



**For more than 10
years we have been
devising and delivering
effective planning and
development solutions
and contributing
to the creation of
better places.**



We provide insightful, commercially-focused and bespoke advice – delivering planning solutions and enabling development.

Introduction

At Planning Potential, we provide clear and effective advice to meet your specific needs. Since our business was formed in 2005, we've delivered solutions to address a wide variety of planning challenges. We'll help you to achieve the results you seek.

If you're looking for some advice before you acquire a piece of land, need us to prepare and submit a planning application, or simply want to obtain permission for a change in the way your business operates, we have the necessary expertise.

Our planners have a wide range of skills and experience to respond to any challenge and we're always available to provide timely advice – where and when you need it. We are well placed to respond to projects throughout the UK.



You can expect us to approach your projects with creativity, energy, drive and enthusiasm.

What we do



Assessing opportunity

- Site identification and appraisal
- Local authority plan and policy monitoring and interpretation
- Due diligence reporting
- Advising on efficient and acceptable use of sites



Scheme promotion

- Promotion of sites through local plan process
- Appropriate proposal preparation
- Advising on form, content and style of developments
- Liaison with architects and other members of the development team



Application and delivery process

- Pre-application meetings
- Submission preparation and management of entire application process
- Section 106/CIL negotiations
- Condition wording and delivery of developable schemes
- Assistance through the construction process
- Discharge of planning conditions



Engagement and consultation

- Community audits
- Stakeholder briefings
- Community meetings and exhibitions
- Feedback analysis and responses
- Statement of Community Involvement report preparation



Appeals and inquiries

- Client advocateship
- Expert witness appearances
- Statement and report preparation
- Preparing, briefing and directly instructing counsel



Asset management

- Extension of operating hours/ licences
- Change of use
- Lawful Development Certificate applications
- Heritage asset development and listed building consents
- Rewording or removal of restrictive planning conditions

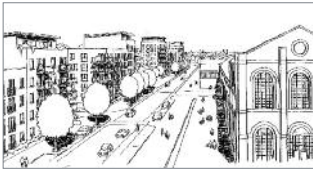
Timeline 2005 – 2015

Over the last 10 years we've worked on more than 2,500 projects and have developed considerable experience across a variety of sectors. We can draw on this breadth of experience to build compelling cases and help deliver developable schemes. The advice we provide is always evidence-based and carefully considered.

2005



Planning Potential was established in April.



We advised Kier Property Developments on the regeneration of Newtown Works – a major brownfield site in central Ashford, Kent. We worked on the scheme from 2005 until 2009, ultimately gaining planning consent for 928 new homes plus commercial and community space and the provision of an important new road link.



We secured planning permission for a mixed-use Fairview New Homes development on the River Orwell in Ipswich, which included the delivery of 358 new dwellings and a pedestrian footbridge over the river.



2006-2007

We were appointed to provide planning advice and submit an application for the regeneration of Crayford Town Centre. The proposed scheme, which was approved in 2008, delivered a new civic centre, library and community facilities, as well as 187 new homes.



2008



Tooley Street office opened in May.

“We have established strong working relationships with Local Planning Authorities across the country to ease the application process.”



2009

Harrogate office opened in May.



Approval was secured for the redevelopment of Hampton Court Station and the Jolly Boatman site, to provide a mixed-use scheme that included 66 residential units, a 46-bedroom hotel, a 61-bedroom care home, a refurbished railway station and a new transport interchange.

2014-2015



We secured permission for Ladies & Gentlemen – a cocktail bar in disused Victorian public lavatories.



2012



We secured planning permission, at appeal, for M J Gleeson to develop 173 new dwellings in Yapton, West Sussex.



Acting on behalf of Pret A Manger, we submitted an application seeking advertisement consent for a unit at St George's Wharf, Vauxhall – our 1,000th project.



We were instructed to submit a planning application for the redevelopment of Mast Pond Wharf, located on the south bank of the River Thames. The scheme, which was approved in 2012, comprised a purpose-built facility for the Woolwich Dockyard Angling Club and a 16-storey residential tower.



