

Statement of Community Engagement

Land at Meadow Road, Reading

August 2025

Turley

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1. Introduction

- 1.1 This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of CBRE Investment Management (CBRE IM).
- 1.2 This SCE forms part of the outline planning application for commercial and industrial uses for land at Meadow Road, Reading.
- 1.3 Further details are provided in the accompanying technical reports submitted as part of the planning application. This SCE should be read alongside these other technical documents.
- 1.4 The SCE provides a detailed record of the engagement activities that have taken place, the questions received during the pre-application period and how this has been considered as part of the preparation of the final planning application.

Engagement overview

- 1.5 The project team delivered a comprehensive pre-application engagement programme which included engagement with:
 - Reading Borough Council
 - Site ward members
 - Local residents
- 1.6 To promote the consultation and encourage the community to view and comment on the proposals, a range of digital engagement methods were deployed, including:
 - Offering briefings to politicians.
 - Delivering 104 leaflets informing near neighbours of the public consultation, the proposals and ways to provide feedback.
 - Hosting a dedicated project website at <https://www.landatmeadowroadconsultation.co.uk/> to provide information on the proposals and encouraging visitors to submit feedback via the various contact methods outlined below.
 - The consultation period ran from 25 June to 9 July 2025.

Recorded responses

- 1.7 During the engagement period the website generated a total of 160 website visitors, including 128 unique visitors.
- 1.8 156 of visitors accessed the website directly (typing in the web address or scanning a QR code) and 4 via a search engine.

- 1.9 10 individual submissions of feedback were received.
- 1.10 Questions and comments received during the pre-application engagement period were considered carefully by the project team. They are summarised by theme with the applicant's response in **Chapter 4** of this report.
- 1.11 In summary, the applicant considers that the multichannel engagement undertaken with the local community and other key stakeholders has been proactive, accessible, meaningful and effective.

2. Policy Context

- 2.1 The Applicant recognises that the National Planning Policy Framework ('the Framework') places an emphasis on community involvement as an important part of the planning application process. To ensure the approach taken in the pre-application stages of this application is consistent with national and local guidelines, relevant policy was reviewed in full.
- 2.2 The Government's policy on community involvement is set out in a number of statutory and non-statutory documents, including the NPPF (2024) and the Planning and Compulsory Purchase Act (2004). Guidance is also provided in Reading Borough Council's Statement of Community Involvement (2025).

National Planning Policy Framework (2024)

- 2.3 The Framework (December 2024) sets out that the planning system should be a collective enterprise with the purpose of helping to deliver sustainable development.
- 2.4 Paragraph 40 of the Framework recognises early engagement as having the "significant potential to improve the efficiency and effectiveness of the planning application for all parties." Further, paragraph 40 notes that conducting high-quality engagement is conducive to improved community outcomes and streamlined, cohesive coordination between public and private resources. This also has wider benefits for the process; paragraph 41 notes that proactive engagement throughout delivers additional benefit in supporting the wider planning system to function more effectively and efficiently.
- 2.5 As set out in this statement, comprehensive community engagement has taken place, in full accordance with guidance set out within the Framework.

Reading Borough Council's Statement of Community Involvement (2025)

- 2.6 The Planning and Compulsory Purchase Act (2004) requires Local Planning Authorities to produce policy documents, called Statements of Community Involvement.
- 2.7 Reading Borough Council sets out its expectations for engagement in [their Statement of Community Involvement \(2025\)](#) document.
- 2.8 The SCI states that *"Developers of schemes proposing lower amounts of development are also invited to carry out similar pre-application involvement and consultation in line with the provisions set out in this paper, as a matter of good practice."*
- 2.9 In summary, the applicant considers that the multichannel engagement undertaken with the local community and other key stakeholders has been proactive, accessible, meaningful and effective.

3. Pre-Application Consultation Activity

- 3.1 An engagement strategy was prepared in line with local and national policies on delivering meaningful and proportionate engagement with the community, as detailed in **Chapter 1**.
- 3.2 The strategy identified key stakeholders, outlined the engagement methods and proposed pre-application public consultation timelines.
- 3.3 Details of this pre-application consultation and engagement is included under the sub-headings below.

