

With a dual specialism in Public Relations and Planning, Will brings valuable knowledge and experience to ensure the deliverability of projects across a number of sectors.



BA (Hons) Politics - University of Leeds
MSc Urban and Rural Planning
Member of the Royal Town Planning Institute

Will is an experienced chartered town planner who has been with Planning Potential since 2017. His particular area of specialism is securing planning consent in sensitive and constrained locations. Will provides strategic counsel to a number of clients, including landowners and developers.

One of Will's biggest clients is North Yorkshire Council and he is trusted by them to act on their behalf in all aspects of the planning process, including:

- land promotion through the Local Plan process
- Securing Class Q permissions on agricultural buildings owned by the LPA
- Day-to-day management of minor and major projects

In recent years, Will has garnered his own caseload of private clients who trust him to provide clear and concise planning advice relating to outline and detailed planning applications for residential developments of differing scales across the north of England. Leveraging the skills he acquired during his time working in public relations prior to seeing the light and becoming a town planner, he has particular expertise in stakeholder engagement and this know-how has made him well-versed in developing and adapting messaging and language to suit a range of different stakeholder needs – from government through to local communities.

Outside of work, Will enjoys (seasonal) tennis before retiring to padel when the weather takes a turn for the worse.

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