

READING FC / SOUTH READING LIESURE CENTRE DEISGN STATEMENT

Beaumont House
59 High Street
Theale
Reading
RG7 5AL

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Project No. 5018344 – Reading Football Club Community Trust - Social Inclusion Unit

0118 932 3088
www.ridge.co.uk

INTRODUCTION

Reading Football Club Community Trust nationally began in 1992 with the main objective being to recycle ex-professionals back into the game by delivering coaching sessions out in the community. The scheme was called 'Football in the Community', and the national initiative was governed by the PFA rather than the football clubs, with most of the 92 clubs taking up the offer.

Football in the Community was a national initiative and broken up into regional areas throughout the country with Reading being in the South West area along with Southampton, Bournemouth, Exeter, Torquay, Swindon, Bristol City, Bristol Rovers, Wycombe Wanderers, Oxford, Hereford, and Cheltenham – with each area being assigned a regional manager from the PFA to sit on club forum meetings. The initiative was set up to get ex-players back into work through football and in the south west we had, Tommy Hutchinson at Bristol City, Peter Rose Brown at Oxford United and Richard Hill at Reading.

THE COMMUNITY TRUST TODAY

The Community Trust exists to help and increase participation levels within young people in the local and surrounding communities of Reading, using football and sport as the main engagement tool. As the Community arm of the football club, we help to promote the club by delivering activities to develop and educate people around either local or national issues – obesity, drug awareness, sexual health, alcohol abuse, racism, anti-social behaviour, truancy etc.

The Trust is also a recruitment arm of the football club's Academy, increasing participation levels in football and sport to both male and female participants by offering elite programmes in football through the Academy or our college programme, with the ultimate goal of becoming a professional player at the football club.

Reading Football Community Trust represents Reading Football Club within the local and surrounding communities, acting as an extension of the club to engage with local people and make a genuine impact on their lives. The Trust's motto is 'Care, Develop, Educate' – neatly encapsulating the aims of our work in the local and surrounding communities, highlighting the advantages of young people leading healthy, active, and socially inclusive lifestyles. The club's main engagement tool is through football; however, the Trust delivers a wide range of activities through its five main pillars of activities. The Trust pledges the following young people

- To create a positive learning environment
- To enhance development
- Providing football development opportunities at all levels of the game
- To promote role models
- To develop understanding of and within the game
- Help build confidence, self-esteem and promote personal development
- Improve individual performances
- Encourage healthier lifestyles throughout the community
- To create and maintain stronger links between local community and the football club
- To promote and develop a wide range of facilities
- Help to support safer, stronger, and more secure communities
- By using football as a vehicle, we will educate our local communities

- To support volunteering and provide employment opportunities
- To increase participation in football and active recreation
- To provide wider community usage of the club
- To support the development of individuals and groups regardless of their race, culture, religion, gender, ability, sexual orientation, ethnicity, or social status

To those existing and potential partners...

- To bring together traditional and non-traditional football activities and environments
- To help identify pathways leading to additional training, volunteering and career opportunities
- To inspire innovate football and opportunities
- To promote, enhance and develop food working relationships
- To provide a professional and positive working environment

THE SITE

The site is situated circa 3 miles from Reading town centre, in an area known as Whitley and is located opposite the John Madejski Academy off Northumberland Avenue. The choice of site for the Trust was appealing due to its proximity to the stadium, its wider sport facilities (pitches) and is a representative location of where many participants are located. South Reading Leisure Centre has the following facilities: swimming pool, gymnasium, racket sports and 3G pitches to the east of the building. Access is from Northumberland Avenue with parking located to north, south and west of the building.



Figure 1: Google Maps Aerial View

THE APPLICATION / PROPOSAL:

The Community Trust's is currently located on land adjacent to the Select Car Leasing Stadium (home of Reading Football Club), and the proposal is to relocate to South Reading Leisure Centre. Due to the redevelopment of the present site the Community trusts Social Inclusion department has had to relocate to a suitable site within the local area, having investigated several sites South Reading Leisure centre was identified as the most suitable location.

