



Reserved matters planning permission secured for 360 new homes at a former nursery in Goffs Oak

Following a comprehensive programme of engagement, Communications Potential helped Redrow secure planning permission for 360 new homes at Tudor Nurseries in Goffs Oak.

Part of a wider strategic allocation in the emerging local plan, the principle of development had long been contested by the local community, largely down to the site's previous inclusion within the green belt.

We were appointed by Redrow to lead a political and community engagement programme in support of a reserved matters application. Prior to commencing any engagement, we developed a set of key messages designed to draw attention to the wider benefits of development, including financial contributions towards a new linear park, primary school, and local sports facilities.

To overcome local opposition, Communications Potential developed an engagement strategy which included a drop-in consultation event at a local venue, regular liaison with key elected representatives, and development of a project website. Local residents were kept abreast of the latest news by newsletter mailouts, designed in-house.

Communications Potential prepared a brochure to emphasise the key details and benefits of the proposals, which was distributed to members of the Council's Planning Committee in advance of determination. The brochure also highlighted key supportive comments from the officer's report, encouraging member support for the proposals.

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