



Local Planning Authority

BROCHURE ENGLAND

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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 sustainable developments, aligning with national objectives at the core of the planning system. This ensures that projects in England are the most deliverable ones, building strong working relationships with each authority internal officers and members, to deliver timely decisions.

KEW Planning practices across England, with an office located in London.

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 - Planning 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 assists 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

The purpose of the planning system is to contribute to the achievement of sustainable development, including the provision of homes, commercial development and supporting infrastructure in a sustainable manner.

Para 8 of the NPPF (Dec 2024) is clear:

Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

a) an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

b) a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and

c) an environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.



There is a presumption in favour of sustainable development – paragraph 11

Plans and decisions should apply a presumption in favour of sustainable development.

For **plan-making** this means that:

a) all plans should promote a sustainable pattern of development that seeks to: meet the development needs of their area; align growth and infrastructure; improve the environment; mitigate climate change (including by making effective use of land in urban areas) and adapt to its effects;

b) strategic policies should, as a minimum, provide for objectively assessed needs for housing and other uses, as well as any needs that cannot be met within neighbouring areas⁶, unless:

i. the application of policies in this Framework that protect areas or assets of particular importance provides a strong reason for restricting the overall scale, type or distribution of development in the plan area⁷; or

ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole. For decision-taking this means:

c) approving development proposals that accord with an up-to-date development plan without delay; or

d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date⁸, granting permission unless:

i. the application of policies in this Framework that protect areas or assets of particular importance⁷ provides a strong reason for refusing the development proposed; or

ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole, having particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination⁹





We have delivered free planning seminars, of over 2 hours to over 100 people in the property and planning industry in the last year.

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 future planners. We prioritise these to help address significant shortages in training for all in the planning industry.

Work Experience

KEW Planning supports up-skilling town planning students, offering work experience and internships to provide vital skills and help employability.

The company provides up to 3 student placements a year.

Continued Professional Development

The company provides planning seminars to the property industry and local authorities delivering continuous professional development on new legislation and policies that affect planning and decision-making;

KEW Planning @KewPlanning - 19/03/2024

- Big changes are coming for the planning industry in England
- The Levelling-up & Regeneration Act 2023
- The NPPF revisions
- Biodiversity net gain & calculations
- Problems facing the planning industry
- A round up of items the politicians will bring in





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:

‘Great applicant engagement, reasonable and well prepared at committee.’

Case studies

Authority: London Borough of Enfield

Moorfield Family Centre, 2 Moorfield Road, Enfield

Proposed Development:

KEW Planning was appointed via a Planning Performance Agreement (PPA) to act as the planning officer for an application for the demolition of the existing building, a former NHS medical facility, and the erection of 100 new affordable residential units, delivered across a 12, 8 and 3 storey blocks.

The application had been lodged in 2020 and a scheme was presented to Planning Committee in March 2022, which comprised of 106 affordable units in the form of a monolithic 9 storey building. The application was refused for:

- Detrimental impact on the amenity of neighbouring residents.
- Overdevelopment of the site, by virtue of the proposed siting, bulk, mass, lack of defensible space, poor quality outlook and proximity to existing and proposed replacement trees.
- Absence of a legal agreement.
- Unacceptable impact on existing trees.

Result:

KEW Planning was appointed in February 2023 to work with the applicant to address these issues, providing dedicated resources, liaising with consultees and the applicant. We also liaised with Members to explain how the previous reasons for refusal had been addressed.

KEW Planning demonstrated through evidence that the housing need in the borough is even more pressing than in March 2022; the offer of 100% affordable housing at social rent is significant and was attributed significant weight in the planning balance. This, together with the numerous improvements on the previous scheme, the presumption in favour of approving sustainable development and the balance in favour of approving schemes for residential development, resulted in KEW recommending approval.

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.

