

452 Basingstoke Road, Reading RG2 0QE
November 2016

Procter & Gamble Ltd

P&G Reading Innovation Centre

Planning Statement



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Planning Statement

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This report takes into account the particular instructions and requirements of our client.

It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

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Site Location Plan

1 Introduction

1.1 The Proposed Development

This Planning Statement has been prepared by Arup on behalf of Procter and Gamble Ltd (P&G), the owner and applicant, in support of a full planning application for the P&G Reading Innovation Centre at 452 Basingstoke Road, RG2 0QE. The development proposed is as follows:

Part retention and refurbishment of the existing Gillette building, erection of a two storey research and development building (Class B1/B8), and erection of a 190 space multi-storey car park, with associated access, surface car parking, servicing, landscaping and engineering works.

This application is for the relocation of P&G's Greater London Innovation Centre facility in Egham to their existing Reading site, allowing for the consolidation of activities. The application site covers approximately 1.5ha of the existing P&G site in Reading, which has a long history of industrial and business use. The site subject to the application is currently occupied by existing buildings to be retained, existing buildings to be demolished, open car parking, soft landscaping and the sites of previously demolished buildings.

The applicant's objective is for the site to secure full planning permission for the development of a research and development facility. The facility will be comprised of laboratories, offices, and storage warehousing (Class B1a, B1b, and B8) of 6,995 m². The proposal seeks to accommodate the relocated lab and offices accommodation through a combination of alterations to the existing Gillette building at the centre of the site and a new build extension.

In order to maintain the car parking provision on the site, new parking would be provided in a multi-storey car park to the south of the Gillette building. The new car park will provide 190 spaces over eight half floors (four storeys). Provision for further surface parking will be made in the currently vacant land to the north and rear of the existing Gillette building. Associated servicing, landscaping and engineering works will be undertaken throughout the application site to enable the development.

1.2 Pre-Application Discussions

There has been ongoing consultation between the Applicant and Reading Borough Council as part of the preparation for this application. A pre-application meeting took place on 13th July 2016 to receive initial feedback on the proposals and the scope of the planning application. No objections were received to the proposal and the principle of the proposed development was supported.

A request for an Environmental Impact Assessment (EIA) Screening Opinion was submitted on 2nd September 2016. RBC confirmed in a letter response dated 30th September 2016 (Ref. 16/1685) that in accordance with The Town and Country Planning (Environmental Impact Assessment) Regulations 2011 (as amended), the

development proposed is not development that is likely to have significant effects on the environment and that accordingly, an Environmental Statement was not required to accompany the proposed application. It is noted that subsequent to the request for an EIA Screening Opinion that the application site boundary has been amended. The amendment relates to the utilisation of existing hard standing areas for surface car parking and does not alter the scale of the proposals or potential level of environmental effect.

P&G intend to hold a community engagement event in the form of a drop in session after the application has been submitted, in order that proposals can be explained in more detail to interested members of the public.

1.3 Application Documentation

This Planning Statement has been prepared to support the proposals and is structured as follows:

- Section 2 – Description of the site location and its context;
- Section 3 – Description of the development;
- Section 4 – Planning Policy review and assessment;
- Section 5 – S106 Obligations; and
- Section 6 – Conclusions.

In addition to this statement, the submitted application form, cover letter and Community Infrastructure Levy form, the application should be read in conjunction with the following supporting documents and drawings:

Document	Prepared by
Design and Access Statement (incl SUDS Statement and Landscape Principles)	dhp
Planning Statement (incl S106 Heads of Terms)	Arup
Transport Assessment (incl Framework Travel Plan)	Arup
Air Quality Assessment	Arup
Contaminated Land Desk Study	Arup
Preliminary Ecological Appraisal (incl Bat Survey)	Arup
Sustainability Statement (incl BREEAM Pre-Assessment)	Arup
Energy Strategy	Arup

Tree Survey	Barrell Tree Consultancy
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Reference	Drawing	Scale
5504-1001-P/0	Existing Site Location Plan	1:1250
5504-1010	Existing Topographical Site Survey	1:200
5504-1020	Existing Ground Floor Plan	1:200
5504-1030	Existing First Floor Plan	1:200
5504-1040	Existing Second Floor Plan	1:200
5504-1050	Existing Roof Plan	1:200
5504-1060	Existing Front & Left Elevations and Cross Section A-A	1:100
5504-1070	Existing Rear Elevation and Cross Section B-B	1:100
5504-2000	Proposed Site Location Plan	1:1250
5504-2010	Proposed Site Block Plan	1:500
5504-2015	Building Demolition Plan	1:500
5504-2020	Proposed Ground Floor Plan	1:100
5504-2030	Proposed First Floor Plan	1:100
5504-2040	Proposed Second Floor Plan	1:100
5504-2050	Proposed Roof Plan	1:100
5504-2070	Proposed Security & Site Access Plan	1:500

5504-2080	Proposed Contractors Compound/Site Access Plans	1:1000
5504-2090	Proposed Car Park Layout	1:500
5504-2095	Proposed Landscape Plan Sheet 1 of 2	1:250
5504-2096	Proposed Landscape Plan Sheet 2 of 2	1:250
5504-3000	Proposed Elevations Sheet 1 of 3	1:200
5504-3010	Proposed Elevations Sheet 2 of 3	1:200
5504-3020	Proposed Elevations Sheet 3 of 3	1:200
5504-303	Proposed Sub-Station and Electrical Distribution Elevations	1:100
5504-E-2100	Electrical Services Proposed External Lighting Layout	1:500
5504-E-2110	Electrical Services Proposed External Lighting ISO Lux Plots Layout	1:500

