



Elva Phelan

Senior Director

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Areas of expertise

Elva's expertise is focused around the social and economic impacts of development. With over 14 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 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, Social Value, Equality Statements and advising on planning obligations.

Elva has developed a particular specialism in a number of areas, including; bespoke demographic modelling; 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

Canada Water Masterplan – Elva worked on the Canada Water Masterplan on behalf of British Land. Providing strategic advice on the masterplan, Elva advised on the social infrastructure requirements for the scheme. The scale of this masterplan and flexible nature of the planning permission secured required a considered approach to supporting social infrastructure and appropriate assessment of social and economic benefits. Elva undertook stakeholder consultation to understand the local priorities with a particular focus on education, health, and

Key projects

Barking Riverside Extension
Belfast City Airport
Canada Water Masterplan
Cuba Street
Earl's Court
Elephant & Castle
Ensign House
Finsbury Tower
Fleet Street
Central Park, Leeds
Kodak, Harrow
London City Airport
Meadowhall, Sheffield
New Covent Garden Market
Newfoundland
North Quay
Northern Line Extension
Paddington Central
Park Place
Peruvian Wharf
Shell Centre
St Mark's Shopping Centre
Television Centre
Westfield White City
Whitgift Centre, Croydon
Wood Wharf
Woodberry Down



employment and training. Key deliverables as part of the planning application includes Socio-economic Impact Assessment, Health Impact Assessment and Equality Statement.

Canary Wharf – Elva has acted on behalf of Canary Wharf Group on a number of key development sites within the Canary Wharf Estate including North Quay, Wood Wharf, Newfoundland, Park Place and 1 & 10 Bank Street. North Quay and Wood Wharf are large mixed-use masterplans with significant residential and commercial components, with a high level of flexibility. Elva's role has been to understand the requirements for supporting social infrastructure, particularly healthcare, education, open space and playspace arising from new homes and how this can be delivered, phased over time. In the case of Newfoundland Elva's role focused on 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. On each of these schemes, Elva has worked with Canary Wharf Contractors and the Council to agree an appropriate strategy to maximise the employment opportunity for local communities arising during construction.

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 – Elva 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 providing evidence to support the Compulsory Purchase Order.

Additional Specialisms

Health Impact Assessment – Elva has extensive experience in undertaking health impact assessments for residential and commercial schemes. This work requires ensuring the scope of the assessment undertaken is appropriate to the scale and nature of the development; and advising design teams and technical specialists on key factors within development that can have a positive or negative impact on human health, aiming to maximise where positive health outcomes can be achieved. Recent project examples include, North Quay, 55 & 70 Gracechurch Street, 31 Bury street, Cuba Street, Ensign House.

Key clients

Ballymore Group
British Land
Brookfield
Canary Wharf Group
Galliard Homes
Earls Court Development Company
Hammerson
Land Securities
Legal & General
Lend Lease
McAlister Holdings
Qatari Diar
Stanhope
TfL

Equality Considerations – Elva has supported a number of applicants to consider where proposed developments may have potential equality related impacts. Local authorities have a duty to consider potential impacts upon protected characteristics as defined by the Equality Act 2010. Applicants can support local authorities in this duty by providing information throughout the planning process. Elva's role has been to support applicants and their project team to understand where potential impact may arise and how these could be address and minimised where appropriate. In some cases, this role has included working with key stakeholders and community groups to established appropriate support and mitigation measures required.