

# Helen Cuthbert

Managing Director, London



A creative thinker and skilful analyst, Helen is able to identify solutions to a variety of planning challenges.



BSocSc (Joint Hons) Geography & Planning – University of Birmingham  
MA Town & Country Planning – University of Westminster  
*Fellow of the Royal Town Planning Institute*

Helen has over 20 years' experience in the private sector, promoting development and influencing policy guidance to maximise clarity and ease its application. She takes great pride in her work – not only meeting her clients' commercial needs, but also ensuring that she delivers the best possible development solutions for all stakeholders. She was elected to Fellowship of the Royal Town Planning Institute (RTPI) on 12 May 2021.

As a founding director of Planning Potential, she continues to extend and apply her considerable practical experience. A creative thinker and skilful analyst, Helen is able to identify solutions to a variety of planning challenges – delivering new developments and ensuring that asset managers are able to make best use of their portfolios.

Helen has worked on a wide range of projects across a variety of industry sectors, but she has a particularly strong background in retail, leisure and residential development. She has acted as an expert witness at many public inquiries – dealing with policy, design and amenity issues.

Having helped to deliver hundreds of schemes, Helen is very well liked and highly regarded within the industry.

Apart from being a skilled planner, Helen's also a keen badminton player and occasional netball player (when her knees allow)!

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