

## Coronation Mills, Castleford

Burberry Ltd.

● Planning



**“Planning Potential provided clear, strategic advice and a proactive approach throughout, helping us secure a deliverable consent aligned with our operational needs. A highly professional and commercially focused team.”**

**Edge, Project Managers for Burberry**

### The Challenge

Planning Potential secured planning permission for the refurbishment of Burberry’s manufacturing plant in Castleford, demonstrating our ability to navigate procedural complexity through clear strategy, technical coordination, and proactive officer engagement.

The project involved the refurbishment of a key operational facility employing 635 staff within Castleford. Located in a mixed-use setting with nearby residential properties, the scheme required careful consideration of noise, plant location, and amenity impacts, alongside the challenges of delivering improvements to an ageing facility while maintaining business operations.

**Through a clear planning strategy and collaborative approach, Planning Potential secured a deliverable consent aligned with Burberry’s operational requirements, minimising procedural risk and avoiding delays to a critical investment in the site.**

### Our Approach

- Reviewed approved scheme and advised on appropriate resubmission strategy for revised scope
- Coordinated preparation and submission of full planning application and supporting documents
- Engaged with planning officer to agree appropriate route for consent and scope reduction
- Managed technical inputs including drainage, noise, ecology, and construction management documentation
- Addressed amenity risks through evidence-led approach, including baseline noise and plant strategy
- Ensured alignment between planning requirements and operational programme constraints on site

### The Outcome

- Resolution to grant planning permission for reduced refurbishment of operational manufacturing facility
- Continued use and enhancement of facility employing 635 staff within Employment Zone
- Technical matters including drainage, highways, and ecology resolved with no objections from consultees
- Planning conditions limited to proportionate controls, including noise assessment and CEMP compliance
- Deliverable consent secured supporting business continuity and improved building performance