

SERVICE  
GUIDE

02

# Economics

Expert advice on the economics  
of planning and development



**LICHFIELDS**

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# **Lichfields is the pre-eminent planning and development consultancy in the UK**

We've been helping create great spaces  
for over 50 years.

**lichfields.uk**

#### **Cover images**

**Top left: Oxfordshire Business Growth Strategy**  
© Andor Bujdoso / Alamy Stock Photo

**Top right: Manchester Economy and Employment Space**  
© Ian Dagnall Commercial Collection / Alamy Stock Photo

**Bottom: Hitachi Assembly Plant, County Durham**  
© Ady Kerry / Alamy Stock Photo



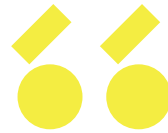
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# Economics

The economics of planning and development has been at the heart of Lichfields' consultancy offer for over 50 years.

Over that time, we have provided economic advice on some of the UK's largest planning projects, major infrastructure developments and policy initiatives.

We harness the power of data to help shape strategy and policy development, forecast growth and development needs, assess land use requirements, and test the feasibility and economic benefits of investment. Our team of experts present evidence to public inquiries and examinations. We apply rigour to our analysis and articulate what we find in clear, accessible and informative reports.



**As usual, Lichfields proved to be the market leader, speaking in plain English and presenting complex topics in a very digestible way. We have used their team a number of times and wouldn't hesitate to recommend them.**

Chelmsford City Council

## Economics services

### Analytics

- Functional economic market areas
- Economic futures and scenarios
- Objective assessments of need
- Property market analysis
- Sector and cluster research

### Strategy

- Growth plans
- Feasibility studies
- Economic masterplanning
- Investment prospectuses
- Funding appraisals and bids
- Delivery strategies

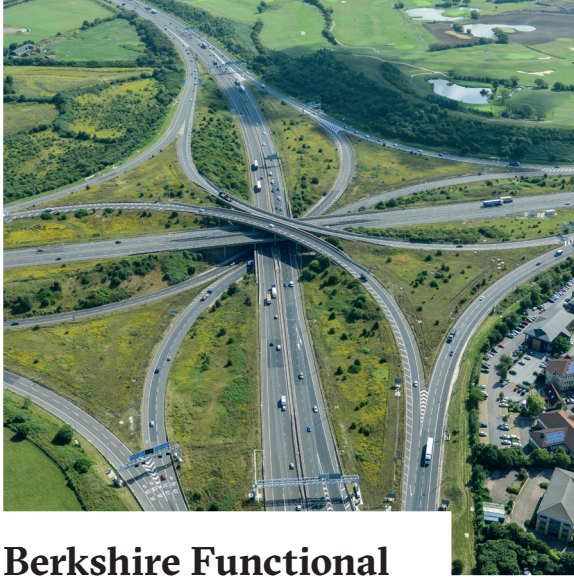
### Impact

- Economic impact studies
- Economic appraisals (including HM Treasury Green Book)
- Economic benefit toolkits and footprints
- Socio-economic assessments
- Policy and project evaluation



# Analytics

Transforming data into insight



© Commission Air / Alamy Stock Photo

## Berkshire Functional Economic Market Area

Analysis of the economic geography of the UK's most productive sub-region and the land required to meet future employment growth.

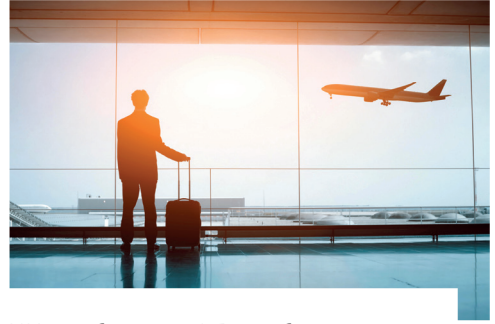


## Museum of the Thames Estuary

We explored how this proposed new museum on Southend seafront could help transform the town's visitor economy.



© AEW Architects and Designers LTD



© Anna Berkut / Alamy Stock Photo

## Heathrow Employment Land Forecasting

We advised Heathrow Airport on employment land needs up to 2040 as the airport grows with extra runway capacity.



© VIEW Pictures Ltd / Alamy Stock Photo

## Sheffield and Rotherham Employment Land Study

Our work assessed how economic restructuring could impact upon business land needs across this functional economic area.



# Strategy

Setting goals, determining actions and targeting resources

© Allies and Morrison Urban Practitioners



## Worthing Investment Prospectus

A vision, masterplan framework and delivery strategy were established to guide future investment in Worthing town centre.

## Economic Assessment of Growth Options

Analysis of future economic change scenarios for Letchworth – the world's first Garden City – to inform its planning strategy.



© Letchworth Garden City Heritage Foundation



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## Greater Manchester Powerhouse

We examined the City Region's role in driving the Northern Powerhouse, helping key housebuilders to shape their development strategies.



# Impact

Making the case and assessing performance

## Metropolitan Line Extension

Our work helped to secure £50m for this major transport project extending the London Underground to Watford town centre.



© Transport for London



© FaulknerBrowns LLP

## Science Central

HM Treasury Green Book appraisal for Newcastle's flagship city centre regeneration scheme to underpin funding applications to Government.

## Economic Contribution of Scottish House Building

We evaluated the socio-economic footprint of the Scottish house building industry on behalf of Homes for Scotland.



© istockphoto / monkeybusinessimages



## Lee Valley White Water Centre

Developed to host canoe slalom events at the London 2012 Olympic Games, we explored how the legacy regeneration benefits of the facility could be maximised.





## South Yard

We prepared the business case to unlock development of a marine industries campus in Plymouth, securing £34m City Deal funding and Enterprise Zone status.

## Corporate Economic Footprint

Quantifying the combined socio-economic footprint of intu's portfolio of popular shopping destinations, including intu Braehead, intu Lakeside and intu Trafford Centre.



## Central Square, Cardiff

We assessed the economic benefits that the regeneration of Central Square – including a new BBC Broadcasting House – will bring to Cardiff and the wider region.

## Contacts

Speak to your local office or visit our website.

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