour of Alternative B (63%), though there is some support for Alternative A (20%). In contrast, respondents from Winnersh are more likely to support Alternative A (48%) than B (38%). It is recognised that the Emmbrook Residents' Association (ERA) campaigned local residents to support Alternative B, but analysis indicates that this has not affected the overall outcome of the consultation.

Respondents were asked to identify the factors they considered when making their decision about their preferred design alternative for the NWDR. Analysis shows that congestion is clearly the most important factor, as stated by around three quarters of all respondents. The impact on North Wokingham and safety are also key considerations, along with the impact on respondents' journeys and homes and on noise levels.

Analysis of public and stakeholder responses has demonstrated that while there is support for Alternative B, there are a number of issues relating to the eastern and western sections of the NWDR route that remain to be addressed, particularly in terms of congestion, road safety, impacts on the environment and on local residents. A number of respondents have suggested slight adjustments to the proposed alignment for a variety of reasons.

As the consultation exercise has highlighted a number of residual issues, it is recommended that the Council undertakes further work to gain clarity on the deliverability, implications and costs of Alternative B and to investigate other variations to the route east of Twyford Road in line with the comments expressed during the consultation exercise before Executive agrees to a single, preferred alignment.

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# 1 Introduction

## 1.1 Background

- 1.1.1 The North Wokingham Strategic Development Location (SDL) lies between the existing built-up area of Wokingham Town and the A329 (M) and comprises a mix of uses including agricultural land, Cantley Recreational Ground, an existing Industrial Estate and a sewage treatment works. Wokingham Borough Council (WBC) is committed to the development of 1500 new homes at the North Wokingham site and a primary school. Policy CP20 of the Council's Core Strategy identifies a requirement to improve transport capacity along the A321 and A329 to appropriately mitigate and enable the development of the North Wokingham SDL, as envisaged by the Core Strategy.
- 1.1.2 The Council indicated that a distributor road would provide the most effective form of mitigation against the impacts arising from the development of the SDL.
- 1.1.3 In 2013 WSP was appointed by the Council to undertake a study to identify the most appropriate alignment for the distributor road. Based on a technical review of traffic and property impacts, environmental constraints, land requirements, engineering design and deliverability, the study identified three alternative alignment options for the western section of a distributor road in the vicinity of Old Forest Road, and a single alignment east of Twyford Road.
- 1.1.4 The Council then consulted on the three alternative alignments (A, B, C) for the distributor road between September and November 2013.

## 1.2 Aims of consultation

- 1.2.1 The overarching aim of the consultation was to gather feedback on the three alternatives for the western section of the proposed North Wokingham Distributor Road and explore concerns relating to the route alignments that will need to be addressed by the subsequent stages of work on the preferred scheme.

### Structure of this report

- 1.2.2 Following this introductory chapter, Chapter 2 sets out the details of the consultation approach and programme. The consultation findings are presented in Chapter 3 (outputs from stakeholder consultation), Chapter 4 (outputs from the questionnaire responses) and Chapter 5 (outputs from the exhibitions and detailed written responses). A summary of the findings is presented in Chapter 6.

## 1.3 Next steps

- 1.3.1 The Council will use this report summarising the outputs of the consultation to help identify a preferred scheme for the western section of the North Wokingham Distributor Road. However, as well as the consultation responses, the final decision will need to consider the balance of many factors, including the 'fit' with policy, design, transport, viability, constraints and environmental impacts and the views of key stakeholders.

## 2 Methodology

### 2.1 Overview

2.1.1 This chapter sets out the methodology employed for the North Wokingham Distributor Road consultation, in terms of the methods of consultation and communication employed, timescales, and process for logging comments and enquiries.

### 2.2 Stakeholder Consultation Approach

2.2.1 At this stage, stakeholder consultation has been limited mainly to political considerations and discussion with developers and some affected landowners. Wider stakeholder consultation is anticipated during the next project stages as the scheme is refined.

2.2.2 Several stakeholder meetings were undertaken prior to the start of the public consultation, the outcomes of which were used to shape and refine the material presented in the public consultation. This included meetings with:

- Local developers (5th June 2013)
- Some affected landowners (on going, from 28th May 2013 to date)
- Environment Agency (18th July 2013).

2.2.3 The Project team also met with the following community groups:

- North Wokingham Community Forum: presentation of the Technical Report, its findings and recommendations (10<sup>th</sup> July 2013);
- Emmbrook Residents Association (ERA): Special presentation (24<sup>th</sup> October 2013).

### 2.3 Public Consultation Approach

2.3.1 The Council undertook public consultation on the North Wokingham Distributor Road between Monday 9 September and Friday 8 November 2013. A variety of methods were used during the consultation, including manned and unmanned exhibitions, a website, leaflet, dedicated email address and feedback in order to maximise participation from the local community. A summary of the consultation approach is provided in Table 2-1 below.

**Table 2-1: Summary of consultation approach**

Element	Method	Aim	Details
1	Stakeholder meetings (prior to and during public consultation)	<ul style="list-style-type: none"> <li>■ To gather feedback on the proposals prior to consulting on the proposed scheme publicly</li> <li>■ To shape and refine the options and material presented at public consultation</li> <li>■ To gather specific feedback on the proposed scheme</li> </ul>	<ul style="list-style-type: none"> <li>■ Presentation to North Wokingham Community Forum</li> <li>■ Attendance at Emmbrook Residents Association Meeting</li> <li>■ Meetings with landowners, developers and Environment Agency</li> </ul>
2	Consultation postcard	<ul style="list-style-type: none"> <li>■ To raise awareness of the consultation and generate interest in partici-</li> </ul>	<ul style="list-style-type: none"> <li>■ Distributed to 15,000 households in north Wokingham and Winnersh</li> </ul>

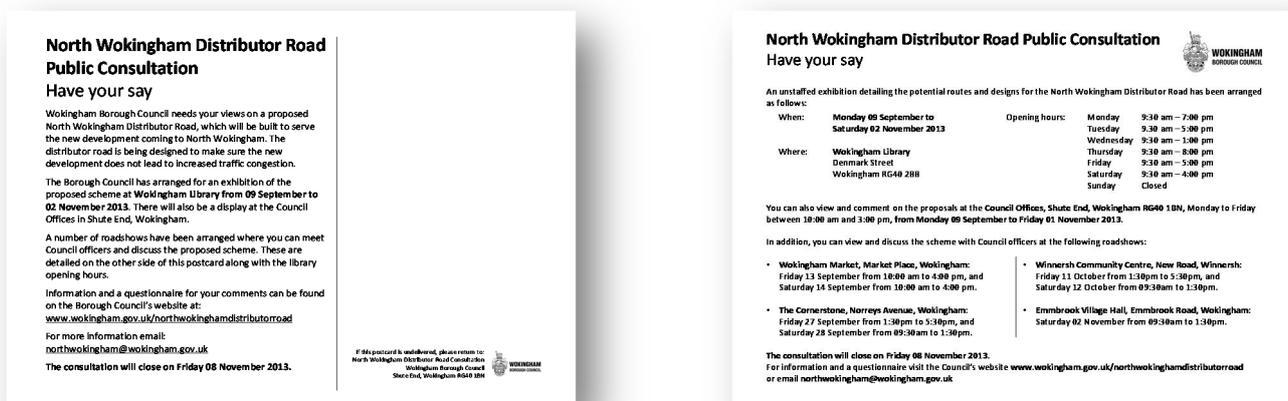
Element	Method	Aim	Details
		pating	<ul style="list-style-type: none"> <li>■ Provided details of public exhibitions</li> <li>■ Link to website</li> </ul>
3	Website	<ul style="list-style-type: none"> <li>■ To provide information about the proposed scheme</li> </ul>	<ul style="list-style-type: none"> <li>■ Hosted on the WBC website, providing access to background information and technical reports</li> <li>■ Access to online feedback form</li> </ul>
4	Media coverage	<ul style="list-style-type: none"> <li>■ To raise awareness of the consultation and generate interest in participating</li> </ul>	<ul style="list-style-type: none"> <li>■ Press release and media briefed about the consultation and timescales</li> <li>■ Article to publicise the event in the Wokingham Times and affiliated newspapers and websites on 16 September 2013<sup>1</sup>.</li> <li>■ Twitter and Facebook signposting</li> </ul>
5	Consultation leaflet & feedback form	<ul style="list-style-type: none"> <li>■ To provide information about the proposed scheme</li> <li>■ To gather feedback on the proposals</li> </ul>	<ul style="list-style-type: none"> <li>■ Freepost address for feedback form responses</li> <li>■ Leaflets and feedback forms made available at exhibitions and online</li> </ul>
6	Manned exhibitions	<ul style="list-style-type: none"> <li>■ To provide information about the proposed scheme</li> <li>■ To provide opportunity to discuss the options and impacts with a member of the study team</li> </ul>	<ul style="list-style-type: none"> <li>■ Series of 6 exhibitions held throughout the study area</li> <li>■ Leaflets &amp; feedback forms available</li> <li>■ WBC officers on hand to discuss the proposed scheme</li> </ul>
7	Unmanned exhibitions	<ul style="list-style-type: none"> <li>■ To provide information about the proposed scheme</li> <li>■ To provide access to leaflets and feedback forms</li> </ul>	<ul style="list-style-type: none"> <li>■ Council Offices, from 9 September to 7 November 2013</li> <li>■ Wokingham Library, from 9 September to 6 November 2013</li> <li>■ Leaflets &amp; feedback forms available</li> <li>■ Queries handled by WBC officers</li> </ul>
6	Email / written comments	<ul style="list-style-type: none"> <li>■ To provide a mechanism for asking questions, requesting information and commenting on the proposed scheme</li> </ul>	<ul style="list-style-type: none"> <li>■ Dedicated WBC email address and freepost postal address</li> <li>■ Officer responses to provide further information as required</li> <li>■ All enquiries logged</li> </ul>

2.3.2 At the start of the consultation period, postcards were distributed to 15,000 residential addresses and businesses in the Norreys, Emmbrook, Wescott and Winnersh wards. The postcard provided background on the consultation and listed the dates and locations of the public exhibitions. The postcard is shown in Figure 2-1. Local stakeholder organisations were also informed about the consultation

2.3.3 WBC officers met with local newspaper journalists which resulted in an article to publicise the event in the Wokingham Times and affiliated newspapers and websites on 16 September 2013.

<sup>1</sup> <http://www.getreading.co.uk/news/local-news/see-plans-new-roads-public-6029441>

**Figure 2-1: Consultation Event Postcard**



2.3.4 A series of one- and two-day weekend exhibitions was held during the consultation period in Wokingham Market Place (jointly with the Arborfield Cross Relief Road), Norreys, Winnersh and Emmbrook. An additional consultation event was held for the Emmbrook Residents Association on Thursday 24 October 2013.

2.3.5 In addition to the public exhibitions, two static generally unstaffed exhibition displays were made available throughout the consultation period at the Council Offices in Wokingham; and at Wokingham Library in Denmark Street. Council staff were available on request to discuss concerns and answer queries at the Council Offices throughout the consultation period. Table 2-2 lists these events.

**Table 2-2: Exhibition dates**

Location	Type	Date
WBC Council Offices	Unstaffed	9 September to 7 November
Wokingham Library	Unstaffed	9 September to 6 November
Wokingham Market Place	Staffed	Friday 13/ Saturday 14 September
The Cornerstone Centre, Noreys	Staffed	Friday 27/ Saturday 28 September
Winnersh Community Centre	Staffed	Friday 11/ Saturday 12 October
Emmbrook Village Hall	Staffed	Saturday 2 November

2.3.6 The exhibitions comprised a set of seven A1 display panels summarising the key issues around the scheme and the alternative alignments in the west.

2.3.7 Further information on the proposed options was provided on a dedicated section of WBC's website<sup>2</sup> and in the consultation leaflet.

2.3.8 The leaflet provided background to the scheme, a plan showing the various alignment options and impacts of each, details of the public exhibitions and instructions on how to respond to the consultation. In addition, a feedback form was provided with the leaflet. A copy is included in Appendix A.

<sup>2</sup> [www.wokingham.gov.uk/northwokinghamdistributorroad](http://www.wokingham.gov.uk/northwokinghamdistributorroad)

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- 2.3.9 The leaflet was made available at every consultation event along with paper copies of the feedback form. Stocks of the leaflet and questionnaire were checked and replenished throughout the consultation period. Emmbrook councillors and representatives of the Emmbrook Residents Association also collected bundles of the leaflet and questionnaires from the Council Offices and distributed them door-to-door in the Emmbrook area. In total, 3,000 copies of the leaflet were made available and 2,500 copies were taken.
- 2.3.10 Copies of the exhibition display boards and the full technical report were made available on the website, enabling those with an interest to examine the scheme in more detail. The website also contained a link to a version of the online feedback form.

## 2.4 Responses to consultation

- 2.4.1 Members of the public, businesses and other stakeholder organisations were invited to respond to the consultation in a number of ways.
- 2.4.2 As outlined above, in order to give structure to responses, a short and easy to complete feedback form was made available. This contained just nine questions but had several opportunities for respondents to add detailed comments on the proposals if they wished. A copy is provided in Appendix A. The printed questionnaire could be returned to WBC by freepost or by dropping it off at the Council's offices. The questionnaire was also available electronically on the website.
- 2.4.3 Interested parties were also invited to submit detailed written or email responses on the proposals. A dedicated email address<sup>3</sup> was made available, monitored daily by the project team. This enabled respondents to ask questions and make comments on any issues that concerned them. Where additional information was requested or supplementary questions were asked, WBC officers responded directly during the consultation period, to ensure that respondents were provided with sufficient information on which to make their formal comments on the proposals.
- 2.4.4 The website and email address are still active and monitored by the project team.

## 2.5 Feedback

- 2.5.1 Receiving feedback that can be incorporated into WBC's plans for the NWDR is a key element of the consultation. All comments and feedback received during the consultation period (questionnaire responses, letters, emails, comments expressed at exhibitions and during stakeholder meetings) have been reviewed in detail to produce this report. This report therefore provides an accurate representation of the views expressed during the consultation period.

