



FAIRTHORN
CONSULTANCY

Statement of Community Involvement
Land at Kidmore End Road, Emmer Green.

Prepared for Fairfax



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Executive summary

Fairfax is committed to consulting with the community regarding its proposals for Land at Kidmore End Road, Emmer Green.

Residents and other important local stakeholders were given the opportunity to submit comments regarding the proposals via a host of different channels. A freephone information line along with a project email address were both made available for interested parties to receive further details and to provide feedback.

Additionally, there was a virtual consultation on the project website, rgc.your-feedback.co.uk, which replicated all the features of a traditional 'drop-in session' and had a portal where visitors could submit their views by completing a feedback form. The reference to "rgc" in the web address was due to the proposal site forming part of the land once occupied by Reading Golf Club.

The online consultation was promoted with a community flyer, which also included details on how residents and other important local stakeholders could request paper copies of the proposals along with a feedback form and return postage if they were unable to access the internet. This was to ensure everyone who wanted to comment was able to do so.

Residents were asked to submit their comments by **Sunday 13th April 2025**. During the consultation period, which lasted 16 days, the project team received **77** items of feedback. It included **63** forms submitted via the project website and **14** email responses. There were also **two** phone calls where residents requested more technical information about the scheme, which was duly supplied.

The comments included some positive points, including the importance placed on environmental and sustainability measures. However, there were also some respondents who raised concerns about the principle of developing the land, the impact of additional vehicles on the road network, and the ability of local infrastructure to accommodate more homes.

It is worth noting that in the event of planning permission being granted, contributions through CIL and potentially further financial contributions if deemed appropriate, would be made to address some of the concerns raised, for example, infrastructure improvements.

The project team has carefully reviewed all the feedback received, and the main comments raised have been identified within this document and the wider material submitted as part of the application. This document also provides a chronological account of the consultation undertaken so far and a review of the feedback received.

1. Introduction

- 1.1 Fairfax is bringing forward residential development proposals for Land at Kidmore End Road, Emmer Green.
- 1.2 From the outset, Fairfax has been committed to consulting key stakeholders with regards to its proposals. The applicant has consulted local councillors and residents living near the site.
- 1.3 This document has been produced to clearly and concisely detail a chronological account of the community engagement undertaken by the applicant in respect of its proposals.
- 1.4 To assist with the community engagement process, Fairfax brought Fairthorn Consultancy, a specialist communications agency, into its wider project team for the proposed development.
- 1.5 All feedback received is accounted for and represented within this document.

2. Background

2.1 Proposal site

- 2.1.1 The proposed location for the development is Land at Kidmore End Road, Emmer Green. It forms part of the land once occupied by Reading Golf Club. The southern parts of the former golf course have already been developed for housing, or have planning consent for their construction. Fairfax's proposals would round off the redevelopment of the land formerly occupied by the club.



Fairfax's proposed scheme is shown in bold colours at the top of the diagram, while the development with lighter shading has received planning consent and some has already been built by another developer on the former Reading Golf Club site

2.2 Proposals

2.2.1 Fairfax is proposing a new residential development of 70 homes, of which 28 will be affordable housing, on land at Kidmore End Road, Emmer Green, which is part of the site formerly occupied by Reading Golf Club.

2.2.2 Sustainability and high-quality are at the forefront of the applicant's vision and the proposed homes will be designed by experienced professionals using energy efficient materials and fittings.

2.2.3 The development will also provide a net gain in biodiversity and will promote green travel by including, amongst other benefits, secure cycle storage and electric vehicle charging points.

2.2.4 The proposals comprise the following:

- A total of **70** homes of which **28** will be affordable
- Contributions to improving local infrastructure
- New public green space
- Landscaping and biodiversity improvements
- Promoting greener travel including cycling
- Electric vehicle charging points
- New footpaths to improve connectivity
- Energy efficient construction methods and materials
- Sustainable drainage systems

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

(2012, updated 2018, 2019, 2021, 2023, and 2024):

The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied. The applicant has had regard to the NPPF at Paragraph 40 when it states that *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties."*

3.1.3 The NPPF goes on to highlight at Paragraph 41 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."*

3.1.4 Paragraph 42 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."*

3.1.5 South Oxfordshire District Council

Engagement activities have been undertaken with due regard to the expectations laid out in South Oxfordshire District Council's Statement of Community Involvement document, which was adopted in December 2021. Based on that document, in conjunction with developing the plans, Fairfax undertook a programme of community engagement, as outlined in this report.

3.2 Engagement with statutory bodies

- 3.2.1 Before the proposals were shared with the community, appropriate steps were taken to discuss the principle of development with statutory bodies and other experts. The detail of this is included within the planning statement.

