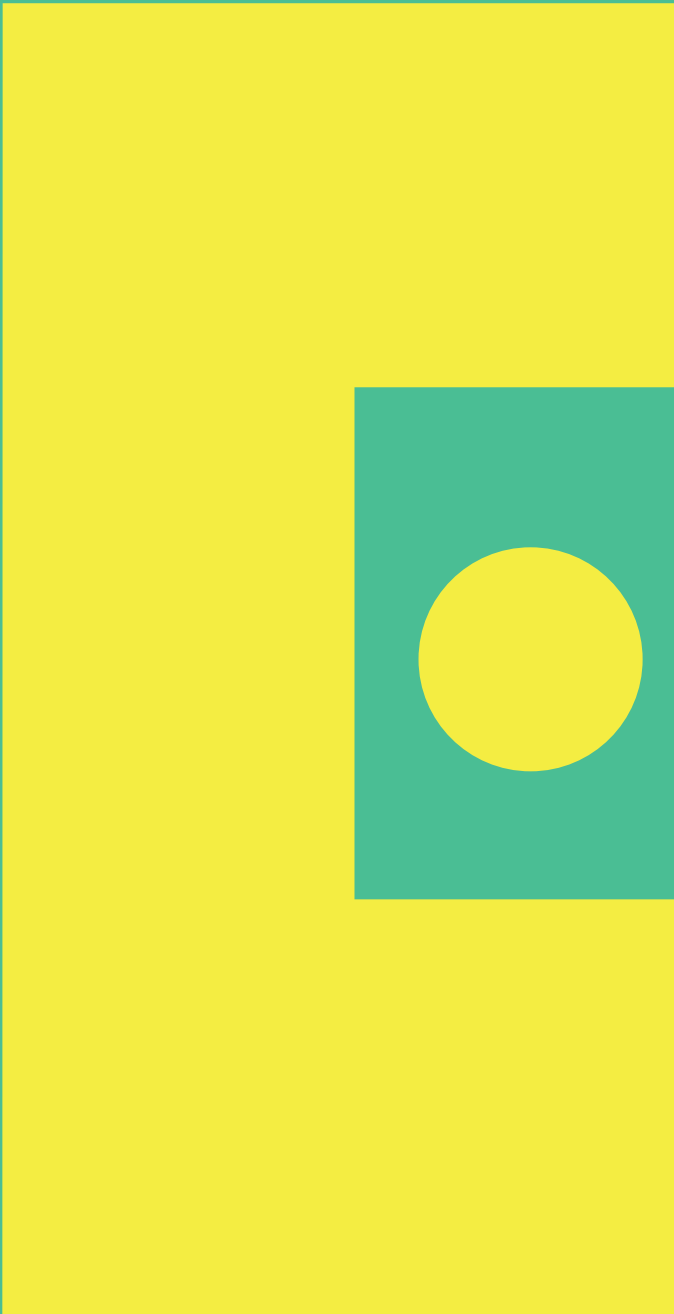


Making the economic case
for development

LICHTFIELDS



Evaluate

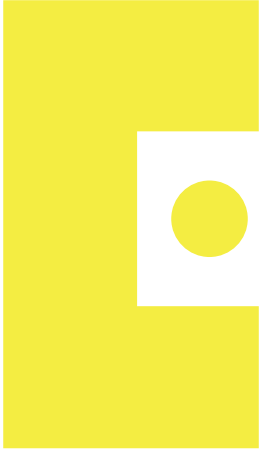


LICHFIELDS

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

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

[lichfields.uk](https://www.lichfields.uk)



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Evaluate

Assessing the economic benefits of development

Economic growth is a fundamental priority for central government and local authorities, and a core objective of national planning policy regimes throughout the UK.

In England, there is a legislative imperative: the Localism Act 2011 clarified that local finance considerations are material to the determination of a planning application, and the Housing and Planning Act 2016 requires local authorities to report financial benefits in determining applications.

Further, devolution enhances the ability of local authorities to capture financial proceeds from development and re-invest to support delivery of infrastructure and public services.

The challenge is clear: developers and local authorities need to understand and articulate how development sustains a competitive national economy, whilst also delivering significant local benefits for residents, businesses and the local authority.