Engaging with stakeholders

- 3.4 Politicians and other stakeholders were informed of the proposals and the public consultation which included:
 - Reading Borough Council
 - Thames Ward Councillors (Ama Asare, Adele-Barnett-Ward and Richard Davies)
- 3.5 Site ward councillors were initially contacted by the project team on 25 June with the offer of a briefing. Follow up emails were also sent on the 26 June and 10 July.
- 3.6 We met with Cllr Ama Asare, Thames Ward, on the 12th August 2025.

3.7 Summary

- 3.8 On the 12 August 2025 a meeting was held with Ama Asare, Thames Ward councillor to discuss the proposed development. A summary of the discussion is outlined by theme below, organised alphabetically and not by order of importance

3.9 Community Awareness and Consultation

- 3.10 It was stated this was the first time there had been awareness of the public consultation and that it should be undertaken again.
- 3.11 It was noted that no one spoken to, including local residents, was aware of the consultation. A question was asked about whether there would be another round of public consultation, with confirmation given that letters or information could be passed on to residents.
- 3.12 A suggestion was made to contact the Bell Tower Community Association, which produces a newsletter, as they are integral to the local community and located in the heart of Thames Ward.

3.13 Councillor Engagement

- 3.14 It was stated that the next councillor surgery, taking place at New Hope Church on 11 October, will focus on local commercial activity.

- 3.15 It was also noted that members of the planning committee, including the ward councillor, should be informed.

3.16 Development Proposals

- 3.17 It was stated that residents would welcome the proposals, particularly the increase in parking spaces, and that there is satisfaction the double parking will remain. There was also a positive view that the development would provide extra employment and benefit local residents.

- 3.18 A request was made to clarify whether the application was an outline application and whether the full application could be viewed. A question was raised about the inclusion of sensor lighting for the development, along with a suggestion to inform local residents of the times when works will be taking place.

3.19 Feedback

- 3.20 Positive comments were made about the project team's efforts, describing the work as improving the area, helping the economy, and being "wonderful work."

3.21 Local Concerns

- 3.22 It was noted that lorry traffic in the area is frequently mentioned during campaigning. It was felt that receiving only ten consultation responses wasn't satisfactory, with suggestions given to improve local awareness.

3.23 Next Steps

- 3.24 The project team will review opportunities to improve community engagement, including working with the Bell Tower Community Association and attending relevant local events. Consideration will be given to holding another public consultation to ensure residents are aware of the proposals.

Engaging with the community

- 3.25 The public consultation took place between 25 June and 9 July 2025.
- 3.26 Engagement with the community focused on spreading awareness of the proposals through a leaflet drop to near neighbours. A dedicated project website was created for people to view the proposals in further detail and provide feedback via the website, through a project email address or by contacting a project phone number.
- 3.27 These activities are summarised below.

Publicity activities

- 3.28 To promote the public consultation, a double-sided A5 leaflet was posted to 104 local addresses in close proximity to the site.
- 3.29 The leaflet provided a summary of the proposals and promoted the various ways for residents to provide feedback or contact the project team.

