

Taylor Wimpey West London
Land off Watmore Lane/Maidensfield - Winnersh
Statement of Community Involvement
December 2025



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Introduction

This document provides a detailed record of engagement undertaken in relation to the two reserved matters planning applications for the development of 111 homes and 118 homes respectively at Land off Watmore Lane/Maidensfield, Winnersh by Taylor Wimpey West London ('the Applicant'). The pre-application engagement has been undertaken by Cratus Group (Cratus) on behalf of the Applicant.

The outline planning application for the development of the site (Ref: 230208) was initially refused by Wokingham Borough Council at Planning Committee in August 2023 but was approved on appeal by the Planning Inspector in March 2024. Therefore, the principle of development of the site is established and an access to the site from Maidensfield has been consented.

Following the public exhibition and consultation process, the planning strategy for the site has been revised. Instead of submitting a single reserved matters application as initially proposed during the consultation event, the Applicant is submitting two separate reserved matters planning applications for 111 homes and 118 homes respectively. The revised approach allows for the phased delivery of the development. However, the design principles and overall layout remain consistent with those presented during the public exhibition in July 2024.

The Consultation Process & Objectives

Cratus was appointed to undertake a comprehensive programme of consultation and engagement with the local community, elected representatives, and interested stakeholders in relation to the reserved matters proposals for Land off Watmore Lane/Maidensfield.

The Applicant felt that it was important that the local community, elected representatives, and interested stakeholders be engaged with from an early stage in order to inform them of the plans and gain valuable feedback on the proposals.

To this end, an appropriate programme of engagement and consultation has been undertaken, which has included an in person public consultation event, at Wokingham Borough Council.

Background and Approach

Policy Framework

The process of consultation undertaken has been in accordance with both national and local guidance on best practice of pre-application consultation. The details of the guidance followed is listed below:

- The National Planning Policy Framework (2024)
- The Localism Act (2011)
- Wokingham Borough Council Statement of Community Involvement (2024)

National Planning Policy Framework (2024)

The NPPF sets out the Government's planning policies for England. The document states that applications which can demonstrate early, effective, and proactive engagement with communities and other interested parties should be looked upon more favourably than those that cannot. It specifically sets out the following:

"Pre-application engagement and front-loading

40. Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre- application discussion enables better coordination between public and private resources and improved outcomes for the community.

41. 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.

42. 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. For their role in the planning system to be effective and positive, statutory planning consultees will need to take the same early, pro-active approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delays and costs.

43. The participation of other consenting bodies in pre-application discussions should enable early consideration of all the fundamental issues relating to whether a particular development will be acceptable in principle, even where other consents relating to how a development is built or operated are needed at a later stage. Wherever possible, parallel processing of other consents should be encouraged to help speed up the process and resolve any issues as early as possible.

44. The right information is crucial to good decision-making, particularly where formal assessments are required (such as Environmental Impact Assessment, Habitats Regulations assessment and flood risk assessment). To avoid delay, applicants should discuss what information is needed with the local planning authority and expert bodies as early as possible.

45. Local planning authorities should publish a list of their information requirements for applications for planning permission. These requirements should be kept to the minimum needed to make decisions, and should be reviewed at least every two 13 years. Local planning authorities should only request supporting information that is relevant, necessary and material to the application in question.

46. Local planning authorities should consult the appropriate bodies when considering applications for the siting of, or changes to, major hazard sites, installations or pipelines, or for development around them.

47. Applicants and local planning authorities should consider the potential for voluntary planning performance agreements, where this might achieve a faster and more effective application process. Planning performance agreements are likely to be needed for applications that are particularly large or complex to determine.

Whilst the engagement undertaken in relation to this application was done so in accordance with the NPPF (December 2024), the applicant understands a new draft NPPF was published on 16 December 2025.

The Localism Act (2011)

The Localism Act (2011) is intended to empower local communities to participate in the planning processes in their areas and the consultation process has accorded with the key principles established therein for consulting with the public. Principally, these are:

- The publication of the proposed application widely, to an extent that can be reasonably said to bring the proposed application to the attention of the majority of persons who live at, or otherwise occupy, premises in the vicinity of the land
- To make clear how interested persons may contact the applicant team should they wish to comment or collaborate in relation to the proposed development
- To give such information about the timetable to ensure that persons wishing to comment on the proposed development may do so in good time

- Have regard to the responses to consultation that have been made following the consultation process

Wokingham Borough Council Statement of Community Involvement (2024)

Cratus, under the instruction of the Applicant, has conducted its community consultation work in line with guidance issued in Wokingham Borough Council's Statement of Community Involvement (2024)¹

The Statement of Community Involvement offers the following guidance:

7.13 - A person proposing to make an application for development is required by law¹ to bring it to the attention of those who live or occupy premises in the vicinity of the site. In addition, we encourage positive engagement with local people to help prepare and refine their proposal. For household extensions this may simply mean speaking to neighbours. For larger proposals, engagement should involve the wider area and should start at an early stage with engagement forming an integral part of the initial design process.

7.14 - We encourage anyone proposing development to actively engage the community when preparing their proposals... The suggested methods vary depending on the scale and type of proposal, with larger proposals expected to use methods that would engage with more people.