The Applicant in association with Reading Borough Council and their leisure centre operator GLL have identified rooms within the building that are suitable for adaptation and are not required as part of the current centre operations/ offering. The proposals for the relocation are internal refurbishments and adaptations to suit the new home of the Community Trust's educational remit. The proposed uses by the Community Trust are ancillary to the main use of the building.

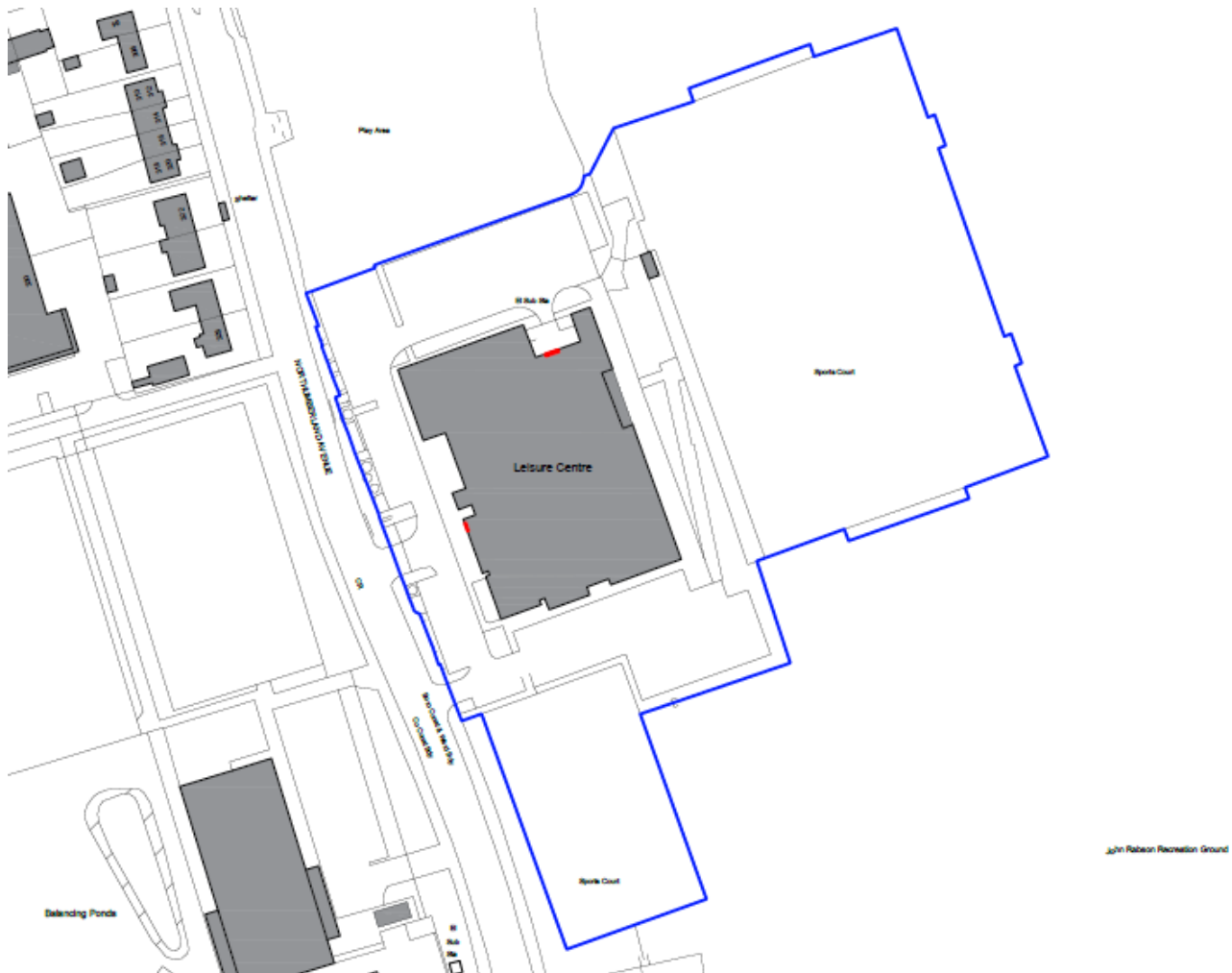


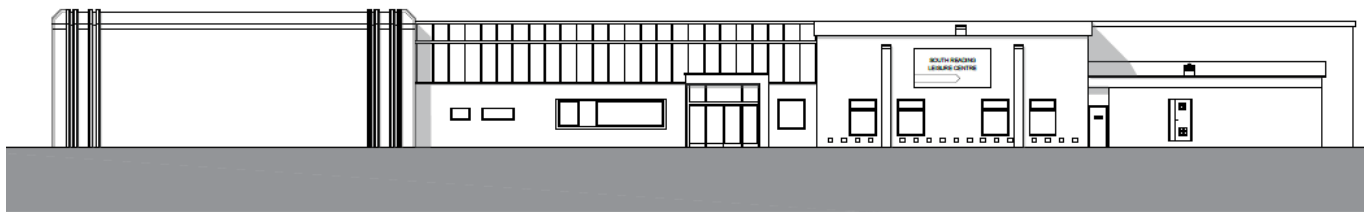
Figure 2: Site Location Plan (NTS) (Refer to drawing 5018344-RDG-XX-ST-PL-A-100)

Key:

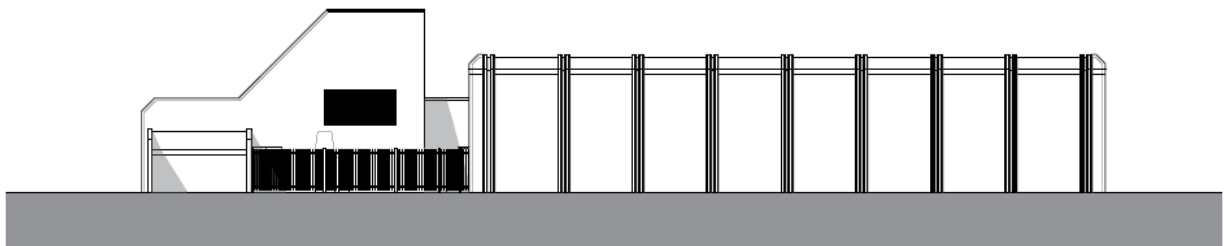
- Curtilage Line
- Red Line Boundary

The proposals that are require planning consent are;

- North Elevation: Redundant Plant Room currently has a structural opening with louvre panel which would have provided the required level of natural ventilation necessary for the plant room. The proposal is to remove the louvre screen and replace with an aluminium window frame with double glazed unit. The opening lights within the window are as illustrated on the application drawing. The proposed window will partially fill the existing structural opening with the remaining area being infilled externally with brickwork to match existing.
- West Elevation: Former Fitness Room has no natural light and it proposed that this room is converted to a multi-use space, with a requirement for natural light. The proposal is to provide a window to the front elevation and relocate an existing sign to suit. The window will be an aluminium frame with double glazed unit, as illustrated on the application drawings.



