

Land North of Western Road, Silver End

Redrow Homes

● Engagement



Communications Potential secured reserved matters planning approval for 350 new homes in Silver End through a structured and trust-building community engagement programme.

Demonstrating our ability to manage sensitive large-scale development, combining early consultation, political engagement and clear messaging to secure member support following strong local opposition.

The Challenge

Outline planning permission for residential development had been refused by the local planning authority following strong local opposition, before being granted at appeal in 2016. While the principle of development was established, community concern and mistrust remained high.

Ahead of a reserved matters submission, there was a clear risk that unresolved concerns could translate into political resistance at committee, despite the fallback appeal decision.

Without careful community engagement and member liaison, the scheme risked renewed opposition, reputational damage and refusal at reserved matters stage.

Our Approach

- Coordinated a two-stage public consultation ahead of the reserved matters submission
- Built trust with community leaders by demonstrating responses to local concerns
- Led engagement with the Parish Council, presenting proposals and responding to questions
- Supported pre-committee engagement to manage political risk
- Prepared a members' briefing highlighting design quality and consultation outcomes
- Crafted a persuasive committee speech to support decision-making on the night

The Outcome

- Reserved matters planning permission secured for 350 new homes
- Comfortable approval achieved by planning committee members
- Community concerns addressed through structured consultation and feedback
- Ongoing appointment retained for community liaison and sensitive communications