

Annabel's can-do attitude and experience coordinating large consultant teams, has enabled her to deliver on an array of complex schemes from intricate householder applications to large scale commercial.



BA (Hons) Geography – Lancaster University
MSc Urban Planning – Newcastle University
Member of the Royal Town Planning Institute

Annabel joined Planning Potential's leisure team in November 2024, following her return from 18 months in Australia where she gained experience at a private consultancy in NSW specialising in school infrastructure and aged care living.

Prior to Planning Potential, Annabel was responsible for the coordination and submission of a wide-range of planning applications in Central London, from high-end residential and prestigious hotel schemes to NHS hospital extensions. Annabel is experienced in providing technical and planning strategy advice to clients and enjoys being involved in collaborative stakeholder engagement events, in order to deliver the best planning outcome for all interested parties.

Annabel continues to specialise in high-end residential and hotels, alongside community focused schemes.

In her free time, Annabel is either away on her next city break, socialising with friends and family or cooking up a storm in the kitchen. She also enjoys Pilates and running.

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