## 2.6 Unintended issues

- 2.6.1 WBC is aware that Emmbrook Residents Association undertook its own campaign to encourage residents to demonstrate their support for Alternative B.
- 2.6.2 It is suggested that the campaign may have had an impact on the general public's attitudes towards the options proposed.

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<sup>3</sup> northwokingham@wokingham.gov.uk

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## 2.7 Replying to consultation responses

- 2.7.1 During the consultation, the Executive for Strategic Planning and Highways indicated that WBC will provide an individual response to the issues and concerns raised by respondents where one is requested or justified. These are currently being prepared by WSP.

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## 3 Consultation Findings - Stakeholder Feedback

- 3.1.1 Prior to commencing the formal consultation, on 28 May 2013 the Council met with the owners of Pebblestone Cottage. The property would be significantly affected by the scheme alignment and, the Technical Report suggested, would need to be acquired by the Council if the scheme was to be delivered. The home owner was already aware of the proposed alignment of the distributor road from previous consultation on new housing development areas in north Wokingham.
- 3.1.2 The Council sought early engagement with the owners to alert them to the report's findings, to discuss how the Council would consult on the scheme and keep them informed of progress during and after consultation. This dialogue is continuing.
- 3.1.3 On 5 June 2013 the Council presented the findings of the technical report to North Wokingham SDL developers. Their developments would need to accommodate the distributor road within their respective development masterplan and would be affected by it.
- 3.1.4 On 10 July 2013 the Technical Report, its findings and recommendations were presented at the North Wokingham Community Forum. The public reaction to this presentation and the issues raised provided valuable feedback that enabled the project team to focus the consultation on the issues of importance to residents and those affected by the scheme. Of greatest note is that the technical report made a 'Technical Recommendation' of one particular scheme, referred to as Alternative A. This approach was criticised during the community forum such that the consultation boards and leaflet did not detail Alternative A as the technical recommendation and reported it and the other alternatives using the same neutral and factually-based terminology.
- 3.1.5 A meeting was held with the Environment Agency on 18 July 2013 to discuss issues around flood mitigation and watercourses affected by the scheme, especially in the area close to M4 Junction 10.
- 3.1.6 On 24 October 2013 the Council made a special presentation to the Emmbrook Residents Association (ERA). The lively meeting was chaired by the ERA and was well attended.
- 3.1.7 On 8th November 2013, the Emmbrook Resident's Association submitted their formal response to the consultation. The response makes a number of detailed comments regarding the proposals which have been considered by the project team. Key issues identified with their response have been summarised as follows:
- Concern about the validity of the traffic modelling undertaken in developing the scheme;
  - Concern about the traffic impact of the scheme, in particular those arising from Alternatives A and C, on the road network in Emmbrook;
  - Support for Alternative B in light of the above concerns.

## 4 Consultation Findings - Feedback Forms

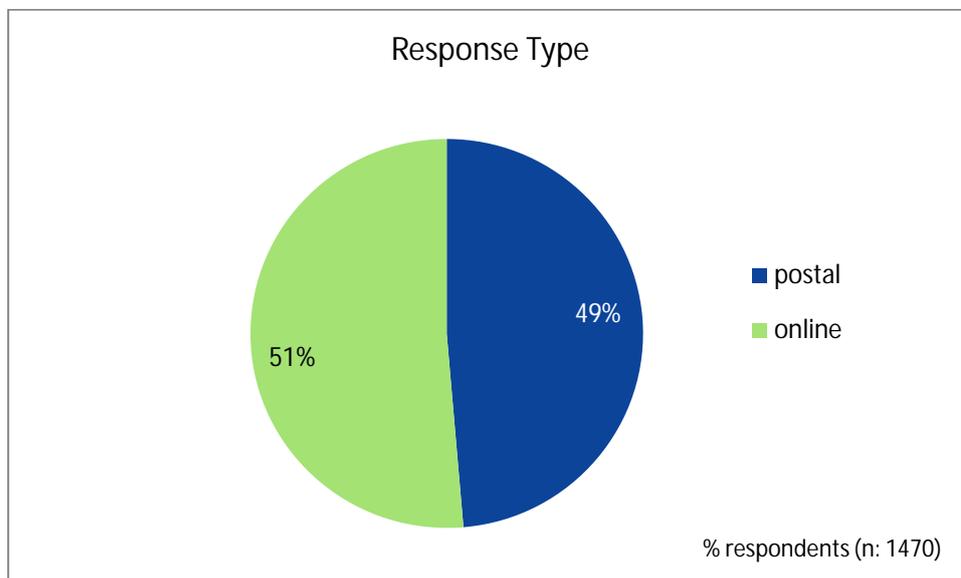
### 4.1 Overview

- 4.1.1 This chapter sets out the results of the feedback form, a key element in the consultation exercise. It was a short form, designed to be easy to complete, containing just nine questions but with several opportunities for respondents to add detailed comments on the proposals if they wished.
- 4.1.2 To provide an overall context for attitudes towards the proposed scheme, this chapter firstly presents a summary of those who responded, in terms of the areas in which they reside, and their age and gender, before moving on to explore the public's views on the options for the distributor road, the factors that were considered, outstanding issues and concerns.

### 4.2 Participation in consultation

- 4.2.1 Overall, 1470 completed questionnaires were returned during the consultation period. It should be noted that all completed forms have been included in the analysis presented in this report. As it was recognised that views within a particular household may differ, rather than limiting the level of response to one form per household, households were able to submit more than one response.
- 4.2.2 The feedback form could be submitted online or completed as a paper questionnaire. Similar proportions responded online (51%) and in hard copy format (49%), as shown in Figure 4-1.

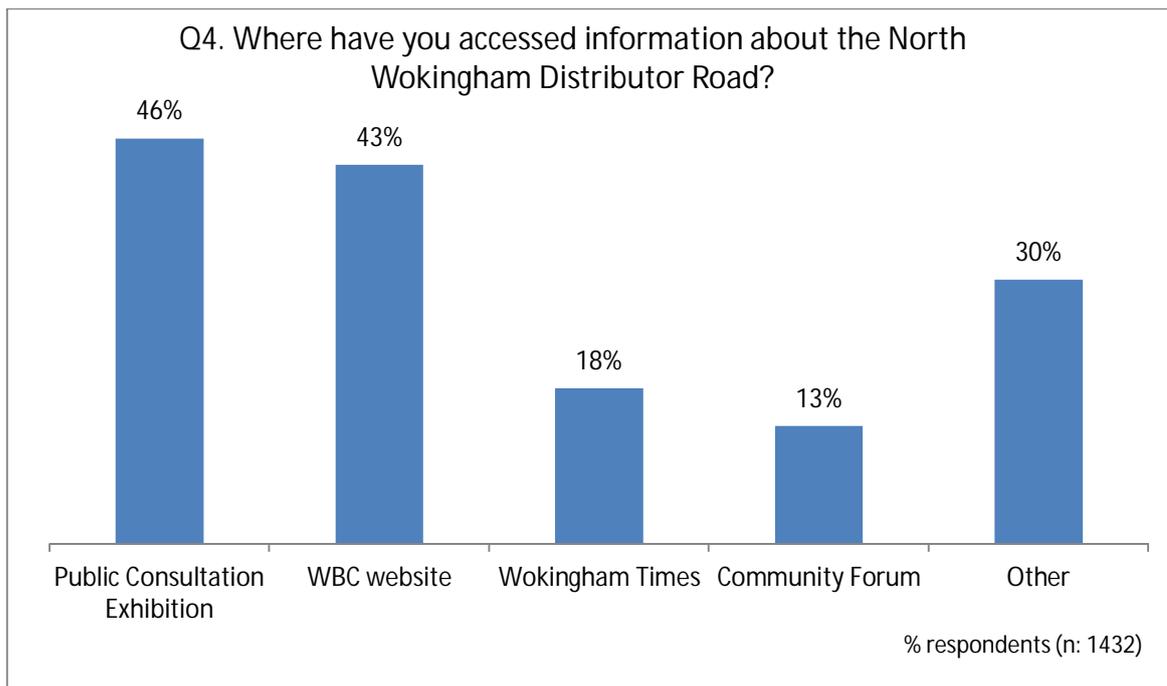
**Figure 4-1: Response type**



*Base: all feedback forms*

4.2.3 The response form asked respondents to state how they found out about the NWDR consultation. Of the information sources listed, the results show (Figure 4-2) that the public consultation exhibition was the most commonly used (by 46% of respondents). The website was another important information source with 43% of individuals accessing information this way. Local media (Wokingham Times) provided information for almost one fifth of respondents (18%). Almost one third of respondents received information about the NWDR via 'other' methods. When examining this in more detail, the data shows that the Emmbrook Residents' Association was an information source for 19% of respondents (276 individuals). Other information sources included local councillors/ political parties, friends and relatives and Joel Park Residents' Association.

**Figure 4-2: Sources of information about the project**



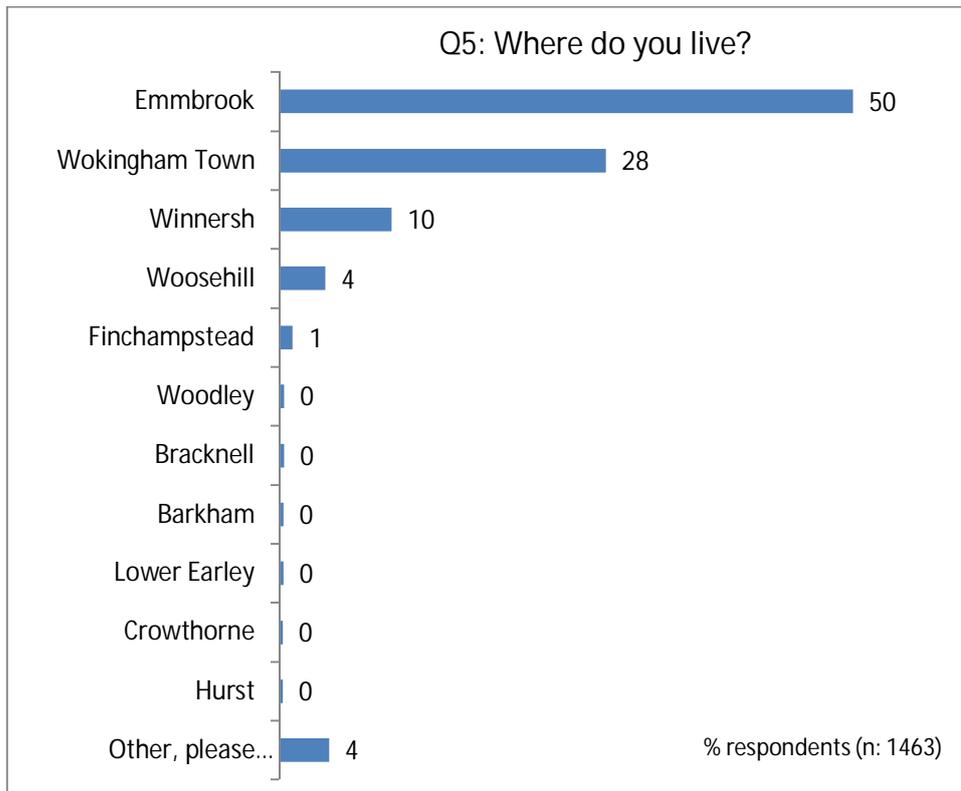
Base: all who gave a response to Q4 (n). Note that respondents were able to select multiple responses.

## 4.3 Distribution of respondents

4.3.1 Respondents were asked to state the name of the locality in which they currently reside. The Council acknowledged that it was unfortunate that Emmbrook had not been included in the list of pre-coded 'location' options (a number of complaints were received from residents of Emmbrook). However, as a space for 'other' locations was provided, the information was still captured.

4.3.2 Analysis shows that the greatest proportion of respondents is from Emmbrook (50%, or 727 individuals, as shown in Figure 4-3), followed by the Wokingham Town Council area (28%, or 414 individuals). It should be noted that the large number of responses from Emmbrook may impact on the consultation results if residents in this area share a particular view about the scheme which is not so apparent throughout the wider area. A total of 10% of respondents are from the Winnersh area, 4% from Woosehill and 1% from Finchampstead.

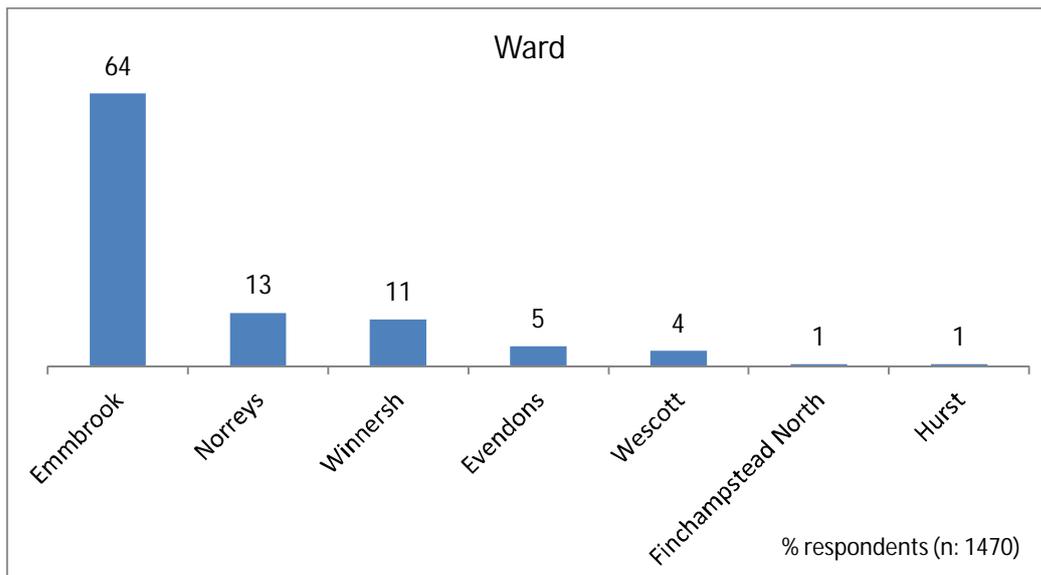
**Figure 4-3: Respondent profile: locality**



Base: all who gave a response to Q5 (n)

4.3.3 GIS has been used to match respondent postcodes to wards and local authority areas. The data shows that the majority of respondents (64%) are from the Emmbrook ward. Notable proportions of respondents also come from the Norreys and Winnersh wards at 13% and 11% of respondents, respectively (Figure 4-4).

