



2050

A VISION FOR READING 2050

DEVELOPED BY...





**“THE
FUTURE
DEPENDS
ON WHAT
YOU DO
TODAY”**

MAHATMA GANDHI

WHY A VISION?

More than 50% of the world's population (3.6 billion) live in cities, and by 2050 this is set to grow to nearly 70%. As our cities grow, we must build upon our strengths to create vibrant hubs of enterprise and innovation.

A Vision is a shared and desirable expectation of a plausible future, that helps us understand how a city might evolve and look in the future. It enables us to proactively deal with key challenges in incremental steps, to achieve what may at first seem like ambitious long-term objectives and substantial change.

In the mid 1990s Reading developed a 2020 Vision, which set out some core ambitions focused around enhancing the heart of the town and its wider infrastructure. Over the last 25 years this initiative has delivered many notable changes and opportunity for the town.

Through the Reading 2050 Vision, we want to excite and engage with people from across Reading; local communities, businesses, education providers and the public sector, to support Reading's economic growth and evolution as a smart and sustainable city.



“AS
GRO
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VI
OF
IN



An aerial photograph of a city, likely Seattle, is shown with a blue color overlay. The image is decorated with several large, semi-transparent blue triangles of various sizes and orientations, some pointing towards the right. The text is overlaid on the left side of the image in a white, bold, sans-serif font.

**S OUR CITIES
OW, WE MUST
LD UPON OUR
STRENGTHS
O BECOME
BRANT HUBS
ENTERPRISE &
NOVATION.”**

THE CHALLENGE

Since the 2020 Vision, Reading's economy has gone from strength to strength, however our challenges have evolved.

Reading's success to date, has been significantly influenced by our physical and virtual connectivity nationally and internationally, alongside local leadership. This undoubted success however, also presents a range of socio-economic and environmental challenges, as we seek to compete in an increasingly globalised marketplace and within a networked system of national and international cities.

While Reading prospers, two of our Wards remain in the top 10% of the most deprived in England. In numerous small pockets of deprivation in Reading, fuel poverty, health and education are major challenges. A shortage of affordable housing, pressures on heritage, increased car-based traffic and the resultant congestion and air-quality issues this brings, plus ongoing environmental/ climate change are also all key challenges we must tackle Reading-wide in coming years.

Each of these challenges are interconnected and raise issues around future governance structures and the quality of life for our population. However, the capabilities of people in Reading, the businesses, skills, innovation and creativity are also the enablers for us to develop smart and sustainable responses to help solve our challenges and narrow the gap.

Reading's new Draft Local Plan sets some clear ambitions for 'living within the environmental limits' and 'ensuring a strong, healthy and just society', but the Reading 2050 Vision has been developed by the businesses of Reading, to support our Local Authority in driving this ambition further, with opportunities for all, in the long term.



An aerial photograph of a city with a complex geometric pattern of overlapping triangles overlaid on the image. The text is centered and reads:

“ THE CAPABILITIES OF **PEOPLE** IN READING, THE **BUSINESSES, SKILLS, INNOVATION** AND **CREATIVITY** ARE ALSO THE **ENABLERS** FOR US **TO DEVELOP** SMART AND SUSTAINABLE RESPONSES.”

CELEBRATING READING

Across Reading today, we have much to celebrate. Here we set out just a few of these attributes raised by many of those we have talked to over the last 3 years.

TOP 20
UK RETAIL DESTINATION
(PROMIS)

ESTABLISHED BUSINESS
IMPROVEMENT DISTRICT WITH 500 BUSINESSES, CONTRIBUTING +£500,000 PER ANNUM

A VIBRANT RETAIL & LEISURE ECONOMY

22 MILLION+ RETAIL VISITORS
PER ANNUM

TOP 20
INTERNATIONAL VISITATION DESTINATION #5

AWARD WINNING READING BUSES
CARRY 55,000 PASSENGERS A DAY

30 MINS FROM HEATHROW AIRPORT

DIRECT ACCESS TO THREE M4 MOTORWAY JUNCTIONS

26 MILLION+ PASSENGERS PASS THROUGH READING STATION PER ANNUM

IMPRESSIVE CONNECTIVITY

AN ICONIC NEW STATION LIES AT THE HEART OF THE CITY, OPENED IN 2015 BY QUEEN ELIZABETH II

Crossrail

HAS THE MOST WESTERLY STATION
ON THE TFL TRANSPORT MAP WHEN THE ELIZABETH LINE (CROSSRAIL) OPENS IN 2019

200+ TRAINS
A DAY PROVIDE A DIRECT LINK TO LONDON IN 25 MINS

DIRECT RAIL
ACCESS TO 182 UK LOCATIONS

READING'S CITY-WIDE BIKE HIRE SCHEME SERVES 30 LOCATIONS

#2 (ONLY TO LONDON) FOR THE CONCENTRATION OF SMEs (CENTRE FOR CITIES)



