



Acting on behalf of our client, Maggie's, Planning Potential secured delegated planning permission for a new Maggie's cancer care centre at University Hospital Coventry.

Maggie's provides free expert cancer care and support to people with cancer and their family and friends across the UK. The new Maggie's Centre, which will be built in the grounds of University Hospital Coventry, will offer a serene and welcoming environment where anyone affected by cancer can access free practical, emotional and social support. The centre is designed by the renowned Jamie Fobert Architects, who have a reputation for innovative and inspiring architectural design.

The proposals encompass the principles of "urban biophilic design", with the built form itself modest in its external appearance, focussing on the internal experience that the building provides. The user experience of the building seeks to resemble a garden pavilion by way of providing a flexible, light-filled and airy space which connects to and draws in the landscaped garden and greenery beyond.

Throughout the planning process, Planning Potential worked in partnership with the Local Planning Authority to ensure any consultee comments requiring additional information or clarification were addressed in a timely manner. Following a pre-application meeting in November 2023 the application was submitted and determined within 8 weeks.

We are pleased that the planning process has been straightforward to deliver an extraordinary building to meet an undeniably valuable need.

Summary of achievements

- Pre-application advice
- Coordination of the application submission
- Securing a delegated approval

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