



NORTHENDEN COLLEGE, MANCHESTER

ECONOMIC BENEFITS REPORT

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EXECUTIVE SUMMARY

Background

This report presents the economic benefits of developing up to 228 homes on land at Northenden College, Manchester. It quantifies the economic benefits that could be created by the scheme in terms of the construction impacts and the operational impacts.

Main Findings

Construction Impacts

- **Direct and indirect construction-related employment:** The proposed development could support around **111 roles on-site and in the wider economy** per annum over the estimated six-year build programme.
- **Contribution of construction phase to economic output:** The proposed development could generate an additional **£36.7million of gross value added** (GVA) to the regional economy during the six-year construction period (present value)¹.

Operational Impacts

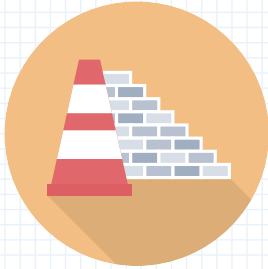
- **Growing labour force:** For the 228 homes, an estimated **247 economically active and employed** residents are calculated to live in the new dwellings once the site is fully built and occupied.
- **Household spend:** Once fully built and occupied, the households are estimated to generate expenditure in the region of **£6.3million per annum**.
- **First occupation expenditure:** Once fully built and occupied, the proposed new dwellings will generate approximately **£1.1million** in first occupation expenditure within 18 months.
- **Increased Council Tax income:** The construction of the new homes could generate around **£412,000 per annum** in additional Council Tax revenue.

¹ Where future benefits are calculated, they have been discounted to produce a present value. This is the discounted value of a stream of either future costs or benefits. A standard discount rate is used to convert all costs and benefits to present values. Using the Treasury's Green Book, the recommended discount rate is 3.5%.

ECONOMIC BENEFITS

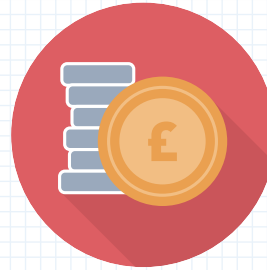
LAND AT NORTHENDEN COLLEGE, MANCHESTER
CONSTRUCTION OF UP TO 228 RESIDENTIAL DWELLINGS

CONSTRUCTION BENEFITS



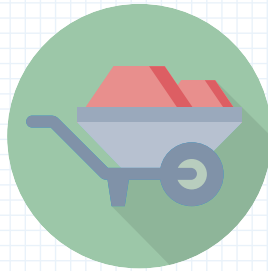
£35.1million

Estimated construction investment over 6-year build programme.¹



£36.7million GVA²

Economic output contribution from jobs supported by activities at the site over 6-year build programme (present value).³



111

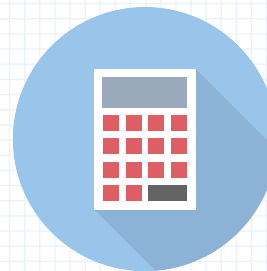
Direct construction roles and indirect/induced jobs supported per annum during build phase.

OPERATIONAL BENEFITS



247

Economically active and employed residents estimated to live in the new housing.



£1.1million

Estimated first occupation expenditure. Research suggests that the average homeowner spends approximately £5,000 within the first 18-months to make their house 'feel like home'.

19

Full-time equivalent jobs supported in the economy.



£6.3million

Total annual household expenditure.

£3million

Of spend on food & drink, leisure, clothes, household goods etc.



50%

Of employed residents estimated to be working in higher value/higher income occupations.



£412,000

Estimated annual increase in Council Tax revenue.

1. The construction cost has been estimated using the BCIS Online tool and is exclusive of external works, contingencies, supporting infrastructure fees, VAT, finance charges etc. It is based on the average cost of a typical mixed housing scheme in the North West (accessed 21/05/2021).

2. GVA, or gross value added, is the measure of the value of goods and services produced in an area, sector or industry. Future GVA estimates are provided as net present value estimates.

3. Where future benefits have been calculated, they have been discounted to produce a present value.

1. INTRODUCTION

Scope and Purpose

- 1.1 This report presents the economic benefits of developing up to 228 homes on land at Northenden College, Manchester. It quantifies the economic benefits that could be created by the scheme in terms of the construction impacts and the operational impacts associated with the housing.
- 1.2 The report looks at the following issues:
- i. **How has the Manchester economy performed in recent years?** The report looks at data on topics such as population, skills, employment and claimant count.
 - ii. **What are the benefits of the construction phase?** The report considers how many temporary jobs will be created and the contribution of the construction phase to economic output.
 - iii. **What benefits will be created by the residential dwellings?** The report looks at the additional annual household expenditure created by the new homes, as well as the Council Tax and first occupation expenditure. It also estimates the number of economically active people that could be attracted to the dwellings.

Report Structure

- 1.3 The remainder of the report is structured as follows:
- **Section 2** describes the character of the Manchester economy, in comparison to the Greater Manchester Local Enterprise Partnership/Combined Authority area, the North West region and the UK/Great Britain. The section presents information on demographics, skills, employment trends, unemployment and the claimant count.
 - **Section 3** sets out the construction phase benefits of the proposed development, focusing on its contribution to employment and economic output.
 - **Section 4** looks at the additional benefits provided by the new housing, including increased labour supply, household expenditure, first occupation expenditure and Council Tax revenue.

