



# Hedley Planning Introduction

Housesteads Artwork



“Meeting the needs of the client by developing bespoke planning solutions using imaginative approaches and techniques”



Hedley Planning Directors



Mount Oswald, Durham

Hedley Planning helps clients to negotiate the planning system while understanding the bigger picture issues, including the important challenge of climate change.

We are passionate about using our local knowledge and dynamic skill-set to the best advantage of the project.

Our team has a very ‘hands-on’ approach and offer a high quality service with a personal touch, bringing their expertise to a project from inception through to delivery.

Hedley Planning work with a wide range of clients from small, one off projects to being part of a multi-disciplinary team acting on behalf of institutional investors.

Our approach is to meet the needs of the client by developing bespoke planning solutions using imaginative approaches and techniques while ensuring both high quality planning solutions and permission for deliverable schemes.

Hedley Planning help clients to negotiate the planning system while understanding the bigger picture issues.

We understand the environmental, community and economic context within which our clients are working and apply that understanding to overcome the challenges with which they are faced.

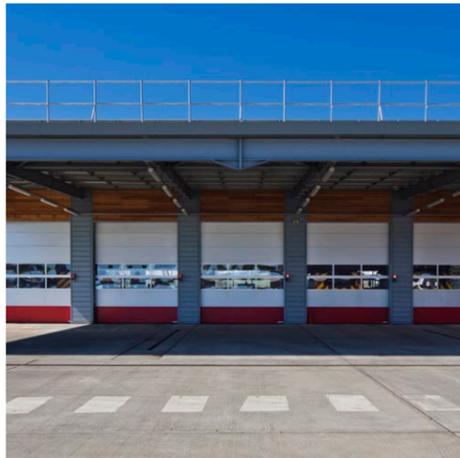
Expertise are introduced to a project from the very beginning of an idea, through to delivery, advising and guiding at every step - understanding that planning is so much more than submitting an application.

Hedley Planning are an independent planning consultancy, specialising in securing positive planning outcomes on a wide variety of development projects.

Our portfolio includes a diverse range of public and private sector clients across sectors.

We provide creative planning solutions to complex development proposals with services covering a range of land use and planning considerations.

- Appeals
- Applications
- Appraisals & Due Diligence
- Community Engagement
- Planning Strategy
- Project Management
- Section 17 & CPO
- Strategic Land Promotion



“We understand that planning is so much more than submitting an application”

We are a growing practice that takes great pride in our team members and their collective energy to promote imaginative approaches to planning projects across the North of England.

Every member of our team brings their individual skill set and considerable technical expertise. This ensures we offer clients the complete package of services and experience to deliver successful project outcomes. We apply a strategic thought process to all our instructions to help identify the most effective and desirable solutions to meet the project brief and to overcome technical challenges.

At the root of our approach is a strong commercial awareness of the property industry and detailed understanding of how the planning system works. We identify and present planning arguments whilst positively representing our clients with the aim of ensuring their objectives are met.

We pride ourselves on offering objective and realistic advice, honestly telling clients what they need to hear.

We offer a responsive and flexible service which can adapt to changing situations and requirements.

Equally, we will always consider costs and pride ourselves on our reputation of offering expert added value.

Last year, over 96% of our projects received planning permission through reaching a balanced consensus and considerate negotiation with local planning authorities, demonstrating our commitment to inclusive planning and consultation.

We are regularly placed at the core of multi-disciplinary teams as lead consultant needing us to balance a range of technical inputs, constraints and opportunities to arrive at successful and sustainable quality project outcomes.

Often we are expected to understand and interpret other disciplines and generate debate to find the right social, economic and environmental solution to a problem.

We consistently hit above our weight in the North East and have taken the lead to deliver significant projects of which we are incredibly proud.

Our business continues to go from strength to strength while maintaining the ethos and ensuring that team members continue to be very 'hands-on' on all projects, ensuring a high quality service with a personal touch.

“Last year over 96% of our projects received planning permission through reaching a balanced consensus and considerate negotiation”



## Hedley Planning Sectors



Commercial, Former Co-operative Building

“Involved with small one-off schemes through to ground breaking regeneration projects”



Heritage, Sunderland Fire Station



Industrial, Gateway West

Our experience and expertise have ensured we've been involved in a broad range of projects from small residential requirements through to ground breaking commercial, retail and industrial regeneration projects.

Throw in fascinating and sometimes controversial work with heritage sites and you can be assured we have the experience to bring a project to fruition.

- Affordable Housing
- Blue Light Services
- Commercial
- Education
- Heritage
- Industrial
- Leisure & Tourism
- Public Sector
- Renewables
- Residential
- Rural Development
- Strategic Land Promotion
- Student Accommodation



Blue Light Services, Durham City Fire Station

# Hedley Planning Ponteland School and Leisure Centre

Case Study  
Public Sector / Leisure /  
Education



## Brief

This project involved a detailed planning application for the demolition of the existing leisure centre and replacement with a new leisure centre, library, primary school and secondary school.

The leisure facilities would be accessible to the schools via a shared user agreement and the existing Ponteland High School would close and pupils would be relocated to the new secondary school, accommodating a total of 2,020 pupils. It is expected that Richard Coates Middle School would also relocate to the new educational facility.

