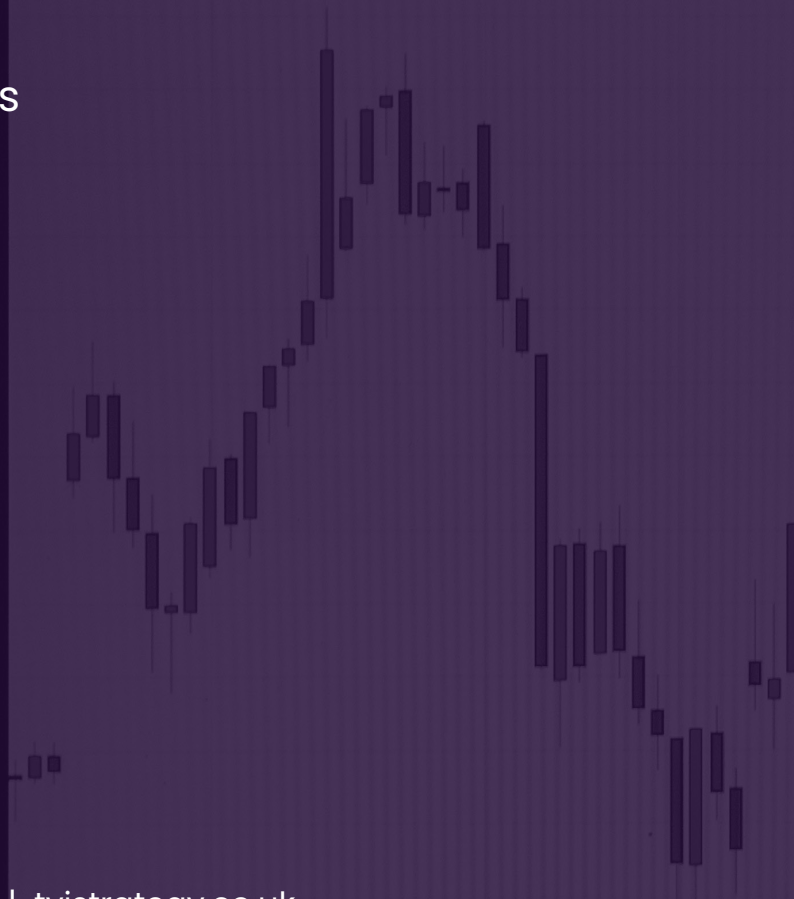




Economic Intelligence for the Policy Arena

Policy-literate economic analysis
to Green Book standards



Who We Are

Economic analysis that lands in government



TYI Economics is the economics practice within TYI Strategy – a pro-growth political consultancy with deep cross-party engagement across Whitehall, Westminster and beyond. Our work is produced by economists who have undertaken cost-benefit appraisal inside the Cabinet Office and the Department for Business and Trade, alongside policy professionals with direct experience of how policy proposals are framed, briefed, and contested in Westminster. We exist for cases where knowing the language and machinery of Whitehall is key to winning the attention of ministers and officials – the line between what gets read and what gets filed.

Our Three Principles

1

Policy-Literate

Our work is built from the start to be read and used by Whitehall officials, Select Committee staff, and Special Advisers. The economic argument and the policy argument are constructed together in the language understood within the Westminster ecosystem.

2

Principal Delivered

Every client works directly with the TYI Chief Economist and the TYI Director of Policy and Research from scoping to delivery. The diagnostic, the modelling, the drafting, the engagement – all done by the principals you meet at the start.

3

Green Book Rigour

We work to the standards of the HM Treasury Green Book. Our research and policy notes are designed to drive decisions, not academic citation – applied work, written for the people whose decisions it will inform.

Cross-Party In Practice

TYI Economics works across the political spectrum – by design. Within the wider TYI Strategy, we host Labour Tech, and provide secretariat to the All-Party Parliamentary Group on Quantum Technologies. Our Director of Policy and Research, Maxwell, sits on the board of the centre-right Build for Britain and is the Director of Public Affairs for the Adam Smith Institute, the free-market think tank.

