

Alison's superb organisation and attention to detail are excellent additions to the London office.



BSc Geography and Urban and Regional Planning, University of Birmingham

MSc Urban and Regional Planning, University of Birmingham

After completing her undergraduate degree at the University of Birmingham, Alison returned to London and joined Planning Potential in June 2024 for a four-month work experience placement. Prior to this, she gained valuable experience as a Planning Intern for a property consultancy and as a Planning Assistant at a design-led planning consultancy.

Since August 2025, Alison works as an Assistant Planner at Planning Potential, having completed a MSc in Urban and Regional Planning from the University of Birmingham. Working alongside the residential team, she supports with research, planning appraisals and planning analysis for the preparation and submission of planning applications and appeals. She is now working towards her APC.

Outside of work, Alison enjoys spending time with her family, exploring new places, and watching Real Madrid and AFC Wimbledon football matches.

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