



## Elva Phelan Board Director

BA (Mod), Geography, MSc Town & County  
Planning

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### 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



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