Socio-Economic Impact Assessment of Residential Development on the former Buzz Bingo Site Manchester

Prepared for:

Kellen Homes and Jigsaw Homes

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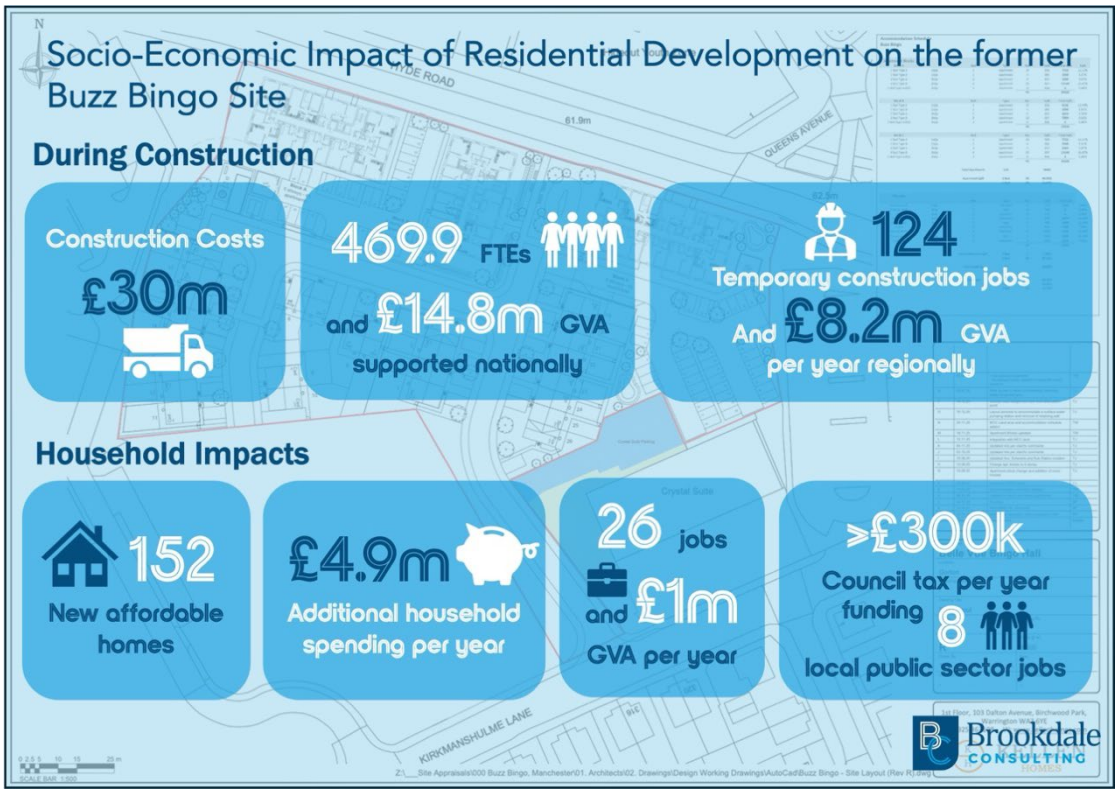
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Summary of Impacts



1. Introduction

Brookdale Consulting was commissioned by Kellen Homes and Jigsaw Homes to undertake a socio-economic impact assessment of proposals for a new residential development on the former Buzz Bingo site on Hyde Road, East Manchester, M18 7BA.

The scheme will provide 152 new homes in a mix of houses and apartments and will be 100% affordable.