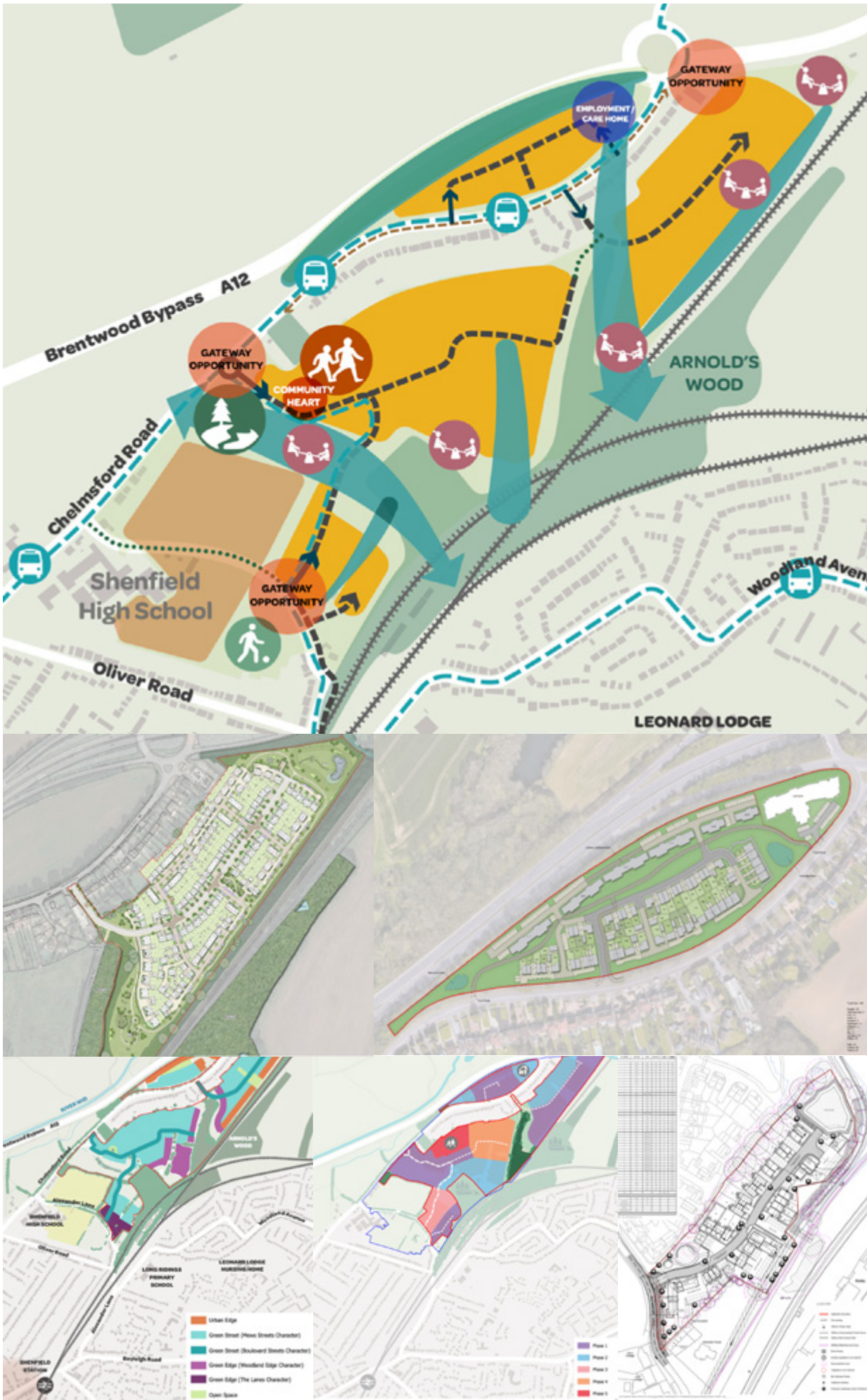
Authority: Brentwood Borough Council

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-leveling 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.



What our clients say:

‘Easy to contact and desire to progress outstanding items’

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. Full service included:

- Site visit
- Pre-application meetings (2 in total) with written responses.
- Members briefings
- Review of planning application documents
- Post-submission meetings with the design team for feedback on application.
- Meetings with statutory consultees, to obtain feedback in a timely manner and work through any issues raised.
- Committee report completion & review with legal.
- Committee presentation to Members.

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 7 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 7 years our team has grown from strength to strength. Successes include supporting 13 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





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