

# Rugby Portobello Trust's 'Amplify Studios'

Walmer Road, RBKC



Planning Potential proudly awarded permission for a community scheme that will create a big impact.

Working alongside Michaelis Boyd Architects (MBA) and Communications Potential, we recently secured Planning Permission for an innovative new space to help the community in the Lancaster West Estate – where Grenfell Tower is located.

Amplify Studios is a new creative arts programme from the Rugby Portobello Trust. Music, visual arts, technology, and practical business skills are at the heart of this exciting venture. The goal being to provide alternative education, creative enterprise, and job procurement, allowing young people to grow their creative outlets in a safe and inclusive environment.

The innovative building and door design represents the shape of speakers, sound equipment and amplifiers.

Planning Potential were commissioned after the Pre-application stage, whereby a further round of Pre-app discussion was recommended by the Council. However due to our strong relationship with RBKC, we managed to gain a meeting with RBKC's Head of Planning and apply for Full Planning permission shortly after (circumventing the need for a further Pre-application process).

There were no objections to the proposals and the application was awarded permission with minimal conditions under delegated authority.

## Summary of achievements

- Provision of strategic advice from the outset in respect of the site and our client's aspirations.
- Using our positive relationships to gain advice from the Council without submitting further applications.
- Preparation and Co-ordination of Planning application (including preparation of Planning Statement and the Operational Management Plan).
- Successful monitoring and overall management of the project culminating in determination under delegated authority with no neighbouring objections.

Planning Potential Ltd

London

Magdalen House  
148 Tooley Street  
London SE1 2TU  
T: 020 7357 8000