Acting on behalf of ASDA, we secured approval for a complex retail-led redevelopment scheme, to regenerate a former industrial site in Ware.



ALDI Hampden Park received approval. In our 10th year we celebrated our 10th consecutive store approval for ALDI in 10 months!


“Our extensive client base includes leading national developers, house builders, care providers and retail and leisure operators.”

2010-2011



2013



A modern multi-story apartment building with balconies and a checkered facade, reflected in water. The building features a mix of materials, including light-colored panels and grey brickwork. The balconies have blue railings. The sky is a clear blue with some light clouds. The water in the foreground is dark and reflects the building and the sky.

You will receive the service you need, when you need it. You might want us to prepare and submit a detailed planning application, or you may need nothing more than a quick sense-check, or a bit of help with an enforcement issue. We can provide the service you need – quickly, efficiently and cost-effectively.

Fairview New Homes Green Lanes

“Planning Potential are capable negotiators, who have often assisted us with challenging projects. Acting as independent experts, they successfully manage the dialogue between us, local councils and members of the community to address issues and win support for our schemes.”

Steven Gough MRTPI, Director, Fairview New Homes

The images, opposite and below, are computer generated illustrations to show how the residential scheme will look.



Fairview
NEW HOMES Ltd.

We helped Fairview New Homes to overcome a number of hurdles that were raised following the submission of a planning application – bringing their proposed residential development project back on track and successfully securing permission within a challenging timeframe.

Fairview held extensive discussions with Hackney Council before they submitted an application to redevelop existing office buildings on Green Lanes, to create a 107-unit residential scheme. Although the council supported the principle of development, officers raised a number of significant issues at a late stage in the process.


Matters relating to the layout of the development and building design were amongst the many issues that were suddenly placed on the table for discussion. Our brief was to address each of the points raised and work with the council to find an acceptable solution – without losing too much valuable time.

We quickly familiarised ourselves with the project and established a good working relationship with the council’s planning officers. We worked through the various points, establishing what was acceptable and addressing the remaining issues.

By making minor concessions, we successfully minimised the number of changes required to Fairview’s proposals. The scheme received a positive recommendation from council officers and was unanimously approved at committee.

We continued to work with the council to shape the planning conditions and ensure that development could progress as quickly as possible. In this instance, we were able to revise a large number of pre-commencement conditions, enabling demolition to begin.

Fairview were pleased that we not only helped them to secure permission for the redevelopment but also discharged numerous conditions on their behalf to ensure the scheme could be delivered as quickly as possible.

An aerial photograph of a large commercial development. The main building is a large, white, multi-winged structure with a flat roof. It features several retail stores, including Bunnings, Bunnings Warehouse, and a cafe. The building is surrounded by extensive parking lots filled with cars. A multi-lane highway with a roundabout interchange is visible on the left and bottom right. The surrounding area includes green grass, a small pond, and some construction equipment. A blue semi-transparent box is overlaid on the bottom left of the image, containing text.

You can expect a consistent and reliable service. Relationships are important to us and consistency is one of our core principles. That's why you can expect to deal with the same planners for the duration of your project and we hope you'll choose to stay with us.

Case study
LXB Retail Properties
Neatscourt

“Planning Potential have been assisting us with the Neatscourt development since 2010. They have submitted numerous planning applications on our behalf – all of which have been successful.”

Giles Haywood, LXB Retail Properties

The first phase of development, of the southern portion of the site, featured a food store and drive-through restaurant. The second phase created a non-food retail terrace, alongside additional pub, restaurant and retail warehousing space.



Over a period of five years, we were able to obtain multiple planning permissions to enable the phased development of a major mixed-use scheme on the Isle of Sheppey in Kent – satisfying the needs of our client and the various retail, leisure, pub and restaurant operators who now occupy the space.

Acting on behalf of the real estate investment company, LXB Retail Properties, we coordinated the preparation of proposals and secured unanimous support for the development of a 20-acre, out-of-centre site at Neatscourt, Queenborough.

The land was formerly allocated for employment use and the local council was initially reluctant to consider retail proposals. Despite this opposition, we successfully promoted the benefits of a retail-led mixed-use scheme, which would create a large number of jobs and generate significant investment.