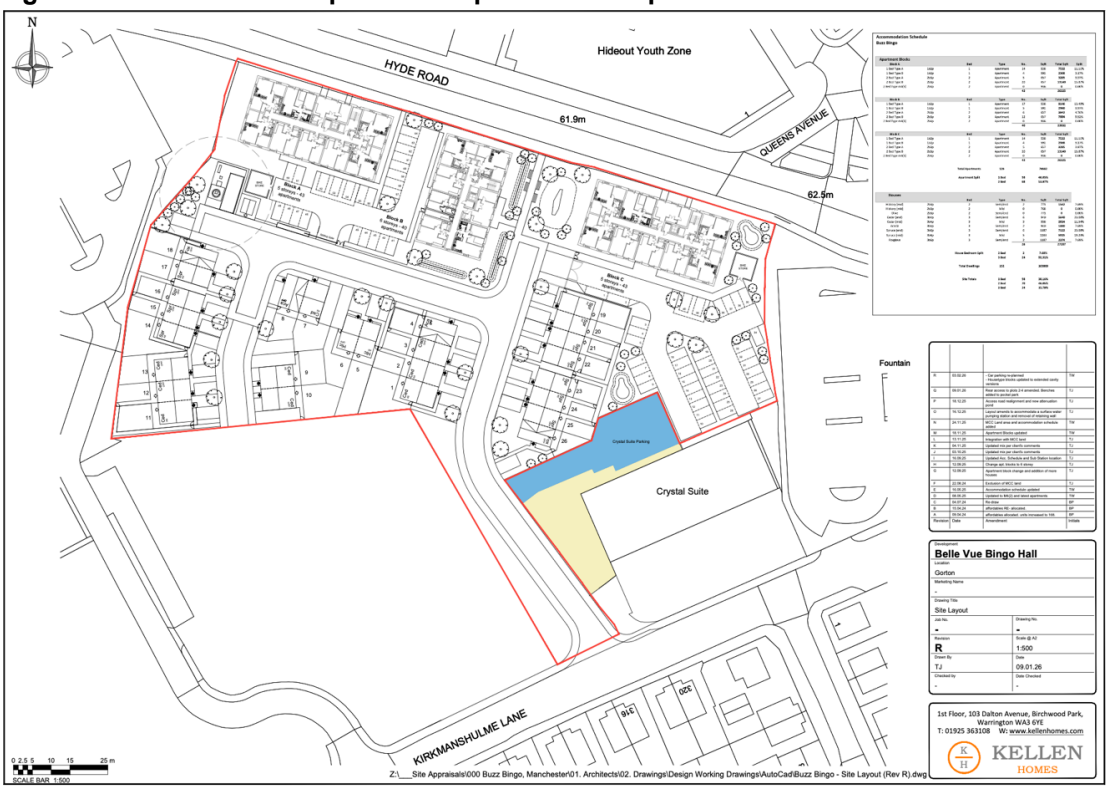
Kellen Homes aims to create welcoming communities and neighbourhoods that people are proud to live in. Across the North West they work with partners such as Jigsaw Homes to provide homes for private rent, affordable rent or shared ownership, catering for all lifestyles and budgets to create more sustainable communities.

The proposed redevelopment will include:

- A total of 152 new dwellings:
  - 126 apartments in 3 buildings, 2 being 5 storeys in height and 1 at 6 storeys.
  - 25 homes in a mix of 2-3-bedroom properties.
- 50% car parking provision
- Hard and soft landscaping, including a new pocket park
- A new site access off Kirmanshulme Lane

This report will demonstrate the socio-economic benefits of the proposed development. Figure 1.1 shows a site layout of the completed development (red outline).

Figure 1.1 Site Plan of Proposed Completed Development



Source: Kellen Homes

2. Economic Impact of Proposed Development

We set out below the calculated impacts of the proposed residential development in two phases as follows:

- Construction Phase
- Operational Phase

These calculations rely on turnover per job calculations for construction and ONS Household Survey for household spend as well as multipliers[1] and ONS data on GVA[2].

2.1 Construction Phase

There will be a number of economic impacts as a result of the construction phase of the proposed development.

The calculations are based on the estimated costs for the proposed development of £30m excluding VAT. This is based on the 152 residential units.

It is estimated in Table 2.1 that the scale of the proposed development could support 469.9 person years of construction related employment, comprising 174 on-site construction job years and a further 295.9 indirect job years in supporting industries such as construction suppliers and manufacturing.

It is estimated that the project could be completed over a 108-week (2.1 year) period which implies that during the construction phase the proposed development will support 224 full time equivalent jobs and GVA of £14.8m per year with 124 jobs and GVA of £8.2m per year at the regional level[3].