#5 HIGHEST START-UP RATE IN THE UK



TOP 10 LOCATION FOR PATENTS GRANTED

OPPORTUNITIES FOR ENTREPRENEURS & YOUNG PROFESSIONALS



RETAINS **20%** OF UNIVERSITY OF READING GRADUATES (19,000 YOUNG PROFESSIONALS)

#1 IN THE UK FOR THE % OF PEOPLE IN THE LABOUR MARKET IN EMPLOYMENT (STATISTICS FOR CITIES)



#4 MOST DYNAMIC BUSINESS LOCATION IN THE UK (VITALITY INDEX)



#2 MOST ATTRACTIVE EUROPEAN SMALL CITY ECONOMY OF THE FUTURE FOR FOREIGN DIRECT INVESTMENT (P DI AMAROSO)

A STRONG ECONOMY

OPEN

#2 HIGHEST NUMBER OF BUSINESSES BY POPULATION IN UK (CENTRE FOR CITIES)



£650M CONTRIBUTED TO THE LOCAL ECONOMY ANNUALLY BY THE UNIVERSITY, PLUS EXTENSIVE RESEARCH CAPABILITIES

HOME TO 13 OF THE WORLD'S **TOP 30** BRANDS



2ND MOST PRODUCTIVE ECONOMY AFTER LONDON (CENTRE FOR CITIES)

3X THE NATIONAL AVERAGE OF **TECH** BUSINESSES



AN ATTRACTIVE OPPORTUNITY FOR EMPLOYERS

50% OF READING'S POPULATION EDUCATED TO NVQ4 OR ABOVE **#5** BEST IN UK

#2 MOST DYNAMIC ECONOMY AFTER CAMBRIDGE (GRANT THORNTON)



#6 FASTEST GROWING EMPLOYMENT MARKET (CENTRE FOR CITIES)

3.7M SQFT OF PROPOSED OFFICE SPACE WITHIN 500M OF READING STATION





#1 GOOD GROWTH
FOR CITIES INDEX FOR ECONOMIC WELLBEING, AS SEEN THROUGH THE EYES OF THE PUBLIC

TOP 10 EUROPEAN MICRO CITY FOR QUALITY OF LIFE

AN EXCELLENT QUALITY OF LIFE

408HA OF OPEN SPACE
THROUGHOUT THE TOWN, INCLUDING WOODLANDS, WETLANDS, PARK, PLAY AREAS, PITCHES & ALLOTMENTS

32% CARBON EMISSIONS REDUCTION
READING-WIDE, SINCE 2005



HOSTS A THRIVING NIGHT TIME ECONOMY

+900 VOLUNTARY COMMUNITY GROUPS
READING-WIDE, SUPPORT HUNDREDS OF LOCAL COMMUNITY EVENTS ANNUALLY

AN ESTABLISHED ARTS & CULTURE SCENE

+300 EVENTS HELD DURING THE **2016 YEAR OF CULTURE** IN OVER 50 DIFFERENT VENUES & ATTRACTING OVER 100,000 ATTENDEES

HOSTS THE UK'S LONGEST RUNNING MUSIC FESTIVAL & #2 LARGEST FESTIVAL AFTER GLASTONBURY



HOME OF THE GB ROWING TEAM START CENTRE, REDGRAVE PINSENT ROWING LAKE AND A 175-YEAR-OLD ROWING REGATTA

A HOCKEY CLUBSUPPORTING NEARLY 70 TEAMS & OLYMPIC MEDALLISTS

A STRONG CLUB RUGBY PRESENCE & HOME OF LONDON IRISH PREMIER LEAGUE TEAM

THE HOME OF READING FOOTBALL CLUB

ONE OF UK'S LONGEST RUNNING HALF MARATHONS, EST. IN 1983

LOCAL CLUBS SUPPORTING SPORTS
DEVELOPMENT, COMMUNITY ENGAGEMENT & COACHING WITH EXTENSIVE VOLUNTEER INPUT

A STRONG SPORTING NETWORK



WELCOMES STUDENTS FROM OVER 140 COUNTRIES EVERY YEAR TO THE UNIVERSITY OF READING



150 LANGUAGES ARE SPOKEN ACROSS THE BOROUGH

STRONG CULTURAL DIVERSITY

TRACK RECORD OF COMMUNITY DEVELOPMENT & REGENERATION IN COMMUNITIES



IN THE UK'S TOP 16% OF LOCAL AUTHORITIES FOR QUALITY OF HERITAGE (RSA UK HERITAGE INDEX)



