



On behalf of the Young & Co's Brewery (Young's), Communications Potential implemented an extensive consultation programme to support the planning application, led by Planning Potential, to secure planning consent for a new canal-side roof terrace and extension, for the re-opening of The Constitution pub.

The Constitution was closed during the Pandemic and was in need of reconfiguration, refurbishment, and extension to ensure its future viability. The pandemic also led to a sharpened focus on the provision of outdoor space in many public houses to accommodate changing customer needs. Thus, Young's set out plans for a new, two-storey, glazed extension to the rear of the building, offering additional trading space fronting the canal. The extension included a retractable roof to allow for flexibility of use, providing for 'terrace' use and feel during the warmer months and enclosure during colder, wetter months.

Communications Potential were appointed to lead a comprehensive programme of political and community engagement to ensure neighbours, local stakeholders, and elected representatives were kept informed about the progression of the application and provided with the opportunity to comment on, and feed into development of the design.

Communications Potential set up meetings with officers at Camden Council and other key stakeholders to explore ideas and solutions to ensure the needs of the local community and the pub can be met. Communications Potential also produced a booklet outlining Young's pub management and construction plans to help mitigate concerns and keep stakeholders informed throughout the planning and post-consent processes.

### Summary of achievements

- Helping to ensure the viability of a popular public house.
- Successful engagement with key stakeholders and neighbours of the site, addressing their concerns and providing feedback to the project team.
- Ensuring that feedback from local residents and stakeholders was addressed throughout the application process.
- Preparation of a booklet providing key stakeholders with information on Young's pub management and construction plans.

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