

Economic and Social Benefits Statement

Stocktons, 140 Great Ancoats Street,
Manchester, M4 6DU

March 2025

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March 2025

Economic Benefits Infographic

PROPOSED DEVELOPMENT: 758 apartments (with associated amenity areas), flexible office space and a flexible café / bakery / food and drink space

SITE: Stockton's, 140 Great Ancoats Street, Manchester

Construction Phase



Significant Investment

In the scheme's construction



230 gross direct jobs

Full time equivalent (FTE) jobs supported on average during construction (c. 5 years)

Generating 150 net direct jobs

FTE jobs in Greater Manchester, including 70 for Manchester residents

Plus 80 net indirect/induced jobs

FTE jobs in Greater Manchester, including 20 for Manchester residents



£160 million Productivity boost

Total GVA¹ generated during construction across Greater Manchester

Operational Phase



Redevelopment

to accommodate a mixed-use scheme that will provide **place-making** benefits and regenerate a key part of the Manchester Piccadilly area



758

Build to Rent apartments

contributing to supply of new homes in Manchester city centre



c. 1,300

Residents

of whom 920 are estimated to be economically active and in employment



130

On-site jobs

FTE jobs supported by the provision of commercial space and in building management roles



£9.2 million

Productivity boost

GVA per employee generated annually across Greater Manchester



£2.4 million

Public revenues

Council Tax and Business Rates collected annually by Manchester City Council



£27.9 million

Resident income

Annually, growing local spending power²



£15.6 million

Resident expenditure

Annually on retail and leisure goods and services



112

Retail and leisure jobs

Supported by resident expenditure

¹ 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. Put simply the GVA is the total of all revenue into businesses, which is used to fund wages, profits and taxes.

² Note that this is based on median regional (North West) incomes for the average overall occupational profile in Manchester, and therefore wages earned by residents could, for example, be higher than this figure if residents work in higher-paid jobs than the average for their occupation in the North West and/or if the resident profile is weighted more towards high-earning occupations than the Manchester average. This figure also does not include other sources of income, such as those derived from investments or social security benefits.

Social Benefits Infographic

The Proposed Development would deliver the following social benefits for residents, their guests and other users of the site:



Providing high-quality, healthy housing, which will meet the housing needs of a range of households, whilst also contributing to the physical and mental wellbeing of residents by providing access to homes that are warm, dry, safe and affordable.



Delivering low-carbon, energy efficient homes that incorporate a range of efficiency-focused design measures to reduce energy demand and consumption, supporting climate resilience and the overall health and wellbeing of residents.



Facilitating access to services through the provision of on-site food and beverage space and the site's strong connectivity with other services and facilities in Manchester city centre which interact to meet other health and wellbeing-related needs.



Fostering social cohesion, and contributing towards a more animated and vibrant city centre, with enhanced public realm and communal amenity spaces created throughout the buildings for residents and their guests designed to effectively foster social interaction and connections



Supporting active and sustainable lifestyles with the integration of walking and cycling into day-to-day lives being promoted and a key means of improving rates of physical activity, a known and significant determinant of health and wellbeing.



Delivering employment and skills opportunities, during both the construction and operation, including for unemployed people looking to get back into work and new entrants through construction apprenticeships, where supported. This will make a positive contribution to the physical and mental wellbeing of those working on the site.

1. Introduction

- 1.1 This Economic and Social Benefits Statement has been prepared by Turley Economics on behalf of Liquid Business (Manchester) Limited ('the Applicant') in support of a full planning application for a new residential-led development on the Stockton's Furniture Store site at 140 Great Ancoats Street, Manchester, M4 6DU, ('the Site') in Manchester city centre.
- 1.2 The full planning application proposes the redevelopment of the Stocktons Furniture Store and surface car park to deliver a high-quality residential-led development, which provides 758 new homes and flexible Class E floorspace through the erection of 2 no. buildings, accompanied by public realm and landscaping.

The Existing Site and Proposed Development

Existing Site

- 1.3 The Site is located to the eastern edge of Manchester city centre and is approximately 0.73 hectare (1.8 acres) in area. The Site is bounded by Great Ancoats Street to the north east, Store Street to the east, existing Presbar Diecasting to the south and Ducie Street to the west.
- 1.4 The Site, which comprises former industrial buildings, is currently in use as a furniture showroom with warehousing, and surface car parking servicing the furniture showroom. The existing built floorspace measures 3,450 sqm (NIA) and currently supports 14 jobs on site.
- 1.5 The existing business has plans to become an online-only business and relocate from the Site to alternative accommodation elsewhere in Greater Manchester.

