

Prior + Partners

Place Economics
2026

We integrate masterplanning, planning and economics to unlock the potential of places and communities around the globe.

About us

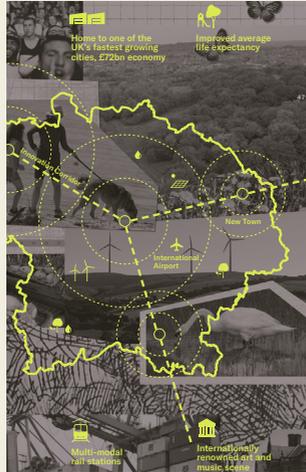
Recognised for leading some of the UK's and world's most complex placemaking projects, Prior + Partners' 100-strong multi-disciplinary team develops long-term, viable frameworks, strategies, and plans that create places and communities which are economically, socially, and environmentally resilient, healthy, and vibrant.

From regional planning frameworks and city-wide transformation strategies to site level masterplans and development plans, we provide the expertise to deliver successful outcomes at every scale.



Visions & Place Narratives

Helping communities and plan-makers to articulate their ambitions for long-term transformation.



Strategic Planning

Working at scale to set the direction for cities, regions and nations.



Place Economics

Working collaboratively with towns, cities, and regions to drive positive impact and unlock place-based growth.



Masterplanning

Designing inspiring, culturally specific, and environmentally resilient places.



Town Planning

Shaping policy and leading applications with a commitment to long-term legacy.



Digital Innovation

Using data and evidence to inform proposals in a smarter, faster, and collaborative way.

Practice

Our team comprises masterplanners and urban designers, strategic and town planners, economists, digital innovators and data scientists, landscape specialists, graphic designers, and more.



Place Economics

Prior + Partners is an expert practice in economic evidence, strategy development, case-making, impact assessment and modelling.

We embed economics at the heart of planning and placemaking, using evidence and analysis not only to identify challenges and opportunities, but to set ambition, shape delivery, and secure investment.

The genuine integration of our economic capabilities with the spatial dimension of Prior + Partners' work defines what we call Place Economics. This gives us a distinctive blend of skills and a unique perspective, supporting confident decision-making and delivering successful placemaking outcomes.

01 Evidence and Insight

02 Growth Strategies and Investment Plans

03 Casemaking and Impact



01 Evidence and Insight

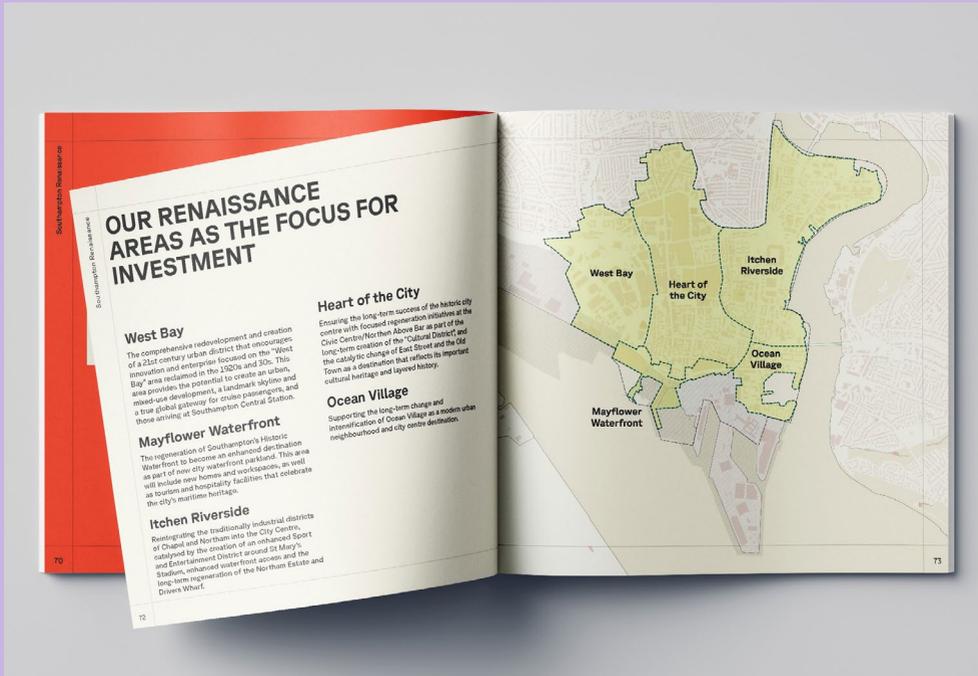
In an age of abundant data, clarity is increasingly difficult to find.

We combine expert analysis with geospatial tools, digital platforms, and graphic design to provide useful and accessible insights that inform important policy and strategy decisions.