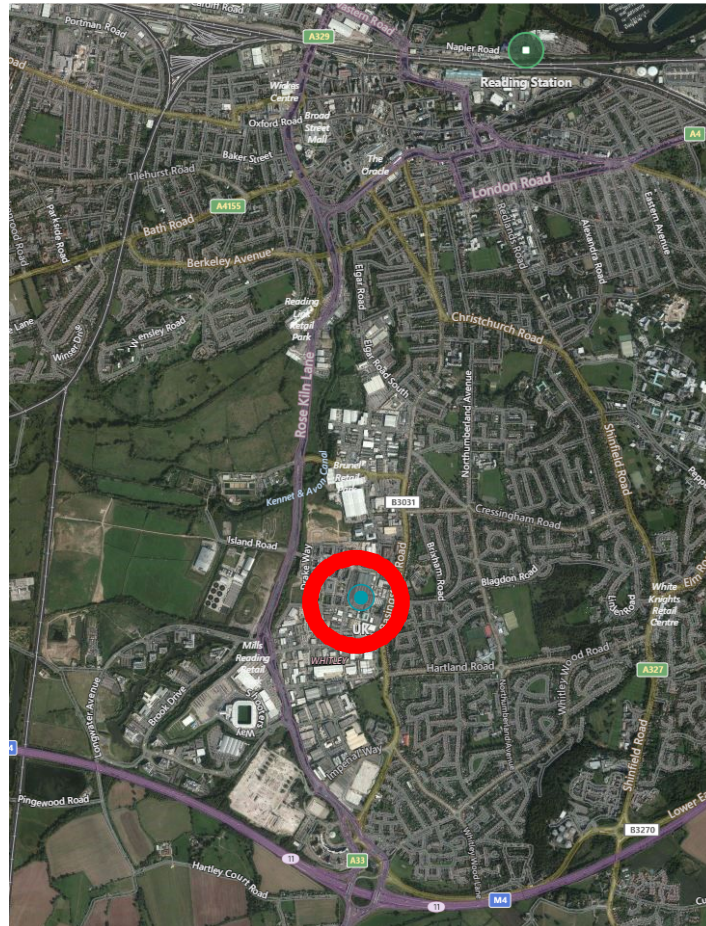
2 Site Location and Context

2.1 Site Context

The proposed development site is located in the southern part of Reading, in an established industrial area and part of the A33 corridor. This area is predominantly characterised by long established employment sites, but also a number of newer developments such as Kennet Island, Green Park and Madejski Stadium.

The site is bounded to the east by the access road that runs parallel to the B3031 Basingstoke Road, to the north and south by office and warehouse space, and to the west by the wider P&G site. To the east of Basingstoke Road is the established residential area of Whitley and to the west of the P&G site is the more recent Kennet Island residential development. To the north of the P&G site approximately 13 ha of land is identified as the 'Land North of Manor Farm Road' strategic development site, which is identified primarily for housing redevelopment (350-550 units).

Figure 1: Site Context Plan



2.2 The Application Site

The application site forms part of a wider operational P&G site, principally occupied by its Gillette brand operations which has a long history at the site. The site is currently occupied by a range of Class B1 and B8 uses, which includes offices, a testing centre, staff facilities, warehouse and manufacturing buildings and surface level parking.

The application site itself encompassing approximately 1.5 ha is formed of the currently vacant three storey Gillette building (Building D + B), ancillary structures, surface parking and the site of the demolished Building C. See Figure 2 below. Immediately to the west of the application site are the two storey portacabin office building (Building F), office and research and development buildings (Buildings I & A) and factory/warehousing building E1.

There are two active access points to the site from the road parallel to Basingstoke Road, two to the north of the site from Manor Farm Road and one from the rear via Commercial Road. The rear access points include operational access for heavy goods vehicles. The application site currently provides 176 car parking spaces.

The proposed site location plan is included at **Appendix A**.

Figure 2: Existing building reference numbers



2.3 Site Allocations

The Reading Borough Council proposals map (2012) outlines the policy designations relevant to the application site. The following designations have been identified:

- **Core Employment Area (CEA)** – The application site is located within a CEA. These are industrial and warehousing areas, whereby the overall level of employment land should be maintained.
- **Air Quality Management Area (AQMA)** - Due to its proximity to the A33 major road, the application site is located within an Air Quality Management Area (AQMA). Areas designated within the AQMA experience levels of nitrogen dioxide that exceed air quality objectives, and elevated levels of particulates.
- **Major Hazard Site** – Adjacent to the application site, but within the wider P&G site, the proposals map identifies the presence of a Major Hazard Site. This relates to its status as a lower tier COMAH site where flammable gases are stored in relation to Gillette product manufacture and testing. This remains unaffected by the current proposal.

There are no environmental designations on or in close proximity to the site and it's not located within a flood risk zone 2 or 3.

2.4 Planning History

The site has a long planning history dating back to the 1950s. Previous planning applications have varied considerably in scale, covering a range of minor installations to the existing site, along with major extensions and demolition works. The table below outlines the details and decisions of the more notable recent applications submitted to Reading Borough Council.

Table 1: Planning history of the P&G site

Planning Application Number:	Description	Decision date	Decision
140313	Demolition of Building C (nearest Basingstoke Road) whilst retaining the ground floor slab	13 June 2014	Prior approval granted
131503	Request to discharge Conditions 2 (Materials), 6 (Disabled Access) and 7 (Cycle Parking) of Planning permission for the construction of a 2-storey test facility, demolition of Building 460, with modification to associated external works and car parking arrangements.	04 Dec 2013	Conditions 2, 6 and 7 were discharged.
131504	Request to discharge Conditions 2 (Materials), 5 (Acoustic Specification) and 6 (Ground Conditions) of Planning permission for the construction of a 2-storey test facility, demolition of Building 460,	22 Nov 2013	Conditions 2, 5 and 6 were discharged.

	with modification to associated external works and car parking arrangements.		
131096	Single storey extension to reception area to create more internal space for visitors.	05 Dec 2013	Granted full planning permission
120376	Demolition of predominantly single storey warehouse and re-cladding of exposed walls	24 April 2012	Granted full planning permission
110596	Single storey extension and covered walkway	03 Aug 2011	Granted full planning permission
111310	Erection of a covered pallet store for empty pallets	29 June 2011	Granted full planning permission
100026	Demolition of store building and erection of water tank, fire screen wall and associated pump house	24 March 2010	Granted full planning permission
090768	Hazardous Substance Consent to allow for increased storage of Liquefied Petroleum Gas from 152 tonnes to 319 tonnes	14 Aug 2009	Application permitted
040667	Single storey extension to the west wing of existing building B	06 Aug 2004	Application permitted
020726	Two storey portable accommodation to provide locker accommodation for staff	14 Feb 2003	Application Permitted
021359	Single storey extension to existing security lodge to include disabled WC	07 Nov 2002	Application Permitted
010847	Construction of 2 storey test facility, demolition of building 460, with modifications to associated external works and car parking arrangements	06 March 2002	Application Permitted
992012	North yard canopy extended and enclosed with side walls and shelters south yard – 3 new loading bays with associated dock levellers and shelter and enclosure to the rear. New roller shutter door to west elevation.	21 July 1999	Application Permitted
980985	Construction of new UKRDL research facilities and refurbishment of building 454 with modifications to associated external works and car parking arrangements.	28 Sept 1999	Application Permitted
980880	2 End loading bays (sunken into surface of north yard) with associated back levellers & canopy over at rear.	25 Sept 1998	Application Permitted
970394	Refurbishment of existing warehouse and production area in phases and associated external works including temporary building.	15 Oct 1997	Permitted subject to Legal Agreement
940154	Two wall mounted illuminated Gillette signs, two ground level advertising pylons and two directional pylons.	02 Feb 1995	Application Permitted
920538	Claim for deemed consent to store hazardous substances (hydrocarbon repellent - L.P.G.)	27 Nov 1992	Application Permitted

3 The Proposed Development

This application is for the relocation of P&G's Greater London Innovation Centre facility in Egham to their existing Reading site, allowing for the consolidation of activities.

