



Planning Statement

Change of use from Commercial Use(B2) to Class E(d)

**Unit 13, 35 Ivanhoe Road, Hogwood Industrial Estate,
Wokingham, RG40 4QQ**

prepared by

WPS Planning

Planning Statement
Unit 13



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1.0 INTRODUCTION

- 1.1 WPS Planning has been instructed by Hall of Fitness to submit a full planning application for the change of use of the existing unit from Commercial Use (B2) to E(d) (Indoor sport, recreation or fitness) to be used for a personal training studio.

2.0 SITE AND SURROUNDING AREA

- 2.1 The application site is Unit 13, 35 Ivanhoe Road, Hogwood Industrial Estate, which is located in wider trading estate and consists of a two storey unit in row of other similar sized units with varying uses.
- 2.2 Residential dwellings are located to the north and south of the Hogwood Industrial Estate.

3.0 PLANNING HISTORY

- 3.1 There is no relevant planning history for the site

4.0 THE PROPOSAL

- 4.1 The proposal seeks to change the use of the existing unit from a B2 use to E(d) to use for a personal training studio.

5.0 PLANNING POLICY

National Planning Policy

5.1 The National Planning Policy Framework (NPPF) sets out that there is a presumption in favour of sustainable development and that this should run through both plan making and decision taking. In terms of the determination of planning applications this should mean the approval of developments that accord with the development plan without delay, and that where the development plan is silent or relevant policies are out of date, that permission be granted unless the adverse impacts of doing so would significantly and demonstrably outweigh the benefits, or policies of the NPPF indicate otherwise.

5.2 National planning guidance relevant to the determination of the Application will be considered with reference to the following documents:

- National Planning Policy Framework (NPPF)
 - Section 6 - Building a strong, competitive economy
 - Section 12 - Achieving well-designed and beautiful places

Local Plan

5.3 In terms of the local planning policy context for the Application Site, the adopted Development Plan for Wokingham Borough is composed of the following relevant documents:

- Core Strategy 2010 (CS)
 - Policy CP1 – Sustainable development
 - Policy CP3 - General Principles for development
 - Policy CP15 - Employment Development

- Development Plan (DP)
 - Policy CC01 – Presumption in Favour of Sustainable Development
 - Policy CC06 – Noise
 - Policy CC07 - Parking
 - Policy TB11 – Core Employment Areas

6.0 PLANNING ASSESSMENT

Principle of Development

- 6.1 Full planning permission is sought to change the lawful use of this unit from Use Class B2 (General Industrial) to Use Class E(d) – Indoor Sport, Recreation and Fitness in order to facilitate a personal training studio. The premises sit within an established industrial estate that already accommodates a broad spectrum of commercial operations, ranging from light-industrial workshops to storage and distribution units. Introducing an activity-based leisure use would therefore complement, rather than undermine, the existing business mix and would contribute positively to the vitality of the estate during both peak and off-peak hours.
- 6.2 The site is designated as a Core Employment Area (CEA) under Policy TB11 of the Development Plan (DP). That policy seeks to safeguard such areas for economic generating activity and to encourage continued employment growth. The proposed studio will create and sustain jobs for qualified coaches and support staff, thereby retaining the site in active employment use. Furthermore, Core Strategy Policy CP15 (Employment Development) stipulates that changes of use from B1, B2 or B8 must not lead to a net loss of B-Use floorspace across the borough. In this instance the proposal represents

a re-purposing rather than a wholesale loss: the same floorspace remains in commercial use and will continue to provide an economic function.

- 6.3 Accordingly, the proposal is considered to be wholly consistent with the strategic objectives of Policies TB11 and CP15, maintaining employment land in productive use while diversifying the local economy in line with paragraph 82 of the National Planning Policy Framework (NPPF, July 2021), which encourages a flexible approach to economic development.

Change of Use

- 6.4 The facility will operate as a personal-training studio offering:
- one-to-one coaching;
 - small-group varying types of strength-and-conditioning classes
- 6.5 The applicant has been a personal trainer for over 11 years and the proposal will provide the applicant with a permanent, fit-for-purpose base, replacing the current use of temporary or ad-hoc venues and ensuring long-term business viability.
- 6.6 Opening hours are proposed as 0500–2100 hrs Monday to Saturday and 0700-1400hrs on Sundays. A typical day would comprise a blend of individual PT sessions and classes capped at eight participants each, overseen by a qualified personal trainer (with scope to recruit additional trainers as membership grows). Such numbers are modest relative to the size of the unit and the wider estate, ensuring activity levels remain compatible with neighbouring operations.
- 6.7 For these reasons the change of use is judged to satisfy Policies CP3 (General Principles for Development) and CP15 of the Core Strategy, as well as the NPPF's overarching aim of fostering sustainable economic growth.

Impact upon Amenity

- 6.8 The premises are adjoined by comparable commercial units; no sensitive receptors (schools, hospitals, or residential dwellings) sit immediately adjacent. Internal acoustic treatment rubberised flooring will further attenuate any impact noise from exercise movements or free-weights. External activity will be limited to customer arrivals/departures, which are indistinguishable from existing estate traffic.
- 6.9 The closest residential properties lie some distance to the north and south, separated by intervening buildings and service yards. Given this separation and the modest class sizes, the proposal will not result in unacceptable noise, light, or disturbance to local residents.
- 6.10 Neighbouring businesses are unlikely to be adversely affected: the most intensive sessions are programmed for early-morning or evening slots that fall outside the peak operational hours of surrounding industrial users, thereby avoiding conflict over parking, servicing, or general activity.
- 6.11 The scheme therefore accords with Core Strategy Policy CP3 and Development Plan Policy CC07 (Design and Amenity), as well as the amenity safeguards set out in paragraph 130(f) of the NPPF.

Traffic, Access & Parking

- 6.12 Vehicular access is via the established estate spine road. The unit benefits from five marked parking bays within its demise, adequate for the anticipated staff-and-visitor demand given class sizes are limited. Overspill can be comfortably absorbed by unrestricted on-street lay-bys distributed around the estate, especially as peak class times occur outside neighbouring shift-change periods.

- 6.13 Given these arrangements—and the fact that trip generation is substantially lower than a typical B2 use—the proposal will neither prejudice highway safety nor exacerbate local congestion. The scheme is therefore compliant with Policy CC07 of the Development Plan and the transport objectives of paragraphs 110–113 of the NPPF.

7.0 CONCLUSION

7.1 The application seeks to re-purpose an under-utilised B2 unit as a personal-training studio (Use Class E(d)). The proposal keeps the floorspace in active economic use, introduces new jobs and skills, and broadens the offer within the estate, fully satisfying Core Employment Area Policy TB11 and Core Strategy Policy CP15.

7.2 Detailed assessment confirms that the use:

- operates at modest intensity, with class sizes capped at eight and hours tailored to avoid conflict with neighbouring industrial operations;
- incorporates internal acoustic measures that will safeguard the amenity of surrounding occupiers and distant residential receptors, meeting Policies CP3 and CC07; and
- generates fewer vehicular trips than the lawful B2 use while providing dedicated on-plot parking, thereby posing no risk to highway safety or estate congestion, in accordance with paragraphs 110–113 of the NPPF.

7.3 The development therefore represents sustainable economic growth in the terms of paragraph 8 of the NPPF and attracts the presumption in favour of development set out in paragraph 11(c). No adverse impacts have been identified that would significantly and demonstrably outweigh the benefits.

7.4 As such, it is respectfully requested the application is approved, as it has been clearly demonstrated to accord with National and Local Planning Policy.