As part of the planning process, we managed a large project team, coordinated the preparation of an environmental impact assessment and organised a public

consultation to help secure support for the proposals. We led discussions with Swale Borough Council and liaised directly with the council's independent retail consultants, who concluded there would be no significant retail impacts.

We were not only responsible for securing approval for the various phases of development, but also discharged a large number of planning conditions to ensure that construction could progress within the client's timescales.

After securing the two major consents, we also submitted various non-material amendments and Section 73 variations to alter the design of the development and minimise the number of restrictions placed on the various retail, leisure, pub and restaurant operators who invested in the scheme. These changes allowed LXB Retail Properties' preferred line-up of tenants to occupy the development.

Overall, we submitted more than 12 separate applications for the client on this site and secured permission for all.



We will live up to your expectations.
We always aim for unanimous approval and frequently succeed. We will work with you to develop proposals that are worthy of approval and we'll help you win support from local authorities, politicians and the local community.

Case study

ALDI Hampden Park Eastbourne



“Planning Potential are a crucial part of the ALDI team and a pleasure to work with. They offer a wealth of experience and provide tailored advice that ensures ALDI win community support and secure valuable planning consents, even in the most difficult of circumstances.”

Roland Stanley, Property Director, ALDI

We have secured approval for numerous ALDI schemes including those at Collier Row (top) and Ewell (bottom).



We work with ALDI providing integrated planning and communications support for their property team. When policy officers insisted a proposed new store on a designated employment site be recommended for refusal, we had already done the groundwork to secure planning consent.

ALDI's proposed site in Hampden Park was designated for employment use. The site shares a boundary with local homes and is next to one of Europe's busiest signal controlled railway crossings, which is closed for 42 minutes of every hour.

When policy officers and their external advisors sought to consistently undermine ALDI's proposals, we combined our planning and communications expertise to challenge officers and ensure the benefits of ALDI were at the forefront of councillors' minds.

Before submitting a planning application, the project team took the initiative to visit residents in their homes, drop in on local traders, present to area panels, circulate an information leaflet and contact local politicians. Working together, the team and

local people developed an understanding of how highways issues could be overcome and the site best adapted.

Despite our best endeavours, the officers' committee report recommended refusal, but we were confident that members knew how the store's employment and investment benefits could be delivered in a timely fashion and outweigh any potential future commercial opportunities.

When a procedural matter prevented ALDI from speaking at committee and officers couldn't help, we liaised directly with the planning committee chair to change procedure and ensure ALDI could speak alongside supportive community members.

Following a tenacious planning process and exemplary consultation, ALDI's proposal was unanimously approved by committee in December 2014.

An architectural rendering of a modern, single-story building with a prominent covered entrance. The building features a mix of materials, including light-colored panels, dark wood accents, and large glass windows. A wide, dark metal canopy extends over the entrance area, supported by several vertical posts. Several people are shown walking on the sidewalk in front of the building, and a few cars are parked in the background. The sky is bright blue with scattered white clouds. In the foreground, there is a green lawn and a dark asphalt road. A purple graphic element is overlaid on the bottom left of the image, containing text.

We get it right first time.

We excel at managing the application process – writing high quality statements and liaising with various members of your project team to make sure the submission pack is comprehensive. By addressing all the issues upfront, we increase the chances of a swift approval.

ALDI Middleton Park Leeds

“Having worked with Planning Potential for almost eight years they provide a very responsive and efficient consultancy service. They have helped us to obtain consent for a significant number of new store developments, greatly contributing to our expansion in the north.”

Mark Taylor, Property Director, ALDI

ALDI held a local recruitment campaign, which resulted in 40 new positions being created. Of these, 35 people live within walking distance of the store and 31 people were previously unemployed.



Despite opposition from officers at Leeds City Council, we were able to demonstrate to elected members that the many benefits of developing a new ALDI foodstore would outweigh the loss of a disused pub. The council officers’ recommendation to refuse the planning application was overturned at committee and the store opened in March 2014, creating 40 new jobs.

