

# Economic Impact Statement

Former USDAW site, Langley Road / Wilmslow Road, Manchester

December 2020

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December 2020

# Economic Benefits Infographic

**SITE:** Former USDAW offices, Wilmslow Road, Manchester

**PROPOSED DEVELOPMENT:** Redevelopment of existing offices to deliver new purpose-built student accommodation (PBSA) to accommodate 425 students, also providing student amenity facilities and space for community use

## Construction Phase



**£23.5 million**  
**Investment**  
In the scheme's construction



**80 gross jobs**

FTE (full-time equivalent) jobs supported on average during construction (circa 2 years)

**Generating 60 net direct jobs**

FTE jobs for Greater Manchester residents

**Plus 30 net indirect/induced jobs**

FTE jobs for Greater Manchester residents



**£18.6 million**  
**GVA**

Economic output<sup>1</sup> in Greater Manchester during construction, including £15.8 million in Manchester

## Operational Phase<sup>2</sup>



**425**  
**Students accommodated**

In PBSA in Fallowfield, contributing to a shift away from student HMOs



**5**  
**On-site jobs**

For Greater Manchester residents



**£260,000**  
**GVA**

Economic output generated in Greater Manchester each year, including £190,000 in Manchester



**Sustainable PBSA growth**

Supporting the universities and sustainable communities



**£1.6 million**  
**Expenditure**

On retail and leisure each year by students and visitors



**10**  
**Retail and leisure jobs**

Supported by student and visitor expenditure

## Enhancing housing choice<sup>3</sup>



**Up to 100**  
**Homes**

Made available for 230 new residents through freeing up former student HMOs



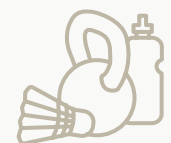
**Up to £110,000**  
**Council Tax**

Revenue for Manchester City Council each year from non-exempt homes



**Up to £1.7 million**  
**Expenditure**

On retail and leisure each year by new residents



**Up to 10**  
**Retail and leisure jobs**

Supported by new residents' expenditure

<sup>1</sup> GVA (Gross Value Added) measure the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs). It provides a key measure of economic productivity.

<sup>2</sup> Impacts not considered net additional as, whilst the Proposed Development will increase PBSA capacity, it will not increase overall number of students accommodated in Manchester.

<sup>3</sup> Impacts considered net additional as overall housing availability is expanded through students being accommodated in PBSA.

# 1. Introduction

- 1.1 This Economic Impact Statement has been prepared by Turley Economics on behalf of Watkin Jones in support of an application to Manchester City Council for planning permission for the redevelopment of 188 Wilmslow Road, Manchester (the Site).
- 1.2 The Site is currently occupied for office use (use-class E), and serves as the headquarters of the Union of Shop, Distributive & Allied Workers (USDAW). Due to the building's layout, facilities, running costs, location and other factors USDAW have concluded that it is no longer suitable as a modern and efficient working environment for the organisation. The building cannot viably be re-fitted as required, and consequently the organisation intend to move to a more suitable premises, remaining within Greater Manchester.

## **Proposed Development**

- 1.3 The Proposed Development will accommodate 425 purpose-built student accommodation (PBSA) bedrooms, and will be accompanied by resident amenities and additional space for community use. The site's location at Langley Road / Wilmslow Road in Fallowfield in Manchester is shown in the below plan. Fallowfield is established as an area with a high density of student residents, living in university and privately-managed PBSA as well as in the private rental sector.

**Figure 1.1: Site Location Plan**



*Source: Watkin Jones (2020)*

## Economic Impact Assessment

- 1.4 This assessment is informed by the 2014 Homes and Communities Agency's (HCA, now known as Homes England) Additionality Guide (4<sup>th</sup> edition)<sup>1</sup> and draws on published statistical data sources and information specific to the Proposed Development provided by the applicant.
- 1.5 The assessment considers the quantifiable impacts of the Proposed Development during both its construction and operational lifetime. Economic impact estimates are presented as net figures, accounting for additionality factors such as leakage, displacement and multipliers.

## Study Area for the Assessment

- 1.6 For the purposes of this assessment, a functional economic geography has been determined using available Census data on labour market containment. This analysis has resulted in economic impacts being measured at two spatial scales:
- The **local impact area**, covering the local authority of Manchester. The 2011 Census shows that around 38% of people who work in Manchester also live in the area, demonstrating a reasonable level of socio-economic containment at this scale<sup>2</sup>.
  - The **wider impact area**, covering Greater Manchester. The 2011 Census shows that circa 84% of all jobs in Manchester are taken by people residing in the wider combined authority area, suggesting a relatively high level of containment at this scale<sup>3</sup>. It is considered, therefore, that the majority of socio-economic effects would be concentrated and experienced within the wider impact area.
- 1.7 The study area is presented spatially overleaf at Figure 1.2.

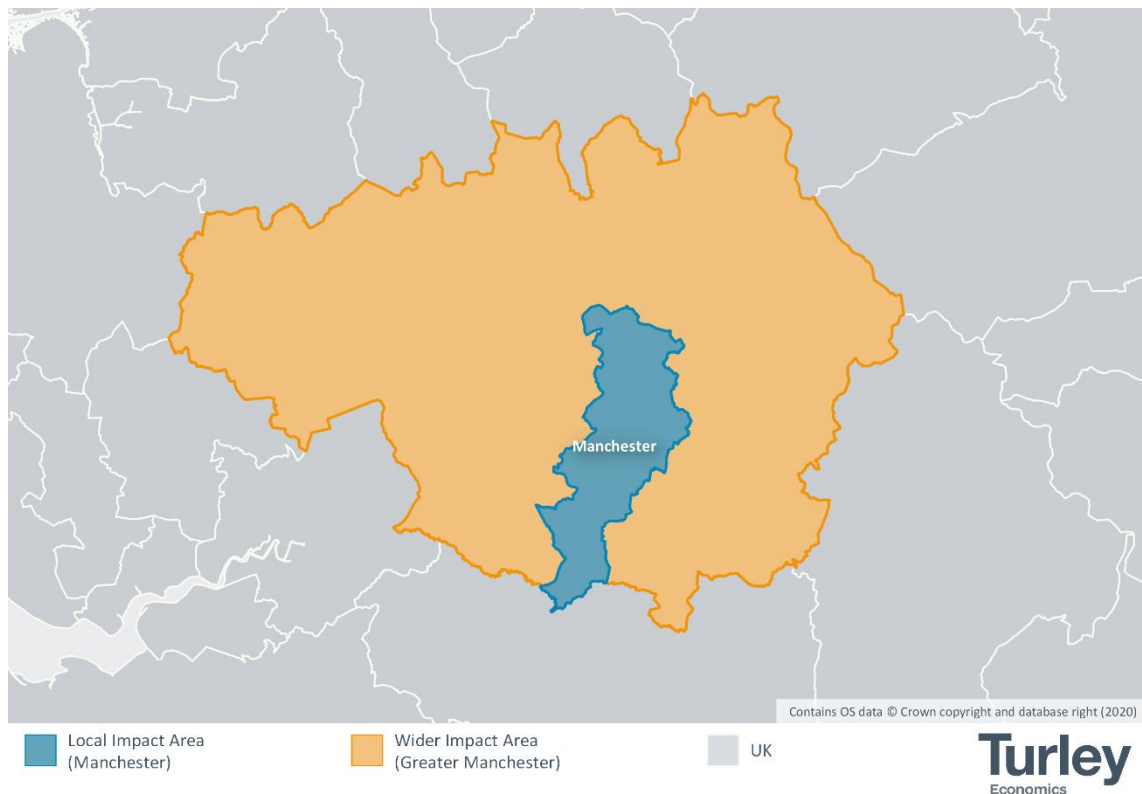
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<sup>1</sup> Homes and Communities Agency (2014) Additionality Guide 4<sup>th</sup> Edition

