



Through effective community consultation and close liaison with Central Bedfordshire Council members and officers, we were able to secure consent for 60 new homes in the village of Meppershall.

Our site, a former plant nursery on the edge of the village of Meppershall, in Central Bedfordshire, had an allocation for 52 homes in the council's emerging local plan; however, the village had seen a number of planning applications for new housing in the past five years and we were therefore faced with a community largely opposed to any further development.

Communications Potential organised a public consultation event which sought to differentiate our proposals from other developments in the area. We ensured our messaging and materials highlighted the high quality, landscaped design and Inland Homes' commitment to the Local Plan process by proposing a measured development on a site which had been selected as the only site appropriate for development in the village.

We worked closely with the local ward councillors and council officers to ensure they were comfortable with our level of consultation and to ensure the design of a scheme they could support.

We were very pleased to secure recommendation to approve from officers, and after a successful planning committee presentation, a near unanimous resolution to grant consent, all within 12 months of our appointment.

### Summary of achievements

- Organisation and delivery of a successful public exhibition
- Close and effective engagement with key political stakeholders
- Preparation of clear and attractive materials to keep residents and stakeholders informed of the proposals
- A successful planning resolution within 12 months of appointment

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