




planning

# An independent planning consultancy.



Loreto Centre, Llandudno  
Conferencing and retreat for retired nuns.

An aerial photograph of a city at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, there are several multi-story buildings with lit windows. A large white rectangular box is centered over the image, containing text. In the background, a large body of water is visible, with a bridge and distant hills under the sunset sky.

## 2019 was a year of growth.

Not just in a financial sense, but in a people sense too. We are richer for the expertise our incredible staff have brought us and it's exciting to think how they will help us grow in the future.

P4 Planning was founded six years ago as a niche planning practice, working with just a handful of clients. To see where we are now is a point of immense pride and one of the highlights of not just 2019, but our entire business' life.

# 50%

We are tremendously proud of our growth and look forward to what the future has to hold.

# 100%

Our 100% success rate for planning applications gives us confidence that our approach is the right one.

# 200%

Staff levels are 200% of 2018, but we're not done yet; we still have ambitious plans.

# P4

Proactive  
Pragmatic  
Preferred  
Passionate.

# Projects

We have an unusually wide project base and many diverse clients for a small firm.



Park Central and Quay Central,  
Liverpool Waters



Booths Park, Knutsford



Children's Adventure  
Farm Trust



Altrincham Grammar  
School for Girls Sports Hall



Care Home, Alsager



23 bars and restaurants for  
The New World Trading Company



Last Mile Logistics,  
Warrington



# University of Liverpool Masterplan

**Challenges:** The most significant challenge with the University of Liverpool project was bringing everyone onto the same page. With FCB Studios and Planit-IE, we secured internal support across faculties and assured everyone that these improvements are to the benefit of all students, staff, and visitors.

**Successes:** As well as interfacing with the council, we were integral in conveying the plans to the stakeholders and guiding it through the University's internal governance. It required a deft hand to smoothly move the project forward and articulate a clear and coherent long-term vision to everyone involved. Now identified sites within the Masterplan are coming forward as individual projects, and P4 continues to provide advice to the University on some of these.



# Regeneration in Bolton

**Challenges:** The biggest challenge with the Bolton project was timing. Our project was just one cog in an expansive regeneration scheme and everything had to be timed perfectly to keep with their roadmap. We took an active role in driving the project forward, managing the consultant team and working closely with local planning officers and stakeholders over an intense period through the pre-application stage.

**Successes:** The key to this project was how quickly we responded to changes. We needed to plan around certain issues, such as the former magistrates' court which is a listed building. This required listed building consent which we carefully organised, as we also did for the redundant brownfield site where the new public square will be. Work includes the creation of a stunning new public square with a six-storey office block, multi-storey car park, and a part eight-, part twenty-storey tower. The former magistrates' court at Le Mans Crescent will also transform into a luxury hotel.



# Booths Park

**Challenges:** The biggest challenge with the Booths Park project was securing permission to build in the green belt, something that many local authorities find hard to allow. Through extensive engagement over many years, we have formed strong relationships with the council and local stakeholders, and the PortSwigger approval in 2019 is testament to our strategy of positive and regular engagement.

**Successes:** We secured detailed consent in December 2019 for a 6,500m<sup>2</sup> B1(a) office building, to help tech firm PortSwigger expand from 50 to 400 employees. The project required our particular expertise as it is classed as “inappropriate development” for a green belt site. We put forward a persuasive case that promoted the economic benefits - very special circumstances – of such a project, which feeds into the council’s own plans.



# Sectors

We work hard to ensure that we are not reliant on any single developer or sector, nurturing a sustainable business and enjoying the challenges and variety of the planning system.



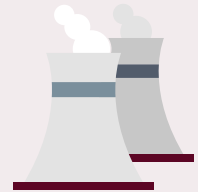
Commercial



Education



Health & Care



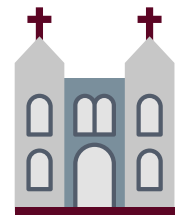
Industrial



Residential



Retail & Leisure



Heritage

P4 Planning provided sound practical advice and input to our masterplan. We have been particularly impressed by their friendly straightforward approach and have no hesitation in recommending them.

Ian Eccles, CEO

The Children's Adventure Farm Trust

P4 Planning worked in a professional and creative way, which resulted in successful planning applications that are aspirational but reasoned and deliverable.

Louise Turner, Director

Beechlane Group

P4 Planning is a trusted and essential part of our team. They go the extra mile and think creatively to deliver results. The team is always personable yet professional and I would not hesitate to recommend them.

Tim McCormac, Property Director

The New World Trading Company

P4 Planning inherited and quickly got to grips with a complex planning brief relating to part of a World Heritage Site and devised and implemented a successful planning strategy.

Simon Clarke, Director

Arke Property

[www.p4planning.co.uk](http://www.p4planning.co.uk)

