



# NORTH YORKSHIRE COUNCIL

Planning Potential helps North Yorkshire Council unlock underutilised assets through a strategic mix of Class Q Permitted Development and full applications.

Planning Potential has been working closely with North Yorkshire Council since 2017. The Council is always seeking to diversify its income and make use of its underutilised assets, and with a war chest of land, this includes a range of redundant and active agricultural outbuildings across the district (taking in the seven LPAs following local government reorganisation in 2023).

It's a fine balance of preserving the historical architecture but contributing to the local housing supply. Our planning arguments are formulated on compliance with local planning policies, the opportunity to enhance the rural character, as well as meeting the market demand for high-quality country living.

We achieve this through Class Q Permitted Development and full applications, depending on the backdrop of the site as well as the structural integrity of the buildings in question.

We have facilitated the conversion of many agricultural barns into high-quality residential homes by combining expertise in planning regulation with a tailored approach to design and community engagement. These projects not only provide a new lease on life for historical structures but also enhance the housing supply in a rural area, meeting the client's objectives and contributing positively to the local community.

The planning landscape is complicated further by the nature of the applicant - North Yorkshire Council – but our proactive and comprehensive approach instils transparency and improves community trust.

Planning Potential Ltd

Harrogate

Suite 19, 1 Cardale Park

Beckwith Head Road

Harrogate HG3 1RY

T: 01423 502115