7.15 - In all instances, the comments and concerns raised through engagement should be considered, and if necessary, changes made to the proposed development before an application is submitted. Information on how engagement has been undertaken, the issues raised and how these have been responded to should be submitted as part of the application.

¹ [Wokingham Borough Council Statement of Community Involvement \(2024\)](#)

The Engagement Process

This section details the actions taken by the Applicant to enable the local community, elected representatives, and interested stakeholders to take part in the consultation process and provide feedback on the proposals for the site.

The Applicant has endeavored to conduct a consultation process which ensured the local community were properly informed of the plans for the site and had the opportunity to comment on the plans.

The community consultation carried out comprised the following:

- A public consultation letter sent to 1,418 addresses surrounding the site on Friday, 5th July 2024
- A public consultation website – <https://www.taylorwimpey.co.uk/new-homes/winnersh/land-at-watmore-lane> – which has been live since Monday, 8th July 2024
- An in-person public exhibition event which was held on Friday, 19th July 2024 at St Mary the Virgin, Winnersh, RG41 5NA
- Letters to local ward members of Wokingham Borough Council and Winnersh Parish Council;
- A direct phone line for consultation enquiries; and
- A contact email address for enquiries.

Consultation area

From an early stage and to maximise local participation in the consultation exercise, the Applicant instructed Cratus to undertake an extensive process of pre-application engagement in the local area, to both identify and address any outstanding issues and to enable the local community to provide feedback on the proposals.

The consultation area was informed by the context of the site and the local community.

A map of the consultation distribution area is available to view in Appendix 1.

Consultation leaflet

In order to provide an update on the reserved matters proposals and advertise the public exhibition to the local community, the Applicant produced an invitation leaflet which was distributed to 1,418 addresses around the site on Friday, 5th July 2024.

The leaflet provided details of the public exhibition event, contact information for the project team and details regarding the outline planning permission granted on the site on appeal in March 2024.

The consultation leaflet can be viewed in Appendix 2.

Consultation website

A project website – <https://www.taylorwimpey.co.uk/new-homes/winnersh/land-at-watmore-lane> - was used to host information on the public exhibition. The website has been live since the previous public consultation on the outline planning application in November 2022, but was updated on Monday, 8th July 2024 to provide details of the public exhibition on reserved matters proposals. The website contains the following information:

- Contact details should people wish to speak with a member of the project team;
- Information regarding the proposals of the reserved matters application;
- Information about Taylor Wimpey;
- Information regarding the public exhibition;
- An online feedback form; and
- Public consultation documents (including a digital copy of the exhibition boards displayed at the exhibition)

The project website was updated throughout the pre-application process in order to keep the community informed and allow them to engage with the proposals.

The feedback form on the project website remained open to the public until Monday, 5th August (16 days after the public exhibition).

The project website can be viewed in Appendix 3.

Public exhibition

In order to maximise community involvement, it was agreed a public exhibition would take place at St Mary the Virgin Church, Winnersh on Friday, 19th July 2024 between 4pm-8pm.

The public exhibition was advertised through a variety of different methods which include:

- A dedicated project website; and
- A leaflet distributed to 1,418 properties surrounding the site.

At the exhibition, attendees were able to view a series of exhibition boards which went into greater detail about the context of the site, the proposals and next steps. These exhibition boards were available to view and download on the project website following the public exhibition. Members of the project team proactively engaged in discussions with visitors and were on hand to answer any questions which arose.

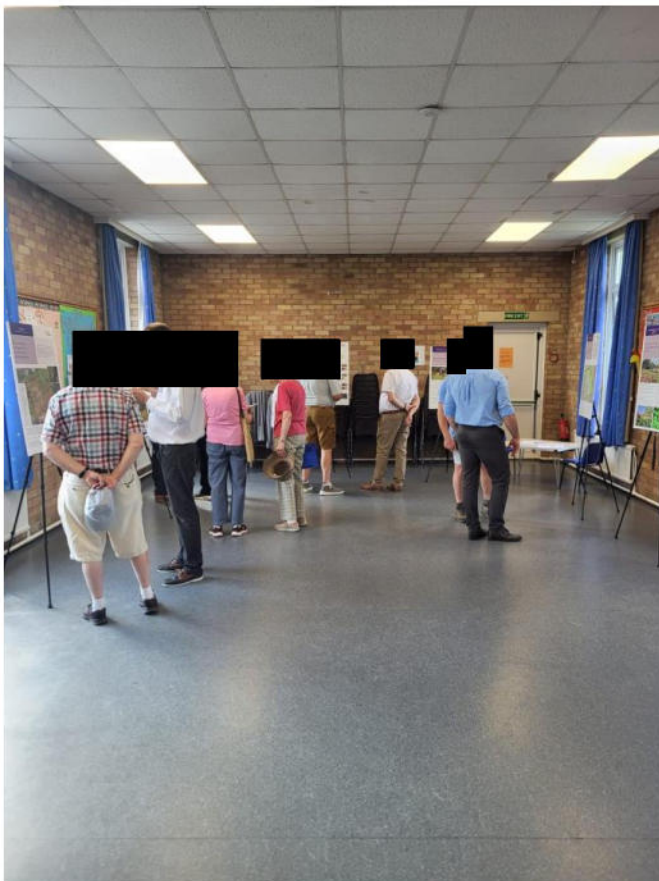
A copy of the exhibition boards is available to view in Appendix 4.

