

PROJECT *PINEWOOD*

UPDATE OCTOBER 2009



Artist's impression of Project *Pinewood* and 'The Fields'

The planning applications for Project *Pinewood* were submitted to South Bucks District Council in June 2009. The Council has consulted with relevant statutory consultees and has received a range of responses to the applications from them and other parties. A determination by the Council's planning committee is scheduled for 21 October.

We would like to provide the community with an update on the scheme and to report on the nature of the comments made in the responses to the applications including areas of concern and expressions of support for it.

Who has responded to the applications?

Responses to the applications have been made by statutory consultees, including Bucks County Council, South Bucks District Council, Fulmer and Iver Parish Councils, The Environment Agency and Natural England. Comments have also been received from individuals and organisations who work in the creative industries as well as residents in the area. The scheme has attracted considerable support from the likes of the UK Film Council, SEEDA, Bucks Economic & Learning Partnership, Channel 4, Thames Valley Economic Partnership, British Film Institute, Screen South and Skillset. The potential for Project *Pinewood* to generate employment and vocational training, and to retain and grow business in the screen industry in Iver Heath, within a sustainable environment, is clearly of major importance both locally and beyond.



Pinewood Studios



Frequently raised comments

Many, if not the majority, of the representations from local residents voice objections on a number of grounds which broadly break down into the following:

- development within the green belt and the ecological consequences;
- the impact of the scheme on the local infrastructure, in particular the management of traffic in the area;
- the scale of the development;
- jobs and the level of support for Project *Pinewood* from the film and television industry;
- delivery of secondary schooling and medical facilities.

All of these issues are considered in detail within the various plans, papers, designs and so on that comprise the applications. They are all available on public display at www.projectpinewood.com.

Green Belt

Any development on land that lies in the green belt must be justified by very special circumstances. The submissions supporting the applications for Project *Pinewood* identify those circumstances. They include strengthening the status of Pinewood Studios and the UK creative industries through the development of a creative hub, significant carbon reduction and environmental benefits, reduction of costs of filming and increasing technological opportunities, the provision of jobs and training, and social investment, all of which are driven by market led demand from the screen industries, increasing and pressing global competition and the aim to achieve substantial reductions of carbon emissions from film production.

Environmental

The ecological value of the site has been comprehensively considered. Much of the main development site is dominated by coarse grass with common herbs, much being semi-improved

and neutral grassland. The higher value areas, including The Clump, will remain, as will most of the hedgerow on the site. The biodiversity and nature conservation plans will implement a detailed, supervised ecological management plan that will include enhancement of The Clump woodland and hedgerows, and protect the ecology of the site. The landscaping proposals are extensive and will create natural corridors to Black Park, Iver Heath Fields and beyond. A range of mitigating ecological and landscaping measures are articulated in the planning submissions throughout the implementation of the scheme as well as for the long term benefit of the wider community. Archaeological investigative work was undertaken in response to a request from Bucks County Council.



Additional public transport commitments

Local highways infrastructure

Detailed discussions have been held and continue with Bucks County Council as well as South Bucks District Council and other interested parties to agree appropriate measures to improve the road network in the locality as well as the provision of alternative modes of transport. In particular, the junctions at Five Points Roundabout and Seven Hills/Denham Road will be substantially improved. Sustainable transport measures and public transport commitments will be undertaken that will seek to reduce reliance on private car use.

Tourism

Project *Pinewood* will be a unique development which we recognise may attract attention particularly from those who work in the creative industries. It is not designed to attract day trippers, nor will it offer facilities for them. The proposals contemplate the development of the scheme over a ten year period; there will not be a single event or 'opening'. If procedures or control measures are required to address any adverse consequences from tourism, either to Project *Pinewood* or the area, they will be dealt with in the management and operational arrangements for the scheme.