Acting on behalf of ALDI, we sought permission to demolish a disused roadside inn, which had been built during the 1920s, on the edge of a local centre at Middleton Park in Leeds. Planning officers agreed that the site was in a sequentially preferable location for retail use and evidence was provided to demonstrate that the proposals would not impact other retailers.

The proposed redevelopment of pubs often generates considerable interest and two community consultation events were held, along with several meetings to update ward councillors. Reaction to the scheme from the local community was generally positive, although some of the immediate neighbours raised concerns.

Whilst the ALDI redevelopment proposals received community support, council officers considered the loss of the vacant pub to be an important issue. Believing that the building had some historical merit, conservation officers objected to the scheme. Although a heritage statement was prepared in response to their concerns and submitted in support of the application, officers would not remove their objection.

Before and throughout the application process, we made considerable efforts to address officers’ various concerns, but the application went to committee with a recommendation for refusal.

Having visited the site, committee members were comfortable with the loss of the existing building and concerned about it falling further into disrepair. They also responded to our efforts to highlight the many positive benefits of the scheme. Although the application was deferred twice, the officers’ recommendation to refuse was overturned during the third committee meeting and consent was given.



You can trust us to keep you informed.

Our planners not only provide you with a quick and efficient service, they also keep up to speed with changes in legislation so you're always fully informed.

Case study

The Cambian Group

Enabling the provision of specialist residential care



“Planning Potential don’t just provide technical planning guidance, their commercial awareness allows them to assess risks and opportunities and provide sound advice about the viability of schemes.”

David Turner, Group Property Director,
The Cambian Group

The Cambian Group is one of the leading providers of specialist behavioural health services for children and adults in the UK.



We regularly assist The Cambian Group, by liaising with local planning authorities to confirm that premises can be used lawfully as specialist residential care homes. Ensuring that the use of a property complies with planning legislation is an important and often time-consuming element of the care home registration process.

By obtaining formal confirmation of lawful use, we are able to help Cambian create badly needed care places and provide services that meet and often exceed the stringent requirements of industry regulators.

Cambian’s clinically-led specialist care model has proved very successful, as their inspection reports testify. Referrals have increased and the Group has grown to become one of the UK’s largest specialist health service providers. It is essential for Cambian to provide care in an appropriate environment and the Group is expanding through carefully targeted acquisitions.

We have been supporting this expansion by submitting Lawful Development Certificate

(LDC) applications to satisfy the requirements of regulators. Each home is registered either by Ofsted, or the Care Quality Commission and both organisations require formal confirmation that homes comply with planning legislation.

The LDC applications we submit are always supported by evidence that sets out Cambian’s aspirations for the properties and confirms that the proposed use doesn’t differ materially from its existing use. We work closely with officers at the relevant local council to ensure they have all the information required to consider the proposals. We also consult with local council members to explain Cambian’s objectives and ensure that any concerns or questions they may have are addressed at an early stage.

We have successfully secured Lawful Development Certificates from various local planning authorities around the country – enabling The Cambian Group to expand their portfolio and meet growing need for their specialist care services.



You will be proud of what we achieve.

Like you, we care about the built environment and want to make a positive contribution to it. We will work with you to deliver developments we can all be proud of.

Case study

Woodland Views Ltd. Canada Water



A large proportion of the site has been used to create gardens, walkways and cycle paths. Children's playgrounds, allotments and quiet areas have also been set aside for the use of residents. The images below show a view of the gardens eastwards towards Canary Wharf (top) and one of the residential buildings (bottom).



We worked closely with the local community, Southwark Council and other members of the project team to devise redevelopment proposals that would make best use of a large industrial site in Central London. Proposals to redevelop three warehouses and create 366 residential units, a convenience store, gym, nursery and café were unanimously approved by Southwark Council.

The Quebec Way Industrial Estate site was allocated for redevelopment in Southwark Council's Area Action Plan to regenerate land around Canada Water. The project team felt that the site was suitable for a higher density redevelopment than that indicated by the plan – to make better use of the land and deliver a larger number of much needed homes. Acting on behalf of Woodland Views Ltd, we successfully secured changes to the Area Action Plan to enable the development of up to 700 habitable rooms per hectare – doubling the original 350 rooms per hectare suggested in the plan.

