

As Head of Engagement, Charlotte leads the design and delivery of targeted communications and engagement strategies for development proposals across the UK.

She advises clients from the earliest stages of a project — helping to understand the political, community and site context, set clear messages, and build meaningful engagement with local communities. Her role brings together strategic public affairs advice, stakeholder communications, consultation delivery, and feedback analysis, helping clients present complex proposals clearly, respond to concerns constructively and support positive planning outcomes.



MA Medieval History – Durham University

BA (Hons) History – Durham University

An experienced public affairs and engagement consultant, Charlotte has advised private and public sector clients on development proposals, land promotion and major redevelopment projects, often working across administrative boundaries.

She has particular expertise in communicating complex planning matters to different audiences, with experience spanning residential, retail, mixed-use, extra care and third age living schemes, as well as proposals in the Green Belt.

Charlotte understands that successful engagement depends on more than simply sharing information. She focuses on building trust, explaining project objectives, presenting benefits clearly and ensuring feedback is properly understood and reflected throughout the planning process. This aligns closely with Communications Potential's approach to meaningful engagement, good practice consultation and carefully devised communications strategies that help anticipate issues, address concerns and ease the application process.

Before joining Planning Potential in March 2020, Charlotte worked in political campaigning, including as a Political Assistant for a local political party association, where she played an integral role in local and general election campaigns. She now applies that strategic campaigning experience, political awareness and strong understanding of messaging to help clients navigate sensitive planning contexts and communicate effectively with the people who matter most.

When she is not exploring somewhere new or visiting the latest exhibition, Charlotte enjoys spending summer days at the cricket, with Test Match Special as her soundtrack of choice.

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