

# An Introduction to **Iceni Projects**

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**Impact Management Services**

February 2019





"The team at Icení have always proved an invaluable resource for us. Not only are they incredibly knowledgeable on their subject matter, offering the upmost professionalism and expertise, while also providing a personal level of service. We value the relationship that we have built with Icení and will continue to use them."

**Sam While, Development Director, Dolphin Living**

"It is refreshing to find a company like Icení, an energetic business that has brought together a group of like-minded, diligent professionals with a wide range of specialist planning, political and highways disciplines, who are passionate about their work and meeting the needs of their clients. My team and I receive prompt and efficient advice from Icení that is well presented, user-friendly and yet also provides detailed back-up information exploring the wider aspects of the brief that is put to them where appropriate. I would not hesitate to recommend the services of Icení to others, and have already done so."

**James Barnes, Development Director, Generator Group**

"Icení Projects bring a commitment to their work. That commitment is personal and real. Icení Projects are well respected and are listened to by policymakers and decision takers. This means that they are able to negotiate consents where others would often need to go to appeal"

**Russell Harris QC, Landmark Chambers**

"Thank you once again for accommodating us and your generous hospitality. The collective contributions you gave were very much appreciated and have provided the students with some excellent insight. They were impressed with what they saw and heard so I suspect a number will be in touch in the future."

**Nick Smith, Associate Head of Development, University of West of England**



# Introduction

Icení Projects has established a strong reputation for providing high-quality Impact Management consultancy services to our expanding client base throughout the UK development sector.

**The Impact Management Team at Icení is growing rapidly, building a dedicated team of in-house Impact Management specialists from a broad range of backgrounds. We have a thorough knowledge of the UK town and country planning system and are therefore extremely well positioned to provide technical guidance at all stages of the planning process.**

Our approach is to ensure that we provide up-to-date, innovative and comprehensive advice to adapt to our clients' needs, whilst looking out for any policy changes or other challenges which impact on their development plans. We provide advice from initial conception

through to representation at planning appeals, including the provision of expert witness services at public inquiries.

Our team strives to stay ahead of the market, and the legislation which shapes it. The multi-skilled nature of our team ensures that we are well equipped, not only to liaise with other disciplines, but to assist on projects from a range of different perspectives. We specialise in the following Impact Management services:

- Environmental Impact Assessment (EIA);
- Socio-economic Assessment (SeA);
- Health Impact Assessment (HIA);

- Open Space and Recreational Needs Assessment (OSRNA);
- Community Audit / Social Infrastructure Assessment;
- Social Impact Assessment (SIA);
- Economic / and Regeneration Benefits Statement;
- Equality Impact Assessment (EqIA);
- Habitats Regulations Assessment (HRA); and
- Strategic Environmental Assessment (SEA) and Sustainability Appraisal (SA).



# Your Strategic Adviser



  
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# The Team Structure of IcenI

