



Leading on planning and public engagement, Planning Potential collaborated positively with the client's project team and Officers at Bradford Metropolitan District Council to secure the delegated approval for new retirement living apartments (Use Class C3) at Bradford Road, Idle, a longstanding redundant industrial site.

Against the backdrop of the national shortage of specialist retirement accommodation, McCarthy Stone's new development concept was promoted to unlock new sectors of the senior living market who have not previously been able to access the low maintenance, age restricted private apartments offered by McCarthy Stone. The development will improve the affordability, flexibility, and choice of later living accommodation in Idle.

The site comprised brownfield land which was not allocated for any particular use in the current Development Plan. The site forms part of a housing delivery and strategic site within the emerging plan but due to its early stage of preparation this was given little weight.

The Council's Local Plan evidence base set out the extent of the challenge faced in providing a range of appropriate housing for the District's ageing population. And the application was promoted as an opportunity to help address a major strategic challenge in a suitable brownfield location with good access to amenities and services. This weighed in favour of the proposed development as the Council could not demonstrate a 5-year land supply and continue to under deliver on housing to meet the districts identified need.

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 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 to secure Officer support and minimise conditions requiring discharge before/during construction. This collaborative and productive dialogue with Council Officers throughout the determination of our proposals was reflected in the delegated approval of the application.

Martin Brown, Managing Director at McCarthy Stone said:

“The diligent and pro-active approach Planning Potential applied, was key to our delegated planning approval at our site in Idle. Their knowledge, experience and responsiveness ensured all planning matters were comprehensively addressed to deliver a timely positive outcome.”

Summary of achievements

- A coordinated public consultation exercise, securing 87% 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 Unilateral Undertaking and conditions
- Securing a delegated planning approval