We specialise in developing growth projections and forecasts at local, regional, and national levels, helping clients set priorities, plan interventions, and make confident decisions by establishing a broader picture of what the future might look like.

Our understanding of emerging economic opportunities and changing labour markets allows us to show how places, people, and industries interact today and how they are likely to evolve, giving clients clear insights to shape decisions.

We analyse places, people, and economic performance through bespoke data analytics, constructing a robust understanding of local, regional and national trends, as well as the interplay between demography, sectors, infrastructure, skills, and growth.



02 Growth Strategies and Investment Plans

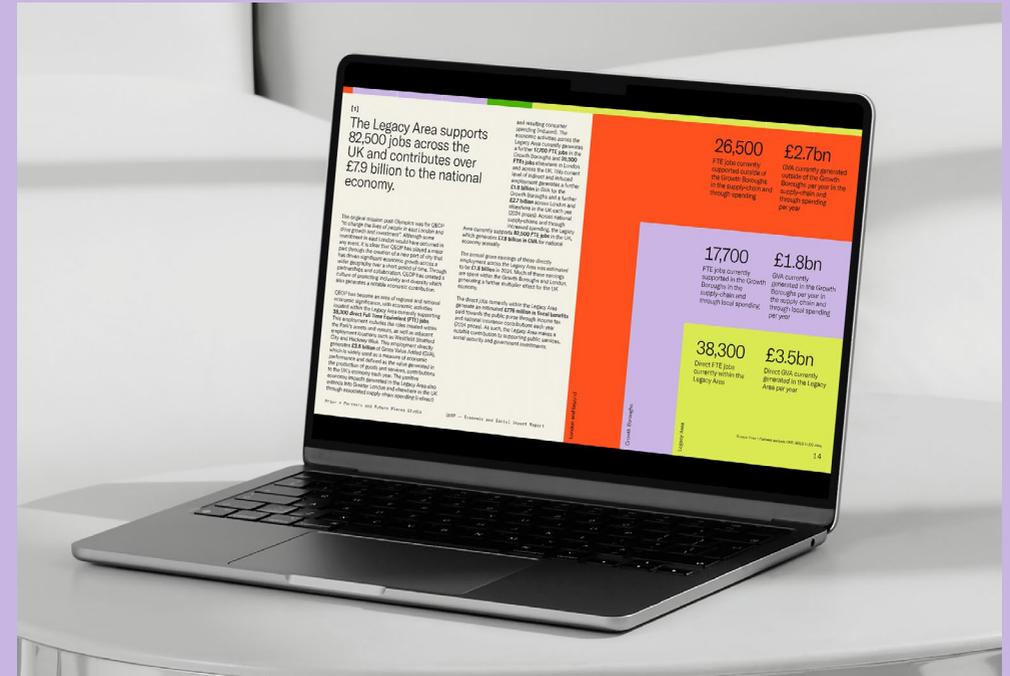
We develop growth and investment plans that maximise strategic locations, assets, infrastructure, and anchor institutions to drive inclusive growth, while setting out a clear mechanism for how interventions should be funded and delivered.

Making informed, evidence-led decisions about growth and investment is increasingly important.

We develop growth strategies and investment plans at a multitude of spatial levels, from city regions to high streets. Our multi-disciplinary approach combines an understanding of socio-economic conditions with a deep analysis of place, mapping infrastructure and assets to identify constraints and opportunities for growth.

Working alongside public and community stakeholders, we develop joint visions that are realised through key projects and interventions, prioritised based on impact and deliverability.

Our focus is always on analysis that adds value to the collective understanding of a place, rather than applying a one-size-fits-all approach.



03 Casemaking and Impact

In a time of increasingly challenging economic conditions, making a strong and credible case for growth and investment is essential.

We combine robust economic analysis with strategic storytelling to develop business cases, funding bids, and investment narratives that are persuasive, evidenced, and grounded in place. Using evidence and digital tools, we assess performance and guide decisions on capital investment and growth, ensuring investment is directed where it can deliver the greatest social and economic impact and value for money.

Our expertise across both public and private sector funding enables us to shape deliverable, high-impact projects that benefit communities, unlock economic opportunity, and support long-term growth ambitions, with our economic impact capabilities also allowing us to assess the future impacts a project will deliver as well as evaluate the benefits already realised.

We prepare investment cases, funding bids and prospectuses, and measure the social and economic impact of decisions to maximise value.

Integrated digital evidence

Combining local insight with data, spatial analytics, AI and machine learning, we enable leaders, developers and planners to understand how their places are changing, respond with greater speed and confidence, and develop strategies that deliver better place-based outcomes.

We understand the value of an integrated and agile evidence base.



