



Members unanimously resolved to grant planning permission for 75 one and two bedroom ‘later living’ London Affordable Rent apartments, complete with a new health centre, in East Ham.

In May 2021, Communications Potential helped secure a resolution to grant planning permission for 75 one and two bedroom ‘later living’ apartments in East Ham. The ground and first floor of the development, which is located on the site of a former community centre, will be home to a new healthcare facility with space for two GP surgeries. Every home in the development will be let at London Affordable Rent.

Populo Living (previously known as Red Door Ventures) instructed Communications Potential to develop and lead a consultation programme prior to the submission of a planning application. Populo Living is wholly owned by the Council, and as such, Communications Potential developed careful messaging to ensure the sensitivities of a council-owned developer submitting a planning application to its sole shareholder were communicated transparently, and that the checks and balances of the planning system were explained clearly.

To ensure a comprehensive consultation programme, Communications Potential undertook a range of activities. These included a ward councillor briefing and a presentation to the Development Control Members Forum, postcard mailshot, social media and print advertising, and a drop-in exhibition at a local venue. In addition, a project website was launched to share the latest news and collect feedback, and hard copy feedback forms were stationed at nearby community facilities. A Statement of Community Involvement was submitted with the application.

Despite several objections and a petition to the Council, which claimed the consultation exercise was insufficient, Communications Potential’s robust engagement was welcomed by planning officers and provided significant reassurance to Committee members, who unanimously resolved to grant planning permission.

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