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# National Experts, Local Knowledge

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An introduction to DPP



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## Project: Milburngate, Durham

Client: Arlington Real Estate, Carillion  
and Richardson Capital LLP

Image: Faulkner Browns Architects

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## *We are DPP.*

*An independent, nationally  
recognised, director-led  
planning consultancy with  
offices in Cardiff, Leeds,  
London, Manchester and  
Newcastle upon Tyne.*



Planning Major  
Regeneration



## Project: Grange Farm, Harrow

Client: Harrow Council

Image: Hawkins Brown Architects

### An innovative interpretation of high density urban living



## A message from our CEO

*Planning can be a complex and frustrating experience. For close to forty years, as planning has become increasingly complicated, DPP has been guiding organisations through the potential pitfalls to deliver successful outcomes.*

DPP is an independent, agile and commercial planning practise. We are focused on our clients' needs, providing robust advice and are driven not by processes but by outcomes. This is why we represent some of the largest developers and landowners in the UK. We are owned by our Directors, meaning that they take personal responsibility for delivering results. Our Directors lead our projects with an enviable technical knowledge and track record of success. Our results reflect that we are integral to the entire development process and contribute much more than planning advice.

I hope this short overview of who we are and the work we do provides an insight into what we can achieve for you

*Gareth Hooper - CEO DPP Planning*

Planning  
New Communities



## Project: Cardiff Innovation Campus

Client: Cardiff University

Image: Hawkins Brown Architects

## The world's first Social Science Research Park

*At DPP, we pride ourselves  
on completing the  
planning process properly,  
so you don't have to.*

### Facilitating Vision

*We are all too aware that for many organisations, the planning process can be a minefield of paperwork, red tape and delay. That's why we're dedicated to taking that burden away from you, so that your full attention can remain focussed on delivering your vision.*

We own our projects. We believe that it's vital for our clients to have a direct contact to liaise with, which will be one of our highly experienced directors introduced in this booklet. We want you to see us as a valued partner and collaborator in the development process, and so we spend time getting to know you, your key contacts, your organisation, and your aims for the project, so we can exceed the objective.

Our outstanding track record is the reason why we are trusted advisors to some of the largest development organisations and land owners in the UK. Our client testimonials speak for themselves, a few of which you can view in this booklet. The key to this success and the reason that we are able to retain relationships with our clients for such long periods of time (30+ years in one case) is that we truly care about the outcomes that we achieve for you.

Higher &  
Further Education



*"DPP has consistently provided an exemplary planning service, which has been instrumental in our achievements at Broughton. DPP will, I am sure, continue to take a lead role and assist us in securing further positive outcomes at the Shopping Park, to the benefit of both British Land and the local community".*

*Matthew Reed, Director at British Land*

*DPP provides asset management advice to British Land on a number of their sites throughout the UK. Since 2010, DPP has advised on Broughton Shopping Park near Chester, project managing several major planning applications aimed at enhancing the development's overall retail and commercial leisure role, attracting both customers and operators.*

Working with British Land and their appointed consultant team, DPP continues to assist in formulating and delivering a programme of improvements to the Park.

The first success was securing permission for an 11 screen multiplex cinema and restaurants. This was followed by planning permission for a M&S Simply Food; a phased major refurbishment programme for the shopping park incorporating parking, new shopfronts, and public realm improvements; a further new restaurant and the sub-division of a number of retail units. DPP is continuing to advise and progress further planning applications aimed at improving the Shopping Park's overall environmental quality and shopping experience.