In addition, visitors were encouraged to fill out feedback forms once they had viewed the exhibition. A total of 18 feedback forms were completed at the event, with an additional one form posted to the project team after the event.

In addition, three feedback forms were completed online via the project website.

In total, 79 people attended the public exhibition. This included members of Wokingham Borough Council and Winnersh Parish Council.

Invitations to the public exhibition event were sent to the Leader of Wokingham Borough Council, Winnersh ward members at Wokingham Borough Council, Planning Committee members at Wokingham Borough Council and members of Winnersh Parish Council.





Public consultation feedback

To provide an opportunity for attendees to give feedback on the proposals, the team created a dedicated feedback form that was available on the day of the public exhibition to be completed on the day or sent in after the event. The feedback form is available to view in Appendix 5.

In total, 18 feedback forms were completed on the day, with an additional one sent in after the event and a further three responses completed via the project website.

The feedback form contained nine questions. A sample of the feedback received via both the physical and online feedback forms is provided below:

How do you hear about our event today?

- "Notice in the mail."
- "Flyer through the door."
- "By a card posted to me."
- "Direct post."

Did you attend our public consultation on the outline planning application in November 2022?

- "Yes"
- "I was unable to but have written to object to the plans a few times"
- "No"

Which of the following types of homes do you think are needed in the local area?

Respondents were asked to select from the following options:

- Family homes – 6
- Luxury homes – 0
- Affordable housing (to rent) – 6
- Smaller homes for first time buyers – 11
- Affordable housing (to buy through supported schemes) – 7
- Smaller homes for those downsizing – 2
- Other (please specify)
 - "Leave as green parkland"
 - "None"
 - "GP surgeries and Dentists"

What parts of the scheme do you like?

Respondents were asked to select from the following options:

- Mix of housing types – 4
- New landscaping – 4
- The design of new homes – 1
- New public open spaces – 2
- New walking and cycling routes – 0
- The delivery of a Biodiversity Net Gain – 1
- Other (please specify)
 - "None of it"
 - "Biodiversity Net Gain means nothing, someone on £50,000 made it up in a London office."

- “Define affordable housing - I am a keyworker and on a sole income and cannot afford to live in this area as it is. What is affordable? 300k? 400k etc? = not affordable! I earn too much to be eligible for keyworker house, yet in Scotland 'Affordable housing' is unaffordable.”

Please provide your comments on the proposed design and appearance of the new homes.

- “Ok, good variety”
- “A good mixture of sizes and styles”
- “Design needs to reflect the feel of the local area housing of styles, material etc- feel of Maidensfield, Eastbury Park etc as quiet estate will be destroyed.”
- “It's similar to all the other new housing estates in Wokingham.”

Do you think the scheme reflects local characteristics in Winnersh such as buildings, styles and materials?

Respondents were asked to select from the following options:

- Yes – 3
- No – 10
- Undecided – 5
- Other (please specify)
 - “As above, it's similar to all the other new housing estates in Wokingham”
 - “There should not be any properties more than two storey (ground/1st floor). Not sure if this is in your plan or not.”

Please provide your comments on the landscaping proposals for the site.

- “Adequate. Who will maintain it?”
- “Flood risk is a concern - despite the plans for a SuDS system. As soon as you start building on a floodplain you turn an area into impermeable ground, naturally increasing the flood risk, and potential for flooding along other parts of the river Emmbrook with potential further risks to the Loddon. The Emmbrook and Loddon are already susceptible to flooding due to the amount of floodplain that has already been built on the area.”
- “Good”
- “Not enough done to create visual barriers between Winnersh Gate houses and new development. New back gardens backing straight onto existing properties with no landscape buffer. This needs to be improved please.”

Please provide your comments on the proposed layout for the site.

- “Access needs to be revised”
- “Access via Maidensfield - as someone who lives on Maidensfield, this road is a Cul-de-sac. It is not big enough, wide enough to cope with the traffic it currently has. There are already significant parking/ traffic/ access issues with the houses there are currently. The road will simply not cope with the additional traffic that will come from the new houses. It is not a main road, nor should it be one.”
- “Access in and out - also only way in is traffic lights/ Hurst & Twyford- there is no other access.”
- “Needs the new entrance”

Are there parts of the scheme you think we could improve on?

Respondents were asked to select from the following options:

- Yes – 12
 - “Yes, North West corner of the field: Birchmead has a side gate + access to the field in the title deed. The current plan looks like our access will be restricted.”
 - “Yes, roads are not suitable for extra traffic 4 schools in the immediate area- we already can't get out in the morning- no sight lines accessing Maidensfield.”
 - “Yes. Access points as above and the provision of increased local infrastructure.”
- No – 0
- Undecided – 2
- Other (please specify)
 - “Traffic flow. Too dangerous for school children, facilities for current residents e.g. schools, doctors, senior schools, transport.”
 - “The access road is totally unsuitable, put it somewhere else”
 - “1. Move the small houses 228-234 and 25-26 (with communal parking) to somewhere else on the development, and put houses that are more aligned with Winnersh Gate size/type. 2. Remove the future access opportunity that appears to have been left next to plot 234 to access the field to the west. I cannot support any scheme that leaves this open and puts my amenity at risk. 3. Improve landscape buffer along west border with Winnersh Gate properties. 4. Remove vehicle rat run potential with 2nd access”

Having seen the Reserved Matters Proposals are you:

Respondents were asked to select from the following options:

- Strongly supportive – 0
- Supportive – 3
- Undecided – 0
- Opposed - 17

Response to feedback

The Applicant places the utmost importance on community consultation in the planning process. It is at the centre of their approach to development.