RESTING PLACE OF KING HENRY I

IS THE CONFLUENCE OF THE RIVER THAMES, RIVER KENNET & HOLY BROOK, ALL OF WHICH ARE MENTIONED IN THE DOOMESDAY BOOK

A DIVERSE HISTORY



HOME OF READING ABBEY ONE OF MEDIEVAL ENGLAND'S RICHEST MONASTERIES



800 LISTED BUILDINGS



2 SCHEDULED ANCIENT MONUMENTS



5 HISTORIC PARKS & GARDENS

15 CONSERVATION AREAS

17,000 STRONG UNIVERSITY OF READING STUDENT POPULATION EACH YEAR



HAS THE BEST A LEVEL RESULTS OF ANY LOCAL AUTHORITY AREA IN THE COUNTRY

STRONG EDUCATION PROVISION



FASTEST IMPROVING EDUCATION AUTHORITY IN KEY STAGE 2 & 4 IN ENGLAND

2 OF THE TOP 10 SCHOOLS IN THE UK BY GCSE RESULTS

THE JOURNEY SO FAR

The collaborative process to develop a Reading 2050 Vision began in 2013, drawing views from the town's business and wider community, to determine an ambitious, yet realistic long-term Vision for our city.

Focusing on the three pillars of sustainability – environmental, social and economic – we have driven discussion and debate that has resulted in some clear, collective ambitions and directions for the town, which aim to get us started on our journey to 2050.

This is not a response to historic trends or a rebranding exercise, but instead seeks to present politically and economically viable ambitions and opportunities which can deliver a smart and sustainable future for everyone.

The Vision began in June 2013, when young professionals from across the property industry: planners, engineers, developers, designers, etc., began to question the direction of travel for Reading over the next 30 years. Barton Willmore and the University of Reading brought a breadth of practical planning, design and academic thinking to the process, which the business community have embraced, through Reading UK – the economic development company for the town.

We believe this Vision, driven by the people who live, work and shape this city, can tackle our inherent socio-economic challenges, through the delivery of considered growth and opportunity.

The new Reading 2050 Vision will help us establish ourselves as an internationally recognised and economically successful city region. A city where low carbon living is the norm, and the built environment, technology and innovation have combined to create a dynamic, smart and sustainable city with a high quality of life and equal opportunities for all.

Since then we have engaged with a broad spectrum of people and businesses, to develop and test ideas, consulting over 21,000 members of the local community, some 350 local business representatives and hosting 15 events to discuss and shape the opportunities for Reading.

