



SDC | M40 CAMPUS

Slough Holdings UK Limited

Consultation Strategy

November 2025

Slough Holdings UK Limited is a wholly-owned subsidiary of affiliated investment funds managed by SDC Capital Partners, LLC.

Contents

1. Introduction.....	3
2. Our role and the M40 Campus project.....	4
3. Our approach to Stage One Consultation (non-statutory).....	6
4. How we will consult.....	9
5. Next steps for statutory consultation.....	13

1. Introduction

SDC Capital Partners has developed a strategy for consultation on its proposals for SDC M40 Campus.

The proposals are for an innovative new data centre campus at the heart of the UK's growth mission – playing a key role in addressing the country's data centre shortage.

In this document, we have outlined our approach to the consultation process. It provides an overview of the proposed consultation activities that we will be undertaking to engage the communities potentially affected by the proposals. It provides details on how people can get involved, learn about what is proposed and provide feedback to help shape the plans.

At this stage we are proposing to hold two rounds of public consultation:

- Stage One Consultation – non-statutory consultation (autumn 2025) – focused on high-level proposals alongside capturing feedback to inform the evolution of the plans
- Stage Two Consultation – statutory* consultation (scheduled: spring / summer 2026) – focused on detailed proposals and relevant technical information, alongside capturing further feedback

** This document has been prepared based on current statutory requirements relating to pre-application consultation. Our approach may be updated to reflect the outcome of the Planning and Infrastructure Bill.*

The first stage of consultation will be non-statutory. It will run for five weeks between Wednesday 12 November and Wednesday 17 December 2025.

A subsequent stage of statutory consultation will take place in 2026.

2. Our role and the M40 Campus project

About SDC Capital Partners

SDC Capital Partners (SDC) is a US-based investment firm with over \$8bn of assets under management that focuses exclusively on data centre development and digital infrastructure.

SDC is formed of entrepreneurs, operators and thought leaders who have spent their careers building and investing in data centres, fibre networks, and wireless infrastructure globally, including several large-scale data centre campuses in development in Western Europe and the Americas.

SDC's approach to data centre investment is highly targeted and based upon their deep knowledge of the sector. SDC's data centre development strategy focuses on identifying the highest-demand markets globally and partnering with the world's leading hyperscale cloud providers to deliver large-scale, bespoke solutions.

SDC is working with Veolia to help bring forward the project.

About the project

SDC is proposing to develop a state-of-the-art data centre campus, with an on-site energy centre. Additional elements, such as landscaping and biodiversity improvements as well as innovative technologies for the campus, are also being explored.

The scheme is at an early stage. Design and consultation, engagement, technical assessments and environmental surveys will continue to inform the development over the next few months.

Route to consent

The project comprises two core interdependent elements, which are currently subject to separate planning and consenting regimes.

The energy centre qualifies as a Nationally Significant Infrastructure Project (NSIP) under the Planning Act 2008, as it is expected to generate in excess of 50MW. As such, an application must be made to the Secretary of State for a Development Consent Order (DCO) to authorise the construction and operation of the energy centre.

The data centre campus does not fall within the NSIP categories defined under the Planning Act 2008, nor are data centres currently listed in the relevant secondary legislation which enables certain types of projects to be directed-in to the Planning Act 2008 regime.¹ As such, planning permission is required under the Town and Country Planning Act 1990 for the data centre, as things stand.

SDC is aware that the government is pursuing reforms to enable data centres to be consented under the Planning Act 2008.² Draft legislation is currently before Parliament for scrutiny and it is anticipated that the legislative changes will come into force later in 2025 or in early 2026.³ This will enable SDC to ask the Secretary of State to give a direction that the data centre is to be treated as a nationally significant infrastructure project. If such a direction is given, SDC would be able to bring forward a single DCO application for the entire project under the Planning Act 2008. Until such time as the

¹ The Infrastructure Planning (Business or Commercial Projects) Regulations 2013

² [Government response to the proposed reforms to the National Planning Policy Framework and other changes to the planning system consultation - GOV.UK](#)

³ <https://questions-statements.parliament.uk/written-statements/detail/2025-10-15/hcws966>

legislative changes come into force, the data centre will continue to be progressed as a planning application under the Town and Country Planning Act 1990.