## Project: Broughton Shopping Park, Chester

Client: British Land

Image: 3D Reid Architects

Planning for  
Asset Management

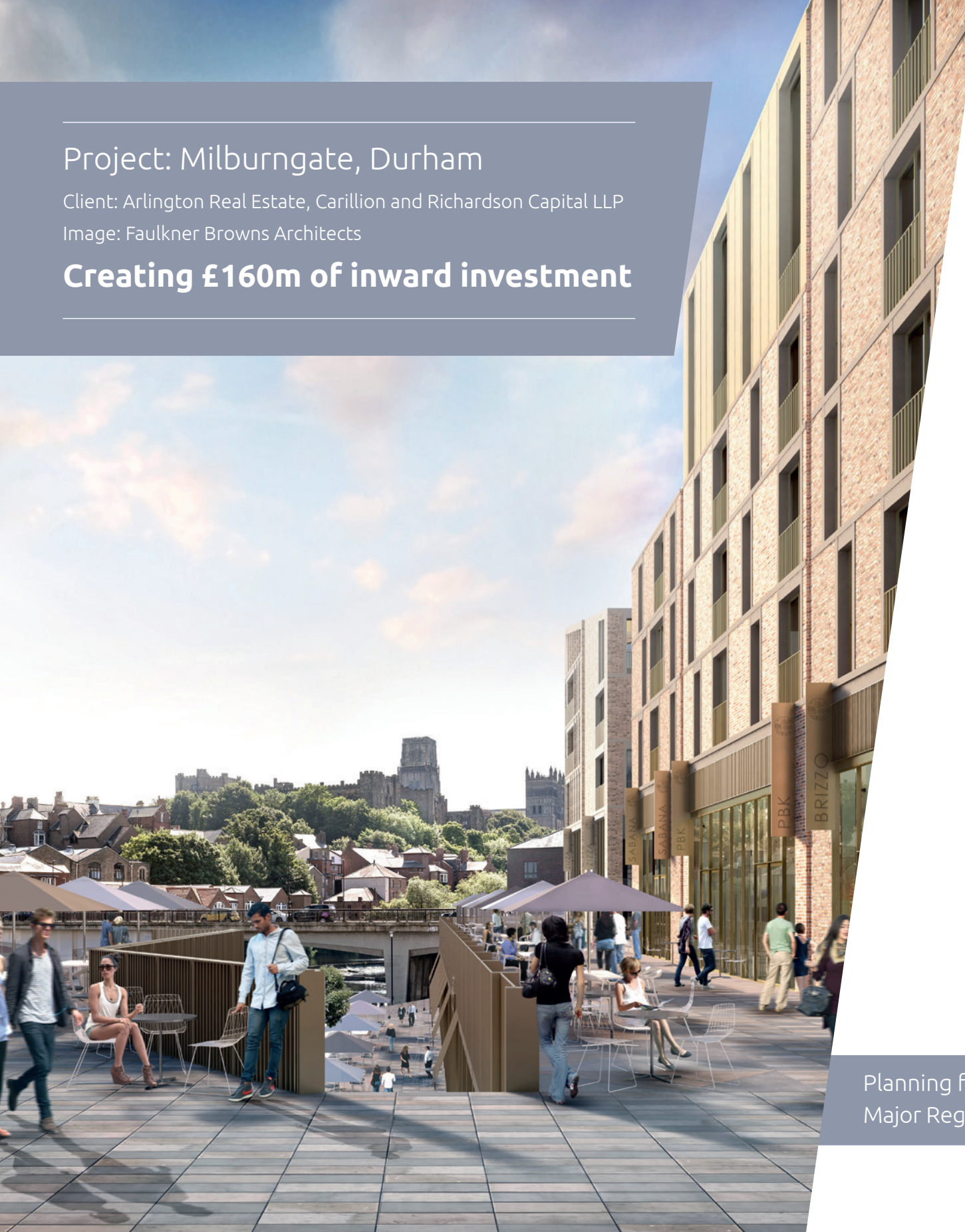


## Project: Milburngate, Durham

Client: Arlington Real Estate, Carillion and Richardson Capital LLP

Image: Faulkner Browns Architects

## Creating £160m of inward investment



*'DPP provided us with expert technical planning advice on our Durham City flag ship project, Milburngate. DPP helped us secure planning permission quickly on an intricate and detailed mixed use proposal which stands in a beautifully historic but sensitive setting. I fully recommend DPP for their knowledge, local understanding and commercial planning advice.'*

*Chris Ives,  
Carillion Development Director*

*DPP secured planning permission for the development Milburngate, the largest regeneration site in Durham City for a decade.*

Formerly home to Her Majesty's Passport Office and National Savings and Investments, Milburngate will be a mixed-use development, providing the opportunity for around £160m of inward investment. Adjacent to a World Heritage Site and conservation area setting, the proposals will feature an Everyman Cinema as the cornerstone of its leisure offering alongside a variety of premium restaurants and bars, high-specification apartments and energy-efficient office space.

