Static WEBs. The DfT defines three WEBs:

- *Labour force participation* – when access to jobs improves, so some currently non-working people are likely to be attracted back into the labour market.
- *Imperfect Competition* – the benefit of lower transport costs leading to output being expanded in markets with imperfect competition.
- *Agglomeration* – better transport makes jobs virtually closer together, increasing productivity. An improved river crossing will clearly do that, although with very few jobs on the Rotherhithe side the effects might be more about labour force than linking jobs together.

These can all be valued using transport model outputs. However, the three benefits listed above are all based on the standard DfT assumption of fixed land use, which is not particularly useful for this scheme given its focus on stimulating development and therefore changing land use. We will need to go beyond this and look at 'dynamic' WEBs given that this project is specifically aimed at changing land use.

WebTAG guidance suggests that dynamic WEBs (with land use change) can only be used as a sensitivity test and only if a Land Use Transport Interaction (LUTI) or Spatial Computable General Equilibrium (SCGE) model has been applied to determine the potential land use change.

Volterra has extensive experience of applying dynamic WEBs without using LUTI or SCGE models. These include:

- "What do I need to believe?" - one approach is to work out the scale of the land use response that would be needed to make the scheme achieve a BCR of e.g. 1.5 or 2. If that number seems completely implausible then we can conclude that dynamic WEBs are unlikely to help, but if it represents a relatively modest increase to current densities then it would pass this test.
- Cross-sectional and historic examples – another useful approach comes from analysing the impacts of previous river crossings and from comparing current development densities between areas with similar levels of transport accessibility. Volterra has a measure of accessibility for all RailPlan zones in London and can determine whether Rotherhithe is currently above or below the average development density (jobs and population) for that level of accessibility.
- Finally, in the short run development is highly sensitive to local planning policies. With both the Isle of Dogs and Rotherhithe being Opportunity Areas, planning should be strongly supportive of growth.

We will use DfT guidance, along with our own expertise and approaches summarised above, to estimate the potential impact on employment, output and development as a result of the new crossing. The WebTAG approach also takes a proportion of the output increase as an increase in the tax take, so this can be used to address the requirement in the brief regarding taxation benefits.

Value capture. The main beneficiaries of the proposed bridge are likely to be the land and property owners on the Rotherhithe peninsula. Instead of having to walk 20+ minutes back to Canada Water in order to catch the Jubilee line to Canary Wharf they can walk/cycle direct in under five minutes. They do not have to wait for the ferry, they have a 100% reliable