21,000
 **MEMBERS
OF THE LOCAL
COMMUNITY**

 **15**
EVENTS

350
 **LOCAL
BUSINESSES**



50⁺ IDEAS
DRAWN FROM THE **WORKSHOPS**
THAT ARE THE STARTING POINT FOR
FURTHER DISCUSSION
& ACTION

3 CORE THEMES
THAT HELP FOCUS &
MANAGE OUR WORKSTREAMS

**THE VISION
SETS OUT:**

6 VISION STATEMENTS
COMMUNICATE HOW READING WILL
EVOLVE IN THE FUTURE

12 KEY YOU CAN GET
WAYS INVOLVED

12 NEXT STEPS
FOR PROGRESSING THIS
VISION



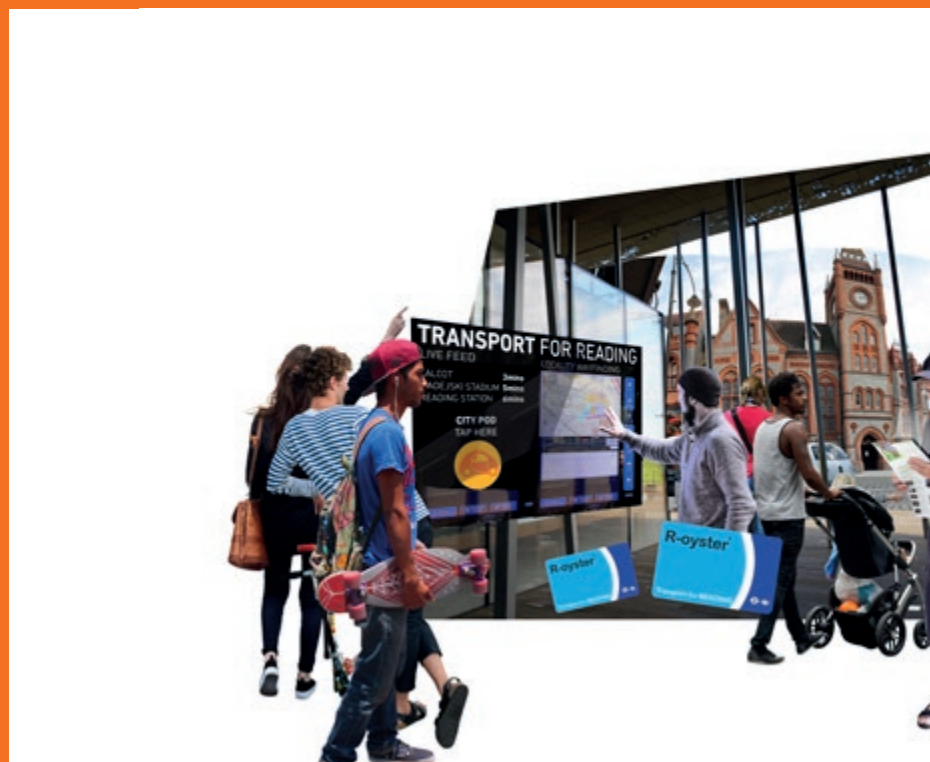
A GREEN TECH C

WHY?

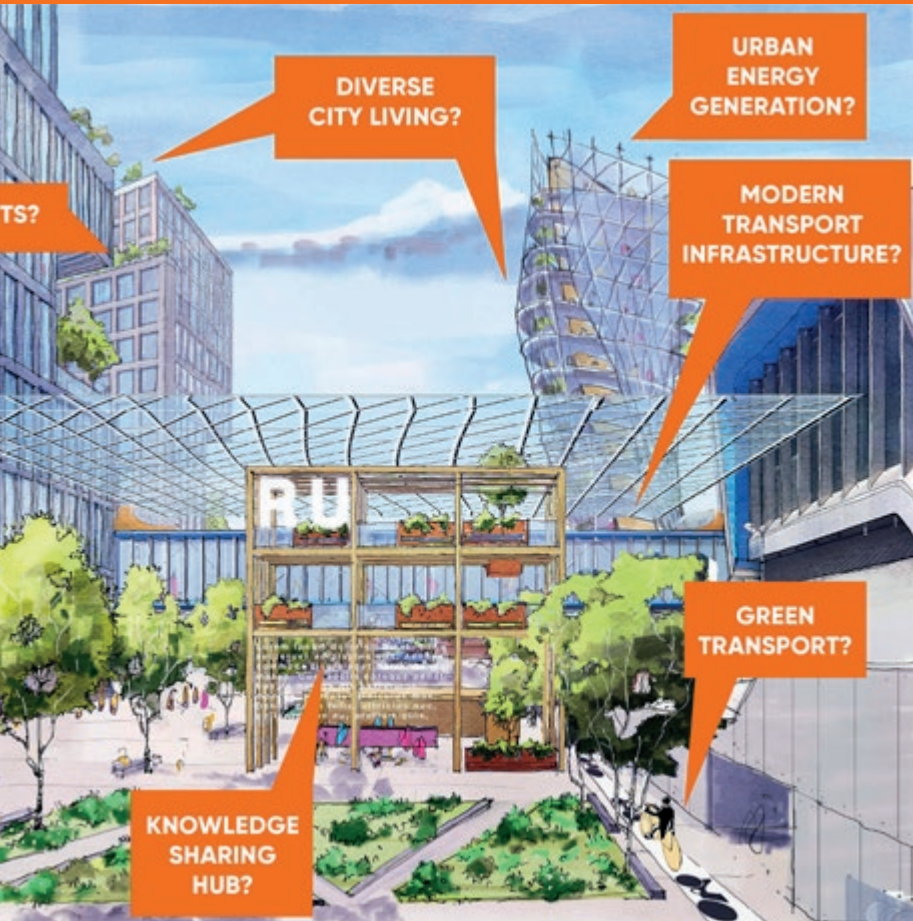
A globally competitive economy in the future is essential to tackling some of the social and environmental challenges we are facing. Within Reading, we already have a strong, established technological business sector, who regularly work alongside our world-class University. We have businesses of all sizes, from entrepreneurs to multi-nationals and a world-class business school, who combine to deliver a strong community, capable of delivering tomorrow's state-of-the-art, green tech city. The comprehensive integration of technology is becoming more and more important to us all in our daily lives and therefore we believe we can build these strengths more successfully into Reading. We need to continually review and reduce our impact on the environment around us; improve our efficiency and seek greener ways to deliver a smart, yet sustainable living and working environment for all. Business has a key part to play in developing technological change and strengthening our economy, as well as being ethical partners in our town.

WHAT?