DPP's role was to work closely with the project team, the local planning authority and Historic England to develop a commercially viable scheme which met the demanding requirements of the heritage constraints. Through a collaborative approach, a scheme was developed which was accepted would transform the area, opening up the use of the riverside and improving public facilities. DPP's case also drew on the significant catalyst the project would be in generating jobs.

The Milburngate House site is the second key element of the regeneration of Durham's riverside delivered by DPP, having previously secured consent for the regeneration of Freemans Reach on the opposite bank of the River Wear, creating sustainable new offices for Her Majesty's Passport Office and National Savings and Investments and helping retain a significant amount of jobs in the City.

Planning for  
Major Regeneration



## Project: Park Place, Cardiff

Client: Ocubis Ltd

Image: Emrys Architects

***Our focus is the outcome,  
not the process.***

*We aim to exceed your  
expectations, working with  
you to deliver results.*

## Best Practice Planning

*DPP are experts in planning and can guide you through the process of appraisals, applications and appeals, with proficient and insightful ease.*

Whether dealing with a large or small project we put a bespoke and commercially viable strategy in place that ensures that every step of the process is handled intelligently and concisely.

*Let us deal with questions such as:*

- What are the precise planning and commercial objectives?
- Where might problems arise? How might we tackle them?
- What is the right team for the job?
- What current and new planning legislation and policy might apply?

Our aim is to exceed your expectations for the project.

Planning  
Offices



## Project: Brixton Hill Educational Campus, Lambeth

Client: Education Funding Agency/Bowmer and Kirkland

Image: Jestico + Whiles



*'We have worked closely together over the last 3 years on some very difficult applications in the capital and we have always found that DPP Planning provide a high quality service, with excellent planning advice and a team committed to meeting the challenging timescales set.'*

*C. Arno,  
Framework Director, Bowmer & Kirkland Ltd*

*On behalf of the Education Funding Agency/Bowmer and Kirkland DPP successfully secured planning permission for the development of a new educational campus at Brixton Hill, Lambeth.*

Designed by award-winning architects Jestico + Whiles, the development responds to the local setting and is set to enhance Brixton Hill, and the neighbouring Grade II\* listed Corpus Christi Church.

The scheme will create new facilities for Lambeth College, Trinity Academy and the new South Bank Engineering UTC in Brixton. These new facilities, with a total floor space of 13,869sqm will have the capacity for up to 1800 students and will replace the set of 1950s and 1960s buildings currently occupied by Lambeth College and Trinity Academy School.

DPP co-ordinated the planning process, advising on strategy and developing a solution that met the client's needs, whilst addressing the sometimes contradictory challenges that the site raised.

DPP provided a robust planning case in support of the proposals, drawing heavily on the community benefits that would result from the proposals. The result was a planning consent for a significant project delivered on programme.

Planning  
Schools



## ***Planning is at the heart of most development projects.***

*The submission of a planning application is usually the culmination of number of elements, which DPP will lead, contributing to every aspect of our client's projects.*

### **Planning the Future**

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Delivering successful planning strategies requires us to deliver a number of services:

#### ***Project Management***

The planning process is complex and requires careful management to ensure positive and timely outcomes. The process is about far more than just the application. This is why we position ourselves at the heart of any project we work on.

#### ***Planning Applications***

Anybody can submit a planning application, but securing permission is another matter. At DPP, the submission of an application is the culmination of a detailed assessment of what is required to deliver the vision for the site.

At DPP, we actively promote proposals, we take ownership of the scheme and will drive the application forwards to a positive outcome. This is why our success rate for applications is above the national average.

