



# MATT BOWERS

## TECHNICAL DIRECTOR

### INTRODUCTION

Matt is a Chartered Town planner with nearly 25 years experience including 22 years working in the public sector, 10 of which as part of senior management and leadership teams in Local Authorities. Matt has expertise in Planning Policy, Town Centres and Economic Development and strong leadership experience.

He has led multidisciplinary teams on programmes and projects including the production of new local plans and strategies, capital projects such as a city centre public realm programme and successful bids for Local Growth Funding, Future High Street Fund, Local Sustainable Transport Fund and Levelling Up Funds.

### PROJECTS

#### West Bletchley Neighbourhood Plan Review

Matt oversaw the preparation of the revised West Bletchley Neighbourhood Plan following its review.

#### Hinckley and Bosworth Borough Council

As Chief Planner at Hinckley and Bosworth, Matt was responsible for determining under Regulation 19 if Neighbourhood Plan could be made.

#### London Borough of Enfield

Matt is leading on one of Enfield's strategic allocation sites providing project management and planning expertise. Matt has led the engagement with various Council teams to develop a holistic vision, a spatial framework and a supporting topic paper. The Local Plan is currently at Examination in Public and Matt is assisting the Council with preparing for the hearing sessions.

#### Amber Valley Borough Council

Matt is leading Hyas' long term support to the Council for the preparation, examination and adoption of the new Local Plan. The Borough has been without a Local Plan since 2009 and previous attempts to put a plan in place have not been successful. Matt is providing expertise and guidance to support the senior leadership team and Members, as well as commissioning studies, drafting policies, representing the council at cross-boundary meetings and leading the existing team. Matt led the Council team at the recent Examination in Public and is currently helping the Council to prepare main modifications.



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### QUALIFICATIONS

MRTPI Chartered Town Planner  
Level 7 Institute of Leadership and Management  
Member of the Institute of Economic Development

MSc City and Regional Planning  
University of Wales, Cardiff, 199-2001

BA(Hons) Geography  
University of Wales, Aberystwyth, 1996-1999

### CAREER HISTORY

#### May 2022 - present

Technical Director  
Hyas Associates

#### July 2019 – May 2022

Director, Planning and Environment  
Hinckley and Bosworth Borough Council

#### October 2010 – June 2019

Head of Managed Growth, Regeneration and Development / Assistant Director Growth and Regeneration  
Tamworth Borough Council

#### April 2009 – October 2010

Development Plan Manager  
Tamworth Borough Council

#### July 2002 – March 2009

Development Plan Manager  
Lichfield District Council

#### June 2001 – July 2002

Regeneration Officer  
Northampton Borough Council



# CLARE MANDERS

## ASSOCIATE DIRECTOR

### INTRODUCTION

Clare is an Associate Director with Hyas, with over 15 years overall experience, across project management, strategy development and planning policy in both District and Unitary Councils. She most recently worked for Buckinghamshire Council (previously Aylesbury Vale District Council/Buckinghamshire County Council) where she was responsible for the establishment and ongoing delivery of the 'Aylesbury Garden Town' initiative. She has considerable experience of engagement and partnership working, is politically aware and able to forge strong working relationships with a wide range of stakeholders.

### PROJECTS

#### Hemel Garden Communities

Clare is also currently supporting Dacorum Borough Council on various workstreams relating to Hemel Garden Communities, a transformative growth programme delivering over 15,000 homes. This work has involved shaping appropriate long-term governance models and funding mechanisms, as well as working with legal representatives and stakeholders to ensure that the SPD provides a clear, practical, and robust framework. Clare has also contributed to the preparation of Local Plan policies related to stewardship and long-term management, ensuring alignment with national guidance and local delivery aspirations.

#### Aylesbury Garden Town

As project manager for the Aylesbury Garden Town initiative since it joined the Government programme in 2017 she has helped to secure ongoing funding and support, establish and deliver a successful project governance structure and managed a dedicated team of officers to take forward the overall programme of work.

Clare's role involved close working between Buckinghamshire Council (BC), the Buckinghamshire Local Enterprise Partnership (Bucks LEP), and Homes England.

Clare has led on various workstreams as part of the initiative, including on stewardship, masterplanning and the delivery of wider corporate objectives. She has been involved in the preparation of policy documents relating to a number of urban extensions at Aylesbury including various sites towards the south (AGT1) and east of the town (Berryfields) alongside the rejuvenation of Aylesbury town centre and delivery of cross cutting infrastructure (such as the Aylesbury 'Gardenway' concept).



