A Quod profile

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Areas of expertise

Before joining Quod, Louise gained experience in the private sector working for a commercial developer, establishing skills in sourcing development opportunities, site appraisals and asset management. She is now involved in a variety of projects at Quod, with experience spanning a range of sectors.

Louise's role covers the whole planning process, from providing initial strategic planning advice to the preparation and submission of planning applications, appeals and key supporting evidence.

Key experience

Whitgift Shopping Centre, Croydon (Westfield and Hammerson) – Louise is part of the consultant team who continue to provide planning advice to enable the joint venture to realise their aspirations to redevelop the Whitgift Shopping Centre and surrounding land in Croydon town centre: a comprehensive retail-led mixed use scheme including leisure uses, office uses, community facilities and up to 600 new homes, in addition to enhanced public realm and infrastructure improvements.

Brent Cross Cricklewood Regeneration Area (Hammerson and Aberdeen Standard) – Louise assisted with the coordination, preparation and submission of a Section 73 application following the grant of outline planning permission in October 2010 for a new metropolitan town centre which includes 7,500 new residential properties, circa 100,000m2 retail floorspace, 395,000m2 office floorspace, alongside extensive social infrastructure, open space and public transport. Louise is part of the consultant team that continues to provide planning advice on a range of planning matters during the implementation of the development.

Gilston Park Estate (Places for People) – Louise is part of the planning strategy team for this major residential-led scheme, which will see the creation of a sustainable urban extension north

Key projects

Whitgift Shopping Centre, Croydon
Brent Cross Cricklewood
Regeneration Area
North Harlow
Elliott's Field Retail Park, Rugby
Egham Gateway West
Guys & St. Thomas Hospital
(Kings College London)

Key clients

Places for People
Westfield
Hammerson
Legal & General
Guys & St. Thomas Hospital
(Kings College London)



of Harlow for circa 10,000 residential dwellings in the Green Belt, along with the provision of extensive physical and community infrastructure. Her role covers engagement in the local plan process and researching relevant case law to inform the strategic planning approach.

Elliott's Field Retail Park (Hammerson) - Louise was a key member of the team who successfully secured planning permission for a 15,000m2 out-of-town bulky goods retail facility in Rugby. The development opened in November 2017, just 10 months following the grant of permission and is the world's first retail park to achieve a BREEAM Outstanding rating.

Egham Gateway West (Places for People) - Louise is appointed as a planning consultant for the mixed use regeneration of a key gateway site in Egham Town Centre on behalf of Places for People. The site contains listed buildings as well as being situated within a conservation area.

Guys & St. Thomas Hospital (Kings College London) – Louise advises on the redevelopment of the southern portion of the hospital campus for medical and education uses. The site contains listed buildings and structures, is situated within a conservation area and is adjacent to a World Heritage Site.