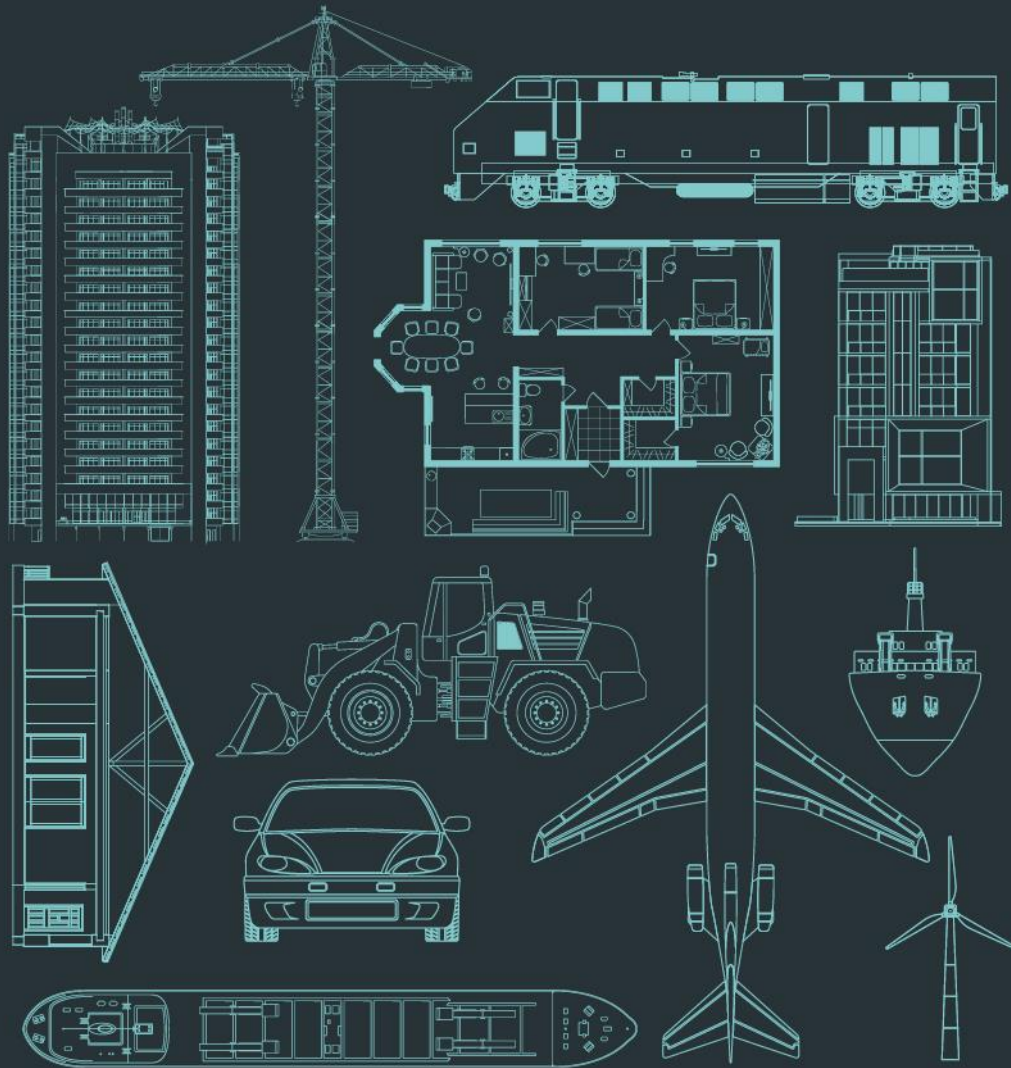




Statement of Community Involvement

Land at the former Reading Golf Course, Kidmore
End Road, Emmer Green, Reading

Prepared for Fairfax

November 2021

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Executive summary

Fairfax is committed to consulting with the local community regarding its revised proposals for new homes at the former Reading Golf Club, Kidmore End Road, Emmer Green, Reading.

Residents were given the opportunity to give feedback regarding the proposals via a host of different channels. A website, freephone information line and project email address were made available throughout the process for interested parties to receive further details and to provide feedback.

To deliver a robust and accessible consultation, Fairfax deployed alternative methods to continue consulting the community regarding the proposals for the redevelopment of land at the former Reading Golf Club. A virtual public exhibition was therefore held between **Monday 18th October and Monday 1st November 2021.**

An initial virtual exhibition invitation newsletter was sent to circa **2,050 residents on Monday 18th October 2021**, providing information about the plans as well as advising them of the consultation period.

Paper copies of the plans, as well as feedback forms, were available on request, to ensure the consultation was inclusive.

During the consultation period, Fairfax received **89** feedback responses concerning the amended plans for the former Reading Golf Club, comprising **81 online feedback forms** and **8 emails**.

However, two additional feedback responses were received by individuals who objected to the scheme indicated that they were “Under 13” on their website feedback submission. As it would be unacceptable to process their data, their objections have not been included within the numbers referred to above or the analysis below.

42% of overall feedback was supportive of the principle of the development, with a further **3%** supporting the principle of development, whilst also offering reservations. Therefore, **45%** of overall feedback received was supportive in principle of the proposals.

A further **48%** of the total responses received objected to the proposals, while just **7%** of respondents indicated that they were unsure about the principle of the redevelopment of the former Reading Golf Club.

Those who supported the proposals were positive about the site’s development, agreeing that there is a strong local need for affordable housing. Other positive comments included:

- That the development will increase the young population in the area.
- The development will bring increase in amenities to the area.
- The increase in financial investment will benefit the local population currently residing in the area.
- There is a dire need for more homes, rather than flats in the local area.

The key concern raised related to a proposed disregard for the local plan and residents concerns. In particular, objectors noted frequent objection to the proposal and cited the local plan land allocations being sufficient enough to cover the housing quota for the area. Furthermore, objectors also cited the lack of leisure facilities and local infrastructure already being stretched as reasons to decline further development. Concerns were also raised regarding the following:

- Development should be saved for brownfield sites and leave green field sites to be open space.
- The impact of the increase in population will cause an unsustainable increase in traffic congestion, the road infrastructure won’t be able to sustain this.

- The affordable housing promised is what is required by the government and not anything on top of that.

As to the feedback forms themselves:

- Fairfax welcome the responses to Question 2. **63%** of respondents to this question indicated that they welcomed the provision of affordable homes on this site, while just 29% of respondents highlighted their opposition to this element of the revised proposals.
- Fairfax welcome the responses to Question 3. As part of its amended masterplan for this site, Fairfax significantly increased the amount of publicly accessible green open space proposed. The responses to this question indicate that **75%** of respondents welcomed this change, with **65%** offering full support while **10%** offered support for the principle, with reservations. Only **22%** of respondents objected to the additional provision of publicly accessible green open space within these revised plans.

Fairfax has carefully reviewed all the feedback received up to the advertised closing date of **Monday 1st November 2021**, and the main comments raised by the local community have been addressed within this document and the wider material submitted as part of the application.

Fairfax is committed to engaging with the local community and, following the submission of the application, will ensure that interested parties and key stakeholders remain informed and updated regarding the proposals.

This document provides a chronological account of the pre-application consultation undertaken and a review of the feedback received.

1. Introduction

- 1.1 Fairfax has acquired an interest in land and the former Reading Golf Club, Kidmore End Road, Emmer Green, Reading, and is proposing to redevelop the site with a residential scheme consisting of high-quality new homes, public open space, and associated infrastructure.
- 1.2 Fairfax has taken time to review the feedback provided in relation to our previous application for this site. As a result, it is bringing forward significantly amended plans for this submission that respond, where appropriate, to the comments received.
- 1.3 This document has been produced with the aim of clearly and concisely highlighting the community consultation undertaken by Fairfax in respect of its revised proposals for the site.
- 1.4 This document provides a chronological account of the consultation activity that has been undertaken within the pre-application stages of the planning application and the activity that Fairfax proposes to undertake post application.
- 1.5 In order to assist with the community consultation and communication, Fairfax appointed BECG, a specialist communications consultancy, to form part of its wider project team for the proposed redevelopment of land at the former Reading Golf Club.
- 1.6 All feedback received before **midnight on 1st November 2021** is accounted for and represented within this document.

2. Background

2.1 Proposal site



- 2.1.1 Comprising approximately 12.1 hectares, the proposal site is located at the former Reading Golf Club, which has already relocated to The Caversham. The former golf club site was previously accessed from Kidmore End Road.
- 2.1.2 The application site is surrounded by existing residential development on three sides. The site is bounded by Eric Avenue to the west, Kidmore End Road and Brooklyn Drive to the east, and Lyefield Court and the Emmer Green Youth and Community Centre to the south. The north of the site features vacant land associated with the former golf course and woodland.
- 2.1.3 The site is in a highly sustainable location for residential development, being situated a short walk from the Number 23 and 24 bus routes on Kidmore End Road, which provides regular access to job opportunities in Reading town centre, as well as the railway station, cycling routes, and walking links.
- 2.1.4 Additionally, the site benefits from a range of shops, services, and amenities within a short walk, including two convenience stores, a post office, a doctors' surgery, church, nursery, primary school, allotments, and the Emmer Green Playing Fields.
- 2.1.5 Residents on this site would also benefit from excellent transport connectivity. By road, Kidmore End Road provides easy access to Reading town centre. By rail, Reading Station offers commuter access to a wider range of employment prospects.

2.2 Proposals



2.2.1 Fairfax's vision for this site is to deliver a sustainable, landscape-led development that respects the local topography, integrates with the surrounding residential communities, and complements the character of Emmer Green.

2.2.2 To deliver this, Fairfax are working towards the submission of a new and revised Outline planning application that seeks to deliver new homes while responding, where appropriate, to the comments received during our initial consultation. Our plans include:

- Up to 223 new dwellings and associated parking, helping address the borough's chronic housing shortage
- 67 new affordable homes, helping local families and new starters find a home of their own
- Extensive areas of green publicly accessible open space, including the provision of a locally equipped area of play
- Enhanced vehicular access from Kidmore End Road
- A network of cycling and pedestrian connections to integrate the development to neighbouring communities
- Sustainable travel features, including electric vehicle charging points and cycle storage across the development
- A sustainable urban drainage strategy to effectively manage surface water drainage and prevent flooding
- Extensive landscaping, including the delivery of new trees on site, the planting of 1,000 trees to enhance and extend Cucumber Wood, as well as ecology and biodiversity benefits

3. Community Engagement

3.1 Statement of community involvement

3.1.1 The Localism Act 2011

Section 122 of the Localism Act 2011 outlines that a person proposing to make a planning application on land in England should carry out consultation on the proposed application. This should include publicity considered likely to bring the application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.

3.1.2 National Planning Policy Framework (2021)

The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.

3.1.3 Fairfax has had regard to the NPPF at Paragraph 39 when it states that *“early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.”*

3.1.4 The NPPF goes on to highlight at Paragraph 40 that *“Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.”*

3.1.5 Paragraph 41 outlines that the Local Planning Authority should encourage other parties to take maximum advantage of the pre-application stage, noting that *“the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits.”*

3.1.6 Reading Borough Council

Fairfax has also due account Reading Borough Council's adopted Statement of Community Involvement (March 2014), including its advice to applicants to undertake a pre-application consultation exercise in advance of significant proposals

3.1.7 Therefore, in conjunction with developing the plans, Fairfax undertook a detailed programme of community engagement, as outlined in this document.

