

## Appendix D: Economic Development Strategy Consultation

Number	Representation	Action / Comments
1	At this point in time there is no certainty that any development at Grazeley will take place. Whilst the Council is committed, in conjunction with neighbouring authorities and other partners, to exploring the opportunities that arise at this site there remain a number of factors influencing its uncertainty. For example, the infrastructure requirements are so great that government forward funding is required for any development to proceed. It is also considered necessary for the site to be properly assessed through the Local Plan Review process, and therefore it is important that the Council does not, at this stage, commit to delivering a site, and any associated infrastructure, when such uncertainties exist.	This comment is noted
2	In opportunities, section, suggest amending text to allow for flexibility in the plan-making process and to ensure certain developments do appear to be a 'done-deal' Strategic developments in sustainable locations e.g. Sandleford Park	Amendment accepted
3	In notable achievements section, Last bullet point; Clarify electrification. Suggest amendment to text; Electrification of the railway	Amendment accepted

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	<p>P10</p> <p>What is an Employment and Skills Plan? How will Employment and Skills Plans be woven into every major development? Is this something for planning policy/Local Plan Review (LPR)? If so, this needs evidence.</p> <p>Suggest amendment to text;</p> <p>...For this reason, we will always consider the employment and skills needs in tandem with all major development. ...</p>	
4	<p>P11</p> <p>Suggest some amendments to text;</p> <p>Fulfilling this aspiration will require work to ensure that more housing of the right types, locations and tenures is available to residents that meets local needs. This must be balanced with our commitment to delivering well-planned, well-connected communities with thriving urban areas and high quality rural ones. We will need to ensure.....</p>	Amendment accepted
5	<p>P12</p> <p>2nd paragraph – what is meant by community-led evidence-based new culture leisure strategies?</p> <p>This encompasses a lot, and whilst we would welcome culture and leisure strategy for the District, it raises questions as to how these are resourced and implemented.</p>	<p>The Libraries and Culture Manager was consulted on the document and was comfortable with the wording in this part of the document. The new Cultural Strategy is currently in development.</p>

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6	<p>P13</p> <p>1st paragraph – remove the word perhaps from the second line. Suggest amendment to text;  ...nationally protected landscape and is perhaps West Berkshire's biggest environmental asset.</p> <p>2nd paragraph – the Council has a statutory duty to conserve and enhance the AONB. Suggest amendment to text;  ....will continue to reflect our duty to conserve and enhance this asset ....</p> <p>3rd paragraph – change the word necessary to appropriate. Suggest amendment to text;  ...to diversify where appropriate to increase their income potential. ...</p> <p>4th paragraph – change the word horseracing to racehorse. Suggest amendment to text;  ...is the <b>racehorse industry</b>. ...</p> <p>5th paragraph – Suggest amendment to text;  ....allows it to develop at pace as an integral part of the rural landscape.</p>	<p>Amendments accepted</p>
7	<p>P13</p> <p>1st paragraph – no decisions have been made through the Local Plan Review process with regard to spatial areas. Therefore, at the present time there remains four spatial areas across the District as set out in the Core Strategy. It is suggested to amend the 'Eastern Area' to read either 'The eastern part of the West Berkshire..' or 'The east of West Berkshire..'</p> <p>The remainder of the paragraph should be reworded to make development at Grazeley sound less definite. Suggest amendment to text;</p>	<p>Amendments accepted</p>

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	<p>The eastern part of West Berkshire has particularly strong economic links to Reading. As such, we will work with our neighbouring authorities and others in exploring potential for significant new housing and infrastructure development at Grazeley, which could deliver a sustainable strategic site with a strong sense of community, as well as great employment opportunities for residents.</p>	
8	<p>P14 Final paragraph - suggest amendment to text; At the time of writing, the following strategic infrastructure requirements have been identified by West Berkshire Council as a result of potential increased development in the district to 2036. no infrastructure requirements can be certain. However, as the Local Plan Review progresses, its accompanying Infrastructure Delivery Plan (IDP) will set out robust requirements for infrastructure provision to support new development to 2036.</p>	<p>Table will be removed so this comment will also be taken out</p>
9	<p>P15 Suggest removal of the table. As set out above, infrastructure requirements are not certain at this stage and this table provides a level of detail which doesn't fit with the rest of this document. At such an early stage of the Local Plan Review process, this commits to infrastructure without the Plan context. No decisions have been made through the Local Plan Review process with regard to spatial areas. Therefore, at the present time there remains four spatial areas across the District as set out in the Core Strategy – the table sets out three areas.</p>	<p>Amendment accepted- table will be removed</p>

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10	<p>P16</p> <p>4th paragraph – concern over policy implications for Local Plan Review. Commitment to require the installation of gigabit capability in all new builds in urban areas and all developments over 10 homes across the district. Is this evidenced?</p> <p>Suggest amendment to text;</p> <p>Through the emerging Local Plan Review, we will consider policies to implement the installation of gigabit capability in .....</p>	<p>Ashford BC and a number of other authorities have sought to apply this policy with some success. The Economic Development Team would be happy to work with the Planning Policy Team to evidence the need for such a policy in West Berkshire Council's Local Plan Review.</p>
11	<p>P14</p> <p>1st paragraph – affordable housing is an issue across the whole district. Is there evidence to indicate that this is particularly worse in rural areas?</p> <p>Suggest amendment to text;</p> <p>The shortage of genuinely affordable housing is a particular problem, especially in rural areas, which has implications ....</p>	<p>Amendment accepted</p>
12	<p>P18</p> <p>1st paragraph – concern over policy implications for Local Plan Review. Commitment to place Employment and Skills Plans into planning applications to facilitate the delivery of incubator space - is this evidenced?</p> <p>Suggest amendment to text;</p> <p>Where appropriate, we will do this by placing Employment and Skills Plans into planning applications to facilitate the delivery of such space. Through the Local Plan Review, we will consider how the planning process may assist in facilitating the delivery of incubator space cross the District.</p>	<p>The need for incubator space is evidenced in the Thames Valley Berkshire Local Enterprise Partnership's report, published in June 2019.</p> <p>Text amendment accepted</p>

