



**Heritage
Potential**



"Heritage Potential prepared a fantastic Statement to strengthen our planning application. Their research was thorough, and our objectives were at the centre of their approach. I would not hesitate to recommend Heritage Potential and look forward to working with them in the future."

Introduction

The historic built environment is attractive to homeowners, commercial operators, and investors alike. However, the rules and regulations governing the country's heritage assets are complex, cumbersome and often confusing.

Before making an investment, opening or extending your business, or purchasing a property, it's crucial that you get the right advice to maximise the potential that historic buildings and places have to offer, and avoid unforeseen costs. Our dual heritage and planning specialists are well placed to help.

Heritage Potential is a specialist heritage consultancy, small in size but agile in nature. We're experts in the historic built environment and can help you unlock the potential of heritage assets.



The Counting House, Eastbourne

"Heritage Potential provides clients with a joined-up planning and heritage approach, ensuring that expertise is tailored to achieve a successful planning outcome."

What we do

Heritage Potential is passionate about the positive management of change within the historic environment. With our depth and breadth of planning and conservation experience, we provide valuable advice and project input to help our clients achieve their goals.

Heritage assets must be identified at an early stage and should not be viewed in isolation. Instead, they should be considered as integral to the planning merits of development. Heritage Potential provides clients with a joined-up planning and heritage approach, ensuring that expertise is tailored to achieve a successful planning outcome.

We take pleasure in seeing the historic built environment flourish, and sometimes this means carefully weighing the benefits of retaining old buildings with exciting plans for the future. Our consultants won't shy away from giving straightforward advice on the feasibility of your plans, and work with you to develop proposals which meet both the local authority's requirements and your ambitions.

Whether it's robustly assessing the impact of a large regeneration scheme on nearby heritage assets, or advising on internal renovations to your home, our team of specialists have the skills and dedication required to steer your project in the right direction.

Our Services



Advice:

An important part of our service includes interpreting heritage and planning legislation and policy, and providing advice on the management, adaptation and use of historic buildings and proposed development within the historic environment. Our work frequently involves appraising sites to identify opportunities for, or barriers to, development.



Archival Research:

We are specialists in researching heritage assets and providing evidence to determine areas of significance, or insignificance. Our experience in archival research means we can locate the pieces of the puzzle in order to tell the story of a building or place.



Defining Special Interest:

Analysing and defining the special architectural or historic interest of historic places, buildings, and structures in line with law and policy is a key aspect of our work. Our specialisms include: townscape analysis; historical research; study of construction and materials; identifying underlying planning or architectural theories and principles; evaluating community interests; and assessing urban design.



Development Justification:

Preparing Heritage Assessments allows us to bring our knowledge and advice together to formulate clear and convincing arguments in favour of your proposed development. Our dual qualifications in both planning and heritage allow us to carefully balance harm and benefit to put forward a compelling case.



Designations:

We are skilled in advising on the prospects of statutory designation and can prepare documents supporting statutory designation or advising against it. Our approach to listing or immunity from listing applications is evidence-based, utilising archival and desktop research and applying this to heritage law and guidance.



Stakeholder and Community Engagement:

Engaging with communities and stakeholders is an essential part of planning, project design and development, designations and ongoing management of historic places. We are experienced in consultation processes and often work with our colleagues at Communications Potential in early or later stage consultation processes.



Recording and Documentation:

Our work includes the recording and documentation of assets and resources, and of works undertaken, in order to assist in the understanding of development. We are experienced in using Historic England guidance on the use of text, photographs and digital records to create bespoke documents on the current state of historic assets and the impacts of development.

Who we are

Niall Hanrahan

Niall holds Master's degrees in Planning from the University of Sheffield and Historic Conservation from Oxford Brookes University, for which he was awarded a Distinction.

With planning and heritage degrees, combined with over seven years' experience of working with heritage assets, Niall has the experience to effectively balance the public benefits of proposals and impact on assets.

