

2-12 Tessa Road, Reading Printworks - Supporting Statement

This statement supports the planning application for the the temporary change of use of the above building from a storage use to a food and drink market.

Background

The owner of Tm Leisure Ltd has an excellent reputation within Reading of hosting events and operate 3 local event festivals, 2 venues and a pop up event called Market Yard in Reading Town Centre. They had been Vice Chairman of Pub Watch for 3 years and have worked with the Council successfully for a long time.

For the last 12 months, they have been working on securing the premises and entertainment license at this site to move the food and drink market too. Unfortunately the applicant had previously received incorrect planning advice that a temporary change of use consent was not required.

Tm Leisure Ltd applied for their licence in July and In September and a full venue licence was awarded for this venue.

A full event safety management documentation has been approved by police and licensing. The owner took the police and licensing around the venue for a pre application process. All conditions have been approved and provided to the Safety Awareness Group including all major stakeholders from the emergency services.

Details of operation -

Market Yard is a food and drinks market, with the idea that groups of friends and colleagues will be able to eat, drink and socialise in a relaxed environment. The customer will be able to pick from two rooms, one nicknamed the chalet, and one nicknamed the live room. The Chalet is the more casual of the two, and we imagine customers will be able to come more for a catch up with friends and family. The live room is where we will have our relevant entertainment on, such as live bands, comedy acts and DJs. The use will operate from the 11th November 2021 to 1st January 2022.

Customers will be encouraged to book in advance via our ticketing system. Groups of 18 or below will be able to book via this service, and groups of over 18 will be able to get in touch with one of our bookings team.

Whichever room customers are sat in they will be able to order from any of the food vendors and bars. The ordering system will be fluid, so people can order via an app, or they will be able to purchase directly from the bar and the relevant food vendors.

Market Yard will have a really positive impact on the local Reading Economy. We are using local independent street food vendors, who will need to purchase their stock from butchers etc. Most of our customers will use bus or taxi services to visit the venue, therefore boosting these businesses. Whilst we use national suppliers for a lot

of bar stock, some of our suppliers are based as close as High Wycombe. We also stock directly from local brewers such as Double Barrelled, Siren Craft, and Phantom Brewery.

The licence has been granted to operate Monday - Sunday, 12pm - 11pm each day.

Our actual operating hours are going to be
NOVEMBER 2021

Thursday 11th - 4pm - 11pm

Friday 12th - 4pm - 11pm

Saturday 13th - 12pm - 11pm

Sunday 14th - 12pm - 11pm

Thursday 18th - 4pm - 11pm

Friday 19th - 4pm - 11pm

Saturday 20th - 12pm - 11pm

Sunday 21st - 12pm - 11pm

Monday 22nd - 4pm - 11pm

Friday 26th - 4pm - 11pm

Saturday 27th - 12pm - 11pm

Sunday 28th - 12pm - 11pm

Monday 29th - 4pm - 11pm

DECEMBER 2021

Thursday 2nd - 4pm - 11pm

Friday 3rd - 4pm - 11pm

Saturday 4th - 12pm - 11pm

Sunday 5th- 12pm - 11pm
Wednesday 8th - 4pm - 11pm
Thursday 9th - 4pm - 11pm
Friday 10th - 4pm - 11pm
Saturday 11th- 12pm - 11pm
Sunday 12th- 12pm - 11pm
Wednesday 15th - 4pm - 11pm
Thursday 16th- 4pm - 11pm
Friday 17th- 12pm - 11pm
Saturday 18th - 12pm - 11pm
Sunday 19th-12pm - 11pm
Monday 20th- 12pm - 11pm
Tuesday 21st-12pm - 11pm
Wednesday 22nd -12pm - 11pm
Thursday 23rd -12pm - 11pm
Monday 27th - 12pm - 11pm
Tuesday 28th -12pm - 11pm
Wednesday 29th -12pm - 11pm
Friday 31st - 12pm - 11pm

We are creating over 100 jobs in an industry that has been negatively affected by the coronavirus pandemic. These jobs will positively affect the local economy, with those employed spending more money in local business.

4 - Management Staff
6 - Supervisors
5 - In house sales & marketing team
25 - Bar Staff
25 - Waiting Staff/Hosting Staff
10 - Bar Support
10 - Cleaning team & Maintenance
10 - Production Staff
5 - Sound & Light Technicians
5 - Decorative
15 - Door Staff

Our seated capacity is 930 people.

On a day where we open at 4pm, we will operate two sessions. 4pm-7pm, 7.30pm - 11pm, therefore our covers for the day will be 1860.

On a day where we open at 12pm, we will operate three sessions. 12pm - 3pm, 3.30pm - 7pm, 7.30pm - 11pm, therefore our covers for the day will be 2790.

There will be amplified music, the DB of this will be in line with our licensing condition.

The control limits set at the mixer position(s) shall be adequate to ensure that the Music Noise Level measure at least 1m from the façade of the nearest and all other noise sensitive properties (being premises where occupants are likely to suffer nuisance from excessive noise) shall not exceed the background noise level by more than 15dBA over a 15 minute

period (LAeq15 min). Background noise in this case is the arithmetic average of the hourly LA90 measured over the time period 12:00 - 23:00 on an equivalent day when the premises is not operating or when sound checks are not taking place.

