

Statement of Community Involvement

Pinewood Campus, Nine Mile Ride, Wokingham

Prepared for Dandara

March 2026

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Executive summary

Dandara is committed to consulting with the community regarding its proposals for new housing at the Pinewood Campus, Nine Mile Ride, Wokingham.

A community flyer was circulated to local addresses along with a feedback response card for respondents to complete and return with free postage. The flyer contained details of a freephone information line along with a project email address which were both made available throughout the process for interested parties to receive further details and to provide feedback. This was to ensure everyone was able to comment who wished to do so.

During the consultation period, we received a total of **20** responses. It comprised **19** feedback cards received via post and there was also **1** email response.

Many respondents shared concerns about local infrastructure, particularly the capacity of the road network to accommodate additional traffic. Respondents also noted pressures on services such as schools, healthcare and public transport, and asked for clearer information on whether improvements or upgrades would form part of the proposals.

A number of respondents focus on the scale and nature of the development and whether additional housing is needed in the area. Practical matters such as parking provision, access to local facilities and potential increases in car use were also mentioned.

Environmental and community considerations were also raised, including the potential impact on woodland, wildlife and the character of the surrounding area. There was some support for aspects of the proposals, such as the inclusion of affordable housing.

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 Dandara is bringing forward proposals for the erection of 136 dwellings (use class C3) together with associated parking, landscaping, public open space, drainage infrastructure, access and highway improvements, Suitable Alternative Natural Greenspace (SANG) and ancillary works. Following demolition of existing office campus.
- 1.2 From the outset, Dandara has been committed to consulting local stakeholders with regards to its proposals. They have included locally elected councillors, members of parliament, businesses, 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, Dandara 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 Dandara is seeking to redevelop the Johnson & Johnson office facility as the firm is relocating.
- 2.1.2 In Wokingham, there is a shortfall of both open-market and affordable homes, leaving many local people unable to find suitable housing. As a result, more homes must be delivered.
- 2.1.3 Approval was given last year to convert the existing premises from commercial property to 109 residential units.
- 2.1.4 As a result, the principle of the site being used for new dwellings has already been established.
- 2.1.5 The image to the right shows the proposed layout of the development, as consulted.



2.2 Proposals

- 2.2.1 Dandara is bringing forward a vision for the site, which comprises 136 dwellings.
- 2.2.2 The proposal would focus all new homes within the previously developed parts of the site, and the surrounding woodland would be retained and provided as new publicly accessible open spaces.
- 2.2.3 Dandara believe in providing award-winning homes that residents will cherish, and will complement their surroundings. The proposals for the Pinewood Campus in Wokingham will be no exception, and Dandara have a proven track record of delivering market-leading schemes.
- 2.2.4 The plans also include landscaping improvements, play space, new footpaths, and sustainable drainage systems to ensure there is no added burden to the sewer network or increased risk of flooding.
- 2.2.5 Careful thought has gone into the design and layout of the properties and Dandara propose to use high-quality building materials that reflect and respond to the character of Wokingham.

2.2.6 The proposals at the Pinewood Campus comprise:

- Providing much-needed new homes including affordable housing
- Delivering high-quality design to complement the local area
- Making best use of a previously developed site where the principle of housing development has already been approved
- New development will be set within the previously developed parts of the site, and the surrounding woodland setting retained
- Delivering on-site parking in line with local policy
- New publicly accessible open spaces will be provided throughout the scheme, including new woodland walkways and a new play area for children
- Creating jobs during the construction phase
- Investing in the local economy

2.2.7 Dandara is committed to high-quality housebuilding. The images below show some of their recent schemes.



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 Wokingham Borough Council

Engagement activities have been undertaken with due regard to the expectations laid out in Wokingham Borough Council’s Statement of Community Involvement document. Based on that document, in conjunction with developing the plans, Dandara 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

- 3.3.2 Dandara felt it was important to engage proactively with key stakeholders regarding its proposals at the Pinewood Campus, Nine Mile Ride, Wokingham. 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.

