

7. Crest Nicholson and London Borough of Hounslow – a proportionate Planning Performance Agreement (PPA)

A collaborative partnership between the London Borough of Hounslow and Crest Nicholson has brought forward the redevelopment of a redundant previously developed site to provide 59 residential apartments in Isleworth.

A Planning Performance Agreement (PPA) was drafted during pre-application discussions as the issues in relation to the proposed development became clear. The PPA reflected the fact that this was a relatively straightforward proposal, but a shared commitment on the part of the council and the developers ensured that the milestones were identified and obligations put in place to secure a swift resolution to the planning application.

The PPA meant that the Council agreed to identify issues (whether from external or internal consultees) promptly as they arose and the developer agreed to respond to comments and representations within set timeframes. Milestones identified the target committee date providing additional certainty for the developer.

The PPA also ensured a good working relationship between the Council and the developer, which ensured the scheme emerged to match the Council's and the developer's aspirations.

The Council facilitated the engagement of the community in the scheme through their regular development forum. The developer was invited to make a presentation to this forum. This direct engagement gave an opportunity to explain some confusion over the affordable housing element that would probably have led to objections to the application.

The positive approach ensured that the planning application was dealt with within agreed timescales and that the redevelopment of a sustainable, previously developed site is deliverable and can come forward in a timely manner. Planning permission was granted in November 2013.