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### QUALIFICATIONS

MRTPI Chartered Town Planner

Spatial Planning MSc

Oxford Brookes University 2007 – 2009

Geography BSc (Hons)

Kings College, London 2004 – 2007

### CAREER HISTORY

**Nov 2024 – present**

Associate Director

Hyas Associates

**Jun 2022 – Oct 2024**

Principal Planner

Hyas Associates

**2017 – 2022**

Aylesbury Garden Town Project Manager

Buckinghamshire Council

**2010-2017**

Senior Planning Officer

Aylesbury Vale District Council

**2007-2010**

Graduate Planner

Senior Planning Officer

Aylesbury Vale District Council



# ANDIE CIZKOVA

## SENIOR TOWN PLANNER

### INTRODUCTION

Andie is a Chartered Town Planner with over five years' experience in the private sector, specialising in strategic development, place-making, masterplanning, and engagement. She holds an MSc in Planning with Distinction from the University of Manchester, and a foundation certificate in urban design. Throughout her career, she has contributed to a wide range of projects, from large-scale garden communities to strategic residential sites, combining a deep understanding of design, planning, and community engagement. Andie is also a joint leader of the Neurodiversity in Planning, where she leads on promoting more inclusive engagement.

Andie is currently involved in delivering a range of high-profile projects, including the development of garden communities and strategic sites. Her work spans several sectors, supporting local authorities with design code preparation, masterplanning reviews, and strategic delivery frameworks. She has been integral to shaping urban extensions, garden villages, and regeneration projects, helping ensure that design and planning objectives align with sustainability and place-making goals.

### PROJECTS

#### St Cuthbert's Garden Village – Design Code Pathfinder & Community Engagement

Andie has lead the engagement for the St Cuthbert's Garden Village Pathfinder project (Carlisle City Council), supporting the delivery of the Government's Design Code Pathfinder programme. She designed and facilitated a comprehensive engagement strategy, including in-person and online workshops, stakeholder forums, and public exhibitions. She led the engagement with local residents, schools, and community groups, ensuring the emerging design code reflected local aspirations and priorities. Andie supported the preparation of consultation materials, surveys, and summary reports.

#### Rotherham Design Coding & Quality Capacity Building, Rotherham MBC

Andie was involved in an intensive nine-month programme aimed at enhancing design and coding capabilities within Rotherham MBC. This project involves running a series of workshops, site visits, and practical design sessions to raise awareness of design principles and their application in planning processes. The programme focuses on integrating these skills into day-to-day planning work, helping officers navigate complex planning issues and developer negotiations. The initiative will culminate in the production of a Rotherham-specific design handbook, complete with bespoke tools and actionable recommendations for future development.



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### QUALIFICATIONS

MRTPI Chartered Town Planner

Foundation Certificate in Urban Design endorsed by Urban Design Group

MSc Planning  
The University of Manchester 2020-2021

BA (Hons) Environmental Management  
The University of Manchester 2016-2019

### CAREER HISTORY

**May 2024-now**  
Senior Town Planning Consultant  
Hyas Associates

**May 2022- May 2024**  
Town Planning Consultant  
Hyas Associates

**June 2021-May 2022**  
Graduate Planner  
Hyas Associates

**September 2020-June 2021**  
Planning Research Consultant  
Montague Land

**July 2019-August 2020**  
Urban Geography Researcher  
Gladman Developments

### VOLUNTEERING

Joint Network Leader  
Neurodiversity in Planning



# OLIVIA GRIFFIN

## CONSULTANT PLANNER

### INTRODUCTION

Olivia joined Hyas Associates as a Graduate Town Planner after achieving a first-class degree in Property Development and Planning from Birmingham City University. She now holds the position of Consultant Town Planner and has contributed to a diverse range of projects, including Garden Communities, strategic development sites, infrastructure capacity studies, community engagement, and Local Plan support. Olivia brings strong analytical skills to her role, demonstrated through her work on various project and research commissions, where she regularly reviews and interprets plans and policy documents. Olivia has worked on a wide range of projects:

- Supporting on delivery of Enfield and Crews Hill Spatial Frameworks for LB Enfield through research and engagement related tasks
- Guidance review for PAS Planning Advisory Service (DHLUC funded project) refreshing their pre-application including PPA website guidance, which included numerous interviews and desktop research to support the project outputs;
- Engagement support for a regeneration strategy in Chesham;
- Service review for Rugby Borough Council, which consisted of extensive benchmarking and analysis of planning statistics;
- Assisted with research for a health topic paper;
- Supporting team members to prepare PPA's for strategic sites and liaising with landowners/developers to sign up and help resource.