His attention to detail, intricate knowledge of both the planning and heritage sector, and personable approach has earned him an excellent reputation in dealing with especially challenging and complex projects. His track-record of delivering positive results for clients means Niall is well-equipped to provide heritage advice on projects across the country.

Niall's clients commend his professional dedication and personable approach.

"Niall has the experience to effectively balance the public benefits of proposals and impact on assets"



Sam Elliott

Sam joined Heritage Potential in the summer of 2016, having completed his Master's in Urban Planning, for which he was awarded a Distinction.

He has previous experience working for Historic England.

Since joining Heritage Potential, Sam has worked on an array of residential, retail, leisure and mixed-use development opportunities, including providing advice and assisting with the expansion of a national bank operator.

Sam undertakes thorough archival research and analysis of significance, allowing him to make clear recommendations to clients.

A highly persuasive writer and orator, Sam carefully guides clients through engagement with conservation officers to help achieve planning and listed building consents, and tackle enforcement issues.

"Sam's forensic approach provides clients with the ammunition they need to achieve viable consents"



Hawksmoor Homes, West Horsley

Heritage Potential advised on a heritage-led design to secure planning permission for four high quality, family-sized homes in the curtilage of Silkmore, a Grade II Listed property of 17th century origins.

We analysed archive material, and it became clear that the plot of land had no functional historic relationship to the listed house; as such, we were able to demonstrate that the proposals would reinstate the historic garden boundary.

We produced a robust heritage statement, setting out the design response to feedback given during the pre-application process. From there, we could demonstrate that the proposals would maximise enhancement of the site and minimise harm. We analysed prevailing plot sizes in the village and presented our findings to show that the proposed sizes of new plots would be in keeping with the local context.



By working collaboratively with our planning colleagues and the architects, we were able to identify opportunities to make subtle improvements to the curtilage of the listed property. These included the removal of a dilapidated outbuilding and the reconfiguration of parking.

The design quality of the newly proposed housing was maximised to deliver a well-balanced scheme that both council officers and elected members agreed was appropriate to the local context.



Image kindly provided by Holman Neville

Green Man, Putney Heath

Heritage Potential
secured the future
viability of a locally
listed community pub

*"...it was only the listed
building that concerned
me, looks like Niall's report
has won the officer over."*

Following archival research into the historic development of this 17th century public house, we provided early design advice on the opportunity for a viable expansion without harming the significance of the heritage asset.

Thorough research into the locally listed Green Man in Putney Heath was used to successfully justify two glazed front extensions and one rear extension.

The extensions provide an additional 76 internal covers and significantly enhance the year round viability of the public house. Permission was also achieved for the provision of beer garden huts, fire pits, a garden bar and garden toilets to improve the customer experience at the pub and ensure efficient use of the garden.



Grove House, Richmond

Supporting a private client's project to rejuvenate a terrace at their Grade II* Listed home

Our client wished to redesign a terrace to their unusual Moorish-style music room which had become dilapidated. The terrace design had to be carefully considered to complement the Moorish room, which is thought to have been inspired by pattern books of the Alhambra, Granada, produced by architect Owen Jones.

This was a heritage-led project with a pre-application submission to discuss the design. We worked positively with the conservation officer to agree on a complementary design that also fulfilled the client's needs.

Peek Crescent, Wimbledon Village

Achieving planning consent for alterations to a locally listed building in record time

Our client wished to make a number of significant extensions to their locally listed property in a conservation area. This included the demolition and re-build of a side extension, a full-width rear extension, as well as a 2,000 sq ft basement complete with swimming pool.

"I wanted to repeat how impressed I have been with your work on this project, the speed and professionalism has been fantastic."



Before we were instructed, our client had been stuck at the pre-application stage for six months. We were able to achieve full planning permission in five months.

Our heritage consultants also secured consent with no pre-commencement conditions, meaning our client could start on site just days after permission was granted. Following this, we were also able to secure permission for full demolition and re-build of the front boundary wall to allow for new exit and entry points.



Child's Yard, Southwold

Demonstrating the curtilage of the listing to secure consent for part-demolition.