The Proposed Development

- 1.6 The description of development for which full planning permission is sought is as follows:

"Full planning permission for the demolition of existing buildings and erection of 2no. new buildings providing up to 758 apartments (Use Class C3), Class E floorspace (comprising flexible office accommodation (Use Class Eg(i)) and Class Ea and b) and associated hard and soft landscaping (including works within the public highway), formation of vehicle accesses and servicing access together with associated works"
- 1.7 The redevelopment of the Site provides an opportunity to regenerate part of the Manchester Piccadilly area – which is covered by a Strategic Regeneration Framework¹ (SRF) to guide regeneration - and offer significant public realm alongside creating a new node point at the intersection of Great Ancoats Street with Store Street and Mill Road.

¹ HS2 Manchester Piccadilly SRF (and East Village Central Development Framework addendum)

- 1.8 The residential component is expected to be entirely 'Build to Rent' (BTR) being operated as a single entity (or two separate residential components across the two buildings) by an experienced BTR operator(s).
- 1.9 The proposed buildings comprise of two distinct components:
- **Building A:** principal landmark building standing comprising ground floor plus 49 storeys tall, offering 558 residential apartments, amenity space, and a cafe/bakery.
 - **Building B:** ground floor plus 24 storey-building featuring 200 apartments, amenity space and flexible office space.

Scope of Report and Development Parameters Assessed

- 1.10 This Economic and Social Benefits Statement considers the impacts associated with the residential and commercial uses being proposed via the delivery of the Proposed Development.
- 1.11 The residential component of the Proposed Development will include 758 apartments, ranging in size from one to three bedrooms. The housing mix informing the assessment is set out in the below table.

Table 1.1: Proposed Development – Residential Mix

	Plot A	Plot B	Total
Studio (1p)	96	35	131
1 Bed (2p)	96	31	127
1 Bed Duplex (2p)	4	-	4
2 Bed (4p)	346	134	480
2 Bed Duplex (4p)	6	-	6
3 Bed Duplex (6p)	10	-	10
Total	558	200	758

Source: Simpson Haugh Architects

- 1.12 In addition, the Proposed Development will include:
- Office floorspace measuring 4,019 sqm (43,261 sqft) provided at ground floor and levels 1 – 3 in Building B. The space has been designed to be flexible and respond to market demand. As confirmed in the Turley Planning Statement, it is anticipated that this space could be used for cellular office layouts for small startup companies, partitioned for split-tenancy for medium scale businesses, single tenancy or used as an open plan co-working space as an extension of the ground floor.

- An area of 104 sqm (1,119.45 sq ft) for use as a café/bakery in Building A which will be open to the public as well as residents and people working in the office space.

Assessment Methodology

- 1.13 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.
- 1.14 This assessment is informed by the 2014 Homes and Communities Agency's (HCA, now known as Homes England) Additionality Guide (4th edition)². It draws on published statistical data sources (including from the Office for National Statistics, ONS, and organisations such as Experian) and information specific to the Proposed Development provided by the Applicant.
- 1.15 Non-quantifiable benefits are also considered in relation to the Proposed Development's contribution to economic and social objectives for the local area and more widely.