### PROJECTS

#### London Borough of Enfield: Placemaking Areas

Olivia has been supporting on delivery, Developer Forums, research and Local Plan support.

#### West Bletchley Neighbourhood Plan

Olivia has been supporting on the preparation of West Bletchley's Neighbourhood Plan, including mapping.

#### Rotherham Design Skills Capacity

Olivia has been supporting the team with the reviewing of key documents, research and the engagement sessions.

#### Walsall Borough Council Development Management Support

Olivia has been preparing DM support, reviewing applications, liaising with applicants and preparing delegated reports.



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### QUALIFICATIONS

DA-APC Urban and Regional Planning,  
University of Birmingham  
2023-present

Bsc (Hons) Property Development and  
Planning, Birmingham City University  
2019-2022

### CAREER HISTORY

#### 2024- Present

Consultant Planner, Hyas Associates

#### 2022- 2024

Graduate Town Planner, Hyas Associates

#### 2016-2019

Food and Beverage Assistant, New Hall Hotel

#### 2018-2019

Sale Advisor, Carphone Warehouse

#### 2015-2016

Packer and AMEX accounts, Armac Martin  
manufacturers



# SHAHD ABDALLA

## GRADUATE PLANNER

### INTRODUCTION

Shahd is due to complete her MA in Planning Built Environments at Birmingham City University. Recipient of the 2025 Planning Student Award by the RTPI and BCU. Shahd is skilled in urban regeneration, policy analysis, and sustainable development, with a strong interest in inclusive and climate-responsive planning. Brings technical and spatial understanding from an architectural background to support practical, community-focused solutions.

### SKILLS & EXPERIENCE

#### Dar Engineering Consultancy Architect

Produced detailed architectural drawings, sections, and elevations for residential and mixed use projects, with attention to functionality, compliance, and spatial quality. Participated in site visits and project reviews, contributing to assessments of progress, quality, and spatial functionality. Collaborated with multidisciplinary teams to refine proposals, balancing design intent with environmental, structural, and policy considerations. Participated in client meetings and consultant coordination, contributing to design modifications based on contextual, regulatory, and environmental constraints.

#### University of Khartoum

Assisted in delivering studio-based design modules and supporting students with design development, site analysis, and technical presentations. Helped guide students through the early stages of spatial problem-solving, encouraging socially responsive and environmentally aware design thinking. Supported professors in preparing lesson content, critiques, and practical exercises, sharpening communication, organisational, and mentoring skills.

#### Archway Content Writer and Vice media manager

Organised and managed communications for a student-led architecture group, building experience in stakeholder outreach, event planning, and public engagement. Led workshops and supported junior members, reinforcing skills in coordination, leadership, and community involvement in key areas in planning-related roles. urban development



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### QUALIFICATIONS

MA in Planning Built Environments  
Birmingham City University 2024 – present

BSc (Hons) in Architecture  
University of Khartoum 2015 – 2021

### CAREER HISTORY

**Oct 2022 – Mar 2023**  
Architect  
Dar Engineering Consultancy (Sudan)

**Oct 2022 – Aug 2024**  
Teaching Assistant  
University of Khartoum (Sudan)

**Jun 2022 – Aug 2024**  
Content Writer and Vice media manager  
Archway

# Linda Ram

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## Professional Profile

A senior communications leader adept at managing internal and external communications on strategic and creative campaigns. Successfully led a local authority corporate communications team on large-scale projects, including multi-million-pound regeneration schemes, tourism and event promotions such as the Commonwealth Games, citizen engagement and a major transformation programme impacting all areas of the business.

This work has involved full communications campaign management from inception to outcome, developing comprehensive marketing and communications strategies, including stakeholder mapping and engagement, cross-channel key messages, campaign materials, building new websites and using Government Communication Service methods of monitoring and evaluation.

Highly skilled in all forms of copywriting and able to adapt style and tone to suit relevant target audiences. This includes news reports and features, web pages, blogs, case studies, product descriptions, white papers, newsletters, social media posts and more.

Using the skills gained as a fully qualified award-winning journalist to help businesses and public sector organisations raise their profile, manage reputation, increase online visibility and engage with audiences through content that converts.