2. SOCIO-ECONOMIC BASELINE

Introduction

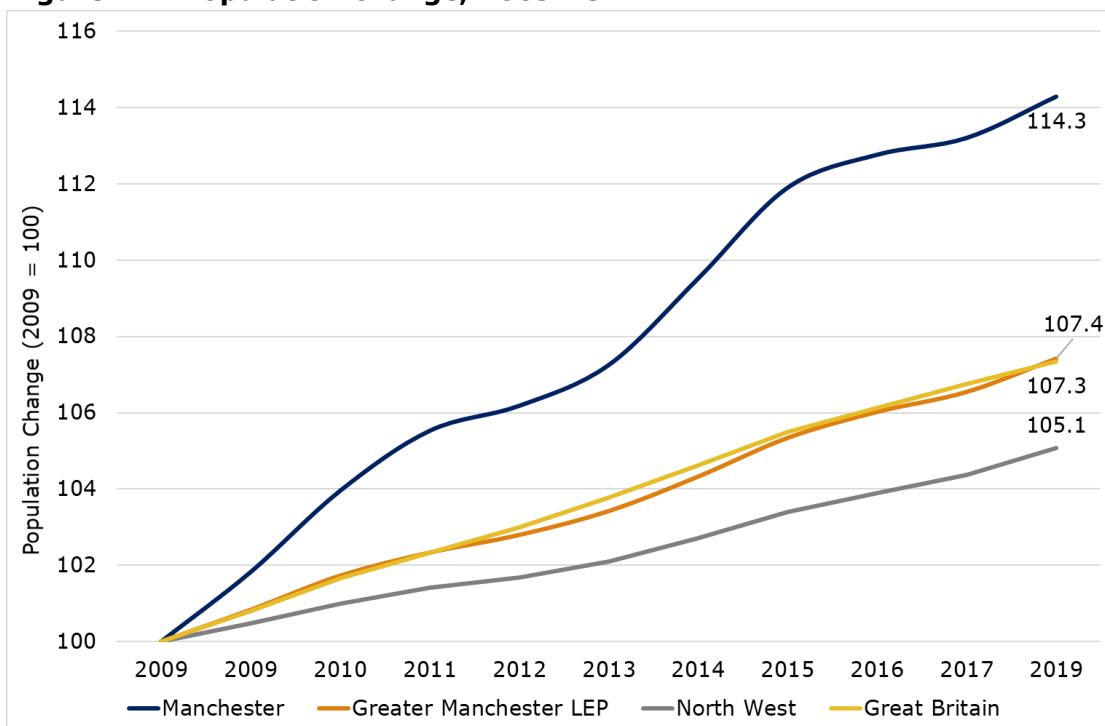
2.1 This section presents a profile of Manchester's economy, alongside the Local Enterprise Partnership (LEP) area within which it sits (Greater Manchester LEP), the region (North West) and national (Great Britain/UK) comparators where appropriate. It examines the following topics:

- Demographics – population estimates and components of change.
- Skills of the working age population.
- Employment – change over time and key sectors.
- Unemployment and claimant count.
- Economic Activity.

Population

2.2 The 2019 ONS mid-year population estimates show the total population of Manchester is around 553,000. Figure 2.1 presents population change between 2009 and 2019. Over this timeframe, Manchester's population increased by 14.3% – equating to just over 69,000 more people. This was above the corresponding population increases for Greater Manchester LEP area (7.4% – 195,900 people), the North West (5.1% – over 355,000 people) and Great Britain (7.3% – 4.4 million people).

Figure 2.1: Population change, 2009-19



Source: ONS, Mid-Year Population Estimates

- 2.3 Data on population change by age in Manchester show that from 2009 to 2019, the young dependant population group (aged 0-15) increased by around 19,100 (20.7%), the number of people aged 16-64 (a common proxy for the economically active) increased by just under 47,000 (13.7%) and people aged 65+ increased by approximately 3,000 (a rise of 6.2% – see Table 2.1). All three age groups experienced growth over the same timeframe in the LEP area, the North West and the UK, although Manchester saw the largest relative increase in the 0-15 and 16-64 age cohorts out of all the comparator areas.

Table 2.1: Manchester Population Estimates by age, 2009-19

	2009	2019	Change	% Change
0-15	92,635	111,771	19,136	20.7%
16-64	342,691	389,646	46,955	13.7%
65+	48,458	51,441	2,983	6.2%
Total	483,784	552,858	69,074	14.3%

Source: ONS, Mid-Year Population Estimates

- 2.4 The latest subnational ONS population projections (2018-based) were published in March 2020 and these indicate that the population of Manchester is expected to increase by just under 42,700 between 2018 and 2038 (a rise of 7.8%). The growth

