



Communications Potential enables client to secure permission for a new semi-enclosed garden structure through sensitive political and stakeholder engagement

After Darwin & Wallace had been informed that officers were likely to refuse an application for the installation of semi-enclosed garden structure, Communications Potential was appointed to find a solution.

Like many businesses in the hospitality sector, Darwin & Wallace had been severely impacted by coronavirus-related public health restrictions, which not only impacted trade through lockdowns, but also changed customers demands. The need for outdoor space, with plenty of ventilation, had become vital to ensuring successful trading.

Unfortunately, after submitting a proposal to the local planning authority to install a semi-enclosed garden structure at No.17 Dickens Yard, Ealing, the response from planning officers was less than enthusiastic.

Communications Potential immediately sought and secured a meeting with the three ward members, to brief them on the proposals and to explain Darwin & Wallace's rationale for submitting the application. Steps taken to preserve the character of Dicken's Yard were emphasised in the discussions, which was received positively.

As well as engaging with political stakeholders, we sought to secure support from community leaders, including the local Business Improvement District.

After highlighting the level of local support for the proposals to planning officers, we successfully secured planning permission for the structure, in turn helping to deliver security for No.17 Dicken's Yard.

Communications Potential Ltd

London

Magdalen House  
148 Tooley Street  
London SE1 2TU  
T: 020 7397 5212