The economic dimension in national planning policy

“Positively and proactively encourages sustainable economic growth”
NPPF, para 81

“Giving due weight to net economic benefit”
Scottish Planning Policy, para 29

“Ensure that the economic benefits associated with a proposed development are understood”
Planning Policy Wales, para 7.2.2

How Lichfields can help

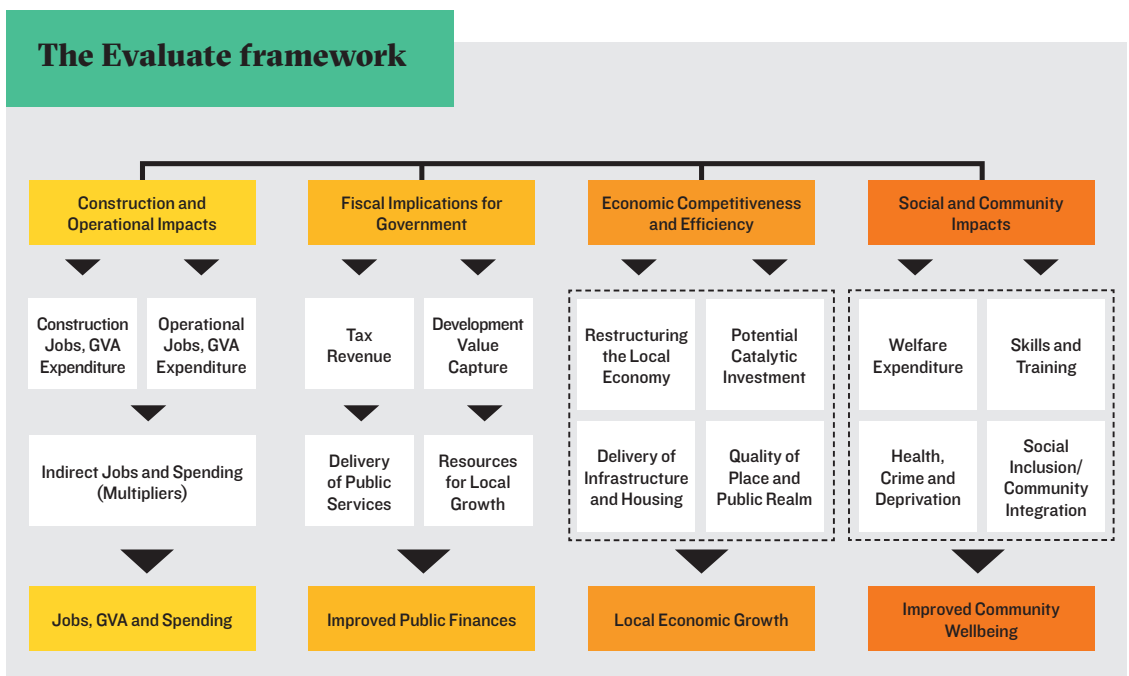
Evaluate is our economic impact framework. It draws on our extensive experience of advising on the economic impacts of policy and development schemes.

Evaluate strengthens the economic justification for a development strategy or individual project by considering the full range of local benefits, including:

- employment and Gross Value Added (GVA) impacts in construction and operational phases
- contribution to government revenues, including, where relevant, planning obligations, Community Infrastructure Levy, Council Tax, Stamp Duty, New Homes Bonus and Business Rates
- expenditure from residents, workers and visitors to support local shops and services
- enhancements to the competitiveness of the local economy and labour market

- valuing social and regeneration impacts, including community infrastructure and welfare savings

Underpinned by Lichfields' expertise in economic impact and twenty-strong economics team, Evaluate combines focused analysis on a range of key benefits with the latest infographic presentation techniques shown opposite. Evaluate is now regularly used by many of the UK's leading developers, investors and house-builders to measure the economic benefits of their development and infrastructure proposals across a range of sectors and to communicate these to local and national audiences.



