

With experience working for a residential housebuilder and a strong interest in the built environment, James supports the delivery of residential projects across London and the Southeast.



BSc Chemistry – University of Leeds

MSc International Real Estate and Planning – Bartlett School of Planning, University College London

After completing an MSc in International Real Estate and Planning at University College London in 2022, James spent three years working for a residential housebuilder, gaining experience in the delivery of housing developments across London and the Southeast.

James joined Planning Potential in March 2026 and is a member of the residential team. He supports projects across all stages of the planning process, from site appraisal and strategic planning advice through to managing consultant teams, preparing planning applications, and discharging planning conditions to facilitate development delivery.

Prior to entering the planning profession, James graduated from the University of Leeds with a degree in Chemistry and spent three years working as a Research Analyst. While this is an unconventional route into the planning sector, his analytical background has provided a strong foundation for his work as a planner.

Outside of work, James enjoys spending time with friends, cooking, following football, and finding cheap flight deals for last-minute weekend getaways.

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