Full planning permission is sought for the following:

Part retention and refurbishment of the existing Gillette building, erection of a two storey research and development building (Class B1/B8), and erection of a 190 space multi-storey car park, with associated access, surface car parking, servicing, landscaping and engineering works.

Development of a new research and development facility within P&G's existing Reading site is proposed. The facility will be comprised of laboratories, offices, and storage warehousing (Class B1 and B8) of 6,995m². The proposal seeks to accommodate the relocated lab and offices accommodation through a combination of alterations to the existing Gillette building at the centre of the site and a new build extension. It is proposed that the southern half of the Gillette building (Building D) is refurbished following the demolition of its return wing (south-western). The proposed new research and development office and laboratory accommodation and associated warehousing will form a rear extension to the building. The northern half of the vacant Gillette (Building B) is not currently proposed for re-use and will be subject to minor exterior refurbishment works only.

To allow the works, the surface car parking on the site will need to be relocated and the existing ground floor security building, external store, sub-station and switch room buildings demolished.

The proposed floorspace in the development is as follows:

Building	Land Use	GIA (m ²)	GEA (m ²)
Refurbished Gillette Building	B1(a) Office	1,168	1,243
	Other (lifts, stairs WCs, plant)	438.3	465
Rear Extension	B1(a) Office	710	755
	B1(b) Research & Development	1,344	1,430
	Other (lifts, stairs, WCs, plant)	1,017.4	1,082
Shelter	B1(a) Office	52.8	56
	Other (lifts, stairs, WCs, plant, research support – CHCT chambers)	1,934.2	2,057
	B8 Storage or Distribution	330	351
SUB TOTAL		6,994.7	7,439

In order to maintain the car parking provision on the site, new parking would be provided in a multi-storey car park to the south of the Gillette building which is currently occupied by surface parking. The new car park will provide 190 spaces over eight half floors (four storeys) (GEA 4,744 sq m). Provision for further surface parking will be made in the currently vacant land to the north of the existing Gillette building. The total proposed car parking within the application site will be 380 spaces. Associated servicing, landscaping and engineering works will be undertaken throughout the application site to enable the development.

In summary the proposed works comprise:

- Demolition of the south-western wing of the existing Gillette building, the ground floor security gatehouse and ancillary sub-station and external store buildings;
- Refurbishment of the southern half of the retained Gillette building and erection of a rear extension in the form of a new research and development office and laboratory accommodation (Class B1) and associated storage warehousing (Class B8);
- Refurbishment of the façade of the northern half of the retained Gillette building.
- Provision of a 190 space multi-storey car park to the south of the Gillette building formed of four storeys comprising eight levels. Further parking at grade, adjacent and in the currently vacant land to the north and rear of the existing Gillette building;
- Ancillary plant and engineering works including switch room, generator and transformer buildings;
- Associated hard and soft landscaping works, including access and circulation; and
- Formation of a new northern vehicular access to the application site.

3.1 Transport and Parking

A Transport Assessment, including a Travel Plan have been submitted in support of this application.

In terms of proposed site access and egress points, the existing site entry point would become a service/goods entry and exit point. Access to the site would be redirected onto the existing visitor parking entry and exit point, while egress would be gained immediately north of the Gillette building. The access and egress arrangements for visitors would remain unchanged, whilst an emergency vehicle access point would remain via the existing vehicle exit gate (directly south of the Gillette building). The new staff would access and exit the site via the service road, from/to the junction with Bennet Road, to the south of the site. However, the proposed parking layout would also allow for access and egress north of the bollard along the service road for staff living north of the site and/or travelling to/from northern destinations.

The proposal includes the provision of a 190 space multi-storey car park to the south of the Gillette building formed of eight levels. Further parking will be provided at grade, adjacent and in the currently vacant land to the north and rear of the existing Gillette building. The new car parking will provide 541 spaces across the whole P&G site, which will constitute an uplift of 230 spaces from the current provision of 311 spaces.

A total of five motorcycle spaces and 44 cycle parking spaces will be provided on site. Furthermore, the scheme includes the provision of one loading bay in the service yard area.

The Transport Assessment demonstrates that the development provides an acceptable level of car, motorcycle and cycle parking. Whilst the provision of one loading bay is below the maximum standards and therefore compliant, this constitutes an under-provision. RBC has however agreed that this is acceptable in principle, provided that a vehicle swept path analysis be undertaken to show servicing vehicles could manoeuvre and dwell within the site without blocking back onto the public highway. This exercise has been undertaken as part of the Transport Assessment and demonstrates that there would be no interference with the operation of the service road.

The Transport Assessment concludes that the development proposals will have a limited additional impact on the key components of the local highway network. Nevertheless, a suite of mitigation measures have been considered to address the development proposals' limited impact on the local highway network.

Specifically, through the Travel Plan, staff approaching the development from the south, east or west, via Junction 11 of the M4 will be encouraged to approach the site from the A33 Relief Road and use the Park & Ride facilities at the Madejski Stadium to undertake the last leg of their journey on foot.

Additionally, the introduction of an access and egress point north of the bollard for allocated staff allowing them to enter and exit the site via the B3031 Basingstoke Road/ Manor Farm Road junction will remove the need for staff approaching from the north to pass through the B3031 Basingstoke Road/Bennet Road junction on their journey to or from work.

Overall, the measures proposed can mitigate the potential impact of the proposed development on the local highway network such that the development proposals do not have an unacceptable impact on its operation.

3.2 Design

A Design and Access Statement is enclosed with this application and provides a rationale for the proposed design.

The proposed scheme will be of a high standard of design, compatible with the scale and character of the existing development, its neighbours and setting. The proposed development has been designed to be well related to the existing buildings on the site, enhance the current site, whilst providing the necessary accommodation required.

The new building is set behind the existing D Block which partially obscures its view from outside the site. Each area of the new building is clearly defined with its own form and massing, creating a series of individually legible spaces, which break up elevations and provides visual interest. The materials proposed for the elevations all relate to the original D Block and therefore maintain architectural continuity with its surroundings.