3.3 Stakeholder engagement

- 3.3.1 Fairfax recognised it was important to engage proactively with key stakeholders regarding its proposals on Land at Kidmore End Road, Emmer Green. As a result, the project team reached out to local politicians and council officers shortly before the wider community consultation began. This ensured they had early sight of the proposals ahead of residents raising any queries or comments with them about the scheme.

- 3.3.2 The stakeholders contacted shortly before the wider public consultation included:

- Elected member for Kidmore End and Whitchurch ward, South Oxfordshire District Council
- Elected members for Emmer Green ward, Reading Borough Council (which adjoins the site)
- Chairman and Clerk of Kidmore End Parish Council

3.4 Wider community engagement

- 3.4.1 After reaching out to key stakeholders, Fairfax launched its wider community consultation on **Friday 28th March 2025**.
- 3.4.2 To commence the process, a community flyer was circulated in the area surrounding the proposal site. It outlined the vision for the land and details about the virtual consultation. It also included the freephone information line number and project email address.
- 3.4.3 A total of **717** copies were sent via Royal Mail first class postage on **Friday 28th March 2025**, which coincided with the start of the 16-day consultation period. The distribution area included residential and commercial properties, and covered all the properties most likely to be interested in the community engagement, including those overlooking the former golf course.

3.4.4 A map of the distribution area for the flyer is shown below.



A map depicting the community flyer distribution area – the proposal site is marked with the red 'x'

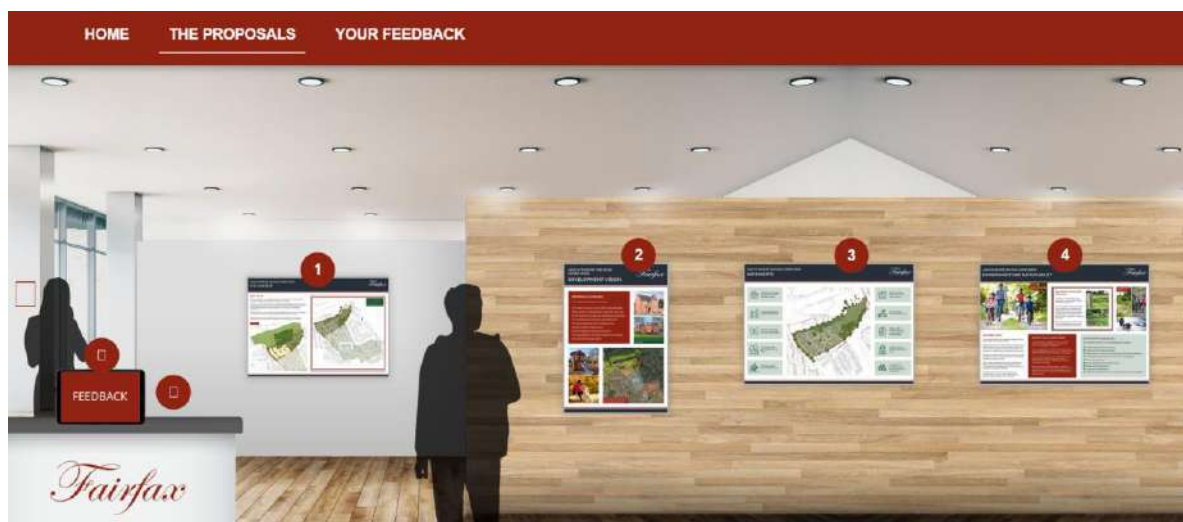
3.4.5 The community flyer contained the following:

- Background to the site
- An overview of the proposals
- Details regarding the community consultation
- Information about Fairfax
- Details of the project team's freephone information line and email address

3.4.6 A copy of the flyer can be found in the Appendices.

3.5 Virtual consultation

- 3.5.1 In the wake of the Covid-19 pandemic, Fairfax recognises that the way in which community consultations are carried out has fundamentally changed, and hosting a virtual engagement is now considered a vital component of any such exercise.
- 3.5.2 As a result, a virtual consultation regarding the proposals was hosted on the project website. This allowed the local community and other key stakeholders to explore the proposals in detail and respond to them with their views, comments, and suggestions.
- 3.5.3 The virtual consultation was open for comments on the project's website between **Friday 28th March 2025** and **Sunday 13th April 2025**.
- 3.5.4 The website was hosted at <https://rgc.your-feedback.co.uk/> and remains live, with the proposals still on display.
- 3.5.5 The information displayed on the website included:
- Welcome and overview
 - Details about Fairfax
 - Background information about the site
 - Details about the proposals, landscaping, and greenspace
 - Information about transport, access, and ecology
 - Key benefits of the scheme
 - Next steps and how to provide feedback



The exhibition room on the project website where the virtual consultation was hosted

3.6 Dedicated project email address

- 3.6.1 A specific project email address – mail@your-feedback.co.uk – was set up to receive feedback and answer any queries both during and after the consultation period.