The scale of the development

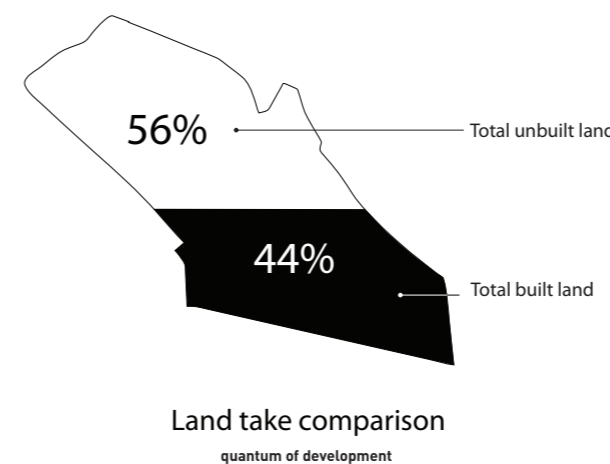
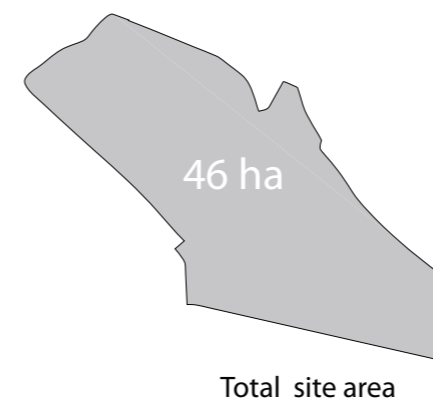
Whilst the detailed building design for Project *Pinewood* will be completed at a later stage, the visual impact of the scheme has been assessed and is shown in the relevant planning submission documents to be limited. The assessment has been conducted on the assumption that the Masterplan for Pinewood Studios will be fully implemented. Taller buildings will be constructed away from the sensitive viewpoints and natural buffer zones will be planted, ensuring that the scheme will retain open and accessible characteristics: over 25 hectares of the 46 hectares site will be open, landscaped land for amenity use and will provide habitats for wildlife.

Archaeological survey work being undertaken in September 2009



Jobs and support for Project *Pinewood* from the screen industry

At a time when job retention and job creation are of such concern, particularly for people seeking employment for the first time, Project *Pinewood* will have an important role to play in the community, as well as in the industry in which Pinewood Studios operates. The scheme depends upon the relationship and interaction between people working, learning and living, all within one environment. It will encourage and generate activity and vitality. Facilities for vocational training for the creative industries will be an essential component of the scheme.



Open landscaped land



The scheme has created excitement and attracted huge interest from the screen industries.

Lord Lloyd Webber

Composer of musical theatre, (Jesus Christ Superstar, Evita, Cats, Starlight Express, The Phantom of the Opera, Sunset Boulevard, and Joseph and the Amazing Technicolor Dreamcoat)

" Project Pinewood aims to build a living and working community which will be the first of its kind and a beacon for creativity, attracting a mix of talent and creative practitioners on a range of incomes. The talents of this community could really enhance the quality of the creative industries in the UK. I believe the Project Pinewood, together with Pinewood Studios, will help to ensure that the UK remains an attractive place to make films at a time when it is facing increasing international competition. " **August 2009**

Lord Puttnam of Queensgate

Film Producer (Bugsy Malone, Midnight Express, Chariots of Fire, Local Hero, Memphis Belle, Meeting Venus, The Killing Fields and The Mission)

" At a time when production budgets are under ever increasing scrutiny; the industry facing a shortage in craft skills; and pressure to produce films in a more environmentally friendly manner; this project addresses each of these challenges. "

" Project Pinewood is a testament to the creativity that continues to exist in this country. " **July 2009**

Callum McDougall

Executive Producer (Harry Potter and The Prisoner of Azkaban, Casino Royale and Quantum of Solace)

" ...I fully understand and appreciate the requirements of both local and international film makers and truly believe that Project Pinewood will provide an excellent alternative to film productions. " **July 2009**

Education within Project Pinewood



Sir Ridley Scott

Director (The Duellists, Alien, Blade Runner, Legend, Someone To Watch Over Me, Black Rain, Thelma & Louise, GI Jane, Gladiator, Hannibal, Black Hawk Down, Matchstick Men, Kingdom of Heaven, A Good Year)

" This is a highly competitive industry and I am very happy to lend my continuing support to this application, making certain that Pinewood will continue to be at the forefront of filmmaking in Europe as well as in the rest of the world. " **July 2009**

Tony Scott

Director The Taking of Pelham 1 2 3, Déjà Vu, Man on Fire, Enemy of the State, True Romance, The Last Boy Scout, Days of Thunder, Top Gun)

" I do hope this planning application will be endorsed in order to allow Pinewood Studios to continue to flourish as the major European film studios well able to compete with its US counterparts. " **July 2009**

Tessa Ross

Controller, Film and Drama, Channel 4

" The importance of the UK workforce acquiring globally competitive high value skills through both the NFTS and this new Pinewood Screen Crafts Academy is critical to the future success of the UK creative industries. " **July 2009**

Community Amenities

Project Pinewood provides a level of education that will be compatible with the requirements of Buckinghamshire County Council, as the local education authority, as well as existing schools in the locality. There have been constructive discussions with Bucks County Council about the requirements of the community for additional medical and leisure facilities, and those requirements are factored into the planning proposals, as is the provision of emergency services.

All of the amenities and services to be included within the scheme will contribute to the sustainable development of our community. The planning submission includes a very substantial body of detailed proposals that reflect extensive consultation.