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13	P18 Title – Suggest amendment to text; Build the West Berkshire brand by promoting West Berkshire as a place that offers the best of both worlds (i.e. high quality natural environment and good access to Reading/London)	Amendment accepted
14	I have to say it is an excellent document and covers all aspects of developing and improving West Berkshire during the next 17 years but why not make it a 20-year plan to 2039?!	The year 2036 has been chosen as it aligns with the span of the new Local Plan.
	Having invested over £14m. across West Berkshire during the past 10 years in developing various ventures ( <a href="http://www.cobbsfarmshop.co.uk">www.cobbsfarmshop.co.uk</a> ); ( <a href="http://www.cobbsfarmshops.co.uk/englefield">www.cobbsfarmshops.co.uk/englefield</a> ); ( <a href="http://www.alderidge.co.uk">www.alderidge.co.uk</a> ); ( <a href="http://www.wbbrew.com">www.wbbrew.com</a> ), I am delighted to have created over 200 new, rural jobs. However, I must say that it has always been a constant (and costly!) battle with your Council's planning department who are consistently slow and generally negative in all their responses to my various applications. Surely an area for major improvement, please?	The comments with respect to the council's Planning service will be passed to relevant officers.
15	We are very pleased to see that a road bridge is expressly stated as part of the Council's economic development strategy for the Borough. It is clearly an essential element of the improvements to local infrastructure that the Council seek.	Although the table is being removed, this comment will be passed back to the Transport Team.
16	The Strategy refers considerably to the Digital Business	The strategy refers in the main to business as a whole.

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	<p>World and also mentions the Horseracing Industry, however, there is no mention of the business sectors of; Agriculture, Forestry, Hotel / Tourism / Leisure, Culture / Performing Art (Watermill, Corn Exchange, New Greenham Arts, West Berkshire Museum) nor, surprisingly, the potential of future-looking Green Industry. For a 17-year forward plan for Economic Development this omission is very disappointing.</p>	<p>Any reference to individual sectors is on the basis of these sectors' need for specific infrastructure as well as the fact that the TVB LEP's 'Business in Berkshire' report identifies them as major employment sectors for West Berkshire.</p> <p>In terms of performing arts, a new Cultural Strategy is in development which is likely to focus on this.</p> <p>West Berkshire does not currently have a large group of businesses operating in the green industry but the Environment Strategy pledges support to those as these arise. This has been reflected in the revised Economic Development Strategy.</p>
17	<p>Page 12 looks at individual communities. It is disappointing to note the lack of detail within the Strategy and the lack of references to Thatcham, and no mention of working with Thatcham Town Council, Thatcham Chamber of Commerce nor the work done by the Thatcham Vision.</p> <p>Thatcham Town Council requests that the "Thatcham" paragraph be amended to reflect the Town Council's opinion that Thatcham requires a properly resourced future Economic Development Plan that re-energises the retail sector and integrates new and existing business with excellent public facilities in the Town centre and that West Berkshire Council will work with Thatcham Town Council to agree priorities. Referring to the "Newbury" paragraph, Thatcham too wishes to benefit from "attractive projects of which the district can be proud"!</p>	<p>This is a strategy, not an implementation plan. As more projects are identified and attract funding, this will be reflected in the regular reviews of the strategy.</p> <p>There are not currently plans to resource the projects highlighted in the Thatcham Vision.</p> <p>Comments on the business park have been referred to colleagues in Transport and Countryside.</p>

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	Thatcham Town Council also requests that the existing Business Parks at Colthrop and Pipers Way be managed and supported sustainably so that the weight of activity moves from the current low-tech, low paid, distributive trades that cause incessant HGV traffic through the Town, towards high-tech and future facing businesses not only in the Digital Industrial Field but also in the Green Sector.	
18	Page 13 states that “we hope to assist with delivery of well-planned, well-housed and cohesive communities...”. Thatcham Town Council requests that this statement be amended to “we <b>intend</b> to assist with delivery of...”.	Amendment accepted
19	<p>Thatcham Town Council requests the following amendments to the table on page 15:</p> <p><b>Education:</b> Remove “new primary school provision” and replace with “re-provision Kennet School as a purpose designed, purpose built 1,750 pupil school with all appropriate technical and sporting facilities on site”. Thatcham does not require a new primary school; it does however require improved secondary provision.</p> <p><b>Highways - Newbury:</b> amend to “Potential bypass for A339 <b><u>provided that it does not negatively impact Thatcham.</u></b>”</p> <p><b>Highways - Thatcham:</b> Delete 1<sup>st</sup> paragraph and replace with “Create a Thatcham - Newbury Leisure Cycle Path.” Amend 2<sup>nd</sup> paragraph to “Bridge over the railway for the</p>	<p>These recommendations were identified in conjunction with officers from across West Berkshire Council, including in Education and Transport, and are evidence-based.</p> <p>The table will be removed after consultation with the Planning Policy Team.</p>



