



Local Planning Authority

BROCHURE WALES

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KEW Planning has extensive experience of providing consultancy services to Local Planning Authorities both in Wales and England, including London boroughs.

We act as planning officers on behalf of LPAs for all stages of the development process: pre-applications, negotiation of Planning Performance Agreements and determination of planning applications. As acting officers, we organise meetings with applicants, stakeholders including Design Panels, and technical officers. We also present schemes to planning committee, and attend and present to members' briefings.

We work on minor and major developments encompassing a variety of land uses, including large residential-led schemes, affordable housing schemes and industrial developments.

KEW Planning is able to support Local Planning Authorities, bringing in additional private resources into the public sector, to enable timely consenting of the projects, whilst making sure that these are in the best interest of Future Generations. This ensures that projects in Wales are the most deliverable ones, making best use of the close working relationships in Wales, enabled by strong and trusting partnerships.

KEW Planning practices across Wales, with the offices located in the Capital.

About us

We are a dedicated, professional town planning practice.

K Knowledgeable
E Experienced
W Wins

It is our mission to be diligent, thorough and execute the most commercial planning advice in every instance.

With combined experience totalling over 70 years, KEW Planning has the knowledge and experience to help guide you through the complicated planning system.

We are able to work through complex issues constructively, and are solutions driven, to provide the resources and help needed to deliver decisions, within programme.



Our People

We recognise that the right people are critical for the delivery of success.

KEW Planning is a small but dedicated team, that provides a very personal service, building trust through successful advice and delivery. We are reliable and communicative, allowing our clients to trust us, and be invaluable aides.



Kathryn Williams MRTPI
Managing Director

Kathryn has 20 year’s experience, and has been providing planning services to Local Planning Authorities for the last 6 years.

She leads the team, providing the strategic advice on all projects, ensuring objectives are met, within the specified timescales, being proactive and dedicated in meeting these.

Kathryn is passionate about create a green environment, meeting climate change targets, whilst creating inclusive of local communities in which development impacts, remembering the importance of our future generations.

Kathryn is a chartered member of the Royal Town Planning Institute (RTPI), since 2010.

Career Positions

- KEW Planning – Managing Director – 2018 – present.
- JLL - Head of Planning Associate Director (Cardiff office) 2014 – 2018.
- JLL – Consultant - Senior Planner 2008 – 2017.
- Cluttons LLP - Planning Consultant 2005 – 2008.
- Woking Borough Council - Planning Assistant 2002 - 2003.



Jeff Field MRTPI
Director

Jeff has over 40 years’ experience working in both public and private sectors, primarily in the South East of England.

Jeff has extensive experience of being an expert witness; public inquiries and planning appeals acting on behalf of Local Authorities, particularly where the decision at committee differs to officer recommendation.

Jeff specialises in commercial and residential developments, but also has a strong level of expertise in heritage. Jeff is a chartered member of the Royal Town Planning Institute (RTPI), since 1995,

Career Positions

- Lambert Smith Hampton - Director - 2023 - 2025
- BNP Paribas - Head of Planning - 2019 - 2023
- JLL - Plannng Director - 2008 - 2019
- Cluttons - Partner - 1997 - 2008



**Iwan Evans
Planner**

Iwan has 3 years' experience working in private practice, primarily on housing-led developments, education and heritage projects.

Having joined KEW Planning in May 2024, Iwan is Directors on Local Planning Authority applications for a number of authorities. Iwan has a passion for community and affordable housing related projects, that actively make a difference to people's lives. In addition, he oversees the work of junior team members.

Iwan has a great eye and attention for detail, which is invaluable. Iwan is a Licentiate member of the Royal Town Planning Institute (RTPI).

Career Positions:

KEW Planning – Planner – May 2024 to present.
Tetlow King Planning – Assistant Planner – 2021 to 2023.



**Rhys Dearman
Graduate Planner**

Rhys joined KEW Planning in July 2023, working whilst studying BSc Human Geography & Planning at Cardiff University, and obtained a First honours degree in 2025. Rhys secured a bursary for his Masters, which commences this year, demonstrating exceptional organisation and dedication.

