

Alan Williams

Associate Director



Using his considerable private sector experience, Alan consistently delivers positive results for diverse range of clients.



BA (Hons) and MPLAN – University of the West of England, Bristol
Member of the Royal Town Planning Institute

Alan has worked in the private sector for over 13 years and has advised and achieved desired results for a number of local, regional, national, and multi-national clients, whether they be retail, commercial, promotor and landowner clients.

Alan specialises in providing bespoke advice, forming strategies, and delivering planning permissions for a range of mixed use, retail, and commercial developments across England, while achieving the best value for clients. He has consistently delivered positive results on a large number of complex mixed use, foodstore, public house, hotel, business, strategic land, and other related proposals.

Over his career, Alan has gained considerable experience of coordinating and negotiating a range of planning applications for a variety of clients on diverse schemes and complex schemes to achieve deliverable, beneficial developments. He has also assisted and provided significant support at public inquires. Alan has lead, managed, and worked alongside a range of small to large consultant teams to deliver positive results.

Outside Planning Potential, Alan enjoys the thrills of various outdoor pursuits including sailing, rowing, stand up paddle boarding, mountain biking, and hiking.

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