3.2 Engagement with Officers

3.2.1 Before the indicative plans were shared with the community, appropriate steps were taken to discuss the revised development proposals with Council Officers. Two meetings were held, which took place on **11th** and **19th August 2021**.

3.3 Dedicated website

3.3.1 A website was set up displaying information about the proposals and is being updated throughout the public consultation and planning process. The website is hosted at rgcdevelopment.consultationonline.co.uk

3.3.2 The website address was printed on the newsletter and relevant correspondence.

3.3.3 The website included:

- An overview of the proposals
- Relevant plans and layout
- Information about the virtual public exhibition, including exhibition display materials
- Information about Fairfax
- Information about landscaping
- Benefits of the proposals
- Next steps
- Advice regarding how to leave feedback
- An online feedback form
- A downloadable feedback form

3.3.4 The website was viewed by a total of **2,486 individuals** during the consultation period.

3.4 Virtual public exhibition

- 3.4.1 To ensure Fairfax could provide a robust and accessible consultation, a virtual public exhibition regarding the proposals was hosted on the project website. This allowed the local community to explore the revised proposals in detail and respond to them with their views, comments, and suggestions prior to the submission of an Outline planning application.
- 3.4.2 The virtual public exhibition was open for comments on the project's website between **Monday 18th October 2021** and **Monday 1st November 2021**.
- 3.4.3 An invitation newsletter was distributed to **circa 2,050 residential and commercial addresses in the neighbouring area** on **Monday 18th October 2021**, advising them of the proposals and the forthcoming virtual public exhibition. The following map illustrates the distribution area.



A map depicting the virtual consultation invitation distribution area

- 3.4.4 The invitation newsletter contained the following:

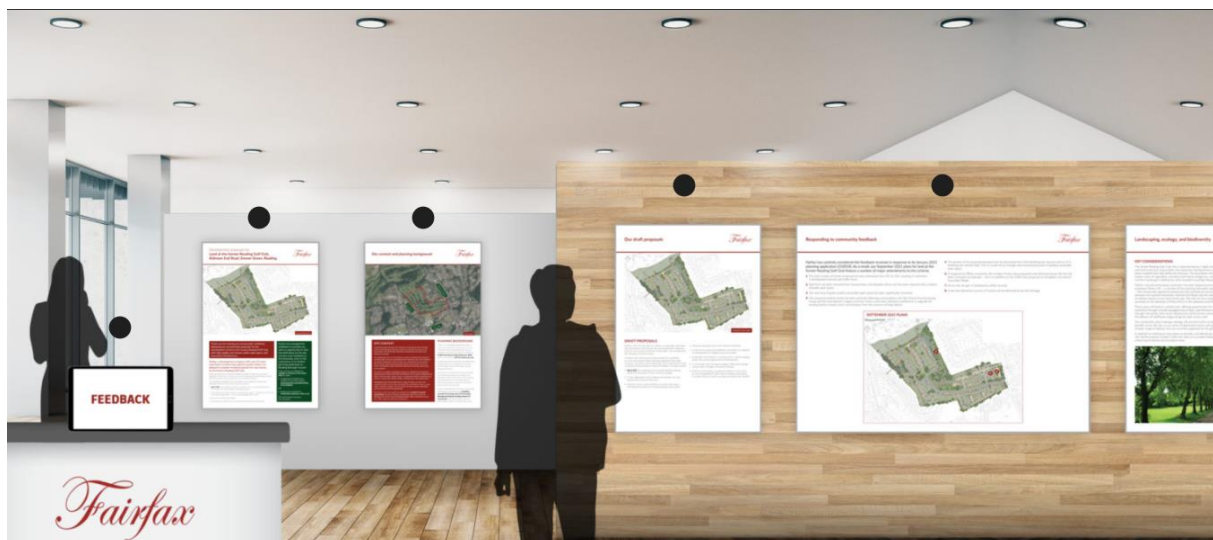
- Background to the revised proposals
- An outline of Fairfax's revised proposals
- An aerial view of the site, marked by a red line
- A proposed layout plan of the amended proposals
- Details of the virtual public exhibition and how to get involved
- Advice on how to leave feedback

3.4.5 A copy of the invitation newsletter can be found in the Appendices.

3.4.6 The invitation also displayed details of Fairfax's freephone information line and the project's dedicated email address to allow people to request further information or leave comments.

3.4.7 The virtual public exhibition displayed details about the proposal, which included information about:

- Welcome and purpose of the virtual exhibition
- Location and site context, including details of public transport and connectivity
- Planning background
- The revised proposals, and how Fairfax have amended its plans to respond to community feedback on the previous application
- Landscaping, ecology, and biodiversity
- Highways and drainage
- Next steps
- Details about how to leave feedback
- Key benefits of the revised proposals



An example of the Virtual Exhibition Display

3.4.8 Copies of the virtual exhibition display boards can be found in the Appendices.

- 3.4.9 Local residents could provide feedback by submitting the feedback form on the project website, emailing our project team via feedback@consultation-online.co.uk with comments or questions, or calling the freephone information line on **0800 298 7040**.
- 3.4.10 To ensure that as many members of the community could provide feedback as possible, the project team also offered for the virtual exhibition materials and a feedback form to be posted alongside a pre-paid envelope to provide comments on the plans.
- 3.4.11 A copy of the downloadable feedback form is included within the Appendices.

3.5 0800 comment facility

- 3.5.1 During and after the consultation, access to a freephone telephone information line was offered to those who wished to find out more about the proposals, or to register their comments via the telephone.
- 3.5.2 The telephone number used (**0800 298 7040**) was in operation Monday-Friday between the hours of 9.00am and 5.30pm. A message facility was available for voicemails to be left and responded to at the earliest opportunity to ensure information was readily available and that queries or concerns were addressed.
- 3.5.3 Information was given to callers where possible and, if questions were of a technical nature, these were passed on to project team members.
- 3.5.4 A freepost envelope was available, on request, alongside paper copies of the virtual consultation boards and a feedback form.

3.6 Engagement with stakeholders

- 3.6.1 As part of its commitment to community engagement, Fairfax also sought to engage key locally elected stakeholders on its revised proposals. On **Monday 18th November 2021**, in line with the launch of the virtual exhibition, Fairfax sent an email to the following members of Reading Borough Council:
- **Councillor Jason Brock** – Leader of the Council
 - **Councillor Paul Gittings** – Chair of Strategic Environment, Planning, and Transport Committee
 - **Councillor Clarence Mitchell** – Ward Member for Peppard ward
 - **Councillor Simon Robinson** – Ward Member for Peppard ward
 - **Councillor Jane Stanford-Beale** – Ward Member for Peppard ward
- 3.6.2 This email sought to inform key elected stakeholders of Fairfax's revised plans for the former Reading Golf Club, share details of the virtual consultation on the draft plans, and share details of the emerging proposals. A copy of the email, which is included in the Appendices, also invited these stakeholders to respond directly if they wished to provide feedback of the amended scheme.

4. Review of comments

4.1 Overall feedback received

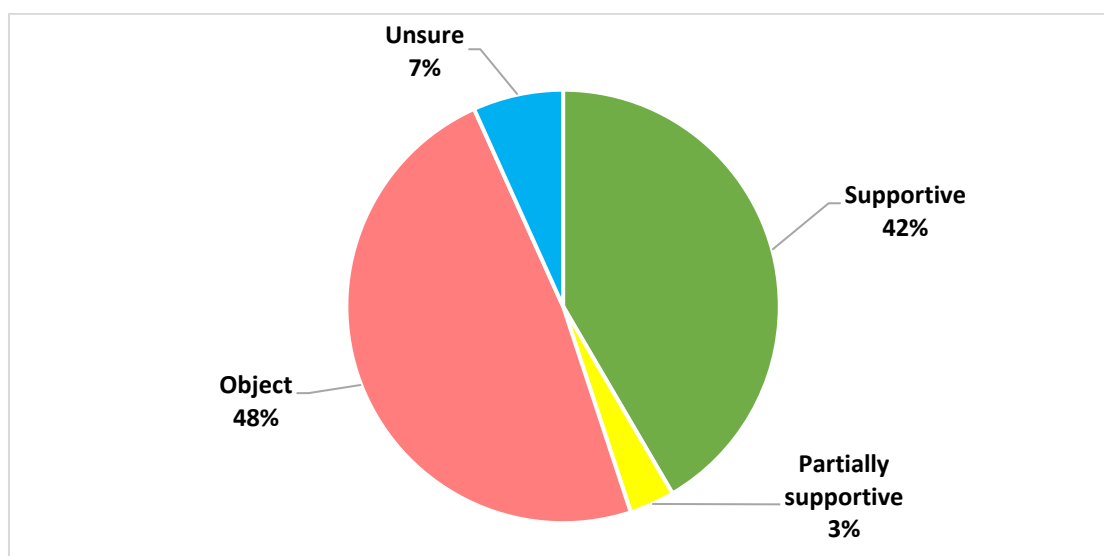
4.1.1 A deadline of **midnight on Monday 1st November 2021** was set for feedback. This Feedback Analysis reviews all feedback received up to this date.

4.1.2 During the consultation period, Fairfax received **89** feedback responses concerning the amended plans for the former Reading Golf Club, comprising **81 online feedback forms** and **8 emails**.

4.1.3 However, two additional feedback responses were received by individuals who objected to the scheme indicated that they were “Under 13” on their website feedback submission. As it would be unacceptable to process their data, their objections have not been included within the numbers referred to above or the analysis below.

4.1.4 The following outlines the total valid feedback received, including online feedback forms and emails.

Supportive	Partially Supportive	Object	Unsure	Total
37	3	43	6	89
42%	3%	48%	7%	100%



4.1.5 **42%** of overall feedback was supportive of the principle of the development, with a further **3%** supporting the principle of development, whilst also offering reservations. Therefore, **45%** of overall feedback received was supportive in principle of the proposals. A further **48%** of the total responses received objected to the proposals, while just **7%** of respondents indicated that they were unsure about the principle of the redevelopment of the former Reading Golf Club.

4.1.6 Those who supported the proposals were positive about the site's development, agreeing that there is a strong local need for affordable housing. Other positive comments included:

- That the development will increase the young population in the area.
- The development will bring increase in amenities to the area.
- The increase in financial investment will benefit the local population currently residing in the area.
- There is a dire need for more homes, rather than flats in the local area.

4.1.7 The key concern raised related to a proposed disregard for the local plan and residents concerns. In particular, objectors noted frequent objection to the proposal and cited the local plan land allocations being sufficient enough to cover the housing quota for the area. Furthermore, objectors also cited the lack of leisure facilities and local infrastructure already being stretched as reasons to decline further development. Concerns were also raised regarding the following:

- Development should be saved for brownfield sites and leave green field sites to be open space.
- The impact of the increase in population will cause an unsustainable increase in traffic congestion, the road infrastructure won't be able to sustain this.
- The affordable housing promised is what is required by the government and not anything on top of that.

4.1.8 The analysis will be divided into individual sections in order to address the specific questions asked via the online feedback form and emails.

Below is a top-line breakdown of all comments received from the 81 online feedback forms and 8 emails concerning the proposed redevelopment of land at the former Reading Golf Club.