We were instructed to advise on the demolition of a dilapidated outbuilding to the rear of a listed building.

Through careful research into the ownership of the site and family history, we were able to demonstrate that the buildings were not curtilage listed.

The extent of the listing had previously stood in the way of earlier attempts to demolish the hazardous building.

Our assessment of the site confirmed that the significance of this building was minor and that demolition was the only option available.

Park House, Richmond

Securing consent for restoration works and significant alterations.

Planning permission and listed building consent was secured for the restoration and alteration of a Grade II Listed Georgian house adjacent to both Bushy Park and the Royal Paddocks of Hampton Court Palace.

This special house dates back to 1720 and has a fascinating list of prior residents – including Captain W. E. Johns, author of the children's wartime adventure series "Biggles".

We were instructed to help develop a workable scheme following previous negative pre-application discussions.

Through detailed investigation and justification, we obtained support for a comprehensive list of works to the property, which enabled alterations to the layout, increased living space, introduced more natural light and improved insulation.



Horse & Chains, Bushey



Overtaking a complicated enforcement case to secure planning consent for improvements.

The future of the Horse & Chains pub was threatened by an enforcement case, prompted by the local council's concerns about the use of an outbuilding.

Through researching the history of the property, we were not only able to address the enforcement issue, we also secured consent for much-needed improvements to the interior of the pub, kitchen facilities and beer garden.

We provided evidence to demonstrate that no breach of regulations had taken place and we worked with the council's heritage adviser to secure support for improvements that would make the pub more popular and attractive to the local community.



Image kindly provided by Holman Neville

Spread Eagle, Young & Co.'s Brewery

Unanimous approval secured for Young's new headquarters and staff training facilities in Wandsworth.

Young's instructed us to prepare planning and listed building applications, seeking permission for a new boutique hotel and company headquarters development, to transform the site of the Spread Eagle public house, on Wandsworth High Street.

The redevelopment site is just across the street from the Ram Brewery, Young's former home, and includes the Grade II Listed Spread Eagle, a listed former cinema, and a rear car park.

Unanimous approval was secured for the scheme which involves the conversion of the pub's upper storeys to create boutique hotel rooms. An extension into the rear car park, with a glazed link to new offices in the converted cinema building, will provide additional bedrooms and a kitchen training facility.

Works were also approved for the refurbishment of the ground floor pub, which is on CAMRA's inventory of nationally historic pub interiors. Young's will be headquartered in the new offices, and the training facilities will be used by young chefs and kitchen staff who will be employed in the company's pubs.



Image kindly provided by Monolith Visuals

Aldi, Windsor

Provision of advice
and support
for a foodstore
application in an
historic setting.

We were instructed to prepare a Heritage Statement to support a new Aldi foodstore application, adjacent to The Old Farmhouse, a Grade II* Listed building in Windsor.

We carefully analysed the significance of the heritage asset and advised the client how to design their scheme to minimise harm to the building's setting. This enabled us to demonstrate that the public benefits of the scheme would outweigh any harm. A specific heritage concept design was adopted, with a flat roof reducing the impacts on the green belt and the adjacent listed building. Our meticulously constructed case successfully persuaded council officers.

Heritage Potential has advised on numerous Aldi schemes in sensitive historic settings, carefully balancing the leading retailer's corporate requirements with the historic significance of the area and managing to find an appropriate way forward on each occasion.

Old Waggon & Horses, Newmarket

Turning a refused scheme, which aimed to improve a 17th century pub, into a supported proposal.

Our client, the Stonegate Group, wished to undertake opening up works between the front and rear spaces of a Grade II Listed public house. The plans had previously been refused by the council and we were instructed to review the unsuccessful scheme and suggest amendments.

Once the client had considered our assessment and taken the suggested changes on board, we produced a Heritage Statement and presented the revised scheme to the council's conservation officer.

By establishing a positive working relationship with the officer, we were able to secure listed building consent so that our client could create a more open public house.





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