**Figure 4-4: Responses by ward**



Base: all who provided a correct postcode (n). Only those wards accounting for at least 1% of respondents are shown

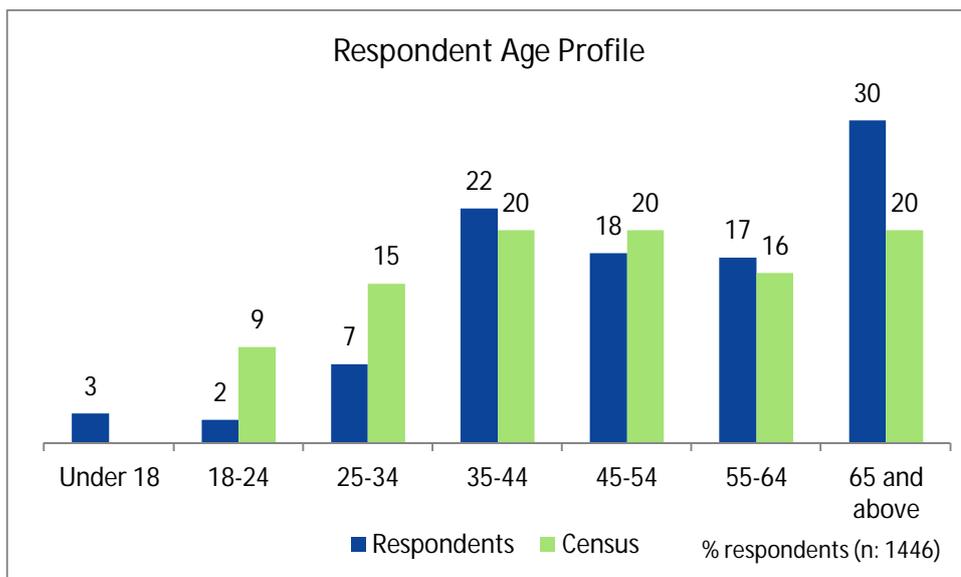
4.3.4 Respondent postcodes have also been plotted in GIS to present the overall distribution of respondents in relation to the proposed distributor road. This shows that respondents are well spread across the consultation area, with greater concentrations of respondents in closer proximity to the eastern and western NWDR alignments. Plans showing respondents postcodes can be found in Appendix C.

## 4.4 Profile of respondents

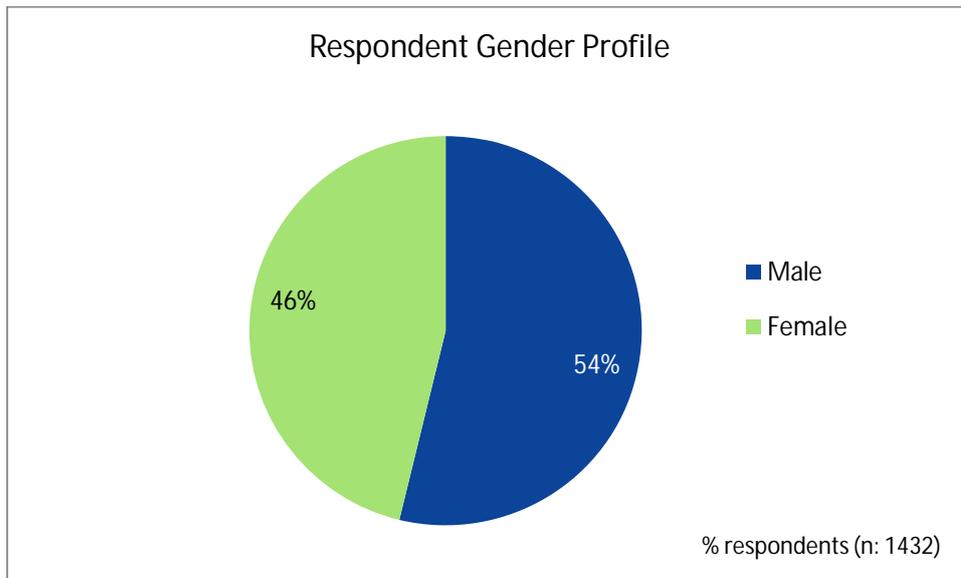
4.4.1 Analysis shows that all age categories are represented in the responses (Figure 4-5). However, two thirds of respondents are aged 45 and over and 65 and above is the most represented age category among respondents (30% of the total). Just 12% of respondents are under 35. The profile of respondents aged 35-64 mirrors the Census age profile for Wokingham, but the consultation responses do contain a slight over-representation of those aged 65+ and an under representation of those aged up to 35.

4.4.2 With regards to gender, there was a slightly greater tendency for men to respond than women (54% of respondents, compared to 46%). In the Wokingham borough as a whole, 49% of adult residents are male and 51% female, meaning that there is an over-representation of male respondents in the survey sample (Figure 4-6).

**Figure 4-5: Respondent profile: age**



**Figure 4-6: Respondent profile: gender**

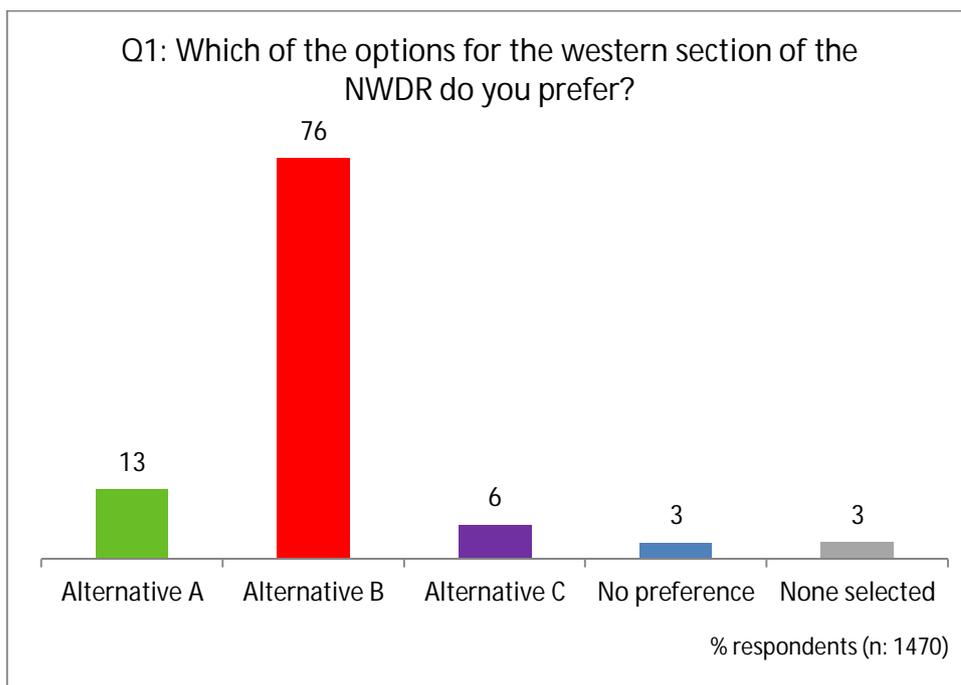


*Base: all who gave a response to Q6 (n)*

## 4.5 Preferred option

- 4.5.1 Respondents were asked to state their preferred option for the western section of the proposed North Wokingham Distributor Road. The feedback mechanisms were such that respondents were able to select more than one preferred option for the NWDR.
- 4.5.2 Analysis (Figure 4-7) shows that Alternative B is the preferred option for the majority of respondents (76 %, 1114 individuals). A further 13% of respondents (193 individuals) expressed support for Alternative A. There is limited support for Alternative C with 6% of respondents selecting this option. Three percent of respondents stated that they do not have a preference and 3% of respondents did not select an option.

**Figure 4-7: Preferred option**



*Base: all respondents (n). Note that the sum total of all percentages slightly exceeds 100% as respondents to the paper survey were able to select multiple options*

4.5.3 Further analysis (Table 4-1) shows that where multiple options were selected, the most popular combinations were alternatives B and C (7 individuals) and A and B (5 individuals).

**Table 4-1: Multiple option selections**

Options selected	Frequency (no. of respondents)
Alternatives A, B, C and no preference	2
Alternatives A & B	5
Alternatives A & C	1
Alternative B & C	7
Alternative B and no preference	1

4.5.4 It is interesting to examine the results geographically (see Appendix C for figures and tables below) which clearly demonstrate the strong preference for Alternative B in the Emmbrook area in close proximity to the proposed alignment. Respondents who favour Alternatives A and C are spread across the affected areas with no notable clusters apparent. However, it is evident that there is an absence of supporters of Alternative C in the Winnersh area.

4.5.5 The large number of responses from Emmbrook, who are strongly in favour of Alternative B, to some extent weights the results towards the views of residents of this area. Further analysis illustrates that while there is overwhelming support for Alternative B, there is some support for Alternative A amongst respondents from Wokingham Town and Winnersh and for Alternative C amongst respondents from Wokingham Town.

4.5.6 Analysis by area (Table 4-2) indicates that:

- Winnersh respondents are more likely to support Alternative A (48% of Winnersh respondents prefer this alignment) than B (38%);

- There is overwhelming support for Alternative B from the Emmbrook area (93% respondents are in favour of Alternative B). Although to a lesser extent, Alternative B is the most popular option amongst Wokingham town centre (63%) and Woosehill (58%) respondents;
- Of the areas shown, Woosehill respondents are most likely to support Alternative C (18%), though the majority of respondents from this area (58%) are in favour of Alternative B.

**Table 4-2: Area by preferred alternative (row %)**

Area (%)	Alternative A	Alternative B	Alternative C	No preference	Total	Base (n)
Emmbrook	3%	93%	3%	1%	100%	725
Wokingham Town	20%	63%	10%	7%	100%	408
Winnersh	48%	38%	9%	6%	100%	126
Woosehill	17%	58%	18%	7%	100%	60
Overall	14%	78%	7%	3%	101%	1425

NB: Those who did not express an opinion have been excluded from the analysis

4.5.7 Analysis of the preferred alternative by demographics (Table 4-3) demonstrates that while there is the strong support for Alternative B all round:

- Women are slightly more likely than men to support Alternative B (7 percentage points difference);
- Alternative B is slightly more likely to be favoured by respondents aged 25-34. This age group is least likely to favour Alternative A.

**Table 4-3: Preferred option by demographics (row %)**

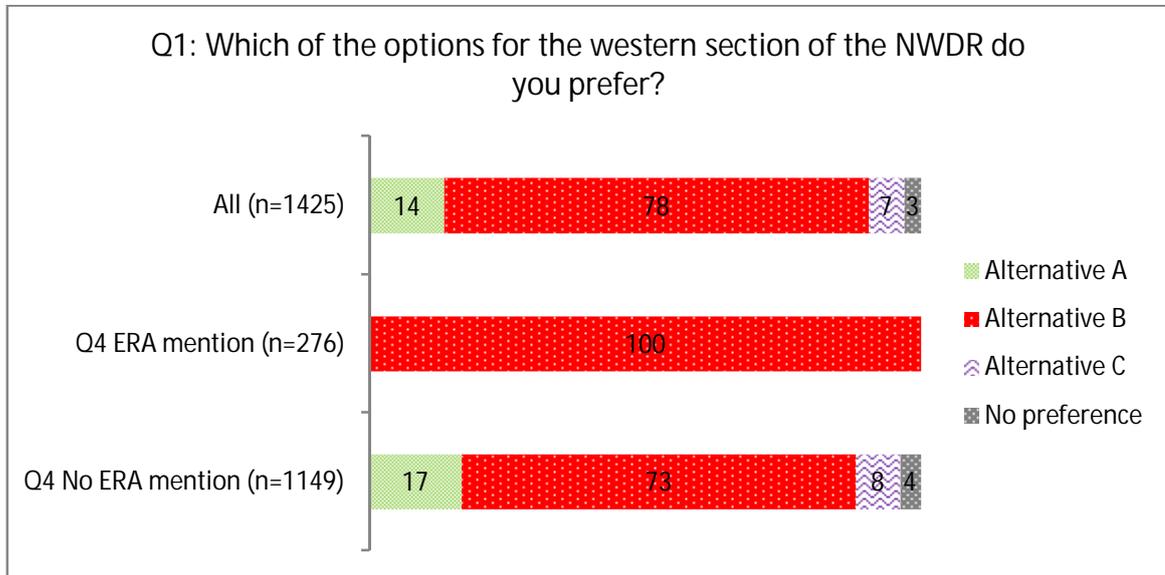
Preferred alternative by demographics (%)	Alternative A	Alternative B	Alternative C	No preference	Total	Base (n)
<i>Gender</i>						
Male	15%	75%	8%	4%	100%	746
Female	11%	82%	5%	2%	100%	645
<i>Age</i>						
Under 25	11%	83%	6%	0%	100%	70
25-34	5%	84%	8%	4%	100%	103
35-44	14%	76%	7%	4%	100%	306
45-54	17%	75%	7%	2%	100%	247
55-64	14%	79%	6%	3%	100%	239
65 and above	12%	80%	6%	3%	100%	414
Overall	14%	78%	7%	3%	101%	1425

NB: Those who did not express an opinion have been excluded from the analysis

4.5.8 WBC is aware that Emmbrook Residents' Association (ERA) held a preference for Alternative B and that the group was active in the local community to encourage individuals to select Alternative B as their preferred option in their consultation responses. It is therefore interesting to examine how the views of those who mentioned ERA as a method of accessing information about the NWDR (a total of 276 individuals) compared with those of the overall sample. As illustrated in Figure 4-8, 100% of respondents who mentioned ERA as an information source about the NWDR selected Alternative B as their preferred option for the NWDR. Those who did not state that they accessed information about the NWDR from the ERA are less likely to demonstrate a preference for Alternative B, although Alternative B remains the preferred option for this group.