3.7 Freephone 0800 comment facility

- 3.7.1 During and after the consultation, access to a freephone telephone information line – **0800 099 6712** - was offered to those who wished to find out more about the proposals, or register comments via the telephone. **Two** phone calls were received during the consultation. On both occasions, they were residents living near the proposal site who wanted more information about the scheme and to clarify some technical points. Neither expressed any firm views on the development, but they were both supplied with the additional information requested.

4. Feedback Analysis

4.1 Feedback

The community consultation generated **77** items of feedback. It included **63** forms submitted via the project website and **14** email responses. The project team has carefully reviewed the data and all responses have been accounted for in the tables and graphs that follow.

The first question asked on the feedback form was:

Q1: We propose to deliver 40% affordable housing – do you feel there is an unmet need for affordable homes?

Strongly agree: 12 19%

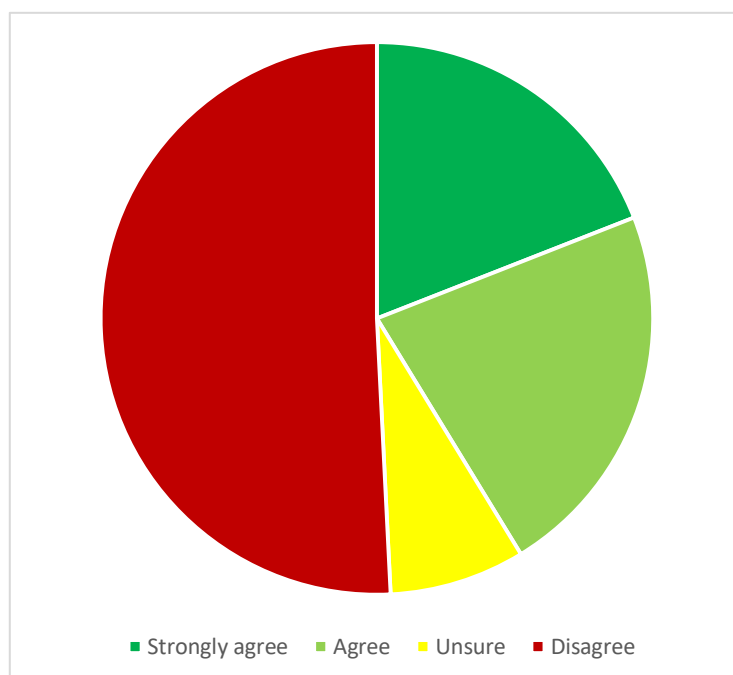
Agree: 14 22%

Unsure: 5 8%

Disagree: 32 51%

Total: 63

The project team then looked into the comments in more detail and all the issues raised by respondents have been catalogued in the table that follows below.



Issue	Frequency of being raised
There is a need for as much affordable housing as possible / As the Government says we need more housing, and this will help the homeless and businesses in the area / More housing is needed / The development should be 100% affordable	4
The infrastructure in terms of GP surgeries and road infrastructure cannot meet the needs of the current population	4
There are many empty office blocks that can be converted into affordable housing / Plenty of disused properties in Reading that can be redeveloped	4

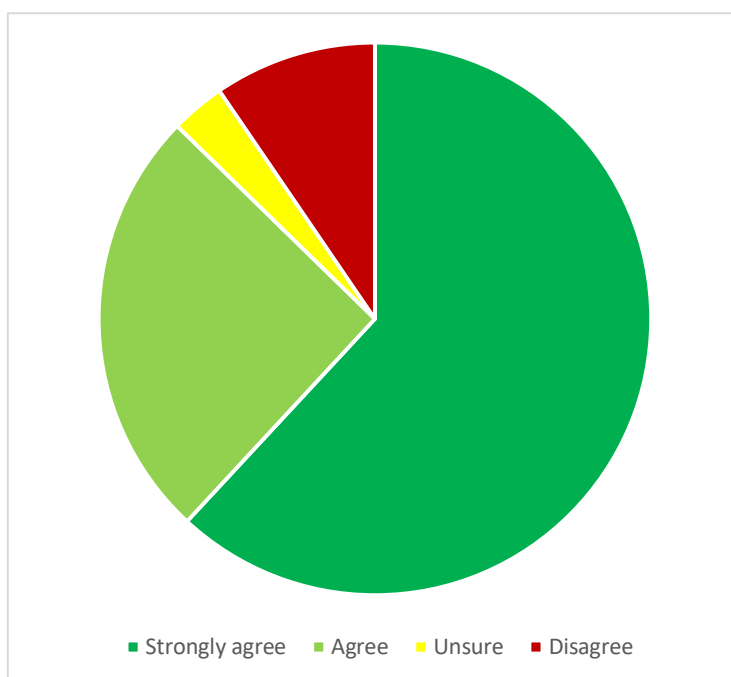
Concern that the homes will not be affordable / The homes are not affordable for first time buyers	4
There is not an unmet need in the local area	3
Clarity sought as to what an affordable house is / What affordable means	3
There are already enough homes in the area	3
Against building on a greenfield site, even if affordable homes are delivered	2
Opposed to the land being developed in principle	2
No more social housing is needed	1
Tenants in social housing place an added burden on local services	1
Reading has enough homes to last until 2050	1
New builds need to be high-quality and some are not	1
The area is overdeveloped	1
Question raised as to whether it is the Labour Government's aim to deplete the UK of green spaces	1
The scheme is not driven by providing affordable homes	1
Delivering affordable homes is not a good enough reason to justify the proposed development	1
The current open space is essential for existing residents	1
Concerns about loss of privacy for neighbouring homes	1
There are millions of houses unoccupied in the UK as second homes	1
Whilst affordable homes are needed in many places, north Reading is not one of them	1
The site is unsuitable for affordable homes	1
Many homes already being built in the area should have been affordable, but some cost nearly a million pounds	1
Affordable housing should be built closer to Reading town centre	1
The proposal is unsustainable	1
If the boundary between Emmer Green and South Oxfordshire is breached, it will set a dangerous precedent for the extension of Reading into South Oxfordshire	1