The multi storey car park also reflects the lines and massing of D Block and the stair cores depict architectural elements of D Block maintaining the architectural continuity of the site.

3.3 Ecology and Landscaping

A Preliminary Ecological Appraisal and Bat Suitability Assessment has been submitted in support of this application.

This document concludes that buildings and hardstanding dominate the site, with limited areas of introduced shrub, amenity grassland and scattered trees. The trees proposed for removal as part of the works are detailed on the submitted Tree Survey plan. Replacement landscaping is to be included within the landscape strip to the front of the development.

Two buildings located within the construction zone have moderate to low potential to support roosting bats. As a result a bat emergence and re-entry survey has been undertaken for Building B1 and Building D and no evidence of roosting bats found. Recommendations for measures that should also be employed to prevent unnecessary harm to wild mammals during site preparation and construction have also been made.

Ecological enhancements have been incorporated into the proposed development to ensure a net gain in biodiversity in accordance with the planning policy. These design measures are set out in the Design and Access Statement and Sustainability Statement. Native species will be incorporated into the landscape proposals, including appropriate trees, shrubs and ground flora.

3.4 Sustainability and Energy

A Sustainability Statement and an Energy Strategy have been submitted in support of this application. Furthermore, the enclosed Design and Access Statement includes details regarding the Sustainable Drainage System (SUDs) proposals.

The Sustainability Statement sets out the sustainability commitments and aspirations under a number of key sustainability headings. It summarises the proposals for the development as a response to the BREEAM Sustainable Checklist questions, which take into account local Reading and national policy requirements and targets.

The development will achieve a BREEAM New Construction 2014 rating of “Very Good,” with a current targeted score of 67.2%. This exceeds the minimum

target of 62.5% for larger, non-residential developments, i.e 1000m² and above floor space, as set out in the Sustainable Design and Construction SPD (2011).

Overall, the scheme achieves an appropriate balance between social, economic and environmental considerations and will therefore make a positive contribution in terms of the sustainable development of the wider area.

The Energy Strategy submitted with the application includes an energy assessment following the procedure of the Energy Hierarchy:

Priority 1	Energy conservation & efficiency
Priority 2	Exploitation of non-sustainable resources using low carbon technologies
Priority 3	Exploitation of renewable, sustainable resources & technologies

The emission baselines for the proposed redevelopment (Be Lean, Be Clean & Be Green) have been estimated on a 'Regulated Energy' approach.

The Energy Strategy confirms that the reduction in energy consumption and carbon emissions allows the development to achieve 6 credits out of 10 for BREEAM Ene01.

This application recognises the need for a sustainable and manageable drainage solution to minimise surface water runoff. A Sustainable Drainage Systems (SUDs) Statement has been included within the Design and Access Statement. In summary, surface water will be disposed of in the following drainage hierarchy:

- Surface and rainwater drainage to the existing remaining buildings will remain unaltered
- Where ground conditions and required surfaces are suitable (e.g. paving to pathways) proposed new hard surfaces will comprise non-porous materials such as concrete pavers and tarmacadam with surface water drainage channels and yard gullies
- Rain and surface water drainage from the new building and new parking areas will be attenuated (via below ground tanks) and then discharged into the existing public sewers at a controlled rate.

The Design and Access Statement provides full details regarding how the development will utilise sustainable urban drainage design in accordance with the drainage hierarchy.

4 Planning Policy Review and Assessment

This section outlines the relevant adopted planning policy which has been considered as part of the preparation of this planning application and an assessment of the proposals compliance with this policy. This review covers both national and local planning policies, as well as supporting guidance where appropriate.

Planning applications are required to be assessed against the Development Plan, alongside any relevant material considerations. Table 2 summarises the policy documents which make up the adopted Development Plan and material considerations for this application.

Table 2: Summary of policy documents and material considerations for this application

Policy Level	Policy Document
National Policy	The National Planning Policy Framework (March 2012) National Planning Practice Guidance (March 2014)
Local policy	RBC Core Strategy Development Plan Document (DPD) (January 2008, with alterations January 2015) RBC Sites and Detailed Policies DPD (October 2012, with alterations January 2015) RBC Policies Map (October 2012) Sustainable Design and Construction SPD (July 2011) Revised Parking Standards and Design SPD (October 2011) Employment, Skills and Training SPD (April 2013) Planning Obligations under S106 SPD (April 2015) Affordable Housing SPD (2013) Community Infrastructure Levy Charging Schedule (January 2015)

4.1 National Policy

The National Planning Policy Framework was published in March 2012, and sets out the Government's planning policies for England, with guidance on how these are expected to be applied. It provides the framework for councils and local communities to develop local and neighbourhood plans, which reflect the needs and priorities for their area. This policy forms part of the material considerations for determining planning applications.

The overarching theme of the NPPF is on a 'presumption in favour of sustainable development' (paragraph 14), placing emphasis on striking a balance between economic, social and environmental needs. The NPPF sets out that local planning

authorities should demonstrate sufficient flexibility to adapt to changing circumstances.

The NPPF encourages a positive approach to development opportunities, to ensure that the planning system does everything it can to support sustainable economic growth. Paragraph 7 sets out the three dimensions to sustainable development – an economic, social and environmental role. The economic role requires the planning system to contribute to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places.

The Government's commitment to job creation, prosperity and meeting the challenges of global competition is set out under the principle of 'Delivering Sustainable Development'. Within this principle, a proactive approach is encouraged to meet the development needs of business and support an economy fit for the 21st Century. Paragraph 21 of the NPPF sets out that investment in business should not be over-burdened by the combined requirements of planning policy expectations.

Within the NPPF, twelve core planning principles are set out, many of which are relevant to this application:

Principle 1 – Building a strong, competitive economy: securing economic growth in order to create jobs and prosperity, and building upon the country's inherent strengths.

Principle 4 – Promoting sustainable transport: the transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. Improvements can be undertaken within the transport network that effectively limit the significant impacts of the development.

Principle 7 – Requiring good design: good design is a key aspect of sustainable development, and should contribute to positively making places better for people.

Principle 10 – Meeting the challenge of climate change, flooding and coastal change: planning should help places secure radical reductions in greenhouse gas emissions, minimise vulnerability and provide resilience to the impacts of climate change. The delivery of renewable and low carbon energy should be supported.

4.2 Local Planning Policy

The site is situated within the administrative boundary of Reading Borough Council, and is therefore must align with the policies set out in the Reading Core Strategy, which was adopted by the council in January 2008 and altered January 2015. The Core Strategy is the most important Development Plan Document (DPD), and all other DPD's must be in general conformity with it.