4.5.9 It should also be noted that, whilst it is clear that those who have accessed information about the NWDR from the ERA are more likely to prefer Alternative B, this does not affect the overall ranking of preference of the various options for the NWDR.

**Figure 4-8: Preferred option by mention of Emmbrook Residents Association as an information source about the NWDR**

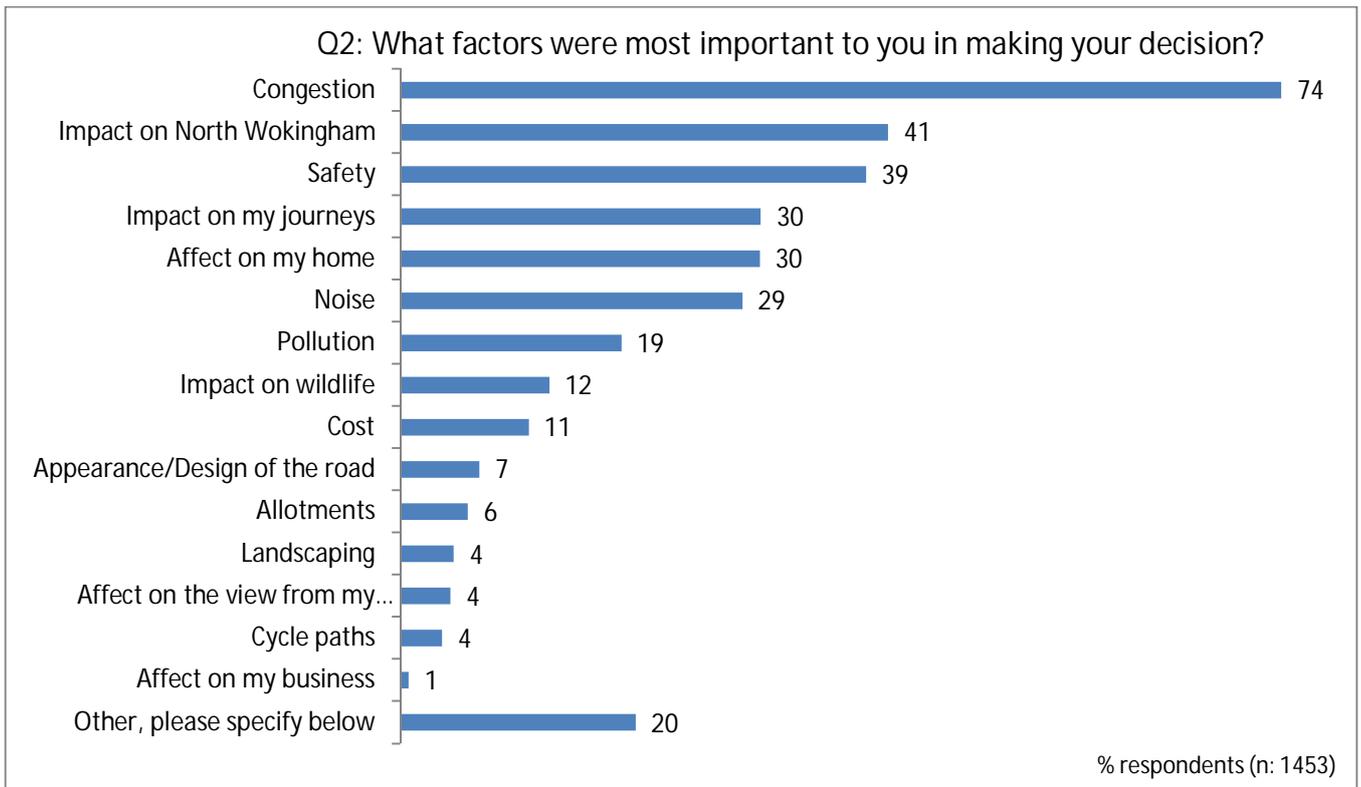


Base (n): respondents who gave an answer to Q1 and Q4

## 4.6 Issues considered

- 4.6.1 Respondents were asked to state the factors that were most important to them in making their decision on the alignment of the western section of the NWDR. They were asked to select no more than three from a list of 15 options, or cite an 'other' answer. It should be noted that in the paper questionnaires, some respondents selected more than three options and all those selected have been included in this analysis. In total, 1453 respondents identified 4492 issues (excluding 'other' answers, which are analysed in detail below).
- 4.6.2 Analysis (Figure 4-9) shows that congestion is clearly the most important factor, as stated by around three quarters of all respondents (74%). The impact on North Wokingham and safety are also key considerations for respondents, with 41% and 39% of respondents respectively selecting these factors. The impact on journeys (30%), effect on respondents' home (30%) and noise (29%) are also key factors. This indicates that the direct impacts on individuals are of greater concern than wider impacts to the local area such as impact on wildlife (12% of respondents), allotments (6% respondents) and cycle paths (4% of respondents). Similarly, although selected by almost one fifth of respondents (19%), pollution does not rank within the top five of the factors selected.
- 4.6.3 The results also indicate that visual impact/ appearance of the road are of a lesser importance to respondents with 7% of respondents selecting appearance/ design issues, 4% selecting landscaping and the same number considering the effect on the view from their home.

**Figure 4-9: Importance of various factors in selecting preferred route option**

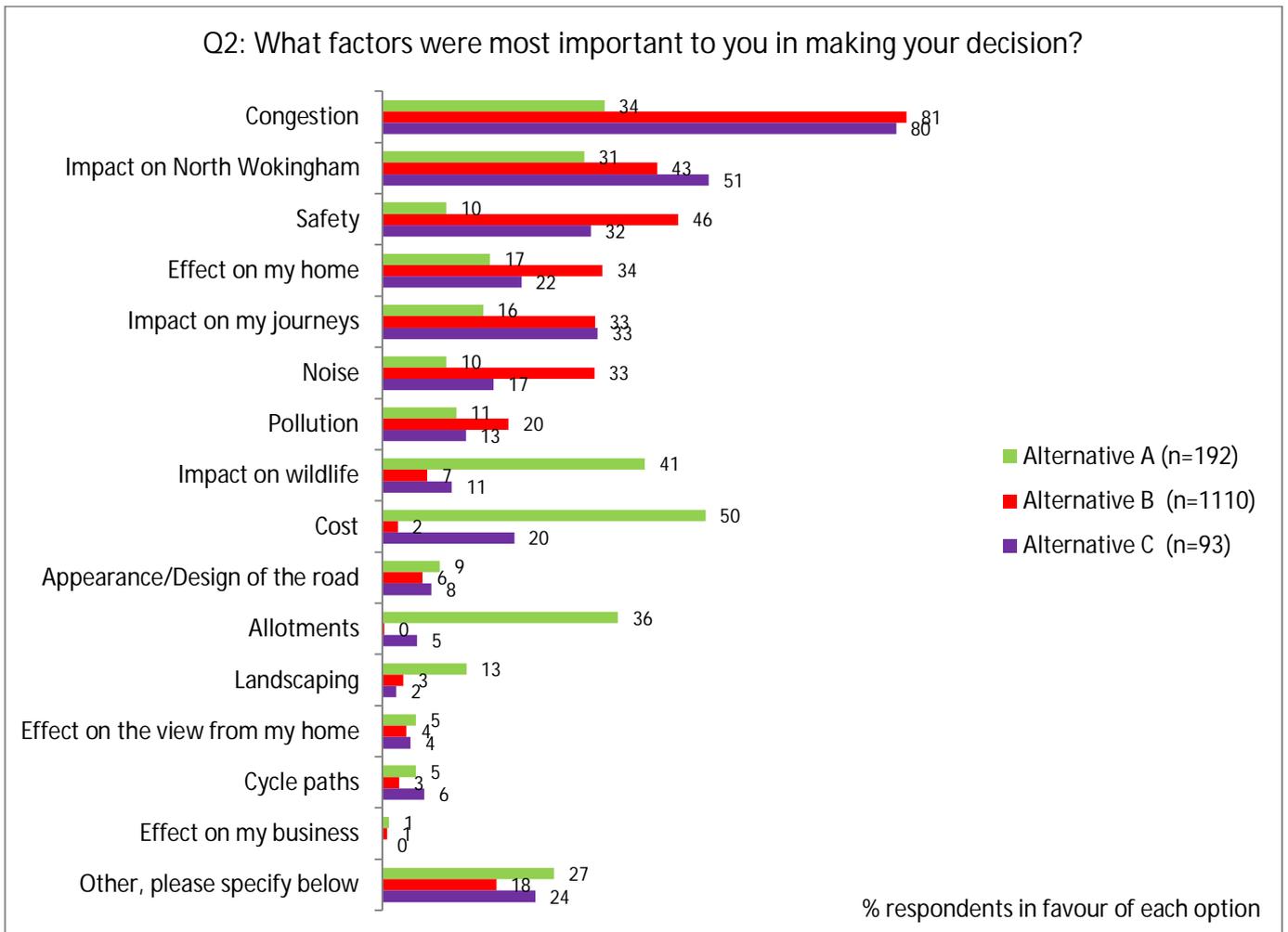


4.6.4 Analysis of factors considered in the decision making process by preferred option (Figure 4-10) reveals that there are notable differences depending on the option selected. There is commonality in the factors behind the selection of Alternatives B and C. however, the key factors behind the selection of Alternative A are notable in their difference from the factors behind the selection of B and C.

4.6.5 When considering each option in isolation, the following features of the data set are evident:

- Alternative A: Key factors behind the selection of this option are cost (50% of respondents), impact on wildlife (41% of respondents) and allotments (36% respondents). Respondents with a preference for Alternative A are much more likely to select these reasons than respondents with a preference for Alternatives B and C. Although selected by approximately one third of respondents, congestion and impact on North Wokingham are much less significant factors for respondents selecting Alternative A than those selecting Alternatives B and C.
- Alternative B: Congestion is the key factor for those respondents selecting Alternative B (81% of those who prefer Alternative B considered congestion). Safety (46%) and the impact on North Wokingham (43%) are also important factors. The effect on the respondent's home and journeys and impact on noise are also notable issues for respondents with a preference for Alternative B – approximately one third of respondents who prefer Alternative B each considered these factors.
- Alternative C: Akin to Alternative A, congestion is the primary consideration for those who selected Alternative C (80%). Impact on North Wokingham is also a key issue (51%). Other important factors for respondents with a preference for Alternative C are safety and impact on journeys, with approximately one third of respondents with a preference for Alternative C selecting each of these options.

**Figure 4-10: Importance of various factors by preferred route alternative**



- 4.6.6 Table 4-4 shows the difference between the overall importance of the factors considered and their importance in relation to each of the route options. For example, 74% of respondents overall consider that congestion to be an important factor in their decision making compared with 34% of respondents in favour of Alternative A (a difference of 40 percentage points).
- 4.6.7 The data shows that impact on wildlife (28 percentage points above average), cost (40 percentage points above average), impact on allotments (31 percentage points above average) and landscaping (9 percentage points above average) are much more likely to be factors in the decision making of those with a preference for Alternative A than for those with a preference for Alternatives B and C.
- 4.6.8 Those in favour of Alternative B are slightly more likely to have considered congestion (6 percentage points above average), safety (6 percentage points above average) and the impact on their home and journeys.
- 4.6.9 Those with a preference for Alternative C are more likely to have considered the impact on North Wokingham (10 percentage points above average) and the appearance and design of the road in their decision making, and less likely to have considered noise, effect on their homes and journeys.

**Table 4-4: Importance of factors by preferred option (percentage point difference<sup>4</sup>)**

Importance of factors related to each alternative (difference)	Alternative A	Alternative B	Alternative C	Total
Congestion	-40	7	6	74%
Impact on North Wokingham	-10	2	10	41%
Safety	-29	6	-7	39%
Effect on my home	-14	4	-9	31%
Impact on my journeys	-15	3	3	30%
Noise	-19	4	-11	29%
Pollution	-7	1	-5	18%
Impact on wildlife	28	-5	-1	12%
Cost	40	-8	10	10%
Appearance/Design of the road	2	0	1	7%
Allotments	31	-5	0	5%
Landscaping	9	-1	-2	4%
Effect on the view from my home	1	0	0	4%
Cycle paths	2	-1	3	3%
Effect on my business	0	0	-1	1%
Other	8	-1	5	19%
Base (n)	192	1110	93	1412

### Other factors considered

- 4.6.10 As shown in the charts above, a large number of respondents provided ‘other’ answers. These varied in length from a few words to several written sides. The nature of the comments varied considerably, including, by means of example, justifications for the respondent’s preferred route, reasons for not supporting other route options (e.g. perceived impacts), and detailed comments about the design of the various route options.
- 4.6.11 The responses have been coded thematically to allow quantitative analysis. Given the nature of the responses, they were coded to capture the details of the route option in question, the outstanding concern itself and any perceived impacts on specific locations that were mentioned in the response (i.e. each comment was assigned three separate codes – i) the alignment in question, ii) the concern/issue, and iii) the location). However, it should be noted that not every response mentioned a route option, a concern/issue and a location. Where a concern/issue related to the impact on two different locations, they were assigned two separate codes. For example, a response which expressed concerns about the impact on Winnersh and Emmbrook would be coded as two separate issues (one code per location).
- 4.6.12 Overall, 411 respondents mentioned ‘other’ issues in the space provided at Q2. In total, they listed over 1300 separate concerns. All those mentioned in at least 20 responses are shown in Table 4-5. A full list is available in Appendix B. All of the comments mentioned 20 times or more are negative in their nature. It should be noted that some of the comments are more relevant to particular scheme options, as presented and discussed later in this section. The table also presents a summary of those comments which were not made in relation to any particular route option (some ~800 comments).