Q2: Do you feel it's important to include sustainability and biodiversity measures in our plans?

Strongly agree:	39	62%
Agree:	16	26%
Unsure:	2	3%
Disagree:	6	9%

Total: 63

The project team then looked into the comments in more detail and all the issues raised by respondents have been catalogued in the table that follows below.



Issue	Frequency of being raised
Building on existing green space will decrease biodiversity / The proposal site would be best left undeveloped	12
Agree that it is important to include sustainability and biodiversity measures in the plans	3
Against the principle of the development	2
It is a legal requirement to provide a net biodiversity gain	2
Concern about the impact on wildlife and natural ecosystems	2
Every new-build estate should have cavity walls fitted with rigid insulation boards	1
The homes should have ground source heating, solar panels, triple glazing, waste water heat recovery systems, low voltage lighting circuits, and an electric vehicle charging point	1
The buildings and roads are too close to sensitive ancient woodland	1
There are not enough green spaces	1
Surrounding roads are already too polluted	1
Clarity sought as to what is meant by biodiversity	1
The more usable green space the better	1
Do not build houses so close to the gardens of existing properties	1

This site is would be a “biodiversity dump” to offset Fairfax building in other areas	1
The proposals will harm a green space that is cherished by the local community	1
Sustainability also needs to cover the build quality of the houses, ensuring they can last more than a century	1

Q3: As part of our landscaping improvements, we intend to provide new public green space. Do you have any suggestions for how this could be used – dog walking, wildflower meadows, space for children to play etc.?

As this question invited residents and other important stakeholders to comment on the specific proposals, the responses were not grouped into categories as with the previous two questions. However, the project team paid close attention to the replies, and all the issues raised, and their frequency, is shown in the table below:

Issue	Frequency of being raised
The proposed development will take away woodland and open space / The green space should be left as it is / Do not want the site to be developed	26
Calls for a wildflower meadow	16
Suggestions to include a children’s play area	16
Dog walking areas / Dog waste bins should be included / Dog walkers have always used this area and should continue to do so	13
The development will harm local wildlife, which should be protected	5
Would like to see walking and jogging routes	3
Against the principle of developing the site	3
There should be fruit trees planted / Calls for new trees and planting to encourage a range or birds	3
Calls for horse riding areas	2
No trees should be cut down	2
Against the use for dog walking as there are suitable areas nearby	2
Would like to see natural footpaths leading into the woodlands	1
Children’s play areas should be fenced off to prevent dogs entering	1

Any seating should face the play areas so that adults can supervise	1
Any shrubbery in the fenced off play area should be planted so that children are not hidden from sight and kept safe	1
Want to see the existing paths across the site maintained	1
The proposals are driven by profit	1
Would like to see flower beds	1
Benches should be included	1
Concerns about the impact the proposed development will have on residents' health and wellbeing	1
Play areas need to be designed in a way that reduces the likelihood of it being used for antisocial behaviour	1
There is already a suitable children's play area in Emmer Green Recreation Park	1
Gardens should be the best play areas for children	1
Communal allotments for growing food would be very welcome, accessible for anyone living on the site	1
Suggestion to include an orchard	1
The green space should stop well short of Kidmore End Road with a suitable buffer zone, and access prohibited from that side	1
The green space needs to be spacious to meet local needs	1
Clarity sought as to how people will access the new open space	1
The development should be moved approximately 50 meters to the east to create far greater open land between existing homes and the new ones	1
New green space takes decades to reach maturity to bring back the wildlife that will be lost through the proposed development	1
There are brownfield sites in Reading to provide for housing needs	1
The scheme conflicts with the Kidmore End Neighbourhood Plan	1
Concerns about the noise and disruption caused by construction	1
Suggestion to include a coffee shop	1
Would like to see family picnic areas	1
There will be an increase in traffic, which the local roads cannot sustain	1
Would like to see outdoor space for the whole community to use	1
Suggestion for a cycle track	1
Restrictions should be placed on horses as they damage the ground	1
Would like a safe place for children to explore and have field trips	1

Q4: Is there anything further you'd like to say about our proposals?

