



## Redrow Homes

South Street, Bishop's Stortford



Working closely with our Planning Potential colleagues, we helped Redrow secure approval to redevelop a former garage site on South Street in Bishop's Stortford. Although the site had been derelict for some time and was badly in need of redevelopment, Redrow's proposals initially met with opposition from the Town Council and the Civic Federation. Communications Potential helped Redrow overcome local concerns and secure permission at committee.

Redrow's proposed scheme involved the demolition of a former petrol filling station, together with three other buildings on site, which were vacant and boarded up. The existing structures would be replaced with two new apartment blocks, creating 48 residential units (10 of which would be affordable), together with associated parking.

Although there had been previous attempts to redevelop the site, remediation costs proved prohibitive and the permitted development failed to materialise. Redrow Homes' scheme was larger than the one that had previously received consent and a viability assessment was submitted to demonstrate that the high costs of developing the site would prevent them from delivering a greater proportion of affordable housing.

Redrow's planning application had already been submitted when Communications Potential were appointed, so we focused on explaining the challenges associated with redeveloping the vacant site and convincing members that the proposed scheme was appropriate and would deliver a number of benefits.





Planning permission was secured at committee in July 2015. We subsequently helped Redrow secure permission for a number of amendments that were necessitated by the challenging nature of the site.

### Summary of achievements

- Ensuring that Redrow's proposals were explained clearly and accurately
- Helping to justify various amendments to the consented scheme
- Successfully communicating the key benefits of the proposed changes
- Helping to secure elected member support for the proposals
- Assisting in the preparation of compelling speeches for committee
- Enabling Redrow to make efficient use of a site and obtain permission for a deliverable scheme

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