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	benefit of local residential traffic.”	
20	Currently a very generic document with little detail on targets and timescales and a disappointing lack of reference to working with Thatcham Town Council. There is no reference to the recent declaration of a Climate Emergency and how the Strategy can support this. The SWOT report is the second item, perhaps this may be better as an appendix document.	<p>This is a strategy, not an implementation plan. An implementation plan, which will include targets and specific projects, is in development.</p> <p>The SWOT has been moved to the end of the document as suggested.</p>
21	The Strategy is for 2019 – 2036, a period of 17 years, with proposed reviews four yearly. Thus, the final review will be 12 months before the period ends. Suggest that a 12-, 15-, 16- or 20-year period with either 3 or 4 yearly reviews would be more appropriate. However, Thatcham Town Council appreciates that 2036 aligns with the Local Development Plan.	As you say, it aligns with the new Local Plan so there are no plans to amend this at this time.
22	The document should refer to organisations that the Economic Development Team may have been in touch with to provide evidence that they will then have used to fashion the EDP. Either they consulted with them BEFORE producing the document so that it was developed in conjunction with the local business community or they have now produced this document without that information gathering and the Council is presenting it as its plan for comments – not the best way around, I would suggest. So can we get a list of the companies/organisations that they consulted with BEFORE this draft was developed and thus referred to in the document?	List provided

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23	In the opportunities – of the SWOT analysis - that starts the document, there is no reference to enhanced Broadband or 5G roll out – how can we make much of this in the main document without showcasing it in the SWOT analysis.	Added to SWOT
24	The document is riddled with the word “hope” in our summary objectives – Page 13, 16, 19, - this is very weak – hope is not a strategy – the document needs to be so much more positive than simply hoping we can make progress.	The language here was developed with the Economic Development Board and deliberately retains a cautious approach.
25	There is a lack of targets – big ambitions that can be measured and promoted as KPIs that everybody signs up to. I might accept that the document is a high level plan BUT it should have a number of ambitions/goals that it can be measured against - otherwise it risks being simply a bland, tick box exercise rather than an ambitious roadmap for the development of the West Berkshire economy. What would be our 5G ambition in the plan period – could we not “stick our neck out to make progress that could be measured?	This is a strategy, not an implementation plan. An implementation plan, which will include targets and specific projects, is in development.
26	I think there are two ways of going with this – 1) where you keep it so high level that it is largely meaningless or 2) where you are prepared to commit to ambitious targets that the Council can work to achieve with local stakeholders – business community, of course, and several other organisations that have a commitment to improving the economy of West Berkshire.	This is a strategy, not an implementation plan. An implementation plan, which will include targets and specific projects, is in development.

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27	The main concern is that there is no reference to environmental sustainability in the strategy. When attending Newbury Town Council's Planning Committee, the Economic Development Team explained that a new Energy Strategy is being developed which will encompass environmental sustainability, and the Economic Development Strategy will be amended to mention it. Town Councillors however believe it is insufficient to merely refer to another strategy, as following the declaration of a climate emergency, this matter should be central to the strategy.	<p>The strategy was developed before the declaration of the climate emergency.</p> <p>Since this declaration, the council is doing a significant amount of work in this area, which will go out to public consultation after October's Climate Conference.</p> <p>This strategy and the new Environment Strategy will be implemented alongside each other at the same Executive meeting.</p>
28	The Economic Development Team showed the Planning and Highways Committee a slide detailing the five key points from the 2036 Vision document, which again do not include sustainability, and Town Councillors asked that an additional key point be added to reflect it. This should be done when the Health and Wellbeing Board review the document at their annual conference.	This comment has been passed to the Health and Wellbeing Board who oversee the West Berkshire 2036 Vision.
29	Councillors are surprised that the closure of the Newbury Town Football Club is not mentioned in the Strategy, and when attending Newbury Town Council's Planning Committee, the Economic Development Team explained that it falls within the remit of the Cultural Strategy. Town Councillors also asked that they have representation on the West Berkshire Cultural Forum, which is being consulted on the Cultural Strategy, to be published by December 2019.	New Cultural and Leisure Strategies are currently in development. Issues surrounding Newbury Town Football Club will be considered as part of this work.
30	Councillors were concerned to see reference to a by-pass	The infrastructure table will be removed and its contents

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	for the A339 and a link road for the Robin Hood Roundabout in the strategy, but no further information on this. Both items could have many implications for the town. When attending Newbury Town Council's Planning Committee, the Economic Development Team confirmed that the responses to this consultation will inform the Infrastructure Delivery Plan.	revisited in due course
31	A new Housing Policy is also being developed, and Town Councillors asked that affordable housing specifically for the local workforce be considered, to avoid the affordable housing to be provided being used by those commuting to other towns. It was also felt that we have a housing emergency and the document did not reflect the urgency of this. The unaffordability of housing affects all generations of working or retired age, and much more social housing is needed to provide security and affordability for many local people, including key workers.	The Economic Development Strategy makes reference to this issue but isn't in a position to comment as to what form new affordable housing developments will take given the stage we are at with the new Local Plan.
32	Newbury Town Council There is also no mention in the Strategy of the opportunity arising from the development of the Sterling Cables site. This could enable routes for sustainable travel to and from the employment area of Hambridge Road and Hambridge Lane, for example cycle lanes.	The infrastructure table is being removed but the opportunities presented by Sterling Cables will be added to the SWOT analysis.
33	Finally, in reference to Digital Connectivity, could the minimum development size be reduced from 10 or more homes to 3 or 5 or more?	This comment will be passed to the Planning Policy Team.
34	The enhanced leisure offering must include a football ground of the same standard as the stadium at Faraday Road comprising large 11v11 pitch/goals, floodlights,	New Cultural and Leisure Strategies are currently in development. Issues surrounding Newbury Town Football Club will be considered as part of this work.