2.11 The distribution area can be seen in **Figure 1** below.

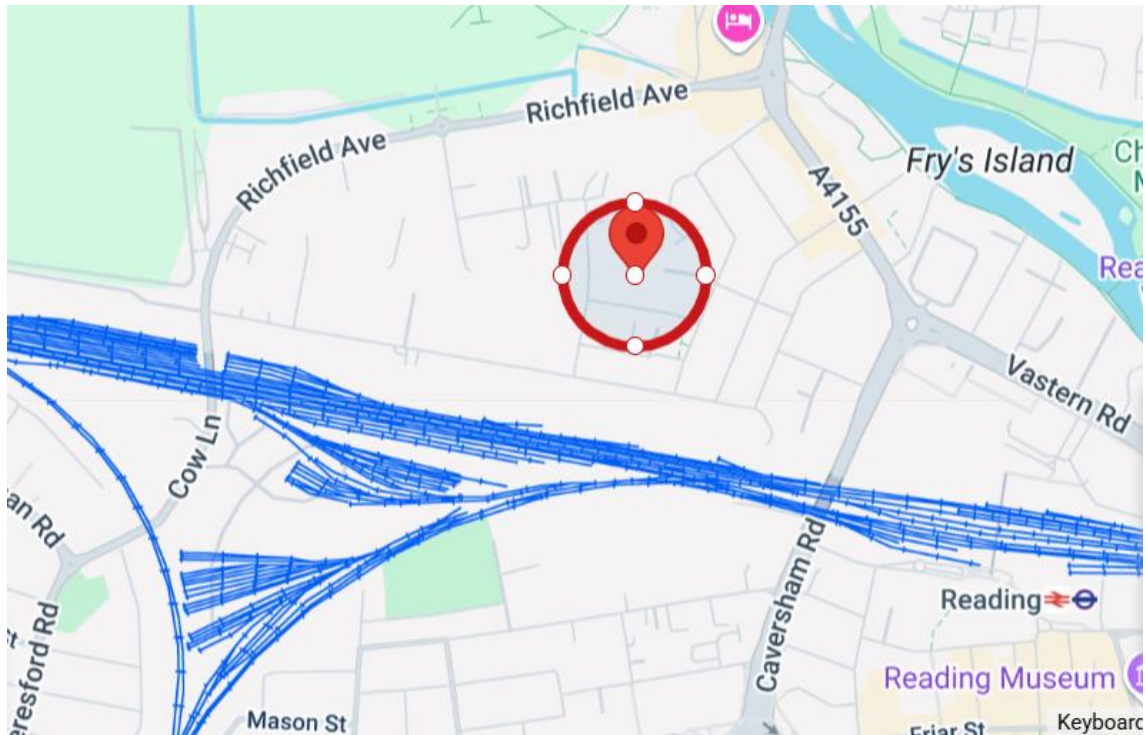


Figure 1: Leaflet Distribution

3.30 A copy of the leaflet is included in **Appendix 1**.

Project website

3.31 A dedicated project website was created and hosted at <https://www.landatmeadowroadconsultation.co.uk/> to provide further details on the proposals and an estimated timeline for the application.

3.32 The website also provided methods of contact with the project team, including an email address contact@landatmeadowroadconsultation.co.uk and a freephone telephone number 0808 168 8296.

3.33 During the consultation period the website generated a total of 160 views from 128 unique visitors.

3.34 156 of visitors accessed the website directly (typing in the web address or scanning a QR code) and 4 via a search engine.

3.35 The website also included a feedback section where visitors were encouraged to submit feedback for the consideration of the project team.

3.36 These comments are detailed in **Chapter 4**.

3.37 Screenshots of the website are included in **Appendix 3** and the website itself remains live and accessible.

4. Feedback and Applicant's Response

- 4.1 Feedback has been received via the project website feedback form and email address.
- 4.2 The consultation received 10 pieces of individual feedback.
- 4.3 All feedback received during the pre-application period have been considered by the project team.

Thematic analysis of responses

Theme	Summary of feedback	Examples quotes
Bollards and the Site Layout	Several residents requested clarity or reassurances that existing bollards and road restrictions would remain in place to prevent increased traffic flow through residential areas.	<i>"The currently proposed development appears to include demolition of the existing warehouse used by the Phantom Brewery... Are you able to confirm that the bollards on Meadow Road will remain in place keeping it a no-through road?"</i> <i>"I would like to take this opportunity to share some thoughts... One key concern relates to vehicle access... I am therefore slightly concerned about how this new development might impact our access."</i>
Community Business Support	Strong support was voiced for retaining Phantom Brewery and other local, independent businesses, which are seen as valuable community assets.	<i>"The only way to support this is if Phantom Brewery gets to remain as is. It would be an extremely large blow to lose that pillar of the community."</i> <i>"Is this proposing to get rid of Phantom?!? Why get rid of a positive local resource to put unwanted office space in?"</i>
Construction Impact	Concerns were raised about the duration, noise, and disruption that construction works may cause to neighbouring properties.	<i>"I am a resident... and have received the planning application feedback form... I do have a couple of concerns... how this new development might impact our access."</i> <i>"I am interested to know how long you expect demolition and building works to take."</i>
Green Space and Environment	Many respondents asked for more green areas, trees, or communal parks to counterbalance industrial or commercial development.	<i>"If the proposal goes ahead, I would like to see trees/bushes/flowers etc. along the side of the buildings on Meadow Road... flowering bushes would be a good addition."</i> <i>"We want more green environment/communal parks for children and elderly (like Forbury Gardens), and establishment of an ecosystem."</i>