A city that builds upon the established technology focus of Reading, it will celebrate and encourage diversity through the provision of facilities and infrastructure to support small start-ups and high growth companies. A university presence within the city centre will exhibit and test cutting-edge ideas and approaches, no matter what discipline they are emerging from. We will see retro-fitting of existing buildings and the development of new iconic architecture, providing some of the greenest accommodation possible for local and incoming businesses, as well as communities. We will strengthen and develop our world-class public bus service, encouraging more users through new generation buses, a rapid transit system, autonomous vehicles and a comprehensive cycle network connect the city east to west/north to south, all combining to relieve the town centre of congestion. Utilising the 'internet of things', we will change business practices, drive greater collaborative working, open up new markets, revolutionise our homes and the way we live, through the transfer of information and knowledge.



CITY?



HOW DO WE DELIVER THIS?

- **Smarter, greener buildings**, be they homes or workplaces, that utilise advanced technology and approaches to maximise the use of space and deliver increased density and quality of occupation for all.
- Housing provision which offers a **variety of housing types, scales and tenures city-wide**: from live/work units to house boats; family housing to assisted living; rental and market sale, in order to support a truly cross-generational diverse community, providing benefit at all levels of society.
- Deliver a **fully integrated transport network city-wide**, which maximises our connectivity, while also prioritising green and smart methods of travel. Encourage **modal shift**, from cars to active travel (cycling and walking), mass rapid transport, and the utilisation of electric or other future low-carbon fuel options both within and beyond the city.
- Green technology and the 'internet of things' becomes **the core of our education and training system**, preparing and developing young people to meet the needs of businesses based within the town and continue to implement and drive innovation.
- **Utilise the strengths the University of Reading** has in research and development within the built environment, energy and climate research, to drive further live technology-led projects based across the town and wider region.
- Build on our current and attract new modern technology, creative and scientific businesses into the city by **actively marketing our creativity and innovation**, in order to establish ourselves as a leader in these sectors.
- Encourage universal take up of green, smart technologies by **celebrating and showcasing innovation amongst business**, as well as the delivery of technology into homes, be this to improve energy efficiency, education or connectivity to reduce seclusion and loneliness.
- Encourage and **facilitate reduction of our carbon footprint** across the city through the local food production, renewable energy programmes and visibility of consumption through the internet of things.
- **Market our green tech strengths** and network globally to promote support (of any scale) in our local investment projects.

A CITY OF CULTURE

WHY?

Reading already has a rich heritage and strong cultural base which has the potential, if capitalised upon, to make us both a cultural and tourist destination in our own right, while also delivering a fair, yet dynamic and enticing lifestyle for our current and a growing number of future inhabitants. A strong cultural destination is important to businesses seeking suitable locations. Today, our diverse communities mark numerous religious festivals and occasions, while also containing members from all generations, each of whom can share and celebrate in Reading's heritage and contribute to our social scene on various levels. As we aspire to deliver a strengthening retail and tourism destination, we must ensure we encourage and support our successful differentiation.

WHAT?

A city that builds on the success of the iconic Reading Festival to deliver arts and culture to people of all ages and ethnicities, Reading will facilitate community interaction and opportunity. The music festival will spill out, infiltrating the city itself all year round, through the provision of vibrant public gathering spaces and street life, diverse venues and embraced cultural diversity. The city will integrate, enhance and celebrate our heritage, bringing it to life through modern interpretations as well as preservation. Comedy, independent retailers and pop up shops, street cafes and markets, community and creative hubs, workshops and live-work units will all support start-up businesses and facilitate the celebration of art, craftsmanship and culture. Sporting events, religious and international festivals could all be celebrated and woven throughout the urban fabric to bring our city to life, promote health and wellbeing, while also intensifying activity around key city centre nodal points and community hubs throughout our suburbs. All this activity will be celebrated and shared across a central hub, providing visibility and access to all.



URE & DIVERSITY



HOW DO WE DELIVER THIS?

- A **broad coordinated programme of arts, culture, music and history** city-wide, which maximises all community and religious event opportunities and incorporates a new Reading on Thames Festival of arts and culture.
- Technology becomes a key facilitator of our cultural programme to **showcase and share events and information**.
- Deliver a **new theatre** with maximum appeal and accessibility.
- Deliver a **programme of public art city-wide**, utilising our open space and core gathering areas, to deliver events, supported by collaborative, community-led arts space, studios and workshops.
- **Refurbish existing heritage assets** for preservation as well as for temporary and modern, innovative uses, e.g. the Prison, Abbey, etc.
- **Broaden education/training** to ensure that arts and humanities are represented and young people are involved, while also ensuring support for the city's wider mental health and wellbeing. At a higher education level, through the school of architecture, drive the opportunities for advancing architectural ideas and opportunities city-wide.
- **Support the greater diversification of our retail offer** to deliver strong, local independent brands, interim retail solutions and differentiation through flexible retail opportunities, workshops and collaborative studio spaces.
- Develop a strong, coordinated and **well-marketed leisure offer**.
- **Capitalise on our music heritage** and standing delivered by the Reading Festival, to broaden visibility of this festival and musical opportunity city-wide, and further support our growing night-time economy.

