

*Penny has more than 15 years' private sector experience and has advised on some of the most significant retail schemes in London over the past decade, to the satisfaction of relevant local authorities and the GLA.*



**BA (Hons) Geography – Durham University**  
**MPhil Environmental Planning and Development – University of Reading**  
***Member of the Royal Town Planning Institute***

Penny has over fifteen years' experience in the private sector working for retailers, developers and fund managers. Her experience includes mixed-use town centre redevelopment as well as retail warehouse developments providing advice on development options and longer term asset management issues.

Penny has worked on projects across the country and has a good track record of working with local authorities to achieve a positive result. She has rationalised some of the most significant retail schemes to be brought forward in London over the past decade to the satisfaction of both the relevant local authorities and the GLA.

Prior to joining Planning Potential, Penny worked for a property partnership and an international, multi-disciplinary environment consultancy working on large scale retail schemes across the UK and Ireland.

When not at work Penny can generally be found either out on her bike being a veteran of Cycle to MIPIM and pedElla, playing in the Epsom and Ewell Silver Band, or trying to convince her cat HRH (who has his own Twitter account) to cooperate.

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