Noise and Disturbance	Noise from existing and future activities (including potential demolition) is a major concern for residents living close to the site.	• <i>"I am a resident of the PrintWorks. I am concerned about noise from the development as we are so close... It's very loud and annoying."</i> • <i>"There are a lot of industrial units... that generate a lot of noise at times... I do not wish this development to include use class B2 as this will only make it worse."</i>
Safety and Social Concerns	Fears were raised that empty or poorly maintained business units could attract homelessness, drug use, or antisocial behaviour.	• <i>"We do not want unoccupied spaces around our housing neighbourhood as this would encourage space for homelessness, antisocial behaviour or activities out of hours."</i> • <i>"We are already seeing a rise in homelessness and drug activities... this would only allow pockets for... drug abuse or drug dealings."</i>
Suitability of Proposed Use	Respondents questioned whether more business units were needed in the area, preferring mixed-use or community-oriented alternatives.	• <i>"What kinds of business will take these up? We hate the noise and disturbances from the garage... What about putting a supermarket there instead?"</i> • <i>"Too many existing office buildings or business spaces... there are also plenty of unoccupancies."</i>
Traffic and Access	There were multiple objections to potential increases in traffic and access changes, particularly through Addison Road or areas near schools.	• <i>"We reject the idea of enabling access to Meadow Road via Addison Road... This would create additional traffic through residential area, with school facilities within 50 yards."</i> • <i>"Vehicle access to our flats... our only access is via the commercial side on Milford Road... Will it make things more difficult?"</i>

Response to feedback from the Applicant

Bollards and the Site Layout

- 4.4 *We can confirm that the existing bollards on Meadow Road are not affected by our proposals. It is our clear intention that Meadow Road will remain a no-through road, and no changes are proposed that would alter existing traffic restrictions or access arrangements in that area.*
- 4.5 *The demolition of the existing warehouse currently used by Phantom Brewery forms part of the proposed site redevelopment; however, this change will not require or result in alterations to local road restrictions. Any future operational access arrangements will be carefully considered and subject to ongoing dialogue with the local highways authority to ensure minimal disruption and continued safety for local residents.*

Community Business Support

- 4.6 *As part of the site's proposed redevelopment, the existing warehouse currently occupied by Phantom Brewery is identified for demolition, but we are exploring areas for relocation into modern B2/B8 space to help retain them.*
- 4.7 *The proposals are designed to bring long-term benefits to the area, including improved public space, increased footfall, and a mix of uses that could provide opportunities for local businesses, including hospitality and leisure. We strongly believe there is potential for businesses like Phantom to thrive as part of this evolving landscape.*

Construction Impact

- 4.8 *We acknowledge concerns around the potential disruption caused by demolition and construction works. Although a detailed construction programme will be developed post-consent, similar developments of this scale typically take between 12 to 18 months from demolition to full completion. A Construction Management Plan will be agreed with the local authority and will include clear commitments to control noise, dust, traffic, and working hours. We are committed to minimising inconvenience to residents and local businesses and will ensure safe, clear access is maintained for surrounding properties throughout the construction phase.*

Green Space and Environment

- 4.9 *We recognise the strong community support for more green infrastructure, planting and soft landscaping. While this is primarily a commercial and employment-led development, the scheme will include significant greening measures, including new street trees, landscaping along key frontages, and flowering shrubs to enhance visual amenity and support biodiversity. These measures will help create a more attractive environment for both workers and local residents, and contribute to our sustainability targets, including the ambition to achieve BREEAM Excellent standards across the development.*

Noise and Disturbance

- 4.10 *The proximity of the site to residential properties is well understood, and noise management has been considered carefully in the emerging design. A full noise assessment will accompany the planning application, including both construction-phase and operational noise sources. The scheme includes a mix of employment uses (including light industrial), but we will manage noise through careful unit placement, modern building specifications, and, if necessary, operational restrictions. Our goal is to create a thriving business environment that coexists sensitively with its residential neighbours.*

Safety and Social Concerns

- 4.11 *We appreciate local concerns regarding the potential for vacant commercial space to contribute to antisocial behaviour. Our proposals are being brought forward with delivery partners committed to high-quality management and maintenance. The development will be delivered in phases, minimising vacancy risk, and all units will benefit from improved public realm, active frontages, security lighting and passive surveillance. These measures are designed to ensure that the site feels safe, well-used, and integrated into the surrounding community.*