Analysis of all feedback from 89 collective online and email responses

Theme	Frequency
Lack of infrastructure	19
Traffic congestion	17
Need for homes	9
The site should remain a green field	9
Failure to take into account the Local Plan	8
Positive about additional affordable homes	8
Increase in pollution	8
Negative impact of biodiversity	6
Supports the need of green areas	6
Not enough affordable housing	5

Too many houses	5
Need to be inviting to the young population	5
Welcoming of gardens	4
Failure to take into count objections	4
Eager to get on with it	3
Positive about home builds over flat builds	3
Well designed	2
Bring in extra amenities	2
Does not want development in the area	2
Area is over-developed	2
Need greater leisure facilities	1
Brings investment in the local area	1
Difficulties accessing the site with HGVs	1
Reheat of the same proposals	1
Lack of community engagement	1
Welcoming of new cycle paths	1

4.2 Online Feedback Form

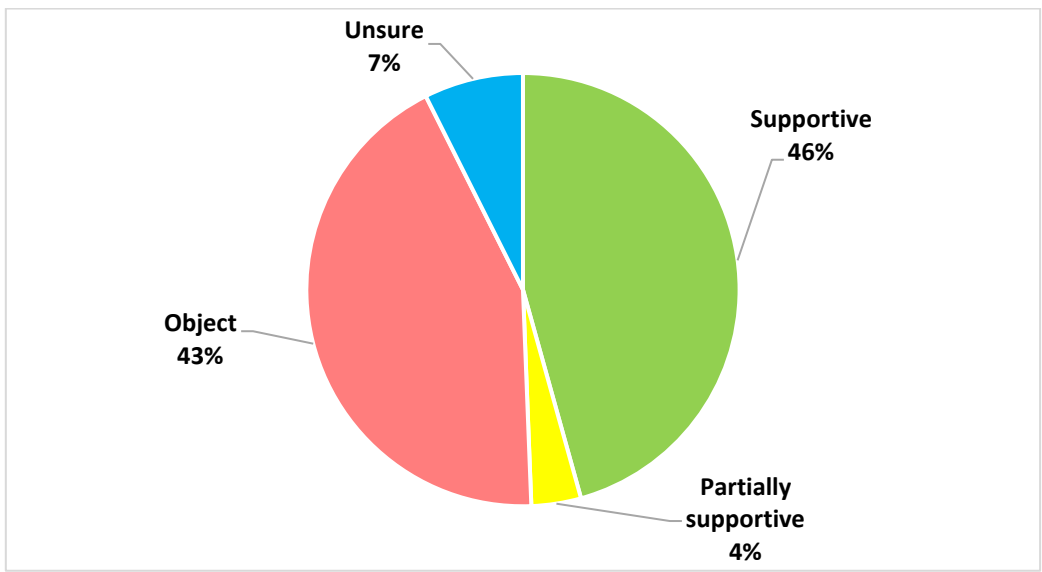
Below is a breakdown of the responses to the specific questions featured only on the online feedback forms.

N.B. The feedback emails asked particular questions while the emails were an opportunity for free entry comment. As such, they are analysed separately below. The first part of the analysis relates to the 81 online feedback forms.

Review of the responses to the specific questions featured on the online feedback forms.

Question 1: Do you support the provision of new homes on this site?

Supportive	Partially Support	Object	Unsure	Total
37	3	35	6	81
46%	4%	43%	7%	100%



- 4.2.1 46% of website form feedback was supportive of the principle of the development, with a further 4% supporting the principle of development, whilst also offering reservations. Therefore, 50% of website feedback received was supportive in principle of the proposals.
- 4.2.2 A further 48% of the total responses received via the forms objected to the proposals, while just 7% of respondents indicated that they were unsure about the principle of the redevelopment of the former Reading Golf Club.

- 4.2.3 Residents who indicated support in principle for the scheme, agreed that there is a strong need for affordable housing in the area, notably for the younger population to stay. Other supportive comments noted how the site's development of dwellings, rather than flats, is a welcome change to the area.
- 4.2.4 The most frequent recurring comments from the feedback forms concerned the impact of the development on local infrastructure and the development lacking additional infrastructure to support the influx in housing and a failure to consider the local plan parameters. Respondents also commented on local traffic congestion issues and few noted access as a concern. Other reservations included how the development would add to pollution, lack of sustainable infrastructure, and a general distaste to having further development.

Positive comments	Postcode
<i>"I think it'll be great for the local community and the forever need of homes around this area"</i>	RG7
<i>"Housing is required, this now vacant plot of land is surrounded by urban development on three sides, and the comprehensive plans proposed are the result of two years' consultation with the council."</i>	RG4
<i>"To get my kids to live more local, rather than in Shinfield"</i>	RG4
<i>"Reading requires family homes. Also, live next to the development on the old ministry of Fisheries site in Cooley. Have 179 homes on a space about a quarter of the Golf club proposal, and they look really fine. Was opposed originally but now am quite relaxed about it."</i>	RG1
<i>"The number of dwellings seems adequate for the size of the development as a whole."</i>	RG3
<i>"It would be good if local downsizes and genuine local first time buyers could be given priority on this site to free up many of the under occupied houses in Emmer Green and to let local young families remain in their home neighbourhood. It is a very desirable location so there is a danger that the private homes could otherwise command very high prices. Presumably the Council could reduce the s106 levy to allow sale at more manageable prices to maintain the strong local community"</i>	RG4
<i>"Need more affordable homes for the young generation to get on property ladder"</i>	RG7
<i>"Most developments around are blocks of flats. The proposed development at RGC will provide affordable HOUSES which are surely more appropriate for the needs of young families."</i>	RG4
<i>"Need more affordable homes for the young generation to get on property ladder"</i>	RG7
<i>"House prices are shockingly high, we need to provide family housing in places where people want to live. This is a great opportunity to do that."</i>	RG4
<i>"The development will bring much needed housing and amenities to the area"</i>	RG4
<i>"Looks fantastic with great community space."</i>	RG2

<i>"Fully support as we need more affordable housing. Around the Caversham area"</i>	RG4
<i>"There is a massive shortage of family homes - there's flats being built everywhere but not houses with gardens and we need them more than golf clubs or arboretums"</i>	RG30
<i>"great plans with houses, rather than flats, and open spaces."</i>	RG41
<i>"New homes are vital in this area."</i>	RG4
<i>"I applaud the reduction in the number of homes from the original planning application, but I am concerned that the reduction is not enough."</i>	RG4
<i>"I am definitely in favour of the development especially for the provision of affordable housing."</i>	RG31
<i>"Following the debacle at the Planning meeting earlier this year I believe this is a more suitable proposal. I like the fact that housing is further away from Cucumber Wood which maintains that green barrier from the adjoining local authority. I think it is a sensible move to accede to the local GP surgery request as this lowers potential traffic movements on the site. All in all I am supportive and have no objections to families having a nice house with a garden whether they are affordable housing or not. Reading are not building this type of housing stock in the Borough and who these days wants families with children to live in high rise blocks with no green space. Hope you succeed."</i>	RG4

Constructive comments and reservations	Postcode
<i>"We need new blood in the area , younger families, otherwise schools will have less children and it will not encourage people to move to this area.we will end up with an ageing population"</i>	RG4
<i>"i am pleased to see a reduction in the number of houses but concerned it is well above the number which is shown on the local plan. My understanding was that Kidmore End road and the junction to Peppard road would be improved made two way etc. Other changes are welcome!"</i>	RG4
<i>"As a member of Reading GC I would like to think that we will drive any developer towards environmentally improved houses. To that extent I hope that the new builds include heat pump technology rather than gas boilers."</i>	RG41
<i>"Something needs to be done with the land, but of grave concern is the supporting infrastructure in the greater Emmer Green and Caversham area. Just building new developments and expecting the rest to bear the additional load is unrealistic and irresponsible."</i>	RG1
<i>"Lack of local infrastructure to support"</i>	RG4
<i>"The utility infrastructure will not support 223 houses. The road system will not be able to cope with all the extra cars."</i>	RG4
<i>"First of all I think it is good that you are now engaging with the local community as this has not really been the case previously from you or RGC. It is also good that you have stated you will be making investments into the local school and doctors surgery. Hopefully this is instead of lining the pockets of the golf members who decided to sell</i>	RG4

the club which should have been a decision for all the community to decide upon not a golf member who does not even live within the local area.

However, the proposal are still very high level and not very clear on how much will be invested into the local school and surgery and when this will be and what it will achieve. Also there is no explanation of how the local roads are going to cope with the additional traffic. The Kidmore End road that runs along the park and past the black horse and white horse pubs is surely not wide enough for the additional vehicles that this development will bring. Plus the hundreds/thousands of journeys the lorry's and workmen vans will have to make each day during the build. The pavements are also very narrow and especially along Gove Road. How you going to overcome this without eating into the playing field ? and the pinch point by the Whitehorse. Your proposal also states the golf course site is an easy journey to Reading town centre / station. Well, I would welcome you to join my journey each morning during rush hour as I sit in my car for 25mins to make a 2 mile journey. I would go by bus if I could but it does not work with dropping off my daughter to school.

It is also good to hear you are planting 1,000 trees but how many will you have to cut down for the development ?”

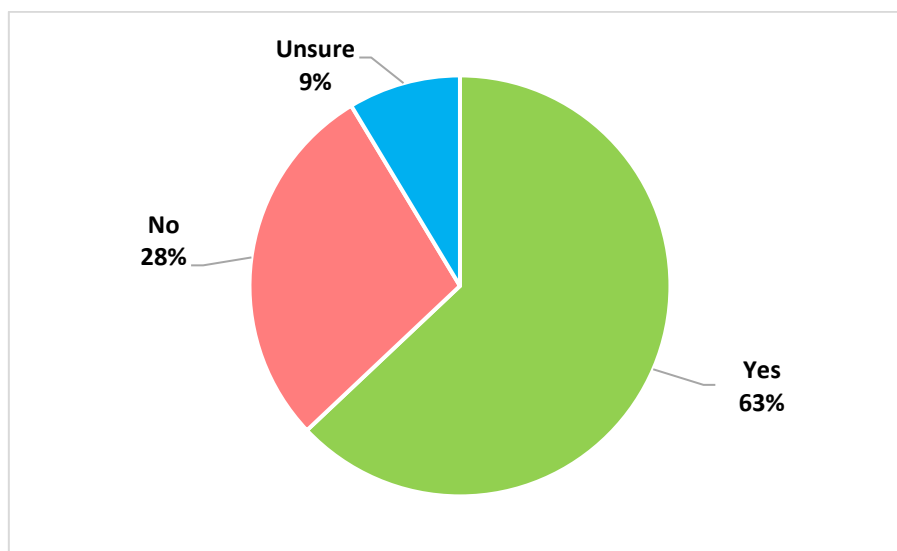
General comments	Postcode
"I'd like to move to a house with a garden but so few available in this area"	RG4
"This is a green space and should remain so. No matter how your company tries to make it look like it is environmentally friendly, leaving green space, allowing for biodiversity etc at the end of the day you are proposing to ruin the area by building 223 houses on the site, nothing can compensate for this destruction. This is just a PR exercise."	RG4
"Housing should not be permitted on green spaces. It will not enhance the area. Extra traffic will add high amounts of pollution, clog roads & reduce air quality."	RG4
"Clear Failure to listen to 3000 objections and to observe conditions of the Local Plan"	RG4
"Yet again you have totally ignored the residents and the council. The area that was put into the local plan is only a small part of the land, you have disregarded this and continue to be greedy and want to destroy the area by trying to build on the whole Reading site and have still allowed a nice t-junction so that you can extend straight into Oxfordshire where the 2nd hole/3rd tee used to be. This area is full, we can't take yet more building."	RG4
"The provision of new homes without additional major supportive infrastructure in an already densely populated area will lead to traffic gridlock. The only access to the development is via a minor road which is effectively an alternate lane single track towards the Peppard Road. This is totally lacking in responsible planning. The fact that it is likely that the majority of residents will need daily access to Reading town, the train station or the M4 via the already jammed Peppard Road only confirms this irresponsibility. Added to the equal sized development proposed on the BBC Caversham Park site, a quarter of a mile away, this will see Emmer Green seize solid. Cycling and walking are only practical alternatives for a relatively minor proportion of the population."	RG4
"I personally dispute that there is a need to build such a large number of houses on this site. Until you can deliver a realistic proposal which matches the limited development allowed for on Local Plan CA1b for the immediate area in which the existing club house stands, I will continue to oppose your proposals. There is little need for additional housing in this area. To extensively develop a large area of open green space while housing needs can be met by other planned developments and the use of brownfield sites would be contrary to the Council's environmental aspirations."	RG4
"The local infrastructure - road network cannot possibly sustain the increased traffic both during any build phase or subsequent legacy should this application go ahead. This will cause severe traffic congestion along Kidmore End Road with only single road due to the amount of parked vehicles and road safety concerns to all local roads, and	RG4