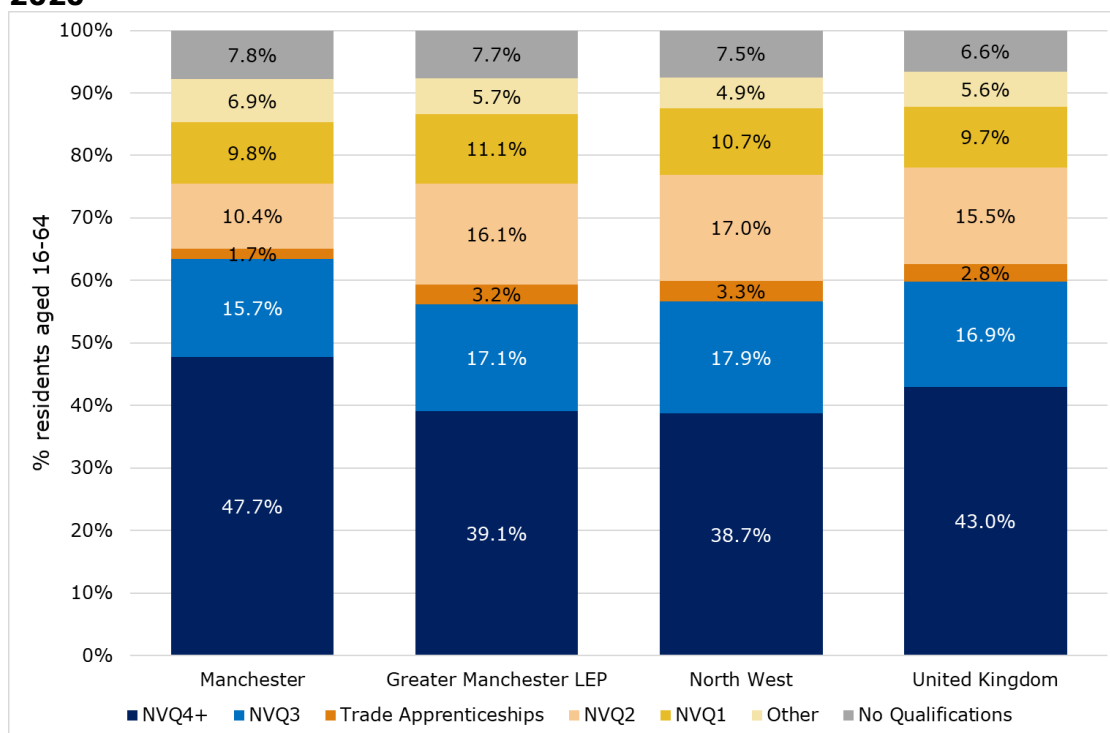
rate in North West (7.0%) is expected to be lower over the same period, although the projected rate of population increase in England is higher at 8.6%.

- 2.5 Looking at the population projections for Manchester in more detail, between 2018 and 2038 the number of people aged 0-15 in Manchester is projected to decline by around 1,700 (1.5%). In contrast, the number of people aged 16-64 is expected to increase by over 24,500 (6.4%) and the number of people aged 65+ is expected to increase by more than 19,800 (38.9%). A growing population, including those of working age, makes it imperative that more homes are delivered for new people who move to the area and to retain the existing population.

Skills

- 2.6 In 2020, 47.7% of working age residents (16-64) in Manchester had a degree level qualification or higher (NVQ4+); 15.7% had NVQ3 only, which equates to 2 A Levels and 4 AS Levels; and 10.4% had NVQ2 only (5+ GCSEs or equivalent). An estimated 7.8% of the Manchester's population have no qualifications – a higher proportion than seen in the LEP area (7.7%) and the North West (7.5%) and the UK (6.6%). The Greater Manchester LEP (39.1%), the North West region (38.7%) and the UK (43.0%) have a lower proportion of people aged 16-64 with NVQ4+ qualifications than Manchester. Manchester has a lower proportion of working age residents with trade apprenticeships (1.7%) compared with the LEP (3.2%), the region (3.3%) and the UK (2.8%). Figure 2.2 shows the full skills breakdown.

