

A Quod profile

Sasha Gordon

Director

Specialism: Social infrastructure and economic impact

BA Development Studies and Economics - SOAS,
University of London.

FRSA

sasha.gordon@quod.com



Areas of expertise

Sasha Gordon is a Director in the Strategic Land and Regeneration team, working across infrastructure, new settlements and economic and social impact assessment. She is a keen problem solver – knowing what and who to ask to effect change and getting the right people in the room. With a background in economics, she has both quantitative and qualitative analysis skills for pre and post hoc evaluation and advice.

She has worked on large, multi-phase, complex projects across England and NI, including Gilston Park Estate, Woodberry Down, Otterpool Park, 18 Blackfriars Road, South Quay Plaza, Anglo American Woodsmith; Dalradian Gold Limited, Kidbrooke Village, Royal Arsenal Riverside, Eastwick and Sweetwater and East Village.

She develops 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.

Sasha is an industry leading expert on Community Infrastructure Levy with a comprehensive understanding of the regulations and their practical development implications.

She has extensive experience in: Section 106 negotiation, quantifying and developing strategies for, the economic, social, and health and well-being impacts of large scale and strategic development; housing market analysis; GIS and data viz; Health Impact Assessment; Social Value Assessment; Equality Impact Assessment; Environmental Statements; skills, training and economic development strategies; Regeneration Strategies; Stewardship and Governance.

Key projects

Gilston Park Estate
Otterpool Park
18 Blackfriars Road
Begbroke Science Park
Aylesham Centre
Woodberry Down
Hammonds Farm
Twelve Trees Park
Anglo American Woodsmith
Croydon Town Centre
O2 Finchley Road
Land South of Gartree Road
Alconbury Weald

Key clients

Homes England
Urban&Civic
Lipton Rogers
Berkeley Group
Places for People
Grosvenor
Wates
Land Securities
Westfield URW
Mount Anvil
Oxford University
Cambridge University



Selected 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. This includes, social housing relief, charitable relief, phasing, multi-permission sites, payment in kind and exceptional circumstances.

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.

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.

Hammonds Farm (2023 – to present), (Chelmsford): Sasha is working with Wates and a team of dedicated designers, planners and landowners to develop a deliverable vision for 4,000+ homes to the east of Chelmsford including all aspects of community resilience: education, health, sport and active living, wellbeing, safety, gender inclusivity.

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.