more than likely having wider knock on effect into Caversham and Sonning mostly during peak times which will be further into Emmer Green with an increase of pollution with school children walking to school to help in the environment by not using motor vehicles. Some of the other dangers of exhaust fumes include an exacerbation of heart disease due to hypertension and a degeneration of the cells which line blood vessels. Many of these pollutants found in exhaust fumes of course cause respiratory problems as well including, but not limited to, asthma. This will have an effect on people's health with nearby schools and playing fields on our door step. Please take a seat outside the local pub and watch the traffic ? Emmer Green and Caversham will not cope thats even on school holidays."	
"I object as firstly, you don't propose to build anything other than homes. What about schools, nurseries and drs surgeries? If you would propose either one of these then great, I'd definitely be more on board. But adding over 200 homes and then not providing the basic means for living along side them is just ridiculous to think that local residents would be supportive. I have a 3 year old and a new baby, they are going to be the ones who suffer from this massive over-population in schools and health care in years to come, if this proposal goes ahead. Also, have you actually driven along kidmore end road, it's a nightmare now with cars parked either side and the buses going along. Add over 200 cars to that, oh and the ice in the winter as that road doesnt get gritted, it's going to be a disaster."	RG4
"Not enough investment in local infrastructure. Not enough details on the plans with regards the changes made in this proposal versus the original proposal to determine what has changed and whether it is any better."	RG4
"Density of the houses high is but doesn't give enough affordable housing"	RG4
"The local area simply does not have the community infrastructure (doctors, dentists, schools, are already at bursting point with many of us struggling to access what we need) so will not be able to cope with the volume of new people and families that many houses will bring. It will also be detrimental to the green space and environment in our local area causing more pollution and cause havoc on the roads which are already suffering from too much traffic with not enough access routes in and out of Reading so causing more congestion locally."	RG4
"The fact it's been dropped from 257 to 223 is not good enough, kidmore end road is already difficult to navigate down and park as it is. Adding 223+ cars to that every day is not workable. We are a semi rural area it will affect the air quality, and push the schools and doctors surgery in this area beyond capacity."	RG4
"Absolutely no to this project. The whole area would become so congested it would be horrendous. No way to get down into Caversham without Bumper to Bumper Cars. The noise and upset it would cause would be horrendous. No way do we want this happening in the lovely area we live in."	RG4
"This is greatly more than the 130 homes on the local plan. It will bring around 1000 extra people but does not include a school and a doctor surgery that they would need. Local services in this area are already over subscribed. Especially as Emmer Green doctors surgery have had to absorb extra patients from other parts of the Caversham/Emmer Green area as two local surgeries have closed in the recent years. Emmer Green Primary School is over subscribed it has already expanded with extra temporary classrooms any more would have to encroach on their playing field area."	RG4
"Kidmore End Road and Grove Road are narrow roads which struggle currently with the daily volume of cars and local bus routes. Additional housing of 223 homes will mean a minimum of 200+ more cars seeking access to new homes on this road. In addition to this the two bridges that service the access into Teading town cannot take more traffic. We need the golf club to be a public area of green space, tranquility and calm."	RG4
"The Planning Committee made it clear that the first plan was too heavy in the numbers of houses being built. This new version does not seem to address this - still a significant development."	RG4
"A poor website with a shocking development proposal. The text on your development plan is unreadable and your development proposal is untenable. No mention of the	RG4

<i>loss of mature trees, wildlife and essential green space. No infrastructure in place to support unnecessary housing - school places, doctors, roads, access into/out of Caversham/Reading. The proposed development goes against Reading Borough Council's development plan and the strong feelings of the residents of Emmer Green and the wider surround. Developer's greed does not win over community need."</i>	
<i>"Too many homes putting pressure on local services and infrastructure. Goes against the local plan."</i>	RG4
<i>"There are many areas why I would object to this development as follows. The new draft proposals discusses Sustainable drainage strategy to manage surface water drainage, yet the new proposal has removed the SuDS on the border with Eric Avenue/Highdown Hill Road. How is this a benefit? Also the built form has been removed from Boundary with Brooklyn drive. This may benefit the residents of Brooklyn drive but no benefit to the boundary with Eric Avenue/Highdown Hill road, where there are now houses proposed on the land that my was allocated for SuDS. The new proposals have removed the medical centre. The current Emmer Surgery is already well beyond capacity with no space to extend, therefore how will it cope with an additional 223 homes? This just isn't sustainable."</i>	RG4
<i>"Lack of road infrastructure lack of schools lack of local doctors surgery's Garage repair and local shops !!!! We are full traffic is horrendous in caversham we don't need any more STOP STOP STOP"</i>	RG4
<i>"This is a reheat of the same unwelcome proposals as the two previous failed applications. Please clarify your relationship with BECG"</i>	RG4
<i>"North Reading already is very well developed. There are no plans for schools, Dr's Surgeries or any other amenities for any potential new residents. The traffic in this part of Reading is already horrendous. More houses = more traffic and more pollution as the bus service in North Reading is apppaling. There is already the need for a third bridge over the Thames to assist with traffic issues and there is no plan for this in the near future. More houses - yet more traffic with no plans to mitigate this issue."</i>	RG4
<i>"The development is too large. Please limit the development to that permitted by the Local Plan ie 90 dwellings on 7 acres. Please do not cut down any listed or other mature trees."</i>	RG4
<i>"This area is already over-developed, the infrastructure is strained past breaking point. Traffic is already backed up for miles every morning and the need for yet more overpriced housing in Reading is far from established. There are many suitable brownfield sites available, and the fact that these are less attractive to developers is not a problem we should fix by bulldozing yet more green space in an area that already struggles with school placements, traffic levels, water and other infrastructure."</i>	RG4
<i>"As Reading Borough Council have already previously ruled, the land dedicated to building new homes has already been assigned in the area and this development is not required to meet any targets. Access is poor and the impact on the environment and local community would be substantial."</i>	RG4

Question 2: Do you welcome the provision of affordable homes on this site?

Yes	No	Unsure	Blank	Total
51	23	7	0	81
61%	29%	10%	0%	100%



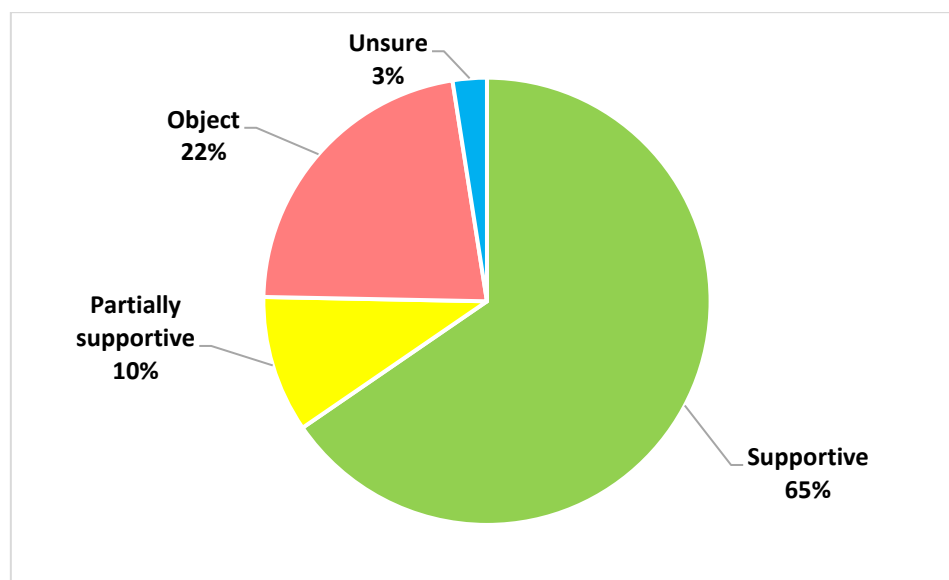
- 4.2.5 Fairfax welcome the responses to Question 2. **63%** of respondents to this question indicated that they welcomed the provision of affordable homes on this site, while just 29% of respondents highlighted their opposition to this element of the revised proposals.

Positive comments	Postcode
<i>"It'll be huge to have affordable housing"</i>	RG7
<i>"Yes we need a younger element to move into the area"</i>	RG4
<i>"Affordable housing is required in Reading and South Odin. This can only be a good thing for the younger local community who wish to remain in the area."</i>	RG31
<i>"Considering the convenient location I would suggest some units should be built and reserved for disabled people."</i>	RG4
<i>"I believe that local primary schools have spare capacity so could cope with extra pupils"</i>	RG4
<i>"A mix of housing provides substantial benefits for the community."</i>	RG4
<i>"This again will help younger people to the area"</i>	RG4
<i>"Currently there are no affordable homes in this area, anyone purchasing their first home is having to leave the area."</i>	RG4
<i>"As above comment. There is also a great need for new housing in general as I would almost guarantee that these new builds will sell very quickly."</i>	RG31
<i>"I welcome affordable homes as no doubt my daughter will need one in years to come but I do not support the building of homes on the golf course."</i>	RG4
<i>"please see above. There are many young Emmer Green people who would love the opportunity to afford a property in there locality. This seems to go some way towards this."</i>	RG4

Constructive comments and reservations	Postcode
<i>"Most of the houses are not affordable and the few that are proposed are merely a government requirement."</i>	RG4
<i>"Required for all development"</i>	RG4
<i>"My concern is the definition of, 'affordable'. For whom will they be affordable. What is the cost of these houses for the purchaser? It is also common for developers to not deliver on this promise-would Reading Borough ensure these are built?"</i>	RG4
<i>"Brownfield sites should be used"</i>	RG4
<i>"it would appear that the percentage of affordable units has been reduced which is regrettable."</i>	RG4
General comments	Postcode
<i>"I do not welcome any homes on this site"</i>	RG4
<i>"Which are the affordable homes?"</i>	RG4
<i>"Though I doubt you will provide 67 and/or those you do will likely not have a clause that prevents them from being purchased for rental. If both can be guaranteed in writing without wriggle room, then my answer to Q1 would change to Partially Supportive."</i>	RG1
<i>"But there is not enough"</i>	RG4
<i>"We do not welcome any homes on this site"</i>	RG4
<i>"Academic. You have to provide it to get any chance of planning permission."</i>	RG4
<i>"What do you consider affordable?"</i>	RG4
<i>"I have no view on this"</i>	RG4
<i>"If it was just the 67 affordable homes that were being proposed then I might be more supportive, but it's the sheer number of the whole development that's the problem."</i>	RG4

Question 3: Our proposed masterplan would provide significant areas of public open space for the whole community to enjoy. Do you support the provision for more public open space?