As this question was an invitation for residents and other important stakeholders to cover any points not already raised, these responses were not grouped into categories. However, the project team paid close attention to the replies, and all the issues raised. The data is shown in the table below:

Issue	Frequency of being raised
Concerns that the local road network cannot sustain additional development	17
There would be a loss of natural green space / The woodland should not be cut down / Encroaching into the countryside is unwelcome / Green Belt land should be left alone	17
Local infrastructure is already stretched and cannot support additional homes, including schools and health surgeries	17
The development is not needed / No more houses should be built	14
Object to the proposals in principle	10
Schools and health surgeries should be provided / investment in local services is needed	5
The developer isn't working with the local community or respecting its needs	4
Less sensitive locations should be developed / there is plenty of brownfield land available	4
There should be an additional entrance to the development at the eastern end of the land into Kidmore End Road / There needs to be improved access to the development	4
Concerns raised regarding the boundary between Emmer Green and South Oxfordshire being breached / Unsure how services such as waste collection will be delivered when two authorities are involved	4
Concerns about the impact on wildlife	2
Clarity sought about whether bungalows will be included	2
The homes should be built as soon as possible	2
The development provides no benefits to Reading but all the impact will be on Reading / There are no benefits for existing residents	2
Providing 40% affordable housing will harm the reputation of Emmer Green	1
All drainage should be calculated to cater for storm water surges so that it does not cause downstream flooding	1
Existing mature trees must be retained. New trees should be planted to replace any removed	1
Suggestion for the pavements to include blister paving, directional paving, and corduroy paving	1

There should be slaloms instead of speed bumps to force traffic to slow down	1
Include street lighting that is “dark-sky friendly”	1
Maintain the current public footpaths	1
Clarity sought as to whether there is commitment to make the land through the woodland publicly accessible	1
There should be pedestrian access at the bottom of Crawshay Drive	1
The roads and houses are still too close to the sensitive ancient woodland	1
Support the development in general but it should have fewer homes	1
New-build housing usually has quality issues, which could be addresses by using a “reliable” developer	1
Please maintain the 40% of affordable housing within the plan	1
The development will harm local air quality	1
The proposals look “good”	1
Clarity sought as to whether Reading Bus no.25 will divert around the site	1
Whilst the title is development is at Kidmore End Road, the development is not in Kidmore End Road	1
The development will devalue nearby properties	1
The scheme will have a negative impact on existing residents’ health	1
Clarity sought as to whether there are plans for any kind of community building	1
Concerns about noise generated by the building works	1
The affordable homes will not be affordable for most people	1
The planned access road is located too close to existing dwellings	1
There is a large expanse of land shown on the plan to the northeast, yet the planned houses are “crammed” into the rest of the site	1
Clarity sought about what deterrents will be put in place to prevent anything other than pedestrians and cyclists using the pathway through to Highdown Hill Road	1
Broadly support the proposals and would like more detail about the scheme as it becomes available	1
The character of the neighbourhood will be harmed	1
Having a footpath link from the development to Highdown Hill Road would make this dead-end country road much busier	1

4.2 Email responses

- 4.2.1 In addition to the feedback form provided on the project website, a dedicated email address was provided for residents and other local stakeholders who wished to submit comments without completing a form.
- 4.2.2 The project team has examined all **14** email responses and the issues raised, and their frequency, is detailed in the table below.

Issue	Frequency of being raised
Highways and road safety concerns / The proposed development will lead to an increase in traffic	9
Local infrastructure cannot support additional homes, including schools and health services	9
Concerns about the impact on wildlife and biodiversity	6
Against the loss of open green space	5
Fairfax has not shown any interest in the views and opinions of the neighbourhood / There are no benefits to the existing community	3
There is already a large amount of development in Emmer Green	3
Opposed to the development in principle	3
Concerns about disruption for residents during construction	2
There should be another entrance into the development away from the southern end	2
Concerns about the impact on residents' health	2
The developer is only interested in making a profit	1
Query raised as to why Reading Borough Council should take on South Oxfordshire District Council's housing shortfalls	1
Clarity sought as to what health surgeries the additional residents will use	1
Question raised about where the children from the proposed site will go to school	1
The affordable homes need to be affordable for local people	1
It is important to keep green spaces	1
The scheme conflicts with Kidmore End's Neighbourhood Plan	1
The new houses must be built away from existing homes to avoid them being overlooked	1
The design of the homes needs to be more imaginative	1

