

James Baker

Senior Planner



James has gained thorough knowledge and understanding of the planning system during his time at Planning Potential, and has been involved in a wide variety of projects.



BSc Geography – University of Reading
MSc Spatial Planning and Development – University of Reading.
Member of the Royal Town Planning Institute

James joined Planning Potential in October 2018 and is a chartered town planner. He has worked on an array of retail, commercial and leisure developments, including providing advice and assisting with the expansion of several high street food and beverage operators, a national self-storage provider and a national foodstore operator.

James is responsible for undertaking research and planning policy analysis to assess development prospects, compile planning appraisals, and provide advice to clients. He prepares planning submission documents, and is greatly involved with the co-ordination, submission and monitoring of planning applications, including managing the project team, and negotiating with Council officers.

Outside of work, James enjoys various sports including running and golf, and in summer months can be found enjoying time on the water. He is a long-suffering Crystal Palace season ticket holder, watching them both at home and on the road, and he also enjoys live music.

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