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	<p>pitch/perimeter fencing, changing rooms, spectator stand, clubhouse, storage and turnstiles to allow the growing youth/adult population to play high level league and cup matches as they have always done previously until 2018. The obvious choice is to develop the current ground, or another one similarly located, as it's unlikely Northcroft could provide this. Redeveloping the London Road Estate purely for visual appearance is not a good enough reason and the town's vibrancy will not be enhanced by having no first class, health/well-being, focal point for the national game.</p>	
35	<p>Page 12 of the draft strategy addresses the unique needs of the town centres. For Newbury, it is stated that WBC will work with Newbury Town Council. It is disappointing that there is no corresponding statement for WBC working with Thatcham Town Council. I hope that the regeneration of Thatcham will also involve "attractive projects of which the district can be proud", albeit perhaps on a smaller scale than Newbury. The Draft Strategy claims to address the period up to 2036. In that timeframe, the 'landscape' of retail will change substantially; the increase in online shopping and reduction in the use of cars is likely to increase the relative importance of shops within each centre of population, such as Thatcham.</p>	<p>This is a strategy, not an implementation plan. As more projects are identified and attract funding, this will be reflected in the regular reviews of the strategy.</p> <p>There are not currently plans to resource the projects highlighted in the Thatcham Vision. A reference to Thatcham Town Council will be added.</p>
36	<p>This response is specifically about 5G, and the sentence "We will bid to become a rural 5G testbed by the end of 2019 and will continue to submit bids to pilot emerging technologies." This sentence implies that participating in a testbed will improve 5G quality of service generally across West Berkshire. This is not inherently the case, because</p>	<p>West Berkshire Council appreciates these comments. This section will be reworded to reflect the constraints of government funding for 5G,</p>

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	<p>the focus of the DCMS Rural Connected Communities Programme (RCC) will be applications that benefit residents and businesses in rural areas. Indeed, infrastructure deployed for the testbed might be restricted to participants in the trial, as a result of UK Wireless Telegraphy legislation. The details of RCC have not yet been announced, so it is not certain that West Berkshire will meet the criteria, or will meet them well enough for a successful bid. It is unlikely that WBC would lead a bid itself (due to the structure of project funding) - this would be either TV LEP or a local commercial organisation. DCMS will announce other 5G T&amp;T competitions, which may be more suitable for West Berkshire, including the current competition for manufacturing and logistics. For these reasons, I suggest a more general statement, such as: "We will encourage the deployment of 5G across the whole of West Berkshire (not just the urban parts). We will seek to ensure that the Government's 5G Testbeds and Trials programme includes West Berkshire, and will participate in bids to achieve this".</p>	
37	<p>I believe that in order to attract business here we need West Berkshire to be a place where people want and can afford to live. Graduate-jobs.com comments that although an average high flier will start on a £30,000 a year package a more typical graduate could start on £19 to £22,000. A high flier graduate on this evidence would be able to afford £150,000 mortgage and is unlikely to have much of a deposit and for an 80% loan will need £37,500 deposit saved up and be able to afford £187,500 as a result. On Rightmove 24.07.19 there are 372 properties</p>	<p>The Economic Development Strategy makes reference to this issue but isn't in a position to comment as to what form new affordable housing developments will take given the stage we are at with the new Local Plan.</p>

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	<p>for sale in RG14 postcode of which 47 are below £190,000, of those 10 are shared equity and 10 are 2 bed flats. 27 the vast majority are 1 bed flats. there are no houses available in this price category in RG14. We are hearing that whilst a graduate may be attracted to work for firms here it is difficult to retain them when there is limited prospect of buying their own property. The other issue is that some firms do not want full graduates but want good 18 year olds who can study for improved qualifications locally. Our priority therefore would be houses that are affordable and training that is targeted towards a need along with Business accommodation that is protected and well located. The business accommodation locally is not keeping up with need, or perceived future demand A central business district forming a hub of good employers with ready access to transport networks including rail and offering flexible work environments would be ideal, but the town centre is constrained and much employment space is ageing and being surrendered to high density residential uses</p>	
38	<p>This section mentions the housing needs issue but not under a green headed action point. Of the 372 properties for sale on Rightmove in RG14 today 118 are flats a total of 31%. We believe the national average from Land Registry to be around 18% of sales in the UK pa as flats, we appear to be well above that in Rg14 part of West Berkshire. The action points for Newbury suggest that Market Street and Faraday will add to Vibrancy, yet the principle developments are for consented flats, without much thought apparently being given to the displacement</p>	<p>The Economic Development Strategy makes reference to this issue but isn't in a position to comment as to what form new affordable housing developments will take given the stage we are at with the new Local Plan.</p>