With this in mind, the following considerations have been given to feedback received during the community engagement process:

The landscaping scheme has been further refined to include more tree planting and to provide clarity on the boundary treatments along the western boundary which backs onto Winnersh Gate.

The proposed development will provide a range of housing, including the types of housing that respondents most identified as important - family housing, affordable housing and smaller homes for first time buyers.

The layout in the south western corner of the site has been revised and now provides a greater variety of type and tenure of dwelling.

Several of the comments received were in relation to the suitability of Maidensfield as the vehicular access point, and concerns regarding the potential increase in traffic as a result of the development. The access point from Maidensfield was approved as part of the Outline Planning Permission and there is an approved access plan. The in-principle transport implications of the development were also assessed at the outline stage and found to be acceptable. The Reserved Matters application will include the detailed highways design for the development including road layout, visibility splays, levels vehicle tracking and parking.

The secondary access is required for urban design reasons, and is not a highways requirement as set out in the appeal decision. It has been located in what is the most logical position given the neighbouring uses to the south.

There were also comments relating to the provision of suitable infrastructure, services and facilities in relation to the development. This was considered at the Outline Planning Application stage, and the signed Section 106 Agreement includes the contributions that the Council deemed necessary to mitigate the impact of the development. In addition, the development will contribute a significant sum via the Community Infrastructure Levy.

Flood risk and drainage were mentioned in a few of the comments received. The principle of residential development on the site has been established at the outline stage where the LLFA was consulted and raised no objection. The Outline Planning Permission contains relevant conditions which require a surface water drainage strategy and SuDS Maintenance plan to be submitted prior to the commencement of development.

Political and local stakeholder engagement

In order to keep locally elected representatives informed of progress on the proposals and to seek to establish a productive dialogue prior to the submission of the application, Winnersh ward members on Wokingham Borough Council were contacted in June 2024.

In addition, invitations to the public exhibition were sent to the Leader of Wokingham Borough Council, Winnersh ward councillors, members of the Planning Committee of Wokingham Borough Council and Winnersh Parish Council in July 2024.

Summary & Conclusion

A comprehensive process of pre-application community engagement has been undertaken to support the submission of the two reserved matters planning applications.

Engagement from stakeholders has been sought using an appropriate mixture of methods (both in person and online) and feedback has been fed into the development of the application.

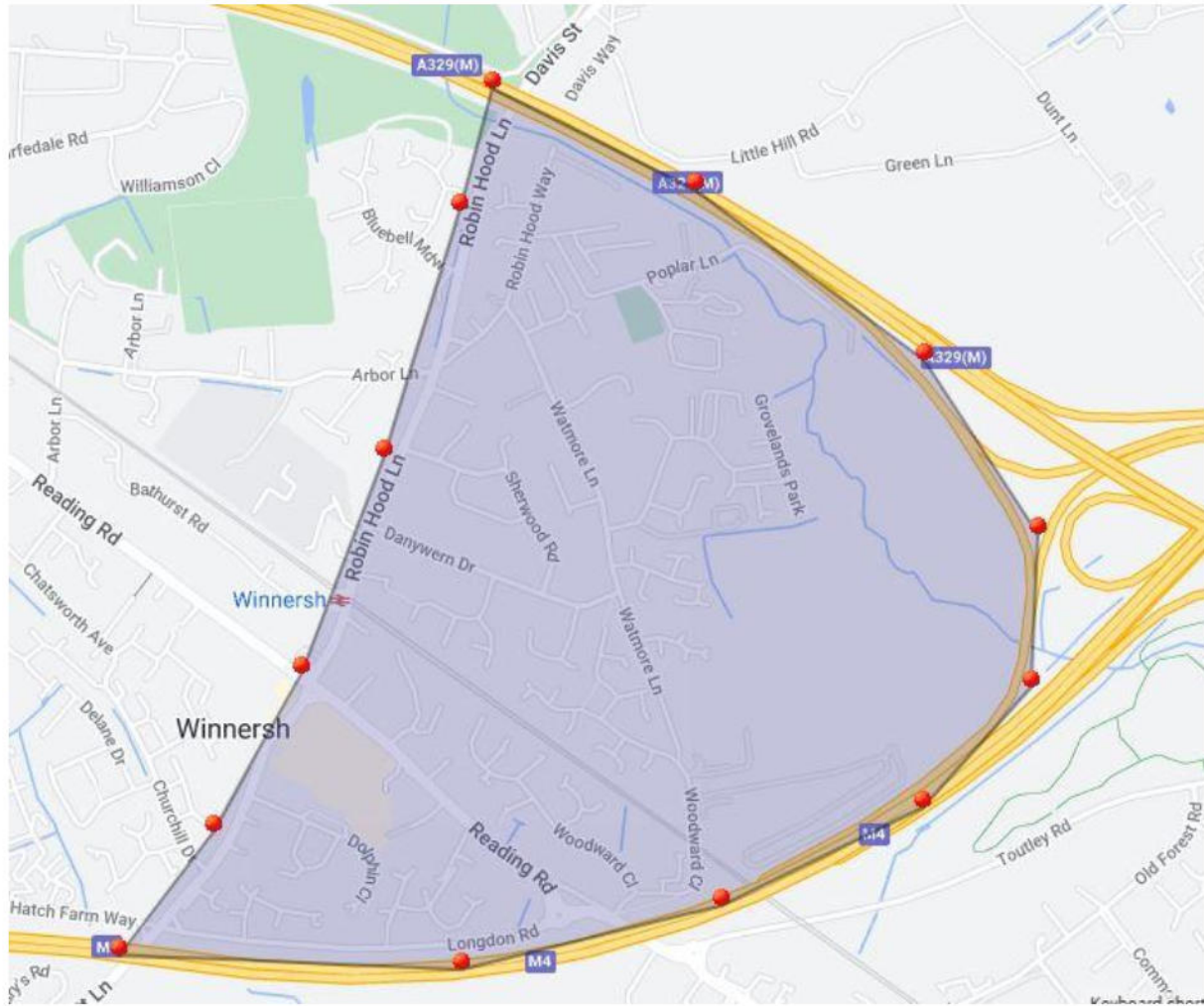
The Applicant has sought to amend its final planning applications to reflect the broad variety of consultation feedback received. The Applicant is confident that many of those concerns identified have been appropriately addressed through the development of the planning applications or can be properly managed at a later stage in the development process.

