

Whorlton Meadows, North York Moors National Park

Brierley Homes

● Planning ● Engagement



Planning Potential secured planning permission for residential development within a highly sensitive National Park landscape, overcoming policy constraints and local opposition.

Demonstrating our ability to guide complex rural schemes, combining planning expertise, stakeholder engagement, and strategic advocacy to secure approval in a constrained and high scrutiny setting.

The Challenge

The project involved demolition of a former primary school and redevelopment of the site for nine residential dwellings, a community car park, and landscaping within Swainby, located in the North York Moors National Park. Development in National Parks is typically resisted, with proposals often viewed as intrusive and inappropriate.

The scheme faced strong local scrutiny and opposition, alongside emerging Local Plan policies proposing strict limits on dwelling numbers and size, which risked constraining the development.

Without a clear strategy and proactive engagement, the scheme risked refusal, reduced quantum, and sustained community opposition.

Our Approach

- Advised a proactive and transparent engagement strategy with the client from the outset
- Attended parish council meetings to clearly communicate proposals and site aspirations
- Led a comprehensive public consultation programme including events and member meetings
- Coordinated engagement with Parish and Ward Councillors to reduce local opposition
- Worked closely with architects to refine layout and ensure an appropriate design response
- Prepared and submitted representations to influence emerging Local Plan policy restrictions
- Developed clear messaging aligned with the client's corporate social responsibility values

The Outcome

- Planning permission secured for nine dwellings, community car park, and landscaping via delegated decision
- Sensitive National Park development approved despite policy constraints and strong local scrutiny
- Emerging Local Plan restrictions on dwelling numbers and size successfully challenged and removed
- Community-informed design delivered a scheme aligned with local expectations and site context