

James Baker

Assistant 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

James joined Planning Potential in October 2018 whilst studying for his masters in Spatial Planning and Development at the University of Reading. Following completion of his studies, he has become a full-time member of the commercial team and has now involved in a wide variety of projects, getting extensive practice in planning as well as developing and expanding his experience.

During his time with Planning Potential, James has worked on an array of retail, commercial and leisure development opportunities, including providing advice and assisting with the expansion of a national foodstore operator and a bakery chain. James is responsible for undertaking research and planning policy analysis to assess development prospects and compile planning appraisals. He also regularly prepares Planning and Retail Statements, and is greatly involved with the co-ordination, submission and monitoring of planning applications.

Outside of work, James enjoys various sports, including running, golf and kayaking. He is a long-suffering Crystal Palace season ticket holder, watching them both at home or on the road, and he also enjoys watching live music.

James.baker@planningpotential.co.uk

Planning Potential Ltd

London

Magdalen House

148 Tooley Street

London SE1 2TU

T: 020 7357 8000