“Planning Potential performed in a highly professional manner, providing us with a critical amount of technical guidance. They also ensured that the ongoing discussions with council officers and other appointed officials were always maintained on a friendly and constructive plane.”

Kenneth Jassby, Woodland Views Ltd.

The team engaged with members of the community at a very early stage in the planning process and the views of local people were considered throughout the preparation of redevelopment proposals. Liaising particularly closely with the Friends of Russia Dock Woodland, we devised a scheme that reflected local aspirations to incorporate green areas in the urban space and provide improved access routes through the site to the adjacent woods.

As a result of the extensive public consultation programme, the redevelopment proposals received considerable backing and attracted just nine letters of objection. Friends of the Earth were amongst those who chose to support the proposals.

Planning permission was granted in 2012, on the recommendation of Southwark Council's officers, with unanimous approval from members.

Photo top left: Kenneth Jassby, Woodland Views Ltd. Pictured with his daughter Karen, who is also involved with the project.



You can expect more from us.

We deliver more than just planning advice – we'll provide you with all the support you need to achieve the outcome you're looking for.

Case study

Ladies & Gentlemen Kentish Town



Ladies & Gentlemen is the brainchild of craft spirit producer and proud Kentish Town resident William Borrell (owner of Vestal Vodka).



“Helen and the Planning Potential team were seriously kick-ass and good fun throughout the project”.

William Borrell, founder
Ladies & Gentlemen

We overcame numerous planning challenges to enable an ambitious entrepreneur to transform disused public lavatories into a fashionable cocktail bar in Kentish Town.

The proposed conversion of the Victorian lavatories, which had been closed for 20 years, prompted the local council to raise a number of concerns about the suitability of the site.


The fact that the site was located underground, at a busy junction, not only presented a number of construction challenges, but also posed questions about customer safety and the management of deliveries.

Apart from handling the preparation and submission of a planning application, we also managed lengthy negotiations with the council and members of the project team to ensure that all the issues raised were successfully addressed.

Although the council were originally opposed to the scheme, we were able to suggest mitigation measures to overcome their concerns – securing permission so that the space could be transformed as quickly as possible.

The appropriately named “Ladies & Gentlemen” cocktail bar opened in January 2015 and has already picked up a number of awards and accolades including a listing in Time Out’s Top 100 Bars and in the Evening Standard’s Top 50 Bars in London. As well as enjoying some well-made cocktails and snacks, customers are able to admire some of the quirky venue’s original features – including white tiles and a marble floor.

The few local people who objected to the scheme and wanted the long-disused lavatories to be reopened are now warmly invited to pop in for a cocktail and use the bar’s facilities!



You can trust us to take responsibility.

We will take responsibility for projects so that you can focus on running your business. Our planners take ownership – liaising with officers, consulting project partners, monitoring deadlines, flagging up issues and suggesting solutions.

Case study
Redrow Homes
Lyon Square



“I always sleep more easily if Planning Potential are managing the process. They might not be the biggest planning consultancy in the UK, but they are certainly one of the best in terms of service quality, attention to detail and results delivery.”

Ricardo Rossetti, Senior Planning Manager,
Redrow Homes

Redrow’s redevelopment replaces the concrete frames of two 1960s office buildings, regenerating an important site on the edge of Harrow Town Centre.



REDROW
OUR PRIDE-YOUR JOY

When Redrow Homes bought the site of two disused office buildings in Harrow, with planning consent for a residential-led mixed-use redevelopment, we helped them secure permission for an enhanced scheme that delivered the same number of units.

The site, on the eastern edge of Harrow Town Centre, was previously occupied by Lyon House and Equitable House, but only the concrete frames of these 1960s office buildings remained.

Permission had been granted in 2012 for a redevelopment that would provide new residential units, office space and a mixture of other uses at ground floor level.

Having acquired the site in 2013, Redrow wanted to alter the redevelopment proposals to meet their high standards of living accommodation and also ensure that the scheme accorded with planning policy as well as space, ceiling height and accessibility standards.

