



Cube Real Estate | Scours Lane, Reading

Public representations summary - April 2022

Introduction

In February 2022, Cube Real Estate withdrew its planning application (planning reference: 211706) for a new drive-thru restaurant in Scours Lane, Reading. The applicant wanted to further explore the level of local support for the plans in response to receiving a number of objections on the planning file. This report summarises the representations received regarding the application.

Cube Real Estate utilised social media to launch a campaign to better understand how local people felt about the proposals. This was to ensure details of the application would be seen by previously hard to reach groups who typically do not engage with the planning system. The campaign was targeted at those living within a 10km radius of the site and was tailored to age demographics of those who traditionally do not engage in planning matters.

Cube Real Estate advertised on a landing page website via Facebook with details of the application and highlighted the key benefits a new drive-thru restaurant would bring to the area. On the site there was an option to register support for the application and outline the reasons why this application would be welcomed. All of the supportive comments have been left by individual members of the public, many of whom live locally to the site, and the wording on the site made it clear that the data collected would be sent to Reading Borough Council.

The website has been viewed by **1,182 unique visitors and 101 individual supportive comments** have been submitted. There were four comments from people who objected to the plans.

Map of representations submitted:

The below maps outline the addresses and postcodes, the site is marked by the red icon in the middle of the map, whilst the green icons represent supporters for the application. These maps show that many of the 89 supporters who have put forward representations live locally. Other representations received come from those who work locally and support plans for a better variety of food outlet in this area.