Rhys undertakes research on applications, co-ordinates consultee responses & meetings, reviews planning policy and history records, providing invaluable support to the whole team. He is well versed in writing Planning Statements, handling minor applications and has strong written and oral communication skills.

Rhys is a Licentiate member of the Royal Town Planning Institute (RTPI).

Career Positions:

KEW Planning – Graduate Planner 2025 – present.
KEW Planning - Planning Assistant – 2023 - 2025.



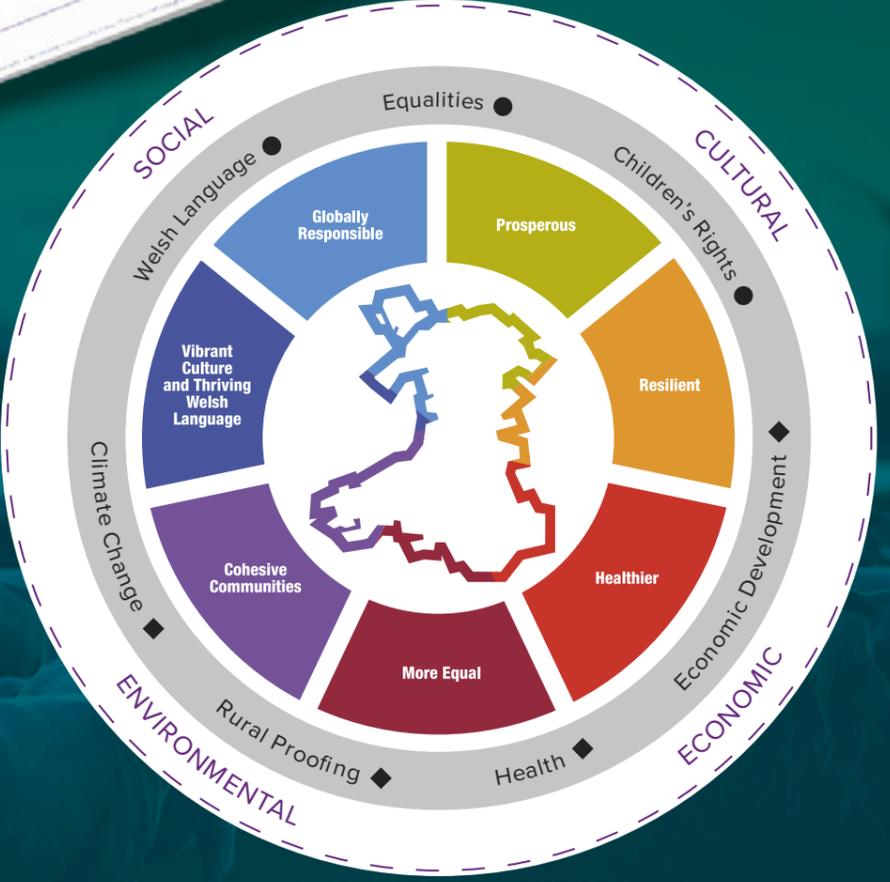
Our approach to integration of Sustainable Development in the built environment & Social Value

Wales is one of the leaders in evaluating, integrating and delivering projects for the Wellbeing of Future Generations. We understand our responsibility as a planning consultancy to provide accurate, community benefit evaluated and commercial advice to our clients.

We actively consider the delivery of service with a view to supporting and enabling the seven well-being goals for Wales. Our approach is organisation wide – providing a social benefit approach, no matter the geographical location of our clients.