4.2.1 Core Strategy (2008, with alterations 2015)

The Core Strategy sets out the key elements of the planning framework for the area, and comprises a spatial vision, a spatial strategy and a series of key policies

to implement the strategy. A monitoring and implementation framework is also included to achieve effective delivery.

The Core Strategy shows support for employment development, setting out ambitions for Reading's economy to serve as the capital of the Thames Valley and a nationally significant employment hub. The Core Strategy sets out a strong vision for Reading to be *"the headquarters of a number of major national and international companies"* (p.42) and states that *"employment development should enhance this role, should contribute to meeting the overall vision, and should aim to provide modern, flexible business space that fulfils up-to-the-minute demands. Key regionally significant economic sectors which have high added value to the local economy will be particularly encouraged..."* (p.42).

The Core Strategy sets out a number of key policies relevant to this application:

Table 3 Relevant Core Strategy policies

Core Strategy Policy (summary)	Assessment
Policy CS1 – Sustainable Construction and Design For developments larger than 1,000m ² of floorspace, 50% of provision must meet BREEAM 'excellent' standards, and incorporate on-site generation of energy from renewable sources. Developments should incorporate sustainable urban drainage systems, as appropriate.	The Sustainability Statement enclosed with the application sets out the project's approach to sustainable design and construction and confirms that the development will achieve a BREEAM New Construction 2014 rating of "Very Good," with a current targeted score of 67.4%. The Design and Access Statement enclosed with this application includes details on the Sustainable Drainage System proposals.
Policy CS2 – Waste Minimisation Development should demonstrate measures to minimise the generation of waste in construction, use and life of buildings, and promote sustainable approaches to waste management.	P&G's policy is to generate zero landfill. The waste generated by the new development will be integrated with the existing site waste generated by the existing site operations.
Policy CS3 – Social Inclusion and Diversity Major developments should demonstrate measures to enhance social inclusion. Development must be supported by appropriate access to a range of social infrastructure, including housing, employment, community facilities, leisure, health, and education.	The proposed development relates to a long term commercial and industrial site which has previously experienced reductions in employment levels. It is proposed that the development further engages with the local community through its training and skills programme.
Policy CS4 – Accessibility and Intensity of Development New development must be at an appropriate scale, density and intensity, and supported by good access to walking, cycling and public transport infrastructure.	The site will be accessed in similar ways to the existing arrangement. It is in close proximity to cycle and bus routes enabling sustainable transport methods.
Policy CS5 – Inclusive Access	The development ensures the safety and ease of access for all users through the careful

All buildings should be located, sited and designed to be accessible for all potential users, including disabled people, so that they can use them safely and easily.	consideration of pedestrian and vehicular accesses, disabled car parking, pavements and pedestrian areas, level access, street furniture, lighting, as well as the internal layout of the new building. Full details are provided within the Design and Access Statement.
Policy CS7 – Design and Public Realm All development should positively contribute to making the Borough a better place, and should involve the highest quality design, that remains sensitive to local character and context. Applications for major and minor developments should be accompanied by a design and access statement that deal with all the above matters.	This application is accompanied by a design and access statement which sets out the design and landscaping proposals. The development is considered to make a positive contribution to the visual amenity of the local area.
Policy CS9 – Infrastructure, Services, Resources and Amenities Development will not be permitted unless the local planning authority is satisfied that infrastructure, services, resources, and amenities lost or impacted upon as a result of development are appropriately re-provided. The council will seek direct developer provision of necessary works and investment before development takes place.	There is no loss of infrastructure or services as a result of this proposal with all works within the existing P&G site and utilising a currently vacant building. Furthermore, the scale and nature of the development is not considered to put undue pressure on infrastructure, services, resources and amenities.
Policy CS10 – Location of Employment Development Major office development (over 2,500m²) will be directed to the centre of Reading and along a high accessibility corridor focused on the A33. Major development for industrial, storage and distribution or similar uses (over 2,500m²) will be directed primarily to the Core Employment Areas, or to areas along the high-accessibility A33 corridor to the south.	The proposed development is in keeping with the intention for Core Employment Areas and the A33 accessibility corridor.
Policy CS11 – Use of Employment Land for Alternative Uses The overall level of employment land should be maintained within the Core Employment Areas.	The site is proposed to remain in employment use and there is no loss to alternative uses proposed.
Policy CS12 – Maintaining a Variety of Premises The overall level of start-up and grow-on space should be maintained and, where possible, increased. It is suggested that any loss of small units should be offset by new provision, the overall provision of storage and distribution uses should be maintained in the south of Basingstoke Road.	There is no net loss of premises as a result of this proposal.
Policy CS13 – Impact of Employment Development Employment development should provide mitigation measures in line with its impacts on the demand for housing (including affordable housing), labour and skills, and on the transport network.	See Section 5 of this statement for the proposed approach to s106 contributions in response to the impact of the proposed development.

Policy CS20 – Implementation of the Reading Transport Strategy The proposed development should contribute appropriately to the provision of a balanced transport network as outlined in the Reading Transport Strategy, including the implementation of the core transport infrastructure projects and area action plans.	The Transport Assessment enclosed with this application includes a Framework Travel Plan. This Plan will promote measures in favour of car sharing, walking and cycling, the aim of which will be to reduce reliance on the private car and reduce single occupancy car trips, which over time will reduce the quantum of on-site parking.
Policy CS22 – Transport Assessments Development proposals should make appropriate provision for works and contributions to ensure an adequate level of accessibility and safety. This involves the consideration of all modes of transport from all parts of a development, particularly by public transport, walking and cycling. Development should provide mitigation measures in line with their impacts on these networks, and where appropriate, a transport assessment of the scheme will be required.	A Transport Assessment and Framework Travel Plan have been enclosed with this application. The Transport Assessment includes measures which will mitigate the potential impact of the development on the local highway network.
Policy CS23 – Sustainable Travel Planning permission will not be granted for major development proposals unless there is a commitment to implement measures to promote and improve sustainable transport facilities, such as through provision to encourage walking, cycling and the use of public transport; and through agreed travel plans, safe routes to schools, safe routes to parks and similar measures.	A Framework Travel Plan has been enclosed with the application. The Plan manages and monitors the trips associated with the proposed development and will ensure that building users make trips in the most sustainable way possible.
Policy CS24 – Car/Cycle Parking Maximum car parking standards and cycle parking requirements will be applied.	The Transport Assessment enclosed with the application demonstrates that the development provides an acceptable level of car and cycle parking. While the proposed uplift of 230 car parking spaces (bringing the total number of spaces to 541) is in excess of the local maximum car parking standards which allow for a maximum uplift of 191 spaces, (bringing the total figure to 502 spaces) the provision would address RBC's concerns about any potential, albeit infrequent, overspill on local streets, in the event of all 510 staff being on site at the same time.