 **Ilan Anderson**  
 Chief Executive

 **Andrew Gale**  
 Chief Operating Officer

 **James Bompas**  
 Director | Business Devt. & Strategic Planning

## DELIVERY

 **David van der Lande**  
 Director

## DESIGN

 **Paul Drew**  
 Director

## ENGAGEMENT

 **Ciron Edwards**  
 Director

 **Philippa Curran**  
 Director

## HERITAGE & TOWNSCAPE

 **Laurie Handcock**  
 Director

## PLANNING

 **Anna Snow**  
 Director | Central London

 **Eilish Smeaton**  
 Director | Strategic

 **Gary Mappin**  
 Director | Glasgow

 **Ian Gallacher**  
 Director | Glasgow

 **Ian Mayhead**  
 Director | Strategic

 **James Waterhouse**  
 Director | Strategic

 **John Mumby**  
 Director | Urban

 **Kieron Hodgson**  
 Director | Central London

 **Leona Hannify**  
 Director | Strategic

 **Murray Graham**  
 Director | Manchester

 **Nick Ireland**  
 Director | Strategic

## SUSTAINABLE DEVT.

 **Dan Jestico**  
 Director

## TRANSPORT

 **Clive Burbidge**  
 Director

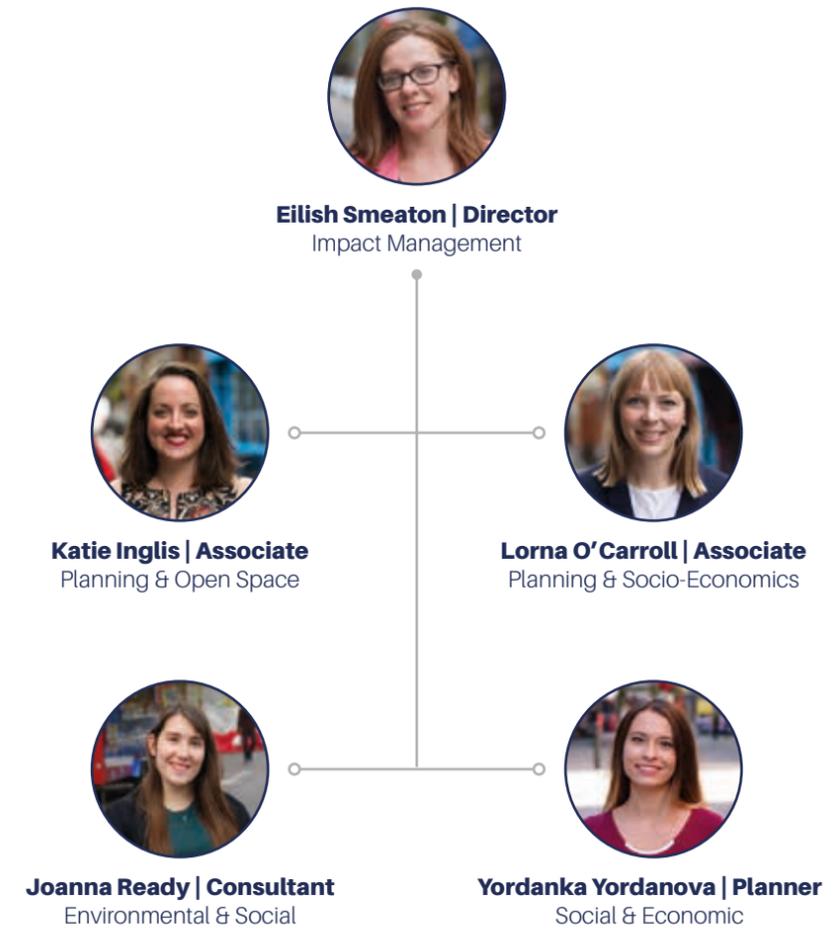
 **Fred Peters**  
 Director

 **Mike England**  
 Director

# Our **Impact Management** Expertise



# The **Impact Management** Team



**Impact Management**  
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## **Our Projects:**

We are incredibly lucky to be trusted by our clients to look after their projects.



# Abbey Retail Park

## Barking

**In 2018 Icen Projects were instructed, on behalf of Weston Homes PLC, to submit a full (detailed) planning application for the redevelopment of the former Abbey Retail Park in the London Borough of Barking and Dagenham. The proposals comprised a residential-led development for approximately 1,100 dwellings, flexible commercial and employment space, a community facility, and associated public realm (including a riverside plaza). This planning application was submitted in December 2018.**

The site is located within the Barking Town Centre Area Action Plan and London Riverside Opportunity Area and identified as suitable for residential-led development. However, despite its good location in proximity to Barking Town Centre, there were several site constraints to consider, including:

- Location within an Archaeological Priority Zone;
- Location adjacent to the Abbey and Barking Town Centre Conservation Area and Barking Abbey Ruins (Scheduled Monument), including visual considerations;
- Proximity to the River Roding (adjacent to the western boundary of the site);
- Noise from the North Circular Road;
- Location within an Air Quality Management Area (AQMA); and
- Potential contamination due to previous industrial uses.

Icen were responsible for the **Environmental Impact Assessment (EIA)**. This included drafting and submission of the EIA Scoping Report, coordination and management of the EIA consultant team, drafting of the introductory and concluding ES chapters, reviewing each of the technical assessments and coordination, management and production of all volumes of the Environmental Statement (ES), including the non-technical summary.

In addition, Icen also authored the **socio-economic impact assessment ES chapter and standalone Health Impact Assessment (HIA)** submitted as part of the planning application.