Supportive	Partially Supportive	Object	Unsure	Total
53	8	18	2	81
65%	10%	22%	3%	100%



4.2.6 Fairfax welcome the responses to Question 3. As part of its amended masterplan for this site, Fairfax significantly increased the amount of publicly accessible green open space proposed. The responses to this question indicate that **75%** of respondents welcomed this change, with **65%** offering full support while **10%** offered support for the principle, with reservations. Only **22%** of respondents objected to the additional provision of publicly accessible green open space within these revised plans.

Positive comments	Postcode
"This is very important in new developments and helps a lot with having green space. It's nigh that a developer wants to think about this"	RG7
"Yes, leave the golf course as it is & build on the many brown field sites in Reading"	RG4
"Yes. We need open green space & therefore this site should not be developed"	RG4
"I strongly support the provision of much needed public open space contained in the proposals. However I question why the majority of green areas is clustered on the right side of the plan. Why is not possible to disperse these areas more evenly over the site"	HP2
"It's been proven that since Covid, people want houses with open space and gardens"	RG4
"More than on the site at the old <M AF site in Cooley Park."	RG1
"Public green space is vital for our children's well-being"	RG7
"Really like the use of the land for maintaining the green areas and the ancient woodland."	RG4
"Yes areas of green space is good"	RG4
"I think it is very good in what Reading GC are doing with open space and sports activities"	RG4

<i>"However limited, any token green space is welcome."</i>	RG4
<i>"Open space and green space of course will be of great importance."</i>	RG31
<i>"Open space for public to enjoy but not that causes so much upset."</i>	RG4
Constructive comments and reservations	Postcode
<i>"While there is some additional open space in your latest proposal, and a suggestion that you would allow public access to Cucumber Wood and the remainder of the RGC site, there is no specific commitment that this will permanently be the case. You have used less green open space in this proposal than in the last one, but if this proposal is granted, you clearly have a platform on which to extend the development in the future. The public are not allowed access to this area of the site at the present time."</i>	RG4
<i>"The public playground on Kidmore End Road is a disgrace, run down, muddy and seems to have been forgotten by RBC Parks dept."</i>	RG4
<i>"I am supportive of public open space but you are not providing any. You are destroying mature trees and planting saplings in a different county."</i>	RG4
<i>"It's the bare minimum, so well done."</i>	RG1
<i>"Unsupported comment on 1,000 trees being planted - they won't survive a summer unless watered weekly for two years. We worked with Parks dept to plant street trees on our road and this is what we had to do."</i>	RG4
<i>"Climate Emergency. Green space should be protected & its use be predominantly for the protection of and increase in biodiversity with careful but restricted public access to ensure cleaner air - certainly not housing estates in-filling the countryside.""</i>	RG4
<i>"Again see my previous comment re the needs of young families"</i>	RG4
<i>"My concern about the landscaping is that it will be costly to maintain. Unless the Council adopts all the landscaped areas there may be significant service charges for estate maintenance which would mean high costs for all residents including those in affordable homes. I note that you are not proposing homes for social rent but you must be aware that affordable housing (80% market rent or shared ownership) is still an expensive route into full home ownership."</i>	RG4
<i>"Who would maintain these open spaces?"</i>	RG4
<i>"I am supportive of green spaces, but this development takes it away rather than providing public open space. There is also no consideration in the plans for the local wildlife/biodiversity that currently inhabits the land including Bats, Monk Jacks, Deer, Foxes, Red Kites and numerous other species."</i>	RG4
<i>"The development is too large. Please limit the development to that permitted by the Local Plan ie 90 dwellings on 7 acres. Please do not cut down any listed or other mature trees.""</i>	RG4
<i>"There is not enough open space. There should be allotments to encourage community interaction and for the environment."</i>	RG4
General comments	Postcode
<i>"Where is the access to the public open space? If it's just the one point on Kidmore End Road - more traffic"</i>	RG4
<i>"Yes I support more open space but the golf course as it is is a beautiful open space without 223 homes being built on it. Talking of master plans... what is your plan for the South Oxfordshire side of the golf course ?"</i>	RG4
<i>"more detail required before comment"</i>	RG4
<i>"A huge number of people enjoyed walking on the golf course during the first lockdown, when the golf club allowed access. Walking from Hemdean Road through Bugs Bottom</i>	RG4

<i>and then through the golf course land and back provides a decent length country walk in an urban area."</i>	
<i>"You are not providing more public space, you are leaving a small proportion of public space and covering green fields with concrete."</i>	RG4
<i>"A substantial section of open ground and natural environment will be lost. Why can't most of the area be a public park and only the 130 houses be added?"</i>	RG4
<i>"The plans do not clearly show significant areas of open space - it seems difficult to access the area from the west and in any case is far worse than the current amount available."</i>	RG4
<i>"We already have public open spaces within the area even more if the golf course was left alone."</i>	RG4
<i>"We have plenty of public open space here in Emmer green, we have clayfield copse woods, we have the woods behind the golf course, we have bugs bottom to make a few. Turn any direction in Emmer green and you will pretty much end up in the countryside"</i>	RG4
<i>"This will be significantly less green space for our environment and health than nothing building at all. This is an unsatisfactory, 'sweetener', that is not acceptable - we don't need more usable green space, we need no more people sharing already stretched resources - roads, schools, etc etc."</i>	RG4
<i>"it's not a matter of supporting public open space, we are fighting to keep the open space that is already there. Turning an area of natural beauty into a development sight, with building going on for months, kidmore end road is not wide enough to deal with machinery. The natural wildlife in the area will be disturbed."</i>	RG4
<i>"The Green space is there currently and needs maintaining as a green space for public access WITHOUT any homes built on it. The Arboritum proposed by KEG and local residents is my preference,"</i>	RG4
<i>"It DOES NOT provide significant areas of public space. The whole area is currently green space. Building houses will reduce this. You say you will plant 1000 trees yet how many already mature CO2 collecting trees will be removed - my guess, way more than 1000. I would love to know the ESG implications of this proposed development as it will involve a lot of carbon heavy processes."</i>	RG4
<i>"This land has been used by the community, in one way or another, for over 100 years. To ""allow"" this to continue in order to placate the poisoning of a beautiful green space with unnecessary housing, light pollution, removal of wildlife habitat and excessive vehicles is not a deal the community is willing to make.""</i>	RG4
<i>"We have miles and miles of open space you can walk from caversham park village to Henley and not see any houses or people we don't need any more thank you !"</i>	RG4
<i>"The original RGC plan CA(1) b which you chose to ignore retained a golf course. You have destroyed this and the community around it. You are stealing green space not providing it."</i>	RG4
<i>"This is once again a lever to influence development. It's not as if you're building a park in a city centre. The development is literally on the edge of the South-Oxfordshire countryside where there is ample public open space."</i>	RG4
<i>"You're taking away open space, don't try to con us into believing you're providing it."</i>	RG4

Question 4: Do you have any general comments about the proposed masterplan for the site?

Positive comments	Postcode
"Yes, get on with it"	RG4
"None, if I did have any it would be this is exciting and when would you be looking to get things going?"	RG7
"Need more younger people, to move into the area"	RG4
"Better proposal that the one I am familiar with by a long way."	RG1
"I believe this is a much needed housing development which will help the local residents, both new and old, to utilise the new green open spaces that was not available previously."	RG9
"I agree that the site will fill in a gap in residential development within the borough boundary, and I generally support it, but have grave concerns about the access in Kidmore End Road, because it is so narrow. The practice of householders in K E road parking there cars outside their houses must be maintain. The only way the road could be improved would be to take some of the Recreation Ground land, but the bottleneck where the pubs are would preclude adequate widening there."	RG4
"Looks well designed and will help the local community"	RG7
"I also welcome the provision for social housing."	RG4
"Looks well designed and will help the local community"	RG7
"It's about as good as any housing development could reasonably be and the council need to stop blocking it. This nimbyism must be resisted otherwise progress will be stifled, and our children will never find the affordable new housing they deserve."	RG4
"Fully support"	RG4
"We need houses more than a golf course"	RG18
"I believe the project will provide essential housing and green space to an extent that will very much benefit the local community"	RG1
"Well designed with lots of green space"	RG4
Constructive comments and reservations	Postcode
Traffic	
"I do not live locally but have worked in the area for many years and know the site very well. I believe one of the main objections to the proposed development was the perceived increase in traffic levels in the area. Surely traffic levels would remain largely unchanged or only slightly increased as Reading Golf Club has ceased operations greatly reducing local traffic at present. The smaller scale golf centre currently trading seems to have minimal impact on local traffic levels"	HP22
Concerns about the development of the Green Belt	
"It is over development and totally out of keeping with the area. You need to find a brown field site for your development and not destroy wildlife habitat."	RG4
"I am not sure how much longer you intend to waste of people's time by repeatedly asking questions that you have already received strong and intelligent objection to. TWICE You have failed to listen. Your new plan continues to ignore the community and environmental guidelines. This 'consultation' is 2 years too late. Wates consultation was equally ignorant to public feeling re infrastructure and environment and BROWNFIELD availability."	RG4
"yes with the main objection, as the Government has stated not to build on green field sites."	RG4