The applicant

The applicant for the DCO and planning permission will be Slough Holdings UK Limited, a wholly-owned subsidiary of affiliated investment funds managed by SDC Capital Partners, LLC.

3. Our approach to Stage One Consultation (non-statutory)

Our approach to non-statutory consultation has been informed by our understanding of the local community, the nature of the project, other projects in the authority boundary, and best practice community engagement and consultation.

It is informed by pre-application consultation requirements included in the Planning Act 2008⁴, as well as government guidance on pre-application consultation in the National Planning Policy Framework⁵ (NPPF) and National Planning Practice guidance⁶. Finally, our approach reflects advice in Buckinghamshire Council's *Statement of Community Involvement*⁷.

The site is located between the towns of Beaconsfield to the north west and Gerrards Cross to the south east, which have populations of approximately 14,146 and 8,115 respectively according to 2021 census data. The average age in both towns is around 43, slightly higher than the Buckinghamshire average of 42.

Latest ethnicity statistics indicate that 83.4% of Beaconsfield residents and 65.1% of Gerrards Cross residents are White, compared to 79.9% across wider Buckinghamshire. The next largest ethnicity group in both towns is Asian – 9.6% in Beaconsfield and 25.5% in Gerrards Cross. Both towns have relatively low levels of deprivation including low unemployment, crime and child poverty, and higher income compared to Buckinghamshire and national averages – though there are small pockets of higher deprivation in both towns, including in south-east Beaconsfield.

Our consultation activities are planned to be equal, accessible, diverse and inclusive to ensure we engage with as wide a demographic as possible.

We plan to do this through a variety of means that focus on raising awareness and providing broad access to our consultation, with easy-to-understand information shared via a variety of channels. This will include both in-person and online events which are widely promoted to the community, alongside a consultation email and phonenumber and dedicated website which supports access from mobile and desktop devices. Engagement will also include targeted briefings with a range of statutory and non-statutory consultees.

This will ensure that local residents, businesses, community groups and political stakeholders are informed about proposals as far as possible and have the opportunity to express their views. The project team will have regard to all feedback received.

Purpose of the consultation

The purpose of the non-statutory consultation will be to:

1. Introduce the project and ambitions for the site to the local community, including providing information on the data centre, the energy centre, and why they are needed
2. Provide information about the integrated nature of the application and a high-level overview of the route to consent, including potential amendments to planning legislation on data centres

⁴ [Planning Act 2008: Pre-application consultation - GOV.UK](#)

⁵ [National Planning Policy Framework: Decision making](#)

⁶ [Planning practice guidance: Before submitting an application - GOV.UK](#)

⁷ [Buckinghamshire Council: Statement of Community Involvement](#)

3. Seek early feedback from residents and key stakeholders about flexible elements of proposals, such as landscaping and community benefits
4. Understand community needs and how the proposals could help meet them, including how to maximise benefits for the local area

What we are consulting on

At this stage, we will publish details including Veolia's (as landowner) wider site ownership boundary within which the proposed development will be located. We will also show, within that site boundary, the proposed area for the development of the data centre campus, including the on-site energy centre. In addition, we will present an illustrated masterplan with emerging proposals for landscape improvements and habitat creation across the wider Veolia site. Meanwhile, there will be further information on our approach to assessing and managing potential impacts of the proposed development.

Along with questions on all aspects of proposals, we will invite comments specifically on:

- Areas where we are seeking the community's input, such as landscaping and public amenity spaces
- Elements such as public access and improving existing rights of way

When we are consulting

The consultation is scheduled to run from Wednesday 12 November to Wednesday 17 December 2025. In person and online events will take place within the first few weeks. The community will be able to provide feedback throughout this period.

Promotion of the consultation will begin on Wednesday 12 November.