# Anglia Square Norwich

**In 2016 Icen Projects were instructed, on behalf of Weston Homes PLC, to submit a hybrid planning application for the redevelopment of Anglia Square in Norwich. The proposals comprised a mixed-use development for up to 1,250 dwellings, a hotel, flexible retail and commercial spaces, a cinema, a place of worship, a multi-storey car park and associated landscaping and highway works. This planning application was submitted in March 2018.**

The site comprises primarily vacant and derelict buildings constructed in the 1970s and is designated as part of the Large District Centre and plays an important role in the city's retail hierarchy. Whilst the site benefits from excellent transport links due to its central location, there were also a number of constraints to be considered within the assessment. These included:

- Location on a potential roman burial site;
- Location within the (Norwich) City Centre Conservation Area, including proximity to statutory and locally listed buildings (including 'The Lanes') and associated visual considerations;
- Issues associated with surface water run-off;
- Noise from the St. Crispins Road dual carriageway to the south;
- Location within an Air Quality Management Area (AQMA); and
- Structurally unsound existing car park.

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In addition, Icen also authored the **socio-economic impact assessment ES chapter and standalone Health Impact Assessment (HIA)** submitted as part of the planning application.

This development received a Resolution to Grant consent in December 2018.



# Northlake (Arena Essex) Thurrock

**In 2017 Icen Projects were instructed, on behalf of London Strategic Land, to submit a hybrid planning application for the comprehensive redevelopment of the Arena Essex Raceway Complex ('Arena Essex'). The proposals comprised a mixed-use development for up to 2,500 dwellings, a lido with an ancillary café, a community pavilion, primary school, retail unit, mountain bike / pump track, and associated landscaping, open space and transport improvements. This planning application was submitted in November 2018.**

The site was identified as being well-placed to deliver a large quantum of housing and support growth around Lakeside Shopping Centre, however there were a number of challenging site constraints to consider within the assessment. These include:

- Location within the Green Belt;
- Partial designation as a Local Wildlife Site;
- Presence of protected cudweed;
- Existing uses as a motorsport circuit;
- Noise from the A13 and M25;
- Location within an Air Quality Management Area (AQMA); and
- Topographical challenges associated with the former use as a quarry.

Icen were responsible for the **Environmental Impact Assessment (EIA)**. This included drafting and submission of the EIA Scoping Report, coordination and management of the EIA consultant team, drafting of the introductory and concluding ES chapters, reviewing each of the technical assessments and coordination, management and production of all volumes of the Environmental Statement (ES), including the non-technical summary.

In addition, Icen also authored the **socio-economic impact assessment ES chapter and standalone Health Impact Assessment (HIA)** submitted as part of the planning application.

A decision on this application is expected in March 2019.



# Other Projects

## SHREDDED WHEAT FACTORY, WELWYN

### HEALTH IMPACT ASSESSMENT

Production of a HIA for the former Shredded Wheat Factory site in Welwyn Garden City. The assessment considered the health and wellbeing impacts of the Proposed Development during the construction and operational phases of the Proposed Development.

## ANTOINETTE HOTEL, KINGSTON-UPON-THAMES

### HEALTH IMPACT ASSESSMENT

Production of an updated HIA for the redevelopment of the Antoinette Hotel site. The assessment comprised establishment of baseline conditions for the local community and area and an examination of the potential effects of the Proposed Development in relation to health outcomes using the assessment criteria matrix (Healthy Urban Development Unit - HUDU).

## APPLE TREE FARM, CRESSING

### COMMUNITY INFRASTRUCTURE AUDIT

Desktop analysis on provision and capacity of local facilities taking into consideration relevant planning policy (national and local) the demographic profile of the study area.

## DUNDALK ROAD, LEWISHAM

### ECONOMIC BENEFITS STATEMENT

Production of a statement highlighting the potential economic benefits of the proposed redevelopment of 2a Dundalk Road, including during construction, occupation, revenue and wider economic benefits.

## WEST CUMBRIA STADIUM, WORKINGTON

### SCREENING REQUEST

Submission of an EIA Screening Request to Allerdale Borough Council stating that the proposed new stadium for West Cumbria did not constitute an EIA Development. The Council issued a 'negative screening opinion, i.e. confirming that no EIA was required.



# Other Projects

## *Continued*

### **YORK ROAD, MAIDENHEAD**

#### **SOCIAL INFRASTRUCTURE ASSESSMENT**

Preparation of a report assessing social infrastructure provision. This included review of the development proposals in the context of relevant Council policies, desktop analysis of current provision and capacity and provision of recommendations and conclusions.

### **LAND EAST OF GRAVESEND**

#### **ENVIRONMENTAL INFORMATION REVIEW AND REPRESENTATIONS**

Review of the EIA Scoping documentation and supplementary environmental information published for the Lower Thames Crossing and desktop analysis of the implications of this on the development potential for the client's site. Preparation of a letter of representation as part of the Lower Thames Crossing public consultation and a detailed standalone report for the client explaining the findings.