Compelling communication

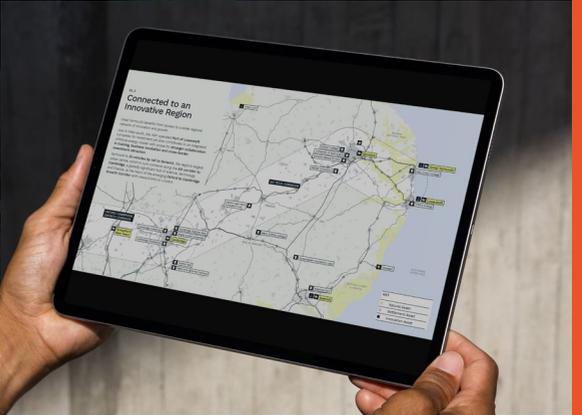
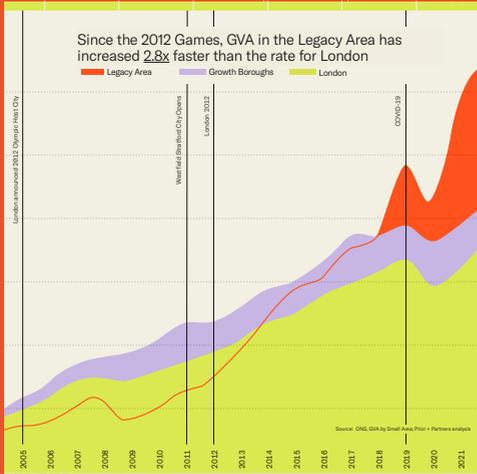
We specialise in visual communications, supported by a dedicated graphics and brand identity team. By combining our technical ability with our graphic expertise, we create compelling and credible outputs that help investors, communities, and stakeholders engage meaningfully, fostering better conversations, stronger connections, and informed decision-making. Where appropriate, our work can also align with broader place-branding strategies to support standout delivery.

We design visual identities and communicate compelling ideas clearly and effectively.

Future Focus

By the year 2035...

<p>13,300 additional jobs within the Legacy Area by 2035, a total of 51,500 jobs.</p>	
<p>£1.2bn billion in annual gross earnings of Growth Borough residents who have a job within the Legacy Area by 2035.</p>	<p>10,500 students to be based at East Bank.</p>
<p>£5.5bn GVA generated annually in the Legacy Area by 2035.</p>	<p>1.5m expected annual visitors to East Bank.</p>
<p>10,800 new homes delivered across the Legacy Area by 2035.</p>	<p>50,000sqm of consented employment floorspace to be delivered.</p>
<p>3,400 new affordable homes delivered across the Legacy Area by 2035.</p>	



Delivering projects across geographies and scales...



Southampton Renaissance Southampton, UK

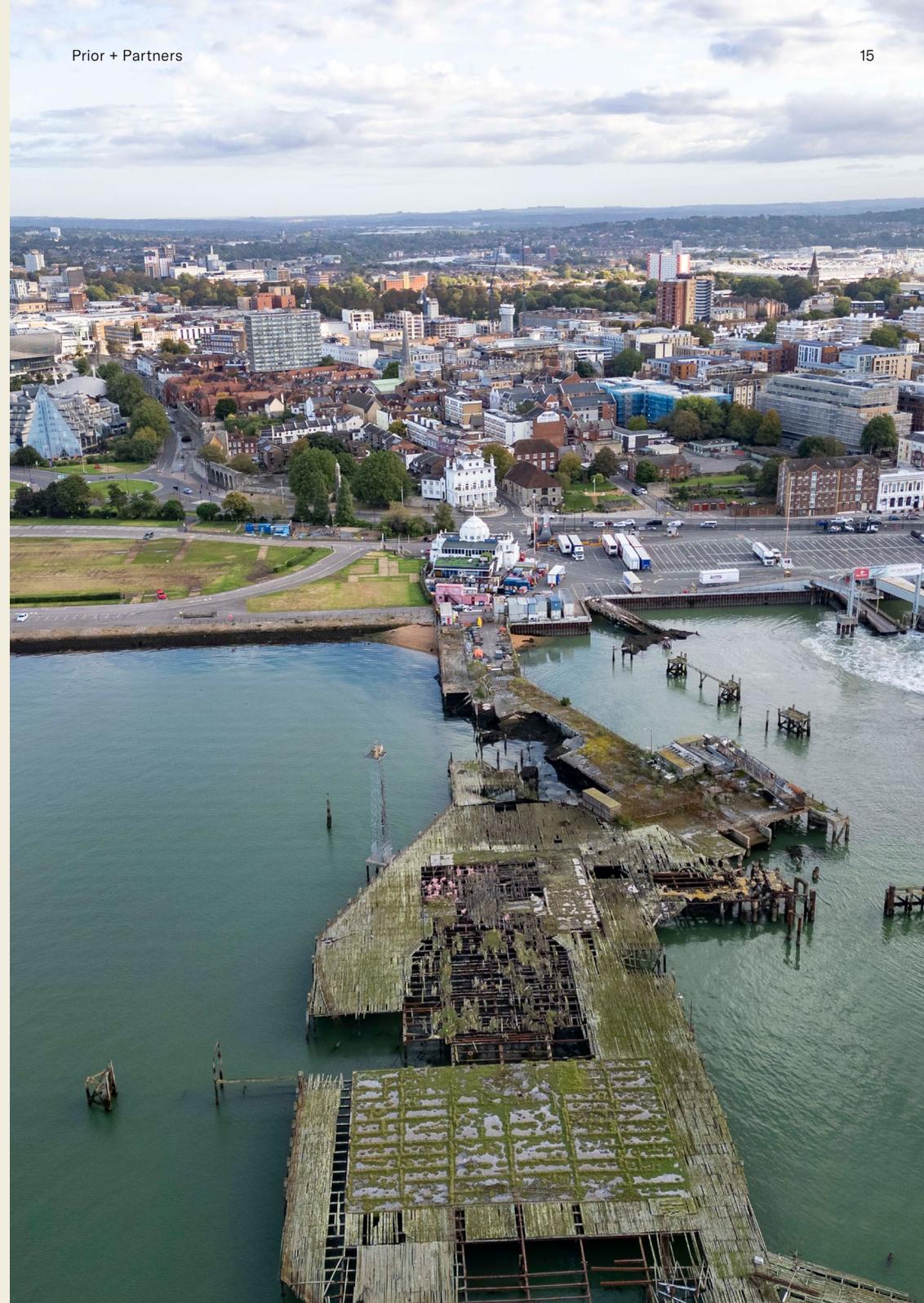
A city centre renaissance in a region of opportunity