Our focus on cross-party engagement shows up in our research output: Our ‘Safe and Abundant’ paper on Building Safety Regulator reform opens with forewords from MPs across all four major parties – Labour, Conservative, Reform and Liberal Democrat. That breadth of senior endorsement on a single piece of analysis is unique for Westminster research. The paper directly informed the establishment of the new Building Safety Transformation Unit.

Who We’ve Worked With

A selection of the firms and organisations we have worked with.



Meet the Economists

Government experience, plus the publishing reach to put it to work



Jethro Elsdon Chief Economist



Jethro is Chief Economist at TYI Strategy. His recent work includes leading the modelling on TYI's Loan-to-Own first-time-buyer scheme, developed with Weston Homes and launched in Parliament in March 2026. As well as the economic analysis behind TYI's Quantum Technologies and the UK Ecosystem paper, which projected £1.3tn of cumulative UK benefit under full delivery.

Before TYI, Jethro was a Civil Service Economist at the Cabinet Office and the Department for Business and Trade for four years, producing the cost-benefit assessments and impact appraisals that determine whether legislation is adopted, amended, or rejected. He knows how arguments are read by officials, and what makes them credible to Treasury economists. Prior to working in the civil service, Jethro was Senior Data Analyst and Researcher at the Centre for Policy Studies, where he authored work on Stamp Duty reform, post-war economic recovery, and regulatory burden.

Maxwell Marlow Director of Policy & Research



Maxwell is Director of Policy & Research at TYI Strategy. His recent work includes TYI's paper Safe and Abundant on Building Safety Regulator reform - which drew cross-party MP forewords from Labour, Conservative, Liberal Democrat, and Reform - and the research direction of TYI's Quantum Technologies and the UK Ecosystem paper.

Before TYI, Maxwell was Director of Research at the Adam Smith Institute, where he led the Institute's programme across housing, planning, taxation, education, and economic policy. He gave evidence to Parliamentary Committees and advised on legislation across each of these areas. His ASI publications have won him awards, including 'Homes for All', proposing a Community Auction Process mechanism for green-belt development, and reports on Development Orders and ISA reform.

What We Do

Three areas of work, one analytical engine. Economic modelling is the core. Strategic policy analysis takes that modelling into government; commissioned research takes it into the public debate. Trade associations, listed corporates, and sector bodies commission these individually or together when they need analytical work that will land credibly in Whitehall.



1. Economic Modelling

Bespoke quantitative models, rigorous and reproducible

We build models that fit the question at hand, with reproducible work designed to be trusted by policy makers, civil service officials, and journalists. Features of our modelling work include:

- 1 Scenario and sensitivity analysis for policy proposals.
- 2 Sectoral economic impact modelling, including real GDP, employment, and tax revenue.
- 3 Transaction-volume and demand-side modelling for housing and other illiquid assets.
- 4 Net Present Value analysis for long-term opportunities and challenges such as new technology.

2. Strategic Policy Analysis

Our modelling, packaged for Whitehall engagement

We translate our modelling into the standard formats of government engagement, calibrated to the standards of ministers, civil service officials, and Select Committee members. This includes:

- 1 Private roundtables and policy memos.
- 2 Parliamentary briefings and Select Committee evidence.
- 3 Consultation responses and submissions for departmental engagement.

3. Commissioned Research

Our modelling, packaged for publication and public debate

For clients whose case has to be won in public as well as in private, TYI Economics undertakes commissioned research to support wider engagement on specific issues. Briefing packs that equip a CEO, a trade body chief executive, or a sympathetic MP to make the argument in their own words. Written to be cited, debated, and acted on rather than filed. This work typically takes four forms:

- 1 Original research papers and policy notes, with public launch events.
- 2 Op-eds and short-form economic commentary for publication.
- 3 Sector intelligence reports and evidence packs.
- 4 Briefing materials for media engagement and advocacy.