Nearby streets have islands of trees as part of the road layout and this should be copied in this scheme	1
Concerns about installing a path leading to Highdown Hill Road and whether this will reduce the privacy of nearby homes	1
Many people will remember the golf course and perhaps some thought could be given to how it could be commemorated	1
Development in Reading would be easier with another bridge across the River Thames	1
Clarity sought as to the whether the owners of the land agreed to the proposed footpaths	1
Caversham and District Residents' Association (CADRA) should be kept informed as the proposals move forward	1
Extra homes are not needed in the area	1
Clarity sought regarding what affordable housing is in practice	1
Unclear why so many homes are needed in this location	1
Upset that the golf course is being lost to development	1
There should be a health surgery included in the plans	1
Worried that South Oxfordshire District Council will have no interest in funding extra infrastructure	1
The scheme confirms that the South Oxfordshire part of the golf course is going to be developed, despite claims that it would not	1
Clarification sought on what steps will be taken to address highways issues in the area	1

4.3 Response to comments

- 4.3.1 All comments received during the community consultation process have been reviewed and the project team has attempted to respond to the most recurring themes that have been raised.
- 4.3.2 The project team noted the comments included some positive points, including the importance placed on environmental and sustainability measures. However, there were also some respondents who raised concerns about the principle of developing the land, the impact of additional vehicles on the road network, and the ability of local infrastructure to accommodate more homes.
- 4.3.3 The project team also received a letter from Kidmore End Parish Council on the final day of the consultation to register its opposition to the scheme, citing that it conflicted with the Kidmore End Neighbourhood Plan. The applicant's position is that it is considered that the multiple benefits associated with the proposals outweigh any conflict with the Neighbourhood Plan, a matter that is explored in further detail within the supporting planning statement.
- 4.3.4 It is worth noting that in the event of planning permission being granted, contributions through CIL and potentially further financial contributions if deemed appropriate, would be made to address some of the concerns raised, for example, infrastructure improvements.
- 4.3.5 To conclude, all feedback responses have been taken into consideration and have been addressed in further detail in the Planning Statement and relevant technical reports, and this Statement of Community Involvement should be read alongside those documents.

5. Appendices

- Copy of the community flyer
- Copy of the virtual exhibition boards

COMMUNITY CONSULTATION

LAND AT KIDMORE END ROAD, EMMER GREEN

Fairfax

MARKET AND AFFORDABLE HOUSING, GREEN SPACE, AND BIODIVERSITY IMPROVEMENTS

Fairfax is proposing a new residential development of 70 homes, of which 40% will be affordable homes, on land at Kidmore End Road, Emmer Green.

Before submitting a planning application, we want to engage with local residents and other important local stakeholders.



TAKE PART IN OUR CONSULTATION

We are holding an online community consultation, and would welcome your feedback.

Our proposals are being displayed on our project website - rgc.your-feedback.co.uk

There is the opportunity to leave feedback up until **Sunday 13th April 2025**.



GET IN TOUCH

✉ mail@your-feedback.co.uk

☎ Leave a message on our free-phone line, **0800 099 6712**, and our team will call you back



For those without internet access, we would be happy to send printed consultation materials to you along with a feedback form that can be returned to our team for free.

KEY BENEFITS



Delivering much-needed homes, including 40% affordable housing



Seeking to protect existing habitats and create new ones



Installing footpaths and improving connectivity



Providing electric vehicle charging points



Delivering a green and attractive scheme with a 25% biodiversity net gain



Helping South Oxfordshire District Council to meet its housing targets



Creating new public green spaces for all to enjoy



Creating local jobs during the construction phase



Promoting greener travel, including cycling



Investing in the local economy and providing funding for infrastructure



SITE CONTEXT



ABOUT THE SITE

Fairfax is proposing a new residential development of 70 homes, of which 40% will be affordable, on land at east of Kidmore End Road, Emmer Green.

The site forms part of the land formerly occupied by Reading Golf Club. Housing is already being delivered on the southern part of the site, and the proposed scheme aims to complete the wider development.

The existing areas of mature woodland surrounding the site create a strong and defensible boundary, and the woodland setting preserves the site’s landscape character.

The proposed project will also deliver 25% increase in biodiversity along with other community benefits, including 40% affordable housing, a play area and open space.