A CITY OF RIVER

WHY?

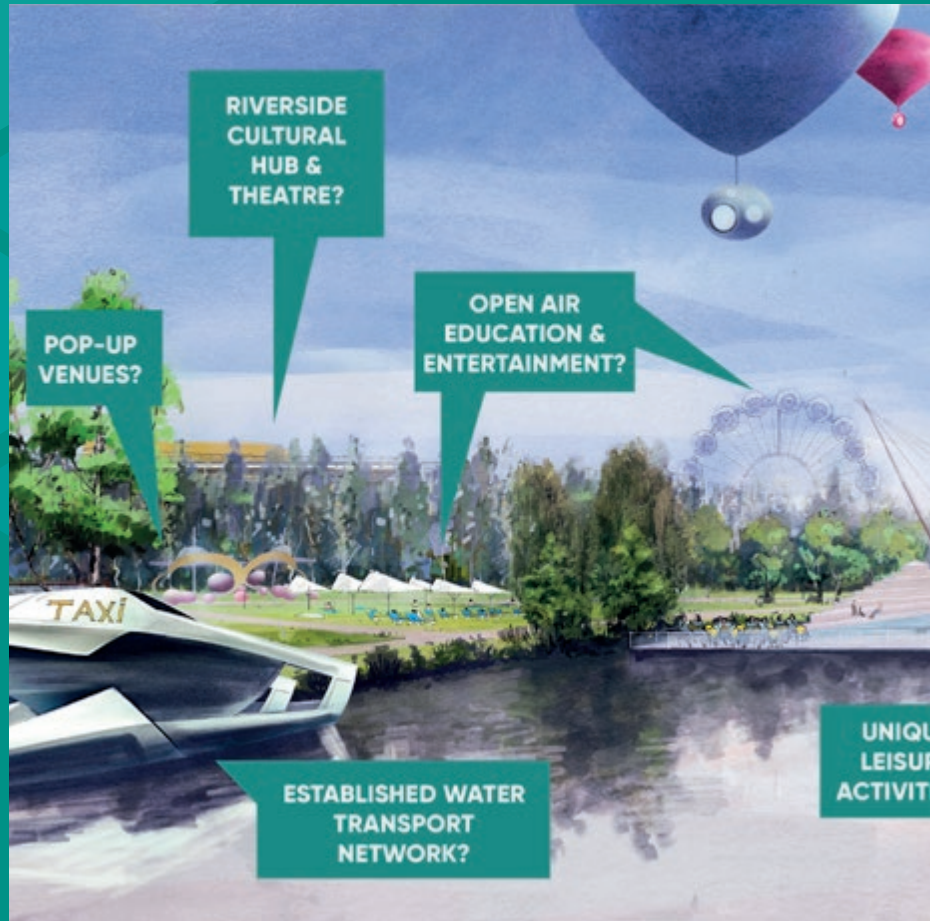
Not just the River Thames, but the River Kennet, the Kennet & Avon Canal and the Holy Brook all weave their way through and under much of our city, defining and offering opportunity via their river banks and crossings. Throughout our consultation however, people raised the lack of waterfront and opportunity to experience it, as a wasted opportunity. Cities around the world celebrate their water courses, and use them to improve the quality of life for residents, by improving accessibility and utilising water's cooling properties in urban environments. Low lying land and the risk of flooding is a challenge for Reading, but it can also be an opportunity. Considered management and design could better utilise these areas for recreation and leisure, and install advanced technology to enable greater occupation of these areas for wider uses. Throughout Reading we have a variety of parks and gardens, but by better connecting our green spaces we can provide access for all, a green lung for the city and support greener, smarter, safe modes of transport.

WHAT?