<sup>4</sup> Compared to the total

- 4.6.13 The most frequently cited issues and concerns relate to increased traffic levels, safety and the impacts on the local area. Concerns about the impact on congestion levels were expressed in 145 comments. Additionally, the responses contained 55 comments about difficulties exiting junctions, 40 comments about road safety issues (many related to pedestrians and children) and 38 comments about the roads not being suitable for large volumes of traffic.
- 4.6.14 A number of respondents expressed environmental concerns, including concerns about the impact on noise levels (48 comments), increased pollution (40 comments), building on the floodplain (31 comments) and the impact on the countryside (29 comments).
- 4.6.15 Respondents are also concerned about the impact of the NWDR proposals on the Arboretum (38 comments) and on allotments (22 comments).

**Table 4-5: Other factors affecting decision – overall frequency**

Other factors affecting decision (Q2)	Overall no. of comments	Unrelated to any option
<b>Negative</b>		
Concerns about the impact on congestion/ would create more traffic/ already enough traffic in this area	145	93
Junction design issues/ difficult access/ getting out of roads/ too many junctions	55	40
Would affect residents/ people will look elsewhere to live	53	28
Would affect community as a whole/ would lose a local amenity	48	38
Would create more pollution/ have greater impact on environment	40	30
Concerns about safety of children / roads used by school children	40	23
Concerns that existing roads are not suitable for carrying heavy traffic flows	38	26
Concerns about impact on Arboretum / must be saved	38	20
Concerns about peak time traffic problems/ would cause more problems at peak times	35	29
Dislike idea/ disappointed that Council considering such a scheme/ scheme does not address traffic issues	32	16
Concerns about flooding/ flood mitigation required	31	23
Addition of traffic lights/ would not make a difference/ would cause more congestion	30	14
Rat running/ would encourage cars using as rat run/ short cut/ alternative route	29	17
Safety issues/ concerns/ increase in accidents/ dangerous	29	18
Concerns about impact on countryside/ destruction of fields/ natural beauty/ SANG/ woodland	29	20
No more new builds wanted/ do not need any more new developments/ would mean more cars per household/ more cars on the road	26	19
Road too narrow/ dangerous for passing cars / needs widening	22	20
Concerns about the impact on allotments	22	11
<b>Positive</b>		
Would result in less traffic/ congestion/ relieves traffic	24	7

- 4.6.16 By means of a summary, the codes have been grouped into a number of areas, as shown in Table 4-6 below. This demonstrates that the most frequently arising comments, whether positive or negative, focus on potential impacts on traffic and a large number of negative comments relate to the impact on the environment.

**Table 4-6: Other factors affecting decision - summary**

Other factors affecting decision (Q2) – summary codes	Overall no. of comments
<b>Positive</b>	
General support	85
Positive: Traffic / roads impacts	41
Positive: Cost issues	29
Positive: Impacts on local community / property	27
Positive: Environmental impacts	17
Positive: Impacts on village	4
Positive: Impacts on safety	2
Positive: Impacts on non-car modes	1
Positive: Impacts on businesses / farms	1
<b>Neutral</b>	
Neutral comments: Alternative route / alignment suggested	49
Neutral comments: requests for modifications to existing routes	26
Requested modifications to junction / roundabout design	21
Neutral comments: timing	5
<b>Negative</b>	
Negative: Traffic / roads	382
Negative: Environmental impacts	241
Negative: Impacts on local community / property	100
Negative: Impacts on safety	73
General opposition	64
Negative: Junction / roundabout design	64
Negative: Supporting information / Council / consultation process	52
Negative: Cost issues	35
Negative: Impacts on non-car modes	26
Negative: Impacts on businesses	4
Negative: Impacts on village	1

- 4.6.17 With regard to the actual locations mentioned, around 370 respondents made reference to one or more locations; in total, with just over 800 locations being identified in total. Given the sheer number of responses, it is not possible here to set out every issue raised in relation to every location mentioned. A summary of the most frequently occurring locations (all those mentioned in at least 20 comments) is provided in Table 4-7. A full list is available in Appendix B.
- 4.6.18 The table shows that Emmbrook itself (86 comments) and a number of roads within the Emmbrook area were the most frequently mentioned locations. In particular, there was a large number of comments about Old Forest Road/ Forest Road (160). The table also presents those comments which were not made in relation to any particular route option (~800 comments).

**Table 4-7: Other factors affecting decision – locations - overall frequency**

Locations – Overall (Q2)	Overall no. of comments	Unrelated to any option
Old Forest Road/Forest Road	161	94
Emmbrook	86	48
Railway bridge	73	41
Toutley Road	65	36
Reading Road	58	37
Wokingham	30	28
A329M	25	22
Old Forest Road/Reading Road junction	24	17

### Alternative A

- 4.6.19 In total, around 250 comments related to Alternative A were submitted. They include perceived environmental, social and traffic impacts of the proposed alignment.
- 4.6.20 The issues raised in at least five responses are listed in Table 4-8. A full list is available in Appendix B. It is noted that the comments raised are all negative towards the proposed alignment.
- 4.6.21 Concerns about the impacts of increased traffic is clearly a key issue with Alternative A (42 comments). Additionally, 13 comments refer to concerns about the impact of the addition of traffic signals on congestion, 12 responses refer to safety issues for children in the area, 11 comments refer to the fact that the roads are not suitable for the volume of traffic they carry, 10 comments refer to safety concerns and 8 responses express concern about rat running.
- 4.6.22 There are also a number of concerns about the impact of Alternative A on the local community, with some fearing that the scheme would encourage people to leave the area (20 comments). On a similar theme, there are five comments suggesting that Alternative A will ruin the local area.
- 4.6.23 It is notable that respondents expressed few environmental concerns about Alternative A. Noise is the only environmental issue identified (5 comments).
- 4.6.24 Several respondents commented that the option may be the cheapest but does not offer the best solution (7 comments).

**Table 4-8: Issues raised in relation to Alternative A**

Other factors affecting decision (Q2)	Frequency (no. of mentions)
<b>Negative</b>	
Concerns about the impact on congestion/ would create more traffic/ already enough traffic in this area	42
Would affect residents / people would move elsewhere	20
Comments on traffic signals / addition of traffic signals (concerns about impact)	13
Concerns about safety of children / roads used by school children	12
These roads not suitable for large volumes of traffic / B roads	11
Safety issues / concerns	10
Alternative alignment / route suggested	8
Concerns that would create rat run	8
Cheapest option for WBC/ they are going for cheapest option rather than the best option	7

Other factors affecting decision (Q2)	Frequency (no. of mentions)
Dislike idea / disappointed that Council considering such a scheme / does not address traffic issues	6
Concerns about impact on properties /devaluation of house prices	6
Concerns about peak time traffic / Would cause more problems at peak times	6
Would affect school(s) / be a detriment to school	6
Concerns about increased noise levels (mitigation measures required)	5
Junction issues/ access issues (poor layout, need redesigning)	5
Concerns about impact on area	5

4.6.25 Many respondents referred to particular locations pertinent to the issues raised. Table 4-9 provides a useful summary of the key locations/ areas of concern. It is clear from the data that the impact on roads in the Emmbrook area, particularly Old Forest Road/ Forest Road, Toutley Road and Reading Road, are particular areas of concern. The railway bridge is also a key concern (28 comments). A full list of the locations mentioned is provided in Appendix B.

**Table 4-9: Locations mentioned by respondents commenting on Alternative A**

Locations (Q2)	Frequency (no. of mentions)
Old Forest Road/ Forest Road	54
Railway bridge	28
Emmbrook	20
Toutley Road	19
Reading Road	11

## Alternative B

- 4.6.26 In total, around 190 comments related to Alternative B were submitted. The issues raised in at least five responses are listed in Table 4-10. A full list is available in Appendix B. There is a mixture of positive and negative comments, which is to be expected given that this is the preferred Alternative among respondents.
- 4.6.27 Comments in support of Alternative B include the view that it will cause less traffic congestion (13 comments), and while expensive it is the best option (11 mentions), because it is the most sensible option/ solution (8 mentions) and will have less impact on local people (10 comments).
- 4.6.28 However, there are a number of specific environmental concerns in relation to this option including the impact on the Arboretum (11 comments), on the allotments (8 mentions), flooding (5 mentions) and on the countryside/ green space (5 comments).
- 4.6.29 Respondents made a number of comments about design specific issues, including issues with the proposed layout of junctions (5 mentions) and a view that the alignment should be further north closer to the motorway (5 comments).

**Table 4-10: Issues raised in relation to Alternative B**

Other factors affecting decision (Q2)	Frequency (no. of mentions)
<b>Negative</b>	
Concerns about impact on Arboretum / must be saved	11
Concerns about the impact on allotments	8
Dislike idea/ disappointed that Council considering such a scheme/ does not address traffic issues	6
Expensive / most costly/ not cost effective	6
Junction design issues/ difficult access/ getting out of roads/ too many junctions	5
New road should run further north nearer the motorway	5
Concerns about flooding/ flood mitigation required	5
Concerns about impact on countryside/ destruction of fields/ natural beauty/ woodland	5
<b>Positive</b>	
Would result in less traffic/ congestion/ relieve traffic	13
Although expensive still best option/ if it money well spent then agree	11
Would have less impact on residents/ least disruption	10
Most sensible option/ solution	8
Would result in less noise	5
Best of a bad bunch/ the next best option/ best of poor option	5
Would re-direct traffic / noise of traffic away from centre of village / relieve pressure	5

4.6.30 With regards to locations and areas highlighted in responses, Emmbrook and roads in the Emmbrook area are the most frequently mentioned.

**Table 4-11: Locations mentioned by respondents commenting on Alternative B**

Locations (Q2)	Frequency (no. of mentions)
Emmbrook	14
Old Forest Road/ Forest Road	6
Toutley Road	6

### Alternative C

4.6.31 With a total of around 75 comments, there are fewer comments about Alternative C than about Alternatives A and B (Table 4-12). This reflects the lower level of support for this option. Key concerns are about the negative impact on the Arboretum (6 mentions), junction design (5 mentions) and children's safety (5 mentions).

**Table 4-12: Issues raised in relation to Alternative C**

Other factors affecting decision (Q2)	Frequency (no. of mentions)
<b>Negative</b>	
Concerns about impact on Arboretum /must be saved	6
Junction design issues/ access issues (poor layout, need redesigning)	5

Other factors affecting decision (Q2)	Frequency (no. of mentions)
Concerns about safety of children / roads used by school children	5

4.6.32 With regards to the locations mentioned, the Old Forest Road/ Forest Road and Reading Road feature most frequently with 7 and 5 mentions respectively.

**Table 4-13: Locations mentioned by respondents commenting on Alternative C**

Locations (Q2)	Frequency (no. of mentions)
Old Forest Road/ Forest Road	7
Reading Road	5

### Comparison between alternatives

4.6.33 The summary codes for each option are presented side by side in Table 4-16.

**Table 4-14: Issues raised in relation to each option (summary)**

Other factors affecting decision (Q2) – summary codes	Option Commented On - No. of mentions				
	None select-ed	Alterna-tive A	Alterna-tive B	Alterna-tive C	Total
<b>Positive</b>					
General support	39	11	28	7	85
Positive: Traffic / roads impacts	13	1	24	3	41
Positive: Impacts on local community / property	12	0	15	0	27
Positive: Cost issues	12	3	12	2	29
Positive: Environmental impacts	2	5	10	0	17
Positive: Impacts on non-car modes	0	0	1	0	1
Positive: Impacts on village	0	0	4	0	4
Positive: Impacts on safety	0	0	2	0	2
Positive: Impacts on businesses	0	0	1	0	1
<b>Neutral</b>					
Neutral: Alternative route / alignment suggested	25	9	11	4	49
Neutral: Requests for modifications to existing routes	24	2	0	0	26
Neutral: Requested modifications to junction / roundabout design	19	0	2	0	21
Neutral :Timing	4	0	1	0	5
<b>Negative</b>					
Negative: Traffic / roads	255	103	9	12	382
Negative: Environmental impacts	166	19	39	16	241
Negative: Impacts on local community / property	56	36	2	5	100
Negative: Impacts on safety	44	22	2	5	73
Negative: Junction / roundabout design issues	43	6	7	8	64
General opposition	35	12	9	4	64
Negative: Supporting information / Council / consultation process	40	5	2	2	52