<sup>2</sup> ONS via Nomis (2011) 2011 Census: WU01UK - Location of usual residence and place of work by sex

<sup>3</sup> Ibid.

**Figure 1.2: Assessment Study Area**



*Source: Turley Economics, 2020*

## **Structure of Report**

1.8 The remainder of the report is set out as follows:

- **Section 2: Policy and Economic Context** – outlines the policy and economic context for the site.
- **Section 3: Construction Phase Impacts** – estimates the future net additional economic impact which may be generated by the Proposed Development during the construction phase.
- **Section 4: Operational Phase Impacts** – estimates the future net additional economic impact which may be generated by the Proposed Development once fully completed and operational.
- **Section 5: Conclusion** – summarises the net additional benefits to the area as a result of the Proposed Development.

## 2. Policy and Economic Context

- 2.1 This section firstly provides an overview of the relevant economic policy and strategy context; demonstrating both the national and local Government commitment to facilitating sustainable economic growth and economic recovery following the Covid-19 pandemic, with a focus on creating employment opportunities and delivering infrastructure through a supportive planning system.
- 2.2 It subsequently presents the baseline economic context that should be considered when assessing the impact of the Proposed Development, examining current local economic conditions and the contribution of the higher education sector in Manchester.

### National Policy and Economic Strategy Context

#### National Planning Policy Framework

- 2.3 In February 2019, the Ministry of Housing, Communities and Local Government published the revised National Planning Policy Framework (NPPF)<sup>4</sup>, this – along with the accompanying Planning Practice Guidance (PPG)<sup>5</sup> – setting out the Government’s planning policies for England. As with the 2012 framework, the revised NPPF and PPG continue to be built around a policy commitment to sustainable development, outlining the expectation that future development will play in meeting economic and social objectives. Details of these objectives are provided at paragraph 8 of the revised NPPF:

*“an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure; and*

*a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being”<sup>6</sup>*

- 2.4 In order that sustainable development is pursued a positive way, at the heart of the NPPF is a “*presumption in favour of sustainable development*”<sup>7</sup>, which requires local authorities – in the development of their Local Plans – to “*positively seek opportunities to meet the development needs of their area*”<sup>8</sup>.

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<sup>4</sup> Ministry of Housing, Communities and Local Government (2019) National Planning Policy Framework

<sup>5</sup> Ministry of Housing, Communities and Local Government (2020) Planning Practice Guidance

<sup>6</sup> Ministry of Housing, Communities and Local Government (2019) National Planning Policy Framework

<sup>7</sup> Ibid.

<sup>8</sup> Ibid.

### **National Covid-19 Economic Recovery Strategy and Plan for Jobs 2020**

- 2.5 The UK faces significant economic challenges associated with the ongoing impacts of Covid-19 on all sectors of the economy, rising unemployment and a threat to national prosperity.
- 2.6 The severity of the situation faced is fully acknowledged by the Government and is reflected in their Covid-19 Recovery Strategy<sup>9</sup>, which places a strong emphasis on protecting jobs and livelihoods and continuing to support the long term competitiveness of the UK economy through job creation and investment in infrastructure
- 2.7 The Chancellor's Plan for Jobs 2020<sup>10</sup> describes the “devastating” effects of Covid-19 on businesses as well as announcing a range of unprecedented fiscal stimulus and business support measures to assist in the UK's economic recovery.

### **City-regional Policy and Strategy Context**

#### **Greater Manchester Spatial Framework**

- 2.8 The draft Greater Manchester Spatial Framework (GMSF)<sup>11</sup> sets out the Greater Manchester Combined Authority's (GMCA) long-term plan for housing and the economy. The GMSF recognises that higher education is a key sector in the city region, stating that:
- “Universities and the knowledge economy are another important asset for Greater Manchester, with a high concentration of students, research activity and scientific institutions. This activity is primarily focused within the City Centre, with The Oxford Road Corridor being an internationally important location in this regard”*
- 2.9 The GMSF goes on to highlight that *“the huge extent of university activity is one of the greatest strengths of Greater Manchester”* and that *“with over 100,000 students attending its universities, Greater Manchester has one of the largest concentrations of students in Europe, and an enormous supply of new graduates across a wide range of subjects each year who can help to drive future economic growth”*<sup>12</sup>.
- 2.10 In order to meet its aim of being considered as a top global city, the GMSF outlines that Greater Manchester must continue to grow its capabilities in terms of *“competing internationally for investors, visitors, businesses, skilled workers, academic talent and students”*<sup>13</sup>, and that the activities of the universities will therefore be *“a vital component of developing Greater Manchester as a globally important city region”*<sup>14</sup>.
- 2.11 As such, Policy GM-E 5: Education, Skills and Knowledge includes the following provision:

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<sup>9</sup> HM Government (2020) Our Plan to Rebuild: The UK Government's Covid-19 Recovery Strategy

<sup>10</sup> HM Treasury (2020) Plan for Jobs

<sup>11</sup> Greater Manchester Combined Authority (2020) Greater Manchester's Plan for Homes, Jobs and the Environment: Greater Manchester Spatial Framework Publication Plan 2020 – Draft for Approval: October 2020

<sup>12</sup> Ibid.

<sup>13</sup> Ibid.

<sup>14</sup> Ibid.