Who we will consult

Local community: households and businesses in the consultation zone defined in Figure 1. A map of our consultation zone is included below and includes addresses in the closest urban areas of Beaconsfield and Gerrards Cross. To the south, the consultation zone more closely follows the Veolia land ownership boundary to reflect the natural border of the M40 and the lessened impact the development would have on this area.

Landowners: persons with an interest in land, as defined under section 44 of the Planning Act 2008.

Political stakeholders: elected representatives of communities in our defined consultation zone – including MPs, councillors and parish councillors – as well as representatives in immediately neighbouring areas (e.g. Chalfont St. Peter) and relevant portfolio holders at Buckinghamshire Council.

Special and local interest groups: special interest groups, such as wildlife trusts, professional bodies, and organisations who may be interested in our proposals because of their area of knowledge or specialism (for example, local historical societies, conservation groups or charities).

Seldom heard groups: representatives of people considered seldom heard. This could include young people; old people; people with physical disabilities or learning difficulties; and people for whom English is not their first language. During the consultation we will seek to identify interested parties to include in future engagement.

While this stage of consultation will be undertaken on a non-statutory basis, we will nevertheless consult with prescribed statutory consultees under relevant sections of the Planning Act 2008 or related secondary legislation. In addition to those listed above, this also includes bodies such as local planning authorities, statutory undertakers, government agencies and nature conservation bodies. All will also be consulted at the subsequent statutory consultation.



Figure 1: map showing provisional consultation zone, featuring 1,699 residential and business addresses

4. How we will consult

To encourage participation in the consultation and to provide people with information, we will undertake a range of activities.

Notifications and publicity

The consultation will be publicised using a range of tools to help reach as wide an audience as possible across Beaconsfield, Gerrards Cross, Hedgerley and surrounding communities, encouraging awareness and participation.

Publicity will include:

- Written stakeholder invitations – issued to statutory consultees, local authorities, people with an interest in the land and other stakeholders, such as the MP and local groups
- Flyer, or equivalent – issued to all addresses in the consultation zone (Figure 1)
- Media advert – placed in popular local newspapers, including *Bucks Free Press* and *Bucks Herald*, alongside a press release for editorial coverage
- Digital publicity – including social media
- Wider publicity – including posters on local noticeboards

We will work with local representatives and other community leaders to disseminate key information about the consultation, such as via parish noticeboards and / or in parish council newsletters.

Targeted stakeholder engagement

Our consultation programme will include targeted engagement with stakeholders on specific elements of proposals.

This will include briefings with statutory bodies to present in detail and allow opportunity for technical questions on the proposed development. We will also be seeking opportunities to engage with parish councils and elected representatives on an ongoing basis.

There is also potential for thematic workshops at a later stage with special interest groups and statutory / non-statutory consultees on pertinent topics.

Feedback from targeted engagement would help inform detailed designs, as well as how we engage the community at statutory consultation.

In-person events

We will hold in-person and online events where we will present information about proposals and provide the public with the opportunity to speak directly with members of the project team.

The primary objective of events will be to introduce the project team, inform the community of the proposals, and engage directly with the community to capture feedback and answer questions.

We are intending to host three in-person drop-in events in the local area, including in the nearby towns of Beaconsfield and Gerrards Cross.

Please see below a schedule of venues and dates.

Community	Venue	Dates / times – indicative
Beaconsfield	The Fitzwilliams Centre, Windsor End, Beaconsfield HP9 2JW	Friday 21 November, 4pm-8pm
Hedgerley	Hedgerley Memorial Hall, Kiln Lane, Hedgerley SL2 3UU	Saturday 22 November, 11am-4pm
Gerrards Cross	Gerrards Cross Community Association, SL9 7AD	Saturday 29 November, 10am-4pm

A range of dates and times have been chosen for the events to ensure that as many members of the community are able to attend as possible, such as those with children or people who work within or outside the area.

For the first two events, early slots will also be offered to close site neighbours to allow time for residents to hear about proposals and speak with the project team prior to opening to the public.