Figure 2.2: Skill Levels of the Resident Working Age (16-64) Population, 2020

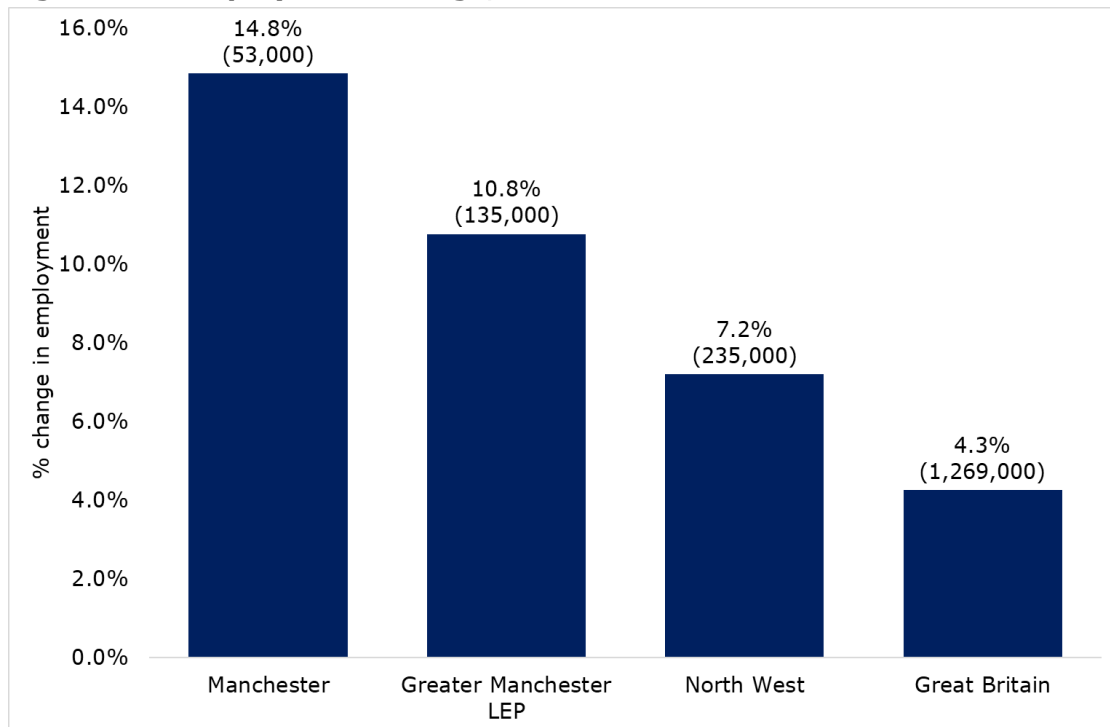


Source: ONS, Annual Population Survey

Employment

- 2.7 Based on the most recent ONS data from the Business Register & Employment Survey (BRES), in 2019 around 410,000 people – including the self-employed – worked in Manchester.
- 2.8 Between 2015 and 2019, Manchester experienced an increase in employment of 53,000 jobs (14.8%). Over the same time frame, employment increased in all three of the comparator areas, by 10.8% in the Greater Manchester LEP (135,000 jobs), 7.2% in the region (235,000 jobs) and 4.3% in Great Britain (just under 1.3 million jobs) – see Figure 2.3. It is important to attract more economically active people to live in Manchester in order to drive jobs growth and continue the strong growth trend seen in recent years. Getting the area's housing offer right is particularly important in this respect.

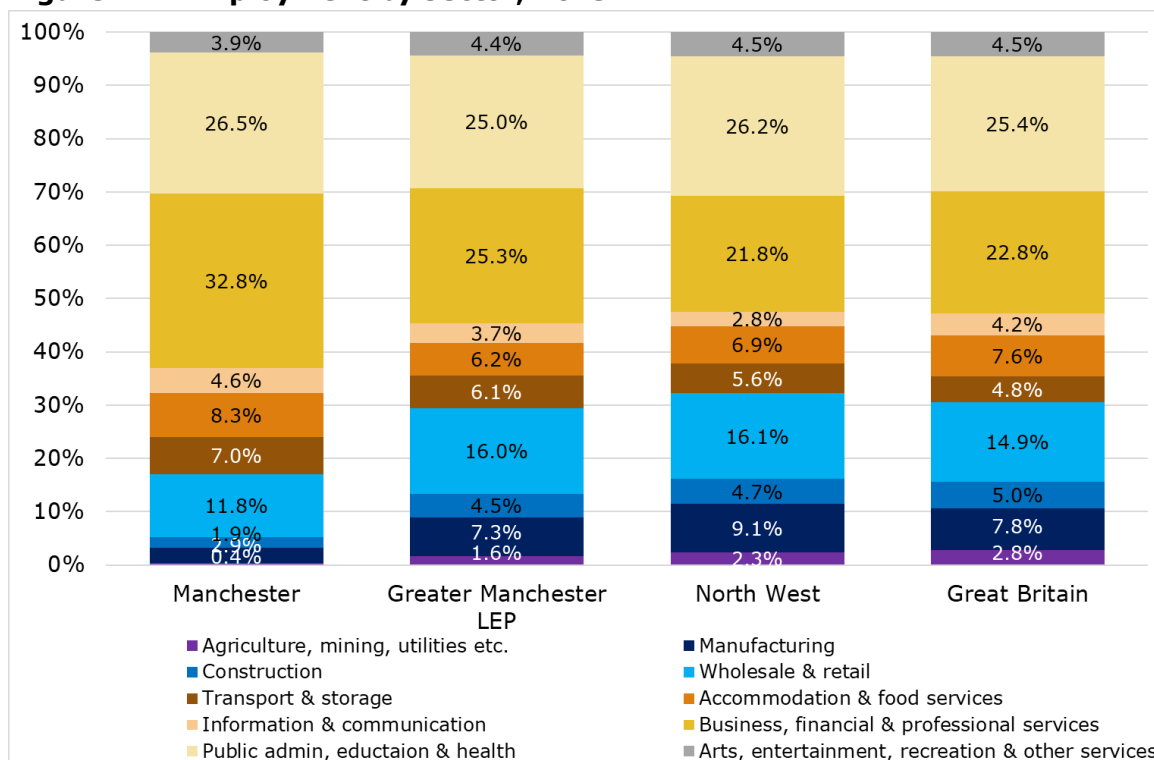
Figure 2.3: Employment Change, 2015-19



Source: ONS, Business Register & Employment Survey

- 2.9 The main employment sector in Manchester is business, financial and professional services, which provided around 135,000 jobs in 2019, accounting for 32.8% of total employment. Jobs in this sector increased by 28,000 (26.2%) between 2015 and 2019. The second biggest sector in the City is public administration, education and health, which accounts for 26.5% of total employment (109,000 jobs). Jobs in business, financial and professional services increased by 12,000 (12.4%) between 2015 and 2019. Figure 2.4 presents employment by sector in further detail.