The project website remains live and will do so throughout the duration of the planning applications so that local residents can continue to contact with the project team if required.

The Applicant will continue to engage with the local community until the planning applications have been determined, to ensure residents, stakeholders and community groups remain informed as the applications progress.

Appendices

Appendix 1 – Public consultation area





Public exhibition invitation Land at Watmore Lane, Winnersh

Taylor Wimpey is hosting an in-person public exhibition event and would like to hear your views on the emerging proposals for a Reserved Matters Planning Application for the site at Watmore Lane, Winnersh.



An Outline Planning Permission for up to 234 homes on the site was granted on appeal in March 2024 and Taylor Wimpey is looking forward to working collaboratively with residents to ensure the development benefits the existing community ahead of the submission of a Reserved Matters Planning Application later this year.

The details of the event are:

VENUE

St Mary's Church Hall, Church Close,
Winnersh, Berks, RG41 5NA

DATES AND TIMES

Friday, 19th July 2024
4pm – 8pm



Contact us

We hope you will be able to join us at the exhibition. However, if you are unable to attend, you can also get in touch with us to offer your feedback by email, by phone, by post, or via our project website:

- 📍 taylorwimpey.co.uk/new-homes/winnersh/land-at-watmore-lane
- ✉ dflynn@cratus.co.uk
- ☎ 0203 026 3143
- ✉ Freepost – CRATUS COMMUNICATIONS



Appendix 3 – Project website



[New homes](#)
[Ways to buy](#)
[Why choose us](#)
[Support](#)

← WINNERSH

PROPOSED DEVELOPMENT

Land at Watmore Lane

Winnersh, RG41 9JT

Learn about our plans for the Land at Watmore Lane site.

Taylor Wimpey is progressing a Reserved Matters Planning Application for Land at Watmore Lane, Winnersh after outline permission for up to 234 homes was granted on appeal in March 2024.

Taylor Wimpey hosted a public exhibition on Friday 19th July, to present its detailed proposals for the new homes at the site to the local community. A copy of the exhibition boards can be downloaded [here](#).

All exhibition comments are now being reviewed and will be considered as part of preparing the forthcoming application.

Register your interest today.

Get in touch

Watmore Lane, Winnersh, Berkshire,
RG41 9JT

[Register Interest](#)

Some images are used for illustrative purposes only and may include optional upgrades, subject to availability and an additional cost.

Development managed by Taylor Wimpey West London.





TrustScore 4.0 | 9,674 reviews

Why Taylor Wimpey?



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We're one of the UK's largest homebuilders. Find out why to choose us for your new home.



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Help with buying your new home

Explore the ways we can help get your home buying journey moving.



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Award winning homes

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Appendix 4 – public exhibition boards

WELCOME

WWW.TAYLORWIMPEY.CO.UK/LAND-AT-WATMORE-LANE

Welcome to our public exhibition on Taylor Wimpey's emerging proposals at Land off Watmore Lane/ Maidensfield, Wymersley.

Outline planning permission for up to 234 homes was granted on appeal in March 2024, establishing the principle of residential development. We are now looking forward to working collaboratively with residents to achieve the best possible outcome for the local community ahead of the submission of a Reserved Matters Application later this year.

At this public consultation, you can:

- Ask questions of members of the project team
- View the emerging proposals in greater detail
- Provide your feedback






About Taylor Wimpey

Taylor Wimpey was formed by the merger of George Wimpey and Taylor Woodrow in 2007. We have a history dating back to the 19th Century. We are one of the largest homebuilders in the UK, completing over 10,000 homes each year.



