

Role

- **Oversee the planning application process**
- **Advise the Council on technical planning and legislative issues**
- **Supply much needed expertise and capacity to process a complex application**



background

The South East Development Agency (SEEDA) and English Partnerships submitted a proposal for the regeneration of the East Cowes town centre and waterfront in support of the East Cowes Project.

The East Cowes Project is the largest in a series of projects being undertaken by SEEDA, The Isle of Wight Economic Partnership and the Isle of Wight Council. The initiative aims to drive forward the island's economy, bringing together the private and public sector to invest in businesses, community living and the environment.

The planning application comprised some 500 homes, marine employment opportunities, new shops, hotel, and community facilities on a prominent 13-hectare brownfield site.

more was commissioned to oversee the planning application process.

the challenge

The scheme presented numerous, complex challenges including land contamination, tidal flooding, ecology, nature conservation (red squirrels), traffic management, noise, air quality, affordable housing and accessibility.

the solution

We were involved in the early initial briefings with officers and members, advising the Council on a range of technical planning and legislative issues. The hybrid nature of the planning application was focused upon ensuring a scheme can be delivered to meet its objectives and reviewed all planning application documents including the environmental statement.

Our consultants summarised and responded to all consultee and third party representations, project managed regular progress meetings with the Council and applicant, negotiated improvements and added value at all key stages in the process.

Finally, we presented the application to the Planning Committee and advised on post committee actions in relation to planning conditions and referral to the Government Office for the South East (GOSE).

the results

We were able to add much needed capacity and expertise to enable an important regeneration scheme to be realised and deliver the objectives of the Council through its planning service.

Our specific understanding of the way the planning services operate and the pressures placed upon them allowed us to focus on the needs of the Council and deliver important service and corporate objectives. The Isle of Wight Development Team Manager stated that our commitment and engagement throughout the respective processes was invaluable, as was the way we worked as part of the team.

Our technical expertise and experience in local government was valued by the Council not least in dealing with a number of challenging planning issues, but also advising on the hybrid nature of the application.