With the clock ticking on the validity of the existing permission, we worked with Redrow and other members of the project team to devise an enhanced scheme and develop an effective planning strategy. We undertook detailed discussions with Harrow Council’s planning officers to ensure that the revised proposals could fall within the scope of an amendment application. Instead of submitting a new application, which would trigger additional planning obligations and increase the financial burden, we were able to seek permission through a Section 73 amendment application.

The application achieved unanimous approval within the challenging timeframe and Redrow were able to bring forward an important redevelopment, contributing to the regeneration of the area. The redevelopment includes 238 private and 49 affordable residential flats, as well as office space and other units for a mixture of uses. The scheme also includes 123 car parking spaces, landscaping and public realm improvements to Lyon Road and St John’s Road.



We can draw on previous cases to justify your plans. The advice we provide is evidence-based and carefully considered. We've worked on more than 2,500 projects over the last 10 years and can draw on our experience to build compelling cases.

Case study
Paddy Power
Faircross Parade



“Planning Potential have been an integral part of our expansion over the last five years. I can think of no better company to help guide us through planning challenges. They are diligent, thorough and capable of offering solutions.”

Kevin MacPherson,
Head of Development, Paddy Power

Paddy Power on Faircross Parade, which occupied a previously vacant unit.



PADDYPOWER.

Despite considerable opposition from the local council, we were able to demonstrate through compelling evidence that Paddy Power could open a new betting shop in unoccupied premises on Faircross Parade in Barking, East London.

When Paddy Power initially asked us to provide advice relating to a property on Faircross Parade, the use of the premises was restricted by a planning condition – allowing only estate agents or mortgage brokers to occupy it. We prepared and submitted a planning application to lift the restriction and also to allow the creation of a new shop front, advertisements, plant and equipment and satellite dishes.

Although permission was given for all the changes we requested, our application to remove the restriction on the use of the shop was refused. The planning condition had been put in place to protect the appearance and character of the shopping parade – and it was clear that councillors were concerned about allowing a betting shop to open.

An initial written appeal was dismissed, so we prepared a further application supported by new evidence. As we expected, the council refused the second application and we lodged a second appeal.

The betting industry often receives bad press, but we were able to commission research to prove that Paddy Power betting shops make a positive contribution to the economy of a centre, attracting high footfall, encouraging trips to neighbouring shops and providing employment.

Acting on behalf of Paddy Power, we attended the appeal hearing with a barrister. The inspector was able to allow the appeal, based on the empirical evidence we provided, and granted planning permission. The betting shop has subsequently opened.

Photo top left: Paddy Power's Director of Development and Property, Jon Fairay (left), and Head of Development, Kevin MacPherson.



We will give you all the support you need.

Our planners are experienced, knowledgeable and capable of giving you the advice and support you need. You can expect us to approach your projects with energy, drive, enthusiasm and creativity.

“Planning Potential have assisted Quora with many successful retail and mixed-use development schemes in different parts of the country. The team understands our commercial drive and the need for quick and responsive planning advice.”

Ben Ellis, Quora

The redevelopment of the site, which was completed in December 2013, was seen by local shoppers as a major improvement to the area. The ALDI store alone created 35 jobs – bringing 30 new people into the business, of whom 16 were previously unemployed.



Acting on behalf of Quora, we secured planning permission to redevelop and extend a former bingo hall in Sheffield to create a discount shopping destination. Occupiers include ALDI, Home Bargains, Iceland and a value gym operator.

The proposals to regenerate the site involved the extension and complete refurbishment of the existing premises, together with improvements to the car park, landscaped areas and links with the surrounding area.

The site was allocated for mixed commercial use, with some retail development – of up to 500 square metres – considered acceptable. Our proposals to create a retail park would bring a vacant building back into use, encourage inward investment, improve the visual appearance of a disused site, create local jobs, and provide discount shopping opportunities for local residents.

We not only promoted the many positive benefits of the scheme, but also considered a wide range of issues relating to store operation and likely impact on neighbouring residents.

