

Alison is an Assistant Planner in the residential team, working on a diverse range of planning applications, appeals and development projects. She supports clients and project teams throughout the planning process, undertaking planning appraisals, policy analysis and research to inform planning submissions. Alison has experience across a variety of residential and mixed-use developments and is recognised for her organised, proactive and detail-oriented approach.



BSc Geography and Urban and Regional Planning, University of Birmingham

MSc Urban and Regional Planning, University of Birmingham

After completing her undergraduate degree at the University of Birmingham, Alison returned to London and joined Planning Potential in June 2024 for a four-month work experience placement. Prior to this, she gained valuable experience as a Planning Intern for a property consultancy and as a Planning Assistant at a design-led planning consultancy.

Since August 2025, Alison works as an Assistant Planner at Planning Potential, having completed a MSc in Urban and Regional Planning from the University of Birmingham. Working alongside the residential team, she supports with research, planning appraisals and planning analysis for the preparation and submission of planning applications and appeals. She is now working towards her APC.

Outside of work, Alison enjoys spending time with family and friends, exploring new places and watching sports.

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