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	of businesses homes charities and special needs groups and simple needs such as parking of vehicles, we do not share the view that as designed these areas are adding to "Vibrancy"	
39	Future Proofing is a very ambitious phrase, and perhaps already overtaken by the adoption of Climate Emergency status. However if future proofing is required phrases in the strategy like Monitor provision of schooling and considering options for Highways need to be much bolder more specific and with deliverable outcomes in our view	Comments passed to colleagues in Education and Transport for comment
40	"Housing etc" "A West Berkshire that welcomes business,enterprise and industry into a productive, growing and dynamic local economy". "A West Berkshire where the health of residents of all ages and backgrounds is good" A strong element in achieving these goals must be to consider the environmental impact in ALL planning. To reduce CO2 emissions, look at sustainability in every decision. These priorities are great but can't be achieved at any cost. You have declared a Climate Emergency. The word 'Emergency' is very strong and for a good reason. Planning must prioritise this so that in future years you don't look back in regret and wish you had made different decisions which you may have to try to reverse.New businesses which are sustainable, low/zero CO2 should be encouraged. Audited? New house building, businesses, transport for their workers etc must all be called to be show ow they will conform to what the 'Emergency' requires. For housing - what practical actions will you require of new house builders and for	<p>The strategy was developed before the declaration of the climate emergency.</p> <p>Since this declaration, the council is doing a significant amount of work in this area, which will go out to public consultation after October's Climate Conference.</p>



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	Social Housing e.g. Solar and Ground Source Heating. TVLEP - Are they required to consider the Climate Emergency?	
41	Eastern Area and Grazeley, Theale - new housing. Environmental considerations should be high priority from the start. You mention sense of community and employment for residents but there is no mention of environmental considerations	<p>The strategy was developed before the declaration of the climate emergency.</p> <p>Since this declaration, the council is doing a significant amount of work in this area, which will go out to public consultation after October's Climate Conference.</p>
42	Page 14 - "physical, environmental and social". I believe healthy living, mental health, community etc can be impacted for the better by placing a high priority on environmental/green issues. Consider BBONT Pledge For Nature.	<p>The Public Health team were consulted on and did have input into the development of this strategy but will be consulted as to whether there is room to expand on the importance of this agenda.</p>
43	Rebates for start-up and small businesses that prove sustainability etc. You mention "Build the West Berkshire Brand by promoting West Berkshire as a place that offers the best of both worlds (i.e. protected natural environment and good access). That sounds good but how will that be achieved i.e. the BEST of BOTH worlds? I understand the importance of trees but a few trees planted outside a new office may look nice but it must go deeper.	<p>The strategy was developed before the declaration of the climate emergency.</p> <p>Since this declaration, the council is doing a significant amount of work in this area, which will go out to public consultation after October's Climate Conference.</p>
44	Lets aim to learn from other areas who are leading in addressing Climate Change. Many, many people want this. There is great support. West Berkshire can also be a shining example. "Can Do" not "Might Have To".	<p>The strategy was developed before the declaration of the climate emergency.</p> <p>Since this declaration, the council is doing a significant amount of work in this area, which will go out to public consultation after October's Climate Conference.</p>

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45	Good Jobs etc.It is not easy to comment as they are obviously good in principle but there also needs to be a strong consideration of work for those at 'the bottom end of the scale'. As you say, "Greater earning power for ALL"	The council is working towards this. The Skills and Enterprise Partnership, the West Berkshire 2036 Vision and policies such as the Greenham Business Park Local Development Order will be integral to this.
46	Need more provision for social housing. 'Affordable' housing is not really affordable for those at the bottom end of the ladder who need most hope. Private rental offers no security. For people to have a real sense of community and take pride/interest in their area, they need security in housing, education, employment. If you cannot guarantee where you will be living next year as private landlord may increase rent to unaffordable levels or decide to sell up you cannot have confidence that you will still be able to send your children to them same school, insecurity in housing leads to people feeling insecure in all other areas, which impacts local economy as they will not spend money in local shops or amenities. Don't care about their area as it's not their's and never will be. People need to feel invested. More could be done for public transport to surrounding areas, if you want people to be greener, stop relying on cars and use public transport the transport has to be there for them to use before they will make the change. Yes, it would make a large loss at first but it has to seen as easier and more cost effective than using a car for people to consider making the change.	The Economic Development Strategy makes reference to this issue but isn't in a position to comment as to what form new affordable housing developments will take given the stage we are at with the new Local Plan.
47	"Attract a university presence to West Berkshire" - this is great but needs to be more ambitious than current plans. Providing a space for limited HE provision for local learners is a good plus for the local economy but Newbury would make an excellent location for a university campus	The University Centre is being developed by Newbury College. West Berkshire Council is supportive of this initiative as the need for such a facility, as well as the courses it will be offering, are demonstrated by the TVBLEP's Priority Skills Statement.

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	<p>which seeks to attract students from across the country and internationally with the accompanying student accommodation. Ideally a University of Newbury but possibly Newbury Campus of Reading, Bucks New Uni etc. or even reaching out to major international players like Harvard or Yale about opening a UK campus in the town. The economic benefit of bringing thousands of students into the town would obviously benefit town businesses on Northbrook Street and beyond but could also contribute (with the right housing policies) to growing the permanent graduate population in the town to help with the ageing population demographic balance problem identified in the Draft Strategy. Thought should given to whether there are town centre locations (the Royal Mail facility could be moved elsewhere, the old phone exchange building and empty Post Office are examples) where student accommodation and learning space could be developed in the town centre. "We will also conduct a review into nursery provision" - this is great to see but must not preclude the council taking a proactive approach of opening its own Maintained Nursery (in addition to Victoria Park) if the review concludes this is what is needed. "Link rural and urban areas" - conversations should be started with Network Rail and GWR about the feasibility of a shuttle rail service running simply Hungerford-Kintbury-Newbury-Newbury Racecourse-Thatcham, backwards and forwards, to dramatically increase frequency of services and also encourage more commuters/shoppers to ditch their cars. The Department for Transport should be contacted as it could be an opportunity for a cutting edge driverless light rail (Tram</p>	

