



Amanda Chong

Associate

Master of Engineering (Spatial)
Bachelor of Environment

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Areas of expertise

Amanda is an Associate Socio-Economic consultant within Quod's Strategic Land & Regeneration team. She joins Quod from Arup with 8 years' experience providing a range of services for both public and private sector clients, including economic development, economic appraisals, strategic economic and social planning and data analysis and visualisation projects across Australasia and the UK. Amanda is also an Australian Certified Economic Developer (ACEcD) and an APMG International Better Business Case practitioner.

Amanda's analytical skills allow her to take an evidence-based approach to solve complex city challenges. She has strong policy analysis, data analysis, GIS and graphical illustrator skills. Amanda is known for her ability to relay complex arguments in a simple to understand way.

Key experience

City of London – Future of Offices study: Amanda was Project Manager and lead author for a study assessing the City of London's future office market to inform the 2040 City Plan. The study assessed current and anticipated office-use behaviours, qualitative and quantitative demand for net additional office floor space and the extent of risk of stranded assets

IWG – Dormitory town analysis: Amanda led a comparative analysis evaluating the social and economic impacts of hybrid working on selected 'dormant' towns in the UK and US. The research revealed that suburbs and dormitory towns are being revitalised as hybrid workers migrate out of city centres, resulting primarily from an increase in local spending.

Airport – Market analysis: As Project Manager, Amanda led a market analysis study which assessed the potential for alternate hotel and office uses for an airport site. This research involved assessing market trends and quantifying future demand.

Key projects

City of London Future of Offices Study

IWG Dormitory Towns analysis

Surrey County Council
Commercial Sites Assessment

Key clients

City of London Corporation

Department of Levelling Up,
Housing and Communities

Homes England

IWG

Old Oak and Park Royal
Development Corporation