

Cavalry Barracks, Hounslow

Inland Homes

● Planning ● Engagement



Planning and Communications Potential delivered planning approval for a major heritage-led regeneration scheme under intense scrutiny and technical risk.

Demonstrating our ability to take control of highly complex and sensitive schemes, combining strategic judgement, technical leadership and proactive engagement, to secure our client's objectives.

The Challenge

The redevelopment faced a high risk of refusal due to its scale, heritage sensitivity and public scrutiny. The site contains 14 Listed Buildings, sits wholly within a Conservation Area, lies beneath Heathrow flight paths, and proposed a significantly greater quantum of development than originally envisaged by the Council.

Consultation was also undertaken during the 2020 Covid pandemic, complicating the ability to meaningfully engage residents and stakeholders.

Without careful planning advice, the mixed-use scheme, which would deliver up to 1,525 homes, risked heritage objection, technical stalemate, and political resistance.

Our Approach

- Provided strategic project management
- Led sustained pre-application consultee engagement
- Ran a comprehensive public engagement strategy
- Coordinated a complex Environmental Impact Assessment
- Managed key consultee relationships, including Sport England, Historic England and Heathrow Airport
- Built public support and minimised objections
- Guided the application through committee with unanimous decision

The Outcome

- Unanimous resolution to grant planning permission for a major hybrid redevelopment
- Approval for up to 1,525 homes alongside public football pitches, offices, retail and associated uses
- Heritage and technical risks resolved through agreed strategy and evidence-led engagement
- Delivery certainty secured on a complex, high-profile London site