

Charlotte provides strategic planning advice to developers, landowners, investors and commercial operators nationwide, helping to unlock development opportunities through clear strategy, commercial insight and practical solutions. Combining technical expertise with a pragmatic understanding of development and delivery, she helps clients navigate complexity, identify opportunities and secure successful outcomes.



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With over 15 years' experience in planning consultancy, Charlotte has delivered planning solutions across residential, retail, commercial, employment and mixed-use development projects nationwide. Since joining Planning Potential in 2011, she has advised a diverse range of clients on complex planning matters, from site acquisition and planning strategy through to consent, implementation and delivery.

Charlotte leads multidisciplinary teams on major planning applications, strategic development projects and local plan promotions, providing clear, commercially minded guidance throughout the development process. She has particular expertise in retail and leisure schemes, employment and logistics projects, residential development and regeneration opportunities, helping clients navigate complex policy, technical and stakeholder considerations to achieve successful planning outcomes.

Alongside project delivery, Charlotte advises on planning policy and strategic planning matters, preparing representations to local plans and supporting clients in shaping emerging planning frameworks. Her combination of technical expertise, commercial awareness and collaborative approach has established her as a trusted adviser to clients across a broad range of sectors.

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