



Planning Permission was secured in record time for a 30,000 sq. ft logistics hub for the expanding flower delivery business, Freddie's Flowers.

When Freddie's Flowers were seeking a new distribution warehouse to serve their rapidly expanding delivery business, they realised late in the process, that planning permission was required as the unit they were acquiring had most recently been used as a laboratory.

Following its foundation in 2014, Freddie's Flowers, has developed and grown into a popular flower delivery company. This popularity has seen the service outgrow their current facilities and the permission allowed their expansion through securing suitably sized premises. A Transport Statement was submitted with the application to support the operational side of the business.

The business operation was previously located in Isleworth and the proposals also allowed for the retention of the business within the Borough of Hounslow, safeguarding and creating jobs in the Borough.

It was evident that the proposals for the change of use to a light industrial and warehouse and distribution unit were policy compliant, but it was important to secure unrestricted operational hours, a key requirement of the business operation.

Planning permission was secured within 4 months of instruction, which enabled Freddie's Flowers to occupy the premises and continue their growth. There were no pre-commencement conditions and 24/7 use was secured. Subsequently cycle parking requirements were addressed through the discharge of conditions.



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