Planning sustainable communities



More than building homes



Green spaces



Energy efficient homes



We embrace diversity and inclusion in our policies and practices



Engaging with local people

"Our aim is to be the nation's leading residential developer for creating value and delivering quality. We are passionate about working with local people, businesses, local authorities and our customers to build aspirational homes"

For more information, visit taylorwimpey.co.uk

Taylor Wimpey lays the foundations for thriving communities

10,438

homes built in 2023

£455m

invested in areas in which we built



improvements to public transport



landscaping, sports and play areas

THE SITE

WWW.TAYLORWIMPEY.CO.UK/LAND-AT-WATMORE-LANE

**Taylor
Wimpey**

Key considerations and opportunities that will influence the emerging design

An updated opportunities and constraints plan was prepared to inform the initial proposals for the Reserved Matters Application. This plan sets out the key architectural, environmental and design features and technical considerations which help us to inform the design. The comments received at the Outline stage also helped shape the initial design.



Outline Planning Permission was granted on 6th March 2024. This permits the development of the site for of up to 234 homes as well as the access to the site from Maldensfield.

The next stage is to prepare and submit a Reserved Matters Application which provides detail not covered in the approved Outline Planning Permission. For this proposal this will include details on:

- Layout
- Appearance
- Scale
- Landscaping

We have prepared initial proposals relating to these Reserved Matters which are presented on the exhibition boards. Wokingham Borough Council will review the application for compliance with the Outline planning application conditions and relevant planning policies before making a decision.

TECHNICAL INFORMATION

WWW.TAYLORWIMPEY.CO.UK/LAND-AT-WATMORE-LANE

**Taylor
Wimpey**

Key technical considerations to inform our emerging design

Our analysis of the Site has involved a number of independent, technical studies, which have informed our emerging proposals:

Flood Risk

Tran Brook flows from the southwest to the northwest along the eastern boundary of the Site. Mapping published by the Environment Agency indicates that the land along this eastern boundary is classified as Flood Zone 2 and 3, accordingly no development is proposed in this part of the site and all proposed new homes will be located to the west on higher land.

A screening assessment has reviewed the flood risk posed by sources including tidal, surface water, groundwater, sewers and water mains, reservoirs, canals, and infrastructure. The risk posed by flooding from these to development on the site was all assessed to be negligible.

Drainage

A Sustainable Drainage Strategy (SuDS) has been incorporated into the proposed development design. This system will capture and slow runoff from the roofs and hard surfaces within the development before releasing these flows to Tran Brook at a low rate that is no greater than would currently occur from the site. This sustainable drainage system includes swales within the development area linking to larger areas of ponds and wetland to the east within the area of public open space, providing an attractive and ecologically diverse area for new and existing residents to enjoy.



Heritage

We have previously undertaken an assessment and geophysical survey, and potential archaeological and heritage matters have been taken into consideration. A programme of archaeological work will take place before the development begins, in accordance with the condition attached to the Outline Planning Permission. We are committed to the preservation of local heritage as part of the development of the site.

Noise & Air Quality

Appropriate noise and air quality assessments were undertaken at the Outline stage due to the Site's proximity to the M4. The Council's Environmental Health Team reviewed the reports and were satisfied. A planning condition was attached to the Outline Planning Permission to ensure that appropriate internal noise levels will be achieved.

Ecology

Detailed ecological survey work has informed the proposals throughout the design development process. Important ecological features at the site include the mature native hedgerows and trees, ancient woodland, the Tran Brook and populations of bats and reptiles. Key boundary habitat features will be retained within the proposals, including the ancient woodland habitat, in addition to the significant buffering of the Tran Brook within a wide green corridor where new habitat creation measures are proposed. The proposals will allow the continued functionality of these features for wildlife on-site, going further to protect and enhance habitats, resulting in a Biodiversity Net Gain.

Landscape

The existing landscape character and quality of the Site and the surrounding area was assessed at the Outline Stage as part of a Landscape and Visual Impact Assessment. The Reserved Matters application will include detailed landscaping proposals to enhance the landscape for the benefit of new and existing residents, as well as creating new habitats for flora and fauna.

Trees

A tree survey was undertaken to support the Outline planning application in accordance with the appropriate technical British Standards and will inform the Reserved Matters layout. The layout retains trees and hedgerows wherever possible, and an Arboricultural Method Statement and Vegetation Tree Management Plan are required to be submitted as part of a planning condition attached to the Outline Planning Permission.



PROPOSED LAYOUT

WWW.TAYLORWIMPEY.CO.UK/LAND-AT-WATMORE-LANE

**Taylor
Wimpey**

Our emerging Reserved Matters proposal for land at Watmore Lane, Winnersh

- We are proposing a Reserved Matters Application for up to 234 high quality new homes in Winnersh.
- 40% are proposed to be affordable homes made up of a mix of Social Rent, Affordable Rent, Shared Ownership and First Homes.
- The development will include a range of property styles, including houses and apartments, and sizes from 1 bedroom apartments to 4 bedroom houses.
- During the Outline stage, we submitted an illustrative masterplan that depicted a potential layout. Since then, we have developed a proposed layout for the reserved matters which positively responds to previous comments received - which is provided below.