4.2.2 Sites and Detailed Policies Documents (SPDP) (2012, with alteration 2015)

The Sites and Detailed Policies Document (2012, with alteration 2015) sets out a range of borough-wide policies which help to guide development and planning applications. The second part of the document identifies sites of particular importance, including those that should be developed, those which should be protected and those where specific policies apply. The document sets out a number of key policies relevant to this application:

Table 4 Relevant Development Management policies

Core Strategy Policy	Assessment
Policy DM1 – Adaption to Climate Change All developments will demonstrate how they have been designed to incorporate measures to adapt to climate change. Measures include maximising opportunities for natural heating, ventilation and reducing exposure to wind and other elements. New and existing buildings shall demonstrate how they have been designed to maximise resistance and resilience to climate change.	The Sustainability Statement enclosed with the application sets out the projects approach to sustainable design and construction and confirms that the development will achieve a BREEAM New Construction 2014 rating of “Very Good,” with a current targeted score of 67.4%. The Design and Access Statement enclosed with this application includes details on the Sustainable Drainage System proposals.
Policy DM2 – Decentralised Energy Any development of more than 20 dwellings and/ or non-residential development of over 1,000m² shall consider the inclusion of a CHP plant, or biomass-fuelled heating scheme, or other form of decentralised energy provision, within the site or linking in to existing provision.	The Energy Strategy enclosed with this application reviews renewable energy options for the development and concludes that there is not sufficient heat load to sustain a CHP engine for any meaningful output.
Policy DM3 – Infrastructure Planning Proposals for development will make appropriate provision for infrastructure, services, resources and amenities. Such provision will be secured through planning obligations and/or the Community Infrastructure Levy as relevant.	See Section 5 of this statement for the proposed approach to s106 contributions.
Policy DM4 – Safeguarding Amenity Development will not cause a significant detrimental impact to the living environment of existing or new residential properties, in terms of privacy, access to sunlight, visual dominance, noise, artificial lighting, vibration, dust and fumes, smell and crime. As well as immediate impacts, other aspects to which this Policy applies will include matters such as hours of operation of businesses and effects of traffic movements, particularly heavy goods vehicles.	The proposed development is set some distance from residential properties and will cause no negative impacts. The proposed activities on site and associated traffic movements would not result in undue noise and disturbance for residential occupiers.

Policy DM12 – Access, Traffic and Highway Related Matters In determining proposals involving a new or altered access onto the transport network, improvement works to the transport network, the creation of new transport infrastructure or the generation of additional trips on the transport network, consideration will be given to the effect on safety, congestion and the environment.	A Transport Assessment and Framework Travel Plan have been enclosed with this application. The Transport Assessment includes measures which will mitigate the potential impact of the development on the local highway network.
Policy DM17 – Green Network New development should demonstrate how the location and type of open space, landscaping and water features provided within a scheme have been arranged such that they maintain or link into the existing Green Network and contribute to its consolidation.	The site is not located within close proximity to the Green Network, as set out in the Proposals Map. However, key consideration has been given to enhancing the landscaping within the development, which is evidenced in the enclosed Design and Access Statement and Landscaping plan.
Policy DM18 – Tree Planting New development shall make provision for tree planting within the application site, or off-site in appropriate situations, to improve the level of tree coverage within the Borough, to maintain and enhance the character and appearance of the area in which a site is located, to provide for biodiversity and to contribute to measures to reduce carbon and adapt to climate change.	The development will include hard and soft landscaping improvements throughout the site, including the planting of 8 semi-mature trees.
Policy DM19 – Air Quality Development should have regard to the need to improve air quality and reduce the effects of poor air quality.	An Air Quality Assessment has been prepared in support of this application which states that the impact on air quality is not significant.
Policy DM20 – Hazardous Installations Proposals for hazardous substances consent, or development in the vicinity of hazardous sites or pipelines, will not be permitted unless it has been satisfactorily demonstrated that the amount, type and location of hazardous substances would not pose adverse health and safety risks to the surrounding population and environment; and that any necessary special precautions to limit other potential societal risks to acceptable degrees would be put in place prior to the development commencing.	The current proposal does not include any hazardous installations and does not have any direct interaction with existing hazardous installations on the site.

4.3 Supplementary Planning Guidance

Alongside the DPDs, Reading Borough Council has produced a series of additional guidance documents to provide further detail on the expectations of policy compliance from developers. These Supplementary Planning Documents (SPDs) have been considered as part of the scheme development.

Table 5 Relevant Supplementary Planning Documents

Supplementary Planning Document	Assessment
Sustainable Design and Construction SPD (2011) The SPD aims to promote high standards of Sustainable Design and Construction, setting out the design standards according to development size. For larger, non-residential developments, i.e 1000m² and above floor space, proposals will ideally meet a minimum 50% BREEAM level 'Excellent' and remainder BREEAM level 'Very Good'. Where the above split is not appropriate for the development, a BREEAM score of 62.5% should be achieved.	The Sustainability Statement enclosed with the application sets out the projects approach to sustainable design and construction and confirms that the development will achieve a BREEAM New Construction 2014 rating of "Very Good," with a current targeted score of 67.4%. The application also includes proposals for Sustainable Urban Drainage Systems. Please refer to the enclosed Sustainability Statement, Energy Strategy and Design and Access Statement for full details.
Revised Parking Standards and Design SPD (2011) The SPD uses a zonal system to enforce car parking standards, with figures representing the maximum provision for developments. Exceeding these figures will not be permitted unless exceptional circumstances can be demonstrated. This document also sets out minimum cycle parking standards as well as guidance on parking design and layouts and travel plans.	The scheme comprises an uplift of 230 car parking spaces from the current provision of 311 spaces. Furthermore, 44 cycle parking spaces will be provided. The Transport Assessment demonstrates that this represents an acceptable level of car and cycle parking. Please see Table 3 - Policy CS24 – Car/Cycle Parking - for further details.
Employment, Skills and Training SPD (2013) Developers and occupiers will need to be committed to working with the Council and Reading's economic development company to develop a site specific Employment and Skills Plan (ESP). Funding to deliver the ESP outcomes will be the responsibility of the developer working in consultation with the Council, its ESP delivery partner and relevant skills and employment delivery partners.	The applicant is fully committed to working with the Council on the development of an Employment and Skills plan and has been in discussions with the Council's economic development company regarding this. Further detail is set out in Section 5.2 of this statement.
Affordable Housing SPD (2013) Contributions towards affordable housing provision will be sought as part of major commercial proposals involving significant net additional employment. For B1 (a) office development, this would be developments of greater than 2,500m² net additional employment.	See affordable housing statement at Section 5.1.3.