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	train) solution.	
48	We should also speak with DCMS about opening a National Children's Library here in Newbury which would build on the literary history of the place (Paddington, Watership Down) and attract vital tourism to the area as well as being a wonderful facility for local people.	Comments passed to Libraries and Culture Manager for consideration as part of the development of the Cultural Strategy
49	We need to be encouraging modal shift. Far too much in here about car use including bypasses. I've previously mentioned that we should look at increasing frequency of services between Hungerford-Kintbury-Newbury-Newbury Racecourse-Thatcham. We should seriously review whether small light rail (see <a href="http://www.parrypeoplemovers.com/">http://www.parrypeoplemovers.com/</a> ) could be utilised in connecting Newbury railway station with a light rail link up to the retail park and onto Greenham (potentially then down to connect to Newbury racecourse) and also a link into the town centre, down Northbrook Street (which would need to become no longer open for car use) potentially then linking, via London Road (and incorporating both a 'Victoria Park stop' and a 'Health Centre stop'), then back to Newbury racecourse to create a loop (The Newbury Circle Line?). It could, somehow, perhaps link to Vodafone HQ too and thus garner funding from them which is currently spent on operating a fleet of buses. This kind of service, with frequency and reliability provided by the small light rail model, would be sure to dramatically increase the shift from car use to public transport. The Department for Transport are currently consulting on expanding light rail services across the UK and funding should be explored. Finally we need to consider rail links to nearby conurbations. It's ridiculous	<p>The infrastructure table will be removed and its contents revisited in due course.</p> <p>These comments have been passed to the Transport Policy Team who will be in a position to comment as to whether any material changes might be made to reflect this response.</p>

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	<p>that commuters from Newbury-Didcot; Newbury-Swindon; Newbury-Basingstoke must go via Reading for a train service or, as is the case for most, opt to drive thus causing the congestion in Newbury and the demand for bypasses etc. There needs to be a serious consultation done on whether, at the very least, the Southampton-Winchester-Newbury-Didcot line can be rebuilt anew, perhaps alongside the A34 for the majority of its stretch. This has the obvious commuter benefit but also freight coming off the A34 onto rail. This service should be pitched as the Western-most wing of the East-West Rail service the Government are developing which will link Norwich with Oxford via Cambridge, Milton Keynes and Bicester Village. This could allow direct services between Newbury and Oxford which would have major modal shift potential, getting commuters out of their cars and onto the railway. A new Southampton-Winchester-Newbury-Didcot line could also incorporate a new stop at Oxford Harwell Innovation campus. Consultation with DfT, Network Rail and others should be held on the feasibility of new rail links from Newbury to Basingstoke - via Tadley too. The economics probably don't stack up for a Newbury to Swindon rail link to be honest but journey times might be reduced if services could run direct from Newbury via Didcot on the aforementioned rebuilt line. There are currently some direct services from Newbury to Slough. As the Heathrow spur is opened representations should be made from the Council to GWR to ensure there are at least some morning and evening direct services from Newbury to Heathrow. These would be hugely beneficial to holidaymakers in the District but also increase the</p>	

Number	Representation	Action / Comments
	<p>business reputation of the town. Similarly discussions should be facilitated by the council between South West Railways and GWR (and the Department for Transport) about running a cross-franchise set of services that run on the existing Newbury-Reading line and existing Reading-Waterloo line to allow some Newbury-Bracknell direct services that would foster greater links between the two tech towns, reduce journey times from current 1hr 12mins/1 hr 20mins to just 45 minutes and also allow direct links from Newbury to the business park at Winnersh Triangle and Reading university via Earley. GWR already run services from Wokingham (on the Reading-Bracknell line) to Gatwick. It must be possible to instigate Newbury-Reading-Wokingham-Guildford-Gatwick direct services even if just one in the morning and one in the evening. Being able to say Newbury has direct rail links to BOTH Heathrow and Gatwick would be massive. Finally on rail, the Council should take advantage of the delays to Crossrail to lobby DfT and the GLA to extend Crossrail to Newbury. Putting Newbury on the tube map would have obvious huge benefit to the area economically and potentially reduce consumer travel costs by introducing competition with GWR on the line.</p>	
50	<p>Just a plea to be ambitious. I appreciate I've set out bold calls for action on rail, light rail and a proper university of which not all can be achieved but there's huge potential in Newbury to bring young people and new businesses to the town and also for us to lead on modal shift to live up to the councils' declaration of a climate emergency.</p>	<p>This comment is noted</p>
51	<p>Good jobs - Businesses are leaving the area non stop. Shops who have been here decades are closing and even</p>	<p>This comment is noted</p>