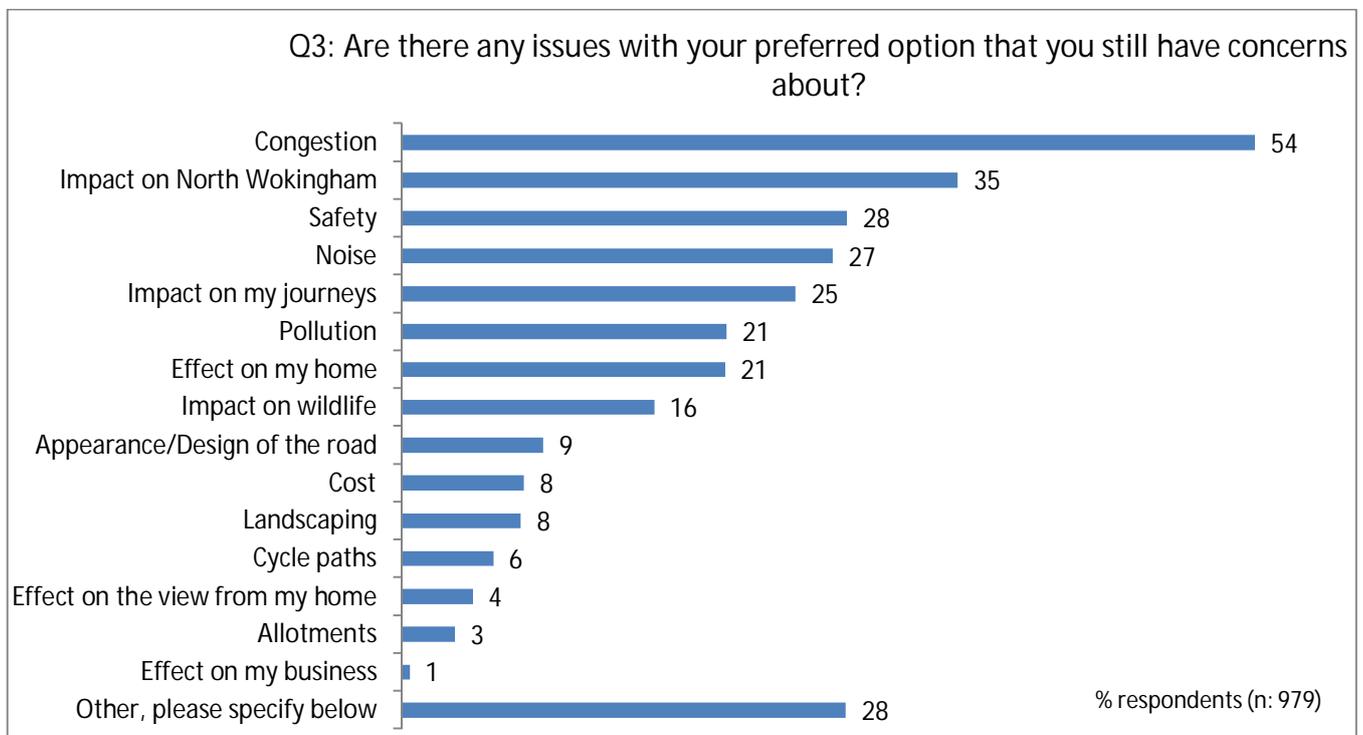
Other factors affecting decision (Q2) – summary codes	Option Commented On - No. of mentions				
	None select-ed	Alterna-tive A	Alterna-tive B	Alterna-tive C	Total
Negative: Cost issues	11	8	11	5	35
Negative: Impacts on non-car modes	20	5	0	1	26
Negative: Impacts on businesses	0	2	0	2	4
Negative: Impacts on village	0	1	0	0	1
Total	821	250	192	76	1351

NB those exerting 'no preference' are not shown in the table but are included within the Total column

## 4.7 Outstanding concerns

- 4.7.1 Respondents were then asked to identify any outstanding issues with either the Eastern section or their preferred option for the NWDR. Again they were provided with a list of 15 options (plus 'other').
- 4.7.2 It should be noted that fewer respondents answered this question (979 individuals, or two thirds of the total respondents).
- 4.7.3 As shown in Figure 4-11, congestion is the primary issue raised, with 54% of respondents with an outstanding issue stating this concern. Other key outstanding issues are the impact on North Wokingham (35% of respondents), safety (28%), noise (27%) and impact on journeys (25%). The impact on homes and wildlife, being selected by just over one fifth of respondents, are other outstanding issues of note.

**Figure 4-11: Outstanding issues related to the preferred alternative for the NWDR**

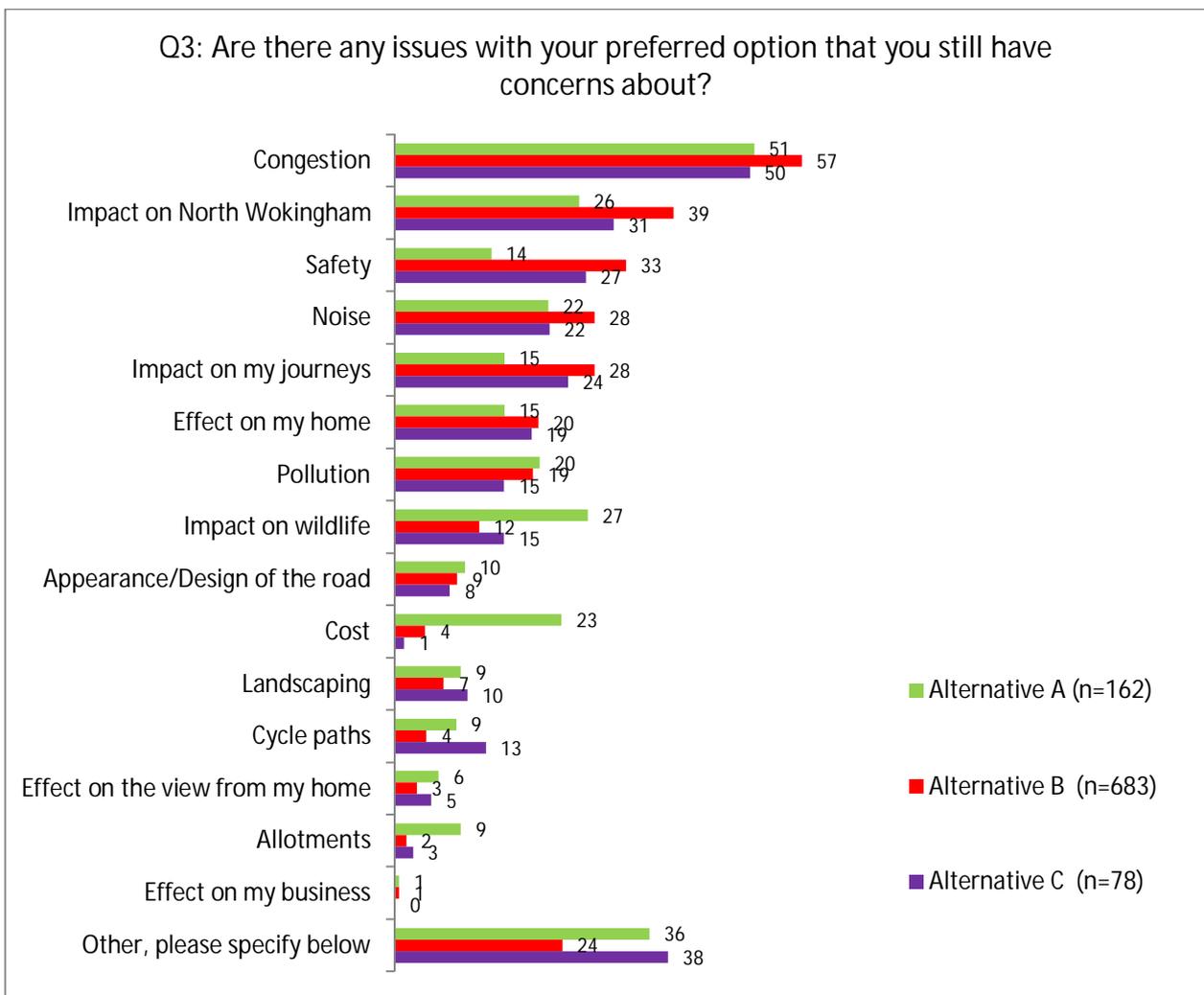


- 4.7.4 Further analysis of the issues raised by the respondent's preferred route option is illustrated in Figure 4-12. The data shows that for each of the route alternatives, congestion is the primary outstanding

issue, being selected by at least 50% of respondents with an outstanding issue. When considering the data for each alternative, it is evident that:

- Alternative A: Congestion is the primary outstanding issue for respondents with a preference for Alternative A (51% of respondents). Other important issues are impact on wildlife (27% of respondents), impact on North Wokingham (26%) and cost (23% of respondents). It is also notable that cost and impact on wildlife are more likely to be selected by respondents with a preference for Alternative A than for Alternatives B and C;
- Alternative B: Congestion is the primary outstanding issue (57% of respondents), with the impact on North Wokingham (39%) and safety (33%) also being key outstanding issues for those who prefer Alternative B. Other issues of note are noise (28%) and impact on journeys (28%);
- Alternative C: Congestion is the primary outstanding issue (50% of respondents). Other key issues are impact on North Wokingham (31%), safety (27%) and impact on journeys (24%).

**Figure 4-12: Outstanding issues related to each preferred option for the NWDR**



4.7.5 Table 4-15 shows the difference between the issues mentioned overall and in relation to each of the route options. For example, overall, congestion is an issue for 55% of respondents, but for 50% of those in support of Alternative C. From the data it is apparent that:

- Alternative A: In particular, respondents in favour of this option are more likely to highlight the impact on wildlife and cost as outstanding issues. Respondents with a preference for this option are relatively less concerned about the impact on North Wokingham, safety and impact on their journeys;
- Alternative B: Given the overwhelming preference for Alternative B, as would be expected, the outstanding issues amongst respondents with a preference for Alternative B closely reflect the issues of respondents overall;
- Alternative C: Respondents in favour of Alternative C are more likely to highlight 'other' issues and provision for cyclists as ongoing concerns and slightly less likely than average to be concerned about the remaining issues.

**Table 4-15: Outstanding concerns by preferred option (percentage point difference<sup>5</sup>)**

Outstanding concerns related to each option(difference)	Alternative A	Alternative B	Alternative C	Total
Congestion	-4	+2	-5	55%
Impact on North Wokingham	-10	+4	-5	36%
Safety	-15	+4	-1	28%
Noise	-6	+1	-6	28%
Impact on my journeys	-10	+3	-1	27%
Effect on my home	-5	0	-1	25%
Pollution	0	-1	-5	21%
Impact on wildlife	+12	-4	0	20%
Appearance/ design of the road	+1	0	-1	16%
Cost	+16	-3	-6	9%
Landscaping	+2	-1	+3	7%
Cycle paths	+3	-1	+7	7%
Effect on the view from my home	+2	-1	+1	6%
Allotments	+6	-1	-1	4%
Effect on my business	0	0	-1	3%
Other	+8	-4	+11	1%
Base (n)	162	683	78	946

## Other Outstanding Concerns

- 4.7.6 As shown in the charts above, a large number of respondents provided 'other' answers. These varied in length from a few words to several written sides. The responses have been coded thematically to allow quantitative analysis. Given the nature of the responses, they were coded to capture the details of the route option in question, the outstanding concern itself and any perceived impacts on specific locations that were mentioned in the response. However, it should be noted that not every response mentioned a route option, outstanding concern and a location.
- 4.7.7 Overall, 365 respondents mentioned 'other' issues in the space provided at Q3. In total, they listed nearly 1500 separate concerns. All those mentioned in at least ten responses are shown in Table 4-16. The table also presents those comments which were not made in relation to any particular route option (~1300 comments). Further details are provided in Appendix B.

<sup>5</sup> Compared to the total

- 4.7.8 The responses have been coded thematically to allow quantitative analysis. Given the nature of the responses, they were coded in detail, in relation to the route option in question and any impact on specific locations that was mentioned in the response.
- 4.7.9 From the data it is evident that congestion is the primary outstanding issue for respondents, as mentioned in a total of 127 comments. Issues relating to traffic also recur frequently, with 48 comments being made about junction issues, 48 relating to safety concerns, 35 relating to roads being too narrow for passing traffic, 31 relating to peak time problems, 30 relating to the traffic impact on surrounding areas and 25 comments relating to concerns about the impact of the addition of a roundabout.
- 4.7.10 Environmental impacts remain an area of concern, in particular in relation to noise levels (49 comments), the impact on the countryside (39 comments), pollution/ impact on the environment (33 comments) and flooding (20 comments).
- 4.7.11 Suggestions for design changes to the NWDR feature frequently within the responses. In particular, respondents express a desire to see the alignment moved further north towards the motorway (46 comments) and to run north of sewage works (33 comments). Responses contained nearly 50 comments on junction/access design issues.

**Table 4-16: Nature of outstanding concerns – overall frequency**

Nature of outstanding concerns (Q3)	Overall no. of comments	Unrelated to any option
<b>Negative</b>		
Concerns about the impact on congestion/ would create more traffic/ already enough traffic in this area	127	113
Alternative alignment / route suggested	52	47
Concerns about increased noise levels (mitigation measures required)	49	43
Dislike idea / disappointed that Council considering such a scheme / does not address traffic issues	48	38
Junction issues/ access issues (poor layout, need redesigning)	48	44
Safety issues / concerns	48	47
New road should run nearer the motorway	46	38
Concerns about impact on countryside / destruction of fields / natural beauty, SANG / woodland	39	38
Road too narrow / dangerous for passing cars / traffic getting through / need widening	35	33
Suggest road to run north of sewage works	33	29
Suggest access / slip road onto motorway	33	31
Concerns about impact on pollution / the environment	33	31
Concerns about peak time traffic / would cause more problems at peak times	31	28
Concerns about impact on surrounding areas/ would increase traffic in surrounding areas	31	24
Comments on sharp bends / blind spots / visibility issues on existing roads	30	30
Comments on roundabouts / addition of roundabout (concerns about impact)	26	20
Worst route / should have looked at other solutions that would be less detrimental	24	19

Nature of outstanding concerns (Q3)	Overall no. of comments	Unrelated to any option
Would affect residents / people Would move elsewhere	24	23
Do not support need to build more houses / Would mean more cars on the road	24	24
Concerns that would create rat run	24	20
Concerns about speeding traffic (need to reduce to 30 mph)	23	21
Suggest need to make improvements to existing roads a priority	21	20
Concerns about flooding concerns / building on flood plain (mitigations required)	20	17
Map / plan / exhibition material is not up-to-date	20	19
WBC has not taken notice of petition / people's views	20	18

4.7.12 By means of a summary, the codes have been grouped into a number of areas, as shown in Table 4-17 below. This demonstrates that the most frequently arising comments, whether positive or negative, focus on potential impacts on traffic and the environment.

