



planning

Our mission is to provide a
breath of fresh air as we help
navigate the complex town
planning system, expertly
delivering client objectives



The Canal House, Birmingham
New World Trading Company

An aerial photograph of a city at dusk. In the foreground, a multi-lane highway with light trails from cars is visible. To the left, a large brick building with many lit windows stands prominently. In the background, a body of water stretches towards a distant shoreline with hills. A large white rectangular box is centered over the image, containing text.

2020 a year of accelerated 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 seven 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 2020, but our entire business' life.

40%

Staff levels grew 40% in 2020, but we are not done yet, we still have ambitious plans.

80%

80% growth in turnover. We 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.

P4

Helping make better places through tenacity, talent and fresh thinking.

Projects

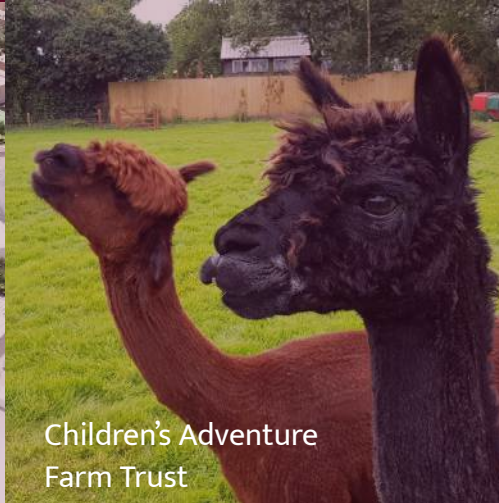
We have an unusually wide project base and many diverse clients for a small firm.



Booths Park,
Portswigger



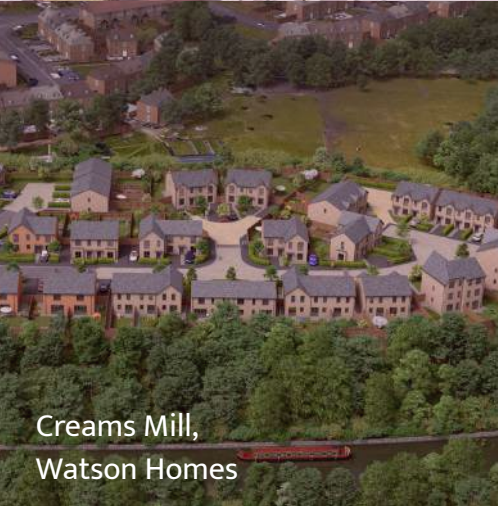
School of Architecture,
University of Liverpool



Children's Adventure
Farm Trust



Norquest Industrial Estate,
Mileway



Creams Mill,
Watson Homes



The Old Rectory,
Orncare



Chatham Docks,
Peel L&P



Creams Mill

Watson Homes is a local builder that wants to deliver affordable homes on this previously developed site in the Green Belt - but it is not viable. Working as lead consultant, P4 set out a planning case and EIA for a viable proposal, including elements of undeveloped land that would deliver both desperately needed affordable homes and facilitate the repair of the historic (1936) breach to the Manchester, Bolton and Bury Canal, putting it back into water. This 'once in a lifetime' opportunity is supported by stakeholders including the Canals and Rivers Trust and will spur further restoration. It forms the core of the planning case for 'very special circumstances' required to justify development in the Green Belt.



School of Architecture

Following extensive input to the University's £1 billion masterplan in 2019/20, P4 has been retained as planning consultant on three capital projects, including one of the University's current flagship projects – the new extension to the Grade II listed School of Architecture. Following positive consultation with the City Council and Places Matter the scheme was commended for opening up views to the nearby Metropolitan Cathedral. Our role is to coordinate and manage the overall submission and we are currently considering options to bring forward landscaping options from the campus masterplan to support the setting of the proposed development. We are working towards submitting a planning application alongside award winning Dublin based architect, O'Donnell & Tuomey.

Client: University of Liverpool



Scholar's Green

We strive to demonstrate our inclusive ethos through our project outputs, at all stages and levels. Minor tweaks and interventions can often lead to far reaching improvements or developing trust with a community, as was the case in Stockport where we recently negotiated consent for 37 new homes on the site of a former school in a Conservation Area. The site was closely surrounded by concerned residents who were suspicious of the development and resistant to change. From the outset, we therefore formed key connections with ward councillors and community representatives, helping communicate through local newsletters and establishing over time a close working relationship with key individuals which helped dispel rumour and inclusively channelled the views from the wider community and led directly to improvements in design.



Chatham Docks

Peel L&P approached P4 to develop the planning strategy and narrative that would help support the allocation of this 35Ha dockland site for major regeneration of circa 4,000 new homes in the emerging Medway Local Plan. The former Naval Dockyard had been converted to a commercial port when it closed in the 1980s and soon requires major capital investment which is unviable for the limited trade it operates. Our initial advice has centred around developing the strategy for stake holder and community engagement and working with the Council to help facilitate relocation to protect jobs in the face of political lobbying of existing commercial tenants seeking to stay put. As the plans evolve, the wider vision and fantastic regeneration benefits of repurposing this strategic waters site will be submitted to help shape emerging policy, followed by a planning submission and environmental impact assessment in due course.



Aspenwood Grange

Through proactive engagement with the local planning authority and the local community, P4 led on the redevelopment of a former care home within the Green Belt. The key challenge was to demonstrate that the development of previously developed land in the Green Belt on a visually screened site, which was located adjacent to operational care home buildings. The project involved close liaison with local residents who raised concerns about the principle of development and ensuring continued access along a privately owned access road. Through proactive working with our client and the stakeholders involved, the community's concerns were addressed, with the application being hailed as an exemplar of community consultation when approved at planning committee.



Arena Wars

Our instruction was to lead a detailed review of an arena proposal in East Manchester. This project was partly about holding the City to account, as ASM and other City Centre stakeholders were concerned about impact of a comparable arena on their own planned investments and the wider City Centre economy. We coordinated the team which tested the strength of the case and set out representations which flagged major shortcomings. Our response robustly articulated likely impacts through representations and a planning objection, which was commended by Leading Counsel as ‘outstanding’ yet not enough to persuade the Council, which is naturally keen to attract investment, even at risk to the City Centre economy as it emerges from the pandemic.

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.



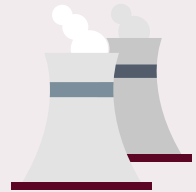
Commercial



Education



Health & Care



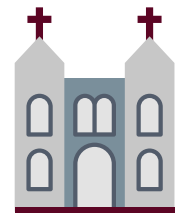
Industrial



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 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

Bill has been a valued planning advisor to Peel Group for many years and has helped secure consent for some of our key projects including Port Salford and Chatham Waters. These major regeneration schemes require a robust commercial approach and considerable tenacity.

James Whittaker, Development Director,
Peel L&P

www.p4planning.co.uk