Study Area for the Assessment

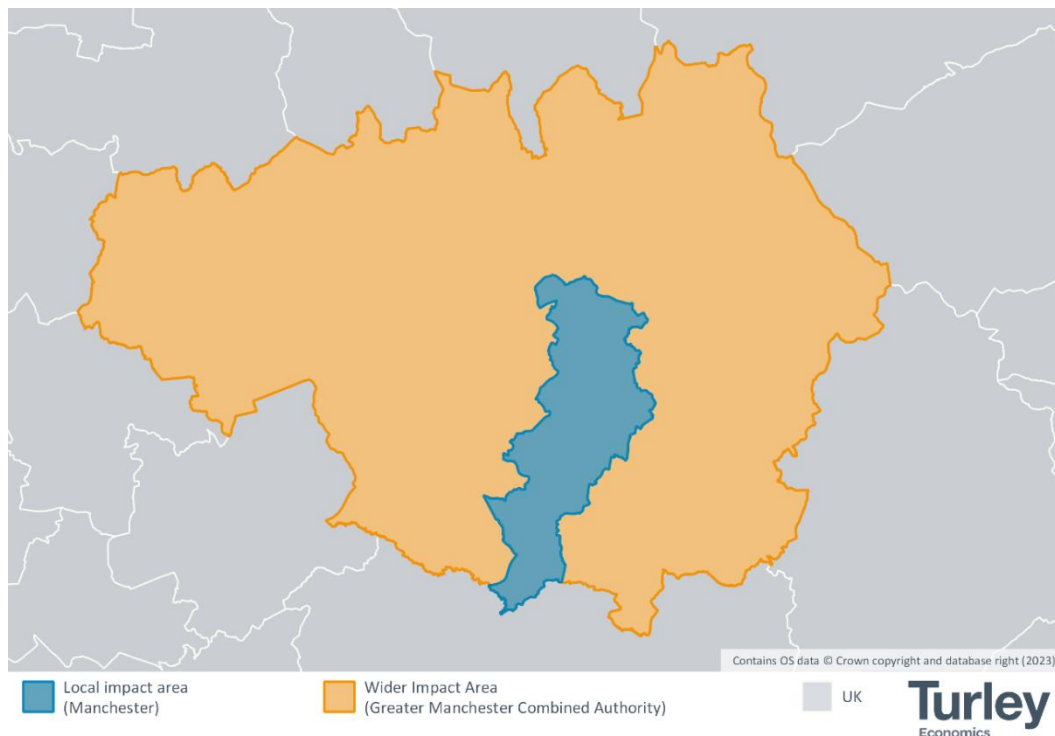
- 1.16 For the purposes of this assessment, a functional economic geography has been determined using available Census data on labour market containment. This analysis has resulted in economic impacts being measured at two spatial scales:
- The **local impact area**, covering the local authority of Manchester. The 2021 Census shows that around 42% of people who work in Manchester also live in the city, demonstrating a reasonable level of socio-economic containment³.
 - The **wider impact area**, covering the Greater Manchester region. The 2021 Census shows that circa 88% of all jobs in Manchester are taken by people residing in the wider region, suggesting a high level of containment⁴. It is considered, therefore, that the majority of socio-economic effects would be concentrated and experienced within the wider impact area.
- 1.17 The study area is presented spatially below at Figure 1.1.

² Homes and Communities Agency (2014) Additionality Guide 4th Edition

³ ONS via Nomis (2024) 2021 Census: ODWP01EW – Location of usual residence and place of work

⁴ Ibid.

Figure 1.1: Assessment Study Area



Source: Turley Economics, 2024

Structure of Report

1.18 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 occupied.
- **Section 5: Social Benefits** – presents the further qualitative social benefits that will be generated by the Proposed Development and through on-site activities.
- **Section 6: Conclusion** – summarises the economic and social benefits generated 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 a national and local level commitment to facilitating sustainable economic growth with a focus on creating employment opportunities and delivering infrastructure and housing 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 in Manchester and wider Greater Manchester Combined Authority (GMCA) area.

National Policy and Strategy

National Planning Policy Framework

- 2.3 On 12 December 2024, the new Labour Government (elected on 4 July 2024) published the new National Planning Policy Framework (NPPF)⁵ which sets out the Government's planning policies for England and how these should be applied. The NPPF provides a framework for a planning system centred around sustainable development, including the provision of homes, commercial development and supporting infrastructure.
- 2.4 The Government's response to the proposed reforms to the NPPF, released alongside the publication of the 2024 NPPF, affirmed its ambition to create a *"pro-growth National Planning Policy Framework"*. The Government affirms that this is required to support its commitment to rebuild Britain and deliver *"1.5m new homes along with the critical infrastructure that underpins economic growth"*.⁶ It states that the new NPPF reflects its *"commitment to radically boosting the supply of housing, while delivering homes and places that are high-quality and genuinely affordable"*.⁷
- 2.5 The latest iteration of the NPPF continues 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 NPPF:

a) "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;

b) 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 well-designed, beautiful and safe

⁵ Ministry of Housing, Communities & Local Government (2024) National Planning Policy Framework

⁶ [Government response to the proposed reforms to the National Planning Policy Framework and other changes to the planning system consultation - GOV.UK](#)

⁷ Ibid.

*places, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being"*⁸.

- 2.6 In order that sustainable development is pursued in a positive way, at the heart of the NPPF is a *"presumption in favour of sustainable development"*⁹. Amongst other things, this requires local authorities to produce Local Plans that seek to *"meet the development needs of their area"*¹⁰. It expects local authorities to quickly approve proposals that accord with such plans, and to weigh the benefits of development against adverse impacts when one does not exist or is not up-to-date¹¹.
- 2.7 Furthermore, the NPPF states in relation to delivering a sufficient supply of homes that:
- "To support the Government's objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay"*.¹²