Planning Obligations under S106 SPD (2015) S106 Planning Obligations, where relevant, will apply to any commercial development of 100m² or more, and will be used to mitigate or compensate for the impact of development.	See Section 5 of this statement for the proposed approach to s106 contributions.
Community Infrastructure Levy Charging Schedule (2015) CIL applies to the gross internal area of the net increase in development, and is calculated according to the charging zones.	The P&G site is not within a designated area where it would apply to commercial development. The CIL rate is thus £0/m² as set out in the schedule of rates.

4.4 Assessment Summary

Tables 3-5 provide an assessment of the scheme against the requirements of the relevant Local Planning Policies and guidance. A summary of this assessment is set out below:

- The principle of development is acceptable from a land use perspective.
- The development will enhance the visual amenity of the site and the streetscene.
- The development will not result in harm to the amenities of neighbouring residential occupiers.
- The development will not result in the loss or undue pressure on local infrastructure, services, resources or amenities.
- The development will not result in negative impacts on the operation of the local highway network.
- The level of car and cycle parking provision is acceptable and the scheme promotes sustainable modes of travel.
- The development will not result in harm to trees at the frontage of the site and maximises opportunities to accommodate new trees and landscaping.
- The ecological impact of the development can be mitigated and the development will not result in harm to protected species on site.
- There are no flood risks associated with the development and a proposal for SUD attenuation has been enclosed with the application.
- The building meets the required environmental performance standards.

5 Section 106 Obligations

This section provides a summary of the legislation, policy and guidance relating to Planning Obligations, and outlines the ongoing discussions with Reading Borough Council on these matters and proposed draft heads of terms.

5.1 Policy Guidance

5.1.1 National Legislation and Policy

The NPPF sets out clear policy on planning conditions and obligations. Paragraph 173 notes the importance of viability and cost in both plan-making and decision-taking. It states that the site and the scale of development should not be subject to obligations and policy burdens that threaten the overall viability of deliverability. It states that the *“costs of any requirements likely to be applied to development, such as requirements for affordable housing, standards, infrastructure contributions or other requirements should, when taking account of normal cost of development and mitigations, provide competitive returns to a willing land owner and willing developer to enable the development to be deliverable.”*

Paragraph 203 states that *“local planning authorities should consider whether otherwise unacceptable development could be made acceptable through the use of conditions or planning obligations. Planning obligations should only be used where it is not possible to address unacceptable impacts through a planning condition.”*

Paragraph 204 sets out the requirements for planning obligations, which should only be sought where they meet the following criteria:

- necessary to make the development acceptable in terms of planning terms.
- directly related to the development.
- fairly and reasonably related in scale and kind to the development.

5.1.2 Local Policy and Guidance

The Planning Obligations under S106 Supplementary Planning Document is a general guide that sets out Reading Borough Council's approach towards seeking planning obligations. Paragraph 1.2 sets out how development proposals will be assessed on a site-by-site basis, with individual circumstances of each site being taken into consideration.

5.1.3 Affordable Housing Statement

While no residential is proposed as part of this development, regard is to be had to Core Strategy Policy CS13 – Impact of Employment Development which states:

Employment development should provide mitigation measures in line with its impacts on the demand for housing (including affordable housing), labour and skills, and on the transport network.

Our pre-application response from Reading BC confirms that regard is to be had to this policy and the requirement for affordable housing contributions as expanded upon in the 'Affordable Housing Supplementary Planning Document (SPD), July 2013'

Paragraph 4.3 of the SPD states:

Under policy CS13 of the Core Strategy, contributions towards affordable housing provision will be sought as part of major commercial proposals involving significant net additional employment. For B1 (a) office development this would be developments of greater than 2,500m² net additional floorspace; for other forms of employment development (i.e. other B use classes) this will involve higher levels of floorspace applying relevant employment densities. The affordable housing contribution will be calculated on the basis of an appropriate proportion of the additional housing need arising from the anticipated level of employment, sufficient to mitigate impacts on the need for affordable housing arising from the development.

To understand the definition of 'significant net additional employment' applicable to the proposed use, we've identified an employee number associated with the 2,500 sq m threshold stated, as follows:

2,499 sq m of Class B1 / 12 sq m = 208 employees generated.

It is understood that an equivalent employment generation level will be used as the threshold for other employment use classes and therefore each element of new floorspace can be looked at in turn.

Floorspace proposed:

Building	Land Use	NIA (m ²)	Employment Density ¹
Rear Extension (New Build)	B1(a) Office	762.8	64 @ per 12 sq m
	B1(b) Research & Development	1,344	34 @ per 50 sq m
	B8 Storage or Distribution	330	5 @ per 70 sq m
SUB TOTAL			103
Building to be demolished	B1(a) Office	-850	-71 @ per 12 sq m
TOTAL			32

P&G anticipate that approximately 250 jobs will be relocated to the site as a result of the proposals. The densest part of the employment occupation will be within the office space proposed within the existing Gillette Building. Therefore only a

¹HCA Employment Density Guide November 2015

small proportion of the total job generation can be attributed to the new build elements.

The proposals should also be viewed in the context of the previous much higher employment numbers on the site prior to the relocation of activities, with up to 2,000 employees on the site. In addition relocated staff from the Egham site will not necessarily require new housing in the Reading area as they will benefit from being within a similar travel to work area.

5.1.4 Employment and Skills Training Contribution

The Employment, Skills and Training SPD (2013) states that developers and occupiers will need to be committed to working with the Council and Reading's economic development company to develop a site specific Employment and Skills Plan (ESP). Funding to deliver the ESP outcomes will be the responsibility of the developer working in consultation with the Council, its ESP delivery partner and relevant skills and employment delivery partners.

P&G are committed to developing and delivering a site specific Employment and Skills Plan, which will aim to consider the following:

- **Two apprenticeships**

P&G will consider recruiting two new members of staff into an apprenticeship role, or will look at how existing members of staff may benefit by gaining an Apprenticeship qualification. P&G will attend Career Fairs, Apprenticeship Fairs and school programmes in Berkshire to make known its programmes.