*Supporting the continued growth and success of the university sector, such as through:*

- (a) Enhancing the existing campuses and developing new ones;*
- (b) Strengthening the world-leading research capabilities and promoting opportunities for business spin-offs; and*
- (c) Continuing to develop Greater Manchester as the UK's best destination for students*

#### **Impact of Covid-19 in Greater Manchester**

- 2.12 Evidence submitted in May 2020 by Steven Heales, Covid-19 Economic Resilience Lead at GMCA, to the HM Treasury Committee's Call for Evidence into the Economic Impact of Coronavirus<sup>15</sup> highlights that, whilst the city-region's economic diversity promotes resilience, it also exposes the city-region to Covid-19 impacts across all sectors, forecasting that Greater Manchester's economy could shrink to be a third smaller in Quarter 2 of 2020 in comparison with Quarter 1.
- 2.13 The evidence also outlines measures implemented by the GMCA to aid local businesses and workers, including investing Local Growth Funds and targeted employment support schemes.

#### **Local Policy and Strategy Context**

##### **Manchester Core Strategy**

- 2.14 Manchester's Core Strategy<sup>16</sup> was adopted in 2012 and sets out the planning principles and policies that will deliver Manchester City Council's (MCC) vision for the city. The Core Strategy highlights that students account for a significant proportion of the city's population and that much of the retail and leisure offer in areas of the city with high student populations, such as Fallowfield, has evolved to primarily meet student needs.
- 2.15 A key challenge with regard to South Manchester areas such as Fallowfield identified by the Core Strategy is:
- "Managing demand for student housing and ensuring that the sustainability and amenity of neighbourhoods are protected"*<sup>17</sup>
- 2.16 A key component of the aim to manage student housing demand and 'protect the sustainability and amenity of neighbourhoods' is detailed within the Core Strategy in relation to the occupation of Houses in Multiple Occupation (HMOs) as student households. Whilst family households are considered essential for sustainable communities, given that they support a range of local facilities such as schools and tend to have a greater commitment to the neighbourhood as they live there longer than other types of households, the Core Strategy reports that areas with a high concentration of student-occupied HMOs can experience increased prevalence of

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<sup>15</sup> Greater Manchester Combined Authority (2020) Treasury Committee call for evidence: Economic impact of coronavirus

<sup>16</sup> Manchester City Council (2012) Manchester's Local Development Framework: Core Strategy Development Plan Document

<sup>17</sup> Ibid.

issues such as anti-social behaviour. As such, Policy H11: Houses in Multiple Occupation seeks to limit changes of use to an HMO which would result in the loss of a dwelling which is suitable for a family.

- 2.17 The Core Strategy subsequently identifies PBSA as key towards meeting demand for student accommodation in Manchester, whilst potentially also freeing up family housing and broadening housing choice for residents of all types in the city.

#### **Manchester's Covid-19 Economic Recovery Plan**

- 2.18 In November 2020, MCC published 'Powering Recovery: Manchester's Recovery and Investment Plan'<sup>18</sup>, which sets out how the Council will seek ensure that city emerges reinvigorated from the Covid-19 pandemic and rises to other challenges, such as the uncertainties of Brexit.
- 2.19 The Plan sets out the leading role that Manchester can play in the levelling-up agenda through building on investments in economic assets and infrastructure and accelerating growth in high-productivity sectors. Co-operation between public bodies, business, academia and other partners is identified as key to tackling the Council's priorities, which focus on people, assets, innovation, and investment, and Manchester's strong higher education sector is highlighted as a primary driver for investment and economic growth going forward.

#### **Local Socio-Economic Conditions**

- 2.20 In order to more comprehensively consider the potential impacts of the Proposed Development, it is important to understand Manchester's current economic profile. This includes its age profile, economic activity and unemployment rates, as well as the economic contribution of students. These conditions are described below:

##### ***Population Composition***

- The total population of Manchester in 2019 stood at 552,900, of whom 389,600 people were of working age (16-64 years)<sup>19</sup>.
- The working-age population equates to 70% of total residents, meaning that the authority has a notably younger population on average than is the case both in Greater Manchester (where 64% of residents are of working age) and nationally (62%)<sup>20</sup>.

##### ***Economic Output***

- Experian estimates that between 2015 and 2019 Manchester local authority generated annual average GVA<sup>21</sup> of circa £21.18 billion<sup>22</sup>. In terms of output per full-time equivalent (FTE) employee (i.e. productivity), workers in Manchester each generated circa £62,200 on average annually during this period. This

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<sup>18</sup> Manchester City Council (2020) Powering Recovery: Manchester's Recovery and Investment Plan

<sup>19</sup> ONS via Nomis (2020) Mid-Year Population Estimates 2019

<sup>20</sup> Ibid.

<sup>21</sup> Gross Value Added (GVA) measures the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs). Put simply the GVA is the total of all revenue into businesses, which is used to fund wages, profits and taxes, and therefore is key towards understanding economic productivity.

<sup>22</sup> Experian (2020) Local Market Forecasts Quarterly: September 2020

average productivity per FTE worker is higher than that estimated across the Greater Manchester area (£57,700), albeit is lower than the UK average (£66,400)<sup>23</sup>.

- Manchester's annual economic output is forecast by Experian to be 17% lower in 2020 than in 2019, with Greater Manchester and England's productivity also set to fall by a similar rate (17%)<sup>24</sup>. Economic output in Manchester and across the city-region is not forecast to regain 2019's levels until 2023.

### ***Economic Activity and Unemployment***

- Economic activity and employment rates have historically been lower in Manchester than recorded across wider spatial scales. Over the period July 2019 – June 2020 (this period therefore including some months prior to the start of the Covid-9 pandemic) an average of 73% of the working-age population of Manchester were recorded as economically active, which is lower than the economic activity rates across Greater Manchester, at 77%, and England as a whole (80%)<sup>25</sup>.
- As such, the employment rate recorded in Manchester during this period was also lower – at 68% - in comparison with 73% in Greater Manchester and 77% nationally.
- As of October 2020, 8% of Manchester residents aged 16 and older are claiming benefits associated with being out of work<sup>26</sup>. This exceeds the proportion recorded in Greater Manchester as a whole (6%) and nationally (5%).
- It is notable that the number of people claiming out of work benefits has increased substantially across all spatial scales in the wake of the Covid-19 pandemic; since October 2019, the number of claimants living in Manchester has increased by 107% and by 102% across Greater Manchester.
- As of October 2020 there are 1,300 JSA claimants in Manchester seeking employment in construction-related occupations<sup>27</sup>. Further latent labour force capacity also exists beyond the city in the rest of the wider impact area of Greater Manchester, with a total of 6,975 people seeking employment in occupations relating to construction. Again, the number of people seeking construction work in the local and wider impact areas (and indeed across country) has increased significantly since the same time last year.

### ***Sectors of Employment***

- 8% of employee jobs in Manchester are in the accommodation & food services sector, accounting for a higher proportion of jobs relative to the Greater Manchester and national averages – 6% and 7% respectively<sup>28</sup>.

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<sup>23</sup> Ibid.