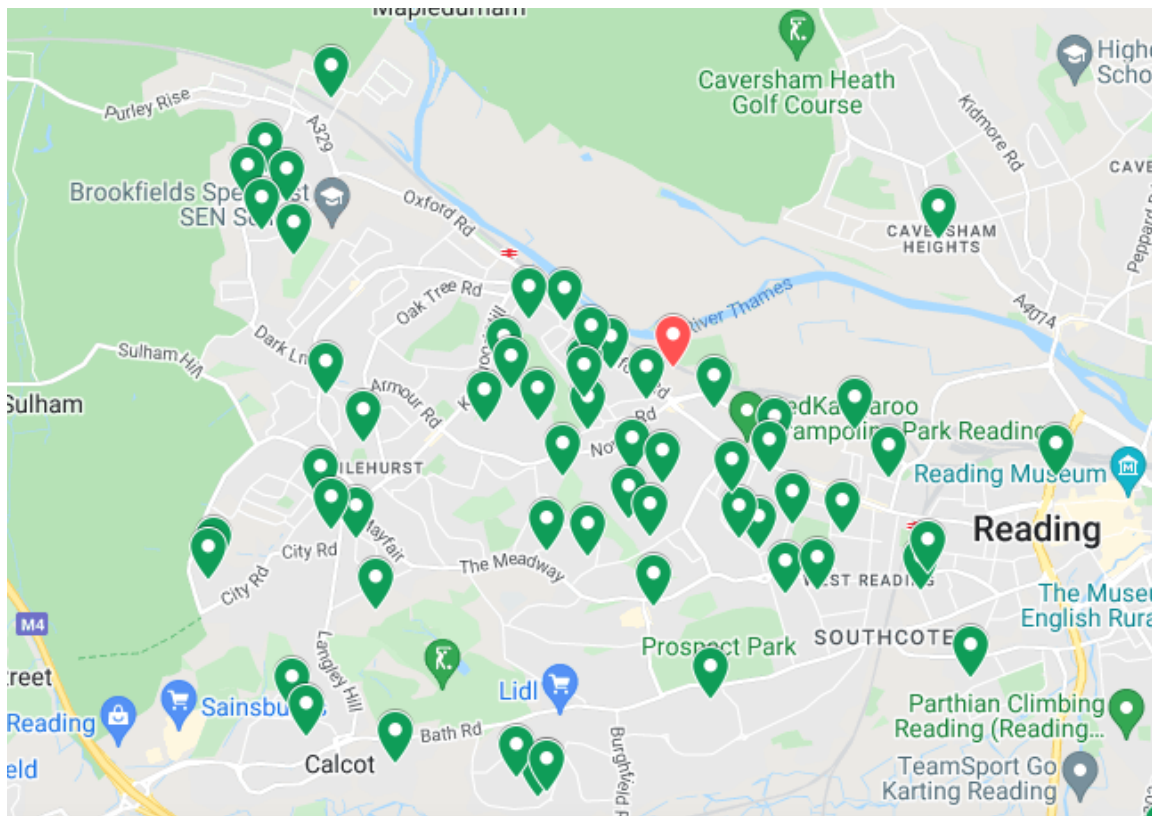


Figure 1 Representations map from the immediate area

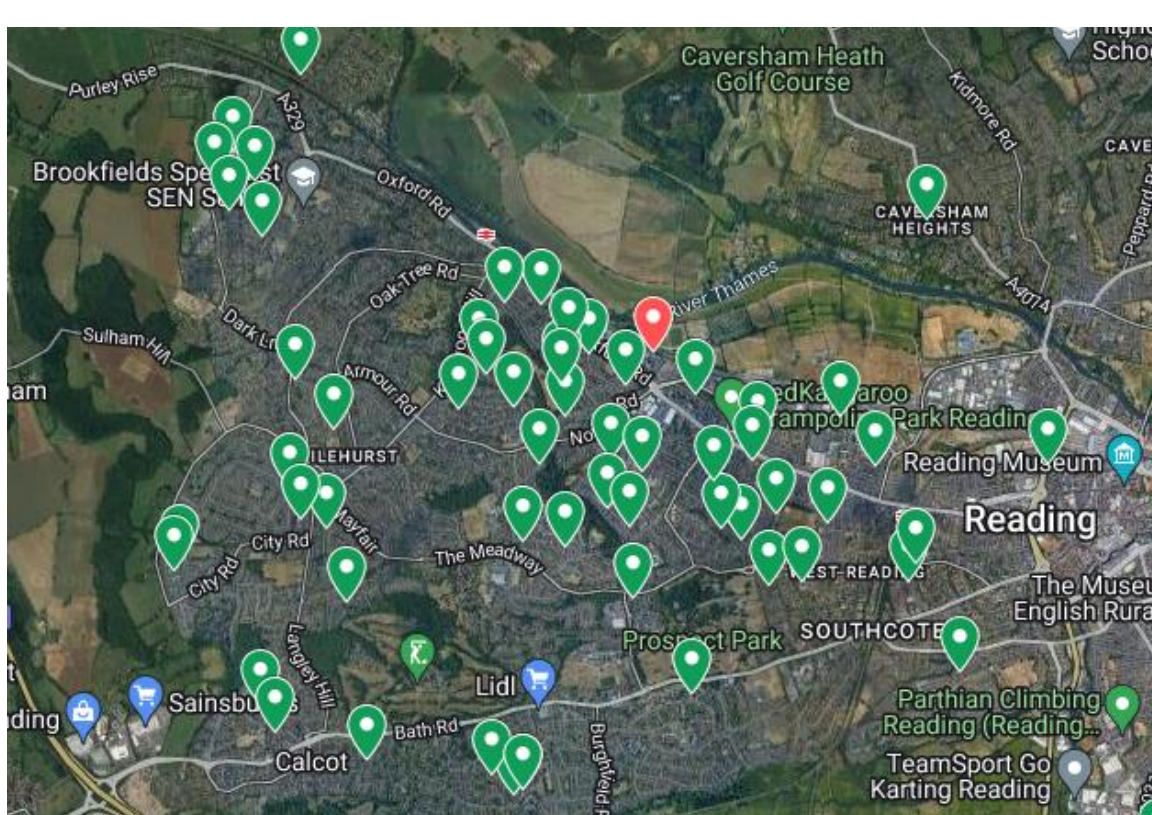


Figure 2 Satellite view of supportive representations





Key issues raised:

An analysis of the comments received has been undertaken and the key themes set out in the below section.

Location

Several respondents cited the location of the proposed store as a reason for their support.

Example comments:

- *"This location is perfect as it's only down the road from a lot of residents and offers something different that we do have round this area."*
- *"It's in a good location, not got anything like it this side of town."*
- *"Perfect location for the Tilehurst area which does not have a Greggs."*

Consumer choice

A number of respondents felt the provision of a new drive-thru Greggs would give consumers in the area more choice of food outlets.

Example comments:

- *"Nice new variety of food in Tilehurst."*
- *"Because I live just near it, and it would be good to have some healthier choices nearby when watching reading city football club."*
- *"Brings new business to the area, it's a very popular area for workmen but doesn't have much choice for quick accessible food."*

Increased employment opportunities

Respondents supported the proposals as they would increase employment opportunities in the area.

- *"Would create multiple jobs both in the building of the premises plus the staff who work in it."*
- *"Creates jobs and gives an alternative to the greasy options currently nearby."*
- *"A great idea for additional employment in the area and a very good company."*





Continued engagement

Cube Real Estate is committed to continued engagement with local residents and stakeholders. Discussions are ongoing with existing businesses in the vicinity of the proposed site, including the owner of a local food outlet who has been vocal in his opposition to the plans.

In addition to nearby businesses, Cube Real Estate has continued to update local ward councillors regarding the plans, offering meetings with them should they be interested. This engagement will continue as we move forward with the plans.

The landing page website detailing the plans will be kept 'live' to enable local residents to view the plans at their leisure should they wish. Contact details for the project team will remain available so visitors to the site can contact us should they have any questions.

