



Areas of Expertise:

Elva's expertise is focused around the social and economic impacts of development. With over 10 years' experience she has worked on a wide range of large scale regeneration projects across London and throughout the UK providing strategic advice to both private and public sector clients.

Elva offers clients strategic advice on the building the case for development and infrastructure projects as well as various services throughout the planning process. This includes pre-application masterplanning advice on the requirements for social infrastructure to the preparation of planning application documents such as Regeneration Statements, socio-economic assessments as part of the Environmental Impact Assessment process, Health Impact Assessments, Economic Impact Assessments, Employment and training strategies and advising on planning obligations.

Elva has developed a particular specialism in a number of areas, including; bespoke demographic modelling; assisting on the development of detailed population analysis models; modelling the economic impact of development; putting together Employment and Training strategies for developments and the assessment of the requirements for open space and playspace arising from new developments.

Key Experience:

Urban Mixed Use Development

- **Shell Centre** – Elva worked alongside the planning team over the course of preparing the planning application for the redevelopment of the Shell Centre in Waterloo. She provided strategic advice on the masterplan and helped shape the masterplan within local social and economic context. Elva undertook stakeholder consultation to understand the local priorities with a particular focus on employment and training.

Key Projects:

18 Blackfriars Road
Barking Riverside Extension
Belfast City Airport
Earl's Court
Elephant & Castle
Finsbury Tower
Central Park, Leeds
Kodak, Harrow
London City Airport
Meadowhall, Sheffield
New Covent Garden Market
New District
Newfoundland
Northern Line Extension
Paddington Central
Peruvian Wharf
Shell Centre
St Mark's Shopping Centre
Television Centre
Westfield White City
Whitgift Centre, Croydon
Woodberry Down



Profile: Elva Phelan

Elva prepared the socio- economic assessment for the Environmental Impact Assessment and the Regeneration Statement as part of the suite of planning application documents and the Employment and Skills Plan as part of the Section 106 obligations.

- **New District** – Advised on the social infrastructure required to support the regeneration of New District (formally known as Wood Wharf) on the Isle of Dogs in the London Borough of Tower Hamlets. This involved extensive consultation with stakeholders and service providers including healthcare and education provision as well as input into the masterplan for the design, location and scale of facilities provided. Elva was involved in developing the Employment and Training Strategy for the project. This sought to identify employment opportunities generated by the construction and end-use phases. She also produced application documents including the socio-economic chapter of the EIA and the Regeneration Statement.
- **Newfoundland** – Provided support in making the case for this residential development within a preferred office location on the Isle of Dogs. Elva's work also looked at the impact of the provision of off-site affordable housing.
- **BBC Television Centre** – Assessed the socio-economic and regeneration impacts of the proposed refurbishment and redevelopment of the BBC Television Centre in White City. Work involved the preparation of the socio-economic chapter of the Environmental Impact Assessment and the Regeneration Statement for the planning application.
- **Westfield London** – Elva has been involved in Phase 2 for Westfield London. The expansion of the existing Westfield London Centre will deliver more retail, leisure, business and community space along with a significant residential element. Elva's role has been to develop the regeneration case for the project. In addition Elva has supported Westfield in developing and implementing their Employment Skills and Training Strategy for both the construction and end user stage. Elva has worked with the London Borough of Hammersmith and Fulham on behalf of Westfield to agree and implement the Strategy.
- **Whitgift Centre Croydon** – Worked for Croydon Limited Partnership (a joint venture by Westfield Europe and Hammerson) on the regeneration case for the redevelopment of the Whitgift Centre in Croydon Town Centre. This included provided evidence to support the Compulsory Purchase Order.

Key Clients:

Ballymore Group
British Land
Brookfield
Canary Wharf Group
Galliard Homes
Hammerson
Land Securities
Legal & General
Lend Lease
Lipton Rodgers
McAlister Holdings
Qatari Diar
Stanhope
TfL
Urban & Civic
Westfield Europe

Profile: Elva Phelan

- **Vauxhall Nine Elms Battersea Opportunity Area** – As one of London's largest strategic regeneration projects there is a significant level of development planned for this area over the next 20 years. Elva has worked on assessing the social and economic impacts of schemes within the area taking into account the existing local context and the projected future baseline.
- **Meadowhall** – Developed the economic case for development for the Leisure Hall extension of the Meadowhall Shopping Centre in Sheffield. Her role also included undertaking the socio-economic impact assessment for the EIA.
- **Hotels** – Elva has extensive experience in understanding the economic impact of hotel development. She has worked on a number of projects to assist in helping the Local Authority to understand the employment and economic related benefits of hotels. Projects include assets for Hilton, Fairmont, British Land and London and Regional.

Infrastructure Projects

- **Northern Line Extension** – Elva has worked on the preparation of the Transport Works Act Order for the extension of the Northern Line from Kennington, including two new stations at Nine Elms and Battersea Power Station. Elva's role included the assessment the potential regeneration benefits arising from the implementation of the NLE. In addition she provided advice on the Environmental Impact Assessment and Health Impact Assessment prepared for the TWAO.
- **Barking Riverside Extension** – Elva provided socio-economic advice in relation to the proposed extension of the Gospel Oak to Barking Overland Line to Barking Riverside. Elva's role was to develop the regeneration case for the extension to support the TWAO.
- **Belfast City Airport** – Assessment of the socio-economic impacts of a runway extension, considering the indirect employment effects, including business benefits from improved infrastructure.
- **London City Airport** – Advised on the potential Equalities Impacts arising from the proposed expansion of the airport terminal and associated airport development. Provided Newham Council with the information to assist them to undertake their duty to consider Equalities Impacts under the 2010 Equality Act.