



Client: Noss Marina Developments Ltd
Project: Former Philip and Sons boatyard, River Dart



Commission: Noss Marina Developments appointed PPS to undertake pre-application community consultation and public relations in relation to plans to regenerate the former Philip and Sons boatyard on the bank of the River Dart in Devon situated in an Area of Outstanding Natural Beauty.
The plans included luxury housing, a five star hotel, marine academy, employment space and an expanded marina.

Strategy: A comprehensive three-stage pre-application consultation strategy was designed and implemented targeting local residents and key stakeholders and resulting in widespread local interest and support for the proposals.
Following the submission of the application, a proactive campaign was implemented by PPS to mobilise support for the scheme. Local people identified during the consultation process were encouraged to express their views by writing or emailing the Council in support of the planning application.
A guide was created to assist potential supporters in registering their support for the proposals with the Council, and a newsletter distributed to local residents with a freepost reply slip allowing people to back the plans.

Outcome: A groundswell of local support was generated through the consultation and communication process, resulting in the Council receiving 270 letters of support compared to 48 objections.
This helped South Hams District councillors to resolve to grant planning permission for the scheme in May 2010.

Client comment: "PPS has played a important role in helping us secure widespread local support for our proposals for Noss Marina over the last few years. The initial implementation of a thorough and effective consultation process clearly laid the foundations to enable us to effectively mobilise local support once the application had been submitted to the Council." *Stephen Corner, Director of Noss Marina Developments Ltd*

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