

Good Neighbour & Community Engagement Plan

Prepared on behalf of: Ellies Place Ltd

Site Address: 94 Hartsbourne Road, Reading, RG6 5SJ

Proposal: Change of use from C3 Residential Dwellinghouse to C2 Residential Institution (Children's Residential Care Home) — Residential Children's Home

Application Type: Full Planning Permission

Local Planning Authority: Wokingham Borough Council

Prepared by: Inhaus Planning, Suite Ra01, 195–197 Wood Street, London, E17 3NU

1.0 Introduction

This Good Neighbour and Community Engagement Plan has been prepared by Inhaus Planning on behalf of Ellies Place Ltd in support of the Full Planning Permission application for the change of use of 94 Hartsbourne Road, Reading, RG6 5SJ from C3 residential dwellinghouse to a C2 children's residential care home. It sets out the commitment of Ellies Place Ltd to being a considerate, respectful, and responsible neighbour and member of the local community.

Ellies Place Ltd recognises that the introduction of a regulated residential care use into an established residential neighbourhood may give rise to concerns among local residents and neighbouring property owners. This plan is designed to address those concerns proactively and to establish a framework for ongoing communication, engagement, and resolution throughout the life of the home.

2.0 Statement of Intent

Ellies Place Ltd is committed to operating the children's home at 94 Hartsbourne Road in a manner that is respectful of, and sensitive to, the needs and concerns of neighbouring residents and the wider local community. The home will operate at all times in accordance with its Ofsted registration, the Children's Homes (England) Regulations 2015, and the conditions attached to the Full Planning Permission. The management of the home will at all times prioritise the minimisation of any negative impact upon the surrounding residential environment.

3.0 Initial Neighbour Engagement

Prior to the commencement of the use and the admission of any young person, the Registered Manager will make personal contact with immediately adjoining neighbours. This will take the form of a personal introductory visit during which the Registered Manager will introduce themselves, explain the nature and ethos of the home, provide a written information leaflet, and give their direct contact number for use in the event of any concern or query.

The information provided to neighbours will be clear, honest, and reassuring. It will explain that the home will accommodate a small number of young people who will live in a family-like environment supported by trained care staff, that the home will be subject to Ofsted regulation and regular inspection, and that the applicant is committed to maintaining open communication with the local community at all times.

4.0 Ongoing Contact and Communication

A dedicated Neighbour Liaison Contact will be nominated from within the management team. This individual will be responsible for maintaining ongoing communication with neighbouring residents, responding to any concerns raised, and ensuring that the home's management is aware of any issues affecting the local area. The Neighbour Liaison Contact's direct telephone number and email address will be provided to all neighbours contacted during the initial engagement process.

5.0 Community Reassurance Measures

The home will not be identifiable from the street as a residential care facility. There will be no external signage, no commercial branding, and no alteration to the appearance of the property that would distinguish it from any other family home on Hartsbourne Road. Ellies Place Ltd is committed to challenging any misconceptions about children's residential care homes through open, respectful, and factual communication with the local community.

6.0 Conduct of Residents and Staff

The behaviour of both young people and staff in the vicinity of the home and within the surrounding neighbourhood will be actively managed and monitored by the Registered Manager and the staffing team. Young people will be supported and supervised when moving within the local community, and positive community behaviour will be actively encouraged and reinforced as part of the home's behaviour management approach. Staff will at all times conduct themselves in a professional, courteous, and considerate manner.

7.0 Parking and Site Management

Staff will be encouraged to use the off-street parking provision available at the site in preference to on-street parking, in order to minimise any impact upon parking availability for neighbouring residents. The management of the home will ensure that vehicles belonging to staff and visitors are not parked in a manner that obstructs neighbouring driveways, footpaths, or sight lines.

8.0 Escalation and Resolution Procedure

In the event that a neighbour raises a concern about the operation of the home, the Neighbour Liaison Contact will respond within 24 hours. The concern will be logged, investigated, and a written response provided within five working days. Where the concern relates to an ongoing issue, a remedial action plan will be developed and implemented within a reasonable timescale. All concerns and actions taken will be recorded in the home's complaints and concerns log.

Where a concern cannot be resolved informally, the complainant will be advised of their right to raise the matter with Ofsted, Wokingham Borough Council's planning enforcement team, or any other appropriate authority. The home's management will cooperate fully with any investigation undertaken by these bodies.

9.0 Review and Ongoing Commitment

This Good Neighbour and Community Engagement Plan will be reviewed annually by the Registered Manager and the Responsible Individual. Where significant changes are proposed to the operation of the home that may affect neighbouring residents, those residents will be notified in advance and given the opportunity to raise any concerns.

10.0 Conclusion

Ellies Place Ltd is fully committed to being a positive and responsible presence within the local community. The measures set out in this Plan demonstrate that the operator takes its responsibilities as a neighbour seriously and will work proactively to maintain positive relationships with the residents of Hartsbourne Road and the wider area. The Local Planning Authority is invited to consider this commitment as a material factor in its assessment of the application.