#### ***Planning Appeals & Judicial Review***

Should an application be refused, or conditions imposed which don't work for you, we are experienced in appeals. We will not only advise, but will also represent you at appeal, preparing and presenting evidence as expert witness and instructing Counsel. We are also experienced in progressing judicial reviews of decisions.

#### ***Appraisals & Feasibility Studies***

Every project starts with an appraisal of the site and your vision for it. Fundamental issues like: will you get planning permission, how big can you go and what financial contributions are likely, are usually covered, which accompany our expert opinion on how best to deliver your vision there.

#### ***Sharing Knowledge***

Our job is not to just stay constantly updated and therefore be able to advise on current legislation and its ramifications, but to advise you on how to stay ahead of relevant changes, enabling you to efficiently plan your development activity.

#### ***Securing Allocations and Favourable Policies***

We start every project with an assessment of the relevant planning policy context, considering the status of emerging plans and strategies. DPP is experienced at managing this process, submitting representations and giving evidence at examinations.

#### ***Community and Political Engagement***

Increasingly, engagement with the community and stakeholders is key to delivering successful outcomes, so this always features in our assessment of a project's needs. As champions for the proposals, we lead consultations, host and promote key project information and respond to questions. Our local knowledge also means that we know what the local political agenda is, and have access to the key 'players'.

#### ***Compulsory Purchase Orders***

Delivering comprehensive redevelopment strategies is rarely easy and often requires complex site assembly and acquisition. DPP has considerable experience of acting on both sides of compulsory purchase orders, guiding clients through this specialist field, producing evidence and appearing as expert witnesses.

***DPP is independent and focused solely on planning. This means that we can work with the best team to deliver your vision.***



## Blackburn Wing, Wetherby

Client: Bayford Properties

Image: Bayford Properties

*DPP's work at the Grade II Bowcliffe Hall delivered the client's vision for an innovative and high quality contemporary conferencing facility in a historical setting.*

DPP co-ordinated the development of a scheme to overcome the many constraints to the client's vision for a conference centre in the Green Belt and Special Landscape Area. We provided a detailed Heritage Assessment supporting the sensitive refurbishment of Bowcliffe Hall and the landscaped grounds, which informed the entire design process. We led discussions with the local planning authority, developing a working partnership which then, which delivered planning permission within eight weeks of the submission. In so doing, DPP demonstrated that the proposed works would not be harmful to the significance of the building and its context.

This modern project took note of the historic associations the hall had with aviation history and characterised it within the building's design. The ground breaking design and innovative approach of the project led it to triumph in the RIBA Yorkshire Award in recognition of architectural excellence and the 'Design Excellence' award at the Yorkshire Insider Awards.

***"DPP led and managed the development team from start to finish and secured an innovative and wonderful new development which merges the history of the hall with the needs of commerce to provide additional accommodation in the Green Belt and I would not hesitate to use them again."***

*Lucinda Jennings,  
Property & Development Director- Bayford Properties*

Planning the  
Historic Environment



## Salford Central, Salford

Client: English Cities Fund

Image: AHR Architects

*Regeneration specialists English Cities Fund is a partnership of Muse Developments, Legal & General and the Homes and Communities Agency. They were appointed by Salford City Council and Central Salford URC to bring about the regeneration of the Historic Core, Chapel Street, Central Station and New Bailey areas of Salford City Centre. DPP has been advising on the project for 10 years, formulating and delivering the planning strategy for the regeneration of this area.*

DPP's initial role was in submitting the largest planning application dealt with by Salford City Council, which included an extensive and complex consultation process. The original outline consent proposed the delivery of 500,000+ square metres of offices, residential, retail, leisure, community facilities, transportation and public realm improvements. DPP provided evidence to the Compulsary Purchase Order Inquiry necessary to deliver the vision and have, in recent years, progressed numerous detailed applications to deliver individual elements of the proposals, most recently securing consent for an 11 storey Grade A office scheme and four residential blocks totalling 843 units, including an impressive 33 storey tower.