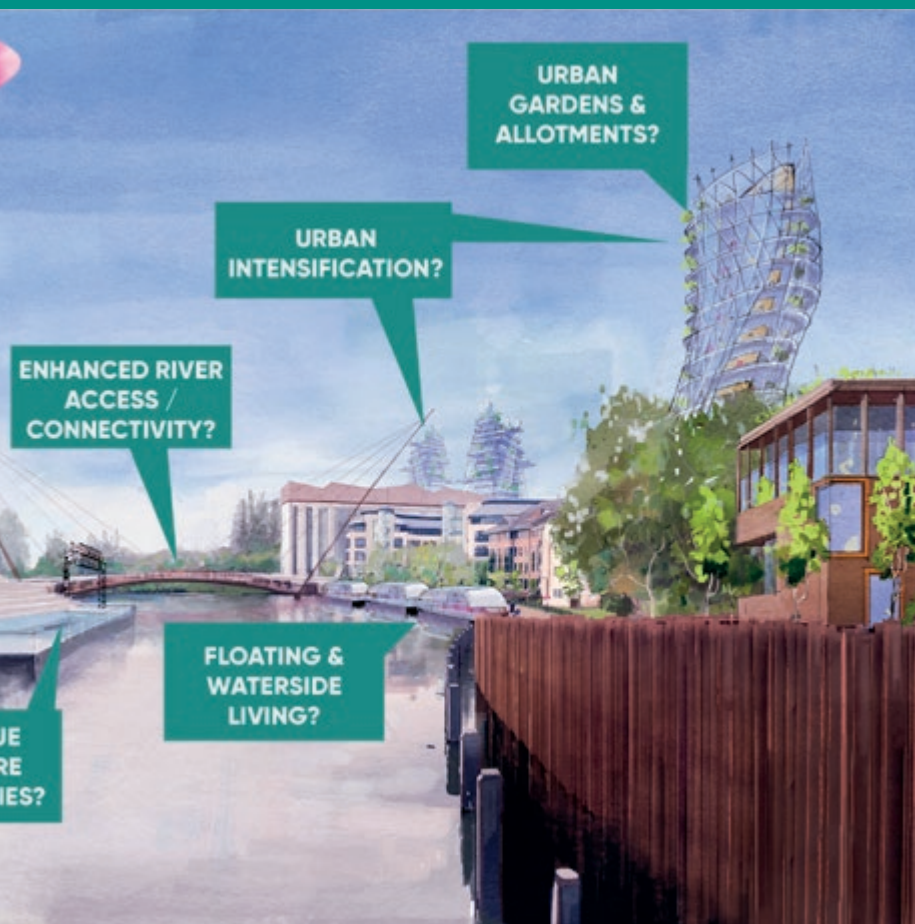
A city that recognises how water has shaped much of Reading will celebrate our waterways, opening them up to offer recreational spaces and sporting facilities. Waterside living will be possible and attractive to a broad range of the community, through house boats, and urban intensification, where suitable. A greater number of considered, usable green spaces will deliver leisure and social opportunities throughout the town.

Buildings will become green in their own right, with indoor and outdoor growing spaces woven throughout the built fabric of the city, on roofs and walls, to soften hard surfaces and minimise run-off.

Increased occupation of our green spaces will be facilitated through improved navigability and signage, pop-up and permanent accommodation options, shared surfaces and the promotion and celebration of education, sporting and leisure opportunities of all types.



RIVERS & PARKS?



HOW DO WE DELIVER THIS?

- **Open-up the rivers and waterways** to facilitate and encourage greater levels of movement, access and waterside city living.
- Develop **greater connectivity through our green spaces** and waterways via a considered strategy which includes greening the IDR to act as a lung for the city, and embedding the 'internet of things' technology within it.
- Develop urban and waterway strategies for **food production**.
- Engage with leading built environment industry specialists to **encourage the considered provision of open space**, bodies of water and vegetation in our urban spaces, inside and on buildings, in order to minimise heating and cooling requirements and pre-empt climate change impacts.
- Develop a considered **city-wide water management strategy** to maximise the opportunities and minimise the threats it presents.
- Utilise the **renewable energy** opportunities our rivers and waterways and open space already present.
- Boost the riverside economy by developing new **water travel and marina business opportunities** and supporting new local and international water activities.
- Open our rivers and green spaces as areas for **education, leisure and sport**.
- Enhance and **encourage understanding of the ecology and biodiversity** of our open space for informal leisure activity and educational purposes.
- Encourage and **facilitate community ownership of open spaces**, including a co-owned schedule of events and activities.

WHAT DOES SUCCESS

The scenarios we have created for each city theme are not part of the statutory planning process and not specific to the areas shown, but instead are a selection of ideas to inspire and prompt thinking into what could be possible in Reading.

We see all three of these city themes...



...as being crucial to Reading's long-term success as a smart and sustainable city. We have brought all three together into the following vision statement comprising of six points.

SHARES
SUCCESS
TO SUPPORT & ENABLE
THRIVING
COMMUNITIES



DELIVERS
A REAL SENSE OF
PLACE
& IDENTITY




CESS LOOK LIKE?

