

Planning Application for Use of 2 Gloucester Road, Reading, RG30 2TH, as Short-Term Let (Airbnb) – C1.

1. Introduction

This statement is submitted in support of a planning application for the use of 2 Gloucester Road, Reading, RG30 2TH as a short-term let (Airbnb).

The property was constructed as a home office ancillary to the dwelling(s) at 2 Gloucester Road, however post-construction the demand for the space has been disappointing with residents unwilling to pay a premium for the extra space and thus the building remains empty and not in use.

The proposal therefore seeks consent for a change of use to bring the building into use, accommodating short-stay visitors on a flexible basis throughout the year.

The application aims to implement a use that supports local tourism and business travel, whilst ensuring that the amenity of neighbouring occupiers is protected.

2. Site and Surroundings

2 Gloucester Road is a well-maintained property located in a highly accessible part of Reading. The surrounding area is predominantly residential, with a mix of houses and flats, supported by nearby local services, shops, and public transport. The property is within easy reach of:

- Reading town centre (approx. 1 mile)
- Reading Station (mainline and Elizabeth Line services)
- Major road connections including the A33 and M4.

Its location makes it an ideal base for visitors, including business professionals, families, and tourists exploring the wider Thames Valley.

3. Proposal

The proposal is to allow the property to be used for short-term visitor accommodation. The use will:

- Operate year-round, with flexible stays typically ranging from 2 nights to 4 weeks.
- Accommodate a maximum of 2 guests at any one time.

The property will be managed by a responsible host, with professional cleaning between stays, and check-in/check-out procedures that ensure the premises are maintained to a high standard.

4. Planning Policy Context

The proposal aligns with Reading Borough Council's planning objectives by:

- Supporting the local economy through visitor spending.
- Making efficient use of an existing building without requiring new development.
- Contributing to the town's offer of flexible, high-quality accommodation, particularly important given Reading's role as a regional business hub.

Nationally, the **National Planning Policy Framework (NPPF)** encourages the sustainable growth of the tourism sector, recognising the value of visitor accommodation in supporting economic vitality.

5. Amenity Considerations

The use will be managed to ensure there is no adverse impact on neighbouring residents:

- **Noise & Disturbance:** Guests will be provided with clear house rules to minimise disruption, including quiet hours between 10pm–8am.
- **Waste Management:** Waste will be stored and disposed of in accordance with the Council's collection arrangements, ensuring no visual or environmental harm.

Given the property's scale and the controlled nature of bookings, the intensity of use will be comparable to that of a typical family home.

6. Economic & Tourism Benefits

The proposal will deliver tangible local benefits:

- Visitors will contribute to the local economy through spending in nearby shops, restaurants, and services.
- The property will help meet demand for short-term stays from business travellers and families visiting Reading.
- By using an existing property, the proposal supports sustainable tourism without placing pressure on housing supply.

7. Conclusion

The proposed use of 2 Gloucester Road as a short-term let represents a sustainable and well-managed form of visitor accommodation that will support Reading's economy and tourism offer, while protecting the amenity of neighbouring occupiers.

The application accords with national and local planning policies and presents no material harm to the character of the area. Approval is therefore respectfully sought.