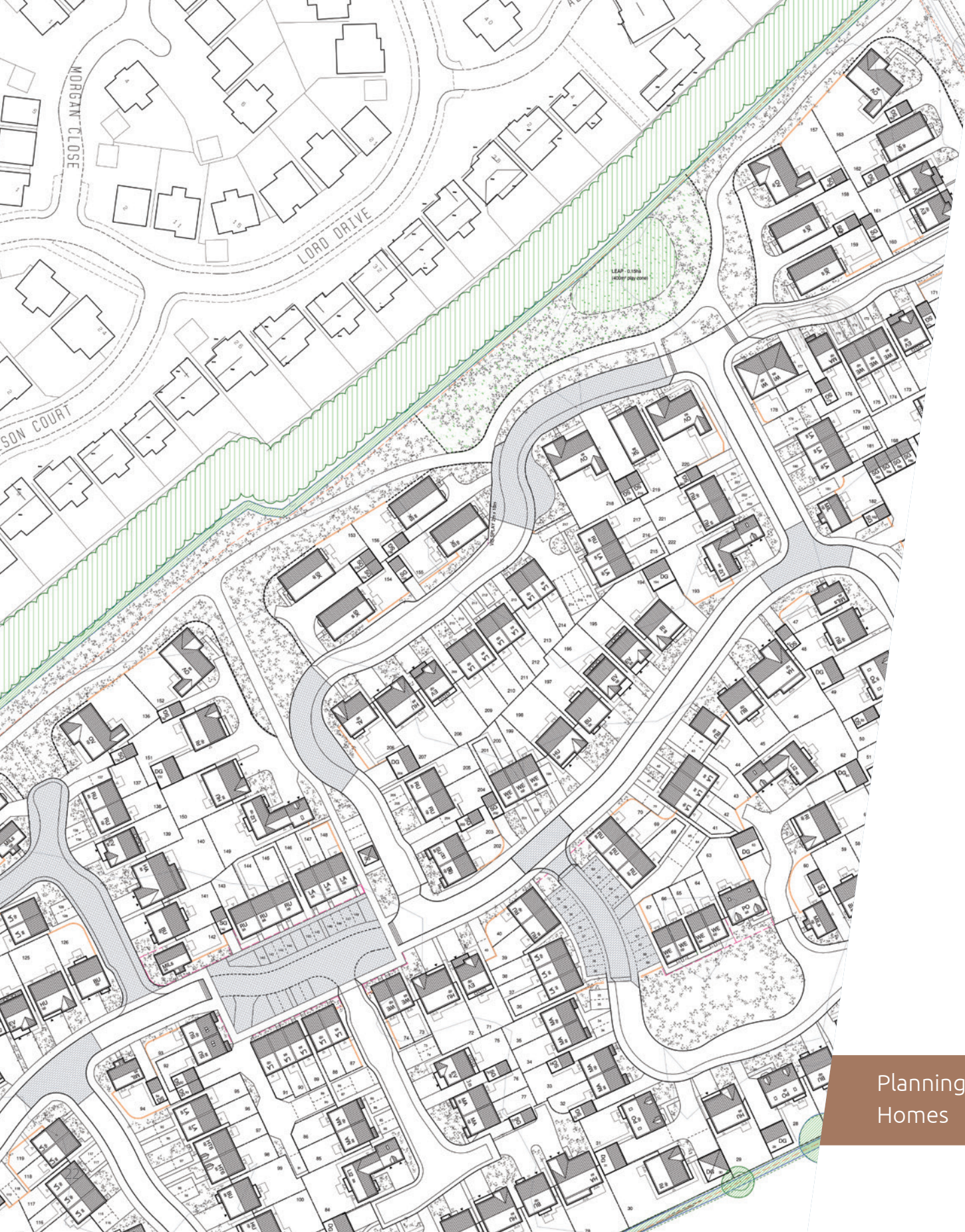
This project is changing the face of Salford and is a great example of DPP working in partnership with a client to develop a long term vision for a site and then delivering this.

