

PLANNING REF : 252430
PROPERTY ADDRESS : 2 Park Villas The Street
: Swallowfield, Reading
: RG7 1RD
SUBMITTED BY : Mr Richard Hale
DATE SUBMITTED : 15/11/2025

COMMENTS:

Wokingham's Borough Council's (WBC) continuing negligence in completing and updating a rolling five year housing plan remains the root cause of the problem. The absence of a meaningful plan leaves WBC unable to effectively defend these opportunistic planning applications from any developer that fancies 'having a go'. This combined with the current Government's willingness to sign off on house building irrespective of Green Belt rules make the submission of planning applications almost certain to succeed. In Swallowfield, we have had Cove building and Croudace submitting entirely inappropriate planning applications and (in the case of Croudace in 2024) then

hiring far more competent lawyers than Wokingham to steamroller any objections through at appeal.

This latest application (again) ignores structural deficiencies in the infrastructure that serves Swallowfield and (again) fails to seriously address these BEFORE the first spade goes into the ground. The schools are full. The traffic at school run times chokes the local roads. There is just one irregular bus service through the village and this only goes to central Reading. Wokingham Borough Council regularly sends PR 'guff' out to households trying to boost their 'green' credentials when it comes to 'Moving around the area', but the absence of a sensible, funded strategic plan that shows a pathway towards a sustainable future for residents and (it should be remembered) council tax payers just highlights that in the more rural corners of their

authority, the only option in the real world and in the absence of safe footpaths, cycleways and affordable and accessible public transport to parents and commuters is to own and use a car, of which there will be more than one in use per household.

The Swallowfield Medical Practice is already struggling to cope with the existing demand for its services. The wait now to seeing a GP is ordinarily 4 to 6 weeks if it is deemed 'non-urgent'. Their staff are stressed and people who need help, demoralised. How can it be a

rational course of action to allow more housing within a mile of this surgery?

The village remains vulnerable to flooding. We (in The Street) were flooded in 2007. Our property was inundated and left damp for weeks afterwards. This was before these new construction sites were in

progress. Cove found (to their cost) how difficult it has been to satisfactorily drain their site before building could begin. In the next field, now earmarked for the construction of 82 house by Croudace, the understanding is that Croudace in watching Cove's challenges in this are now trying to find a buyer for the site. This latest application is adjacent to the Croudace site, literally across the road. Run off from these new developments and the absence of

soak-a-ways and a network of ditches of sufficient capacity make flooding events more likely and more impactful. Promises of improved sewer capacity ring empty as who will hold these developer's 'feet

to the fire' to deliver this BEFORE they re allowed to construction.
As a final thought, it is clear that we need housing, but we need
the right housing in the right place. What get's built (in
volume) is

expensive housing for established high earners, when what is needed
is social housing for people who currently have little prospect of
ever being able to rent or buy their first properties and
why(?)..... bigger houses make bigger profits.

I urge Wokingham Borough Council to not repeat history in its
shambolic management of the recent Croudace application, to learn
from its mistakes, to listen to its residents, to get on and get a
sensible structural rolling housing plan in place and to start now
by rejecting this application.