Concerns over the infrastructure	
"I object to the number of houses proposed (223) on the basis that the existing infrastructure and road network will be overwhelmed by the extra people and cars resulting from the development. Kidmore End Road in particular is not wide enough to support extra traffic. There is also an increasing amount of traffic between Emmer Green, Caversham and Reading as more housing has been built in Sonning Common. There will be increased air pollution, increased pressure on doctors surgeries and school places. Unless work goes ahead on a third bridge and the associated road network I do not think that large scale housing development in Emmer Green should be considered."	RG4
"Not enough school spaces, doctor surgery spaces in the area. Will cause more pollution to the area. It will destroy a place of natural beauty and effect wildlife. Surrounding roads cannot take the traffic"	RG4
"Too many houses for local services and infrastructure, crescent of houses at the front is just awful. So out of keeping with the area and an eyesore ruining Kidmore End Road. One entrance on Kidmore End Road is not well thought out. Kidmore End Road provides easy access to Reading is just wrong. It takes ages to get out of Emmer Green and through Caversham as traffic is awful at certain times. Enhanced vehicular access on Kidmore End Road, what does this even mean? I hope no road widening is being suggested. That would just encourage speeding and create a bottle neck at the end of the road. And removing any grass verges would ruin the general ambience in Emmer Green."	RG4
"1. Lack of planning infrastructure, loss of biodiversity by concreting over existing open woodland and fields. 2. Proposals will bring dangerous increase in traffic density inevitable total traffic gridlock at peak times. 3. Could be somewhat alleviated by the completion of the third Thames river crossing onto the Henley Road but objected to by the Oxfordshire Council for the last 100 years."	RG4
"This is the 3rd proposal for such a development. If you're not going to change it that much from the 1st 2 then that's where your problem is. Build a school and build a drs surgery, and people will most likely get on board with the rest. It's really not that difficult to understand. Guess it's just a money making thing if basic needs aren't being met"	RG4
"The layout is designed to cram houses into a space. Density higher than surrounding area without providing any facilities such as doctors school or community."	RG4
Development is too large	
"The development is too large. Please limit the development to that permitted by the Local Plan ie 90 dwellings on 7 acres. Please do not cut down any listed or other mature trees."	RG4
Lack of community engagement	
"You were told to engage with the community. A faceless webpage is not engaging with the community. Yet again Walton, Reed, Stangoe and the developers are hiding as they know what they are doing is wrong and totally against the feelings of the local community. It is pure greed. You have yet again totally ignored the local plan and what the councillors told you the last time you were refused planning permission."	RG4
Concerns over access	
"The writing on the map in your leaflet is too small and blurred to read Because of this I cannot see any additional access/egress points apart from Kidmore End Road. You state in your virtual tour that traffic volumes will be acceptable - NO. The part of Kidmore End Road leading from the proposed entrance to the site to Peppard Road is virtually single carriageway due to parked cars. Additionally this junction is	RG4

notoriously difficult in rush hours. This will also be the main access for lorries etc and will cause a nightmare, if not damage to parked cars"	
Pollution	
"As stated above. But also there is no consideration for the disruption that a development of this size will cause. Including years of trucks which will damage already poorly maintained road infrastructure. The noise and dust pollution etc that this development will cause."	RG4
Does not want the development with no comments	
"I do not want it"	RG4
"bull shit !"	RG4
Concerns over vehicle congestion	
"We do not need additional housing in this area of Caversham/Emmer Green. The traffic on Peppard road close to my home is end to end without adding a further possible 200+ vehicles looking to get across the bridge and travelling to Schools and work places."	RG4
"What provision is made for the 450+ cars driving along Kidmore End Road, which is effected 100 meters of single carriageway next to the park, as they try to access the Peppard Road."	RG4
All other comments	
"Your draft proposal comments are incorrect as the initial application was for 260 houses. If you make a statement it is important to be accurate otherwise I might think you have something to hide"	RG4
"You have made no reference to the plans for the rest of the golf club...the north. What are your current plans? Your plans are incomplete by not being clear therefore I object."	RG4
"Build some were else"	RG4
"My objections will be made to Reading Borough Council when you make the application."	RG4
General comments	Postcode
"To be honest, the narrative from RGC has been wrong from the get go and has created ill feeling within the community. If RGC had been more open and transparent in the dealing of this matter and worked with the community at each stage then I think more people would be supportive. However, it has just come across as total greed without any care for the community which has put peoples backs up. I think RGC and yourselves should provide a lot more detail of your plans and investments in the local community, put your neck on the line and say what is going to be invested, why and when... how you gong to improve the vehicle access, how you gong to improve the local schools and surgery. Presently Emmer Green school requires voluntary contributions from the parents to keep the school running and to get a doctors appointment can take 2 weeks. Also be clear and upfront with people on what's happening with the South Oxfordshire side of the golf course. Unless the narrative changes then it is hard to see how people will support your proposal."	RG4
"As above. As residents, we neither want nor need this. It will make life worse for us. It would be amusing to see it lose money in the coming recession, but in the end that's not worth the price in lost green space and additional traffic burden."	RG4
"It is an over development of the area and is not following local government plans. It does not provide the necessary infra-structure that such a large amount of dwellings requires. The so called affordable homes are not likely to be very affordable."	RG4
"A plan for a small number of people to make large amounts of money wihch is trying to be disguised as 'good for the area'. It is not. Perhaps build a school on the site instead, or a leisure centre, or a public pool, this list could go on... Oh wait, that won't make money like a housing development."	RG4

Maybe build 50 houses and one of the above.

An alternative suggestion is if the plan was for there to be no parking spaces, therefore making the pollution and traffic issue irrelevant, and for the whole development to be carbon negative with solar panels on all houses and heat/air pumps installed people may start coming around to supporting the development.

Until massive changes (not the removal of a token number of houses) are proposed you will keep having a large portion of the local community against you."

"For all the reasons given by RBC in their previous rulings, I object to this application."

RG4

4.3 Email Feedback

Review of the responses received via email engagement.

Below is the breakdown of the 8 email responses.

Constructive comments and reservations	Postcode
<i>"It is with regret that the new outline proposal in our opinion has done very little to improve air quality and traffic congestion and does nothing to cater for lack of school places and health provisions. You will be aware the Government last week stated that they were not in favour of building on green fields and more developments should take place on brown field sites.</i> <i>"On a personal note having lived in Brooklyn Drive for over 40 years we are concerned that many of the gardens on the perimeter of the proposed development do not make it clear where the boundaries are. We would be grateful if you would kindly clarify this matter."</i>	RG4
<i>"I live within half mile of proposed development. The only way I would contemplate supporting is if you put in proper sporting facilities, ie a full size 4g football pitch with changing facilities and floodlights. There are over a 1000 kids involved in two football clubs with zero all weather floodlit football facilities our side of river. To me you would get loads more support if you put in much needed sporting venues, throw in a decent swimming pool and I would definitely back you.</i> <i>You would get a lot more support if you genuinely found out what is desperately required in the area"</i>	Not provided
<i>"My concerns are as follows:-</i> <i>The infrastructure:-</i> <i>This will have a huge impact on our community in terms of added pressure on transportation, education & the health system ."</i>	Not provided
<i>"I am a committee member of the Emmer Green Residents Association (EGRA) but the comments I am making here are my personal views not those of EGRA.</i> <i>I note that Fairfax has attempted to address the matters in the original application that was refused although the number of properties proposed still considerably exceeds what was identified in the Local Plan. It would also be helpful to see the proposed mix of housing type and number of bedrooms.</i> <i>The primary concern of traffic infrastructure remains a key issue. Irrespective of the traffic modelling and "improvements" proposed there is still a key pinch-point along Kidmore End Road between the proposed entrance to the development and the junction with the Peppard Road. I feel that this needs to be made a clear two-way road and widened to allow for the parked cars without disrupting traffic.</i> <i>The observations below are more planning consultation matters that I will state once a new application is made but I will state them here as well:</i> <i>• The commitment to 67 affordable homes needs to be "locked in" by the council so that it becomes a reality and is not modified further down the line when reserved matters are addressed or any potential planning changes applied for</i> <i>• Similarly the commitment to funding improved healthcare facilities at the existing Emmer Green surgery needs to be provided at the start of the development not towards the end.</i> <i>• The extensive planting should also be a "front-end" activity</i> <i>• Opening up of public open spaces where feasible that do not impact construction should also be done early for the community to start to enjoy the benefit."</i>	Not provided

"The new proposal is lacking in detail and is in no way addressing the concerns which over 3000 residents raised!"

You refer to much needed family and affordable housing in Reading and you mention that Reading needs to build 689 homes per year. However you fail to mention Reading has a land supply of 6.65 years (as at March 2020) and plenty of brownfield sites to build genuinely affordable houses. There is therefore no need for the Council not to stay within their Local Plan!

The new plan is not addressing the increase in traffic which will inevitably lead through Caversham into Reading as this is where the traffic will flow to. There is nowhere else to go!

I am afraid you do not need a model to show you the constant traffic queues the residents have to put up with on a regular basis.

This is a massive development which is twice the size indicated in the Local Plan. It goes against Reading's Local Transport Strategy which clearly recognises the traffic problems around this area. It also goes against the current Climate Emergency and Tree strategy.

The slides refer to more trees on site? How many more trees will you provide and where exactly are they placed? Are these trees saplings which will inevitably die or semi mature trees? How many trees will you remove under the new plan?

The slides show a building in the middle of the proposed development (near the old oak tree) which looks to me like flats with car parking around the area? Are you proposing to build flats in the middle of the development? Can you please be more specific about the building?

The new plan shows a standard development without little imagination and little individuality and is horseshoed into the middle of Emmer Green. This is certainly not a legacy RGC is leaving behind but a willful destruction of a beautiful landscape in a parkland setting.

You are also not addressing the concerns of so many residents regarding building works which will last five years and will put a tremendous mental strain on the immediate neighbours which but also the wider community.

I would ask you to rethink and make a genuine attempt of changing your plans rather than trying to fool the residents of Emmer Green. Make proper changes and give far more detail and genuinely address the residents' concerns."

General comments

Postcode

"I have looked at the latest plans for your planning proposals for Reading Golf Course. Unfortunately it doesn't appear you have addressed the residents' genuine concerns on a number of issues, and if the latest scheme is put forward, we will have no option, but to oppose it."

Not provided

"I see once more, no attempt at widening the very narrow access on Kidmore End Road which is already a bottleneck. I know this would be difficult, but the problem still remains, along with no extra doctors surgery and no extra school. Bearing in mind that it is already almost impossible for me to get an appointment with a doctor at our local surgery within 3 weeks, and the local schools are already full to overflowing. I find it hard to believe that any extra housing is realistically viable.

Not provided

A quick buck is all you seem interested in. If there was any attempt at addressing the above mentioned objections I could see the advantages of extra housing. But we need to be realistic and to supply the services which are required to go with that amount of extra people."

"As you know well over 3000 local residents objected to planning proposals put forward by Reading Golf Club/Fairfax earlier this year and Reading Borough Council rejected the application in July 2021.

This new proposal addresses very few if any of the many reasons that people objected. For example,

a) loss of green space and mature trees

b) the inevitable increase in the levels of pollution of various kinds

c) the unacceptable increase in traffic which will clog up the roads leading to Caversham and Reading at peak times.

d) the difficulties of accessing the site with HGV's, either via Kidmore End Road or Courtenay Drive, over a 5 year build period.

e) the increased pressure on Local GP facilities

d) the increased number of children of school age that the site will bring and the inevitable pressure on local school places.

I could go on and on.

Your new proposals are completely lacking in any detail and as I say have not addressed the issues that local people are concerned about.

There is plenty of brownfield land available in Reading to construct the affordable homes which you say are required and destroying a beautiful piece of parkland with its many mature trees is not much of a legacy. It is more like wanton destruction! I therefore hope that you will go away and rethink your plans and, rather than just tinker with the details, make some genuine changes which address local concerns."

Not provided

5. Response to comments

5.1.1 All comments received within the consultation window have been reviewed by the project team. All of the issues raised are covered in the application documents which accompany this response.

5.1.2 In response to the comments received during this consultation, Fairfax would offer the following:

Concerns relating to housing need, the Local Plan, the number of homes, affordable housing, and greenfield/brownfield location

There is a considerable and growing need to deliver new homes in the local area. In its new Local Plan (2019), Reading Borough Council identifies a requirement to deliver a minimum of 15,847 new homes in the period up to 2036, which is equivalent to 689 new homes per year. A significant portion of the former Reading Golf Club benefits from an allocation for around 130 dwellings within the Borough Council's adopted Local Plan.