### **EPPING DISTRICT COUNCIL LOCAL PLAN REVIEW**

#### **HABITATS REGULATIONS ASSESSMENT REVIEW**

The purpose of this review was to determine whether the HRA was carried out in accordance with the requirements of the Habitats Regulations. The EFDC Local Plan is undergoing Examination in Public, and the findings of our review were incorporated into a Hearing Statement submitted as part of this process.



## **Our People:**

It takes more than good planning to secure positive outcomes.





## Eilish Smeaton | Director Impact Management

Eilish adopts a conscientious, strategic and commercial focus to her work

**Eilish is experienced in a wide range of commercial, infrastructure, residential and mixed-use projects gained from thirteen years working in the private sector. She has a proven track record for providing quality advice and a fast and efficient service.**

Her key strength is in co-ordinating large project teams involving a wide range of consultants. She is an experienced project manager, co-ordinating large multidisciplinary teams and reviewing technical reports for both EIAs and planning applications.

Eilish adopts a strategic and commercial focus to her work, and is particularly good

at negotiating environmental solutions with key stakeholders. She excels at the day to day management of planning applications and planning appeals, including Public Inquiries.

She is a Chartered Town Planner (RTPI) and Practitioner member of the Institute of Environmental Management and Assessment (IEMA).

## Five Defining Projects

1

### REDEVELOPMENT OF ANGLIA SQUARE, NORWICH

Led a large team of technical consultants in preparing, managing and co-ordinating an EIA for the redevelopment of a 4.51 hectares site at Anglia Square Shopping Centre, to the north of Norwich City Centre. The proposals include the provision of 1,250 dwellings, 11,350 sq m hotel, 9,850 sq m ground floor flexible retail/ commercial space as well as leisure facilities and landscaping.

2

### ABBEY RETAIL PARK, BARKING

Leading a team of consultants to prepare an EIA to support an application for 300 dwellings, 65,000 sqft of mixed use commercial/leisure space, in Barking.

3

### ARENA ESSEX, PURFLEET, THURROCK

Managing the Environment and Social Assessments, including the EIA, for the development of this 52 hectare site in Thurrock. The development will deliver a mixed-use scheme comprising of 2500 new homes, community facilities, retail, school, leisure (including a Lido), car parking and associated access arrangements, public realm works and environmental improvements.

4

### FORMER FORD STAMPING PLANT SITE, DAGENHAM

Preparation, co-ordination and managing the EIA team for the redevelopment of this iconic site.

5

### LONDON ASHFORD AIRPORT, LYDD, KENT

In a previous role, Eilish led and managed a large development team to successfully secure planning permission for a runway extension and new terminal in a very ecologically sensitive area in Kent. Eilish was the project manager, co-ordinating and producing environmental information, supporting planning information and managing a large team of consultants. The proposal was subject to a 9 month call-in inquiry and subsequently, successfully won a Judicial Review.

## An Award Winning Consultancy



We believe that property is a fantastic industry to be in, and that planning has the potential to be as entrepreneurial, diverse and interesting as any other element, enhanced by its social dimension and ethos of inclusiveness and sustainability. It is partly for this reason that the RTPI judging team concluded that IcenI should be awarded Planning Consultancy of the Year for 2016.

We have always sought to provide the "skills of a planner with the instincts of a developer". Whilst the technical specialisms that the company hold have widened, the fundamental objective remains the same. We are committed to putting client interests first and providing them with the tools to significantly improve their performance.

We want to sit with our clients at the outset of a project, and work with them from inception to completion. We will not apply a one size fits all strategy, but rather, devise bespoke strategies and solutions.



## Katie Inglis | Associate Planning & Open Space

Katie develops and executes planning strategies for the promotion of small and large scale development opportunities on both brownfield and greenfield sites

**Katie adds value to planning applications by mobilising consultants, ensuring planning application messaging and strategy is clear and consistent, and negotiating with Council Officers to understand planning issues early to enable resolution through the planning process. Katie also brings skills in open space, recreation needs, social impact and social infrastructure assessments, to support planning arguments for planning applications.**

Katie recently gave evidence at Public Inquiry against Chiltern Council for a site on the edge of a settlement boundary. The Appeal was successful for a number of grounds including lack of 5YHLS,

appropriate development in an Area of Outstanding Natural Beauty and Conservation Area, with the Inspector agreeing that there were no adverse impacts of sufficient weight to significantly and demonstrably outweigh the benefits.