The following has been sourced from “Future Wales - The National Plan 2040

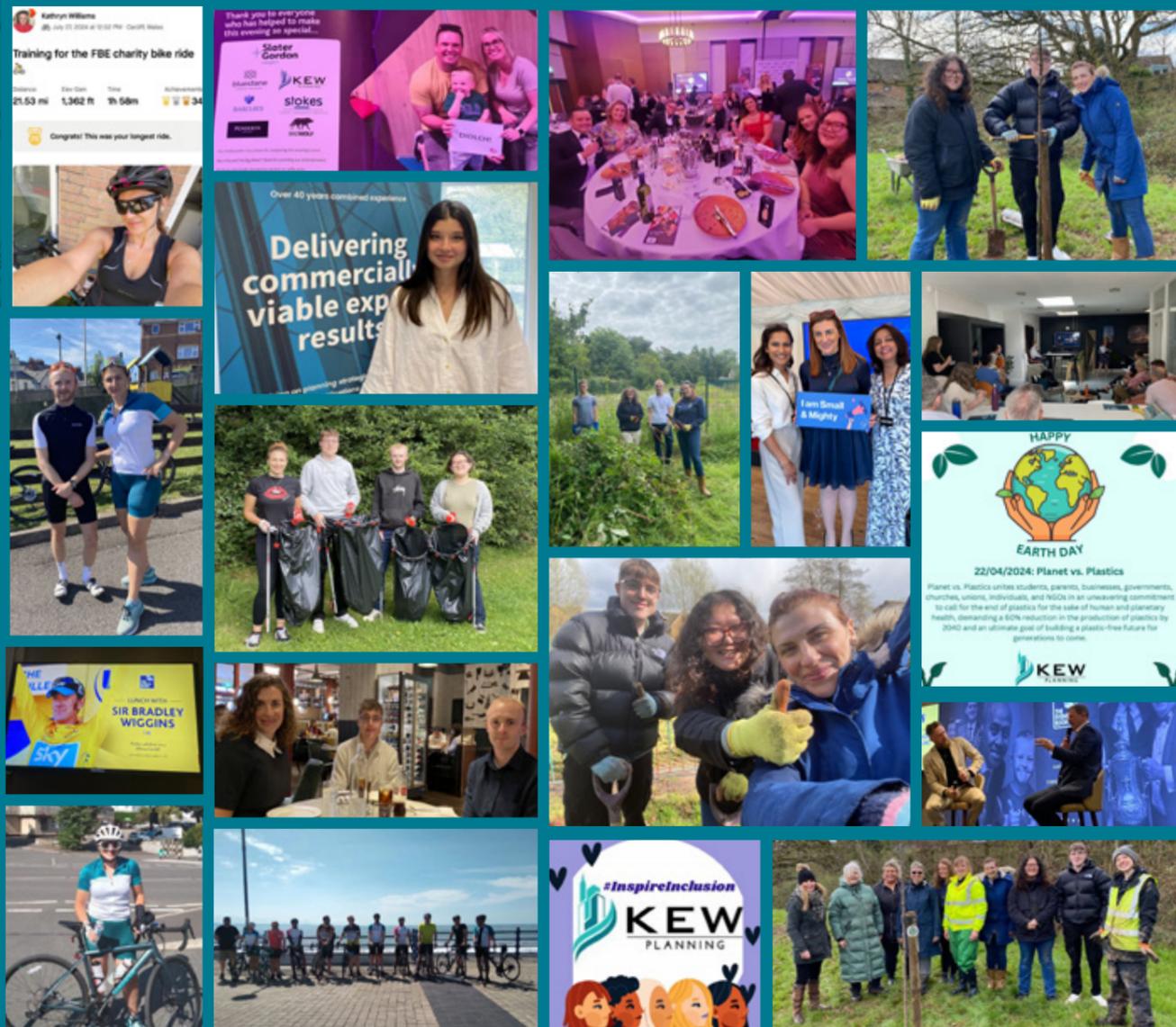
- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of more cohesive communities
- A Wales of vibrant culture and thriving Welsh language
- A globally responsible Wales



Integrated Impact Assessments

Wales is one of the leaders in evaluating, integrating and delivering projects for the Wellbeing of Future Generations. The approach taken to assess Future Wales follows the established and recognised approach of Strategic Environmental Assessment and Sustainability Appraisal, which has been broadened to integrate a number of other impact assessments, as illustrated in Figure A.

The Well-being of Future Generations Act has been fundamental in the development of this approach. This has enabled the embedding of the principles of sustainable development at all stages and ensures we comply with our statutory requirements. We have involved and engaged stakeholders to support the plan, ensuring that a collaborative approach has been undertaken, sharing knowledge and recognising the links between topics. Ensuring effects are recognised at the earliest stage and engaging stakeholders throughout this process, seeks to ensure Future Wales is as sustainable as possible.