Number	Representation	Action / Comments
	<p>major chains such as star bucks are leaving.</p> <p>Prosperous communities - Crime is up, Earnings are down, People are not happy and you can see that by spending 5 minutes on any Newbury based social media account. The place looks like a tip - Graffiti and vandalism are rife again. the whole town is gridlocked due to un needed roadworks that serve no purpose. Half the high street is empty shops and homelessness is rife with people sleeping in doorway</p> <p>Infrastructure - Council cuts to all social aspect have ruined the towns infrastructure, Public transport is a joke</p> <p>Business - I run 4 businesses and am currently well into planning to leave this county as can no longer buy supplies needed nor park anywhere. roads are a joke</p>	
52	<p>You can not have good jobs when business are leaving for towns that are run by councils who actually try to improve the town rather than run vanity projects to try and make themselves look good on paper. This town is a ghost town now and once vodafone leaves it will be empty</p>	This comment is noted
53	<p>people feel abandoned. Public services are cut, public transport is non existent and no one can afford to live here</p>	This comment is noted
54	<p>Just look at how many businesses have left over the past 5 years - If the Councillors got off their backsides and walked around the town once a week they might of noticed the lights are OFF and no body's home</p>	This comment is noted
55	<p>Core basics before grandiose schemes designed to make the Councillors have something to sing about are what's needed</p> <p>WBC waste so much money - For example how much did this fancy booklet cost the tax payer?</p> <p>Newbury town council wastes hundreds of thousands of</p>	This comment is noted.

Number	Representation	Action / Comments
	pounds a year and serves no purpose other than vanity If you have a town where a portion of its residents are hungry or homeless then you have a problem that needs fixing BEFORE anything else!	
56	Whilst I agree with the general direction, premature investment in long term strategies at this point, could wasteful. In 2021 the next census and (hopefully) greater post Brexit reality, will provide far greater certainty of planning and policy direction.	This comment is noted
57	I would once again caution, that the next census and (hopefully) greater post Brexit reality in 2021, will provide far greater certainty of planning and policy direction. For all local authorities. On transport, I would caution on the reality of electric vehicles to overcome pollution and congestion. The reality is that the average age of vehicles on the road today is 9.1 years old, and that austerity and the cost and performance (mainly range) will probably mean only higher end vehicles see growth. How long will it be until sufficient numbers of second-hand vehicles are available, that do not require new batteries costing thousands of pounds to replace, to enable those with less funds to switch. Imaging just 0.1% of vehicles running out of power on the M25 As is widely known, electric cars do not solve congestion, or particulate pollution and It is no good being open for business if people find it a frustrating area to getting in and out. It is never wise to base future plans around technology and infrastructure that is not here, or affordable to the whole demographic. On people, the next census will provide confirmation of whether Newbury has reversed the trend of its younger demographic not returning after post education. My own	<p>These comments have been passed to the Transport Policy Team who will be in a position to comment as to whether any material changes might be made to reflect this response.</p> <p>The Economic Development Strategy makes reference to the issue of housing but isn't in a position to comment as to what form new affordable housing developments will take given the stage we are at with the new Local Plan.</p>



Number	Representation	Action / Comments
	children do not want to return to West Berkshire as they say there is no community spirit, and with so many employers now moving to remote working, where you live is becoming less important, and will probably continue to be the case. There are many other areas with lower house prices, and Newbury is in danger of being priced out the market. This will not be solved by more housing as it is the land value that keeps costs high. How will younger people afford to repay degree funding, save for housing, pay a mortgage and invest in a pension that can continue to pay rental once retired if they are not home owner at retirement. These are national issues but local problems. Have West Berks looked at the impact of artificial intelligence on the future job market trends?	
58	As housing costs are such an issue, it would be useful to keep the young people who would wish to stay in the area because they have family already here. Housing is one priority but I support the Arts and Culture promotion as Newbury has a reputation as being 'dull' for young people, as you say.	The Economic Development Strategy makes reference to this issue but isn't in a position to comment as to what form new affordable housing developments will take given the stage we are at with the new Local Plan.
59	Reliable broadband is key for us Agree 20 somethings do leave the area. In one way it's healthy for them to leave home but it would be good if our 20 somethings were replaced by new ones coming into the area. Transport also a big issue for young people to access rural workplaces if they don't drive.	This comment is noted
60	Not comfortable with AWE's poor safety record.	This comment is noted
61	Good jobs and greater earning power. I fail to see how a council can have a direct input in to this Creating prosperous communities depends primarily on the people	This comment is noted

Number	Representation	Action / Comments
	in that community to achieve this, not the council. Future proofing the infrastructure. Yes, this is something the council can do. A better place to start a business. There is only a limited amount a council can do, easing of taxes etc. Business training, finding customers, suppliers, is all down to the entrepreneur.	
62	Helping young people has to be a priority. In Hungerford, we are concerned about the John O'Gaunt School as it is a vital place of learning for the poorer folk in our rural community. One thing I would add is better careers advice. So many young people leave school unsure as to what they should do next, and can spend several years swapping from one job to another before they find a direction that suits them. If a person can start on a career that suits their talent, they are more likely to be successful, they will have a happier life, and be a net contributor to the community.	This comment is noted
63	The spirit of what is written in the infrastructure section is undoubtedly right, but is it achievable. More houses means more land is needed, which reduces the open spaces in the towns, and steals land from our countryside. It causes more cars on the roads, and more pressure on our public services. I feel there is no ideal answer for the problems that this section is trying to address.	The Economic Development Strategy makes reference to this issue but isn't in a position to comment as to what form new affordable housing developments will take given the stage we are at with the new Local Plan.
64	West Berkshire is an ideal location for international businesses because of its closeness to Heathrow Airport, and geographically it holds a central position for access to all the major cities in the South. Glad to see an emphasis on Engineering. I understand there is a shortage of machinists in this sector.	This comment is noted
65	With regard to improvements to railway stations. We are	This comment is noted and the Economic Development

