

A Quod profile

Sasha Gordon

Director

Specialism: Social infrastructure and economic impact

BA Development Studies and Economics - SOAS,
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FRSA

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Areas of expertise

Sasha has worked in regeneration for over fifteen years. Sasha is an industry leading expert on Community Infrastructure Levy and community S106 obligations. She is a keen problem solver – knowing what and who to ask to effect change and getting the right people in the room.

She has extensive experience in: assessing the economic, social, and health and well-being impacts of large scale and strategic development; producing detailed demographic and economic studies; and statistical mapping.

Sasha has a particular interest in identifying and measuring the social impact of development and policy-making – including infrastructure investment, public health and social inclusion. She has developed bespoke models and approaches to infrastructure planning, housing markets, social value and quality of life assessments. These provide a mechanism to plan interventions in the built environment from the perspective of prosperity, success, happiness, and health of individuals and communities.

Key experience

CIL: Sasha provides CIL advice for many of the largest and most complex phased developments in England. She has unrivalled knowledge of the regulations and how they work in practice.

Gilston Park Estate (2010 - present): Sasha leads on all aspects of the community infrastructure planning for this 8,500 home garden town in Hertfordshire. This includes strategic planning, cashflow and Section 106 triggers for healthcare, education, sports provision and employment land. Sasha works with stakeholders across the project from both the client and LPA sides to co-ordinate design, delivery mechanisms, S106 and strategy commitments across the community assets.

Key projects

Heathrow Airport
Dalradian Gold
Gilston Park Estate
West Midlands Interchange
Sirius Minerals (York Potash)
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
EDF Energy
Dalradian Gold Ltd
Galliard Homes



Otterpool Park (2018 – to present), (Folkestone and Hythe):

Sasha is part of a multi-disciplinary team responsible for shaping and guiding proposals for a 10,000 home garden town in Kent. An outline planning application for the site was submitted in 2019, the site was allocated in the Local Plan in 2021 and work is ongoing to inform the next stage of detailed design and the Section 106. Sasha has been involved in the project from the outset, leading on aspects relating to social infrastructure provision particularly healthcare and education facilities as well as the economic offer and role of the development.

East Wick and Sweetwater (2020 – to present), (LLDC):

Sasha has developed a robust approach for measuring the social value of the development at East Wick and Sweetwater – part of the Legacy Community Scheme in LLDC. She worked with Get Living to understand their local and corporate objectives, assess how these have impacted on nearly a decade of development at East Village and understand how commitments have been embedded and realised on site. Her work is helping Get Living articulate and communicate their positive impact to a community, political and officer audience.

Heathrow Expansion (2018 – 2020):

Sasha worked closely with representatives from Heathrow to develop an innovative and worldclass method of assessing Quality of Life in communities surrounding the airport. This involved creating a set of indicators against which Heathrow's impact could be assessed and providing a framework for community investment that included, but also went far beyond, noise effects. Quod worked with Brunel University to rank and prioritise local issues.