



A Quod project sheet

East Wick & Sweetwater

Client Testimonial

Quod has been an instrumental part of the delivery of EW+S, including Phase 1 which is now complete and occupied. Quod added value to the project through the planning process and overcame challenges through working relationships with the LLDC development and planning teams, engagement with key stakeholders and creative problem solving.

James Zamchick, Director of Sales, Marketing and Investment, Places for People

Quod's Role

East Wick and Sweetwater (EW+S) is a Joint Venture between Places for People (PfP) and Balfour Beatty Investments, who were selected by LLDC in 2015 to deliver East Wick (PDZ5) and Sweetwater (PDZ4). Quod has been working with EW+S and LLDC's development team, as landowner and joint applicant, in delivering these two new neighbourhoods.

Quod is providing planning, housing and socio-economic advice on the project. The EW+S development includes 1,850 new homes and 13,000sqm of non-residential uses, along with nurseries, a health centre, library and community building, streets and two bridges that connect the site to the neighbouring communities.

Planning

The LCS is one of the most complex outline planning permissions being delivered in the UK today. It has sought to ensure that the development maximises the benefits and investment from the Olympic Games. The Quod team have been involved since the Olympic Games bid in 2003 and have played central roles in driving the development at EW+S.

Quod has worked with EW+S and LLDC to carefully understand and navigate policy constraints, parameters and design codes set by the LCS, while maximising the development potential of EW+S. Quod led the submission and coordination of the Zonal Masterplans, NMA

Description

Planning advice in relation to the delivery of two new neighbourhoods contributing to the Legacy Communities Scheme (LCS) transformation of the Queen Elizabeth Olympic Park.

Client

East Wick and Sweetwater Projects (a JV between Balfour Beatty Investments and Places for People)

Planning Authority

London Legacy Development Corporation (LLDC)

Expertise

Planning	✓
CIL	✓
Environmental Planning	✓
Development Economics	
Socio-economic	✓
Infrastructure	
Strategic Land Promotion	
Regeneration	✓
CPO	

Project Type

Infrastructure	
Major Mixed Use	✓
Residential	✓
Retail & Commercial	



and RMA applications to secure approval of a mixed-use community comprising 1,850 homes and complementary retail, business, community space and landscape. Quod has demonstrated effective partnership working with and mediating between public (LLDC development team as landowner and with the LLDC Planning Policy and Decisions Team) and private (EW+S), to deliver a scheme of exemplary quality.

Over 2020-2022, Quod led the team, including coordinating 5 separate architects, along with specialist consultants simultaneously, to secure amendments to the Outline Planning Permission, approval of the two East Wick and Sweetwater masterplans and submission of 5 RMA's within a tight timeframe. During this same period, Quod supported EW+S in the delivery of Phase 1, through the approval of conditions, obligations and non-material amendments, prior to occupation of the first residents.

Quod obtained planning permission to allow part of the site to be occupied by Hackney Bridge until 2032, which offers interim-uses, opportunities for start-ups and social, community and employment benefits for the local area, until the last phase of EW+S comes forward.

Since the LCS was approved in 2012, the housing need has grown and it was identified that the site could accommodate more. Quod's innovative approach to seek support for an increase in site capacity by over 300 homes, enabling an increase in affordable homes, included the introduction of London Affordable Rent to allow the scheme to better reflect local need.

Socio-Economics

Quod have advised on the socio-economic aspects of the project, including community facilities, healthcare facilities, play space, CIL and social value.

EW+S commissioned Quod to prepare a Social Sustainability Assessment to help refine and inform the project and ensure that the development fulfils the ambition to be a mixed and balanced community – and how this relates to the sustainability of a neighbourhood and the social value that new homes can create. This goes beyond tenure (although that is very important too) to look at access to shared amenities and services (especially open space); meaningful engagement and resident empowerment to influence local decision making; financial, skills and management support for business; and placemaking to provide spaces that are accessible, safe and welcoming.

The Social Sustainability Statement shows how EW+S has put in place the strong foundations of a socially sustainable neighbourhood. It formalises the short and long-term commitments that EW+S has made to the LLDC and the community under the headings of people, place, jobs and the economy and equality.