

Will Rogers

Senior Planner

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.



BSc (Hons) Politics – University of Leeds

MSc Urban and Rural Planning

Member of the Royal Town Planning Institute

Will is an experienced property communications and stakeholder relations specialist, who joined Planning Potential in February 2017 as an Assistant Planner. Prior to joining Planning Potential, Will worked for a Leeds-based planning communications and stakeholder relations consultancy; specialising in implementing stakeholder engagement programmes across a wide cross section of sectors.

Since joining the team, Will has gone on to secure Chartered Membership and has experience of working with a wide range of clients, including landowners and national housebuilders as well as household names in the leisure and retail sectors.

Given his previous experience, 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.

He is adept at managing planning applications, Development Plan promotions and developments in sensitive locations. For example, one of his biggest achievements to date was securing approval for twenty dwellings in a village near Harrogate; you can read more about this project and others here on his profile page.

Away from the office, come rain or shine, Will can be found on the hockey pitch or watching his beloved Wolverhampton Wanderers.

Will.Rogers@planningpotential.co.uk