Figure 2.4: Employment by sector, 2019

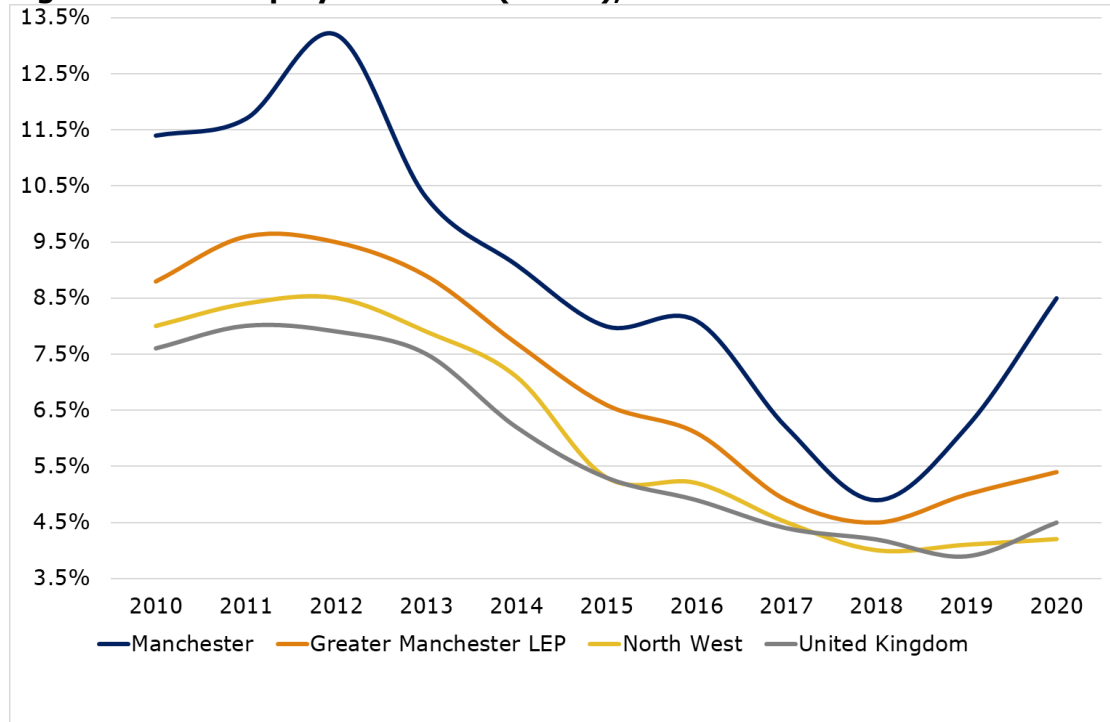


Source: ONS, Business Register & Employment Survey

Unemployment

- 2.10 As of 2020, the unemployment rate for people aged 16-64 in Manchester is 8.5%. This represents a fall of 2.9 percentage points on the 2010 figure of 11.4%. Despite the long-term fall, the unemployment rate in Manchester increased by 3.6 percentage points between 2018 and 2020. Unemployment in Manchester is now considerably higher than the 2020 rate in the LEP area (5.4%), the North West (4.2%) and the UK (4.5%). Figure 2.5 shows unemployment trends in further detail. The increase in Manchester's unemployment rate which can be seen between 2019 and 2020 will largely have been caused by the Covid-19 pandemic.