We have provided £2,000 towards CPC in the last 2 years.

There has been 63 hours of work experience support in the last 6 months.

Our approach to supporting others

KEW Planning strives to support others, creating an environment in which people are up-skilled; help each other to grow and improve our communities and environment.

As an indigenous Welsh business, we prioritise social value to enhance communities, improve lives and benefit society.

Work Experience

KEW Planning has a close relationship with Cardiff University and supports up-skilling students offering work experience and internships to provide vital skills and help employability. The company provides up to 3 student placements a year.

Charity

The company provides continuous support to Cerebral Palsy Cymru (CPC) in fundraising activities, to provide funding for therapy at the training centre in Cardiff.

KEW Planning also provides probono planning services to CPC, as part of the commitment to help the facilities that the charity have.

Community

KEW Planning is committed to making a difference to people and has pledged to undertake a community task at least once every 6 months, including a 'Clean up Cardiff Litter Pick' day.

The practice also is committed to helping the local community, providing 2 fully paid volunteer days a year for each team member

Environment

We have committed to enhancing our natural environment in Cardiff, by offering to plant new trees in the city parks every 3 months. These trees will flourish to enhance biodiversity in our parks.



What our clients say:

‘Proactive, innovative & responsive’



The services we provide

KEW Planning has extensive experience of providing consultancy services to Local Planning Authorities both in Wales and England, including London boroughs.

We act as planning officers on behalf of LPAs for all stages of the development process, drafting the Planning Performance Agreements, handling the pre-applications through to submission and determination of planning applications. As acting officers, we organise meetings with applicants, stakeholders including Design Panels, and technical officers. We also present schemes to planning committee, as well as attending and presenting members’ briefings.

We work on minor and major developments encompassing a variety of land uses, including large residential-led schemes, affordable housing schemes, solar farms and industrial developments.

What’s Included:

- Dedicated team acting as planning officer to relieve capacity issues.
- Delivers application determination in statutory timescales.
- Unique inside knowledge for LPA processes.

Testimonials

“I have enlisted Kathryn’s support to address capacity issues within planning services, entrusting her to handle planning applications as a consultant during periods of strain. Kathryn’s contribution has helped to address capacity challenges, particularly in assessing and processing complex planning applications. Her unwavering dedication, professionalism, and unparalleled support have been invaluable.”

Brett Leahy

Director of Planning and Growth at London Borough of Enfield

“Working with the KEW Planning team on this project has been a delight. Kathryn and the team quickly got to grips with the three sites, all at different stages and presenting varying constraints.

We were able to work collaboratively [...] and milestones have been met as expected. When issues arose we’ve been able to work through these together and applicants have expressed their support. Ultimately KEW Planning have felt like part of the team, which is greatly appreciated.”

Phil Drane

previous Director of Place, Brentwood Borough Council

What our clients say:

“Knows Welsh Planning Policy inside out”

Case studies

Authority: Neath Port Talbot County Borough Council (NPTCBC)

Proposed Development:

KEW Planning entered a Planning Performance Agreement (PPA) with NPTCBC to act as the planning officer in relation to a full application submitted by Glass Systems Ltd, for:

- Erection of a glass processing industrial unit (Use Class B2) measuring 22,523sqm including a mezzanine office;
- 2 vehicular entrances;
- Car and cycle parking;
- Landscaping;
- Mitigation measures to compensate for the partial loss of part of ecologically sensitive habitat: the site sits in the designated Panasonic Site of Importance for Nature Conservation (SINC)

Services and Result:

KEW Planning successfully negotiated with the applicant several changes to the scheme to ensure that all the planning and technical issues relevant to the proposal would be positively addressed. Despite the loss of a section of SINC, the 50 year Biodiversity Management Plan will ensure that the rest of this ecologically sensitive habitat is preserved and managed, so that it can recover from its current run down status and thrive.

