

ShrimplinBrown

Planning & Development



Our ethos

Our ethos is simple; to deliver the best quality innovative planning solutions, always on time, and at a competitive price.

We look at projects in a commercial manner and seek wherever possible to challenge convention and identify innovative solutions which can add value and save development costs. We have a track record of applying these core skills throughout a variety of sectors and locations.

These values are shared by our clients, and we never forget that they are the most important element of our business. Our clients know that, based on this central ethos, we can deliver success for them. We do not, however, take their loyalty for granted and know that we must continue to impress them on every single project.

We have a full and detailed understanding of the planning system, how it has evolved and how it continues to change. But we do not think of ourselves as just planners: we think as the client thinks. We understand the pressures they face, we know what they demand of us and others, and we realise how important the right result is for them.

Our experience

Rob Shrimplin and James Brown have 23 years of experience in planning, working for a wide range of clients and on a range of different projects. Both are long standing members of the RTPI.

Our experience includes;

- Retail, ranging from convenience foodstores to retail warehouses;
- Strategic housing land releases, including sensitive countryside locations and sites in the Green Belt;
- Residential schemes ranging from high value single dwellings to major flatted developments;
- Major office;
- Mixed use and regeneration schemes;
- Redevelopment of new and enhancement of existing industrial estates;
- Student housing; and
- Minerals and waste.

We have experience in all stages of the planning process; from initial site appraisals, producing application supporting statements, negotiating on applications with Councils and statutory consultees and promoting them through to committee, negotiating on the detail of planning conditions and s106 agreements. We have experience of instructing leading counsel and giving evidence through the planning appeal process. We have also promoted sites through the local plan/LDF process, including appearing at Examinations in Public.

We are experienced in instructing and managing the full range of consultants necessary to support planning applications, and driving a team forward to ensure that they deliver success. We work with each member of the team to ensure that they are maximising the potential of the development and producing as robust a submission as possible.

Our clients include national retailer operators, development companies, infrastructure providers and landowners.

t: 01483 745414/5

e: info@shrimplinbrown.com