## Challenges

The proposed development followed an extensive exercise of option analysis, including detailed site and planning appraisals, consideration of reasonable alternative options and a range of public consultation and stakeholder events. It was therefore important to fully understand the context of the proposal and to ensure that it was not presented as a 'done deal'.

The development had a number of technical challenges, including areas of Flood Zone 3a, public rights of way issues and an objection from Sports England. The local Parish Council and a large number of local residents were not supportive and objected on the grounds of inappropriate development in the Green Belt.

## Approach

We sought to ensure on-going meaningful consultation was carried out with all stakeholders, including hard to reach groups such as local elderly residents.

Public engagement was on going throughout the planning application process.

Prior to consultation events, we ensured that all of the project team attending was fully briefed so that every member of the public could be fully engaged with during events.

## Outcomes

Positive amendments to the design proposals sought to address concerns and deliver a scheme which will be fully accessible to all of the community.

# Hedley Planning Mount Oswald, Durham

Case Study  
Student Accommodation /  
Education



## Brief

Durham University and Interserve Consortium sought permission for two colleges, with accommodation for 1,000 students, and a University Hub.

We led a large team made up of built environment professionals acting on behalf of both the University and the Interserve Consortium to deliver planning permission on time to allow the colleges to open in time for the beginning of the academic year.

## Challenges

The site is located within the setting of the Durham Cathedral and Castle World Heritage Site and is a key growth area.

The proposed build was to include modern modular construction techniques but retain the appearance of a traditional build. Outline permission had been granted for the wider site, with a Reserved Matters application and approval of conditions application requiring to be twin tracked to ensure any amendments did not lead to any knock on effects.

Managing ecology timescales was a key challenge, as was ensuring the planning process stayed on track to allow determination of the application at Committee within very tight timescales.

## Approach

We took an inclusive approach, involving Council Planning Officers and Planning Consultants representing Durham University, to ensure that all consultants were working towards the same clear goal.

As with any major development site, a significant planning history had arisen due to consequential amendments since the original approval. A firm grasp of all the detail was required to ensure the Reserved Matters approval was implementable and lawfully sound.

Ongoing dialogue with key stakeholders, especially the Council's Design Officer, ensured that the application was fully supported.

## Outcomes

A lot of initial work was carried out ensuring there was no need for pre-commencement conditions, which would have delayed the programme.

This effective partnership between planning and other built environmental professionals ensured all conflicting requirements were quickly mediated.



## Hedley Planning Housesteads Artwork

### Case Study

Commercial / Leisure & Tourism /  
Rural Development / Heritage



*“The gate may initially seem at odds with the grey stone of the fort, however, the Roman world was a riot of colour, pattern and symbols. The Roman Empire and its people showed off their presence and power on the landscape and communities through vibrant buildings, pottery, clothes and inscriptions.”*

## Brief

English Heritage was celebrate 1900 years since the building of Hadrian’s Wall with a range of events and art installations.

The artwork at Housesteads Roman Fort was produced by internationally renowned British artist and designer Morag Myerscough and in collaboration with the local community and poet Ellen Moran.

It was the first artwork to be commissioned as part of our clients new Creative Programme.

## Challenges

A negative pre-application response from the National Park Authority meant that English Heritage approach Hedley Planning to support their planning application of the temporary installation of art work at Housesteads Roman Fort, part of the Hadrian’s Wall World Heritage Site.

We needed to demonstrate that the public benefits of the development would outweigh the temporary and reversible harm that the development would have on the landscape. The application also needed to be approved quickly, to allow the Art Work to be installed in time for the celebrations.

## Approach

Following further discussions with the NPA, a robust planning application was prepared, setting out the significant benefits of the proposal and it’s temporary nature.

We also worked with a Landscape Architect to submit accurate photo visualisations of the art work, to ensure that the proposals could be assessed properly, while explaining to the Planning Officer’s that it was meant to stand out and be visible!

## Outcomes

The supporting Planning Statement set out both the benefits of the scheme and how the NPA could control the development, through the use of appropriately worded planning conditions.

We successfully secured planning permission, and within the required timescales to allow construction for the 1900 Hadrian’s Wall celebrations.

After the installation was dismantled in November 2022, the painted panels were given to those community members who had helped create the art work.



# Hedley Planning Barratt Homes

Case Study  
Residential / Strategic Land  
Promotion



## Brief

**We worked with Barratt Homes North East to deliver planning permissions for four existing development sites.**

The applications were for a total of 891 homes, which will deliver an additional 219 homes from existing sites.

The applications were developed and submitted simultaneously within 9 months to help meet the changing market demand for more family homes suitable for first time buyers.

## Challenges

The sites were spread across the North East and required a co-ordinated approach with both the Land and Technical Teams within Barratt Homes to ensure delivery of an appropriate strategy for each Council area.

The differing approaches were required due to both policy differences and working practices of each Council.

## Approach

As they were existing development sites, significant pre-application engagement was undertaken with Council Officers, local residents, the wider community and Local Councillors.