A number of pre-application discussions were held with Sheffield Council’s planning officers and it was established, through the sequential approach, that there were no sites in nearby centres that could accommodate the proposals. The location of the site, in a deprived area, made it suitable for discount retail centre use. Improved links between the proposed development and existing local shops were seen as another key benefit.

As well as liaising with planning officers at Sheffield Council, we also engaged with ward councillors, local residents and businesses. The proposals received wide support and no objections. The scheme was delegated for approval by council officers and planning consent was issued within eight weeks.



Your project will not be compromised.

We don't want you to worry about conflicts of interest. We're deliberately apolitical – we don't align ourselves to a particular party to avoid alienating others.

Case study

Linden Homes
and Galliford Try
Kent County
Cricket Club

“Planning Potential have worked with us on a variety of complex projects that have required them to go above and beyond in their service. Their commitment and professional approach has ensured successful delivery in every case.”

Ben Johnson, Head of Planning,
Linden Homes South East

The ground development comprised an indoor cricket training centre, multi-function sports and leisure facility, health, fitness and conference facilities, all-weather floodlit pitches and a new spectator stand.



Acting on behalf of Linden Homes and Galliford Try, we simultaneously managed two complex planning processes to enable the development of a high quality residential scheme and major new sports facilities at Kent County Cricket Club in Beckenham.

Plans were devised for a major development, which would not only enhance the cricket facilities – bringing them up to international standards – but also ensure that the ground could continue to cater for the local community. To enable the ground development, 48 private houses would be built on an unused area of the site. The landowners appointed Galliford Try and Linden Homes to bring forward the ground and residential development schemes respectively.

The principle of development was established through an outline planning application, which was approved in March 2012. All matters of detail were reserved for later approval and we were appointed to project manage this process, working with Galliford Try and Linden Homes to address the details and discharge numerous conditions.

As there were essentially two different schemes, the process was complex. To ease consideration, proposals for the residential and ground development schemes were submitted separately but progressed simultaneously, so that the entire development site could be assessed as a whole. As well as managing the planning process, we also advised on the consultation strategy – helping to address local concerns and win support for the proposals.

As the detailed matters were prepared for consideration, we also set about addressing the 28 pre-commencement and pre-occupation conditions that were attached to the outline consent – submitting a non-material amendment application to reword several conditions and introduce a timing mechanism for the implementation of the approved details.

Despite the challenging nature of the project, we successfully managed the process in a very short timescale of just 12 weeks, facilitating an early and positive determination.



We're willing to go above and beyond.

Our involvement doesn't end once planning permission has been granted. We do everything we can to ensure that conditions are appropriately worded and swiftly discharged – so your scheme can be delivered as quickly as possible.

“We appreciated Planning Potential’s commitment and attention to detail in driving the process. They ensured that the key benefits of the scheme were communicated clearly at committee and worked hard to discharge the conditions and ease delivery of the project.”

John Mutton, Acquisition Surveyor, ASDA

Having secured approval for the scheme, we were instructed to discharge numerous planning conditions in advance of the store opening. Knowing that the build process followed an extremely challenging programme, we secured a more flexible set of trigger dates for the conditions, to relieve the pressure and assist the construction team.



Acting on behalf of ASDA, we prepared and submitted planning proposals, won considerable local support and secured approval for a complex retail-led redevelopment scheme in Ware. The scheme, which regenerated a former industrial site and included the refurbishment of historic buildings, delivered a new ASDA food store, a nursery, 14 residential units and linkage enhancements to Ware Town Centre.

The history and former use of the site raised a number of issues – including the need to preserve historic assets and establish the principle of retail development. Scheme design and highways matters needed to be considered carefully, whilst the close proximity of houses along three boundaries meant that residential amenity was also a key local concern.

In order to support the retail proposals, we undertook background analysis, which showed Ware was losing around 70 per cent of trade to surrounding towns, demonstrating a clear lack of choice in the area. This was reflected in surveys of local

people, who wanted more competition for Tesco, the town’s only supermarket.

The complex nature of the scheme meant it was crucial to address all the issues that were raised and highlight the key benefits of the scheme, which included enhanced choice for shoppers, regeneration and job creation. Through a carefully coordinated planning and communications programme, we successfully generated wider support for the proposals.