<sup>24</sup> Ibid.

<sup>25</sup> ONS via Nomis (2020) Annual Population Survey (July 2019 – June 2020).

<sup>26</sup> ONS via Nomis (2020) Claimant Count: October 2020

<sup>27</sup> ONS via Nomis (2020) Jobseekers Allowance by Occupation: October 2020

<sup>28</sup> ONS via Nomis (2020) Business Register and Employment Survey 2019

- At 2%, the proportion of total employee jobs that are in the construction industry in Manchester is somewhat lower than the average for Greater Manchester (4%) and the proportion across England (5%)<sup>29</sup>.

#### ***Student Numbers and Expenditure***

- The GMSF highlights that approximately 100,000 students are enrolled in higher education institutions in Greater Manchester<sup>30</sup>.
- Survey research published by the consumer rights organisation ‘Which?’<sup>31</sup> indicates that the average monthly living expenditure (i.e. not inclusive of accommodation, household bills or tuition fees) of University of Manchester students amounts to approximately £365 per month per student.
- Multiplied out by the estimated 100,000 students in Greater Manchester over a 9-month academic year, it is therefore be estimated that the city-region’s students spend a total of over £328 million per annum on living expenses such as retail, leisure and local transport, a significant proportion of which is likely to be retained within the local economy.

### **Summary**

- 2.21 Overall, the importance of the universities in Manchester is recognised by adopted planning and strategic economic policy. They are clearly cited as a major contributor to the city’s (and, indeed, wider city-region’s) economy, supporting a significant number of jobs and businesses. The student population contributes to the vitality of the city, and the universities and supporting infrastructure are considered among the major drivers of sustainable economic growth in the city, and are set to be key to the recovery in Manchester and the wider city-region following the Covid-19 pandemic.
- 2.22 The delivery of new, high-quality PBSA in the city would both grow the capacity of the universities to attract and accommodate students whilst also supporting MCC’s ambitions to free up potential family-style housing currently occupied as HMOs by students in the private rented sector.
- 2.23 There has been a significant rise in unemployment in Manchester and the wider city-region following the Covid-19 pandemic, with economic output set to fall significantly in 2020 and not recovering to 2019’s levels until 2023. It should therefore be considered imperative to enable projects to come forward which will attract investment and drive sustainable economic growth and recovery.

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<sup>29</sup> Ibid.

<sup>30</sup> Greater Manchester Combined Authority (2020) Greater Manchester’s Plan for Homes, Jobs and the Environment: Greater Manchester Spatial Framework Publication Plan 2020 – Draft for Approval: October 2020

<sup>31</sup> Which? Student Budget Calculator (2020) [Online]. Available at: <https://www.which.co.uk/money/university-and-student-finance/student-budget-calculator>

### 3. Construction Phase Impacts

- 3.1 This section outlines the economic impacts estimated to result from the Proposed Development during the construction phase. The economic benefits are outlined with respect to Manchester (the local impact area) and Greater Manchester (the wider impact area).
- 3.2 The following economic benefits are quantified: construction employment (direct, indirect/induced and net additional) and economic output (measured in Gross Value Added i.e. GVA) to local and wider economy.

#### **Gross Employment**

- 3.3 The construction of the Proposed Development will require investment of £23.5 million, inclusive of demolition and professional fees<sup>32</sup>.
- 3.4 Investment of this scale could be expected to support approximately 160 person-years of direct employment, based on the average turnover per employee in the construction industry in the North West<sup>33</sup>. This equates to an average of circa 80 gross full-time equivalent (FTE) construction-related jobs on site throughout the approximate 2-year construction period.

#### **Net Additional Employment**

- 3.5 Net additional employment is a term used to refer to the final scale of employment that is generated once a number of economic considerations have been taken into account. The net additional employment is the sum of the direct and indirect employment impacts of the Proposed Development.
- 3.6 The creation of temporary construction jobs during the build period will provide new employment opportunities for the local and wider labour force in Manchester and across the Greater Manchester city region. The positive economic impacts of the Proposed Development will extend beyond construction employment. Expenditure on construction materials, goods and other services will have far-ranging benefits both locally and further afield as it filters down the supply chain.
- 3.7 The Homes and Communities Agency (HCA) recommends a specific approach to calculating additionality<sup>34</sup>. Its recommended approach takes account of multiplier effects generated both through the site supply chain and induced financial benefits arising from increased local expenditure. The approach allows for the consideration of the following methodological points:

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<sup>32</sup> Construction costs and build period advised by the applicant.

<sup>33</sup> Department of Business, Energy and Industrial Strategy (2020) Business population estimates: Table 12 – North West

<sup>34</sup> 'Additionality' is defined in the Homes and Communities Agency (2014) Additionality Guide 4<sup>th</sup> Edition. The Guide advises on the assessment of the additional impact (or 'additionality') of interventions in terms of local and regional economic growth.

- **Deadweight** – the economic outcomes which would occur if the Proposed Development were not implemented;
- **Leakage** – a measure of the extent to which employment will be taken up by persons residing outside of the target area;
- **Displacement** – the extent to which investment in the Proposed Development will lead to existing companies or employees within the target area relocating activities to the Proposed Development, as opposed to the attraction of new investment and employment arising from businesses located outside of the target area; and
- **Multiplier effects** – further economic activity (jobs, expenditure or income) associated with additional local income (from employment), local supplier purchases and longer term expenditure effects.

3.8 These factors are considered below to estimate the net additional employment benefit generated by construction of the Proposed Development. Deadweight is considered to be zero during construction and is not explored in further detail, given that a continuation of the Site's existing state will not generate additional employment opportunities in the construction sector.

#### ***Leakage***

3.9 The creation of construction jobs at the application site can be expected to provide new employment opportunities both for local residents of Manchester and those residing in the rest of Greater Manchester.

3.10 The 2011 Census found that 38% of those working in Manchester also resided in the city council area with 84% of jobs in Manchester being filled by residents of Greater Manchester<sup>35</sup>. It is therefore reasonable to assume that a rounded proportion of approximately 40% of jobs created through construction of the Proposed Development will be contained and accessed by residents of the city, expanding to 85% being filled by those residing elsewhere within the wider Greater Manchester city region, the remainder living further afield outside of the wider impact area.

#### ***Displacement***

3.11 Displacement occurs when new development takes existing market share – in this case labour – from other existing local businesses. During construction, this allows for the possibility that an increase in demand for construction workers could result in delays to other developments or increased costs, if there is a temporary shortage of construction labour.

3.12 As highlighted in Section 2 of this report, as of October 2020 there are 1,300 JSA claimants in Manchester seeking employment in construction-related occupations<sup>36</sup>. Further latent labour force capacity also exists beyond the city in the rest of the wider impact area of Greater Manchester, with a total of 6,975 people seeking employment in occupations relating to construction. The number of people seeking construction

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<sup>35</sup> ONS (2011) Census 2011 - Location of usual residence and place of work by sex (WU01UK).