Southampton is a historic city poised for transformation. The Southampton Renaissance raises ambitions for economic growth, highlighting opportunities for housing and employment, public access to the waterfront, cultural destinations, neighbourhood improvements, and stronger transport links. Placing economic vision at the core of placemaking, the project provides a coherent framework through a unified Vision, six Renaissance Area Frameworks, a Delivery Strategy, and an Investment Prospectus. This evidence-led approach aligns spatial strategy, investment logic, and place quality, building market confidence and catalysing partnerships.

Expertise: Visions and Place Narrative, Strategic Planning, Place Economics, Masterplanning, Community and Stakeholder Engagement



For Southampton City Council/
Southampton Renaissance Board



...a global trading city.

Southampton Renaissance

Southampton has always been a trading city. Sheltered by the Isle of Wight, with a deep and wide harbour benefiting from two high waters a day, Southampton has been a centre of world trade since the Middle Ages. Southampton is the UK's maritime heart—a key link for the UK to global trading routes.

With its direct links to the UK's rail and motorway network, together with domestic and international flights from Southampton Airport, few cities can compare when it comes to UK and international connectivity.



Distances / Journey times

By car
 London 79 miles
 Bristol 103 miles
 Birmingham 142 miles

By plane
 Amsterdam 1h25min
 Geneva 1h30min
 Dublin 1h40min
 Belfast 1h30min
 Edinburgh 1h30min

By train
 London 1h30min
 Bristol 2h00min
 Birmingham 2h30min

Port connections to:
 Canada





Source: EWR Co

East West Rail
UK

Unlocking the potential of the Oxford—Cambridge Growth Corridor

The East West Rail project presents a once-in-a-generation opportunity to use planned infrastructure investment to unlock sustainable, transit-oriented growth. We are providing integrated support across aspects of the wider project, focusing on the delivery of high-value employment, high-quality housing, and environmental enhancements to create resilient, connected communities.

Expertise: Strategic Planning, Place Economics, Masterplanning, Town Planning, Digital Innovation

For East West Rail Company, in partnership with Mott MacDonald



Queen Elizabeth Olympic Park Economic and Social Impact Report
London, UK

Reshaping London's economic geography

The Queen Elizabeth Olympic Park has transformed since 2012 from a landmark regeneration project into a thriving, globally recognised destination and Innovation District. We developed a comprehensive independent assessment quantifying and articulating its economic and social impacts. The work distils the key drivers of success and lessons for large-scale regeneration and future Mayoral Development Corporations, positioning the Park as a model for long-term economic and social impact.

Drawing on robust economic analysis, projections, and clear storytelling, the report identifies the conditions required to sustain impact, attract investment, and advance a more inclusive economy.