A planning performance agreement was arranged with council officers, to ensure there was a clear timeframe in place to progress the application. Our proposals were scrutinised by ASDA’s competitors and we provided robust rebuttal evidence in response to objections.

Our efforts to win support for the proposals and address concerns swiftly were rewarded at the planning committee, where a clear majority of council members voted in favour of the scheme, citing regeneration and investment as key benefits.



We are capable of winning support.

Your project may be challenging or controversial, but that doesn't deter us. We are accustomed to explaining the benefits of schemes to win support and will address issues to allay concerns.

Case study

Young & Co.'s Brewery The Clarence



“Planning Potential have a great understanding of our business. They know how obtaining the best consent can add real value to our pubs and the facilities we offer to our customers.”

Andrew Cox, Director of Property & Tenancies,
Young & Co.'s Brewery

Occupying a corner position, The Clarence has two frontages on Whitehall (opposite) and Great Scotland Yard (below).



When Young’s proposal to extend a popular pub on Whitehall was refused by the council, we were able to step in and prepare a compelling case, persuading a planning inspector to grant the permission needed to create a new dining space.

Operated by Geronimo Inns, The Clarence is an historic London pub in a corner position on Whitehall, at the junction with Great Scotland Yard. The five-storey Victorian building is located in the Trafalgar Square Conservation Area and is popular with Londoners and tourists alike.

Young’s application to add a first-floor extension to the rear of the property was refused because City of Westminster Council feared it would harm the appearance of the building and fail to maintain or improve the character of the area.

Young’s sought our advice and we were able to assist them by lodging an appeal and preparing evidence to demonstrate that the development would have minimal impact. We presented a strong case to argue that the extension would complement the existing building and preserve the character and appearance of the Conservation Area.

As well as successfully demonstrating that views would not be harmed, we also coordinated the submission of a noise report, to prove that the replacement and relocation of air-conditioning units would not affect the occupiers of neighbouring properties.

The planning inspector agreed with the evidence we provided and decided that the appeal should succeed – allowing Geronimo to extend their business and create a valuable new dining room.



Case study

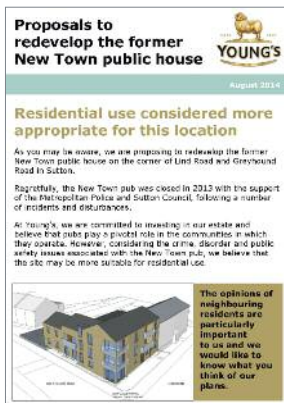
Young & Co.'s Brewery New Town, Sutton



“Planning Potential bring valuable knowledge and persuasive arguments to every project. They appreciate the key drivers behind design issues, whilst understanding the planning context and are prepared to go the extra mile to get the very best.”

Paul Newman, Principal, Juice Architects

A leaflet, explaining the benefits of the residential redevelopment proposals, was circulated to neighbouring residents and generated some positive feedback.



When Young’s took the difficult decision to close the New Town pub, we liaised with Sutton Council and the local community to secure support for a residential redevelopment scheme, which was considered more appropriate for the location.

Young’s are committed to investing in their estate and believe that pubs play a pivotal role in the communities in which they operate. Unfortunately, on occasion, pubs become commercially unviable – as in the case of the New Town.

The New Town was built in the late 19th century, in what was then a working class area, featuring a large number of pubs. The property had been extended and remodelled in the 1970s and Young’s looked at the possibility of converting the existing building before coming to the conclusion that redevelopment was the best option.

Winning support for the complete redevelopment of a Victorian pub was a challenging prospect. We engaged with local residents and council members, working closely with Paul Newman from Juice Architects to explain how the proposals had evolved. The redevelopment was designed to follow the footprint of the existing building, replicate some of its features and reflect its style.

Although our planning application prompted a number of letters of objection from the wider community, the neighbourhood consultation we had undertaken also demonstrated that there was significant local support for the proposed scheme.

Following extensive consultation, the redevelopment proposals to create eight flats were approved, after lengthy discussion, by committee in November 2014.





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