Suitability of Proposed Use

- 4.12 *Several respondents questioned the need for additional employment space in this location. The scheme replaces outdated buildings with approximately 4,300 sqm of high-quality, flexible commercial and light industrial space. This reflects local and regional demand for modern employment units suitable for small and medium-sized enterprises, start-ups and creative industries. By supporting job creation and economic growth, the proposals align with Reading Borough Council's strategic employment objectives while helping to revitalise this part of the town.*

Traffic and Access

- 4.13 *Traffic flow and site access have been key considerations from the outset. As set out in the consultation materials, the development will not introduce new vehicle access from Addison Road or Ross Road. Instead, access will be provided via existing commercial routes: Meadow Road for smaller units and Milford Road for larger servicing requirements. A full Transport Assessment will accompany the application, demonstrating how these arrangements will be safely managed without increasing pressure on residential streets or local school zones. Additional measures such as cycle parking, electric vehicle charging, and improved pedestrian links will further encourage sustainable travel.*

5. Conclusion

- 5.1 The applicant has undertaken a proportionate, transparent and accessible programme of community engagement to support the preparation of an outline planning application..
- 5.2 The consultation was shaped by national and local policy guidance and designed to encourage early and meaningful public involvement. A range of engagement methods were employed to ensure that local residents and stakeholders were made aware of the proposals and had adequate opportunity to provide feedback
- 5.3 Engagement activities included:
- A leaflet drop to 104 neighbouring addresses;
 - A dedicated project website offering further details and a direct means to submit feedback;
 - Direct correspondence with elected representatives and local interest groups.
- 5.4 The consultation generated a broad range of comments and concerns from the local community. Common themes included strong support for retaining valued local businesses, particularly Phantom Brewery, the impact of construction and associated noise, concerns over increased traffic and changes to access routes, and the desire for more green space and sympathetic site design. Residents also raised issues regarding the type and suitability of proposed business uses, as well as potential social impacts such as antisocial behaviour and safety. This feedback has been carefully considered and is summarised in **Chapter 4** of this report.
- 5.5 The applicant acknowledges the concerns raised and is committed to ongoing dialogue as the planning process continues. Where possible, these comments have informed the preparation of the submitted proposals or will be addressed at later stages of design development and delivery.
- 5.6 In summary, the applicant considers that the pre-application consultation has been undertaken in a timely and inclusive manner, reflecting best practice in community engagement and fulfilling the relevant expectations of both the National Planning Policy Framework and the Reading Borough Council's Statement of Community Involvement.