LAND AT KIDMORE END ROAD,
EMMER GREEN

DEVELOPMENT VISION

Fairfax

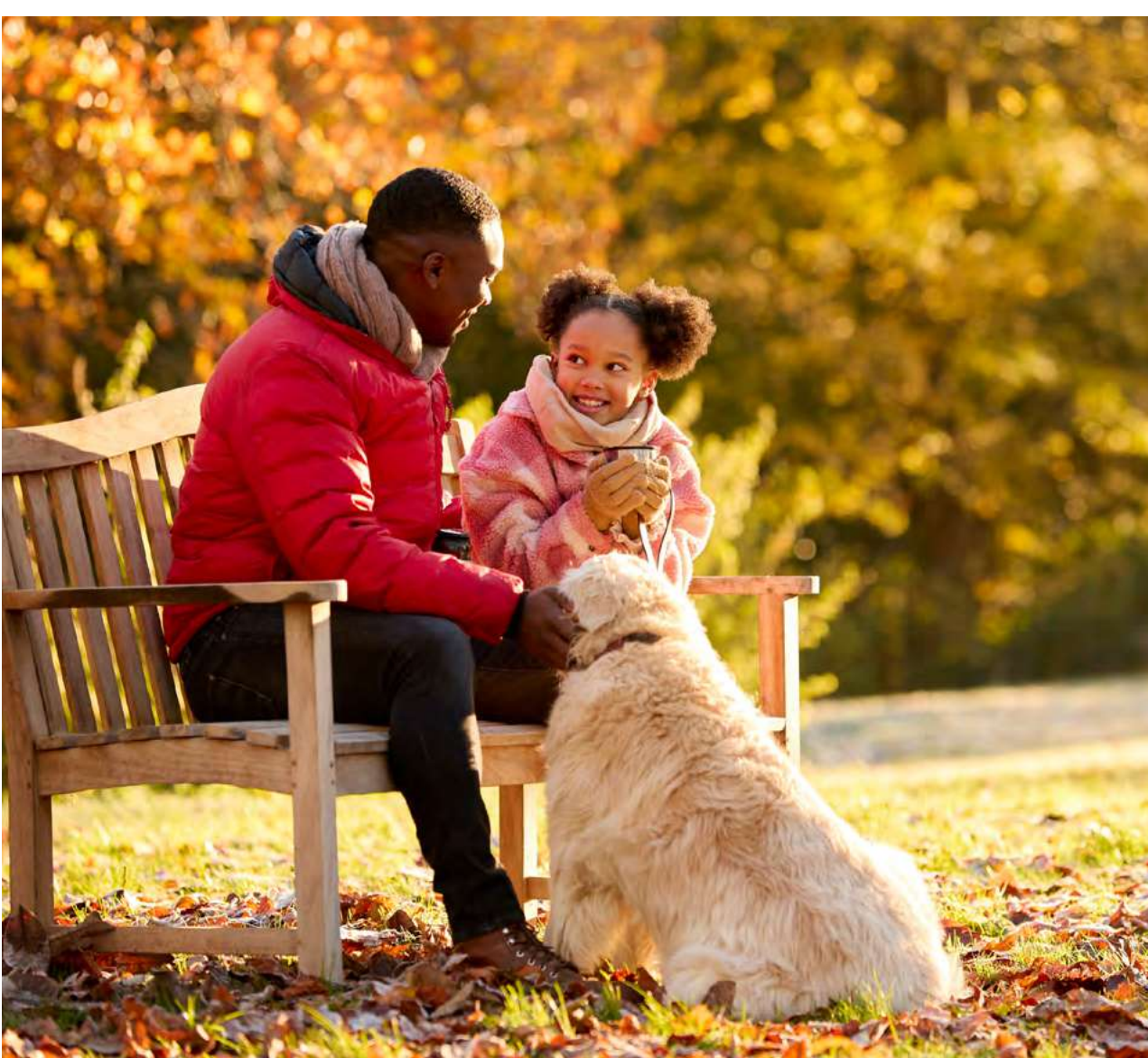
PROPOSALS AT A GLANCE

The sustainable development includes:

- A total of 70 homes of which 40% will be affordable
- New publicly accessible green space with a play area
- 25% biodiversity net gain and landscaping improvements
- Contributions to improving local infrastructure
- Promoting greener travel including cycling
- Electric vehicle charging points
- New footpaths to improve connectivity
- Energy efficient construction methods and materials
- Sustainable drainage systems



Fairfax has been involved in the first part of the Reading Golf Club development, as shown here



Our proposal site is marked by the red line, with the land that will be left undeveloped shown above

