



Communications Potential provided communications support for an uplift in A2Dominion's third phase of their site at West Cranleigh, which has been identified as a suitable place to provide new homes, landscaping and open space as part of a wider strategic allocation in Waverley Borough Council's Local Plan. The consented outline permission was for up to 265 dwellings and a 22.8-hectare country park.

Phase 3 was originally intended to provide 74 new homes; however, A2Dominion were conscious of the need to provide an increase in smaller units to suit market demand and submitted a new application with an updated mix, focussed on 2 and 3 bed homes, within the same development footprint as that already consented to.

Communications Potential led a comprehensive stakeholder engagement programme which included informing the local community of the plans, organising a site tour for local politicians and planning committee members, meeting with the Parish Council, and meeting with senior officers at Waverley Borough Council.

The proposed plans were enhanced through consulting local stakeholders and resulted in significant sustainability features being incorporated into the development. This was in addition to A2Dominion's considered and low-maintenance sustainability strategies, which, combined, considerably minimise impact to the environment. Solar panels, electric vehicle charging, and electric heating systems in apartments were highlighted as part of the proposals.

Ahead of determination by the Council's planning committee, Communications Potential provided members with a briefing document summarising the proposals and highlighting the benefits that it would bring to the borough. We also provided advice to the project team and client on messaging throughout the process. The result was a resolution by members to grant consent.

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