In terms of existing commitments, the Reading Gillette Manufacturing Plant (part of P&G Product Supply) currently run an apprenticeship scheme through which they seek to recruit two new apprentices each year. Many of these apprentices now make up the skilled technician base at the plant. Additionally, a number of these technicians have been promoted to management as part of the Company's promote from within strategy. Currently there are four new apprentices and two experienced apprentices in the scheme. P&G will continue to evaluate the future needs for the business and use the apprentice scheme to build capability within the Plant.

- **Five work experience or shadowing opportunities for young people aged 16+ for a duration of four weeks each**

P&G will make reasonable endeavours to provide work experience placements to local young people for a total period of at least four weeks per placement, spread over plant, warehouse and the research facility roles. Placements will be flexibly scheduled to cater for school holiday periods if required.

In terms of existing commitments, the Reading Gillette Manufacturing Plant offers a two week work experience placement to applicants through the apprentice scheme. Additionally, P&G offer work experience to children of current employees.

- **P&G will engage with local education providers at all levels of education, from primary school to university level to promote interest in, and skills for science and industry related careers, in the following ways:**
 - o P&G will continue to organise at least one 'Origami to Engineering' workshop in Primary schools for at least the next five years.
 - o P&G will endeavour to host two workshops per year for 100+ children for the Young Enterprise scheme for at least the next five years.
 - o P&G endeavours to train new STEM ambassadors over the next five years to add to the 13 already trained.
 - o P&G plan to continue to support Reading Girls School in 'Lego League' taking place in University of Reading.
 - o P&G will endeavour to engage with Reading University in order to promote relevant skills development in young people.

In terms of existing commitments, P&G have developed a 'STEM kit' for ambassadors to proactively take into schools for demonstrations and workshops. In addition to the already strong presence P&G have within the STEM network, P&G plan on increasing their STEM investment in the coming years, partnering with Reading Girls School and the Surrey and Berkshire STEM network to work with schools. P&G Manufacturing are currently not part of the STEM network/program. Furthermore, the Reading Gillette Manufacturing Plant participates (together with the other UK sites) in the UK management recruitment scheme, where they actively recruit top talent at many of the UK universities. Through this scheme they have recruited approximately four new managers per year, the vast majority of whom relocate to live in the local Reading area.

- **Engagement with partners to facilitate jobs for local hard to reach unemployed**

With partners, P&G will work with local people who have been identified as hard to reach to support them into local employment where possible. P&G would endeavour to place at least one individual into a suitable employment role each year, but would aim to increase this number based on vacancies and skills sets available whenever possible.

The Reading Gillette Manufacturing Plant senior employees have first-hand knowledge of the challenges faced by hard to reach employed, and fully support engagement and identifying opportunities for inclusion of members of these groups into employment.

- **60% of all new plant recruitment to be from the Reading travel to work area. 30% of all new research staff to be from the Reading travel to work area (The Reading travel to work area is defined as the Boroughs of Reading, Wokingham and Bracknell).**

P&G will make the best endeavours to employ at least 60% of all new plant staff and at least 30% of all new research staff recruitment from those residents in the Reading travel to work area. It should be noted that over 60% of staff employed at the Reading Gillette Manufacturing Plant reside in the Reading travel to work area.

5.1.5 Highways Works

A suite of mitigation measures to address the limited impact on the local highway network has been identified in Section 10 of the Transport Assessment (submitted with this application). Given that these measures form part of the proposal it is not thought that there is a need for any further measures to be secured through a s106 agreement.

5.2 Draft Heads of Terms for the S106 Agreement

The applicant is willing to enter discussions regarding a potential s.106 agreement during the determination of the application. The following topic has been identified:

- Employment and Skills Training programme commitment as detailed in Section 5.1.4 above.

6 Conclusion

This Planning Statement has been prepared by Arup on behalf of Procter and Gamble Ltd (P&G), in support of a full planning application for the P&G Reading Innovation Centre at 452 Basingstoke Road, RG2 0QE.

As highlighted at the beginning of this Statement, the proposal has been the subject of ongoing pre-application discussions between the Applicant and Reading Borough Council. No objections were received during the course of these pre-application discussions and the principle of the proposed development was supported.

Furthermore, a request for an Environmental Impact Assessment Screening Opinion was submitted and it was deemed that an Environmental Statement would not be required to accompany the application. It is noted that subsequent to the request for an EIA Screening Opinion, the application site boundary has been amended. However, this amendment relates to the utilisation of existing hard standing areas and does not alter the potential environmental effect.

The proposal comprises the part retention and refurbishment of the existing Gillette building and the erection of a two storey research and development building and 190 space multi-storey car park with associated access, surface car parking, servicing, landscaping and engineering works.

The scheme will bring an existing vacant three storey building into active use and the refurbishment works will significantly enhance the appearance of the building. The scale, height and massing of the new two storey research and development building and multi-storey car park have been carefully developed to complement the existing buildings on site and the character of the local area. Sustainability and high quality design are at the heart of the proposals and this has informed the design decisions for this scheme.

Importantly, the site will remain in employment use, meeting the needs of the business and ensuring the overall level of employment land is maintained within this Core Employment Area. The proposed development supports the continued economic growth of Reading, aligning with the ambition set out in the Core Strategy (2008, with alterations 2015) for Reading's economy to serve as the capital of the Thames Valley and a nationally significant employment hub.

The Transport Assessment accompanying this application highlights that the proposed development would not result in negative impacts on the operation of the local highway network and the level of car and cycle parking is acceptable. As such, there are no highways or transportation grounds to refuse the application.

Paragraph 14 of the NPPF clearly states that development proposals that accord with the Development Plan should be granted permission without delay. As demonstrated throughout this Statement (along with the other documents submitted as part of the application), the proposed development is in accordance with the requirements of local and national planning policy and will not result in significant residual adverse effects. Accordingly, the proposed development should be granted planning permission.

Appendix A

Site Location Plan

NOTES

Do not scale dimensions from this drawing except for local authority planning purposes.

The contractor is responsible for checking dimensions, boundaries and easements and may do so at any time before proceeding with the works.

This drawing is copyright to DHP and may not be reproduced in any form without prior written consent. All current drawings and specifications for the project must be read in conjunction with the designers hazard and environment assessment record.

Scale 1:1250



PLANNING

PO	10.15	Issued For Planning	AP
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Project
P&G Reading
452 Basingstoke Road
Reading RG2 0QE

Drawing
Existing Site Location Plan

Drawn By	SP	Date	10.16
Project Manager	Scale	1:1250	
Project No.	Drawing No.	Stage/Rev	
5504	1001	P / 0	