Homes England Strategic Plan

- 2.8 Homes England published its 5-year Strategic Plan in May 2023¹³, to span the period to 2028. The Plan describes an overarching mission to *"drive regeneration and housing delivery to create high-quality homes and thriving places"*¹⁴. The curation of the strategy was a collaborative effort with the boards and executive of Homes England, and what was then the Department for Levelling Up, Housing and Communities (now renamed the Ministry of Housing, Communities and Local Government).
- 2.9 Homes England aimed to focus on supporting the then-Government's *"broader levelling up agenda and increased focus on pride in place"*¹⁵. To achieve its goals, Homes England formulated five interconnected strategic objectives which emphasise the need to create high-quality homes in vibrant well-designed places, in a sustainable manner. The importance of a housing and regeneration sector that works for everyone is also reflected in its objectives.
- 2.10 The Strategic Plan goes over Homes England's aim to make place-based working central to how it operates. This will involve bringing its assets together to support local leaders to deliver their vision for their towns, cities and rural communities. Place-based working will also involve homes and workplaces, as well as *"co-ordinated improvements in transport, health and education"*¹⁶.

⁸ Ministry of Housing, Communities & Local Government (2024) National Planning Policy Framework, para 8

⁹ Ibid, para 10.

¹⁰ Ibid, para 11a.

¹¹ Ibid, para 11c-d.

¹² Ibid, para 61.

¹³ Homes England (2023) Strategic Plan: 2023 to 2028

¹⁴ Ibid, page 10.

¹⁵ Ibid, page 6.

¹⁶ Ibid, page 8.

Greater Manchester Planning Policy

Places for Everyone Joint Development Plan 2022-2039

- 2.11 Places for Everyone (PfE) Joint Development Plan¹⁷ became part of the statutory development plan for each of the nine PfE authorities on March 2024. It sets out the development framework for each of the nine Councils, guiding future development and decision-making throughout the period up until 2039.
- 2.12 The Plan is central to achieving sustainable growth in the region. It focuses on creating new employment opportunities, improving housing accessibility, and rejuvenating town centres. The plan places significant emphasis on boosting jobs and housing at the core of Greater Manchester while enhancing competitiveness through infrastructure development, including transport and green space regeneration. Importantly, it ensures that 90% of the identified housing land is within urban areas¹⁸, aiming for sustainable urban development while protecting Green Belt land with a new, permanent boundary.
- 2.13 This strategic plan aligns with broader goals like tackling climate change by ensuring new developments are carbon-neutral by 2038. It also integrates with other regional strategies, such as transport and housing, to support growth. While it serves as a high-level plan, individual local authorities will create more detailed local plans tailored to specific needs and circumstances.
- 2.14 PfE identifies Manchester city centre and immediate surrounds as Greater Manchester's 'Core Growth Area', which is highlighted as the most significant economic location in the country outside London, stating that:

*"The Core Growth Area offers the conditions to boost the role of Greater Manchester as a Global City. It is the home of many global businesses and continues to attract high profile companies seeking to invest. Conditions for growth are in place, with high rates of productivity, innovation and global competitiveness. The Core Growth Area offers businesses, residents and visitors access to a highly skilled population, a wide range of premises and accommodation, digital infrastructure, excellent accessibility, a high-quality environment, cultural and retail opportunities"*¹⁹

- 2.15 Policy JP-H1 ('Scale, Distribution and Phasing of New Housing Development') of PfE sets an overall requirement of minimum 175,185 dwellings over the plan period (2022-2039), averaging 10,305 per annum across the nine boroughs of Greater Manchester included in the plan. Over 34% of the total dwellings are expected to be delivered in Manchester (60,061 over the plan period, averaging 3,533 per annum).²⁰ The delivery trajectory in Manchester is constant during the whole plan period.

Greater Manchester Strategy (GMS)

- 2.16 The Greater Manchester Strategy²¹ is the sustainable community strategy for the Greater Manchester (GM) City Region. Its vision is for Greater Manchester *"to be a*

¹⁷ Greater Manchester Combined Authority (2024) Places for Everyone Joint Development Plan

¹⁸ Ibid, para 1.42

¹⁹ Ibid, para 2.11

²⁰ Ibid, Policy JP-H1

²¹ Greater Manchester Combined Authority (2021) The Greater Manchester Strategy 2021 -2031: Good Lives for All

place where everyone can live a good life, growing up, getting on and getting old in a greener, fairer and more prosperous city region”.

2.17 The strategy contains a number of commitments, including:

- Driving investment into growth locations;
- Delivering resilient, safe and vibrant communities;
- Ensuring that local communities, neighbourhoods, villages, towns, cities and districts are protected and strengthened;
- Achieving world-class growth and innovation assets; and
- The creation of better jobs and good employment.

