



Sasha Gordon

Associate Director

BA Development Studies and Economics
FRSA

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Areas of expertise

Sasha specialises in assessing the economic and social impact of large scale and strategic development.

She has extensive knowledge of working with demographic and labour market statistics. She provides a robust and evidence based approach to tackling the challenges faced by clients and stakeholders in development.

Sasha brings with her 10 years' of experience of working on some of the UK's largest and most complex developments. She has a creative approach to problem solving and prioritises collaboration, clear communication and evidence to deliver the best results for all stakeholders. This might involve drafting an economic benefits case as consideration in the planning balance, a mitigation strategy to limit effects on a local community or setting up partnerships to deliver local benefits.

She has developed bespoke approaches to demographic and population modelling, mapping and statistical analysis. She has specialist expertise in school place planning and school delivery, health and quality of life strategies, sports facility strategies, Community Infrastructure Levy, tourism impact and mine developments.

She has DCO, NSIP, Examination and Inquiry experience in England and Northern Ireland.

Key experience

Community Infrastructure Levy:

Sasha is one of the foremost advisers on CIL in England. She has advised on many of the largest and most complex phased developments granted since 2010.

Key projects

Heathrow Airport
Dalradian Gold
Gilston Park Estate
West Midlands Interchange
Heathrow Airport
Woodsmith Mine (Sirius Minerals)
South Quay Plaza
Woodberry Down

Key clients

Berkeley Group
St George
Grosvenor/Kilbride
Sirius Minerals
Places for People
Heathrow Airport
Land Securities
Lend Lease
Westfield



Infrastructure:

Heathrow Airport – input to the Davis Commission, community facilities relocation/mitigation strategies and Quality of Life/enhancement strategies

Woodsmith Mine (formerly Sirius Minerals, North Yorkshire) – economic impact assessment, economic benefits case, tourism impact, mitigation strategies, employment and skills advice and post hoc impact assessment.

West Midlands Interchange – labour demand modelling, health impact assessment, economic benefits case, tourism impact, mitigation strategies, employment and skills advice and appearance at Examination Hearing.

Dalradian Gold – economic benefits case, impacts on community, economy, business, tourism and agriculture economy.

Education, Community Facilities Provision & Masterplanning:

Gilston Park Estate – community infrastructure planning, demographic modelling, health impact assessment, health and wellbeing strategy, school delivery strategy, stakeholder engagement and negotiation for a 10,000 home Garden Town.

Otterpool Park – Education and health strategy and section 106 advice for a 10,000 home garden town.

Social Sustainability and Quality of Life:

Berkeley Group – Sasha has worked with Berkeley Group to utilise an innovative new way of measuring and planning for the social sustainability of communities in new housing. Alongside economic and environmental sustainability, the long term social impacts of development and policy choices are being seen as increasingly important, as part of creating sustainable cities. So far, Sasha's work in this field has included pre-application and post-occupancy assessments at Woodberry Down Estate in Hackney, South Quay Plaza in Tower Hamlets and a number of other large-scale housing developments in London and the South East, cumulatively amounting to thousands of new homes.

Heathrow – Sasha has worked with Heathrow to develop an innovative and world-class method of assessing Quality of Life in communities around the airport.