<sup>36</sup> ONS via Nomis (2020) Jobseekers Allowance by Occupation: October 2020

work in the local and wider impact areas (and indeed across country) has increased significantly since the same time last year in the wake of the Covid-19 pandemic.

- 3.13 Displacement effects are therefore considered to be very low. This recognises the large latent supply of construction workers and the scale of employment effect generated by the Proposed Development. Taking into consideration guidance outlined in the HCA Additionality Guide<sup>37</sup>, a very low (10%) rate of displacement has been assumed during construction at the scale of both the local and wider impact areas.

#### ***Multiplier Effects***

- 3.14 Investment in the Proposed Development will generate considerable expenditure on construction materials, goods and other services that will be purchased from a wide range of suppliers. This expenditure has far-ranging benefits both locally and further afield, as it filters down the construction supply chain (indirect effects). Employees working in construction in relation to the development will also spend their wages on goods and services (induced effects).
- 3.15 This will result in an amplification of the initial investment in the Proposed Development; in other words an economic multiplier effect, with linked benefits in terms of expenditure on goods and services locally. This will bring indirect employment and financial benefits for local individuals and firms involved in skilled construction trades and associated professions, and could help to sustain employment within this sector across the local and wider economy.
- 3.16 Based on the Additionality Guide's recommendations<sup>38</sup>, a sub-regional composite multiplier of 1.25 has been applied at the scale of the local impact area, with a multiplier of 1.5 being applied at the scale of the wider city region.

#### ***Net Additional Employment***

- 3.17 Allowing for these additionality factors, Table 3.1 outlines that the construction of the Proposed Development will directly generate 60 direct FTE employment opportunities for Greater Manchester residents each year, of which 30 will be local to Manchester.
- 3.18 A further 30 indirect and induced FTE jobs could be annually supported across Greater Manchester through economic multiplier effects, of which 5 could be local to Manchester.
- 3.19 In total, the direct and indirect impacts of the construction of the Proposed Development can therefore be expected to annually create 95 net additional FTE employment opportunities for Greater Manchester residents, inclusive of 35 jobs for residents of Manchester<sup>39</sup>. This is summarised in the table overleaf.

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<sup>37</sup> HCA (2014) Additionality Guide 4<sup>th</sup> Edition

<sup>38</sup> HCA (2014) Additionality Guide 4<sup>th</sup> Edition

<sup>39</sup> Note: Some figures appear not to sum due to rounding.

**Table 3.1: Construction Phase Employment**

| Employment                                       | Local Impact Area | Wider Impact Area |
|--------------------------------------------------|-------------------|-------------------|
| Person-years of Employment                       |                   | 160               |
| Construction Period (Years)                      |                   | 2                 |
| Gross FTE Employment                             |                   | 80                |
| Direct Net Additional FTE Employment             | 30                | 60                |
| Indirect / Induced Net Additional FTE Employment | 5                 | 30                |
| <b>Total Net Additional FTE Employment</b>       | <b>35</b>         | <b>95</b>         |

Note: Some figures appear not to sum due to rounding

Source: Turley Economics, 2020

### Productivity

- 3.20 The construction phase of the Proposed Development will generate a significant increase in Gross Value Added (GVA). GVA measures the value of output created (i.e. turnover) net of inputs purchased, and used to produce a good or service (i.e. production of the output). GVA therefore provides a key measure of economic productivity.
- 3.21 Estimates sourced from economic data provider Experian indicate that the average FTE employee in the construction industry in Manchester generates £92,200 annually in GVA<sup>40</sup>. This is significantly higher than the GVA generated by the average employee across all sectors in the local and wider impact areas (respectively £62,200 and £57,700), demonstrating the importance of the construction sector to local, regional and national economic recovery following the fall in output in the wake of the Covid-19 pandemic.
- 3.22 Applying the appropriate GVA measures to the net additional employment impact generated by construction of the Proposed Development indicates that an additional £9.3 million in GVA could be annually generated across the wider impact area during the construction period, inclusive of £7.9 million concentrated in the local impact area. Over the 2-year construction period, it is therefore calculated that construction of the proposed development will generate £18.6 million GVA within Greater Manchester, inclusive of £15.8 million concentrated in Manchester. This is summarised in the following table.

<sup>40</sup> Experian (September 2020) UK Regional Planning Quarterly; average 2015 – 2019.

**Table 3.2: Construction Phase GVA**

| GVA                                                   | Local Impact Area  | Wider Impact Area  |
|-------------------------------------------------------|--------------------|--------------------|
| Direct Net Additional GVA (Annual)                    | £7,500,000         |                    |
| Indirect / Induced Net Additional GVA (Annual)        | £500,000           | £1,800,000         |
| Total Net additional GVA (Annual)                     | £7,900,000         | £9,300,000         |
| <b>Total Net Additional GVA (Construction Period)</b> | <b>£15,800,000</b> | <b>£18,600,000</b> |

Note: Some figures appear not to sum due to rounding

Source: Turley Economics, 2020

### Summary

3.23 In summary, construction of the Proposed Development has the potential to generate the following economic impacts:

- Investment of circa **£23.5 million** made in construction;
- **160** person-years of employment directly supported through construction investment, equating to an average of **80** FTE gross jobs during the estimated construction period of 2 years;
- An average of **95** net additional FTE employment opportunities generated for workers in Greater Manchester during construction, of which **35** could be held by residents of Manchester; and
- Total net additional contribution of circa **£18.6 million** GVA to the economic output of the Greater Manchester economy, of which **£15.8 million** will be concentrated in Manchester.

## 4. Operational Phase Impacts

- 4.1 This section presents the quantified economic impacts likely to be generated during the operational phase. Upon completion and full operation, the Proposed Development will deliver a range of economic impacts which will persist over the long term. This will support the wider economic recovery and growth objectives of local and city-regional policy and strategy.

### Existing On-site Uses and Employment

- 4.2 USDAW has confirmed that their operations at the site currently support 180 jobs, and that all employees will be retained following the organisation's relocation to more suitable premises within Greater Manchester.
- 4.3 USDAW have provided a breakdown of the home locations of existing employees, which is outlined in the below table.