Local Policy and Strategy

Manchester’s Core Strategy 2012-2027

2.18 Manchester’s Core Strategy²² was adopted on July 2012. It is the key document in Manchester’s Local Development Framework and covers the period up until 2027. It outlines the overall spatial strategy for the city and the objectives and strategies that will help deliver Manchester City Council’s (MCC) vision for the city as one *“with a growing economy”* and with *“an increased and sustainable healthy population and a community which both benefits from and drives the City’s productivity upwards”*.²³

2.19 The need to attract and accommodate labour force is identified by the strategy as a key component of meeting the vision for a strong and prosperous economy.

2.20 Whilst PfE requirements have superseded aspects of it, for example the overall housing requirement, it is noted that for illustrative purposes that the Core Strategy²⁴ identifies a need to deliver 16,500 dwellings within the City Centre area between 2012 and 2027 and specifically states:

“Within the City Centre there will be a presumption towards high density housing development, within mixed use schemes which contribute to regeneration initiatives or niche housing markets by providing sustainable, well-designed accommodation which meets the needs of workers moving to Manchester”

2.21 The strategy sets out that new development within the city centre must represent sustainable development, offering convenient access to public amenities and facilities; sustainable transport options that reduce the necessity to travel by private car, and appropriate integration with green infrastructure to provide high quality environment

²² Manchester City Council (2012) Manchester’s Local Development Framework: Core Strategy Development Plan Document

²³ Ibid, para 4.1

²⁴ Ibid, Policy H 1 Overall Housing Provision

for residents, visitors and workers whilst also providing climate change adaptation measures.²⁵

- 2.22 The Core Strategy also confirms proposals within areas identified for large-scale redevelopment will be expected to be prepared within an approved development framework, fully exploiting opportunities to contribute to the improvement of the city centre in terms of character and function.²⁶

Manchester Piccadilly Strategic Regeneration Framework (SRF)

- 2.23 MCC has published several SRF's to support the ongoing regeneration of the city while aligning with the broader vision and meeting the objectives outlined in the Development Plan²⁷.
- 2.24 The Site is covered by the Manchester Piccadilly SRF and situated within the East Village Central sub-area, the principal²⁸ objective of which was to capitalise on the arrival of HS2 in Manchester by establishing a new gateway and extending the city centre eastward to the inner ring road. Whilst the northern leg of HS2 has been cancelled, the regeneration objectives for the area remain.
- 2.25 To help achieve this, the SRF²⁹ identifies the need for residential development in the area east of Piccadilly, between the station and the ring road with a focus around high-quality public realm, whilst also acknowledging the requirement for high-density development within this important area of the City.
- 2.26 The potential of the Site is reaffirmed in the East Village Central Development Framework (EVCDF)³⁰, which was published as an addendum to the Manchester Piccadilly SRF in 2022. The EVCDF elaborates and updates the approach to the taken to the East Village Neighbourhood area to guide future development of the area.
- 2.27 Within this context, the SRF and EVCDF envisage the site to be developed into a *"mixed use area with apartments, townhouses, smaller office floor plates, retail, cafes and bars ...contained in a series of squares (public and private)"*³¹ with an indicative height of between 5 to 45 storeys within this location.³²

Our Manchester – The Manchester Strategy

- 2.28 The Manchester Strategy³³, first published in 2016, sets a long-term vision for Manchester's future. It provides a framework for actions by partners working across the city over the period to 2025, informed by an extensive consultation and engagement process.

²⁵ Ibid, para 8.45

²⁶ Ibid, Policy CC 8 Change and Renewal

²⁷ Greater Manchester Combined Authority (2024) Places for Everyone Joint Development Plan, Policy JP-Strat5: Inner Areas

²⁸ Manchester City Council (2018) Manchester Piccadilly SRF, page 9

²⁹ Ibid, 3.3 Strategic Principles

³⁰ Manchester City Council (2022) East Village Central Development Framework

³¹ Manchester City Council (2018) Manchester Piccadilly SRF 4.12 East Village

³² Manchester City Council (2022) East Village Central Development Framework – Parameter 2

³³ Manchester City Council (2016) Our Manchester – The Manchester Strategy

- 2.29 The vision set by the strategy is for Manchester to *“be in the top flight of world-class cities by 2025”*³⁴ with an economy that is *“competitive, dynamic and sustainable”* and which draws on the city’s *“distinctive strengths in science, advanced manufacturing, culture, and creative and digital business”*. Attracting *“highly skilled, enterprising and industrious people”* also represents a key objective, alongside creating a place where residents *“feel safe, can aspire, succeed and live well”*.
- 2.30 Creating a liveable and low carbon-city and the city as a destination of choice to live, visit and work is a key priority of the Strategy.³⁵ Within this context, there is a recognised need to increase the delivery of good-quality and affordable new homes for sale and rent in order to meet the demands of a growing population and ensure neighbourhoods are connected to future employment opportunities. High-density housing is cited as an important means of achieving this, ensuring that more people accessing jobs live within the city, and that the most is made space available to limit the requirement for Green Belt development.³⁶
- 2.31 The Strategy was reviewed in 2020. The vision for Manchester to be in the top-flight of world cities by 2025 was reaffirmed alongside the need for a renewed focus on the economy - with emphasis placed on fulfilling opportunities for residents as the city creates and attracts a talented, globally competitive and diverse workforce - and housing in order to create a choice of housing in liveable neighbourhoods across all the city.³⁷

