Rob Scadding

Associate Director

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

Having worked at Planning Potential since the business was established in 2005, Rob primarily manages major retail and mixed-use schemes, as well as working in the residential and leisure fields.

After graduating, Rob worked as a development control officer in local government for two years, where he gained valuable political insight and a practical understanding of the planning system. Prior to joining Planning Potential, he worked for a London-based town planning consultancy.

Rob has developed considerable experience leading project teams, preparing Retail Impact Assessments, negotiating S106 Agreements and – where necessary – representing clients at appeal. His key strengths lie in his interpersonal skills and his ability to develop positive relationships with project teams, local councils, members of the community and other stakeholders to achieve the best possible development outcomes.

Using his ability to understand clients' needs and objectives, Rob is able to ensure the effective delivery of live projects, whilst also providing strategic advice on a wide range of new opportunities. He has extensive experience in identifying potential development sites and formulating planning strategies to maximise clients' prospects.

When he's not at work, or running around after his young family, Rob plays squash regularly and enjoys most sports – including cricket and football. He also loves the outdoors, spending as much time as he can exploring mountains in the Lake District.

Rob.scadding@planningpotential.co.uk