



On behalf of Gralaw Ltd, Communications Potential implemented an extensive consultation programme and secured a resolution to grant full planning consent for a residential-led, mixed-use redevelopment.

The well-connected site on Woolwich Road, a major arterial road through the Royal Borough of Greenwich, presented an exciting opportunity for redevelopment, replacing the existing Class B8 use with 58 new apartments and 890sqm of flexible commercial floorspace (Use Class E).

Communications Potential were appointed to lead a comprehensive programme of community engagement to ensure both residents and local stakeholders, including the Greenwich Society, were kept informed about the evolving proposals and had the opportunity to feed into the design development.

To maximise engagement with residents, Communications Potential set out a strategy that made use of multiple media to increase accessibility. This included the creation of a dedicated project email address and website that was updated as the project progressed, a community newsletter, virtual neighbour meetings and consultation sessions, and in-person meetings. Communications Potential liaised with ward councillors and planning officers at the Royal Borough of Greenwich to seek buy-in to the communications approach.

Following submission of the planning application, Communications Potential facilitated two members briefings for members of the Planning Board to ask questions of the project team and to provide a platform for feedback. Finally, before determination of the application at the Greenwich Planning Board, Communications Potential prepared a brochure which briefed members on the final proposals and led to significant support from members who were passionate about the affordability of properties and about the sustainability features that the proposals provided. This ultimately resulted in a resolution to grant consent.

Summary of Achievements

- Providing advice throughout the planning process on messaging
- Provision of in person and virtual consultations for both local residents, and political stakeholders
- Ensuring that local resident's feedback was addressed throughout the application process
- Statement of Community Involvement report prepared to support the planning application
- Preparation of a brochure providing members with a summary of key benefits provided by the proposals

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