As this area has already been deemed suitable for residential development, and given the significant need for new homes, Fairfax believe that development of the broader disused golf club represents an ideal and deliverable opportunity for the borough.

Fairfax's draft proposals have also taken account of previous concerns raised regarding this site by reducing the number of homes proposed from 257 in the earlier application to 223, while maintaining an affordable housing figure of 67.

Fairfax's revised plans will deliver a sustainable development that will not only contribute towards the housing needs of the Reading Borough and improve housing choices for local people, but will also deliver extensive areas of green publicly accessible open space, on land which is currently private, with no public access.

Concerns relating to leisure facilities and local infrastructure

As part of the amended application, Fairfax will provide contributions towards education, health and transport services in the local area. These contributions may help fund the provision of new facilities and or improve / increase capacity of local health, leisure, education and transport services, as the Council will determine.

Furthermore, as part of developing this revised scheme, Fairfax has engaged closely with the local surgery in Emmer Green and the local CCG, and it has followed their advice on matters relating to medical services provision.

Concerns related to traffic and congestion

The potential impact of the development has been carefully considered using Reading Borough Council's own Strategic Transport Model. This industry-standard model has been used to assess the impact of the proposed 223-unit residential development alongside all committed developments

across the Borough, and has estimated the change in traffic flows at key junctions surrounding the development. This assessment work has confirmed that the development can come forward without a material impact on the surrounding highway network.

Moreover, the site is in a highly sustainable location for residential development, being situated a short walk from the Number 23 and 24 bus routes on Kidmore End Road, which provides regular access to job opportunities in Reading town centre, as well as the railway station. The railway station itself offers excellent commuter access to a wider range of employment prospects in neighbouring communities, such as Newbury, Basingstoke, and London. Alongside car parking provision in accordance with the Council's standards, sustainable travel features have been included across the proposed development, including electric vehicle charging points and cycle storage for each home.

6. Appendices

- **Copy of the virtual exhibition invitation newsletter**
- **Copy of the email to local councillors**
- **Copy of the virtual exhibition boards**
- **Copy of the downloadable feedback form**

Development proposals for land at the **Former Reading Golf Club, Kidmore End Road, Emmer Green, Reading**

Fairfax



With over 25 years of working with local communities to deliver new homes, Fairfax is pleased to present revised proposals for new homes at the former Reading Golf Club.

Further to the refusal of our initial proposals for this site, Fairfax has taken time to review the feedback provided in response to our previous application. As a result, we are now bringing forward significantly amended plans that respond, where appropriate, to the comments received.

The new plans, which will deliver much-needed new family and affordable homes for the local community, will be accessed via Kidmore End Road and will enhance Emmer Green and the wider north Reading area.

We have circulated this leaflet to encourage you to take part in our community consultation on our draft proposals.

OUR DRAFT PROPOSALS

Our draft masterplan for the site includes:

- **Up to 223** new dwellings, which is a reduction from our initial proposals for 257 homes
- 67 affordable homes, helping local families and new starters find a home of their own
- Extensive areas of green publicly accessible open space
- The provision of a Locally Equipped Area of Play
- Vehicle and pedestrian access from Kidmore End Road
- A sustainable drainage strategy to effectively manage surface water drainage
- Extensive landscaping, including the delivery of new trees on site, the planting of 1,000 trees to enhance Cucumber Wood, as well as ecology and biodiversity benefits

We are hosting a virtual exhibition displaying the details of these draft proposals prior to the submission of an application, which will allow the community to leave feedback. Please see the reverse of this leaflet for more information about this virtual consultation.



HOW TO GET INVOLVED IN OUR CONSULTATION

Fairfax is committed to engaging the local community on our revised plans for land at the former Reading Golf Club, Kidmore End Road, Reading.

To ensure that we can provide a safe and inclusive consultation we are undertaking a **virtual exhibition** of our plans, hosted on our project website, that will allow you to both explore our updated proposals in detail and respond to them with your views, comments, and suggestions.

The virtual public exhibition will be open for comments:

At: **rgcdevelopment.consultationonline.co.uk**

Between: **18th October to 1st November 2021**

You can also leave feedback by:



Submitting the feedback form on our project website:
rgcdevelopment.consultationonline.co.uk



Emailing our project team via **feedback@consultation-online.co.uk** with comments or questions



Calling our freephone information line on **0800 298 7040** and leaving a message, and a member of our team will call you back

WHAT IF I DON'T HAVE ACCESS TO THE INTERNET?

Fairfax are keen to ensure that as many members of the local community as possible are able to engage with our public consultation.

If you do not have internet access, please contact us via our freephone information line – **0800 298 7040** – and a member of our project team will post the exhibition materials and a feedback form out to you, enabling you to view and comment on our draft plans.

From: [Consultation Online Feedback](#)
Bcc: ["paul.gittings@reading.gov.uk"](mailto:paul.gittings@reading.gov.uk); ["jason.brock@reading.gov.uk"](mailto:jason.brock@reading.gov.uk); ["clarence.mitchell@reading.gov.uk"](mailto:clarence.mitchell@reading.gov.uk); ["simon.robinson@reading.gov.uk"](mailto:simon.robinson@reading.gov.uk); ["jane.stanford-beale@reading.gov.uk"](mailto:jane.stanford-beale@reading.gov.uk)
Subject: Fairfax's amended residential proposals for the former Reading Golf Club, Kidmore End Road, Emmer Green, Reading
Date: 18 October 2021 15:54:00

Dear All,

Fairfax are pleased to bring forward revised draft proposals for new homes at the former Reading Golf Club, Kidmore End Road, Emmer Green, Reading.

Fairfax has taken time to review the feedback provided in relation to our previous application for this site. As a result, we are now bringing forward significantly amended plans that respond, where appropriate, to the comments received.

The amended masterplan, which you can view on our project website rgcdevelopment.consultationonline.co.uk, will deliver much-needed new family and affordable homes, as well as considerable benefits to the community in Emmer Green.

- **Fairfax's proposals will help Reading Borough Council meet its housing needs**
 - In its Local Plan (2019), Reading Borough Council identifies a requirement to deliver a minimum of 15,847 new homes in the period up to 2036, which equates to 689 new homes per year. Our revised proposals for the former Reading Golf Club will significantly contribute towards the considerable and growing need for new homes in your area, on disused land which has been deemed suitable for residential development.
 - A large portion of the site already benefits from a local plan allocation, so Fairfax's plans represent an ideal and deliverable opportunity for the borough council.
 - In response to comments received regarding our previous application, Fairfax has reduced the density and the number of proposed number of dwellings from 257 to 223.
- **These plans will help Reading deliver the affordable housing needed in your area**
 - There is an acute level of demand for affordable homes in Reading, with 3,417 households on the Housing Register in May 2020, according to the March 2021 Affordable Housing SPD. That same document further notes that during 2019-20, 1,066 households in Reading approached the Council at the risk of homelessness.
 - Our revised scheme will still deliver 67 affordable homes, which will make a meaningful contribution towards addressing the local housing crisis, helping local families and young starters find a home to call their own.
- **This development proposal will help improve community medical services – in the way that local doctors have recommended**
 - The new proposal will deliver contributions to upgrade the existing GP surgery at Emmer Green.
 - This was the recommendation of the local doctors' surgery and the Clinical Commissioning Group, who both agreed that this was the best way to provide your local residents with better medical provision.

- ***This development will provide publicly accessible green space on land that is currently closed and private***
 - *Our proposals would see the provision of extensive areas of new and publicly accessible green open space, as well as a locally equipped area of play, thus offering biodiversity, wellbeing, and recreational benefits to the community on land that is currently private, with no public access.*
 - *We have included significantly more open space than the last application – and further to feedback from local residents, built form has been removed from the boundary with Brooklyn Drive and replaced with public open space.*
- ***Our new development will be a sustainable addition to the community in Emmer Green***
 - *We have included a network of cycling and pedestrian connections, electric vehicle charging points, and cycle storage areas to ensure that sustainable travel is encouraged.*
- ***Fairfax's new application delivers meaningful biodiversity benefits***
 - *When compared to our last application, the number of new trees to be delivered across the site has been increased considerably. This is in addition to our proposal to plant more than 1,000 new trees at Cucumber Wood to strengthen and extend the woodland just north of the site.*
 - *The biodiversity provided by this step-change in new tree planting will be further enhanced by the delivery of wildflower verges and habitat opportunities included within our application.*

Virtual Consultation

-

To allow local people to engage with the scheme and the community benefits that it would deliver, Fairfax has this morning (18th October 2021) opened a **virtual exhibition** on our revised proposals, hosted at rgcdevelopment.consultationonline.co.uk/. Neighbouring residents have received a leaflet inviting them to offer feedback via the website, and our consultation will remain open to comments for a two-week period ending at midnight on 1st November 2021.

If you have any feedback on the revised proposals or wish to ask any questions about the scheme, please do not hesitate to contact us directly.

Kind regards,

Fairfax Project Team

Development proposals for Land at the former Reading Golf Club, Kidmore End Road, Emmer Green, Reading

Fairfax



Proposed layout plan

Thank you for viewing our virtual public exhibition, displaying our revised draft proposals for the development of land at the former Reading Golf Club, with high-quality new homes, public open space, and associated infrastructure.

Fairfax, a development company with over 25 years' experience of delivering superior quality homes, are pleased to present revised proposals for new homes at the former Reading Golf Club.

Fairfax has taken time to review the feedback provided in relation to our previous application for this site. As a result, we are now bringing forward significantly amended plans that respond, where appropriate, to the comments received.

The amended masterplan, which will deliver much-needed new family and affordable homes for the local community, features:

- **Up to 223** new dwellings, which is a reduction from our initial proposals for 257 homes, but still includes 67 affordable homes
- Extensive areas of green publicly accessible open space – significantly more than the previous application – and a locally equipped area of play
- Access from Kidmore End Road
- The planting of 1,000 new trees to enhance and extend Cucumber Wood

Fairfax has arranged this exhibition to provide you with an opportunity to view the draft plans for the site and give your feedback on the proposals, prior to the submission of an Outline planning application to Reading Borough Council.

Please provide your feedback by **midnight on Monday 1st November 2021**, by either:

- Completing the feedback form available on the project website: rgcdevelopment.consultationonline.co.uk/feedback

OR

- Emailing your comments to feedback@consultation-online.co.uk

We look forward to receiving your comments.

Site context and planning background

Fairfax



SITE CONTEXT

Comprising approximately 12.1 hectares, the proposal site is located at the former Reading Golf Club, which has already relocated to The Caversham. The former golf club site was previously accessed from Kidmore End Road.

The application site is surrounded by existing residential development on three sides. The site is bounded by Eric Avenue to the west, Kidmore End Road and Brooklyn Drive to the east, and Lyefield Court and the Emmer Green Youth and Community Centre to the south. The north of the site features vacant land associated with the former golf course and woodland.

The site is in a highly sustainable location for residential development, being situated a short walk from the Number 23 and 24 bus routes on Kidmore End Road, which provides regular access to job opportunities in Reading town centre, as well as the railway station, cycling routes, and walking links.