**Table 4.1: Home Locations of USDAW Staff Currently Employed at the Site, 2020**

| Home Location                                 | Percentage of Employees | Number of Employees |
|-----------------------------------------------|-------------------------|---------------------|
| Within Manchester (local impact area)         | 57%                     | <b>103</b>          |
| Within Greater Manchester (wider impact area) | 36%                     | <b>64</b>           |
| Outside of Greater Manchester                 | 7%                      | <b>13</b>           |
| <b>Total</b>                                  | <b>100%</b>             | <b>180</b>          |

*USDAW, 2020*

- 4.4 The above serves to demonstrate the fact that, whilst the organisation's operations may be moved outside of the local impact area and into the wider impact area, USDAW will remain a major employer locally, continuing to support employment for over 100 workers who live within Manchester local authority, expanding to almost 170 people living within the city region. The move to more suitable premises will enable the organisation to better meet its needs and therefore will help safeguard these roles and better allow for any potential expansion of its activities and its workforce.
- 4.5 It is important to note that a key justification for USDAW's need to re-locate is to enable more efficient and sustainable transport access for existing staff members. Whilst the Site is well served by frequent bus services running into Manchester city centre, routes in other directions via existing public transport are lacking – the nearest railway station is Mauldeth Road, over 1.5 miles away and the nearest Metro-link tram stop is Burton Road, which is two miles away. Therefore, it is the case that many staff cannot use the current public transport network as they do not live on suitable transport routes, and therefore they drive to work.
- 4.6 It is therefore clear that re-location will help the organisation to retain its current majority-Manchester-based workforce, many of whom will have increased ease of

sustainable access to work while continuing to live locally, and could potentially grow the ability of the organisation to attract new employees residing in Manchester and the wider city region.

- 4.7 As such, it is concluded that the re-location will not lead to any net loss of employment to the local impact area of Manchester or the wider Greater Manchester city region; rather, it will retain and safeguard economic activity amongst the resident workforce in what is a period of economic uncertainty and turbulence.

### **Student Impacts**

- 4.8 The Proposed Development will increase the supply of PBSA bedspaces in Manchester by 425, providing purpose built accommodation for students who could otherwise live in other types of housing (such as HMOs).
- 4.9 While the overall number of students in Manchester will not increase as a result of this PBSA being available, the expenditure impacts of the students that it can accommodate are provided for illustrative purposes.

### **Student Expenditure**

- 4.10 Survey-based research by the consumer rights organisation 'Which?'<sup>41</sup> provides a breakdown of average student expenditure of students at the University of Manchester (UoM), enabling analysis to be conducted regarding the contribution of students to the local economy. Which? research suggests that students spend an average of £365 per month (not including rent or household bills) on goods and services.
- 4.11 This total (presented below, broken down by type of expenditure) can be applied to the capacity for 425 students to be accommodated at the Proposed Development. As presented at Table 4.2, based on expenditure of £365 per student per month multiplied out to a total of £3,285 per student over a 9-month academic year, it is estimated that the 425 residents accommodated at the Proposed Development could generate £1.4 million in expenditure each year.
- 4.12 It is reasonable to expect a considerable proportion of this expenditure will be retained within the local economy, thereby sustaining employment in retail, leisure and a range of other sectors. This is likely to benefit businesses in local and district centres within walking distance of the Proposed Development, such as Fallowfield, as well as cultural, leisure and retail businesses in the City Centre.

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<sup>41</sup> Which? Student Budget Calculator (2020) [Online]. Available at: <https://www.which.co.uk/money/university-and-student-finance/student-budget-calculator>

**Table 4.2: Estimated Student Spend, 2020**

| Type of Spend                         | Student spend per month | Student spend per academic year | Proposed Development spend per academic year |
|---------------------------------------|-------------------------|---------------------------------|----------------------------------------------|
| Local transport                       | £78                     | £702                            | <b>£303,000</b>                              |
| Groceries (inc. alcohol & cigarettes) | £87                     | £783                            | <b>£337,000</b>                              |
| Going out, eating out & takeaways     | £82                     | £738                            | <b>£318,000</b>                              |
| Interests & hobbies                   | £45                     | £405                            | <b>£175,000</b>                              |
| Clothing                              | £41                     | £369                            | <b>£159,000</b>                              |
| Personal care                         | £12                     | £108                            | <b>£47,000</b>                               |
| Other expenses                        | £20                     | £180                            | <b>£78,000</b>                               |
| <b>Total Spend</b>                    | <b>£365</b>             | <b>£3,285</b>                   | <b>£1,400,000</b>                            |

Note: Spend per type rounded to nearest £1,000. Total spend rounded to nearest £100,000

Source: Which?; Turley Economics, 2020

#### **Visitor Expenditure**

- 4.13 Students residing in the Proposed Development will receive visits from friends and family, and the impact of the expenditure derived from these visitors can therefore be attributed to the Proposed Development.
- 4.14 It can be conservatively assumed that each student living at the Proposed Development will receive at least one visit per year from friends and/or relatives and with each visit assumed to last 2 days. Evidence published by Marketing Manchester<sup>42</sup> indicates that visitors to Manchester each spend an average of £97 per day.
- 4.15 Therefore, an increase in the number of visits linked to the Proposed Development equating to one two-day visit to Manchester per student per annum could therefore generate approximately £170,000 in tourist expenditure. This will support the local leisure and tourism industry in the city and help sustain associated employment, including in shops, hotels and restaurants which will benefit from increased expenditure.

#### **Employment Supported by Student and Visitor Expenditure**

- 4.16 Student and visitor expenditure will also help retain employment in local businesses, particularly those operating in those sectors such as leisure and hospitality, which are in normal times supported to a significant degree by the student population, and which have been especially impacted by the Covid-19 pandemic.
- 4.17 Based on the average turnover per employee across the leisure, retail and transport sectors in the North West<sup>43</sup>, it is estimated that the £1.4 million annual student

<sup>42</sup> Marketing Manchester (2018) Tourism – its Value to the Local Economy

<sup>43</sup> Department for Business, Energy and Industrial Strategy (2020) Business Population Estimates 2020: Table 12 – North West

expenditure and £170,000 annual visitor expenditure would have the capacity to support approximately 10 jobs in the leisure, retail and transport sectors in the Manchester and wider city-regional economy<sup>44</sup>.

### **Enhancing choice in the housing market**

- 4.18 By increasing the proportion of students accommodated in PBSA, the Proposed Development could contribute to meeting the Core Strategy's objectives relating to reducing the numbers of students living in HMOs, which, as outlined in Section 2, seek to free up family housing and broaden housing choice for other types of residents.
- 4.19 Whilst such a shift will not occur with immediate effect, the Proposed Development represents an opportunity for the gradual re-orientation of housing in areas such as Fallowfield towards providing for a more diverse mix of residents and creating more sustainable communities. A number of economic and social benefits of freeing up family housing are considered below.