Previous illustrative Layout from Outline

Response to Previous Comments Comments

- ① Development removed from this area to allow views towards Emm Brook from the site entrance.
- ② Larger front gardens to facilitate more street trees and planting
- ③ Central open space less formal and linking to eastern open space
- ④ Apartment relocated away from northern edge
- ⑤ Larger detached homes along northern and eastern edges reflect transition to open spaces and country side.



Proposed Site Layout

DESIGN AND APPEARANCE

WWW.TAYLORWIMPEY.CO.UK/LAND-AT-WATMORE-LANE

**Taylor
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How it could look

The site is divided into three distinct character areas, each showcasing unique architectural elements. The houses and apartments feature a variety of materials commonly seen in the area, such as red and buff brick, black weatherboarding, and detailed protruding brick headers. The roofs combine red and grey tiles, reflecting the traditional vernacular of the local area.



Map to show the three distinct character areas



Character Area - South Western Quarter



Character Area - Green Edge



Character Area - Central Core



Road: Birchmead



Road: Winnersh Gate



Road: Maldensfield



Road: Robin Hood Way

TRANSPORT AND ACCESS

WWW.TAYLORWIMPEY.CO.UK/LAND-AT-WATMORE-LANE

**Taylor
Wimpey**

A focus on active travel and pedestrian and cycle links

The site is well connected to existing local facilities and services within Winnersh, reducing the reliance on the private car and encouraging healthy and active travel for all.



Primary Access into the site

- The principle of the primary access into the Site from Maidensfield has been approved as part of the Outline Planning Permission.
- This will be via the continuation of Maidensfield, with a 5.5m carriageway and 2.0m wide footways.
- To the west, Maidensfield forms a minor arm of a simple priority junction with Watmore Lane.

Healthy and active travel

- Comfortable walking distance (800m) Wheatfield and Oak Tree schools.
- Reasonable (800m-2km) walking distance, Winnersh Primary School, Forest School, retail on Reading Road, Sainsbury's Superstore, healthcare facilities, Winnersh Railway Station.
- Within a 3.2km walking distance there are a wider range of education and leisure facilities, as well as Winnersh Retail Park.
- Easy cycling distance from the site, Winnersh Triangle Business Park.

Parking provision

- Car and cycle parking to be provided in accordance with the Council's standards.
- All houses and flats to be provided with allocated parking spaces.
- Additional unallocated and visitor parking to be provided across the site.
- Appropriate Electric Vehicle charging to be provided across the site.

Secondary access

- Proposed secondary access to the south, to connect into the road network around Oak Tree School and the Winnesh Farm development should it come forward.
- A planning condition on the Outline Planning Permission, means that only up to 111 dwellings can be commenced until details of the secondary access are agreed with WBC.
- Taylor Wimpey is currently in discussions with WBC regarding the secondary access.

Street Hierarchy

- Clear road hierarchy with secondary and tertiary roads attractive for walking and cycling.
- Secondary road through the Site with street trees and footways leading to a number of tertiary roads.
- Several shared surfaces are proposed between the secondary and tertiary roads for walking and cycling permeability.
- Smaller 'private' drives with a reduced width.
- Road widths are acceptable for refuse and fire appliance vehicle access across the site.

LANDSCAPING APPROACH

WWW.TAYLORWIMPEY.CO.UK/LAND-AT-WATMORE-LANE

**Taylor
Wimpey**

Protecting and enhancing the natural environment

Our design process involves an evaluation of how the site relates to the surrounding area, in terms of its landscape character and setting.

We are incorporating key environmental features within our design and promoting opportunities to improve access to the wider natural environment.

This will preserve and improve the site's biodiversity and promote healthy living by providing access to green spaces and walking routes.

Our response

Our illustrative plan provides details of key environmental features and green/blue infrastructure within our emerging proposal:



1. Significant area of continuous open space wrapping around the northern and eastern boundaries of the Site to provide a setting to the existing watercourse (Erme Brook) and a suitable settlement edge transition.

2. Northern open space with views toward Erme Brook and physical separation from the existing caravan site, taking advantage of the retained trees to develop a natural, parkland setting on the approach into the Site from Maidenfield.

3. Eastern open space incorporates the required stormwater drainage features, designed as both visually attractive and biodiverse features, with plentiful opportunities to enhance and strengthen the existing watercourse through new planting.

4. Linear central open space at the heart of the scheme, allowing views toward the eastern open space and Erme Brook, providing relief to the built form, giving dwellings an increased visual connection with the open spaces of the Site.

5. Community features such as doorstep play (JAP) and seating areas for social interaction.

6. Generous shared surface street leads eastwards from the central open space to provide a traffic calmed, pedestrian friendly route east-west across the Site.

7. Play spaces are strategically located around the Site, placed at key points where they help to terminate views, well surveyed by nearby dwellings.

8. Continuous line of street trees along mine Spine Road, with additional trees to the opposite side of the street, providing a green route through the Site.

9. Landscape buffer along the southern boundary providing a soft edge to the Site and an appropriate interface with the school site to the south, whilst allowing the retention of the most significant existing trees.