Katie is a truly international gal, having lived in New Zealand, Hong Kong, Australia and now London. When Katie is not busy thinking up a planning strategy, she can often be found playing or watching hockey, cooking up a storm or exploring new places.

Katie has a Masters degree in Development Studies from the University of Sydney and a Bachelor's degree in Regional and Town Planning from the University of Queensland.



## Lorna O'Carroll | Associate Planning & Socio-Economics

Lorna utilises an analytical approach and attention to detail to deliver positive results for clients

**Lorna joined Icen Projects having worked within the Economics and Regeneration Team at a leading London based planning consultancy. The focus of her work is producing and advising on socio-economic impact assessments for a wide range of development projects including residential, commercial, mixed-use and transport uses to support planning applications and to form part of Environmental Impact Assessments. She also has experience in preparing health impact and equality impact assessments for major projects.**

Lorna has also led on the preparation and submission of planning applications - co-

ordinating multi-disciplinary project teams and successfully negotiating with local planning authorities.

She also has experience promoting strategic housing and employment sites through the local plan process and has undertaken employment land, local economic assessments and growth option studies for both public and private sector clients, drawing on her aptitude to decipher technical evidence.

Lorna's strengths include strategic thinking, strong analytical skills, attention to detail and an ability to effectively communicate technical information.



## Joanna Ready | Consultant Environmental & Social

Jo adopts a detailed and methodological approach to her work to deliver robust and comprehensive assessments

**Jo joined the Strategic Planning Team in November 2018 as an EIA Consultant, and has over three years professional experience specialising in Environmental Impact Assessments (EIA). Jo is a Practitioner member of the Institute of Environmental Management and Assessment (IEMA) and has experience in the preparation and coordination of EIAs for a range of residential, commercial, mixed-use, and infrastructure projects around the UK.**

Jo is involved in all aspects of the environmental assessment and management process. She specialises in project management and assists with the

general coordination and organisation of projects. This includes the coordinating and liaising with the wider project team, as well as drafting, reviewing and submitting environmental reports.

In addition to her EIA experience, Jo has also completed socio-economic assessments and Health Impact Assessments (HIA) for a number of mixed-use urban regeneration schemes in London and the south-east. Jo has also prepared several reports as part of the Strategic Environmental Assessment (SEA) process and undertaken a comprehensive site appraisal, including completion of a number of site assessments, in support of the Neighbourhood Planning process.



## Yordanka Yordanova | Planner Social & Economic

Yordanka provides comprehensive and focused assessments, which support and add value to a wide range of projects

**Yordanka joined IcenI in July 2018 as a Planner within the Strategic Planning Team. Since joining, she has been involved in the EIA co-ordination and Socio-Economic Impact Assessments for strategic residential-led projects within and outside London.**

Before joining IcenI, Yordanka was a Graduate Planner with GL Hearn, part of Capita Real Estate and Infrastructure. She has previously worked on producing Socio-Economic Impact Assessments for various schemes, as well as assisting with the production of Strategic Housing and Employment Land studies for Local Authorities. She has also been involved

in preparing and submitting residential-led planning applications in London and Site promotion for large scale sites within the South East. While working on a diverse range of projects, Yordanka has a particularly strong background in Socio-Economic Impact Assessments forming part of Environmental Statements for different scales of residential projects.



# The Sustainable Development Scorecard

The National Planning Policy Framework (NPPF) has running throughout it the 'golden thread of sustainable development'. In spite of this, there is no clear-cut, NPPF-based assessment criteria to consider a site or project's sustainable development credentials, making current assessment processes both tricky and subjective.

The Sustainable Development Commission was established to address this recognised issue with our planning system. Made up of a balanced cross-section of industry professionals, the Commission has debated the issues and found solutions, culminating in the creation of the Sustainable Development Scorecard.

The Scorecard website is free to use and accessible to anyone with a vested interest in development, including developers, architects, planners, community groups and members of the public. By crystallising the NPPF's guidance into a simple, online analysis tool, the Commission aims to provide a more consistent approach to sustainable development, leading to a more sustainable built environment.

[www.thescorecard.org.uk](http://www.thescorecard.org.uk)



Delivery | Design | Engagement | Heritage | Impact Management | Planning  
Sustainable Development | Townscape | Transport

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