KEW Planning undertook the following tasks:

- Site inspection.
- Pre-application meetings.
- Pre-application response preparation.
- Review of the documents submitted for the EIA Screening Opinion; provide written response for the Screening Opinion.
- Fortnightly review meetings with NPTCBC officers.
- Approval of validation of applications and assistance with consultation areas.
- Members briefings.
- Review of planning application documents.
- Post-submission meetings with the design team for feedback on application.
- Liaison and feedback from statutory consultees.
- Committee report preparation.
- Committee presentation preparation.

KEW Planning presented this planning application to NPTCBC planning committee in October 2022, and the application was approved.

Testimonial

“I enlisted Kew Planning’s help when I was departing from NPT and didn’t want to leave my team struggling. It was the first time that I’ve worked with the practice and found them to be very professional and supportive.

I would recommend using them if your authority needs resourcing.”

Steve Ball
Operations Manager Cardiff Council

Authority: London Borough of Redbridge (LBR)

Proposed Development:

LBR was allocated funding by the Mayor of London to deliver affordable housing throughout the Borough. In order to deliver this affordable housing, KEW Planning was instructed on phase 2 for the following projects:



Budoch Court

Single storey roof extensions and the erection of a 4 storey block to provide a mix of 20 units.



Suffolk Court

Single storey roof extensions and the erection of a 4no. infill blocks to deliver a mix of 60 units.



Heathcote Court & Glade Court

Erection of 33 new units with associated landscaping and car parking.



Little Gearies

Demolition of existing garages and the erection of 103 new residential units in the form of new blocks.

Result:

KEW Planning provided consultancy advice acting as the planning officer determining 4no. planning applications through a Planning Performance Agreement (PPA), to provide dedicated resources to help meet the key milestones in an efficient and effective way.

The programme was extremely vertical with all developments to commence on site in March 2021 to secure the allocated grant funding. Full service included:

- Pre-application meetings
- Design Workshops
- Design Review Panel presentations and meetings
- Members briefings
- Site inspections
- Weekly progress meetings
- Review of planning application documents
- Post submission meetings with design team for feedback on applications
- Liaison and feedback from statutory consultees
- Approval of validation of applications and assistance with consultation areas.
- Committee report preparation.
- Committee presentation.

All 4 applications were approved at 20th January and 27th January 2021 Planning Committees, following instruction on 26th June 2020.

What our clients say:

‘Professional throughout the process’

Authority: London Borough of Redbridge (LBR)

Service

KEW Planning was appointed by LBR to act as the planning officer to provide pre-application advice to applicants for all minor development, excluding householder. We carefully reviewed all pre-application documents submitted, analysing the site context, site constraints, and site history before providing a planning assessment on the following:

- Principle of development;
- Form and layout;
- Scale and massing;
- External appearance;
- Neighbouring amenity (outlook, privacy, light & overshadowing);
- Residential mix;
- Internal space standards;
- Outlook, Light, and Privacy;
- Private and Communal Amenity Space;
- Vehicular Parking;
- Cycle Parking;
- Refuse.

Following a thorough analysis of the documents, we concluded whether the scheme was acceptable, or whether it would be acceptable with amendments. Within this assessment, we provided multiple solutions for applicants to consider prior to the application stage.

Result:

We attended pre-application meetings and provided detailed written pre-application advice on schemes ranging from single houses to residential developments of up to 9no. units or commercial development under 1,000sqm.

KEW Planning processed 21 pre-application requests during a three month period, when the volume of pre-applications were extremely high in LBR.

Authority: Brentwood Borough Council

Service

KEW Planning was appointed to provide planning officer resourcing on strategic planning applications across the Borough from September 2021, and has continued to provide this service on a range of applications since.

Range of services include:

- Preparation and review of the Planning Performance Agreement.
- Site inspection.
- Pre-application meetings.
- Provision of written pre-application advice.
- Attendance of Essex Quality Review Panel, presenting officer queries.
- Assessment of submitted planning application documents.
- Internal meetings with statutory consultees to discuss comments.
- Post-submission meetings with the applicant to discuss the application.
- Presenting and explaining the application at Member briefings.
- Committee report preparation.
- Committee presentation.
- Review of wording of conditions and informatives.
- Liaison with legal and applicant on the legal agreement.



