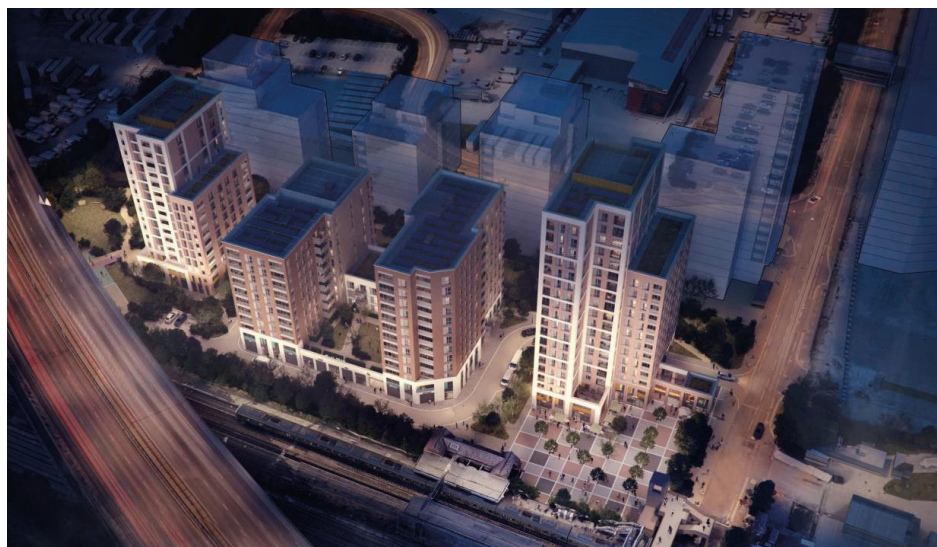


## Dagenham Stores, South Dagenham

### Inland Homes

● Planning



Planning permission was secured for 380 new homes on a constrained brownfield regeneration site at South Dagenham within an accelerated timeframe.

Demonstrating our ability to unlock high-density urban regeneration, combining strategic planning and stakeholder engagement to secure committee approval within 11 months.

### The Challenge

The site comprised under-utilised industrial land adjacent to Dagenham Dock railway station, dissected by the A13 flyover and subject to complex environmental, technical, and infrastructure constraints. Although allocated in the Adopted Local Plan, emerging policy anticipated only half the number of homes ultimately proposed, creating risk around acceptability and density.

Delivery also depended on coordinating interfaces with multiple third parties, including network rail stakeholders, Transport for London, and surrounding landowners, alongside progressing two linked applications through committee.

**Without a clear and proactive planning strategy, the 380-home scheme risked delay, a reduced quantum, or refusal. We secured a swift permission within 12 months of appointment.**

### Our Approach

- Provided a clear planning strategy to the client and multidisciplinary project team
- Coordinated two linked planning applications, including station-adjacent public realm improvements
- Led engagement with Barking and Dagenham planning officers through a Planning Performance Agreement
- Managed interfaces with C2C and Transport for London relating to station and infrastructure works
- Coordinated a large, complex consultant team to address environmental and technical constraints in parallel
- Guided the proposals from project inception through to planning committee determination

### The Outcome

- Planning permission secured for 380 new homes, including 35% affordable housing
- Committee approval achieved within 11 months of the first pre-application meeting
- Resolution to grant secured for associated public realm works delivering over £1 million investment
- Increased development density delivered beyond emerging policy expectations on a constrained brownfield site
- Delivery certainty achieved through coordinated approvals on a complex regeneration scheme