

# Rob Scadding

Associate Director



Rob specialises in a number of areas, in particular managing major retail and mixed-use schemes, as well as working in the residential, leisure, self-storage and EV infrastructure sectors.



**BA (Hons) Town & Country Planning – University of Manchester**  
**Graduate Diploma Town Planning – University College London**  
Member of the Royal Town Planning Institute

Having been part of Planning Potential since its establishment in 2005, Rob has played a central role in delivering major retail and mixed-use schemes across the UK. His work also spans the residential, leisure, self-storage and EV infrastructure sectors.

Rob began his career as a development control officer in local government, gaining valuable political insight and a practical understanding of the planning system. Before joining Planning Potential, he worked for another London-based town planning consultancy.

Over the years, Rob has built substantial experience in leading multi-disciplinary project teams and coordinating complex planning submissions. He routinely prepares Retail Impact Assessments, undertakes Sequential Assessments, negotiates S106 Agreements, and represents clients at appeal—acting as an expert witness at Hearings and Public Inquiries. His strong interpersonal skills and collaborative approach allow him to build constructive relationships with clients, local authorities, communities, and stakeholders to secure positive development outcomes.

Combining strategic thinking with a clear understanding of clients' commercial objectives, Rob provides both project-led support and high-level advice on new opportunities. He identifies potential development sites and shapes planning strategies that enhance prospects and long-term value.

Outside of work, and when not kept busy by his young family, Rob plays squash regularly and follows most sports, particularly cricket and football. He also enjoys spending time in the outdoors, taking any opportunity to walk up a mountain or ski down one.

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