**Table 4-17: Nature of outstanding concerns - summary**

Nature of outstanding concerns (Q3) – summary codes	Overall no. of comments
No comment	3
<b>Positive</b>	
General support	98
Positive: Traffic / roads impacts	26
Positive: Environmental impacts	17
Positive: Cost issues	10
Positive: Impacts on local community / property	6
Positive: Impacts on safety	3
<b>Neutral</b>	
Neutral comments: Alternative route / alignment suggested	173
Requested modifications to junction / roundabout design	48
Neutral comments: requests for modifications to existing routes	34
Neutral comments: timing	17
Neutral comments: alternative solutions to building new road	0
<b>Negative</b>	
General opposition	103
Negative: Traffic / roads	382
Negative: Environmental impacts	193
Negative: Impacts on safety	88
Negative: Junction / roundabout design	80
Negative: Supporting information / Council / consultation process	73
Negative: Impacts on local community / property	53
Negative: Impacts on non-car modes	43
Negative: Cost issues	34

Nature of outstanding concerns (Q3) – summary codes	Overall no. of comments
Negative: Impacts on businesses	10
Negative: Impacts on village	2
Total	1496

- 4.7.13 With regard to the actual locations mentioned, around 331 respondents made reference to one or more location, meaning that around 1050 locations were identified. A summary of the most prominent (mentioned at least 20 times) is provided in Table 4-18. The table also presents those comments which were not made in relation to any particular route option (~900 comments). A full list of codes is available in Appendix B.
- 4.7.14 Analysis shows that Bell Foundry Lane is the most frequently mentioned location by respondents, as cited in a total of 113 comments. Bell Foundry Lane is located within the eastern section of the NWDR alignment, which is why there are a high number of comments unrelated to the design options for the western section of the route. When looking at the data in more detail, respondents raise specific safety concerns about the suitability of Bell Foundry Lane for carrying additional (18 comments). In particular, respondents are concerned about the narrow nature of Bell Foundry Lane (10 comments) and the right angle bend along the route (22 comments).
- 4.7.15 As would be expected, the A329M is mentioned frequently in comments (84 comments). When examining the data in more detail, key comments in relation to the A329M are that the NWDR should have an access slip onto the motorway (21 comments) and that the NWDR should run closer to the motorway (20 comments).
- 4.7.16 Warren House Road is also frequently mentioned (88 comments). Key comments about this route are in relation to concerns about traffic increases as a result of the NWDR, including concerns that there will be increased congestion (14 comments) and accidents (7 comments).

**Table 4-18: Location of outstanding concerns – overall frequency**

Locations – Overall (Q3)	Overall no. of comments	Unrelated to any option
Bell Foundry Lane	113	111
Warren House Road	88	87
A329M	84	78
Reading Road	55	48
Binfield Road	51	50
Old Forest Road / Forest Road	51	28
Benning Way	27	27
Emmbrook	27	20
Plough Lane	27	27
Keep Hatch Road	26	26
A329	26	26

- 4.7.17 The outstanding issues have also been broken down by route option. Those with at least five responses are shown in the tables below.

## Alternative A

- 4.7.18 From the data it is evident that congestion remains the key outstanding issue with Alternative A, particularly with regard to Emmbrook and the surrounding road network.

**Table 4-19: Outstanding concerns - Alternative A**

Outstanding concerns – Alternative A (Q3)	Frequency
Concerns about the impact on congestion/ would create more traffic/ already enough traffic in this area	11
Comments on traffic signals / addition of traffic signals (concerns about impact)	5
Locations –Alternative A (Q3)	Frequency
Old Forest Road / Forest Road	9
Railway bridge	7
Emmbrook	5

## Alternative B

- 4.7.19 The support for Alternative B is again evident in the responses shown below.

**Table 4-20: Outstanding concerns - Alternative B**

Outstanding concerns – Alternative B (Q3)	Frequency
Agree with proposal/encourage use of relief road	6
New road should run further north nearer the motorway	6
Most sensible option/ solution	5
Alternative alignment/ route suggested	5
Locations –Alternative B (Q3)	Frequency
Old Forest Road / Forest Road	8
M4	6
A329M	6

## Alternative C

- 4.7.20 There were very few comments about outstanding concerns related to Alternative C. With regards to location, only Old Forest Road/ Forest Road was mentioned on at least five occasions.

**Table 4-21: Outstanding concerns - Alternative C**

Outstanding concerns –Alternative C (Q3)	Frequency
Old Forest Road/Forest Road	5

## Comparison between alternatives

4.7.21 The summary codes for each option are presented side by side in Table 4-22.

**Table 4-22: Outstanding concerns raised in relation to each option (summary)**

Outstanding concerns (Q3) – summary codes	Frequency (no. of mentions)				
	None select-ed	Alterna-tive A	Alterna-tive B	Alterna-tive C	Total
<b>Positive</b>					
General support	57	6	21	7	91
Positive: Traffic / roads impacts	25	0	1	0	26
Positive: Environmental impacts	11	0	6	0	17
Positive: Cost issues	6	0	4	0	10
Positive: Impacts on local community / property	4	0	2	0	6
Positive: Impacts on safety	3	0	0	0	3
Positive: Impacts on non-car modes	0	0	0	0	0
Positive: Impacts on village (division)	0	0	0	0	0
Positive: Impacts on businesses / farms	0	0	0	0	0
<b>Neutral</b>					
Neutral comments: Alternative route / alignment suggested	153	2	16	1	172
Requested modifications to junction / roundabout design	45	1	2	0	48
Neutral comments: requests for modifications to existing routes	32	0	0	0	33
Neutral comments: timing	17	0	0	0	17
<b>Negative</b>					
General opposition	82	7	6	2	99
Negative: Traffic / roads	329	25	10	7	373
Negative: Environmental impacts	163	4	10	4	185
Negative: Impacts on safety	86	2	0	0	88
Negative: Junction / roundabout design	64	4	0	5	74
Negative: Supporting information / Council / consultation process	65	2	2	0	71
Negative: Impacts on local community / property	50	3	0	0	53
Negative: Impacts on non-car modes	38	1	0	2	41
Negative: Cost issues	21	2	5	3	31
Negative: Impacts on businesses	10	0	0	0	10
Negative: Impacts on village (division)	2	0	0	0	2
<i>Total</i>	<i>1266</i>	<i>59</i>	<i>85</i>	<i>31</i>	<i>1453</i>

*NB those exerting 'no preference' are not shown in the table but are included within the Total column*

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## 5 Consultation Findings - Exhibitions & Written Responses

### 5.1 Overview

- 5.1.1 This section presents a summary of the views expressed and comments raised during the exhibitions and in the detailed written responses that were submitted during the consultation period.

### 5.2 Exhibitions

#### Approach

- 5.2.1 As described in Chapter 2, a series of 7 staffed public exhibitions were held during the consultation period. Exhibition staff were on hand to answer questions, listen to concerns and provide more detail about the scheme options. The exhibitions proved to be popular, with a good level of turn out overall, though it is not possible to estimate the total number of visitors.
- 5.2.2 The launch event was held in Wokingham's Market Place on Friday 13 and Saturday 14 September 2013 between 10am and 4pm on both days. This display included exhibition boards for both the North Wokingham Distributor Road and Arborfield Cross Relief Road schemes. The display was busy on both days and for the entire period, despite the generally cool and damp weather. Four staff attended this consultation.
- 5.2.3 The remaining events were staffed by two team members. They were visited by fewer people but are still considered to have been useful in collating responses and giving residents an opportunity to discuss their concerns and points of view and to challenge the recommendations and project findings with Council officers.

#### Exhibition Feedback

- 5.2.4 Attendees at the exhibitions were provided with response forms in order to formally record their feedback, which is analysed in Chapter 4.
- 5.2.5 Verbal comments and feedback to WBC exhibition staff made by attendees of the staffed consultation events reflected many of the issues detailed on the questionnaire responses and can be summarised as follows:

#### **Comments about traffic issues / highway safety**

- Concern about the use of Warren House Road (alternative route) for additional traffic;
- Concern that right angle bend at Bell Foundry Lane near the sewage works is dangerous;
- Considerable concern about use of Toutley Road and Old Forest Road;
- Concern that too much emphasis has been given to environmental issues and not impacts on residents of increased traffic;
- Concern about traffic delays on rail crossing on Old Forest Road Bridge and delays at Reading Road junction;
- Safety concerns related to Bell Foundry Lane bends and width;

- 
- Question as to why a roundabout junction for Alternative B at the junction with Reading Road is proposed; and
  - Query as to whether the Council will be using CPO powers to resolve pinch point problems;

#### **Comments about environmental impacts**

- Concerns about noise and pollution;
- Comment that any widening of Bell Foundry Lane should not involve the loss of much needed open space land at Cantley Fields;
- Air quality concerns, especially around Binfield Road / Plough Lane area and question as to what the council would do if predicted traffic generated air quality exceeded the thresholds with the proposal (i.e. would the scheme be cancelled?);
- Concerns about flooding; and
- Concern about depreciation and queries about compensation for increased traffic / road noise.

#### **Comments/ suggestions about the design of the NWDR**

- Comment that any new NWDR should go north of the sewage works and be parallel to the A329M without resorting to using existing substandard roads;
- Suggestion to introduce a new junction to the A329M;
- Question as to why couldn't the Ashridge interchange or another junction mid-way between Twyford Road and Warren House Road be introduced;
- Concerns over operation of three linked junctions (Coppid Beech, North Wokingham Distributor Road and South Wokingham Distributor Road);
- Suggestion to replace proposed roundabouts junctions with the NWDR and Warren House Road (by Kentwood Farm West) and on Twyford Road with underpasses;
- Request to consider another alternative Option D; Alternative B to Toutley Industrial Estate and then use Alternative A Old Forest Road to Reading Road;
- Comment that NWDR junction with London Road by Coppid Beech should be a roundabout; and;
- Suggestion for alternative routes to Bell Foundry Lane using land to the north to take traffic further away from the area (have the road close to the A329(M)).

#### **General comments and comments on other issues**

- General enquiries about the progression of Station Link Road (favourable comments);
- Concerns about new double yellow lines which have gone down in the vicinity of Winnersh Primary School.

#### **Comments on consultation**

- Some residents still not aware of the Council's proposals for NWDR; and
- Comment that Appendix L Part 4 document on the website for NWDR takes the reader to Appendix M and not Appendix L;
- Comment that A329 Reading Road and A329 London Road both shown as A321 on display boards and leaflet plans;

## 5.3 Written responses

- 5.3.1 As described in Chapter 2, postal and email contact addresses were available throughout the consultation period for members of the public to request information, ask questions about the proposed scheme and submit their comments. The nature and detail of written responses were logged in a database and these records have formed the basis of this analysis. Written responses (letters and emails) about the proposed scheme and comments made face to face by visitors to WBC's offices have been recorded in the same fashion.
- 5.3.2 The majority of postal and email contact was made by members of the public, comprising 86% of the total (Table 5-1). Several organisations and just one business responded by letter or email.

**Table 5-1: Type of respondent**

	Frequency (no. of responses)	Percentage of total
Individual	76	86%
Organisation	11	13%
Business	1	1%
Total	88	100%

- 5.3.3 The responses have been coded thematically to allow quantitative analysis. The vast majority of responses raised a number of issues/concerns. For example, a response may have included comments on the potential environmental impact of the scheme as well as questioned the likely impact on traffic flows. The subsequent analysis is therefore based on the total number of comments made rather than the number of written responses. In total, the 88 detailed written responses contained over 500 separate comments. The comments have been categorised into around 150 thematic groups (or codes) for analysis. For comparability, the same code frame has been used to analyse the verbatim responses included in the questionnaires and the written responses. The outputs of this analysis are summarised below.
- 5.3.4 The coding exercise has captured the details of the route alternatives in question, the outstanding concerns and any perceived impacts on specific locations that were mentioned in the response (i.e. each comment was assigned three separate codes – i) the route, ii) the concern/issue, and iii) the location). However, it should be noted that not every response mentioned a route option, a concern/issue, and/or a location. Where a concern/issue related to the impact on two different locations, they were assigned two separate codes. For example, a response which expressed concerns about the impact on Emmbrook and Winnersh would be coded as two separate issues (one code per location).
- 5.3.5 It should be noted that some respondents submitted written responses as well as completed questionnaires. All of these responses have been included in the analysis. However, where a respondent submitted multiple letters, they have been coded as one response, in that where the same issues or concerns were raised in several iterations of the letter, the issues have been coded only once to avoid duplication.

### Issues raised by key stakeholders

- 5.3.6 Responses from all stakeholder organisations have been included in the analysis presented within this chapter. To add further context, a short summary of notable comments follows.

- 5.3.7 Of the nine responses submitted by stakeholder organisations, three are from local councils - St Nicholas Hurst Parish, Winnersh Parish and Wokingham Town Council. All three support a distributor road although Winnersh Parish Council is keen to see the re-use of some existing roads and to this end, supports Alternative A, whilst Wokingham Town Council opposes Alternative A and supports Alternative B. While St Nicholas Hurst Parish Council does not identify a preferred alignment option for the distributor road, their response states that they are opposed to the re-opening of the Ashridge Interchange on the A329(M).
- 5.3.8 All three organisations have concerns over traffic and junction operation. Both Wokingham Town Council and Winnersh Parish Council have concerns about the impact on the Millennium Arboretum and allotments. Both also have concerns over the timing and delivery of the road. Wokingham Town Council has stressed the need to deliver the new road before the proposed housing developments are constructed, whilst Winnersh Parish Council has stressed that the Winnersh Relief Road should be delivered in its entirety before the western section of the North Wokingham Distributor Road is completed.
- 5.3.9 The remaining stakeholder organisations include residents associations (including Keephatch Area Residents Association (KARA) and Emmbrook Residents Association (ERA)), local groups and a school. Both residents associations are concerned about the potential traffic impact of the scheme and are opposed to the use of existing roads for the scheme. ERA in particular is concerned about the impact of Alternative A on the safety of existing residents along Old Forest Road and Toutley Road. KARA expresses concern about how the North and South Wokingham distributor roads will operate together and interact.
- 5.3.10 The Wokingham Society is in favour of Alternative B, though the organisation does have concerns about congestion and safety and the use of existing roads. Winnersh Fuel Allotment Trust has expressed concerns about the loss of the allotments. The response from Emmbrook Infants School expresses support for Alternative B, citing road safety issues as the main reason. Finally, Keephatch Beech Landowners Group is concerned about the use of local roads and proposed residential areas but does support a junction on the A329(M).