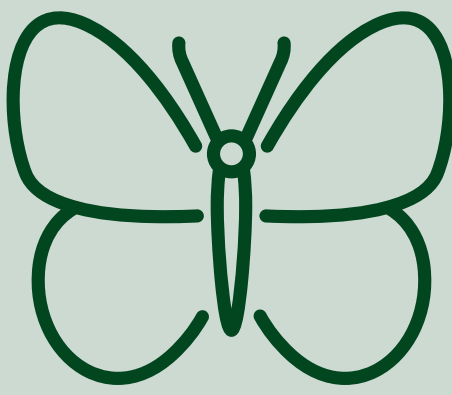
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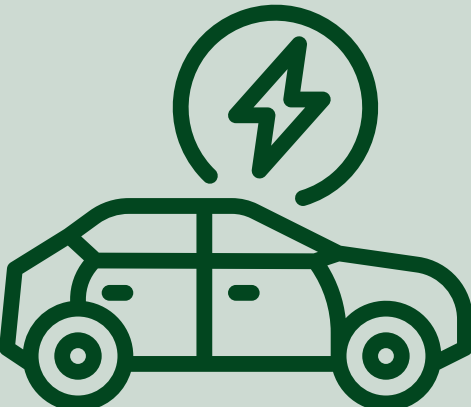


Promoting greener travel, including cycling

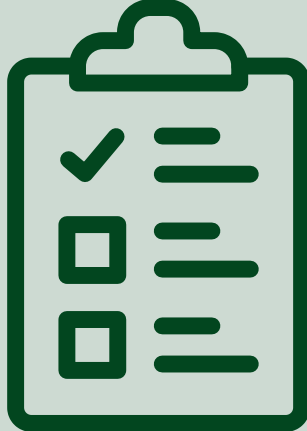




Seeking to protect existing habitats and create new ones



Providing electric vehicle charging points



Helping South Oxfordshire District Council to meet its housing targets



Creating local jobs during the construction phase



Investing in the local economy and providing funding for infrastructure



DELIVERING SUSTAINABLE DRAINAGE

As part of submitting a planning application, we will include a robust Flood Risk Assessment.

The document will demonstrate that once construction is complete, the potential flood risk at the site and nearby will not increase. We will also comply with existing national and local standards relating to minimising flood risk.

Our proposals will also demonstrate how Sustainable Drainage Systems (SuDS) will be delivered at the site.





OUR GREEN VISION

The proposals will lead to a significant amount of new public open space being provided.

We take environmental responsibilities seriously and will deliver biodiversity improvements at the site. This will include planting greenery, retaining mature trees and hedgerows, and delivering sustainable drainage systems.

We will also provide publicly accessible green space and footpaths to improve connectivity and promote health, wellbeing and greener travel.

Other sustainable features include cycle storage and electric vehicle charging points. Parking will also be provided within the development to ensure there is no overspill into neighbouring areas.

Coupled with environmental and landscaping improvements, a scheme will be delivered that is attractive, pleasant, green, and sustainable.

MEETING LOCAL HOUSING NEEDS

The development will deliver 70 homes including 40% much-needed affordable, with associated infrastructure, parking, and gardens.

There is a significant unmet need for housing locally, especially affordable properties, which means that sites must be identified that are suitable for development.

The proposed housing will include energy efficiency measures, and to further reduce the scheme’s carbon footprint, we will promote high standards of sustainable construction.

These new homes will be set within an attractive streetscape, which will create a high-quality residential environment in which to live. The development will deliver a mixture of housing sizes in line with local and national policies.

ENVIRONMENTAL CREDENTIALS

- The scheme will deliver a host of sustainable features, including:
- Significant landscaping improvements
 - Delivering a 25% biodiversity net gain
 - New footpaths to improve connectivity and promote health and wellbeing
 - Greenery planting and retention of mature trees and hedgerows
 - New public green space
 - Promoting greener travel, including cycling
 - Electric vehicle charging points
 - Sustainable drainage systems
 - Delivering a development that is attractive, pleasant, green, and sustainable

LAND AT KIDMORE END ROAD,
EMMER GREEN



FEEDBACK AND NEXT STEPS

NEXT STEPS

Thank you for viewing the proposals regarding sustainable development at Kidmore End Lane in Emmer Green on part of the former Reading Golf Club site.

Once this consultation closes, Fairfax’s project team will go through the feedback received from residents and other important local stakeholders and take this into consideration before refining the plans and submitting a planning application.



Another high-quality scheme in which Fairfax has been involved – this is the St Aubyns School development at Rottingdean near Brighton



FOR THOSE WITHOUT INTERNET ACCESS

If you have requested to receive these consultation materials by post in paper format, please return your comments on the feedback form provided and by using the enclosed freepost envelope, or address your comments to **Freepost, Fairthorn Consultancy**.

No stamp is required.

NEXT STEPS

Fairfax believes the views of residents and local stakeholders are important. Please submit your comments by **Sunday 13th April 2025**.

- Complete the feedback form online at readinggolfclub.your-feedback.co.uk
- Email us at mail@your-feedback.co.uk
- Call **0800 099 6712**, leave a message, and our project team will ring you back



Scan QR code to visit our project site

