

Heather Vickers

Associate Director



A skilled negotiator and project manager, with particularly extensive experience in residential and mixed-use schemes, Heather ensures that projects of all shapes and sizes are delivered efficiently and effectively.



BA (Hons) Geography & Planning – Newcastle University
MSc Town Planning – Newcastle University
Member of the Royal Town Planning Institute

Heather has been with Planning Potential since 2011, applying her planning expertise and project management skills to a variety of projects – particularly in the residential and mixed-use sectors. Her experience includes the preparation and coordination of evidence for a two-week planning inquiry. The positive outcome of the appeal attracted significant media attention – specifically in relation to housing land supply. The Inspector concluded that there was “an overriding case in support of the development proposed in this appeal”.

After graduating, Heather worked in local government as a policy planner before moving into the private sector. She initially joined a nationwide commercial property and planning firm, where she was primarily involved with the development of retail, healthcare, mixed-use and residential schemes.

Having worked in both the public and private sectors, Heather has gained a wealth of experience, knowledge and skills, and boasts a range of excellent planning consents for numerous schemes across the UK. In addition to advising on the prospects of securing permission, Heather’s clients value her expertise in the preparation of appraisals, EIA co-ordination, applications and appeals, as well as ensuring conditions and obligations are discharged following the granting of planning permission.

Heather applies her project management skills to secure the efficient and effective delivery of schemes, ensuring the development potential of a site is maximised. She is not only able to assist clients with the promotion of sites through the local plan process, she also works to ensure that schemes are developable and can be delivered promptly – by negotiating detailed aspects of proposals and potential S106 contributions.

Heather has also undertaken two secondments for Planning Potential, one for a major retail client and the other for a major residential client – enabling her to build close working relationships and bring additional skills and knowledge into the Company.

Outside of Planning Potential, Heather likes spending time with her partner (also a Planner!) and little boy. She is a keen netballer, golfer and swimmer who enjoys visiting friends and family across the country – when she finds the time!

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