Movement plan

There is a Car park at the front of the venue which will serve as the location for deliveries during the day times for deliveries and be able to load into the huge door ways.. This area would then be closed off to any vehicles during the hours when opened. This would also then act as the areas for Queue control for customers and for dispersal.

Travel Options

Attendees have various options for travelling to Tessa Road. A summary of each is detailed below.

Taxi - A designated taxi drop off/pick up point will be available for use by taxis bringing attendees to the event. We will encourage taxi drivers to drive directly down Tessa Road with signage, as there is a turning circle at the end of Tessa Road. This is aimed at minimising taxi drop offs/pickups on the local road network causing unnecessary congestion.

Rail – Attendees planning to travel to the event by rail will arrive at Reading train station and can then complete their journey to the venue either by taxi or walking (approx. 20 minute walk). Rail services are provided by both Network Rail and South Western railway. Further

information can be found on the following website: <https://www.networkrail.co.uk/communities/passengers/planning-a-trip/>

Cycle – Cycle access will be available at all vehicular access points. No designated cycle parking areas have yet been established, however we think that minimal people will cycle.

Bus – The nearest bus stop is outside the Moderation pub, which is a 5 minute walk from Tessa Road. Various bus services are available at this stop including the 22 and the 24 bus service.

Walking – Access to the site is available on foot and there are good footway links to the site.

Car – We will not be encouraging anyone to use cars to drive to the event as we have no on site parking. The closest car park is a pay and display car park located next to the Rivermead Leisure Centre.

Emergency Vehicles Emergency vehicles will be able to access the venue at all times from all entry and exit points. If an emergency vehicle requires access, the nearest SIA door staff will radio through to the Door manager, warning them of the imminent arrival of an emergency vehicle and the location.

Build & Break Traffic All Production traffic will be informed to access via the site entrance from Richfield Avenue. All production vehicles will be accredited on access to site, this allows them to be easily identified and the vehicle owner can be contacted if required. All vehicles will follow the sites set speed limit of 5mph. All build works will be carried out between the hours of 08:00-18:00. During the build phase it is expected that most of the large delivery vehicles will arrive early in the week. It is likely that the number of smaller production vehicles will increase the closer it gets to the event.

We will have a detailed dispersal policy in our ESMP and security management plan which will be managed by our security company. In our licence we have to have security on at all times

Litter management plan and details of how issues of anti-social behaviour will be dealt with

We will have onsite cleaners from DNL Cleaning who will be managing our cleaning

on site. This will be done after every operating session. They will be instructed to litter pick the outside of the venue, within 50m, just in case any litter has emanated from the venue. Reading borough council will be in charge of our waste collections.

We will also have an onsite cleaning team during live times, who will regularly empty bins on site, and collect any rubbish inside the venue. The on site security will be active at the exit of the venue, so when people are leaving they can intercept any food or drinks that customers may attempt to take from the venue. On site security will direct people towards the relevant public transport, and encourage people to leave the venue quietly. We will also have signage up supporting this. More details of this will be provided in our ESMP.

Refuse Strategy

Waste disposal will be carried out by Reading Borough Council. These waste bins will be delivered on the 17th November and collected every Tuesday and Friday. We will have 15 bins, 10 for general waste, 3 for food waste and 2 for glass collections. These will be stored in a refuse area, inside the venue and outside of public view.

Cleaning of the venue will be completed by DNL Cleaning. Staff will be on duty throughout live events undertaking general litter picking and waste collection. There will also be a member of staff based in both toilet locations, undertaking regular cleaning of all toilet facilities throughout the day.

Following each session, all tables and benches will be cleaned prior to the arrival of the next group of customers.

At the end of each day, the venue will be deep cleaned using alcoholic or antibacterial cleaning products.

Noise impact assessment -

We will be instructing our noise management agency joyces - Nash to handle this.

License

License has been approved by Reading Council - see supporting documents for copy of license.

Planning Pre-application Advice

Tm Leisure have reached out to Julie Williams, Acting Planning Manager for advice on whether planning consent was required for the temporary change of use after being informed that they could not operate under a 56 day 'Permitted Development' temporary change of use.

"The recent use class change has given many false expectations as to what can be done with problems stemming from establishing what the existing lawful use is of a building. Once you know that you know whether a change of use would be ok or not.

To do this an application for a Lawful Development Certificate can be made to establish if the use of the building can be changed using permitted development criteria.

Alternatively an application for temporary planning permission could be made (to get round our policy restriction subject to all other relevant planning matters being satisfied – such as parking, deliveries, hours of use etc) which has a good chance of being supported here) if it can be shown the building has been empty for some time and no other viable interest in it.

Whatever you do – you will not have a LDC or planning decision by November so I am minded to say you can open at your own risk while the application(s) are being considered".

From receiving this advise the applicant has worked as quickly as possible to prepare a planning application for a temporary change of use.