Expertise: Place Economics



For The London Legacy Development Corporation (LLDC)





Musaffah Revitalisation and Development Plan Abu Dhabi, UAE

Supporting Abu Dhabi's long-term economic competitiveness

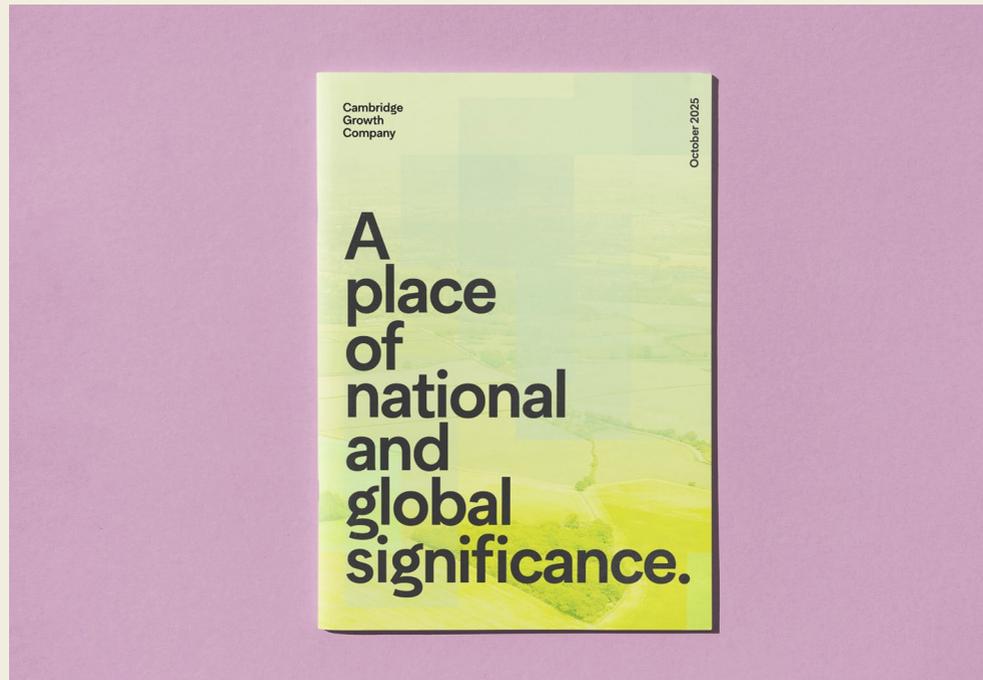
The redevelopment of the 40sqm industrial area and port in Abu Dhabi presents a transformative opportunity to revitalise, regenerate, and innovate. The strategy seeks to transform an industrial zone into a vibrant, future-facing network of complementary industrial clusters, playing a critical role in advancing Abu Dhabi's ambition to position itself as a globally competitive hub for industry and innovation.

For Abu Dhabi Department of Municipalities and Transport

Expertise: Strategic Planning, Place Economics, Masterplaning, Digital Innovation







Cambridge Growth Company Cambridge, UK

Supporting economic and housing growth across the Greater Cambridge region

The Greater Cambridge region presents an opportunity to shape sustainable, inclusive, and innovative growth. The project developed an evidence base and vision for the area, drawing on insights into the knowledge economy, infrastructure, housing, employment, transport, and the natural environment. This evidence base provides a foundation for identifying challenges and opportunities, informing policy development, and shaping a future spatial strategy.

Expertise: Visions and Place Narrative, Strategic Planning, Place Economics, Masterplanning, Digital Innovation

For Cambridge Growth Company



The UK Innovation Corridor Investment Prospectus UK

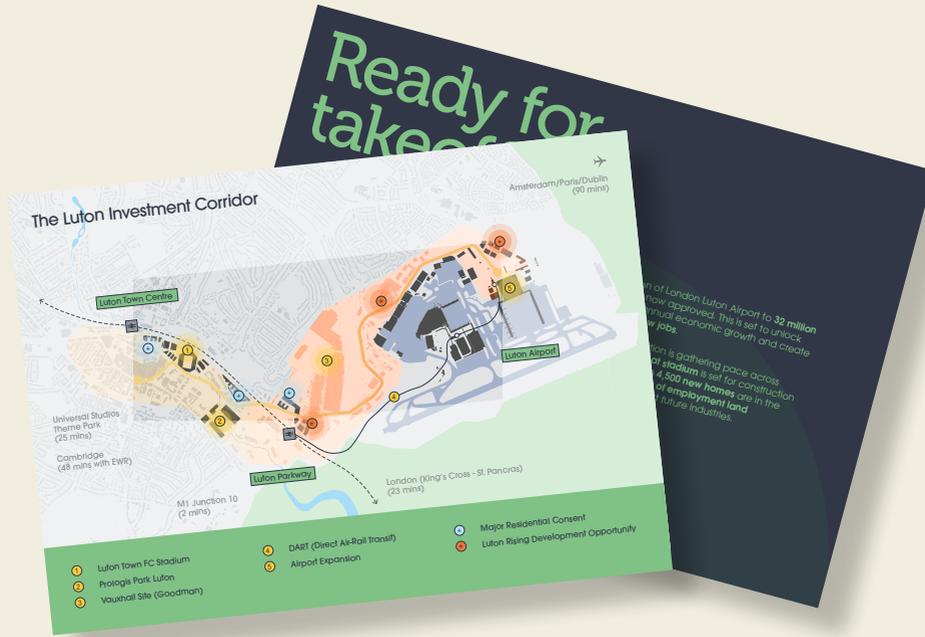
Connecting London, Cambridge and high-growth sectors