Figure 2.5: Unemployment Rate (16-64), 2010-2020



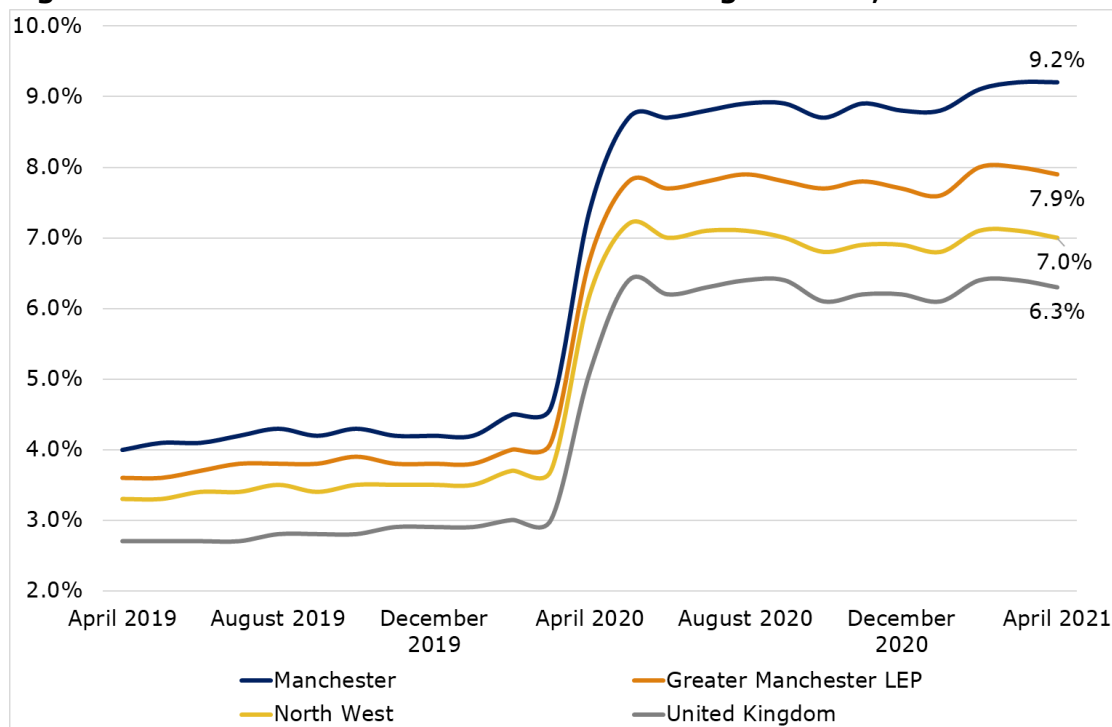
Source: ONS, Annual Population Survey

Claimant Count

- 2.11 The most accurate measure of unemployment at the current time is the claimant count, which counts the number of people claiming Jobseeker's Allowance plus those who claim Universal Credit and are required to seek work and be available for work.
- 2.12 ONS state that enhancements to Universal Credit as part of the UK Government's response to the coronavirus mean that an increasing number of people became eligible for unemployment-related benefit support despite still being in work. Consequently, changes in the claimant count will not be wholly because of changes in the number of people who are not in work. It is not possible to identify to what extent people who are employed or unemployed have affected the numbers.
- 2.13 Figure 2.6 shows the claimant count in Manchester for every month from April 2019-April 2021, expressed as a proportion of residents aged 16-64. For Manchester and all comparator areas, a sharp rise is evident in April and May 2020 and it then remains relatively consistent up to April 2021. The sharp rise in claimants will be down to the impact of Covid-19.

- 2.14 In April 2019, the claimant count in Manchester was 4.0% and by April 2021 it more than doubled to 9.2%. This equates to around 20,000 more people who are claiming Jobseeker's Allowance or Universal Credit and are required to seek work and be available for work. Over the two year time period, Manchester had a higher claimant count than all of the comparator areas. It seems likely that the claimant count will remain high over the short to medium term as the impact of Covid-19 continues. This makes it imperative that new investment is made in Manchester that can help boost the local economy. This includes delivering new housing, which generates job opportunities in the construction sector during the build process.

Figure 2.6: Claimant Count as % of Residents aged 16-64, 2019-21



Source: NOMIS

Strategic Context

Greater Manchester

- 2.15 Greater Manchester LEP and the Greater Manchester Combined Authority jointly published the Greater Manchester Strategy in October 2017². The Plan sets out the

² The Greater Manchester Strategy: Greater Manchester Combined Authority; Greater Manchester Local Enterprise Partnership, October 2017.

LEP and the Combined Authority's joint vision to make Greater Manchester one of the best places in the world to grow up, get on and grow old, making the area:

2.16 Greater Manchester Combined Authority was one of the first three 'Trailblazer' areas to publish a Local Industrial Strategy in June 2019³. The LIS is structured around how Greater Manchester can build on its existing strengths and opportunities. It approached this by addressing how Greater Manchester can strengthen the five 'Foundations of Productivity' of the UK Industrial Strategy:

- **Ideas** – The LIS states that GM will continue working with the Government to maximise the impact of investments in innovation assets and will also work to incentivise private sector investment in research and development in the conurbation.
- **People** – GM has an ambition to deliver ambitious improvements in skills and employment by rolling out a new delivery model for early years based around integrated public services at a neighbourhood level.
- **Infrastructure** – The LIS states that the government will join the Greater Manchester Strategic Infrastructure Board, overseeing implementation of national and local plans and providing operational expertise to improve the performance of the city-region's infrastructure, including transport, energy, housing and digital.
- **Business Environment** – Through the LIS, activity will be coordinated to radically improve the productivity of businesses across all sectors, increasing innovation adoption and raising levels of export and investment.
- **Places** – Through the LIS, GM aims to bring prosperity to all communities. Each local authority will develop a City-level response to the LIS to identify key opportunities and barriers in each locality and ensure coordinated implementation.

2.17 In November 2020, Greater Manchester LEP published a 'Building a Greater Manchester, making a Greater Britain' document setting out the area's economic vision in the aftermath of the Covid-19 pandemic. It states that Greater Manchester will:

³ *Greater Manchester Local Industrial Strategy*: Greater Manchester Combined Authority, June 2019.

- Build again on its heritage of innovation to drive economic and social advance.
 - Drive an economic recovery that puts people first, embraces the benefits of diversity, rebalances inequalities, creates lasting resilience, supports the move to net zero carbon and rethinks productivity.
 - Be recognised around the world for its global strengths and progressive thinking in advanced materials and manufacturing, health innovation, digital and creative, and clean growth.
- 2.18 The document gives more detail on how Greater Manchester will achieve this, including: creating a culture of business innovation; growing an integrated pipeline for talent, skills and progression; driving food employment; and stimulating investment to create desirable places where people thrive.