#### **Number of homes freed up and new residents accommodated**

- 4.20 The 2011 Census recorded the average household size in Fallowfield ward where all residents are full-time students as being 4.1 persons<sup>45</sup>. It is therefore estimated that 425 student bedspaces at the Proposed Development could provide accommodation equivalent to approximately 100 houses currently used as student HMOs; homes which could subsequently be freed up for new residents all of household types.
- 4.21 It is estimated that expanding housing availability by 100 homes could accommodate 230 new non-student residents if occupied in line with the average household size amongst non-student households in Manchester. These new residents will also contribute towards generating expenditure within the local economy and creating demand for local services, shops and businesses.
- 4.22 Some 155 of these new residents could be working age, economically active and employed residents<sup>46</sup>, contributing to the on-going competitiveness of the city by growing the supply of skilled labour available to local businesses.

#### **Incomes and Expenditure**

- 4.23 Household incomes and expenditure in the local economy will occur over the long period in which homes are occupied. Based on the latest ONS Annual Survey of Hours and Earnings (ASHE)<sup>47</sup> and the occupational profile of Manchester residents<sup>48</sup>, it is estimated that residents of 100 homes could earn a combined income of £3.8 million per annum.

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<sup>44</sup> Department for Business, Energy and Industrial Strategy (2020) Business Population Estimates 2020: Table 12 – North West. Analysis utilises BPE turnover per employee data for the retail; food and accommodation services; and arts, entertainment and recreation sectors to determine the number of jobs supported and / or generated by retail and leisure expenditure.

<sup>45</sup> ONS via Nomis (2011) 2011 Census

<sup>46</sup> ONS via Nomis (2020) Annual Population Survey: July 2019 – June 2020

<sup>47</sup> ONS (2020) Annual Survey of Hours and Earnings 2019

<sup>48</sup> Ibid.

- 4.24 Whilst a proportion of this income will be used to meet housing and other fixed household costs, a considerable percentage will be available for discretionary expenditure by households, a significant proportion of which in turn is likely to be spent locally.
- 4.25 Households in Manchester on average spend £10,900 annually on retail<sup>49</sup> and a further £6,000 on leisure<sup>50</sup> goods and services. It is therefore estimated that the occupants of 100 homes could generate total household retail and leisure expenditure of circa £1.7 million per annum, contributing to sustaining local shops and businesses and the employment they support.

#### **Employment Supported by Resident Expenditure**

- 4.26 This potential uplift in local expenditure will not only increase footfall, vitality and the trading performance of existing shops and leisure services in local and district centres such as Fallowfield; the additional expenditure is also expected to support jobs within the retail and leisure industries. It is estimated that approximately 10 retail and leisure related jobs could be supported by new household expenditure<sup>51</sup>.

#### **Council Tax Revenues**

- 4.27 The re-occupation of homes previously occupied by students – and therefore exempt from paying Council Tax – will also boost MCC's Council Tax revenues. This is an especially important consideration, given that the Council has recently predicted a budget shortfall of up to £105m in 2021/22, and rising further in 2022/23, in the wake of the increased costs and lost commercial income during Covid-19 pandemic and in combination with pre-existing budget pressures (associated with supporting a growing population and inflation), all of which follows £379 million in cuts over the past 10 years<sup>52</sup>.
- 4.28 Based on the conservative assumption of all re-occupied homes being Band A properties, it is estimated that payment of Council Tax for 100 non-exempt homes could generate revenue of up to £110,000 per annum at 2020/21 rates<sup>53</sup>, which could be invested in delivering and enhancing public services.

#### **Employment**

##### **Gross On-Site Employment**

- 4.29 The applicant has advised that a 5 jobs will be supported on-site once the Proposed Development is operational. These roles will encompass a range of job types and skills

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<sup>49</sup> Both convenience and comparison.

<sup>50</sup> Pitney Bowes and Oxford Economics via GeoInsight (2020) UK Consumer Expenditure 2020

<sup>51</sup> Department for Business, Energy and Industrial Strategy (2020) Business Population Estimates 2020: Table 12 – North West. Analysis utilises BPE turnover per employee data for the retail; food and accommodation services; and arts, entertainment and recreation sectors to determine the number of jobs supported and / or generated by retail and leisure expenditure.

<sup>52</sup> Manchester City Council (2020) 'Reports spell out Council's budget position - and options to address it' [Online]. Available at: [https://secure.manchester.gov.uk/news/article/8592/reports\\_spell\\_out\\_councils\\_budget\\_position\\_-\\_and\\_options\\_to\\_address\\_it](https://secure.manchester.gov.uk/news/article/8592/reports_spell_out_councils_budget_position_-_and_options_to_address_it)

<sup>53</sup> Note that this figure does not account for any occupants who are exempt from paying Council Tax for reasons other than being a student.

levels, including a general manager, an assistant manager, 2 service assistants (one full-time and one part-time) and a maintenance operative.

#### **Net Additional Employment**

4.30 As outlined in the previous section, net additional employment can be estimated by considering the following factors:

- **Deadweight**, which is assumed to be nil, given that, as established earlier in this section, the re-location of USDAW will not result in any net loss of employment for residents of the local or wider impact areas;
- **Leakage**, a proportion (estimated to be 40%) of the employment opportunities created will be filled by residents of Manchester, expanding to 85% at the scale of Greater Manchester. This assumption is based on the findings of the 2011 Census;
- **Displacement**, a very low allowance for displacement (10%, drawing on the HCA Additionality Guide<sup>54</sup>) has been made at the scales of the local and wider impact areas, reflecting the high number of people seeking work who could potentially secure jobs at the Proposed Development; and
- **Multiplier effects**, which have been applied to align with the Additionality Guide's recommendations<sup>55</sup>. This captures employment indirectly supported through expenditure on goods and services within the local business supply chain, and that supported by employees' expenditure in shops and on services provided locally.

4.31 When allowing for these additionality factors, the operation of the Proposed Development could be expected to generate a total of 5 net additional FTE positions in Greater Manchester inclusive of 2 net additional jobs in Manchester. This is shown in the table overleaf.

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<sup>54</sup> Homes and Communities Agency (2014) Additionality Guide 4<sup>th</sup> Edition

<sup>55</sup> Ibid.

**Table 4.3: Operational Phase Employment**

| Employment                                       | Local Impact Area | Wider Impact Area |
|--------------------------------------------------|-------------------|-------------------|
| Gross FTE Employment                             |                   | 5                 |
| Direct Net Additional FTE Employment             | 2                 | 3                 |
| Indirect / Induced Net Additional FTE Employment | 0                 | 2                 |
| <b>Total Net Additional FTE Employment</b>       | <b>2</b>          | <b>5</b>          |

Source: Turley Economics, 2020

### Productivity

- 4.32 The operational phase of the Proposed Development will also contribute to economic productivity across the local and wider impact areas. Experian data indicates that the annual average GVA generated per FTE workers in the administrative and supportive services industry in Manchester is circa £36,500<sup>56</sup>.
- 4.33 Applying relevant measures to the net additional employment effects (sum of direct and indirect impacts) presented above suggests that an additional £260,000 GVA will be generated annually across the Greater Manchester economy. This is inclusive of £190,000 generated locally. This is summarised in the table below.