The UK Innovation Corridor's first Investment Prospectus combines economic and spatial analysis to articulate a clear and compelling case for investment across the region. Bringing together digital tools, interactive modelling and robust economic assessment, our work visualised data, quantified economic value and integrated land-use, infrastructure and market dynamics to help demonstrate the Corridor's growth potential.

The Prospectus positions the UK Innovation Corridor as a world-class knowledge region, ready to attract investment, support long-term jobs and drive innovation-led growth.

Expertise: Strategic Planning, Place Economics

For The UK Innovation Corridor



Luton Rising
Luton, UK

Unlocking Luton's investment potential

The expansion of London Luton Airport presents the opportunity to become a transformative catalyst for sub-regional economic growth, shaping a more prosperous future for Luton, the South Midlands, and the wider UK. We developed a framework to provide guidance and structure for how a joined-up approach to regeneration can be brought forward and how Luton Rising can positively contribute to the emerging Luton and local plans.

Expertise: Visions and Place Narrative, Strategic Planning, Place Economics, Masterplanning

For Luton Borough Council



South Denes
Great Yarmouth, UK

Maximising inward investment and economic growth in the offshore energy sector

South Denes offers the potential to become the Southern North Sea's leading hub for offshore energy, marine engineering, and clean industrial growth. We developed an evidence-led vision and blueprint, drawing on robust economic and sectoral analysis—including market demand, growth trajectories, and local asset strengths—to inform land use planning, infrastructure priorities, and investment opportunities. This approach provides clarity and confidence to investors and businesses, while establishing a clear and deliverable framework for future development.

Expertise: Visions and Place Narrative, Strategic Planning, Place Economics, Masterplanning

For Great Yarmouth District Council





**London Government Association
The Role of Housing in Non-Metropolitan Town Centre Revitalisation
UK**

Alongside Local Government Association (LGA) and Newsteer

Unlocking the potential of housing-led regeneration

This report examines the transformative impact of housing-led regeneration through nine case studies of housing delivery in non-metropolitan settlements. It highlights practical approaches to overcoming delivery barriers and demonstrates the contribution these places make to national housing supply, reinforcing their strategic importance in the context of English devolution and planning reform.

Expertise: Place Economics, Masterplaning, Town Planning



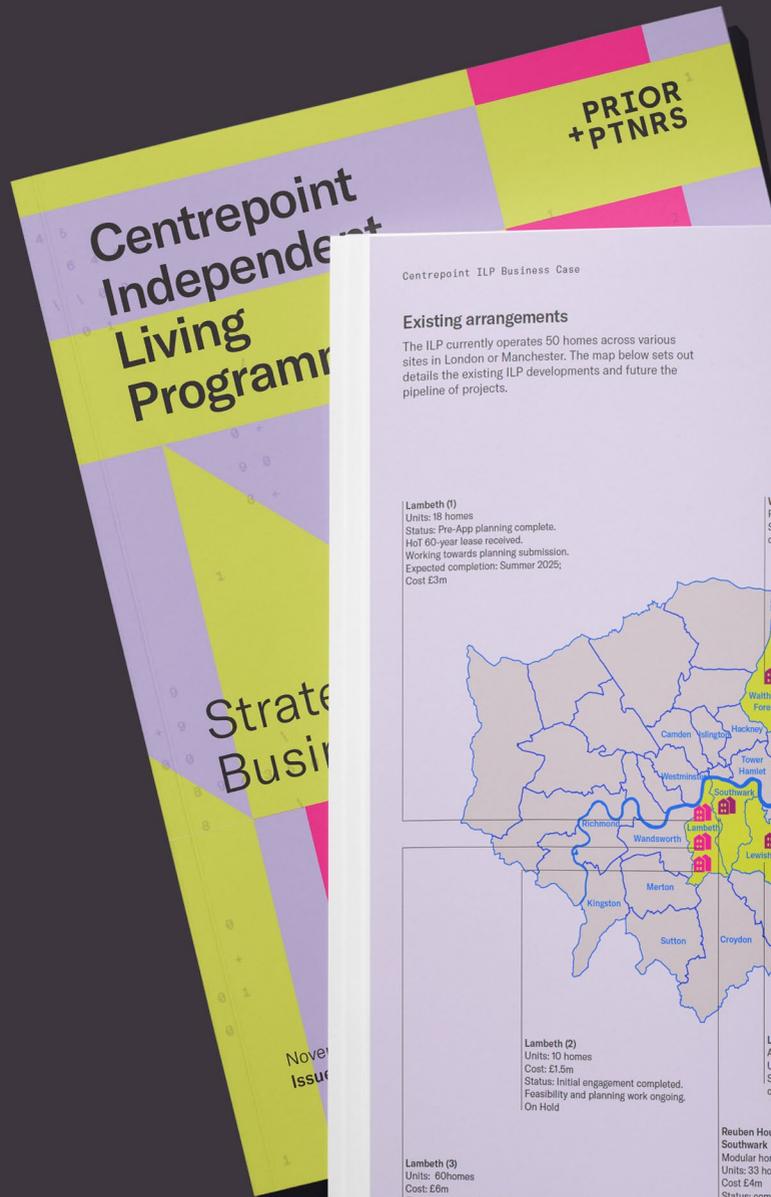
**Centrepont Independent Living Programme: Business Case and Evaluation
London and Manchester, UK**