National Policy

- 2.19 The ***UK Housing White Paper***, 'Fixing our Broken Housing Market'⁴, was published in 2017 to try and address the shortage of homes in the UK. It outlines a number of problems that need to be dealt with in order to deal with the housing crisis, and this includes:
- The pace of development is too slow.
 - The structure of the housing market makes it harder to increase supply, with commercial developers still dominating the market, despite the recent success of housing organisations.
 - In order to overcome these challenges, the Government aims to: plan for the right homes in the right places; build homes faster; diversify the housing market and help people to get on the property ladder.
- 2.20 The White Paper states that the challenge of increasing housing supply cannot only be met by the government. It goes on to highlight the importance of having local leadership and commitment from a range of different stakeholders, including local authorities, private developers, housing associations, lenders and local communities.

⁴ Fixing our Broken Housing Market: Department for Communities and Local Government, February 2017.

Summary

2.21 The main findings from this socio-economic baseline are:

- **Population:** Since 2009, Manchester's population has grown at a faster rate than the Greater Manchester LEP, the North West and UK. In absolute terms, people aged 16-64 are projected to account for the majority of Manchester's population increase from 2018-2038. It is therefore important that the area sees new homes built, such as those proposed on the land at Northenden College, to accommodate people of working age.
- **Employment:** Manchester experienced an increase in employment between 2015 and 2019 at a faster rate than the LEP area, the region and the UK, although all of these areas saw employment increase over the same time period.
- **Unemployment and claimant count:** Manchester has a higher unemployment rate than the region and the LEP, the North West and the UK. In terms of the number of people claiming Jobseeker's Allowance or Universal Credit, all areas saw a sharp rise in April and May 2020 due to the Covid-19 pandemic although as of April 2021, Manchester's claimant count as a percentage of residents aged 16-64 is higher than the comparator areas. It seems likely that the claimant count will remain high over the short to medium term as the impact of Covid-19 continues. This makes it imperative that new investment is made in Manchester that can help boost the local economy, which includes delivering new housing.

2.22 The sub-regional and national strategic aims and objectives can be summarised as:

- At a **sub-regional level**, the Greater Manchester Local Enterprise Partnership (LEP) and combined authority aim to make Greater Manchester one of the best places in the world to grow up, get on and grow old. Greater Manchester aims to have a modern and productive economy that draws in investment, visitors and talent. More housing will be needed across the City Region for these aims to become a reality.
- At a **national level**, the UK Government aims to plan for the right homes in the right places; build homes faster; diversify the housing market and help people to get on the property ladder.

3. CONSTRUCTION PHASE BENEFITS

Supporting Construction Employment

- 3.1 Economic benefits will arise through the provision of temporary jobs during the construction phase of the proposed development, which is estimated to be six years. It should be noted that if planning permission is granted for the scheme, the intention is to implement delivery immediately.
- 3.2 Construction costs are estimated to be around £35.1million over the six-year build programme. Costs have been calculated using the BCIS Online tool⁵ and are exclusive of external works, supporting infrastructure, fees, VAT, finance charges etc.
- 3.3 To estimate construction employment supported during the building phase, the total construction cost has been divided by the average turnover per construction employee in the North West of £145,050⁶. Over the estimated six-year build programme, 40 construction jobs could be supported on-site per annum.
- 3.4 It is widely recognised that housebuilding has knock-on effects for other sectors, which leads to increased demand for building materials and equipment at the construction phase, as well as domestic furniture and carpets etc. following completion. This generates and sustains employment in other sectors.
- 3.5 The July 2018 'Economic Footprint of House Building in England and Wales' report by the Home Builders Federation found that for every 1 job in housing construction, the scale of employment supported is equivalent to between 2.4 and 3.1 direct, indirect and induced jobs per new dwelling built. Taking an average of these figures, a multiplier of 2.75 has been used – i.e. for every 1 job in house building, a further 1.75 jobs are supported in the wider economy. Therefore, as well as the 40 on-site jobs supported per annum during the build phase, the construction of the 228 dwellings could support an additional 70 jobs in the wider economy over the construction phase.

⁵ Accessed 14/06/2021

⁶ Calculated using data for the North West construction sector from the 2020 edition of Business Population Estimates produced by the Office for National Statistics.

- 3.6 In total, an estimated **111 temporary jobs**⁷ could be supported per annum during the six-year build phase.
- 3.7 The Prime Minister unveiled his 'Build, Build, Build' strategy at the end of June 2020, with the aim of making it easier to build better homes where people want to live⁸. This plan is likely to lead to increased output and employment in the construction sector over the coming years. New job opportunities in construction could help to offset losses in other sectors impacted by the Covid-19 pandemic. The construction jobs created by the proposed scheme could therefore be extremely important in supporting growth in Manchester's economy.

