



Ashleigh Cook
Senior Planner

acook@iceniprojects.com
DD 020 3725 3843
M 07741 656 453

Iceni Projects
Da Vinci House
44 Saffron Hill
London, EC1N 8FH

ICENI PROJECTS BIOGRAPHY

Ashleigh's in-depth understanding of planning policy provides a key insight to assist in the smooth and successful delivery of projects.

Ashleigh is a Senior Planner in Iceni's Urban Planning Team and since joining in May 2018 she has been involved in a wide range of projects and has provided tailored advice to clients to enable them to progress their site through the planning system. Ashleigh is currently working on a number of complex residential-led mixed-use schemes, which have the potential to turn under-utilised land in outer London into much needed homes. Ashleigh is also part of Iceni's Smart Cities Sector group and takes an important role in promoting our work and interest in this sector. She became an RTPI Chartered Planner in February 2018.

Before joining Iceni, Ashleigh had been on secondment for a year to the Ministry of Housing, Communities and Local Government. She was part of the Planning Policy and Reform team and played a fundamental role in the drafting of the revised National Planning Policy Framework. Ashleigh was involved in the policy areas of design, density and small sites, and she also played an integral role in the consultation process. This experience has given her an in-depth understanding of national policy and Government objectives for delivery which she utilises in her project work at Iceni.

Ashleigh started her planning career in the planning team at Peter Brett Associates, where she worked on complex evidence base research for a variety of local authorities in London and beyond. She also provided planning consultancy services on a number of residential and mixed-use schemes throughout London. Her interest in urban planning stemmed from an undergraduate degree in Geography and Sociology from the University of Aberdeen. She then completed an RTPI accredited MSc in City Planning and Regeneration from the University of Glasgow, where she achieved a distinction.

Outside of work, Ashleigh is a keen cyclist and enjoys exploring the many craft beer bars and breweries in and around London.

5 defining projects

1: POLICY DEVELOPMENT AT MHCLG

At MHCLG I was involved in the development and drafting of the planning policy on small sites for the revised NPPF. This involved liaising with external experts and stakeholders, conducting research session and workshops, analysing consultation responses and testing the draft policy against other policy ideas and Government objectives.

2: SOUTHALL, EALING

Part of the consultant team involved in the redevelopment of this site in the Southall Opportunity Area, Ealing. The proposed development will make efficient use of a site which is currently underutilised, to provide much needed high-quality market and affordable residential dwellings. Responsible for assisting with the coordination of the consultant team, advising the client and preparing and submitting the planning package.

3: APPEAL IN BRENTWOOD

Responsible for the preparation and submission of written representation on an appeal relating to the decision to refuse a two-storey roof extension for this office to residential conversion in Brentwood.

4: SIDCUP, BEXLEY

Responsible for liaising with the client and architects to prepare and submit this planning application for a small scale residential and retail expansion for a site in Bexley.

5: TALL BUILDING RESEARCH, BIRMINGHAM

Conducted extensive research on existing and proposed tall buildings in Birmingham to provide strategic planning advice to a client.