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	currently battling with Network Rail to improve Hungerford Station. I think there needs to be a re-shift in Network Rail's priorities to make this happen in a more seamless way.	and Transport Policy Teams will work with Hungerford Town Council to put together bids for funding for improvement at Hungerford Station.
66	Not enough focus on the Eastern area unless the ridiculously large development at Grazeley happens There needs to be some planned investment without Grazeley are there is no guarantee this will happen and it will take years to get started.	This comment has been passed to the Planning Policy Team
67	We have been fortunate in attracting a number of successful high-tec businesses. This should be developed. But we must also increase spending on care for elderly.	This comment is noted
68	Apprenticeships are a great way to up skill the population and encourage young people to work in the area. Attracting a University to West Berkshire doesn't seem necessary, Reading is easily commutable from most of the county for students who want to stay at home, students who want to travel would prefer to be in a city or large town, this may benefit Newbury but is unlikely to help the rest of the county or its young people.	This comment is noted
69	With respect to AWE it's notable that there are certain nuclear industry hubs specifically in Warrington to support BNFL and Bristol to support EDF and Magnox which attract businesses and employees. These hubs go on to support other clients. If West Berkshire were to attract one of these hubs it would encourage people to live and work in the area rather than having so many people commuting in from other parts of the country on a weekly basis.	This comment is noted
70	Affordable housing is needed- e.g. at £100k or less otherwise younger people will move out the area. You	The Economic Development Strategy makes reference to this issue but isn't in a position to comment as to what

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	have noted it as a target area but the referencing is very vague and does not actually say what you intend to do.	form new affordable housing developments will take given the stage we are at with the new Local Plan.
71	This survey purposely misleads people so it can be said you have consulted the people of west berkshire. Why name each heading policy 1/2/3/4? Say what it actually is! Yes i have read the manifesto but i have not memorised which point is which. By doing this you are less likely to have objections as the audience is confused. I hope that was not the intention. I have 3 degrees and i was still confused. This makes the survey less accessible to all people. Please rectify.	This comment has been passed to the Consultation Team
72	High added value essential for greater prosperity. This means best education, particularly in science and engineering - not necessarily university-level. Strong apprenticeship programme essential and fundamental: not everyone is university material, but with the right training they probably have more to offer than undistinguished graduates.	This comment is noted
73	good sports facilities. Encourage exercise and healthy living to reduce obesity, diabetes, pressures on NHS. Doctors to provide positive encouragement to cut out junk food.	The Public Health team were consulted on and did have input into the development of this strategy but will be consulted as to whether there is room to expand on the importance of this agenda.
74	Ensure housing development is in the right places: avoid creating traffic chaos by wrong siting eg south of Hungerford, when most employment requires access to/via M4	The Economic Development Strategy makes reference to this issue but isn't in a position to comment as to what form new affordable housing developments will take given the stage we are at with the new Local Plan.
75	5G Digital connectivity is all very well, but first of all ensure everyone has access to a basic level of Internet and mobile telephone: not the case in many rural	This comment will be passed back to the Infrastructure Team for comment

Number	Representation	Action / Comments
	locations today	
76	I live in the Tilehurst area of West Berkshire and have always considered this area to be neglected by the Council. The Strategy really makes no mention of how Tilehurst West Berkshire will be seen as part of the bigger picture. There are many highly skilled and experienced entrepreneurs here who ask 'what is in it for us?' Newbury seems a long way away.	This comment has been passed to the Local Plan Team
77	Although the vision claims to put pedestrians and cyclists at the heart of planning the draft forgets to even pay lip service to this strategy. Companies looking for the wellbeing of staff will want a better sustainable infrastructure.	These comments have been passed to the Transport Policy Team who will be in a position to comment as to whether any material changes might be made to reflect this response.
78	no mention of a climate emergency - no mention of reducing cars - no mention of improving walking and cycling	<p>This document was written before the declaration of the climate emergency and changes will be made to reflect this.</p> <p>It is also worth noting that an Environment Strategy is being developed, which will work alongside this strategy to help maintain West Berkshire's position as a thriving district.</p>
79	My priorities would be: Increased policing and reduction of crime. War on the current drug epidemic and anti social behaviour. Reduction of the amount of homeless on the streets - your strategy will do nothing to improve this despite your rhetoric. Support for world class leisure facilities such as the Corn Exchange and our libraries. Again, you mention this but don't have a credible track record in these areas.	This comment is noted
80	Why is the focus on prosperity rather than on the current anti social state of our communities. There is rapidly	This comment is noted

Number	Representation	Action / Comments
	developing an under- class of people in the area who see thieving and drug taking as acceptable behaviour. The police seem unable to do anything about this.	
81	The current infrastructure is in a woeful state. I would start with putting that right first. Look at the fiasco with put football club. The council have totally mismanaged that. What happened with Chenz? The only sit down Chinese restaurant that used to exist in the town. The Kennett Centre, and the Bartholomew Street area is becoming a ghost area. Why are you focusing on making things conducive for business when there are so many other things wrong with the town?	This comment is noted
82	Lack of house building in the last 10 years will prevent future growth, without concerted effort to increase housing in the villages, many of which are in desperate need of revitalisation. Too much focus has been on large developments adjacent to towns.	This comment is noted
83	Good and important that people who have Learning Disabilities are considered. Many older people with strong skills have retired to the area	This comment is noted
84	Reliable broadband is important for small developing businesses in particular for the villages	This comment is noted