3.3.3 The stakeholders contacted shortly before the wider public consultation included:

- Elected councillors for Wokingham Without Ward, Wokingham Borough Council
- Wokingham Without Parish Council

3.3.4 Following the initial stakeholder engagement a meeting was held on **Monday 20th October** with the **Parish Council**. Whilst many points were raised for discussion, their principle concerns centred around road traffic and highways safety.

3.3.5 In addition, a meeting was also held with the most immediate neighbour to the site. The immediate neighbour was solely interested to understand boundary detail, keen to ensure that his privacy and security are protected.

3.3.6 The applicant appreciates the questions, feedback, and insights provided by local stakeholders and will continue dialogue with them as the proposals progress.

3.4 Wider community engagement

3.4.1 After contacting key stakeholders, Dandara launched its wider community consultation on **Tuesday 11th November 2025**.

3.4.2 To commence the process, a community flyer was circulated in the area surrounding the proposal site and invited residents to provide their feedback using the feedback card and free postage envelope. The community flyer outlined the vision for the land and also included the freephone information line number and project email address.

3.4.3 Over 900 flyers were delivered to local addresses on Tuesday 11th November 2025.

High-quality development in Wokingham

dandara

Consulting the community

Dandara is sharing its vision for new housing at the Pinewood Campus, Nine Mile Ride, Wokingham.

We are seeking to redevelop the Johnson & Johnson office facility as the firm is re-occupying.

Approval was given last year to convert the existing premises from commercial property to 100 residential units.

As a result, the principle of this site being used for new dwellings has already been established.

Dandara is now bringing forward a revised vision for the site, which comprises 125 houses and 40 town houses in total, and 56 of these would be affordable houses.

We believe this makes more effective use of this previously developed land, and will deliver more affordable homes for local families and individuals in need.

Before submitting a planning application, we wanted to share our vision for the site with residents, neighbouring businesses, and other interested parties.

The case for choosing this site

In Wokingham, there is a shortfall of both open market and affordable homes, leaving many local people unable to find a home to move into. As a result, more homes need to be delivered.

This site was chosen as previously developed land, as it has been in commercial use with Johnson & Johnson. As the firm is relocating, this presents an ideal opportunity to open the site to new uses of it, and the principle of new homes was agreed with Wokingham Borough Council last year.

Our proposal would focus on new homes within the previously developed core of the site, and the surrounding woodland would be retained and provided as new publicly accessible open spaces.

Get in touch

If you would like more information about our scheme at Wokingham and to register any comments, please contact our project team:

dandara@your-feedback.co.uk 0800 099 6712 - leave a message, and we will call you back

The proposed layout for our development

Delivering a high-quality scheme

At Dandara we believe in providing award-winning homes that residents will cherish, and will complement their surroundings.

Our proposals for the Pinewood Campus in Wokingham will be no exception, and we have a proven track record of delivering market-leading schemes.

Our plans also include landscaping improvements, play spaces, new footpaths, and sustainable drainage systems to ensure there is no added burden to the sewer network or increased risk of flooding.

Careful thought has gone into the design and layout of our properties and we propose to use high-quality building materials that reflect and respond to the character of Wokingham, as exemplified in the sample elevations below.

Key benefits of this scheme

Our proposals at the Pinewood Campus in Wokingham will deliver a host of important benefits:

- Providing much-needed new homes, including affordable housing
- Delivering high-quality design to complement the local area
- Making best use of a previously developed site where the principle of housing development has already been approved
- New development will be set within the previously developed core of the site, and the surrounding woodland setting retained
- Delivering on-site parking in line with local policy
- Dandara is an award-winning developer with a proven track record
- New policy accessible open spaces will be provided throughout the scheme, including new woodland walkways and a new play area for children
- Creating jobs during the construction phase
- Investing in the local economy

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3.4.4 The community flyer contained the following:

- Background to the site
- An overview of the proposals
- Details of the project team's freephone information line and email address