For Centrepont

Scaling innovative solutions to youth homelessness

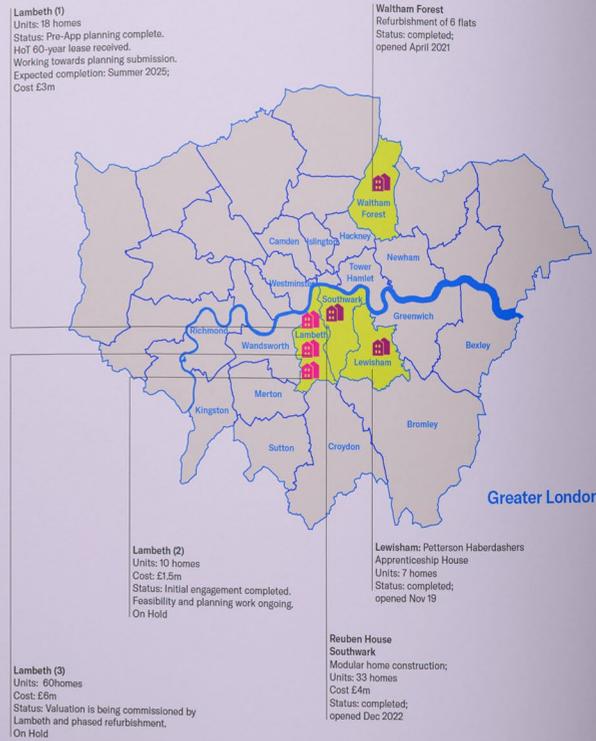
Centrepont's Independent Living Programme provides a model for addressing youth homelessness. We developed an HM Treasury Green Book business case and practical toolkit to expand the programme, setting out a clear pathway to scale this 'stepping stone' model nationwide and reshape how local authorities and developers respond. Ongoing support includes a three-year evaluation of impacts and delivery, ensuring the programme continues to evolve and deliver sustainable outcomes for vulnerable young people across the country.

Expertise: Place Economics



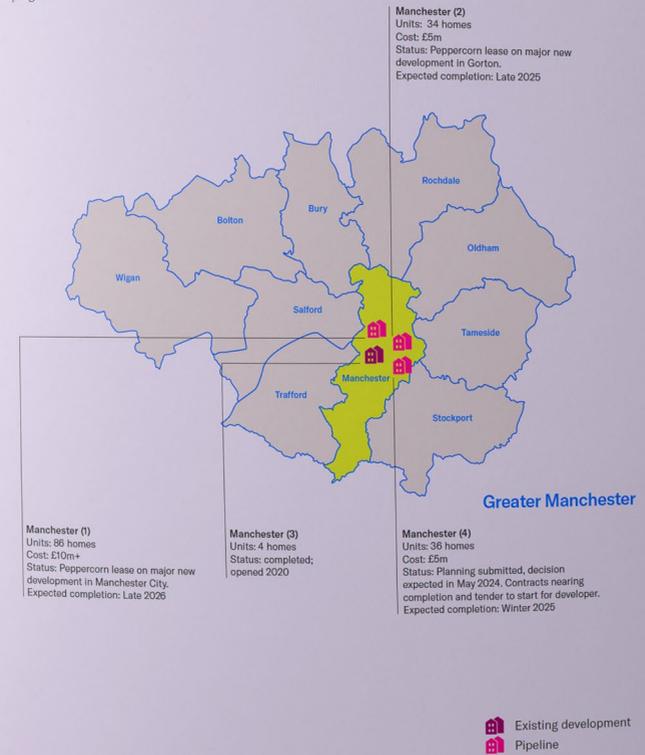
Existing arrangements

The ILP currently operates 50 homes across various sites in London or Manchester. The map below sets out details the existing ILP developments and future the pipeline of projects.