***"The DPP team involved in this major regeneration project has delivered all that has been asked of it and on time and within budget, key considerations as far as ECf is concerned."***

*Phil Mayall,  
Development Director, English Cities Fund*

Planning long  
term visions





Planning  
Homes

## West Green Pocklington, Leeds

Client: Linden Homes

Image: Linden Homes

*West Green Pocklington is a predominantly greenfield site, located partially within Pocklington Conservation Area, overlooked by existing residential properties with boundaries comprising of mature and prominent belts of trees. A small part of the site contained an old farm complex whose buildings were of historic interest and provided a habitat for protected species.*

DPP was initially instructed by Linden Homes to secure consent for Phase 1, which included 99 new dwellings, a new medical centre, public open space and new highway access. Working with Linden Homes and their team, DPP overcame opposition to the loss of the greenfield site, successfully arguing that the wider site represented a sustainable and well planned means of meeting the council's housing land needs.

DPP subsequently, secured full planning permission for 222 homes as part of Phase 2 and a hybrid permission on Phase 3 comprises of approximately 266 units as well as the provision of land for a new full sized football pitch at the Henry Thirsk Amenity Centre. A total over 500 new homes will be delivered to the south and south east of Pocklington.

***"DPP provide a thorough and professional service whether obtaining planning permission or promoting land through the Local Plan process and I would recommend their services to any potential house builder or developer"***

Andy Cramer,  
Technical Director, Linden Homes North



## Planning People

*Director input throughout every project ensures clients benefit from our vast experience. We draw together our project teams based not just on geographical location, but on the expertise required to deliver the outcome.*

Our Directors have unique skills and experiences which are drawn upon wherever we are working. This combined with the local knowledge and contacts that our regional offices provide ensures that we have relevant project and location experience.



### Jill Riley

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Jill joined DPP in 1986 as a senior planner and became a Director in 1989. She has worked in a number of the DPP offices and set up the Manchester office in 1996.

Prior to taking up the post of COO Jill was actively involved in planning and property development across all sectors of the market. She has worked for retailers, property developers and land owners on many large and smaller scale projects. She has a specialism in portfolio management working for a major central government department and a number of blue chip companies.

Her time is now focused on running the business with fellow Directors.



### Nationwide Planning Advice

Client: Citygrove  
Image: Faulkner Browns & Citygrove

Planning Tall Buildings



### Faith Folley

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Faith joined DPP in 2008 as a Senior Planner, progressing through the company before being made a Director in January 2014.

Faith advises a range of clients and her experience ranges from advising on education applications to managing large mixed use regeneration projects. Faith's technical knowledge of dealing with complex and challenging schemes has allowed her to secure positive outcomes for key, landmark sites across the North East.

#### *What People Say About Faith:*

"Faith has provided us with a full planning service for a number of years, achieving planning permission on a number of challenging and complex schemes. Faith provides us with general planning advice across our sites from strategic advice, to applications and post planning work. I would fully recommend Faith and DPP; they are commercial, conscientious and provide sound planning advice."

*Neil McMillan, Development Director, Carillion*





## Rochdale Riverside

Client: Genr8 Developments  
Image: TP Bennett

Planning Shopping Centres



## Centre for Student life

Client: Cardiff University  
Image: Fielden Clegg Bradley Studios

Planning Higher education



## John Francis

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John joined DPP in 1997 as an Associate Director progressing to Director in 2001.

John acts for a range of clients on projects spanning major mixed use, retail, residential and commercial/industrial developments to regeneration initiatives and energy schemes. He successfully promotes sites through the development plan, planning application and appeals processes and leads multi-disciplinary teams and he is an expert witness. He has advised clients on some of the largest mixed use developments carried out in the UK.

### *What People Say About John:*

"John, is resourceful, shrewd and the most avant garde planning consultant I have ever worked with. He has the knowledge and ability to subtly and skilfully guide major development projects to the desired end. I would recommend him to any developer."

