

# READING BOROUGH LOCAL PLAN

Adopted November 2019



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**Reading**  
Borough Council

Working better with you

- 5.3.13** This policy refers to those leisure, culture and tourism uses that are defined as ‘main town centre uses’ in the NPPF, excluding drinking uses, which are covered elsewhere. These facilities will assist in widening the variety of the offer of the centre, and would, in many cases, help to attract a greater range of people into the centre. For that reason, additional uses should be encouraged, and there are substantial opportunities within Central Reading to accommodate leisure and cultural uses, as well as new visitor accommodation. Policy RL2 directs major leisure, culture and tourism uses to Central Reading, and CR1 defines the Central Core as the most suitable part of the centre.
- 5.3.14** In order to diversify uses in the town centre and improve the Centre’s leisure offer, it is important to accommodate leisure, cultural and tourism activities that appeal to a wide range of age and social groups. Leisure and entertainment uses that would contribute to the 18-hour economy will be encouraged, and existing uses maintained. This should include a range of different, yet complementary evening and night-time economy uses to cater for all sections of Reading’s community, and offer alternative activities to drinking.
- 5.3.15** In all cases, new leisure development should be based on the principles of high quality and inclusive design, to assist in making the town centre more attractive and usable for local residents, shoppers, employees and leisure visitors. Blank and/ or uninteresting façades or shed-like structures will not be permitted. New development and/ or redevelopment in the Centre also provides opportunities for the creation of new spaces that may be used for formal or informal recreation and leisure.
- 5.3.16** In some cases, it may be appropriate to incorporate leisure and cultural uses within wider developments, to create effective mixed-use schemes. Where this is the case, the integration of these uses with existing developments will be encouraged, provided they do not give rise to adverse impacts on amenity.
- 5.3.17** Leisure, cultural and tourism development should not give rise to adverse impacts on the amenity of nearby residents and other town centre users, or to existing town centre spaces. Proposals will therefore be expected to mitigate any potential issues of noise disturbance (particularly night-time noise), traffic-related congestion, and anti-social behaviour and crime.

### Drinking Establishments in Central Reading

#### **CR5: DRINKING ESTABLISHMENTS IN CENTRAL READING**

*A range of complementary evening and night-time uses that appeal to all sections of Reading’s society, and contribute to the 18-hour welcome, will be provided. Such uses should not give rise to adverse impacts on the amenity of nearby residents and other town centre users. Those uses that are likely to have an adverse impact on amenity or the character and/ or function of the Central area, will not be permitted.*

*Proposals for pubs, bars and clubs should be accessible to current and proposed night-time public transport services.*

- 5.3.18** Reading has become an important centre for evening drinking uses over recent years, drawing people from surrounding areas as well as from the urban area of Reading. The evening economy is a key part of the overall economy, and drinking uses have therefore been a major factor in Reading’s success. It is important to keep in mind that, despite some local issues, success as a centre for evening socialising has benefited Reading, and that Reading will continue to strive to maintain an 18-hour welcome for a range of users of the centre.