Authority: London Borough of Enfield

Tottenham Hotspur Female Training Grounds, Whitewebbs Park

Proposed Development:

KEW Planning was appointed via a Planning Performance Agreement (PPA) to act as the planning officer for the change of use of a former golf course to provide a women's football training facility and restoration of the historic parkland.

Services:

KEW Planning was appointed via a Planning Performance Agreement (PPA) to act as the planning officer, with a very high profile application, where the Local Authority is the freeholder of the application site, which is utilised as open parkland by the public, and has been subject to objections and a judicial review challenge in relation to the Agreement for Lease process.

The application seeks permission for:

1. A new professional Training Centre for use by Tottenham Hotspur Football Club's Women and Girls' Teams, along with managed community access to the facilities.
2. Restoration of the historic parkland, and regeneration of the existing Southern Clubhouse building for café, community and park warden use.

There is a non-material application alongside this, which seeks to amend the temporary training facilities, to create an operational link to the male training centre and facilities.

Environmental Impact Assessment

A formal Environmental Impact Assessment (EIA) Screening Request was submitted to Enfield Council on 6 October 2023. The Council's formal Screening Opinion was issued on 1 November 2023 (ref. 23/03252/SO) which confirmed that the proposed development was not EIA development.

The decision was subject to an unsuccessful challenge, and the Secretary of State confirmed that the Council's decision was appropriate, and the proposed development is not EIA development.

Pre-application Engagement

Officers have been in pre-application discussions from April 2023 – January 2024. Feedback requested revisions to ensure a reduced level of land-take, with a SuDS attenuation basin being made publicly accessible; flood lighting to be positioned at the most northern pitch; the operational boundary to be as tight as practical, to reduce the visual and spatial impact on the Green Belt, as well as minimise the amount of land that would be publicly accessible.



Matters for Consideration by Officers

The site is within the Metropolitan Green Belt (MGB) and whilst the outdoor sporting use is an appropriate use in the MGB, the associated development including new Training Centre, security lodge, car park and the ancillary development (boundary fencing, floodlighting, internal infrastructure network, plant room, ground maintenance building) are not appropriate. Consequently, Very Special Circumstances (VSC) are required to justify the inappropriate development and harm to the MGB.

The application was submitted in March 2024 and items for consideration:

1. Change of use from the golf course to an outdoorsporting facility, assessing the ecological and aboriginal impacts.
2. The impact (spatial and visual) on MGB from the introduction of outdoor sports pitches, with the perational boundary fencing, floodlighting, and associated infrastructure (including grounds maintenance and security buildings).
3. Change of use and extensions to the Northern Clubhouse, assessing the heritage impact.
4. The introduction of the historic carriageway to create public access to Toby Carvery, assessing the highway safety, ecological and aboriginal impacts.
5. Extinguishing the existing public access to the parkland, to be limited to service deliveries for Toby Carvey and the users of the training grounds.
6. Improvements to the Southern Clubhouse, including provision of a new community facility.
7. Removal of a significant number of trees (all categories).
8. Impact of the re-levelling of the site on all hydrological features and the attenuation basin suitability.
9. The Very Special Circumstances put forward by the applicant, to be secured in the legal agreement.



Our clients include:



Knowledge
and skill
to help guide
you through
a complex
planning
system

Indicators for successful collaboration:

openness, feedback and questionnaires

“KEW Planning worked very hard pulling all the application documents together in a very short time, under pressure and in a collaborative ethos with the Architects (LA Architects) and Newport Norse. Norse were impressed with the drive and professionalism of Kew Planning and the result speaks for itself, having the application approved at this prime regeneration site.”

Mark McSweeney
Associate Director

We pride ourselves on our ability to resolve challenges, whilst engaging with project stakeholders to achieve project success. For us, success is formed through requesting and receiving feedback from clients and project stakeholders, achieving project milestones with proactive communication and resolving challenges in a people focussed manner. Our track record of project success is based on our collaborative delivery ethos and drive for continuous improvement.

100% of our clients
would be willing to work with KEW Planning again

100% of our clients
would recommend KEW Planning

Our success is built on our proactive communication, open and honest professional advice and analysis of projects, and being open to feedback from all project stakeholders.