## Key Skills

**Writing and executing communication strategies | Multi-channel campaign plans | Copywriting | Achieving media coverage | Managing media enquiries | Crisis communications | Reputation management | Stakeholder engagement | Project management | Line management | Advising politicians and SLT | Internal communications.**

## Career Summary

### **Professional Copy Creation**

#### **Communications Consultant, PR & Copywriting**

**Nov 2009 – present**

Helping B2B and B2C clients succeed and grow through effective copywriting, PR and overall communications solutions. Clients include financial services companies, SaaS businesses, estate agents, digital marketing agencies, business networking clubs, entrepreneurs and a variety of SMEs.

- Devising results-driven communications strategies, including identifying opportunities for media exposure across local, national and trade media, including news releases, case studies and thought leadership pieces
- Writing engaging articles for company websites based on keyword research and designed to boost credibility, improve SEO and increase visitor dwell time
- Creating original social media content (both reactive and forward-planning), to help businesses grow their audiences through a scheduled calendar of content using tools such as Agorapulse and Notion
- Proficient in WordPress

### **Key achievements**

- Working in partnership with digital marketing agencies to write engaging, optimised lead-generating content
- Leading on a full-scale communications campaign to promote the Birmingham 2022 Commonwealth Games which led to sell-out events and widespread media coverage
- Raising the profile of businesses and entrepreneurs through PR plans which set them apart as leaders in their field with their views sought by national media publications
- Selected as contributing writer for a website aimed at working parents
- Selected as contributing writer for a commercial funding website
- Contributing writer for a leading mortgage industry magazine and online website
- Reviewing and rewriting all content as part of a local authority website redesign project

## **Tamworth Borough Council**

### **Head of Corporate Communications (2019-2022)**

#### **PR manager (February 2016 – April 2022)**

Managing the busy corporate communications and press office function of a local authority, with line management of six members of staff. Developing strategic marketing and communications for the promotion of the council (including a castle, theatre, events team and business enterprise centre).

- Managing the press office, including issuing news releases, handling media enquiries and events
- Creating, leading, and evaluating communications and marketing campaigns in line with corporate objectives and using GCS methods of behavioural science
- Working with external agencies to script and storyboard video content
- Delivering effective consultation and engagement exercises such as budget and residents' surveys
- Building successful relationships with stakeholders including C-Suite executives, politicians, businesses, public sector peers and voluntary sector organisations
- Responsibility for all communications and marketing budgets
- Internal communications, including production of staff newsletter, intranet, Microsoft Teams channel
- Scripting statements and video content for senior leaders and politicians
- Representing the council on regional bodies such as Local Resilience Forums and comms groups

#### **Key achievements**

- Successfully created a new central corporate communications team, securing budget for new team members and achieving savings by bringing various outsourced marketing functions in-house
- Setting up new social media channels and growing audiences of thousands of people
- Devising several campaigns to promote the town, its heritage and attractions which achieved widespread engagement and coverage (Tamworth What's Next, Food and Drink Trail app, #DoTheAethel)
- Helped secure £21.5m in Future High Streets funding – one of only four towns to receive the full bid
- Created a brand new residents' survey, supported by an innovative communications strategy, which achieved a 480% increase in responses to any previous consultation
- Supported more than 250 people to transition from office to homeworkers during the pandemic, including the creation of new internal channels, such as Microsoft Teams, virtual running clubs and coffee breaks
- Invited to join the executive leadership team as a respected voice within the organisation
- Created an entire new vision, brand and website for the regeneration of Tamworth town centre ([www.transformingtamworth.co.uk](http://www.transformingtamworth.co.uk))

## **Central Independent News and Media Ltd**

### **Group News Editor (Sep 2007 – Jan 2009)**

#### **News Editor (Mar 2003 – Sep 2007)**

Promoted to the role of Group News Editor with responsibility for setting the news agenda as part of the senior editorial team of a busy newspaper group of local papers and glossy magazines.

- Monitoring the performance and development of around 20 reporters to increase overall productivity
- Providing accurate, balanced and unrivalled news coverage
- All the additional responsibilities of a news editor and chief reporter

#### **Key achievements**

- Pioneered a new diary system to generate ideas for stories and ensure follow-up
- Interviewed a variety of senior government ministers and celebrities
- Won several industry awards including Newspaper Society Reporter of the Year
- Ensured the smooth transition to a new way of joined-up working across titles

## **[Education and Professional Development](#)**

NCTJ & NCE (including shorthand at 100wpm, media law and public affairs) – University of Wolverhampton

## **[Additional Information](#)**

- Full, clean UK driving licence
- Proficient in the German language
- Trustee of a trust fund supporting children with disabilities and life-limiting illnesses