



## Oscar Bayley

### Consultant

BA Geography  
MSc Urban Design and City Planning

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#### Areas of expertise

Oscar joined Quod in November 2024 having completed a postgraduate degree in Urban Design and City Planning, during which he developed a particular interest in garden towns and mixed-use developments. This, combined with Oscar's previous experience working as an Assistant planner, has equipped him with well-rounded knowledge of the built environment and development process from the initial early phases of masterplanning and land promotion to the long-term impacts of development upon an area and its residents post-completion.

Oscar's primary responsibilities include the preparation of Socio Economic chapters, Health Impact Assessments, Equality Impact Assessments and Economic Benefits statements.

Oscar uses his skills in GIS and Adobe suite as well as his knowledge of the planning system to support numerous strategic land and regeneration projects including the regeneration of West Kentish Town estate, the extension of Eddington in North-West Cambridge and the strategic development of new towns including Hammonds Farm.

#### Key Experience

**West Kentish Town Estate** – Oscar helped to produce the regeneration Statement. Oscar gathered and processed a number of data sources as well as undertaking a policy review to set out existing conditions on the site before building excel models to calculate employment benefits in end use FTE jobs, employee spending, overall GVA contribution and council tax revenue uplift.

**North West Cambridge** – Oscar assisted with the preparation of the Socio-Economics ES Chapter, a Health Impact Assessment, an Equality Statement and an Academic Needs Assessment for this urban extension. This involved carrying out numerous baseline analyses of the area impacted by the development in addition to gathering and processing data using GIS and Excel as well as

#### Key Projects

North West Cambridge  
Norton-Juxta Twycross  
West Kentish Town Estate

#### Key Clients

Camden Council  
Canary Wharf Group  
University of Cambridge



reviewing local policy and other application documents.

**Norton Juxta-Twycross** – Oscar was involved in helping production of advice on masterplan inputs. This involved a research task benchmarking towns and developments in the UK to understand the quantum and mix of uses that are required to support communities alongside comprehensive data analysis to build understanding of existing employment in the local area.