3.4.5 A map of the distribution area for the flyer is shown below and the site is marked by the red 'x'.



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

3.5 Dedicated project email address

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

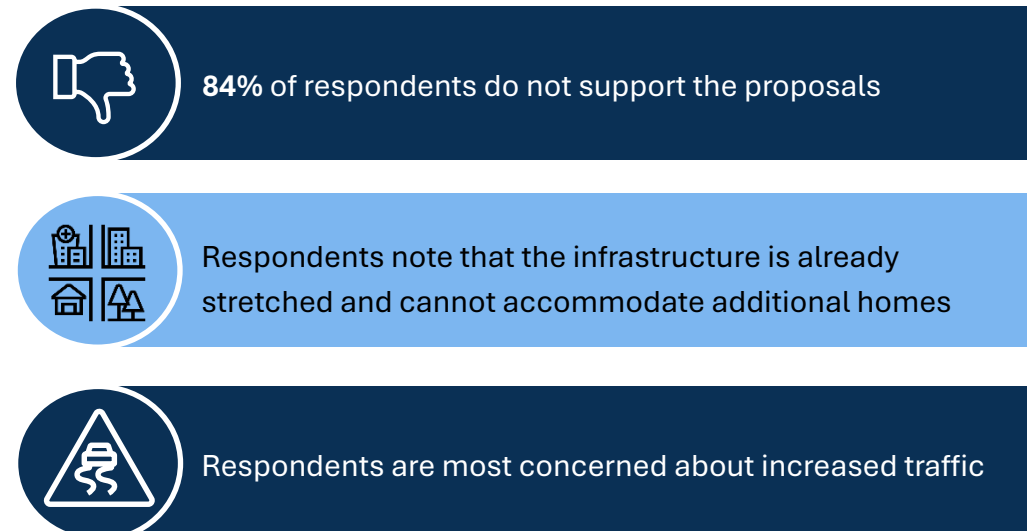
3.6 Freephone 0800 comment facility

3.6.1 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.

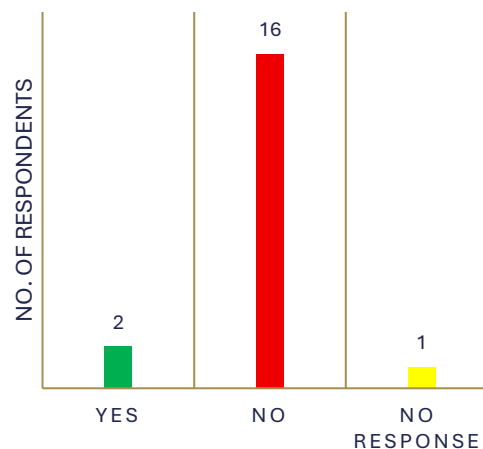
4. Feedback analysis

4.1 Feedback

4.1.1 During the community consultation, we received a total of **20** feedback responses. It comprised **19** feedback cards received via post and there was also **1** email response. The project team has carefully reviewed the data and all responses have been accounted for in the tables and graphs that follow.



Respondents were asked whether they support the proposals.



Respondents were then invited to provide their comments on the proposals. The project team paid close attention to the replies, and all the issues raised, and their frequency, is shown in the table below:

Comment	Frequency of being raised
Concerns regarding the local road network being able to sustain increased traffic on an already busy and dangerous road	12
Local infrastructure is already stretched and additional homes will exacerbate this issue (including healthcare and schools)	7
There are already enough homes being built locally / No more homes are needed	5
Concerns regarding impact to wildlife and habitats	3
Clarity sought as to whether relief roads could be introduced / The local road infrastructure needs to be upgraded	3
Concerns relating to the loss of woodland or countryside	2
This appears to be a plan for the developer to increase profitability / The developers are greedy	2

This area of Wokingham Without is far from commercial areas and not suitable for 40 flats	1
Planning approval was for 109 units and it is not acceptable to increase this to 165 units	1
The proposals do not show any provision for garages but it is expected that residents will need them	1
The plans do not include plans for schools	1
Support the provision of affordable housing	1
Clarity sought as to whether a better bus service will be provided	1
The proposal represents a 51% increase in dwellings	1
There are no facilities nearby so occupants will have to make additional car journeys	1
Concerns that more and more homes are being built without upgrades to the infrastructure	1
Public transport options are limited	1
Cannot support unless information about infrastructure development is provided	1
Clarity sought regarding why the number of dwellings has been increased	1
Seeking information regarding highways and infrastructure improvements	1
Clarity sought regarding how this would impact schools and GPs	1
The increased homes in the area are completely detracting from tranquil village community	1
Converting the existing premises into flats is sensible	1
Building 125 houses will be developing more land and creating increased traffic	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. The project team received **1** email response.