*Simon James, Head of Development, Primrose Holdings Ltd*



## Gareth Hooper

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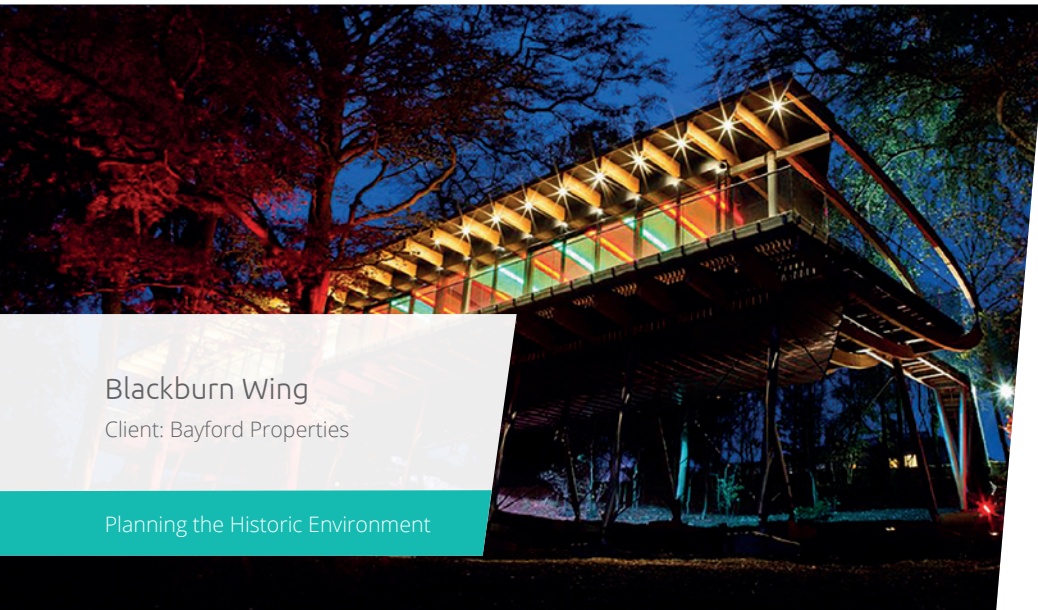
Gareth joined DPP in 2005 as a Senior Planner, progressing through the company before being made CEO in August 2014. Gareth acts for a range of private and public sector clients on projects ranging from renewable energy schemes to urban extensions. He regularly leads multi-disciplinary teams, creating development strategies to secure successful outcomes on complex sites across the UK.

### *What People Say About Gareth:*

"Gareth is possibly the most commercially astute and knowledgeable planning consultant I have had the pleasure of working. He has the ability to lead on the strategic issues whilst guiding the detail of the technical issues arising across the various disciplines. I would have no hesitation in recommending Gareth's services on any development project."

*Julian Painter, Director, Henry Boot Developments Ltd*





Blackburn Wing  
Client: Bayford Properties

Planning the Historic Environment



Project:  
Planning Advice  
Client: Lidl Stores Limited

Planning Retail



## Mark Lane

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Mark joined DPP in 2008 and became a Director in 2011. During this time Mark has built a strong residential and commercial client base.

Mark acts for a range of private sector clients and leads project teams seeking various forms of developments from small scale infill housing schemes to large urban extensions. Mark also promotes strategic allocations through the local plan process and progresses applications for mixed use and commercial developments.

### *What People Say About Mark:*

"DPP (Mark Lane) provide a thorough and professional service whether obtaining planning permission or promoting land through the Local Plan process and I would recommend their services to any potential house builder or developer"

*Andy Cramer, Technical Director, Linden Homes*



## Michelle Davies

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Michelle joined DPP in 1988 as a Planning Assistant, progressing through the company to become a Director in 2004.

