

Earley Town Council
Amenities and Leisure Committee Meeting 23rd July 2025

Agenda Item 5**Culver Lane Allotments**

The monthly allotment inspections continue to be carried out by the Deputy Town Clerk and the Senior Administration Officer (Cemetery & Allotments).

The inspections have noted that the majority of plot holders are cultivating and maintaining their plots to a high standard and that several new plot holders have made an exceptional start to their plots.

In May 2025, a general letter was sent to all plot holders reminding them to ensure that grass borders are maintained between plots and to ensure that the back of plots are kept clear of overgrown vegetation.

In July and August, the Huntley & Palmer Allotment Association Trading Shed will be operating on Saturdays only, 10.00am – 12.30pm. The rest of the year (except December, when closed) it will continue to operate on Saturdays and Sundays, 10.00am – 12.30pm.

Current information on plots: -

Type of Plot	Number vacant
Trough	1
Raised Bed	1
Regular Plot	2

Current information on waiting list: -

Residential Area	Number on waiting list
Earley	1
Out of area	2

Current information on terminations: -

Type of termination	Number of terminations
By ETC	1
By Plot Holder	4

(General reasons for terminations by a plot holder have been due to personal reasons or having moved away)

Emma Carroll, Deputy Town Clerk
 15th July 2025

Earley Town Council

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Agenda Item 11

Footpath Signage Request

The Loddon Valley Ramblers (LVR) are working on a project to install signage along a green and traffic-free walking route from Loddon Bridge to the Shinfield Arms roundabout, passing through Pearmans Copse, Swallows Meadow and Wood of Eagles. LVR think that few people are aware of this route and clear signage and publicity would encourage more people to use it. Most of the route is not a public right of way and the Ramblers have confirmed they are not seeking PRoW status for the route.

In the first instance, LVR are seeking permission from landowners for installation of the signs on their land (signs to be installed by volunteers from LVR and EEG). There is only one sign on Earley Town Council land and that is at Paddick Drive open space. The majority of the rest of the land is owned by Wokingham Borough Council or by the University of Reading.

Further information on the project:

As well as signage, the project includes the production of publicity materials. LVR intend to apply to ETC for a grant, they have been advised that applications for the next tranche open in October for a decision mid-November. We have also suggested they ask the University if they have any funds they could contribute to the project as some of route passes through their land.

This project is separate from other local environment projects (ie Berkshire LNRS, Earley Green Corridor project, proposed Loddon & Lower Earley Local Nature Reserve and the Lower Earley Way Footpath project). EEG have expressed support for the proposal and have suggested naming it 'Loddon and Lower Earley Green Corridor'.

Members are asked to consider granting permission in principle for the installation of a footpath directional sign at Paddick Drive open space.

Members to **RESOLVE** accordingly.

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Agenda Item 13. Profile of Earley

Councillor Al Neal has submitted a request that the Town Council consider taking measures to raise the profile of Earley. His report is as follows:

Raising the Profile of Earley

Why should Earley raise its profile?

- The parliamentary constituency name now includes Earley
- National news about the MP often mentions the constituency name
- With local government reorganisation happening, more visibility of the town will help prevent it being lost in some future structure
- A higher profile among residents will give more weight to preserving the town's identity in a new local government environment
- Anecdotal reports from residents report a low profile of Earley Town Council

How to raise the Earley profile internally?

Distribute a printed, Earley newsletter to all households

- Many residents don't know what the Town Council does
- Some residents, even if on-line, prefer to use printed media, containing useful telephone numbers etc.
- WBC have stopped distributing their newsletter
- We could engage with community in putting a newsletter together with a call-out for photographs and stories
- If scheduled for Autumn 2026, there is time to do it and it's not an election year for the town

How to raise the Earley profile externally?

Upgrade and expand the town's boundary signage

- There are only 4 boundary signs. Pitts Ln, Loddon Br, Elm Rd, Lower Earley Way eastbound
- 3 of the existing signs still refer to Wokingham District
- A 5th sign disappeared from Lower Earley Way westbound sometime after 2009
- There are many major routes into Earley that have no boundary sign e.g. Sutton Seeds, 3 Tuns, Pepper Ln, Woodlands Av, Kennetmouth path, Earley Station, A329(M) etc.
- With local government reorganisation, it is an opportunity to remove the top tier branding from the boundary signs, as is being done by Wokingham Town (see below)



- The town profile can be raised by using its logo/emblem (see below) with a welcome message

