



## Alice Noyce-Mead Associate

BSc (Hons) Geography (First Class); MRTPI;  
PIEMA

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### Areas of expertise

Alice is an accomplished socio-economic consultant who has also gained experience within Quod's planning and environmental planning teams. The breadth of Alice's experience enables her to adopt a holistic and comprehensive approach towards development advice.

She has worked on numerous large-scale regeneration and mixed-use developments with both private and public sector clients. Key areas of expertise include undertaking socio-economic assessments for Environmental Statements, Health Impact Assessments, Regeneration Statements, Economic Benefit Reports, Equality Statements, as well as providing strategic research, design and planning advice. Alice is also skilled at leading studies to evaluate and inform policy development.

Alice has strong policy analysis, statistical and geospatial data analysis, GIS mapping and illustrator skills. She is known for her rigorous and detailed orientated approach and ability to convey information in a clear and concise manner.

Alice is a chartered member of the Royal Town Planning Institute (MRTPI) and a practitioner of the Institute of Environmental Management and Assessment (PIEMA).

### Key experience - Socio-economics

**Government funded evaluation of Class E** – On behalf of the Planning Advisory Service, Alice led a study which explored how Local Planning Authorities are responding to new Use Class E and the extent to which Class E has delivered against its objectives. The study was commissioned by the Department for Levelling Up, Housing and Communities (DLUHC) to support the monitoring and evaluation of national policy and legislative changes.

### Key clients

Argent  
Berkeley Group  
Big Yellow  
British Land  
Broxbourne Council  
Canary Wharf Group  
City and Provincial Properties  
Countryside Properties  
Inland Homes Lendlease  
Mount Anvil  
Places for People  
Portland Capital LLP  
Planning Advisory Service  
South Oxfordshire District Council  
Wellcome Trust

### Key Projects

Canada Water Woodberry Down  
New Barnsbury  
Gilston Park Estate  
Big Yellow Hammersmith  
Bow Common Gas Works  
Berinsfield Masterplan



**Secondary School Needs Study** – Commissioned by Broxbourne Council, Alice undertook a study to inform decisions on the need for, timing of and location of additional secondary school capacity to meet future demand within the borough.

**Big Yellow Hammersmith** – Alice made the economic case for a new flagship Big Yellow store in Hammersmith, demonstrating the value affordable, flexible storage space provides to small businesses.

**Woodberry Down Estate Regeneration** – Alice is supporting Berkeley Group in their delivery of the Woodberry Down Estate Regeneration – having lead the socio-economic assessment as part of EIA for Phases 3 and 4, as well as providing ongoing socio-economic advice surrounding the wider masterplan.

**New Barnsbury Estate Regeneration** – Alice led the socio-economic assessment and Health Impact Assessment for the redevelopment of the existing estate to provide c. 900 homes with 50% affordable housing, alongside new expanded community facilities.

**Canada Water Masterplan** – Alice supported British Land in their hybrid planning application to provide a new town centre with c. 3,000 homes, up to 320,000sqm of office space, 90,000sqm retail space and other supporting uses. Alice provided strategic socio-economic advice including delivering the Open Space Strategy, Equality Statement and Health Impact Assessment.

**Gilston Park Estate** – Alice assisted in the analysis of socio-economic impacts of the large scale residential-led development at Gilston to provide up to 8,500 homes, including supporting in the production of the socio-economic and human health chapters of the ES and Healthy Place Strategy.

## Planning

**Bow Common Gas Works** – Alice supported in the preparation of the hybrid planning application for the redevelopment of Bow Common Gas Works. This included coordinating outputs from the technical team and drafting of the Planning Statement. The scheme will deliver over 1,000 new homes, alongside commercial and retail space, a sixth form centre and new 1ha public park.

## Environmental Planning

**Berinsfield Masterplan** - Alice acted as Assistant EIA Project Manager on the environmental planning side for the masterplan for the village of Berinsfield. Her role involved liaising with the project team, coordinating the EIA technical specialists and drafting non-technical chapters of the ES.