

# Charlotte Perry

Associate



Charlotte is a skilled researcher, analyst, and project manager with a solid grasp of the UK planning system. She's involved in a variety of projects, including residential, retail, commercial, and mixed-use schemes, working with national retailers, house builders, and developers. Her expertise ensures that projects are managed effectively and meet client requirements, contributing to positive outcomes in built environment.



**BA (Hons) Urban Studies & Planning – University of Sheffield**

**MPLAN Urban Studies & Planning – University of Sheffield**

*Member of the Royal Town Planning Institute*

After honing her skills in London and the South East, she returned to the Harrogate office in January 2020 with a wealth of experience under her belt.

Since joining Planning Potential in 2011, Charlotte has continuously elevated her role as an analyst and project manager. Her comprehensive understanding of the UK planning system is unparalleled, thanks to her involvement in diverse projects spanning residential, retail, commercial, and mixed-use schemes nationwide.

Charlotte's proficiency extends beyond project management; she possesses an innate understanding of the commercial dynamics that shape her clients' needs and aspirations. From project inception to practical completion, she navigates complexities with finesse, ensuring client objectives are met amidst varying commercial pressures.

Additionally, Charlotte is a trusted advisor on strategic planning matters. Her insights into local plan processes and adeptness at drafting representations on planning policies empower clients to navigate regulatory landscapes effectively. Her contributions shape future planning policies, driving sustainable development and community-centric outcomes.

Outside of planning, Charlotte enjoys spending time with her young family and nurturing her green fingered abilities in the garden.

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