Additionally, the site benefits from a range of shops, services, and amenities within a short walk, including two convenience stores, a post office, a doctors' surgery, church, nursery, primary school, allotments, and the Emmer Green Playing Fields.

Residents on this site would also benefit from **excellent transport connectivity**. By road, Kidmore End Road provides easy access to Reading town centre. By rail, Reading Station offers commuter access to a wider range of employment prospects.

PLANNING BACKGROUND

There is a considerable and growing need to deliver new homes in the local area. In its new Local Plan (2019), Reading Borough Council identifies a requirement to deliver a minimum of **15,847 new homes in the period up to 2036**, which is equivalent to **689 new homes per year**.

A significant portion of the former Reading Golf Club benefits from an allocation for around 130 dwellings within the Borough Council's adopted Local Plan.

As this area has already been deemed suitable for residential development, and given the significant need for new homes, Fairfax believe that development of the broader disused golf club represents an ideal and deliverable opportunity for the borough.

Fairfax's draft proposals will deliver a sustainable development that will not only **contribute towards the housing needs of the Reading Borough and improve housing choices for local people**, but will also deliver extensive areas of green publicly accessible open space.

Our draft proposals

Fairfax



DRAFT PROPOSALS

Fairfax's vision for this site is to deliver a sustainable, landscaped development that respects the local topography, integrates with the surrounding residential communities, and complements the character of Emmer Green.

To deliver this, Fairfax are working towards the submission of a new and revised Outline planning application that seeks to deliver new homes while responding, where appropriate, to the comments received during our initial consultation. Our plans include:

- **Up to 223** new dwellings and associated parking, helping address the borough's chronic housing shortage
- 67 new affordable homes, helping local families and new starters find a home of their own
- Extensive areas of green publicly accessible open space, including the provision of a locally equipped area of play
- Enhanced vehicular access from Kidmore End Road
- A network of cycling and pedestrian connections to integrate the development to neighbouring communities
- Sustainable travel features, including electric vehicle charging points and cycle storage across the development
- A sustainable urban drainage strategy to effectively manage surface water drainage and prevent flooding
- Extensive landscaping, including the delivery of new trees on site, the planting of 1,000 trees to enhance and extend Cucumber Wood, as well as ecology and biodiversity benefits

Fairfax has carefully considered the feedback received in response to its January 2021 planning application (210018). As a result, our September 2021 plans for land at the former Reading Golf Club feature a number of major amendments to the scheme.

- 1 The total number of homes proposed has been decreased from 257 to 223, resulting in reductions in development density and traffic flows.
- 2 Built form has been removed from the boundary with Brooklyn Drive and has been replaced with a stretch of public open space.
- 3 The total area of green publicly accessible open space has been significantly increased.
- 4 The proposed medical centre has been removed, following conversations with the Clinical Commissioning Group and the local doctors' surgery at Emmer Green, who have indicated a preference to upgrade the existing facility instead, which contributions from this scheme will help deliver.

- 5 The density of the proposed development has decreased from 31.8 dwellings per hectare (net) to 27.5 dwellings per hectare (net). This is a result of our changes and increased provision of publicly accessible open space.
- 6 In response to Officer comments, the number of new trees proposed to be delivered across the site has been increased considerably – this is in addition to the 1,000 trees proposed to strengthen and extend Cucumber Wood.
- 7 An on-site net gain in biodiversity will be secured.
- 8 A new and attractive crescent of houses will be delivered at the site frontage.



KEY CONSIDERATIONS

The former Reading Golf Club site is characterised by a highly managed and manicured area of grassland, interrupted by individual trees and linear treebelts that help define the fairways. The boundaries of the site feature areas of vegetation, including intermittent hedgerows, while the northern landscape is defined by views towards Cucumber Wood.

Fairfax’s revised landscaping masterplan has been shaped around a proposed ‘Green Link’ – a corridor of tree planting and public open spaces – that will provide significant biodiversity and recreational connectivity between the southern boundary, Kidmore End Road, and the areas of habitat interest to the north of the site. This link will also respond positively to the demands of Policy EN12 in the adopted Local Plan.

These areas will feature a pocket park, offering opportunities for formal recreation through a locally equipped area of play, and informal recreation through interaction with nature. Biodiversity will be further enhanced by the delivery of wildflower verges along the main access road.

Our sustainable urban drainage strategy will provide further ecological benefits across the site, as our series of attenuation basins will provide a broader range of habitats than are currently supported by the golf course.

In addition to retaining as many trees as possible, and delivering more on site, Fairfax propose to plant 1,000 new trees at Cucumber Wood, greatly enhancing its habitat and ecological value.



Landscaping plan

Indicative landscaping imagery

VEHICLE ACCESS

Vehicular access into the proposed development is achieved by enhancing the existing access point from Kidmore End Road. This junction has been designed to Highways standards and has been assessed to ensure that it can accommodate all movements into and out of the site. By car, Kidmore End Road provides easy access to Reading town centre.

HIGHWAY CAPACITY

The potential impact of the development has been carefully considered using Reading Borough Council's own Strategic Transport Model. This industry-standard model has been used to assess the impact of the proposed 223-unit residential development alongside all committed developments across the Borough, and has estimated the change in traffic flows at key junctions surrounding the development.

This assessment work has confirmed that the development can come forward without a material impact on the surrounding highway network.

SUSTAINABLE TRAVEL

The site is in a highly sustainable location for residential development, being situated a short walk from the Number 23 and 24 bus routes on Kidmore End Road, which provides regular access to job opportunities in Reading town centre, as well as the railway station. The railway station itself offers excellent commuter access to a wider range of employment prospects in neighbouring communities, such as Newbury, Basingstoke, and London.

Alongside car parking provision in accordance with the Council's standards, sustainable travel features have been included across the proposed development, including electric vehicle charging points and cycle storage for each home.

CYCLE / PEDESTRIAN LINKS

In addition to sustainable travel features, Fairfax has worked hard to ensure that the scheme integrates within the pedestrian and cycleway infrastructure of Emmer Green and northern Reading. New footpaths will connect the:

- new homes to the central public open space
- new community to the natural environment to the north

In addition, all primary streets will feature 3m cycleways to enable sustainable transport.

FLOOD RISK

The site is located within the Environment Agency's Flood Zone 1, which carries the lowest risk for fluvial, tidal and coastal flooding.

Fairfax will ensure that the surface water drainage needs of the proposed development will be met – and that the new homes will not pose any flood risk to the site or the surrounding area.

Surface water run-off from rainfall from the development site, up to and including the 1 in 100-year event (plus a +40% allowance for increased peak rainfall potentially resulting from climate change), will be managed through the introduction of a new **Sustainable Drainage System (SuDS)**.

The rate of runoff generated from the site will be maintained at the current rate, and will be no more than the greenfield runoff volume for the site.

In addition to providing water quality benefits, this approach will ensure that downstream flows are alleviated during extreme storm events, providing a positive contribution to management of surface water runoff.

DRAINAGE

Fairfax will work closely with Thames Water to ensure that the increase in foul water discharges related to this development proposal are appropriately and actively managed through improvements to the local foul sewerage network.

Thames Water will assess the existing network and, if necessary, will create the additional capacity required to ensure that the foul drainage needs of the new homes are fully met.

ABOUT FAIRFAX

With over 25 years' experience of planning successes and building superior quality homes, Fairfax are experts in land acquisition, planning and property development.

We pride ourselves on working efficiently and professionally and are extremely passionate about what we do.

We have delivered a range of high-quality developments, and our schemes carefully consider the local surroundings and design context.

KEY BENEFITS



Delivery of up to 223 much-needed new homes, reduced in response to your feedback, and significantly contributing to the Borough Council's housing needs



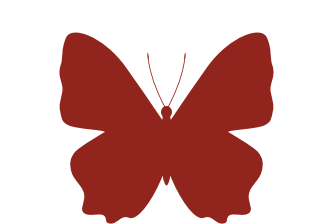
Provision of 67 affordable homes, helping local people find a home to call their own



Financial contributions towards the improvement of community amenities, such as healthcare, education, sports facilities, and road improvements (to be agreed with Reading Borough Council)



Extensive areas of new publicly accessible open space, connected by a Green Link to the surrounding community, offering biodiversity and recreational benefits



Extensive landscaping and the creation of wildlife habitats, including the delivery of 1,000 new trees to enhance Cucumber Wood and deliver significant biodiversity benefits



Upgraded vehicle and pedestrian access from Kidmore End Road



Enhanced footpath and cycle links to integrate the new development with the surrounding communities



A locally equipped area of play for local children



Employment opportunities for local people created on site during the construction process

NEXT STEPS

Fairfax would like to thank you for visiting their virtual public exhibition, displaying draft proposals for land at Reading Golf Club, Kidmore End Road, Reading.

The project team hope that you found these consultation materials informative and would be grateful if you could take the time to leave comments using one of the methods described below.

Once the virtual consultation has closed on **1st November 2021**, we will review the feedback received and take this into consideration before we submit an Outline planning application to Reading Borough Council.

HOW TO GET INVOLVED IN OUR CONSULTATION

Our focus is on housing which is both agreeable and attainable to residents, so we invite you to leave feedback on our draft proposals by **midnight on Monday 1st November 2021**.

You can leave comments by:



Submitting the virtual feedback form on our project website:
rgcdevelopment.consultationonline.co.uk



Emailing our project team via
feedback@consultationonline.co.uk
with comments or questions



Calling our freephone information line on
0800 298 7040 and leaving a message, and a member of our team will call you back

WHAT IF I DON'T HAVE ACCESS TO THE INTERNET?

If you have requested to receive these consultation materials and you are viewing these boards in paper form, please return your comments on the feedback form using the enclosed freepost envelope.

Development proposals for land at the Former Reading Golf Club, Kidmore End Road, Reading Your Feedback

Fairfax

ABOUT THE CONSULTATION

We welcome feedback from local residents and stakeholders on our proposals for land at the former Reading Golf Club, Kidmore End Road, Emmer Green, Reading, and believe that the views of the community are important.

Please provide all feedback responses before Monday 1st November 2021.

PRIVACY STATEMENT

By filling-in this form you are agreeing that BECG can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with Fairfax and its project team for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECG and Fairfax may use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made. BECG acts on behalf of Fairfax to run its public consultation activities.

Your Details

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

Title (Miss/Mrs/Ms/Mr/Other):

First Name or Initial:

Surname:

Postcode:

Age Group (please circle):

Under 13	13-17	18-24	25-34
35-44	45-54	55-64	65-74
75-84	85+		

Your Contact Details

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Address:

Telephone:

Email:

***PLEASE COMPLETE ALL SECTIONS IN BLOCK CAPITALS**

Data Protection

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address becg.com/dp or by contacting us on 01962 893 893 / dataprotection@becg.com.

Q1 Do you support the provision of new homes on this site? (Please circle)

Supportive Partially supportive Object Unsure

Comments

Q2 Do you welcome the provision of affordable homes on this site? (Please circle)

Yes No Unsure

Comments

Q3 Our proposed masterplan would provide significant areas of public open space for the whole community to enjoy. Do you support the provision of more public open space? (Please circle)

Supportive Partially supportive Object Unsure

Comments

Q4 Do you have any general comments about the proposed masterplan for the site? (Please circle)

Supportive Partially supportive Object Unsure

Comments

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.