Table 2.1 Construction Impacts of Proposed AI Data Centre

Title	Metric	Source
Construction expenditure (a)	£30m	Kellen Homes Limited
Number of jobs per £1m of expenditure (b)	5.8	Annual Business Survey 2023, ONS and Business Register and Employment Survey 2023, ONS.
Number of direct construction job years (c) = (a)*(b)	174.0	
Employment multiplier for construction (d)	2.7	UK Additionality Guide – composite multiplier UK level – 1.5 used at the regional level
Number of indirect construction job years (e) = (c)*(d)	295.9	At the national level
Total number of direct and indirect job years (f) = (c)+(e)	469.9	At the national level

Source: Brookdale Consulting

[1] HCA Additionality Guide 2014
[2] Office of National Statistics using data from the Annual Business Survey and the Business Register and Employment Survey.
[3] Gross Value Added, the Government's preferred measure of economic activity.

2.2 Household Impacts

Once in occupation there will be spend from new households and additional workers to contribute to the local labour market.

Table 2.2 sets out an estimate of the new residents from the development and those of working age.

Table 2.2 Estimate of Additional Residents from the development

	Value
Number of dwellings	152
Average number of persons per household	2.46
Number of additional people	374
Working age %	63.4%
Estimated additional working age people	237

Source: ONS, Census 2021 – Household size for Manchester used; working age proportion for Longsight and Gorton & Abbey Hey used.

Household Expenditure

The additional households will help to support local services and businesses such as schools, health centres and shops. In terms of retail, the households living within the application site will bring additional spending to Manchester and the local area. The residents will also support development of Manchester's evening economy.

It is estimated that these households will spend £4.9m per year. Assuming 60% of their household spend is within the Manchester area, this will bring an additional £2.9m of expenditure to the local economy as shown in Table 2.2.

Table 2.3 Household expenditure impacts

	Proportion spent locally	Average weekly spend per household	Additional spend annually
Average weekly household expenditure		£623.30	£4,926,563
Proportion spent in Manchester	60%	£373.98	£2,955,938

Source: ONS, Family Spending the UK 2024 and Brookdale Consulting

The average retail expenditure required to support one job is £172,064 based on ONS data. Therefore, the anticipated additional spending because of the new households could directly support 17.2 FTE direct jobs within local shops and a further 9 supply chain jobs in the wider area. The GVA associated with these jobs will be £982,212 per year.

Public Sector Jobs

The additional housing proposed for the application site is estimated to accommodate 374 additional residents (Table 2.2). The proportion of working age residents in the Longsight and Gorton & Abbey Hey wards is 63.4%. This suggests an additional 237 working age residents could be expected. Public sector employment in the area is 3.5% of working age population. The additional economically active residents that will occupy these dwellings are therefore equivalent to supporting 8 public sector jobs across public administration, education and health in the local authority area.

Council Tax Impacts

The new homes will generate additional annual Council tax revenue for the local authority. Table 2.4 illustrates the Council tax for 2026/27 and provides an estimate of the additional revenue that the 152 dwellings will generate based on the size mix. The properties will generate in excess of £318,034 per annum for the Council.

Table 2.4 Council tax bands

Bands	Amount
Band B Council Tax Rate	£1,798
Band C Council Tax Rate	£2,055
Band D Council Tax Rate	£2,312
Annual Council Tax Total for Development	**£318,034**

Source: Manchester City Council

3. Summary & Conclusions

The proposed residential development on the former Buzz Bingo site will contribute to the affordable housing needs of Manchester and the labour market required to support future growth of the city.

During construction 469.9 total FTEs and £14.8m of GVA will be supported nationally with 124 jobs and GVA of £8.2m per year at the regional level[4]. This equates to 26 *permanent* construction jobs in the area with £1.7m GVA per year.

The new households will spend £4.9m per year supporting 26.2 local jobs and GVA of £0.98m per year.

In total, this means that the development will support 52 permanent jobs with GVA of £2.68m per year.

Finally, the development will also support 8 local public sector jobs through payment of taxes which includes the contribution of Council Tax in excess of £318,034 per annum for the Council.

[4] Gross Value Added, the Government's preferred measure of economic activity.