Local Socio-Economic Conditions

- 2.32 In order to consider the potential impacts of the Proposed Development, it is important to understand Manchester’s current economic profile relative to wider comparator areas such as Greater Manchester, the North West region and the country as a whole. This includes its age profile, economic activity and unemployment rates. These conditions are described below:

Population Composition

- The total population of Manchester as of 2023 stood at c.580,000, of whom c.410,000 people were of working age (16-64 years).³⁸
- The working-age population equates to 71% of total residents, a greater proportion than in Greater Manchester (where 64% of residents are of working age), the North West and England as a whole (62% and 63% respectively).³⁹

Economic Activity and Unemployment

- Economic activity and employment rates are lower in Manchester than recorded across wider spatial scales. Over the last full calendar year, an average of 71% of the working-age population of Manchester were recorded as economically

³⁴ Ibid, page 25

³⁵ Ibid. page 47

³⁶ Ibid. page 49

³⁷ Manchester City Council (2020) Our Manchester Strategy: Forward to 2025

³⁸ ONS via Nomis (2024) Population estimates- local authority based by single year of age: 2023

³⁹ Ibid.

active, which is lower than the economic activity rates across Greater Manchester (75%) the North West (76%) and England as a whole (79%).⁴⁰

- As such, the employment rate recorded in Manchester during this period was also lower – at 66% – in comparison with 71% in Greater Manchester, 73% in the North West and 76% in England as a whole.⁴¹ At 6.7%, the unemployment rate in Manchester is therefore higher than the Greater Manchester, North West and England averages of 5.4%, 4.4% and 3.8%.⁴²
- As of October 2024, 27,440 people in Manchester – equating to 7.2% of working-age residents – were recorded as claiming benefits associated with being out of work.⁴³ This is notably higher than the proportions recorded across Greater Manchester (5.6%), the North West (4.7%) and England as a whole (4.4%).
- As of October 2024, there were circa 290 residents of Manchester who were claiming Jobseekers Allowance (JSA) and seeking employment in construction-related occupations.⁴⁴ Further latent labour force capacity also exists beyond the city in the rest of Greater Manchester with 1,320 people seeking employment in occupations relating to construction.

Sectors of Employment

- The professional, scientific & technical sector is that which employs the greatest number of people (64,000 jobs, or 14% of the workforce) in Manchester. Other high-representation sectors include health (53,000, 12%), business administration and support services (50,000, 11%), and the education sector (42,000, 9%).
- A total of 9,000 people are employed in construction in Manchester. At 2.0%, the proportion of total jobs in Manchester that are in the construction industry is lower than that recorded across Greater Manchester (4.7%), the North West (5.0%) and nationally (4.8%).⁴⁵

Earnings

- The median gross annual full-time wage for Manchester residents is £32,704, which is lower than the North West average of £35,298 and the England average of £37,617.⁴⁶
- At £37,164 the median gross annual workplace wage in Manchester is higher than the local resident wage and the North West average. This suggests that a

⁴⁰ ONS via Nomis (2024) Annual Population Survey: July 2023- June 2024.

⁴¹ Ibid.

⁴² ONS via Nomis (2024) Annual Population Survey: Model-based estimates of unemployment: July 2023-June 2024

⁴³ ONS via Nomis (2024) Claimant Count: October 2024

⁴⁴ ONS via Nomis (2024) Jobseekers Allowance by Occupation: October 2024

⁴⁵ ONS via Nomis (2024) Business Register & Employment Survey: 2023

⁴⁶ ONS via Nomis (2024) Annual Survey of Hours and Earnings 2024: resident analysis

proportion of the city's workers commute into Manchester for higher-paying jobs.⁴⁷

Economic Output

- Experian estimates that circa £28.63 billion of gross value was added to the Manchester economy in 2023.⁴⁸

Summary

- 2.33 Overall, facilitating economic growth is an important component of planning policy at all spatial scales. Furthermore, local, sub-regional and national policy emphasise the importance of building more homes to meet development needs and the demands of a growing population.
- 2.34 A consistent theme across strategy documents is a recognition of the need for a supply of good quality and affordable new homes, with a presumption towards high density housing development in Manchester city centre to attract more working residents to live and work within the city and ensure the most effective use of available brownfield land.
- 2.35 The statistical baseline shows that Manchester exhibits lower levels of economic activity and employment amongst its working age population in comparison with the regional and national averages. There is also a latent labour force locally who could take advantage of new jobs created and supported through the construction and operation of new development.
- 2.36 It is therefore considered that the Proposed Development will be well-placed to contribute effectively towards achieving national and local planning and economic policy objectives.

