

Sam Deegan

Director



A helpful and diligent planner with 15 years of public and private sector experience, Sam always goes the extra mile to meet clients' needs.

As the HR lead for the business, Sam is committed to championing the welfare and mental health of all team members and recognises the importance of a supportive work environment.



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

Sam is an experienced and accomplished chartered town planner, having been with Planning Potential since 2013.

Joining us originally as an Assistant Planner, Sam is now an Associate Director, testament to his strong work ethic, extensive knowledge of the planning system and his attention to detail. He provides planning advice to clients on all aspects of the planning process, from initial development strategies to determination to completion.

Having been instructed by a broad spectrum of clients over the years, Sam possesses a wealth of experience. He currently spearheads the Harrogate and Newcastle office's residential, commercial, health care and leisure accounts and currently works closely with a number of household names, providing commercially focused advice and helping them to secure results.

Sam project manages developments of various sizes, working on all elements of the planning process from appraisal stage through to planning application submission and post submission work. Sam provides his clients with well-considered planning strategy advice, understanding developer demands and pressures, whilst also balancing this with his in depth understanding of planning policy requirements. Sam's commitment to achieving successful outcomes for his clients is evidenced through his meticulous management of consultant teams, relationship building with Council's and advice provided throughout the planning process. You can read more about his projects here on his profile page.

Outside of work, Sam enjoys spending the weekend with his young family and the outdoors. He is also an avid runner, particularly when there is a charming country pub to refuel.

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