

Charlotte Parry

Associate



Charlotte is a thorough planner with a keen eye for detail. She has a wealth of private sector experience – gained in the retail, commercial, mixed-use and residential sectors



BSc (Hons) Geography – Aberystwyth University
MA Planning Policy and Practice – London South Bank University
Member of the Royal Town Planning Institute

Charlotte joined Planning Potential's residential team in 2017. In her previous private sector role, Charlotte gained broad retail and commercial experience, alongside delivering residential developments. It was in this previous role where she realised residential-led projects were what she enjoyed most and, since joining Planning Potential, her commitment to the delivery of housing has been unwavering.

At Planning Potential, Charlotte diligently project manages residential-led developments of various sizes, working on all elements of the planning process from appraisal stage through to planning application submission and post submission work. Charlotte provides her clients with well-considered planning strategy advice, understanding developer demands and pressures, whilst also balancing this with her in depth understanding of planning policy requirements. Charlotte's commitment to achieving successful outcomes for her clients is evidenced through her meticulous management of consultant teams, relationship building with Council's and advice provided throughout the planning process.

Charlotte also enjoys work on Environmental Impact Assessments and prepares Screenings, Scoping's and co-ordinates Environmental Statements for her clients. This includes preparing socio-economic chapters when required. Charlotte also uses this skill set and understanding to provide her clients with Health Impact Assessments when required.

Outside of work Charlotte enjoys socialising with friends and staying fit. She particularly enjoys long distance running, having a couple of marathons under her belt!

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