KEW Planning: Our best value approach

Our organisation has grown sustainably over the last 6 years due to our reputation for honest, diligent and thorough planning consultancy services in Wales.

Collaboration, open communication, sharing best practice with lessons learnt and embedding innovation into our business form the core of our business ethos and day to day practices.

We are people focussed, experienced and technically astute. We are proud that our business includes several repeat partnering arrangements with public and private sector clients.

‘We understand that public sector clients continue to seek economically viable and value driven procurement solutions.’

Providing our best value service to clients

Early engagement & proactive communication:

We establish and nurture professional relationships and networks through open communication and the sharing of best practice in order to reduce risk, share best practice and deliver the best possible service and outcome for all our clients

Establishing early relationships will enable us to develop accurate communication pathways and understand expectations for successful service delivery.

Client preferences for communication, reporting and the sharing of information will be identified and agreed upon, with an agreed process for the sharing of information (e.g. We Transfer or One Drive, catch up meetings on a preferred date and time, the type and format of information preferred and the frequency of communication).

Our experienced team consistently provides reliable, accurate and accessible asset information and viable optioneering solutions to our clients. Our commercially astute and technically accurate information and service provision will take into account the following key asset/project considerations: project viability; Local Authority planning policies and procedures (including GDPR); horizon scanning for possible upcoming legislative changes; bespoke project consideration (e.g. change of use viability, reconfiguration of scheme to allow for any landowners with financial ransom land to be averted).

We are the ‘go to’ planning consultant for Newport Norse, Brentwood Council, and Enfield Council. Our repeat partnering arrangements with these public and private sector clients has been formed through:

- Proactive communication and overcoming challenges as a team
- Early engagement to mitigate risk through honest communication and advice
- Sharing best practice, themes, trends and planning legislative updates
- Creating and maintaining a culture of continuous improvement.



Awards and Achievements

Over the last 5 years our team has grown from strength to strength. Successes include supporting seven trainees/placements with work experience opportunities, new appointees in our team to support our organic business growth, as well as new offices.

Highlights

Success with Four Year Public Sector Framework

LHC

Success in securing a top ranking on the public sector LHC Framework for Planning Consultancy Services in South East Wales; Mid Wales; South West Wales; Dorset & Somerset; Gloucestershire, Wiltshire and Bristol/Bath areas. This was a major achievement for the practice, with only 5 others allocated a place on this four year framework.

Carmarthenshire

Accomplished place on the public sector Carmarthenshire Consultancy Framework in Pembrokeshire, Swansea, Neath and Port Talbot. Have secured a steady pipeline of work on this framework subsequently.

Consultancy of the Year at Cardiff Property Awards 2022 & 2024

Judges commented: "KEW are really going places with 150% increase in turnover, new offices, bigger team and projects such as Fitzalan High School and Newport Leisure Centre."

In 2024, the Judges commented 'Massive growth via winning diverse range of major projects, but evidently still highly personal in their approach.'

KEW Planning wins at the RTPI Cymru Awards for Planning Excellence

KEW Planning is overjoyed to have won the RTPI Cymru Awards for Planning Excellence for Small Planning Consultancy of the Year. We are absolutely elated to have this female-led business win such a prestigious award.

The Judges said: "KEW is a consultancy that can clearly demonstrate that it can achieve positive planning solutions for its clients. They are committed to developing their staff and promoting the difference that Planning can make to other disciplines. Their commitment to EDI and to the growth and development of their employees is to be commended."

Shortlists and Judging

Consultancy of the Year 2023 at the Wales Insider Property Awards.

2023 Cardiff Life Awards.

KEW Planning Kathryn Williams judged Co-Star Impact Awards and Cardiff Property Awards 2023

CSR: Corporate Social Responsibility

KEW Planning actively supports Cerebral Palsy Cymru as a charity partner, as well as providing pro bono planning advice for their new Head Quarters in Cardiff.

We have also run the Cardiff half marathon to raise funds for this amazing charity, to help pay for new equipment needed.



Consultancy of the Year at the Cardiff Property Awards 2022 & 2024

RTPI Small Consultancy of the Year 2023



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