Centrepont develops homes for the ILP in four ways:

- Building new homes;
- Creating modular homes that are quicker and cheaper to build and that can even be moved to new locations;
- Converting existing Centrepont properties into communal homes;
- Working with partners in London and Manchester to develop and incorporate their properties into the programme.

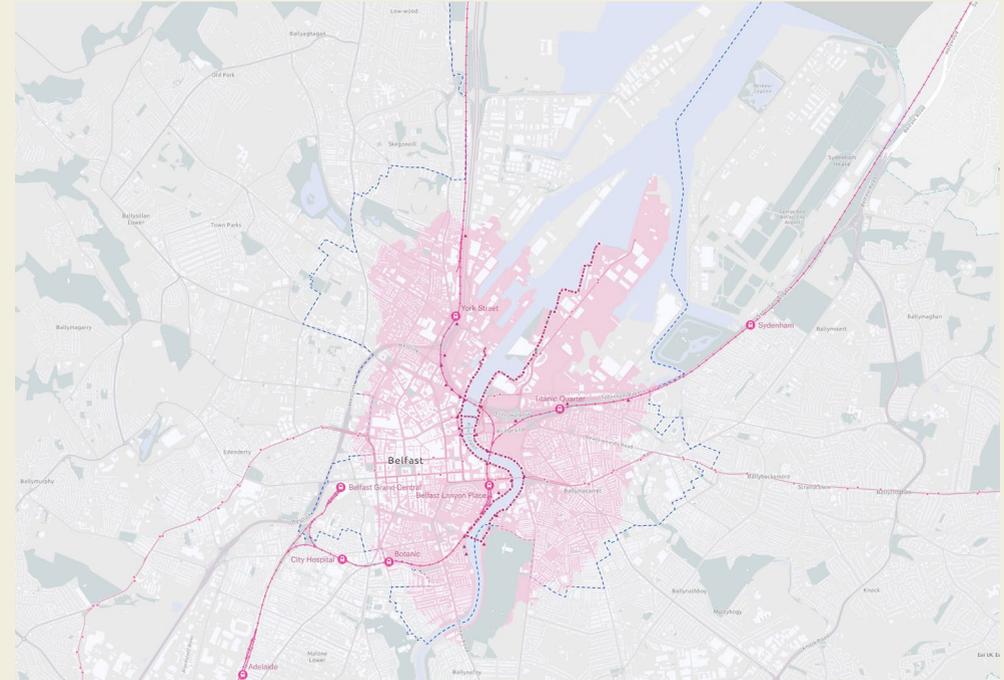




Ealing Road and Alperton Creative Enterprise Zone London, UK

Identifying priorities to promote long-lasting impacts

The Creative Enterprise Zone is focused on delivering social, economic, and physical improvements while celebrating Brent's rich British and South Asian cultural heritage. We guided the future direction of the zone, establishing a strategy that draws on in-depth socio-economic analysis, spatial profiling, and cluster analysis to inform strategic priorities.



Maritime Belfast Scoping Study Belfast, Northern Ireland, UK

Guiding policy-making through socio-economic analysis

The Maritime Belfast Scoping Study examines operational activity within the harbour area and establishes a robust framework to guide the location of future heritage investment. We applied a data-led approach to define the geographic study boundary, enabling the modelling of potential socio-economic impacts and ensuring investment decisions are evidence-based and aligned with long-term objectives. A comprehensive socio-economic profile of the city underpins an interactive mapping tool, enhancing strategic planning, supporting informed decision-making, and maximising the impact of future investment.



Patrick Gulliver MA, MPhil
Director

Patrick is recognised for his expertise in city and regional economic planning across the UK, Middle East, Australia, China, and Europe. With over 30 years of experience, he has advised numerous national and regional governments on strategic economic development. He specialises in the economics of place, multidisciplinary growth strategies, and in creating competitive, resilient towns and cities. Patrick also has a strong track record in developing strategy around gateway infrastructure, including airports, ports, and special economic zones.



Polly Barker MSc, BSc (Hons), MRTPI
Director

Polly combines expertise in economic development, regeneration and spatial planning. Known for her collaborative approach with clients, communities and multidisciplinary teams, she applies robust analysis and evidence to shape vision and strategy, prioritise investment, and unlock growth across sites, cities, and regions. Her work delivers meaningful, lasting impact, spanning high street renewal through to multi-billion-pound regeneration, infrastructure, and placemaking projects across the globe.

Contact us

Patrick Gulliver

Director

patrick.gulliver@priorpartners.com

+44 (0)7976 707 885

Polly Barker

Director

polly.barker@priorpartners.com

+44 (0)7895 269 236