**Table 4.4: Operational Phase GVA Generation**

| GVA                                            | Local Impact Area | Wider Impact Area |
|------------------------------------------------|-------------------|-------------------|
| Direct Net Additional GVA (Annual)             | £160,000          | £160,000          |
| Indirect / Induced Net Additional GVA (Annual) | £30,000           | £100,000          |
| <b>Total Net Additional Impact (Annual)</b>    | <b>£190,000</b>   | <b>£260,000</b>   |

Source: Turley Economics, 2020

### Summary

- 4.34 In summary, the re-development of the site and subsequent operation of the Proposed Development has the potential to generate the following economic impacts:
- The entirety of the workforce of the Site's current occupiers USDAW – over half of whom are residents of Manchester, with the vast majority of the remainder living within Greater Manchester – will be retained following the organisation's move to new fit-for-purpose premises, **maintaining local employment and economic activity** and giving USDAW enhanced scope for growth moving forwards;

<sup>56</sup> Experian (September 2020) UK Regional Planning Quarterly; average 2015 – 2019

- Once occupied, **£1.4 million** in expenditure generated by 425 students per academic year, with visitors contributing a further **£170,000**. A significant proportion of this expenditure will be retained locally, supporting businesses in Manchester and across the city region;
- Student and visitor expenditure with the capacity to support **10** jobs locally, in industries such as hospitality and retail;
- Up to **100** Student HMOs could be freed up and re-occupied by **230** new residents, **155** of whom could be economically active and employed;
- Up to **£1.7 million** in additional retail and leisure expenditure could be generated by new occupants of former student HMOs. A significant proportion of this expenditure will be retained locally, supporting businesses in Manchester and the district centre of Fallowfield;
- Up to **10** jobs in industries such as hospitality and retail could be supported locally by the discretionary expenditure of new occupants of former student HMOs;
- Up to **£110,000** per annum in Council Tax revenue could be collected by MCC following the re-occupation of former student HMOs;
- Creation of **5** gross direct jobs on site, encompassing a range of roles and skills levels, including management, front of house and maintenance staff;
- Creation of **5** net additional FTE employment opportunities in Greater Manchester, inclusive of **2** for residents of Manchester; and
- Annual net additional contribution of circa **£260,000** GVA to the economic output of the Greater Manchester economy, of which **£190,000** will be concentrated in Manchester.

## 5. Conclusion

- 5.1 This Economic Impact Statement has been prepared by Turley Economics on behalf of Watkin Jones in support of an application to Manchester City Council for planning permission for the redevelopment of 188 Wilmslow Road, Manchester (the Site) for 425 PBSA bedrooms.
- 5.2 The importance of the universities in Manchester is recognised by adopted planning and strategic economic policy. They are clearly cited as a major contributor to the city's (and, indeed, wider city region's) economy, supporting a significant number of jobs and businesses. The student population contributes to the vitality of the city, and the universities and higher education sector are considered as major drivers of sustainable economic growth and will be key to the recovery in Manchester and the wider city region following the Covid-19 pandemic.
- 5.3 There has been a significant rise in unemployment in Manchester and the wider city-region, with economic output set to fall significantly in 2020 and not recovering to 2019's levels until 2023. It should therefore be considered imperative to enable projects to come forward which will attract investment and drive sustainable economic growth and recovery.
- 5.4 The Proposed Development will not only help support the economic growth and recovery ambitions through providing new, high-quality accommodation for students in the city, but could also support ambitions to free up family housing currently used occupied by students in the private rented sector.
- 5.5 The city's leisure, hospitality and tourism businesses – amongst the sectors most impacted by the pandemic and those supported by to a significant degree by students on normal times – will also benefit from increased activity; Manchester's students have considerable purchasing power in the local economy, and increasing capacity to accommodate students will help support growing levels of student expenditure retained locally.
- 5.6 The Site's existing occupiers, USDAW, and their 180-strong workforce, will also benefit from the opportunity to safeguard local employment through re-locating to more appropriate premises, thereby maintaining employment and economic activity amongst their predominantly-Greater Manchester workforce.
- 5.7 This report has considered the quantifiable economic impacts likely to be generated by construction and operation of the Proposed Development, both locally within Manchester and across the wider Greater Manchester city region, which are summarised again below.
- 5.8 Construction of the Proposed Development is likely to generate the following economic impacts:
- Investment of circa **£23.5 million** made in construction;

- **160** person-years of employment directly supported through construction investment, equating to an average of **80** FTE gross jobs during the estimated construction period of 2 years;
- An average of **95** net additional FTE employment opportunities generated for workers in Greater Manchester during construction, of which **35** could be held by residents of Manchester; and
- Total net additional contribution of circa **£18.6 million** GVA to the economic output of the Greater Manchester economy, of which **£15.8 million** will be concentrated in Manchester.

5.9 Upon completion, the Proposed Development will generate a range of economic impacts. These impacts will persist over the long-term, and are likely to include the following:

- The entirety of the workforce of the Site's current occupiers USDAW – over half of whom are residents of Manchester, with the vast majority of the remainder living within Greater Manchester – will be retained following the organisation's move to new fit-for-purpose premises, **maintaining local employment and economic activity** and giving USDAW enhanced scope for growth moving forwards;
- Once occupied, **£1.4 million** in expenditure generated by 425 students per academic year, with visitors contributing a further **£170,000**. A significant proportion of this expenditure will be retained locally, supporting businesses in Manchester and across the city region;
- Student and visitor expenditure with the capacity to support **10** jobs locally, in industries such as hospitality and retail;
- Up to **100** Student HMOs could be freed up and re-occupied by **230** new residents, **155** of whom could be economically active and employed;
- Up to **£1.7 million** in additional retail and leisure expenditure could be generated by new occupants of former student HMOs. A significant proportion of this expenditure will be retained locally, supporting businesses in Manchester and the district centre of Fallowfield;
- Up to **10** jobs in industries such as hospitality and retail could be supported locally by the discretionary expenditure of new occupants of former student HMOs;
- Up to **£110,000** per annum in Council Tax revenue could be collected by the MCC following the re-occupation of former student HMOs;
- Creation of **5** gross direct jobs on site, encompassing a range of roles and skills levels, including management, front of house and maintenance staff;

- Creation of **5** net additional FTE employment opportunities in Greater Manchester, inclusive of **2** for residents of Manchester; and
- Annual net additional contribution of circa **£260,000** GVA to the economic output of the Greater Manchester economy, of which **£190,000** will be concentrated in Manchester.

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