4.2.2 The project team has examined the email response and the issues raised, and their frequency, is detailed in the table below.

Comment	Frequency of being raised
Resident living immediately next to the development site are concerned regarding the proposal	1
There are some critical issues that need to be addressed	1
Would consider supporting the development if issues can be resolved	1

4.2.3 Following receipt of this email, a meeting was held with the immediate neighbour to address their concerns. The immediate neighbour was solely interested to understand boundary detail, keen to ensure that his privacy and security are protected.

4.3 Response to comments

- 4.3.1 All comments received during the community consultation process have been reviewed and the applicant has attempted to respond to the most recurring themes that have been raised.
- 4.3.2 Many respondents comments highlight concerns about local infrastructure, particularly the capacity of the road network to accommodate additional traffic. Respondents also noted pressures on services such as schools, healthcare and public transport, and asked for clearer information on whether improvements or upgrades would form part of the proposals.
- 4.3.3 A number of respondents focus on the scale and nature of the development and whether additional housing is needed in the area. Practical matters such as parking provision, access to local facilities and potential increases in car use were also mentioned.
- 4.3.4 Environmental and community considerations were also raised, including the potential impact on woodland, wildlife and the character of the surrounding area. There was some support for aspects of the proposals, such as the inclusion of affordable housing.
- 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. The project team is seeking to continue its dialogue with residents and other local stakeholders as the scheme moves forward.

5. Appendix

- Copy of the community flyer

High-quality development in Wokingham



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Approval was given last year to convert the existing premises from commercial property to 109 residential units.

As a result, the principle of the site being used for new dwellings has already been established.

Dandara is now bringing forward a revised vision for the site, which comprises 125 houses and 40 flats, making 165 homes in total, and 66 of these would be affordable homes.

We believe this makes more effective use of this previously developed land, and will deliver more affordable homes for local families and individuals in need.

Before submitting a planning application, we wanted to share our vision for the site with residents, neighbouring businesses, and other interested parties.



The proposed layout for our development

The case for choosing this site

In Wokingham, there is a shortfall of both open-market and affordable homes, leaving many local people unable to find suitable housing. As a result, more homes must be delivered.

The site we have chosen is previously developed land, as it has been in commercial use with Johnson & Johnson. As the firm is relocating, this presents an ideal opportunity to give the site a new lease of life, and the principle of new homes was agreed with Wokingham Borough Council last year.

Our proposal would focus all new homes within the previously developed parts of the site, and the surrounding woodland would be retained and provided as new publicly accessible open spaces.

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Careful thought has gone into the design and layout of our properties and we propose to use high-quality building materials that reflect and respond to the character of Wokingham, as exemplified in the sample elevations below:



Dandara is committed to high-quality housebuilding. This is our scheme in Spencers Wood, near Reading, Berkshire

About Dandara

Creating and building beautiful award-winning homes is what we do at Dandara.

Homes that combine innovative design with only the highest standards of quality.

It's something we have been doing for more than 30 years, but that's not us in a nutshell - there's our dedication to our customers and delivering an exceptional level of service.

It's part of the reason why we're one of the UK's most respected private housebuilders. And so is how we work with local communities to ensure our homes are designed in such a way that they enhance and complement their surroundings.

Key benefits of the scheme

Our proposals at the Pinewood Campus in Wokingham will deliver a host of important benefits:



Providing much-needed new homes including affordable housing



Delivering high-quality design to complement the local area



Making best use of a previously developed site where the principle of housing development has already been approved



New development will be set within the previously developed parts of the site, and the surrounding woodland setting retained



Delivering on-site parking in line with local policy



Dandara is an award-winning developer with a proven track record



New publicly accessible open spaces will be provided throughout the scheme, including new woodland walkways and a new play area for children



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