Case Study



The Loan-to-Own Scheme - a case study in fiscally sustainable pro-growth economics

The Loan-to-Own (LTO) scheme demonstrates TYI Economics at its most distinctive: economic modelling that does not merely describe a problem, but develops a solution that is politically viable, fiscally defensible, and immediately actionable by government. The work was produced in collaboration with Weston Homes, one of London and the South East's leading SME housebuilders.

"TYI provided the rigorous, Treasury-grade modelling and strategic insight needed to turn the LTO scheme into a highly credible proposal with serious cross-party traction."
 - Suzanne Aplin, Group Sales and Marketing Director, Weston Homes

The Problem

Since the end of Help to Buy and the tightening of mortgage affordability tests, first-time buyer transaction volumes have deteriorated sharply. Higher interest rates, stricter loan-to-value ratios, and large deposit requirements create a structural accessibility gap. Because new-build completions track at approximately 10% of total housing transactions, a constrained demand side directly suppresses developer output - making the 1.5 million target arithmetically impossible without action on housing finance as well as planning.

The Solution

A developer-funded, government-backed equity loan of up to 20% of the property value. The loan is interest-free to the buyer for the first five years. The housebuilder pays a 5% annual coupon to the Treasury, covering the government's financing cost and generating a net surplus. The result is a scheme that is revenue-positive for the Treasury, fiscally neutral on the balance sheet, and structured to avoid the perverse incentives of Help to Buy.

- ▶ Government provides up to 20% equity loan to eligible first-time buyers.
- ▶ Buyer pays 0% interest for five years; housebuilder pays 5% coupon to Treasury.
- ▶ After five years, buyer refinances; any outstanding balance accrues interest at 3% + RPI.
- ▶ Proven structure: modelled on Help to Buy mechanics which returned £1.38bn to Treasury.

£500

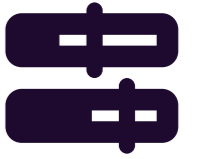
Monthly saving vs 95% LTV mortgage

14,003

Additional FTB completions per year

£28m

Annual net revenue to Treasury



The Analysis

TYI's model was tested across a full scenario matrix varying house price growth, income growth, gilt yields, and mortgage rates. All central projections are anchored to OBR and Bank of England data. The key representative buyer - a household earning £70,000 seeking a £350,000 property - would be declined for a standard 95% mortgage under the 4.5 income multiple applied by lenders. Under LTO, they qualify comfortably.

Representative FTB	Household Income	Property Price	Monthly Savings
A (Lower)	£45,000	£250,000	£357/month
B (Central)	£70,000	£350,000	£500/month
C (Higher)	£95,000	£450,000	£643/month

The scheme was launched in Parliament in March 2026 and resulted in meetings with No. 10 and HMT as well as broad engagement across the political spectrum.

Further Expertise

Recent work across emerging technologies, planning, and building safety

TYI Economics has produced original work across sectors where policy and investment decisions are tightly coupled.

Quantum Technologies

NPV modelling of the UK's potential in an emerging sector projected to deliver £200bn in annual economic benefit by 2045. Under full delivery, cumulative benefits reach £1.3tn over 2026-2045 (NPV terms), with Financial Services projected at £43-£65bn by 2035.

Rural Economy & Planning

Evidence for structural reform of agricultural Permitted Development Rights. Our work quantified the 18% rural-urban productivity gap and the £43bn GVA potential from closing it through planning reform - framing the policy debate for MHCLG and DEFRA engagement.

Building Safety

Scenario analysis of BSR gateway delays: projecting a 25,000-90,000 London home deficit by 2030 depending on reform pace. The paper, Safe and Abundant, opens with forewords from MPs across all four major parties.



Get in Touch

If you have a policy question that needs serious economic analysis, we'd like to hear about it. All conversations are confidential.

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