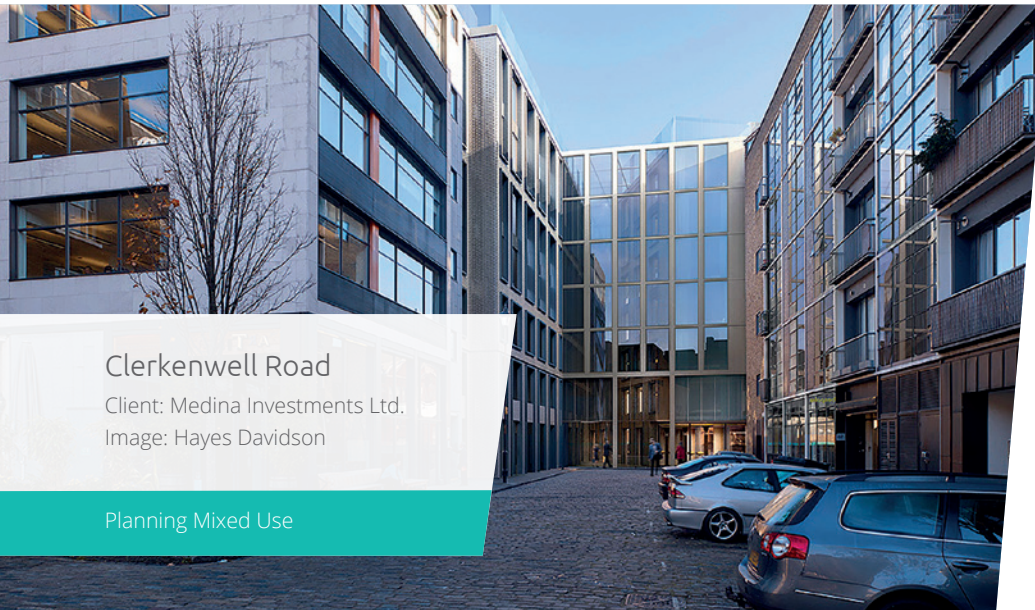
Michelle acts for a range of private and public sector clients on projects in the North and East of England and has a particular interest and track record in education and commercial planning. Acting as project manager and technical planning expert, Michelle leads large scale development projects and has a high success rate. She also has extensive experience as an Expert Witness

### *What People Say About Michelle:*

"We have worked with Michelle on a major food store scheme where she delivered a consent and successfully dealt with many problem issues presented by the Local Planning Authority. Her service levels are exemplary and her advice is always strategic, commercially driven and cuts to the chase. We have since instructed Michelle on several other schemes and wouldn't hesitate to recommend her."

*Mark Twelves, Managing Director, Litton Properties Ltd*





## Clerkenwell Road

Client: Medina Investments Ltd.  
Image: Hayes Davidson

Planning Mixed Use



## Nationwide Planning Advice

Client: Domino's Pizza  
Image: Domino's Pizza

Planning Food & Drink



## Bob Robinson

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Bob has been with DPP since 1987, joining as a planning assistant and being made a Partner in 1998 and Director in 2011.

Bob acts for a range of public and private sector clients on projects ranging from major retail/leisure developments to urban redevelopments and schools. Bob also has extensive expert witness experience in respect of planning appeals, examinations, CPO and the High Court.

### *What People Say About Bob:*

"I have known Bob Robinson for many years – in fact I called him as a witness the first time he gave evidence to a planning inquiry. He identifies the key points in a case in persuasive terms and is steadfast under cross-examination. I rank Bob as one of the best planning witnesses in the country. As a planner he is that rare combination of someone with common sense, an ability to see the wood from the trees, realism and pragmatism; I wholeheartedly recommend him."

*Christopher Katkowski QC*



## Gary Sutton

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Gary joined DPP in 2002 to set-up and lead the Cardiff Office. Prior to joining the private sector in 1998, Gary gained considerable planning and regeneration experience working in the public sector.

Gary provides consultancy advice to a wide range of clients ranging from major national companies such as British Land and Domino's Pizza to successful regional developers such as Loc8 Developments Ltd and Starburst.

### *What people say about Gary:*

"Since 1998, Gary has provided me with planning advice and project-managed a wide range of development projects including mixed residential/retail, offices, food stores and mixed retail/services/hotel. Gary has delivered planning permissions on all instructions to-date and his 100% track-record is exemplary and much appreciated. His commercial awareness, experience and direct knowledge of the public sector are all key attributes which have been instrumental in our successful partnership"

*Mark Kennedy, Managing Director, Loc8 Developments Ltd.*