FRONT ELEVATION A-A



SIDE ELEVATION B-B

Figure 3: Existing Elevations (NTS) (Refer to drawing 5018344-RDG-XX-XX-EL-A-201)

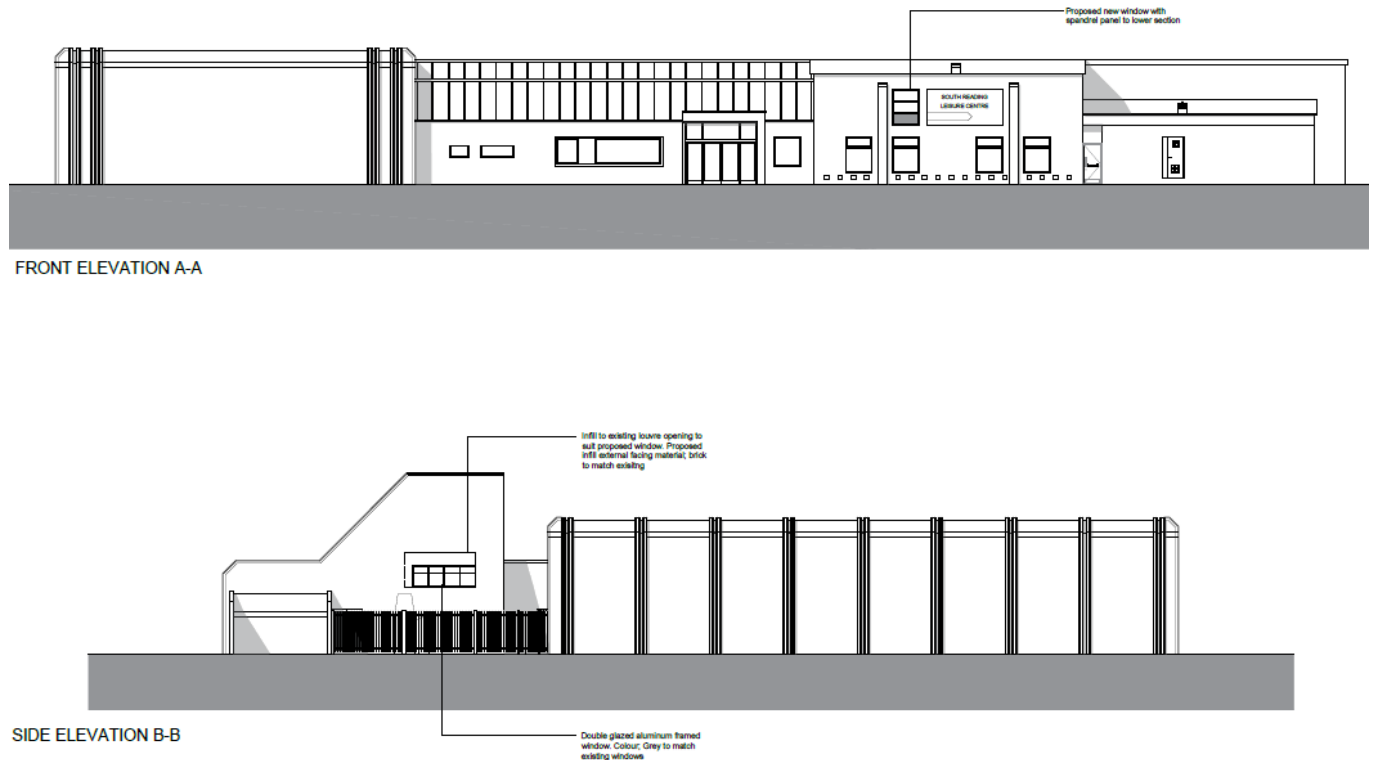


Figure 4: Proposed Elevations (NTS) (Refer to drawing 5018344-RDG-XX-XX-EL-A-201)

PLANNING POLICY:

The proposed changes comply with the necessary planning policy laid out by Reading Borough Council. In the *Local Plan (Adopted November 2019)* the policy CC8: *Safeguarding Amenity* ensures any new proposal does not cause any detrimental impact on the living environment of existing residential properties. We believe that the proposals do not create any overlooking issues due to the nearest residential dwellings being in excess of 170m to the north and south of the site.

CONCLUSION:

We believe that the proposals are minor alterations and do not visually impact the building appearance whilst redundant rooms are being re-purposed for re-use.