INTRODUCTION

Kada Research were commissioned to prepare an impact assessment for Kellen Homes to support a planning application for a scheme comprised of 282 homes, 2 football pitches and a community centre in Gorton Greater Manchester. The report outlines the potential economic and wider impact of this development.

EMPLOYMENT IMPACTS

	Jobs	
	Gross Jobs	Net Jobs
Operations Total (Community Centre)	10.6	6.4
Direct Jobs Full Time	8.0	4.8
Indirect Jobs Full Time	2.6	1.6
Construction Total (Community Centre/Dwellings)	1266.2	658.8
Construction Temporary Direct	952.1	495.4
Construction Temporary Indirect	314.2	163.5

The development has the potential to generate 11 gross operational jobs (6 net jobs) comprised of 8 direct (5 net) and 3 indirect (2 net). Typically community centres create full and part-time positions on reception and in maintenance and management. They also have part time instruction positions and employ casual workers and volunteers for events and functions.

The whole development, the community centre and the 282 residential dwellings, has the potential to generate 1,266 gross temporary construction related jobs (659 net jobs) comprised of 952 direct jobs (495 net) and 314 indirect (164 net).

GVA IMPACTS

	GVA	
	Gross	NPV GVA (15 years)
Operations Total (Care Home)	£10,034,371	£2,715,061
Direct Jobs Full Time	£7,544,640	£2,041,399
Indirect Jobs Full Time	£2,489,731	£673,662
Construction Total (Care Home/Dwellings)	£95,632,130	£48,917,264
Construction Temporary Direct	£71,903,857	£36,779,898
Construction Temporary Indirect	£23,728,273	£12,137,366
Total	£105,666,501	£51,632,325
Direct	£79,448,497	£38,821,297
Indirect	£26,218,004	£12,811,028

Total operational net Gross Value Added (GVA) impacts of the development of the development is £106m. Total Net Present Value GVA over 15 years will generate £52m (£39m direct and £13m indirect). The construction phase of the development will generate £49m NPV GVA.

COUNCIL TAX AND NEW HOMES BONUS (NHB)

Council Tax (Annual)	**£443,138**
Total New Homes Bonus	**£2,229,576**

The development of 282 new dwellings could also generate:

- £0.4m in council tax revenue per annum.
- £2.2m in New Homes Bonus over 4 years.

RETAIL SPEND (ANNUAL, ALL HOUSEHOLDS)

Convenience Spend	£2,751,178
Comparison Annual	£830,097
Total Retail Spend	**£3,581,275**

The 282 dwellings could result in £3.6m in retail spend per annum (£2.8m in convenience goods and £0.8m in comparison goods).

TRAINING AND EMPLOYMENT BENEFITS

Work placements	25
Training weeks on site	1,357
Qualifications gained (equiv. NVQ2 and above)	43

The construction spend on both the community centre and the 282 dwellings will potentially result in:

- 25 work placements
- 1,357 training weeks on site, and
- 43 new qualifications.

WELL-BEING BENEFITS

The development of two football pitches could result in a £0.23m in well-being benefits over 15 years.

FOOTNOTE

The calculations were undertaken by economists at Kada Research using a combination of site intelligence, benchmarks (CITB, HMT), official statistics (BRES and ONS) and other sources (Quantifying and Valuing the Wellbeing Impacts of Culture and Sport).

Mount Road Gorton, Economic and Wider Impacts

Construction Phase Benefits

£66m Total investment

659 Temporary net construction jobs (495 direct and 164 indirect)

£49m Net construction Gross Value Added (GVA)

Operational Benefits

6.4 New net full time equivalent jobs in the operation of the community centre (4.8 direct, 1.6 indirect)

£2.7 Net Operational Net Present Value (NPV) GVA

25 work placements

1357 training weeks on site

43 new qualifications

Total NPV GVA Benefits

£52m total net Gross Value Added NPV impact (direct and indirect)

Wider Benefits

£0.4m Council tax revenue per annum.

£3.6m Retail expenditure in the area per annum

£2.2m New Homes Bonus over 4 years.

£0.23m Well-being benefits over 15 years