

With his dual planning and developer experience, Paul brings considerable expertise, project management skills and a meticulous approach to his clients. Recognised for his drive and commitment to achieving positive results, Paul is a key member of the Planning Potential team.



BSc (Hons) Geography – University of Manchester

MA Urban Regeneration & Development – University of Manchester

Member of the Royal Town Planning Institute

Paul has recently returned to Planning Potential after a period at a regional housebuilder, leading its land and planning function. This followed a ten-year career at Planning Potential, where he progressed from a graduate to a senior member of the team.

Having amassed a broad range of cross-sector experience, Paul sits in our residential team, where he supports a rich and varied client base. He is responsible for the day-to-day coordination of major planning applications for leading housebuilders and has a particular expertise in challenging urban fringe sites, following his recent client-side role.

By applying a meticulous and determined approach, Paul has an established reputation for solving complex planning issues. He regularly undertakes detailed planning appraisal work and his broad knowledge of the sector allows him to advise clients on comprehensive, commercially-focused strategies that optimise development opportunities.

Paul embraces the challenges of coordinating wider consultant teams and is a highly effective project manager. He is committed to achieving successful outcomes for all of his clients and is an adept verbal communicator at planning committees and public events.

Paul continues to support the wider Planning Potential team on major commercial projects. Recent successes include high-profile office expansion schemes in Central London.

Outside of work, Paul is a keen sportsman who enjoys football, running and skiing. He is a committed season ticket-holder at Everton FC. Beyond the sports field he also enjoys travel and mountain adventures.

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