



# Communications Potential

# Introduction

At Communications Potential, we devise effective communication strategies to accompany development proposals – providing clear information, winning support, overcoming opposition and securing permission.

With the new NPPF stating applications “that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot”, community engagement and consultation has never been more important to the success of your project. Communications Potential’s team of consultants have a full understanding of the planning system and know how to devise consultation strategies to ease the application process.



“We are proud of our ability to encourage meaningful engagement, demonstrate good practice and achieve positive outcomes.”

We pride ourselves on our ability to encourage meaningful engagement. We have the experience to anticipate and address the likely issues before they happen, and the skill and creativity to present your proposals clearly and professionally.

We aren’t deterred by projects that are challenging or contentious. We are accustomed to explaining project objectives, clearly demonstrating benefits and engaging with local communities and stakeholders to overcome concerns. If you’re looking for some advice before you acquire a piece of land, need us to develop a full communications strategy, want us to organise a consultation event, or simply need a little help with message setting, we have the necessary expertise.

Our consultants are based in London, Bristol and Harrogate, and have the communication skills and experience to respond to any challenge nationwide.

## What we do:



### Assessing Opportunity

We can help you anticipate the likely issues and identify the important stakeholders early on to ensure an effective strategy is developed.



### Scheme promotion

No matter how complex or contentious, we will consolidate project objectives into clear and effective messages to inform and persuade decision makers and other important consultees.



### Consultation and engagement

We understand local communities, know how to prepare professional and helpful community consultation events and encourage meaningful feedback.

# Our team



**Lorna Byrne** Communications Consultant

Renowned for the quality of her writing and attention to detail, Lorna has extensive public consultation and stakeholder engagement experience.



**Felix Shaw** Communications Manager

Felix has worked closely with communities on some of the largest regeneration projects in London and has a wealth of experience in community engagement and public relations.



**Sean Groves** Communications and Marketing Adviser

Since joining Communications Potential, Sean's enthusiasm and keen eye for detail have made him an invaluable member of the communications team.



**Blanka Csanicz** Creative Communications Assistant

Before joining Communications Potential in September 2018, Blanka gained experience in the media sector, developing a keen interest in digital media and creative communications.



**Emily Annable** Communications Consultant

Emily has a wealth of property communications experience, particularly within the retail sector. Her campaigns generate significant support and she has secured consent for numerous food stores.



**Sarah Curnow** Communications Consultant, Bristol

With a background in management and communications consulting and an MA in Town and Country Planning, Sarah is enjoying putting her communications experience to use in a planning environment.



**Will Rogers** Communications Adviser, Harrogate

With a dual specialism in public relations and planning, Will brings valuable knowledge and experience to ensure the deliverability of projects across a number of sectors.



## Analysis and scheme evolution

Demonstrating how consultation and engagement helps shape proposals can often be challenging. We analyse and distil feedback, helping to identify where suggestions can be taken on board and communicating improved outcomes for the community.



## Application support

Our involvement doesn't end when our Statement of Community Involvement has been prepared. Once an application has been submitted, we ensure consultee comments are addressed, prepare briefing packs for members, and write a compelling speech for committee.



## Ongoing liaison

Without ongoing communication, good community relations can be easily undone during the construction process. We are able to maintain the dialogue, managing expectations and addressing any issues that may arise during the construction process.

## Communications Potential

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