THRIVES
ON CULTURAL
& CROSS-GENERATIONAL
DIVERSITY



RECOGNISES OUR
HERITAGE
& NATURAL ASSETS



EMBEDS  **TECHNOLOGY** TO DELIVER
 **INNOVATION**
& LOW CARBON LIVING FOR ALL

WELCOMES
ETHICAL 
AND **SUSTAINABLE**
BUSINESSES WHO
SUPPORT
READING



WHAT DOES SUCCESS

HERE ARE SOME POTENTIAL **NEWS HEADLINES**

**'READING NAMED UK'S
FRIENDLIEST CITY'**

**'HENRY I EXPERIENCE IN
READING AWARDED TOURIST
DESTINATION OF THE YEAR'**

**'READING CITED AS
A MODEL OF SOCIAL
EQUALITY'**

**'READING FLOATING
HOMES COMMUNITY
CELEBRATES 10 YEAR
ANNIVERSARY'**

**'READING'S NEW IDR PARK
TO BE FINISH OF TOUR OF
BRITAIN 2050'**

**'READING NAMED #1 FOR
UK CREATIVE INDUSTRY
APPRENTICESHIPS'**

CESS LOOK LIKE?

IES...

'FLEET OF DRIVERLESS
CARS DELIVERED TO
READING CITY CENTRE'

'READING NAMED 'CLEAN
AIR' LEADER IN UK'

'READING
NAMED UK CITY
OF CULTURE'

'ALL READING
SCHOOLS NOW IN
THE UK TOP 5%'

'READING NAMED MOST EXCITING THAMES-
SIDE LOCATION OUTSIDE LONDON'

'READING BECOMES FIRST UK 100%
RENEWABLE, SELF-POWERED CITY'

NEXT STEPS...

“WITH **READING UK** LEADING THIS PROCESS, AND THE **UNIVERSITY OF READING, BARTON WILLMORE AND READING BOROUGH COUNCIL** IN SUPPORT, THE LAUNCH OF **THE VISION MARKS** ONLY THE BEGINNING OF A PROCESS.”

To realise this Vision, we need to maintain momentum, securing cross-organisational collaboration with both the private and public sector and propose the following initial steps:



Support the communication of the Vision to the community.



Further develop the steering committee and leadership.



Set out a route map of incremental steps for the most ambitious ideas.



Push the Vision out UK-wide and internationally.



Split the opportunities into clear workshop streams.



Drive participation in these workstreams across Reading's professional and local community.



Each workstream to develop an understanding of work already underway/pending proposals.



Invite further thoughts and contributions through ongoing activity.



Encourage and support local initiatives that impact upon the workstreams and assist in their delivery.



Drive wider understanding and debate via the Reading 2050 Public Lecture Series 2017-18, hosted by the School of Built Environment, University of Reading.



Undertake a review of funding streams available including Government Grants, TIFs, Carbon Bonds, Crowdfunding and Local Investment Funds.



Drive regular reporting and collaboration across workstreams.



Report back to wider business and local communities.

GET INVOLVED

“**COLLABORATION IS ESSENTIAL TO DELIVERING THIS AMBITIOUS VISION. THE READING 2050 VISION PROVIDES EXCITING OPPORTUNITIES FOR US ALL TO ENGAGE WITH AND HELP TO SHAPE THE DELIVERY OF CHANGE FOR READING.**”



nto Reading 2050



From Reading residents to national property investors; students to entrepreneurs; University Lecturers to community leaders; employees in international organisations to Members of Parliament, we all have a role...

GET INVOLVED

Below we have set out how you might contribute. We urge you to carefully consider what your personal contribution could be in realising a great, smart and sustainable future for Reading by 2050.

SHARE AND CONTRIBUTE YOUR IDEAS:



Visit the website to watch the videos and find out more on the vision.
www.Reading2050.co.uk



Tell us about your local community and local initiatives already in place.



Consider how the ideas in this Vision could be embedded in your home or work life.



Follow the Facebook page and share your thoughts
www.facebook.com/Reading2050.



Share ideas on how some of these ideas might help you and your neighbours.



Talk to your local councillor about the ideas raised and your thoughts on them.



Contribute on Twitter
[#Reading2050](https://twitter.com/Reading2050).



Support or contribute to local initiatives or activities in your community, sharing them on social media and wider arts platforms.



Contribute your personal knowledge, skills, contacts or understanding of best practice to assist in realising the Vision.



Tell us how your projects/ activity can proactively feed into the Vision.



Become a supporter of Reading 2050 Vision by registering for email updates, and attending future events.



Volunteer your expertise to the focused workshop streams.



rdg 2050

A VISION FOR READING 2050

DEVELOPED BY...



**BARTON
WILLMORE**

SUPPORTED BY...





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