### Overall

- 5.3.11 Table 5-2 lists the recurring issues raised by the written responses. Only those issues mentioned in at least five responses are shown (a full list is available in Appendix B). By means of a summary, the detailed codes have been grouped into a number of themes, as presented in Table 5-3 Table 4-17.
- 5.3.12 Aside from general expressions of support for and objection to one or more of the route alternatives, the most commonly occurring theme is again traffic congestion (e.g. 28 comments relate to concerns about the impact of congestion, there are 19 comments on safety issues and 12 responses cite concerns that the roads are not suitable for carrying the volume of traffic).
- 5.3.13 Concerns about the potential impacts on the built and natural environment are the source of a number of comments. In particular, noise is an area of concern mentioned in 23 comments, as well as concerns about increased pollution (15 comments), and the impact on the countryside (11 comments). Respondents are also concerned about the impact of the proposals on the allotments (16 comments) and the Arboretum (10 comments).
- 5.3.14 Respondents submitted a notable number of comments about the consultation process itself and the information provided during the consultation.
- 5.3.15 Respondents frequently made suggestions for design changes to the NWDR, in particular requesting that the alignment be moved further north to run closer to the motorway (25 comments).

**Table 5-2: Issues commented on (all those mentioned at least 5 times)**

Nature of comment/ issue	Frequency (no. of comments)
<b>Overall</b>	
Object (to one of the options)	43
Support (for one of the options)	33
<b>Negative</b>	
Concerns about the impact on congestion/ would create more traffic/ already enough traffic in this area	28
New road should run nearer the motorway	25
Concerns about increased noise levels (mitigation measures required)	23
Safety issues / concerns	19
Concerns about loss of allotments / impact on allotments	16
Concerns about impact on pollution / the environment	15
Suggest new junction needed	13
Negative comments on consultation	13
Alternative alignment/route suggested	12
Concerns that existing roads not suitable for large volumes of traffic	12
Concerns about impact on countryside/fields/natural beauty/ woodland	11
Concerns about impact on Arboretum /must be saved	10
Road too narrow / dangerous for passing cars / traffic getting through / needs widening	10
Concerns about safety of children / roads used by school children	10
Road too narrow / dangerous for passing cars / traffic getting through / need widening	10
Suggest road to run north of sewage works	9
Concerns about impact on quality of life	8
Would impact on recreation / playground / park / safe place for children to play	8
Concerns about impact on wildlife / animals	8
Concerns about peak time traffic / would cause more problems at peak times	8
Do not believe statistics / concerns over accuracy of information that WBC has obtained	8
Map / plan / exhibition material is not up-to-date	7
Cheapest option for WBC/ they are going for cheapest option rather than the best option	6
Comments on traffic signals / addition of traffic signals (concerns about impact)	6
Junction/ access design issues	6
Cycling conditions/routes need improving / safer e	6
Concerns about flooding concerns / building on flood plain (mitigations required)	5
Concerns that route has not been given enough thought	5
Concerns about impact on / increased traffic in surrounding area	5
Concerns about loss of open space	5
<b>Positive</b>	
Would mean less traffic/ congestion/ relieve traffic	11

5.3.16 By means of a summary, the codes have been grouped into a number of areas, as shown in Table 5-3 below. This demonstrates that the most frequently arising comments received are negative, and have a strong focus on potential impacts on the environment and traffic flows/congestion.

**Table 5-3: Issues commented on - summary**

Nature of comment – summary codes	Overall no. of comments
<b>Positive</b>	
General support	40
Positive: Traffic / roads impacts	11
Positive: Environmental impacts	4
Positive: Impacts on safety	3
Positive: Impacts on local community / property	2
Positive: Cost issues	1
<b>Neutral</b>	
Neutral comments: Alternative route / alignment suggested	53
Requested modifications to junction / roundabout design	20
Neutral comments: timing	4
Neutral comments: requests for modifications to existing routes	10
Neutral comments: alternative solutions to building new road	2
<b>Negative</b>	
General opposition	50
Negative: Environmental impacts	100
Negative: Traffic / roads	85
Negative: Impacts on safety	32
Negative: Supporting information / Council / consultation process	32
Negative: Impacts on local community / property	26
Negative: Cost issues	17
Negative: Impacts on non-car modes	13
Negative: Junction / roundabout design	10
Negative: Impacts on businesses	6
Negative: Impacts on village	1
Total	523

5.3.17 Analysis shows that 50 respondents made 202 comments on specific locations. As Table 5-4 shows, the majority of the locations commented on are roads in the affected area. The most frequently mentioned location is the A329 with a total of 23 comments, followed by Bell Foundry Lane (18) and Old Forest Road (17). Specific places most frequently mentioned are Keeppatch Nature Reserve / SANG (13 comments), the allotments (12 comments), Cantley Playing fields/ Cantley Park (11 comments) and the Carillon development site (11 comments).

**Table 5-4: Locations commented on (all those mentioned at least 5 times)**

Location	Frequency (no. of comments)
A329	23
Bell Foundry Lane	18
Old Forest Road/Forest Road	17
Reading Road	14
Keep Hatch Nature Reserve / woodland	14
Allotments	12
Warren House Road	11
Cantley Playing fields/ Cantley Park	11
Carillon Bellway Homes site/ Carillion development	11
Binfield Road	10
Ashridge interchange	7
Emmbrook	5
London Road	5
Mathewsgreen development	5

- 5.3.18 Analysis shows that 56 respondents made a total of 355 comments on one of the route options or the eastern section of the NWDR. The eastern section of the NWDR was the most frequently mentioned, with 119 comments on this section of the route. With regards to the design alternatives for the NWDR, Alternative A was mentioned most frequently, being cited in a total of 107 comments.

**Table 5-5: Route option commented on**

Option	Frequency (no. of comments)
Alternative A	107
Alternative B	82
Alternative C	47
Eastern section	119

### Alternative A

- 5.3.19 Overall, 107 comments were made regarding Alternative A, most of them being negative, with the detailed responses containing just eight comments which express support for Alternative A (Table 5-6).
- 5.3.20 The issues raised in particular focus on concerns about traffic impacts, for example, there are 14 comments about potential increased congestion and four comments about peak time traffic issues. Safety concerns are also apparent, with eight comments about general road safety and six comments relating to safety issues for children/ in areas where there are children.

**Table 5-6: Alternative A: Issues commented on (all those mentioned at least 3 times)**

Comment/ issue	Frequency (number of comments)
<b>Overall</b>	
Object to route option	16
Support route option	8

Comment/ issue	Frequency (number of comments)
<b>Negative</b>	
Concerns about the impact on congestion/ would create more traffic/ already enough traffic in this area	14
Safety issues / concerns	8
Concerns about increased noise levels (mitigation measures required)	6
Road too narrow / dangerous for passing cars / traffic getting through / need widening	6
Concerns about safety of children / roads used by school children	6
Concerns about impact on pollution / the environment	5
Concerns about peak time traffic / would cause more problems at peak times	4
Cheapest option for WBC/ they are going for cheapest option rather than the best option	4
Concerns about impact on quality of life	3
Comments on traffic signals / addition of traffic signals (concerns about impact)	3
These roads not suitable for large volumes of traffic / B roads	3
Would affect school(s) / be a detriment to school	3

## Alternative B

- 5.3.21 A total of 82 comments were made regarding Alternative B. The comments generally reflect the support for Alternative B (Table 5-7), evidenced in Chapter 4 of this report.
- 5.3.22 The key concerns expressed about this alternative relate to the impact on the allotments (9 comments), the Arboretum (5 comments) and concerns about building on the floodplain (3).
- 5.3.23 However, a total of 9 comments state that this option will cause less traffic/ congestion.

**Table 5-7: Alternative B: Issues commented on (all those mentioned at least 3 times)**

Comment/ issue	Frequency (number of comments)
<b>Overall</b>	
Object to route option	4
Support route option	18
<b>Negative</b>	
Concerns about loss of allotments / impact on allotments	9
Concerns about impact on Arboretum /must be saved	5
New road should run nearer the motorway	4
Concerns about flooding concerns / building on flood plain (mitigations required)	3
<b>Positive</b>	
Less traffic/congestion/relieves traffic	9

## Alternative C

- 5.3.24 A total of 47 comments were made regarding Alternative C. The concerns raised focus on the impact on allotments (7 comments) and on the Arboretum (5 comments).

**Table 5-8: Alternative C: Issues commented on (all those mentioned at least 3 times)**

Comment/ issue	Frequency (number of comments)
<b>Overall</b>	
Object to route option	7
Support route option	3
<b>Negative</b>	
Concerns about loss of allotments / impact on allotments	7
Concerns about impact on Arboretum /must be saved	5

### Eastern section of the NWDR (east of Twyford Road)

5.3.25 A total of 119 comments were made regarding the eastern section of the NWDR.

5.3.26 Responses are more likely to be negative than positive, with specific concerns about the environmental impact of the scheme, including the impact on the countryside (10 comments), noise levels (8 comments) and pollution (7 comments). Respondents are also concerned about the traffic impact of the scheme (5 comments) and associated safety concerns (6 comments). A number of responses suggest realigning the route further north closer to the motorway (12 comments) and north of the sewage works (7 comments).

**Table 5-9: Eastern section: Issues commented on (all those mentioned at least 3 times)**

Comment/ issue	Frequency (number of comments)
<b>Overall</b>	
Object to scheme	4
Support scheme	3
<b>Negative</b>	
New road should run nearer the motorway	12
Concerns about impact on countryside / destruction of fields / natural beauty, SANG / woodland	10
Concerns about increased noise levels (mitigation measures required)	8
Suggest road to run north of sewage works	7
Concerns about impact on pollution / the environment	7
Safety issues / concerns	6
Concerns about the impact on congestion/ would create more traffic/ already enough traffic in this area	5
These roads not suitable for large volumes of traffic / B roads	5
Would impact on recreation / playground / park / safe place for children to play	5
Concerns about loss of open space	4
Comments on sharp bends / blind spots / visibility issues on existing roads	3
Concerns about visual impact of scheme	3

5.3.27 A further 23 comments were made in relation to the alternative alignment of the eastern section of the NWDR, with the majority being of a negative nature.

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## 6 Summary & Recommendations

### 6.1 Overview

- 6.1.1 This chapter sets out a brief summary of the consultation findings and highlights the key outstanding area of concern.

### 6.2 Participation in consultation

- 6.2.1 The varied approach to the consultation, which ensured that interested parties had easy access to a range of consultation materials at public exhibitions and on the internet, along with a widespread communications campaign to raise awareness of the consultation, has resulted in a good level of response to the public consultation exercise, with some 1470 feedback forms and over 80 written responses returned to date.
- 6.2.2 The majority of respondents are from Emmbrook (50%, or 727 individuals) and the wider Wokingham Town Council area (28%, or 414 individuals).
- 6.2.3 It is recognised that the Emmbrook Residents' Association (ERA) campaigned local residents to support Alternative B, but analysis has demonstrated that this has not affected the overall outcome of the consultation – Alternative B remains the preferred alternative amongst those who did not hear about the NWDR from the ERA.
- 6.2.4 Responses were not limited to one per household as it is fair to accept that residents within the same household may have different views. However, the number of returns by postcode sector has been examined and it has been concluded that, with regard to those questionnaires where address data was provided, there does not appear to have been any concerted attempts to influence the results of the exercise by entering large amounts of duplicate data.
- 6.2.5 It is recognised that some respondents submitted multiple written/detailed responses but care has been taken to ensure that in coding the responses received, the issues raised have not been double-counted. Notwithstanding this, it is possible that some interested parties may have expressed their views at an exhibition, as well as submitted a questionnaire and a detailed written response. Double counting is not considered to be an issue here because the results of the various elements of consultation have been reported separately within this report.

### 6.3 Key findings

- 6.3.1 Feedback from the consultation has revealed that **Alternative B is the preferred option** for the majority of respondents (78%, 1114 individuals). A total of 14% of respondents (193 individuals) expressed support for Alternative A. There is limited support for Alternative C with a total of 7% of respondents selecting this option.
- 6.3.2 Analysis has shown that support for Alternative B is particularly high in Emmbrook (93% of respondents from Emmbrook are in favour of Alternative B). The majority of respondents from the wider Wokingham Town Council area are also in favour of Alternative B (63%), though there is some support for Alternative A (20%). In contrast, respondents from Winnersh are more likely to support Alternative A (48%) than B (38%).

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- 6.3.3 Respondents were asked to identify the factors considered in making their decision about their preferred design alternative for the NWDR and analysis shows that **congestion** is clearly the most important factor, as stated by around three quarters of all respondents (74%). The **impact on North Wokingham** and **safety** are also key considerations for respondents, with 41% and 39% of respondents respectively selecting these factors. The impact on journeys (30%), effect on respondents' home (30%) and noise (29%) are also important factors.
- 6.3.4 Respondents were also asked to identify outstanding issues with their preferred alternative for the western section of the NWDR and the eastern section of the route. Whilst only around two thirds of respondents answered this question, of those who did respond, congestion is the primary issue raised, with 54% of respondents with an outstanding issue stating this concern. Other key outstanding issues are again the impact on North Wokingham (35% of respondents), safety (28%), noise (27%) and impact on journeys (25%). The impact on homes and wildlife, being selected by just over one fifth of respondents, are other outstanding issues of note.
- 6.3.5 The detailed written responses have also confirmed that while there is support for Alternative B, there are a number of issues that remain to be addressed, in terms of congestion and road safety, as well as the impacts on the environment and local residents, which will need to be examined in more detail as work on the NWDR scheme progresses. A number of respondents have suggested slight adjustments to the proposed alignment for a variety of reasons.

## 6.4 Next steps

- 6.4.1 As the consultation exercise has highlighted a number of residual issues, it is recommended that the Council undertakes further work to gain clarity on the deliverability, implications and costs of Alternative B and to investigate other variations to the route east of Twyford Road in line with the comments expressed during the consultation exercise before Executive agrees to a single, preferred alignment.

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# Appendices

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# Appendix A: Consultation Material

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## Appendix B: Consultation Findings

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## Appendix C: Figures

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