⁴⁷ ONS via Nomis (2024) Annual Survey of Hours and Earnings 2024: workplace analysis

⁴⁸ Experian (2024) Local Market Forecasts Quarterly: September 2024

3. Construction Phase Impact

- 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 (GVA) to the local and wider economy).

Gross Employment

- 3.3 The delivery of the Proposed Development will require sizeable investment in construction, the scale of which could be expected to support approximately 1,150 'person-years' of direct employment, based on the average turnover per employee in the construction industry in the North West.⁴⁹ This equates to an average of c. 230 gross full-time equivalent (FTE) construction-related jobs each year throughout the approximate 5-year construction period.⁵⁰

Net Additional Employment

- 3.4 Net additional employment is the 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.
- 3.5 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 Greater Manchester. 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.
- 3.6 The former HCA, now Homes England, recommended a specific approach to calculating additionality.⁵¹ 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:
- **Deadweight**– the economic outcomes which would occur if the Proposed Development were not implemented;

⁴⁹ Department of Business and Trade (2024) Business Population Estimates: 2024 (Table 12 – North West)

⁵⁰ As advised by the Applicant.

⁵¹ 'Additionality' is defined in the Homes and Communities Agency (2014) Additionality Guide 4th Edition. The Guide advises on the assessment of the additional impact (or 'additionality') of interventions in terms of local and regional economic growth.

- **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.

3.7 These factors are considered below to estimate the net additional employment benefit generated by construction of the Proposed Development, with the exception of deadweight which 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

3.8 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.

3.9 The 2021 Census found that 42% of those working in Manchester also resided in the city council area, with 88% of jobs in the city being filled by residents of Greater Manchester⁵². Reflecting the proportions of employment likely to be taken up by people living outside of Manchester and Greater Manchester, rounded leakage rates of 60% and 10% have therefore been applied at the respective local and wider impact areas.

Displacement

3.10 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.

3.11 As highlighted in Section 2 of this report, as of October 2024 there were c. 290 JSA claimants in Manchester seeking employment in construction-related occupations⁵³. 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 1,320 people seeking employment in occupations relating to construction.

3.12 Displacement effects are therefore considered to be low. This recognises the latent supply of construction workers and the scale of employment effect generated by the Proposed Development. Taking into consideration guidance outlined in the HCA

⁵² ONS (2024) Census 2021 - Location of usual residence and place of work by sex (WU01UK).

⁵³ ONS via Nomis (2024) Jobseekers Allowance by Occupation: October 2024.

Additionality Guide⁵⁴, a low (25%) rate of displacement has been assumed during construction at the scale of both the local and wider impact areas.

Multiplier Effects

- 3.13 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).
- 3.14 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.
- 3.15 Based on the Additionality Guide's recommendations⁵⁵, 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 region.

Net Additional Employment

- 3.16 Allowing for these additionality factors, Table 3.1 outlines that the construction of the Proposed Development will directly support 150 FTE employment opportunities for Greater Manchester residents on average during each year of the construction period, of which 70 could be local to Manchester.
- 3.17 A further 80 indirect and induced FTE jobs could be annually supported across Greater Manchester through economic multiplier effects, of which 20 could be local to Manchester.
- 3.18 Summing the above figures, the direct, indirect and induced impacts of the construction of the Proposed Development can therefore be expected to create an annual average of 230 net additional FTE employment opportunities for Greater Manchester residents over a 5-year period, inclusive of 90 jobs for residents of Manchester. This is summarised in the table overleaf.

⁵⁴ Homes & Communities Agency (2014) Additionality Guide 4th Edition

⁵⁵ Ibid.

Table 3.1: Construction Phase Employment

Employment	Local Impact Area	Wider Impact Area
Person-years of Employment		1,150
Construction Period (Years)		5
Gross FTE Employment		230
Direct Net Additional FTE Employment	70	150
Indirect / Induced Net Additional FTE Employment	20	80
Total Net Additional FTE Employment	90	230

Figures may not sum due to rounding.

