



Working closely with the client's project team and officers at Oldham Council, Planning Potential secured substantial local support and a unanimous resolution to grant planning permission for new private apartments (Use Class C3), exclusive to people over 60 years of age.

Committee Members unanimously granted planning permission, informed by an Officer's recommendation for approval, in January 2023 for a new low maintenance private apartments (Use Class C3), exclusive to over 60s. This is the first development of a new business concept which is intended to unlock new sectors of the senior living market.

Against the backdrop of an acute shortage of specialist accommodation to meet the needs of our aging population, the development will improve the affordability, flexibility, and choice of later living accommodation in Oldham, correcting historic inequality of provision that has led to many in the UK regarding specialist later living housing options as being unsuitable for their needs, or too expensive.

The application site at Ashton Road West, Failsworth, comprised a vacant brownfield site within the town centre. We proactively consulted with the local community and the feedback was overwhelmingly positive, with the general consensus focusing on the opportunity to redevelop a brownfield site.

Throughout the entire planning process, Planning Potential worked closely with LPA officers and the McCarthy Stone's consultant team to ensure that the necessary technical information was provided and alterations to the original scheme made in line with the comments and feedback received regarding viability, ground conditions, residential amenity, and impact on the Rochdale Canal Site of Special Scientific Interest (SSSI) to the north of the site.

We are delighted the collaborative and productive dialogue with council officers throughout the determination of our proposals was reflected in a positive recommendation by the planning officer to approve the application subject to conditions. This enabled McCarthy Stone to progress with their construction programme as hoped.

James Hanna, Land Director at McCarthy Stone said:

Planning Potential Ltd
Harrogate

“Planning Potential are representing McCarthy Stone on a number of our first pipeline schemes. On our first success in Oldham, I found Charlotte and the team to be responsive and pragmatic, prompt and insightful with their advice. I was both impressed and reassured by their sound advice, relationship building efforts and very positive attitude. They garnered positive relationships with decision makers, understanding how they tick and ultimately optimising our prospects for success. We were delighted with the unanimous approval within 6 months of validation.”

Summary of achievements

- A coordinated public consultation exercise, securing 82% support for the proposals
- Preparation and submission of a comprehensive planning application
- Project management of the consultant team
- Negotiation / liaison with Local Planning Authority, including no Section 106 (assisted with viability evidence) and conditions
- Securing positive recommendation to Planning Committee