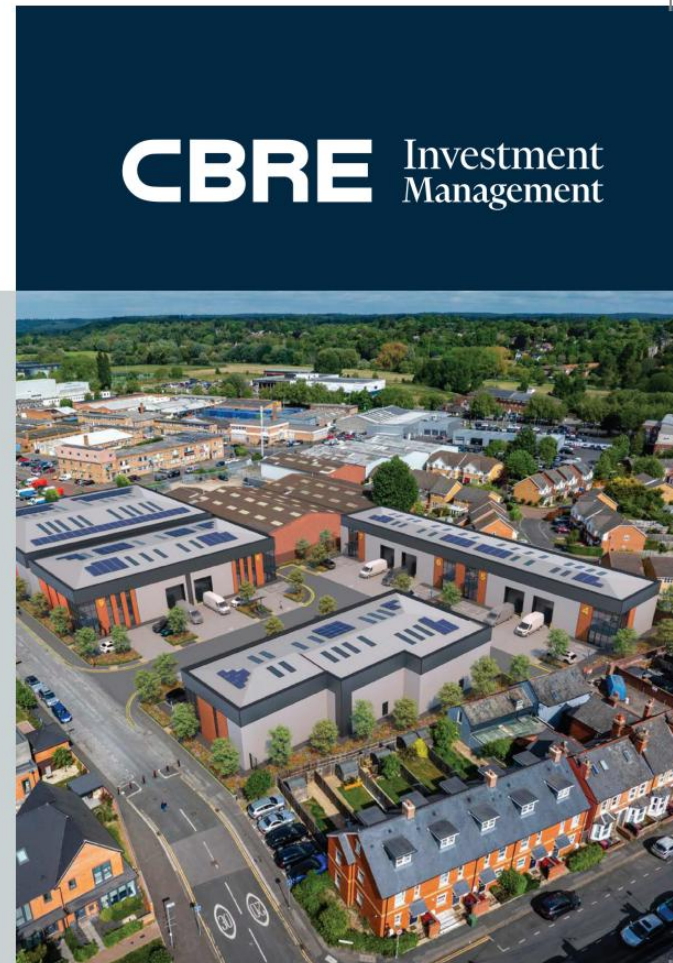
Appendix 1: Leaflet

Public consultation for Commercial Development at Meadow Road, Reading

CBRE Investment Management is proposing to redevelop land at Meadow Road, Reading into a modern, sustainable employment hub. Located close to the town centre and key transport links, the scheme will deliver high-quality, flexible workspaces that support business growth and community benefit. We welcome your views ahead of submitting a planning application to Reading Borough Council.

Benefits of the Proposals

- Creation of around 100 full-time equivalent jobs
- 4,300 sqm of flexible, energy-efficient commercial space for small businesses and start-ups
- Safer access for vehicles, pedestrians, and cyclists
- Enhanced landscaping and new tree planting
- Cycle parking and EV charging
- Supports Reading's goals for inclusive, sustainable growth



How can I find out more?

We will be launching our online public exhibition at
Landatmeadowroadconsultation.co.uk on **25th June at 2pm**.

Your views are important to us, and we invite you to have your say before we submit a planning application to Reading Borough Council. You can share your feedback by:



Visiting our website
Landatmeadowroadconsultation.co.uk
and submitting an online feedback form



Emailing us at
contact@landatmeadowroadconsultation.co.uk



Calling our Freephone number on
0808 1688 296



We would be grateful for your feedback
by **9th July at 5pm**



Scan here to
find out more

**We look forward to
hearing your views.**



Appendix 2: Website



Transport and Access

Supporting Sustainable and Safe Movement

The site is in a well-connected location:

- Reading Station is under half a mile away
- Bus stops are within 0.2 miles
- Close proximity to the A329 and A33, with direct routes to the M4

We're proposing two access points:

- Meadow Road (south) for units 1-9
- Milford Road (west) for larger units (10-11)

Access from Ross Road is planned to be closed, responding to feedback from local transport officers to prevent through traffic and protect surrounding residential areas.

Other proposed measures include:

- 47 car parking spaces (including 11 accessible bays)
- Electric vehicle (EV) charging points
- Secure cycle parking near building entrances
- A Transport Assessment will accompany the planning application to ensure local road safety and transport efficiency

Frequently asked questions

Scroll through the below frequently asked questions (FAQs) for further information. If the answer to your question isn't there, you can contact our project team via email at contact@landatmeadowroadconsultation.co.uk or freephone 0808 1688 296 and a member of the team will return your call.

Please note, as the proposals are not yet finalised, we may not be able to answer questions about specific details.

+ What is being proposed?

+ Will this affect local traffic?

+ How will this benefit the local area?

+ Why not build housing as previously allocated?

+ Will there be any environmental measures?

Benefits

Delivering Long-Term Community and Economic Value

The proposals will:

- Create around 100 full-time equivalent jobs
- Introduce flexible, modern workspace suitable for start-ups and small businesses
- Replace outdated buildings with high-quality, energy-efficient units
- Provide new landscaping and tree planting to soften the site and improve biodiversity
- Improve safety and accessibility for pedestrians and cyclists
- Support Reading Borough Council's goals for sustainable and inclusive economic growth



contact@landatmeadowroadconsultation.co.uk



0808 1688 296

CBRE Investment
Management

Website design by Turley



We Want to Hear from You

Your views are important in shaping the final plans for Meadow Road.

Please let us know what you think about:

- What type of businesses or uses you'd like to see
- Do you have any comments or concerns about access to the site or the impact of the development on local transport and travel options (e.g. walking, cycling, public transport, or vehicle access)?
- What are your thoughts on the proposed design of the development, including landscaping and sustainability features such as green space, energy efficiency, or biodiversity enhancements?

Feedback

Please submit Your Feedback

Name

First Name

Last Name

Email

Message

Submit

You can also email or phone



contact@landatmeadowroadconsultation.co.uk



0808 1688 296

The consultation will remain open until **5pm 9th July**. Thank you for taking the time to share your views.

