



On behalf of Brierley Homes Ltd, and in partnership with Broadacres Housing Association, Planning Potential has secured full planning permission for the conversion of the former Brentwood Care Home into 24 affordable apartments (13 one-bedroom and 11 two-bedroom units).

The scheme incorporates associated car parking, landscaping, and communal facilities, with all homes to be let at affordable rent levels secured through a Section 106 agreement. This project brings a long-vacant Council-owned asset back into use, delivering much-needed housing and community benefit in line with both local and national planning policy.

In preparing the application, Planning Potential demonstrated that continued use as a care facility was no longer required and that the existing dental practice would relocate to the town centre. The case identified affordable housing as a local priority and carefully balanced Richmondshire Local Plan policies with the NPPF's presumption in favour of sustainable development—particularly relevant given the Council's 2.8-year housing land supply deficit. The scheme achieved full compliance with affordable housing policy (CP6), delivering 100% affordable rental tenure under a local needs clause.

The sensitive refurbishment enhances views and protects the character of the adjoining Conservation Area, while retaining the building's form to reduce embodied carbon and improve sustainability. High-quality communal and private gardens have been integrated into the design, alongside safe and accessible layouts, cycle/mobility storage, EV charging provision, and secure parking.

Prior to submission, Planning Potential carried out extensive engagement with the community and key stakeholders, culminating in support for the proposals at a local level.

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This project exemplifies advanced planning expertise across policy interpretation, stakeholder engagement, design and place-making, and legal negotiation—resulting in a balanced scheme that maximises social, environmental, and economic value.

Summary of achievements:

- Comprehensive community and stakeholder engagement
- Preparation and submission of a detailed planning application
- Project management of the consultant team
- Negotiation with the Local Planning Authority on design and highways matters
- Detailed discussions on planning conditions and the Section 106 agreement