Materials created for events will use appropriate and clear methods to present information visually. This includes exhibition banners with maps that set out the location of the site as well as the approach to layout and key aspects of the proposals.

Attendees will be able to provide feedback via a hard copy feedback form.

Online event

In addition to in-person events, we will hold an online webinar at which the project team will present information shown at drop-ins through a set of slides, and answer questions from attendees via a live Q&A function. This event will be promoted at the same time as drop-in sessions and will ensure those unable to attend events in person are able to engage directly with the project team.

The online event will take place on the evening of Monday 1 December and a link to register will be available on the project website. A recording of this event will be available upon request.

Digital approach

A dedicated project website will be launched at the start of consultation and will serve as the hub for all information about the project. This will include materials presented at consultation events.

The website will feature a digital feedback form to capture comments, with questions identical to physical feedback forms available at drop-in events. It will also include an interactive map, allowing visitors to leave feedback at specific points / locations on the map.

The project website address will be included in all consultation and promotional materials to encourage traffic via the website and enable us to better understand engagement with the project. The project website is www.sdcM40campus.co.uk.

Social media will also be used to promote the consultation, such as digital advertising in local media.

Inspection locations

The project team asked three local libraries – Beaconsfield, Gerrards Cross and Chalfont St Peter – if they would be willing to hold copies of consultation materials and make them available on request to members of the public during the consultation period. The purpose was to help to optimise public awareness and access to the consultation information and support the overall process.

At the time of publication, only one library (Chalfont St Peter Community Library) had agreed to host the materials and so will be furnished with print materials at the start of the consultation.

Should Beaconsfield Library, Gerrards Cross Community Library and / or an alternative venue agree to hold the materials then they will be provided appropriate print copies at the time, and the project team will keep the project website updated to signpost where printed materials can be inspected.

Venue	Address
Chalfont St Peter Community Library	High Street, Chalfont St Peter, Bucks SL9 9QA

Consultation channels

We will operate a dedicated consultation phonenumber and email address, and these channels will be available throughout (and after) consultation. Through these channels, people will be able to speak to a member of the community engagement team to ask questions and request information.

Requests for documentation

Consultation materials will be available to download from the project website and people will be encouraged to refer to such materials in the first instance.

On request, the project will provide hard copies of consultation materials for a reasonable fee.

We will consider requests for alternative document formats (for example, translations, large print or Braille) to enable all members of the public to view and comment on the consultation documents where it is reasonably practical to do so.

How people will be able to provide feedback

Individuals and organisations will be able to complete a response and / or provide separate comments through the following channels:

- **Website** – completing a digital feedback form via the project website – www.sdcM40campus.co.uk. In addition, comments on specific points / locations can be submitted via an interactive map available on the same website.
- **Freepost** – posting a physical copy of the consultation form or comments to the consultation freepost address – Freepost SDCM40 CAMPUS (SDCM40 CAMPUS must appear uppercase and with no space between SDC and M40)
- **Email** – emailing a completed feedback form or comments to the consultation email address – info@sdcm40campus.co.uk

All responses would need to be received by 23:59 on 17 December 2025. Feedback should be provided in writing (with any exceptions considered on a case-by-case basis). Only under exceptional circumstances would we accept responses submitted after that date.

How we will use feedback

All responses received via the channels listed above will be collated and analysed. The analysis process will help to feed comments, concerns and recommendations through to the ongoing design development. All comments will be considered.

5. Next steps for statutory consultation

The project team will take into account all feedback received at non-statutory consultation.

This will inform the progression of our design and development of detailed proposals that will be presented to the community at statutory consultation in 2026, as well as to evolve as appropriate our engagement approach for statutory consultation.

This will ensure the project is continuing to adopt a best practice approach which adequately informs and provides opportunity for the community to help shape proposals where possible.

This approach will be formalised through the development of a Statement of Community Consultation, and we will consult Buckinghamshire Council on this ahead of statutory consultation.

The consultation website, phonenumber and email address will remain live throughout the project, including beyond the end of non-statutory consultation.

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