



RBWM Planning and Property Services
Town Hall
St Ives Road
Maidenhead
SL6 1RF

4 January 2024

22/03374/OUT - Land North and South of Gays Lane, Holyport

It is almost a year ago that on February 7 2023 we submitted a very detailed letter of objection. All of those original 6 detailed discussions we raised at that time remain completely valid challenges to this ridiculous application and we would like to draw attention to those points once again without needing to raise them once again here. The original February 2023 document is available with the many other objections listed.

Now, almost a year later, we have only just seen an extraordinary email communication from Ashley Collins of JLL to Claire Pugh of RBWM on 27 September 2023. This remarkably demanding and arrogant communication seems to be an attempt to threaten the local planning authority with the consequences of recommending refusal !

This surely cannot be considered as normal professional ethical behavior even if it is not actually illegal ?

Mr Collins makes 4 demands ...

- 1. It is agreed that there is a significant need for film studio development and that the scheme would make a significant contribution to meeting this need.*
- 2. It is agreed that the provision of a film studio development will bring significant economic benefits to the Borough through, inter alia, direct job creation, indirect job creation, direct investment and will help meet the Borough's strategic economic objectives.*
- 3. The methodology, scope and search area of the Alternative Site Assessment is agreed.*
- 4. It is agreed that the applicant has assessed all the possible alternative sites and there are no other sites where this development could be located.*

We have not been able to find a reply from RBWM to this communication but very much hope it was given short shrift as nobody in their right minds could possibly agree with such arrant nonsense !

For item 1 above - There is currently no significant need for Film Studio development ... they are scattered around all over the place and will now be struggling to find work as the large producers of content - corporations like Netflix, Prime, and Disney - have been making thousands of employees redundant. In addition HMG is in the process of shifting the balance of Media Tax arrangements which will make it much more attractive to look elsewhere - places like Eire, amongst others. So item 1 is clearly nonsense.

For item 2 above - The idea that a Film Studio creates massive local job opportunities is also complete nonsense. It has been well established by people working within the Media Industry themselves that each production sources their own talent and experience and craft skills from within the Industry - NOT the local geographic location. Hence the huge requirement for car parking. When Bray Studios were asked how many local people worked on site the answer was **ONE**. Let us be generous and imagine a cleaning contractor offering jobs to a few local people and a security company also doing the same ... maybe some caterers perhaps ? Let's allow maybe 10 in each area ... hardly a huge statistic to brandish around alongside the 1000 cars per day the Applicant thinks they should perhaps allow for in their parking assumptions. Let's be even more generous and multiply by 3 ... the number is still below 100. This is a spurious scraping of the bottom of the debate barrel and as such is also nonsense.

For items 3 & 4 above - I'm afraid it is difficult for a lay person to have any clue what item 3's jargon means. We have to assume that 3 & 4 together mean "we've looked around for other potential sites and none of them would produce as much profit turning Green into Gold." That is probably inescapably true but maybe a reasonably ethical bunch of alchemists might think it better to find a brown field site and repair and improve it while being satisfied with a lower level of profit and also benefiting both the Communities they live in and the Planet they live on.

This blatant attempt at manipulation and intimidation is outrageous and completely unacceptable behavior and we hope that RBWM has not allowed itself to be trapped into agreeing to any of this idiocy. The drive to trash more and more of our local environment by pouring more and more concrete to impose Industrial and Commercial enterprises in the wrong locations is becoming a common phenomenon everywhere we look. Of course our society and the health of the economy we all rely on needs Progress ... but this is not true Progress ... it is merely personal and Corporate greed and certainly does not serve the Communities they threaten.

For the sake of all the local population please **REFUSE** this application.

Thank you,



Rod Lord
OGAFCA Environment