Contribution to Economic Output

- 3.8 Another way of looking at the economic impact of the construction phase is to calculate the contribution a development makes to wealth creation, as measured by the increase in the value of goods and services generated within an area. This can be done by looking at the increase in gross value added (GVA)⁹, a common proxy for economic output. Using ONS data, it is possible to calculate GVA per employee by sector at a regional level. In the North West, construction's GVA per employee is £71,830 per annum. Total annual GVA per employee for all sectors in the region is estimated at £53,787¹⁰.
- 3.9 Applying these GVA figures to the employment estimates outlined above (£71,830 to the 40 construction jobs and £53,787 to the 70 indirect/induced roles), the construction of the proposed development could generate around £6.7million of GVA per annum or **£36.7million of GVA** over the six-year build timeframe (present value¹¹).

⁷ Figure may not sum due to rounding.

⁸ <https://www.gov.uk/government/news/pm-build-build-build>

⁹ Gross value added is the measure of the value of goods and services produced in an area, industry or sector of an economy.

¹⁰ GVA per employee estimates calculated using data from the 2019 Business Register and Employment Survey, as well as regional GVA estimates for 2019 – both published by ONS.

¹¹ Where future benefits are calculated, they have been discounted to produce a present value. This is the discounted value of a stream of either future costs or benefits. A standard discount rate is used to convert all costs and benefits to present values. Using the Treasury's Green Book, the recommended discount rate is 3.5%.

4. BENEFITS ASSOCIATED WITH THE NEW HOUSING

- 4.1 The proposed 228 homes, of which just over 20% (46) will be affordable will create a number of economic benefits, which are outlined in this section.

Increased Supply of Labour

- 4.2 It is estimated that the proposed scheme will provide homes for 271 economically active residents¹². Data from the Annual Population Survey, published by the ONS, show that 91.5% of the economically active population in Manchester are in employment¹³. Assuming this figure remains broadly the same, applying it to the population living at the proposed development on the land at Northenden College could result in 247 economically active and employed residents living there once the site is fully built and occupied. This is likely to be a mixture of people from outside the area, as well as existing residents who move from other parts of the local area.
- 4.3 If residents show a similar employment profile to the existing working age population of Manchester, 50% could be working in higher value occupations. This includes: managers, directors and senior officials; professional occupations; and associated professional and technical occupations.

Increased Household Expenditure

- 4.4 Additional household expenditure will be supported by the new dwellings. While not all of this spend will be in the local area, it is reasonable to assume that a substantial proportion will be retained within Manchester. Figures produced by the ONS¹⁴ at a regional level can be used to provide an estimate of what this spend could be worth on an annual basis. For the North West, average household spend is estimated by the ONS to be around £530 per week. This covers spend on commodities/services such as food & drink, clothing, transport and recreation.
- 4.5 Applying the £530 average weekly spend figure to the 228 dwellings and translating this into an annual figure, the proposed development could generate **annual household expenditure of £6.3million per annum** once it is complete and fully

¹² Census 2011: average number of economically active residents per household in Manchester is 1.19.

¹³ Annual Population Survey, January 2020-December 2020.

¹⁴ Estimates represent a three-year average and are derived from household spend by region for 2018-20, produced by the Office for National Statistics.

occupied. Table 4.1 shows how this estimated spend breaks down by commodity and service.

Table 4.1: Estimated annual household expenditure supported by the 228 dwellings

Commodity/Service	Estimated annual household expenditure
Food and non-alcoholic drinks	£685,300
Alcoholic drinks and tobacco	£160,100
Clothing and footwear	£296,400
Housing (net), fuel and power	£812,100
Household goods and services	£452,900
Health	£62,800
Transport	£838,200
Communication	£227,600
Recreation and culture	£790,800
Education	£47,400
Restaurants and hotels	£588,100
Miscellaneous goods and services	£511,000
Other expenditure items	£808,600
Total estimated annual household expenditure	£6,281,300

Based on household spend estimates by region, produced by ONS

Note – spend estimates have been rounded to the nearest hundred

- 4.6 Of the total annual household expenditure of £6.3million, it is estimated that £3million will be spent on food & drink, leisure, restaurants, clothes, household goods etc. Based on data published by ONS¹⁵, the average turnover per job across all sectors in the UK is around £156,700. Treating spend as a proxy for turnover, the £3million spend on food & drink, leisure etc. could support an estimated 19 jobs in these sectors.

First Occupation Expenditure

- 4.7 Research suggests that the average homeowner spends approximately £5,000 to make their house 'feel like home' within 18 months of moving in¹⁶. This includes money spent on things like furnishing and decorating – which generates economic benefits for the local economy in terms of direct and induced job creation.
- 4.8 Applying the average one-off spend of £5,000 to the 228 proposed new dwellings in Manchester, they will generate approximately **£1.1million** in first occupation expenditure within 18 months.

¹⁵ ONS – Business Population Estimates, 2020.

¹⁶ [https://www.hbf.co.uk/documents/7876/The Economic Footprint of UK House Building July 2018LR.pdf](https://www.hbf.co.uk/documents/7876/The_Economic_Footprint_of_UK_House_Building_July_2018LR.pdf)

Contribution to Council Tax Income

- 4.9 Assuming the new dwellings fall within Band D¹⁷, once fully occupied the site is estimated to generate **£412,000 on an annual basis in additional Council Tax payments**, or just over £4.1million over 10 years at 2021/22 rates.

¹⁷ 2021/2022 Council Tax for Band D in Manchester is £1,805.84