



Planning Potential obtained planning consent for an extension of Young's award-winning Guinea Grill pub and restaurant into the adjoining former retail gallery, providing 86 additional dining covers. Communication's Potential also implemented an effective consultation programme

The Guinea Grill has been serving customers on Bruton Place since 1952. With the adjoining retail unit due to become vacant, Young's was keen to improve their service by creating additional restaurant space for their customers. The extension also provided the opportunity to make The Guinea Grill accessible for the first time, introduce more sustainable technologies and install a new shopfront and fenestration resulting in a significant enhancement to the conservation area.

Following a pre-application and application process, Planning Potential, working closely with Communications Potential, successfully securing permission via unanimous committee approval.

The application was not without its challenges, including a competitor objection. The Planning Potential team provided a strong rebuttal to the points raised and secured the support of neighbouring residents, one of whom spoke at committee.

Summary of Achievements

- Coordination of the pre-application and planning submissions
- Preparation of robust planning and heritage submissions
- Undertaking community engagement and obtaining local support to counter competitor objection

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