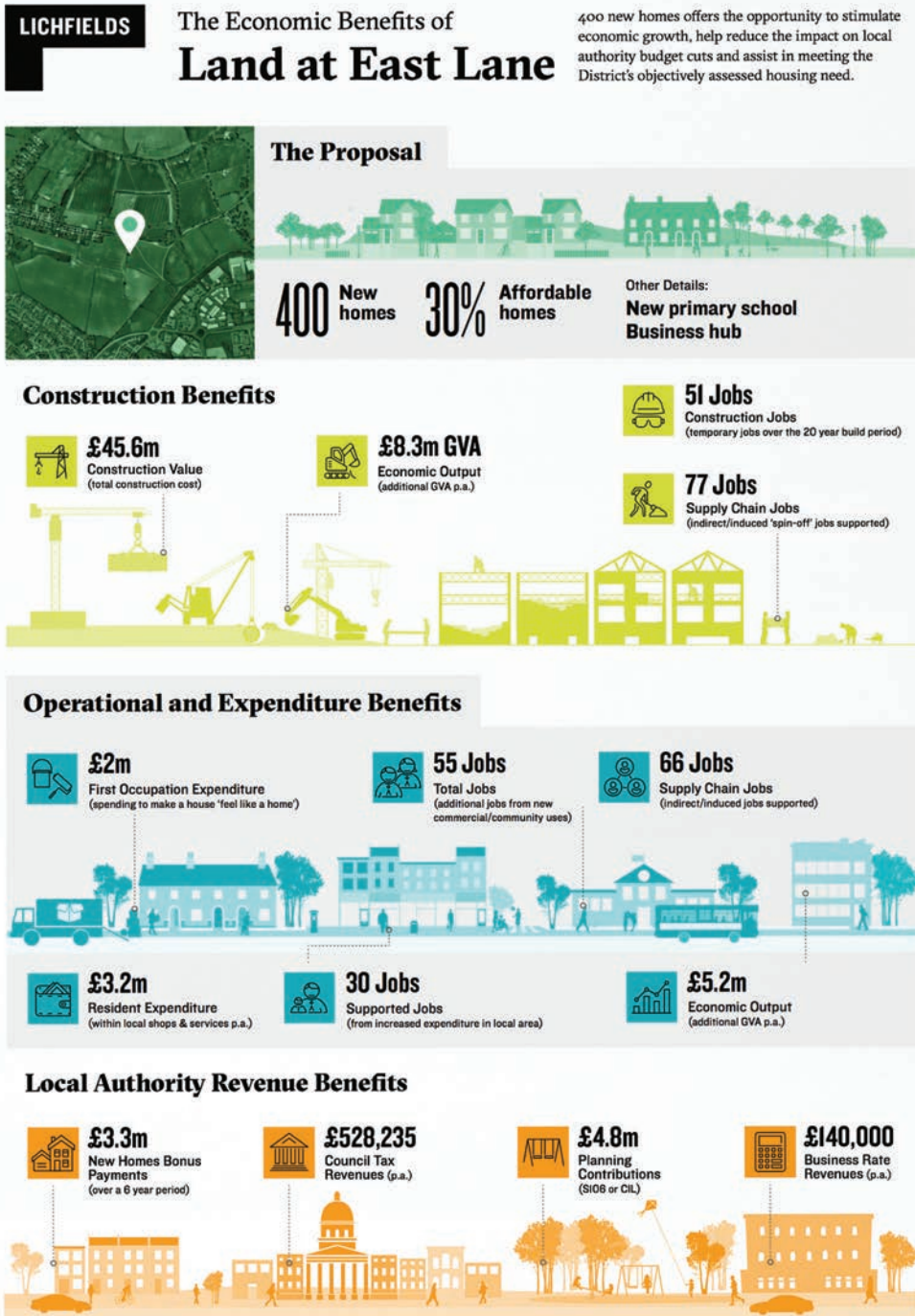
Example output

Evaluate delivers clear, understandable infographics for easy sharing. These can be accompanied by robust technical reporting as required.



Lichfields has clearly and effectively demonstrated the economic impact of the development. The economic outputs have been of particular interest to both local residents and key stakeholders.

Matt Johnson
Development Director, Wynyard Park



Evaluate in action



© Taylor Wimpey

RESIDENTIAL

Apex House,
London Borough of Haringey
Grainger PLC

Socio-Economic Footprint
Barratt Developments PLC

Eaves Green, Chorley
HCA and Taylor Wimpey

Economic Footprint of UK Housebuilding
Home Builders Federation

SPORT AND LEISURE

Emirates Durham ICG
Durham County Cricket Club

Thorpe Park
Merlin Entertainments Group

Lee Valley White Water Centre
Lee Valley Water Centre
Legacy Board



© KSS Group

Riverside Stand, Craven Cottage
Fulham Football Club



© Scott Brownrigg

COMMERCIAL AND MIXED USE

Cross Quarter, Abbey Wood
Development Securities PLC

Chilmington Green, Ashford
Developers Consortium

Science Central
ING

ARM HQ, Peterhouse Technology Park
CEG

INFRASTRUCTURE

Economic Growth Study
Biggin Hill Airport

Parkway Station, Chelmsford
Chelmsford City Council

Daventry International
Rail Freight Terminal
Prologis Developments Ltd



Metropolitan Line Extension
Watford Borough Council

Eight reasons to use Evaluate

- 01 **A persuasive platform** to encourage positive engagement and decision making
- 02 Captures **more than just jobs** – covers fiscal benefits and wider economic, social and community impacts
- 03 Robust underlying assumptions apply **best practice methodologies** and the latest data
- 04 **Independently audited** and credible with public and private sectors
- 05 **Twenty-strong economics team** provides dedicated expert resources across our offices
- 06 Transparent and **easy to understand** headline outputs in short reports and infographics
- 07 Can be combined with **socio-economic assessments** as part of EIA
- 08 Applicable to **individual projects, a development portfolio, a policy approach** or a **corporate footprint**



As usual, Lichfields proved themselves to be the market leaders. They speak in plain English and their reports present complex topics in a very digestible way.

Chelmsford City Council

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