ENVIRONMENTAL & SOCIAL BENEFITS

WWW.TAYLORWIMPEY.CO.UK/LAND-AT-WETMORE-LANE

**Taylor
Wimpey**

*The proposals will deliver a
range of benefits for the local
community*



Environmental & Social benefits

- 10% Biodiversity Net Gain for habitats, hedgerows and watercourses through habitat retention and creation, including areas of species-rich wildflower meadow, native thicket and tree planting
- Ecological enhancement measures providing a range of habitats for wildlife including bat and bird boxes, log piles, and hedgehog highways
- Large areas of public open space and walking routes in the northern and eastern parts of the Site
- New tree planting and the retention and protection of trees subject to tree preservation orders, veteran trees and Ancient Woodland
- Improved connectivity and recreation areas around the Erme Brook
- Range of play spaces for children located around the site
- 94 affordable homes provided, with a range of tenures including social and affordable rent, shared ownership and first homes
- Mix of housing types and sizes provided to meet local needs including 1,2,3 and 4 bedroom homes, detached and semi-detached houses and apartments
- Pedestrian routes through the Site improving connectivity within the wider Wimmerash area
- Attractive sustainable drainage features incorporated into the open space including basins and swales providing an effective drainage strategy and which will also improve habitat diversity and opportunities



KEY ECONOMIC BENEFITS

WWW.TAYLORWIMPEY.CO.UK/LAND-AT-WEXMORE-LANE

**Taylor
Wimpey**

What will our development bring to the area?

Our development will bring a number of economic benefits to the local area both during construction and afterwards. We have estimated the benefits stated below using UK-wide statistical data. These figures will be refined as our proposals develop.

Building the homes



481 jobs

Direct employment
Estimated to create 482 temporary construction jobs per year of build.



145 jobs

Indirect/induced employment
162 jobs could be supported in the supply chain per year of build.



£9,674,003

Economic output
Expected additional Gross Value Added (GVA) per year from direct and indirect jobs.

Additional local authority income



£310,518

Additional Council Tax revenues per year
Estimated additional Council Tax per year based on the proposed number of new homes.



£1,769,600

New Homes Bonus payments
A grant paid, over six years, by central government to local councils for increasing the amount of homes in their area.



£7,000,000

CIL and S106 contributions
Estimated CIL and S106 contributions based on the proposed number of new homes.

Once people move in



£1,287,000

First occupation expenditure
Total anticipated spend on goods and services by people as they move in to the new houses, to make them feel like homes.



£6,037,762

Total spend by residents
The amount the residents of the new development are expected to spend per year.



NEXT STEPS

WWW.TAYLORWIMPEY.CO.UK/LAND-AT-WATMORE-LANE

**Taylor
Wimpey**

Your views are important to help us develop our scheme and are very much appreciated. We hope you have found this public exhibition useful and informative.

As we update our plans, we will review all the comments received. Please leave your comments today by completing our feedback form. You can also complete this form online by visiting our website or scanning the QR code below.

In order for us to consider your feedback, please return your form to us by Tuesday 2nd August 2024.

Once a planning application is submitted, Wokingham Borough Council will write to neighbours, giving details of the application and information on how you can make further comments should you wish to do so.

Please visit our website for more information
www.taylorwimpey.co.uk/land-at-watmore-lane



Scan me

*Thank you for
attending today,
your views make a
real difference*



Appendix 5 – Public exhibition feedback form



Land at Watmore Lane, Winnersh Feedback Form

Thank you for attending our public exhibition event. If you are completing this form at home and you wish to refer to the materials which were on display at our event, they will soon be available on our project website.

You can contact us on:

Email: dflynn@cratus.co.uk

Phone: 0203 026 3143

Online: www.taylorwimpey.co.uk/new-homes/winnersh/land-at-watmore-lane

You can return this feedback form by post to "Freepost CRATUS COMMUNICATIONS" – there is no need for further address details or a stamp.

Name	Are you a: ☐ Local resident ☐ Community group representative ☐ Elected member
Phone	
Email	
Postcode	

1. How did you hear about the event today?

2. Did you attend our public consultation on the outline planning application in November 2022?

3. Which of the following types of homes do you think are needed in the local area?

☐ Family homes	☐ Affordable housing (to buy through supported schemes)
☐ Luxury homes	☐ Smaller homes for those downsizing
☐ Affordable housing (to rent)	☐ Other (please specify) _____
☐ Smaller homes for first time buyers	

DATA PROTECTION: Data will be collected and held securely by Cratus Group Ltd on behalf of Taylor Wimpey in accordance with the latest GDPR standards. Anonymised comments will be provided to Wokingham Borough Council as part of a future planning application.

4. What parts of the scheme do you like?

- | | |
|--|--|
| ☐ Mix of housing types | ☐ New walking and cycling routes |
| ☐ New landscaping | ☐ The delivery of a Biodiversity Net Gain |
| ☐ The design of the new homes | ☐ Other (please specify) _____ |
| ☐ New public open spaces | |

5. Please provide your comments on the proposed design and appearance of the new homes.

6. Do you think the scheme reflects local characteristics in Winnersh such as buildings, styles and materials?

- ☐ Yes ☐ No ☐ Undecided ☐ Other (please specify) _____

7. Please provide your comments on the landscaping proposals for the site.

8. Please provide your comments on the proposed layout for the site.

9. Are there parts of the scheme you think we could improve on?

- ☐ Yes ☐ No ☐ Undecided ☐ Other (please specify below)

10. Having seen the Reserved Matters Proposals are you:

- ☐ Strongly supportive ☐ Supportive ☐ Undecided ☐ Opposed