While the principle of housing development has already been accepted all of the material planning considerations have to be re-assessed to ensure that the additional homes do not result in harm.

A close working relationship was developed with key members of staff within Barratt Homes to ensure a co-ordinated and flexible approach to planning, technical and commercial considerations.

## Outcomes

We successfully secured planning permission on all four sites within the required timescales.

The high quality pre-application engagement ensured that all applications were recommended for approval at Committee and pre-commencement conditions were kept to a minimum. This was especially important as any delays in discharging conditions would have impacted on the development programme.

Barratt Homes North East were delighted with the service we provided and we have developed a fantastic working relationship with their team.

## Former Co-operative Building, Newcastle

### 177 Newgate Street, Newcastle is an important Grade II Listed Building in the heart of the City Centre Conservation Area.

The project's aim was to deliver detailed planning and listed building permission to convert and part demolish the four storey Art Deco building which has two large imposing entrance/stairwells.

Planning consent was secured for the refurbishment of the former Co-operative store to a 184 bedroom hotel with basement gymnasium and ground floor retail and restaurant uses.

A detailed understanding of the client brief, the significance of the Listed building and the planning system were essential. Physical intervention to undertake an initial soft strip established the scope of works required to deliver the operators requirements. A fine balance between retention, repair and enhancement were key to the success of the consenting process.

We exceeded the client's expectations and original brief and also satisfied all necessary regulations within eight weeks. We worked hard with the developer and Newcastle City Council to ensure that the scheme was of a high quality and would enhance the Conservation Area.



## Ponteland Fire Station

### Planning permission was sought for the construction of a single storey fire station on land west of Ponteland High School, Callerton Lane, Ponteland.

The site was outside of the settlement boundary and therefore justification was needed as there was an 'in principle' objection to the proposed development. The site was also in the Green Belt and 'Very Special Circumstances' needed to be demonstrated.

The Planning Statement clearly set out the very special circumstances that can be applied to the proposal. A summary of these follows: Call out times and national targets; Location of current retained fire personnel; Alternative locations; and, Risk modelling.

The application was recommended for approval, following local objections, citing concerns over the loss of trees and hedgerow, road safety, the general design and appearance, and the impact on the landscape corridor along Callerton Lane. The proposals were unanimously approved by Strategic Planning Committee.



## Chilton Moor, Sunderland

### We worked with Adderstone Living Ltd to deliver 45 affordable homes at a site in Chilton Moor, Sunderland.

The site had been subject to a number of planning applications, including an application which had recently been refused planning permission. There was therefore vocal local opposition, who raised concerns relating to the development of greenfield land, design, ecology, highway safety, amenity, local infrastructure and drainage.

An innovative approach to the design, with a 'village green' proposed to the

front of the site, incorporating the SUDs drainage basin, maintained the low density character of the area. This did require compromises within the site; however, sensitive landscaping within the site ensured an acceptable level of both visual and residential amenity.

We successfully secured planning permission, with all of the dwellings within the development to be affordable; the bungalows are available for affordable rent, with the remainder available as 'rent to buy' units. The dwellings were delivered to Karbon Homes, a registered provider with a widespread presence in the north-east.



## Doxford Hall Wedding Village

### Doxford Hall, a luxury wedding, spa, conference and restaurant complex at Chathill near Alnwick, sought permission for a new walled garden wedding and bridal pavilion, together with lodge-style accommodation.

The project's aim was to deliver permission for a 'Wedding Village' within a Listed walled garden. The need to conserve and enhance the heritage of the site required imaginative solutions, especially in relation to parking and drainage.

An iterative approach was undertaken, with a number of possible solutions investigated during extensive pre-application discussions. This included fully engaging with the Council's Conservation Officer, to ensure that the economic benefits were carefully weighed against any potential harm.

Permission was granted which will help secure the future of both the walled garden and Doxford Hall, delivering significant long-term economic, social and environmental benefits for the local area.



## Hedley Planning Key Contacts

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### Sean Hedley, Managing Director

Sean founded Hedley Planning Services in 2012 and has since grown the company to become an established leading consultancy.

Sean qualified as a Chartered Member of the RTPI in 1996 having been awarded BA (Hons) and Diploma in Town & Country Planning from Newcastle University 1994.

Sean has over 25 years' planning experience in the public and private sectors. He acts for a wide range of clients promoting land and property interests through the planning system.

He has expertise in preparing planning strategies and submissions for large scale residential schemes, commercial/ industrial development and forward planning.

Sean also specialises in Compulsory Purchase, distressed asset advice and due diligence reports. He is an experienced Expert Witness at Planning Inquiries, Examinations in Public and Informal Hearings.



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### Joe Ridgeon, Director

Joe is a Director based in the Hexham office and a Chartered Member of the RTPI.

He has worked in Planning since 2007 in both the public and private sector.

He specialises in residential development schemes across the north of England with experience including obtaining planning permission for a range of developments including mixed-use development, major commercial, retail, leisure and tourist projects.

Joe also specialises in preparing site appraisals; engaging in the Development Plan process to promote land, including making representation at Examination in Public and advising in relation to highways issues including road closures.



“Our people drive success - their experience and professionalism gets results”



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