Source: Turley Economics, 2024

GVA Impact

- 3.19 The construction phase of the Proposed Development will generate a substantial increase in GVA, which 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.
- 3.20 Estimates sourced from economic data provider Experian indicate that the average FTE employee in the construction industry in Manchester generates c. £116,800 GVA annually.⁵⁶ This is substantially higher than the GVA generated by the average employee across all sectors in the local and wider impact areas (respectively £74,000 and £66,000), demonstrating the importance of the construction sector to the local and regional economy.
- 3.21 Applying the appropriate GVA measures to the net additional employment impact generated by construction of the Proposed Development indicates that an additional £32.0 million GVA could be annually generated across the wider impact area during the construction period, inclusive of £28.1 million concentrated in Manchester. Over the 5-year construction period, it is therefore calculated that construction of the Proposed Development will generate £160.0 million GVA within Greater Manchester, inclusive of £140.5 million concentrated in Manchester. This is summarised in the following table.

⁵⁶ Experian (2024) Local Market Forecasts Quarterly: September 2024 (average 2019 – 2023)

Table 3.2: Construction Phase GVA

GVA	Local Impact Area	Wider Impact Area
Direct Net Additional GVA (Annual)	£26.8 million	
Indirect / Induced Net Additional GVA (Annual)	£1.3 million	£5.2 million
Total Net additional GVA (Annual)	£28.1 million	£32.0 million
Total Net Additional GVA (Construction Period)	£140.5 million	£160.0 million

Figures may not sum due to rounding.

Source: Turley Economics, 2024

Summary

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

- Investment in the construction sector of a scale that will support **1,150** person-years of employment, equating to an average of **230** FTE gross jobs during the estimated 5-year construction period;
- Generating an average of **230** direct, indirect and induced net additional FTE employment opportunities for workers in Greater Manchester during construction, of which **90** could be held by residents of Manchester; and
- Contributing **£160.0 million** GVA to the Greater Manchester's economic output during the construction period, of which **£140.5 million** will be concentrated in Manchester.

4. Operational Phase Impacts

- 4.1 This section presents the quantified economic impacts likely to be generated by the Proposed Development when complete and fully occupied and are again outlined with respect to Manchester (the local impact area) and Greater Manchester (the wider impact area).

Accommodating a New Residential Community

- 4.2 The Proposed Development will deliver 758 homes. By applying Manchester's 2021 Census average household sizes data⁵⁷ to an indicative housing mix⁵⁸, it has been estimated that the new homes could accommodate c. 1,317 residents upon full occupation.

Growing the Labour Force

- 4.3 The Proposed Development will help to support the long-term economic competitiveness of Manchester by providing homes that will appeal to and attract skilled people to live in the area, as well as providing a choice of homes for people already living locally. As identified in Section 2, this is highlighted as a key priority within planning policies, whilst also being important to the achievement of the vision set out in the Manchester Strategy.
- 4.4 The ONS's Annual Population Survey reports on the proportion of residents who are of working age, economically active and employed in Manchester. Based on this local trend, it is estimated that the Proposed Development's new homes could accommodate c. 854 working age, economically active and employed residents once complete and fully occupied.⁵⁹
- 4.5 This will make an important contribution to the ongoing competitiveness of the immediate area, and the wider economy, by maintaining and potentially growing its labour force and securing a supply of skilled labour which will be available to local businesses and prospective investors.

Incomes and Enhanced Local Spending Power

- 4.6 Employed residents will be paid and spend in the local economy throughout the period in which each home is occupied.
- 4.7 The ONS's Annual Survey of Hours and Earnings (ASHE) provides income data by occupational group. Utilising this provides an estimate of a combined gross income arising from the residential aspect of the Proposed Development of c. £27.9 million per annum.

⁵⁷ ONS via Nomis (2024) Census 2021: RM136 - Tenure by household size by number of bedrooms

⁵⁸ Provided by the Applicant.

⁵⁹ ONS via Nomis (2024) Annual Population Survey: July 2023 - June 2024

- 4.8 Whilst residents' incomes will be used to meet housing and other fixed household costs, a considerable proportion of this income will also be used and available for everyday goods and services and other discretionary expenditure in the local economy.
- 4.9 Expenditure from new residents living on the Proposed Development will contribute towards sustaining local shops and businesses in Manchester, which in turn are an important source of local employment.
- 4.10 Expenditure on convenience and comparison goods is estimated to equate to an average of £13,000 per annum per household in Manchester⁶⁰, and it is therefore estimated that the resident population of the Proposed Development could generate total retail expenditure of c. £9.9 million per annum on convenience and comparison goods.
- 4.11 Expenditure on leisure goods and services is estimated to equate to an average of £7,500 per annum per household in Manchester,⁶¹ and it is therefore estimated that the resident population of the Proposed Development could generate total expenditure of c. £5.7 million per annum on leisure goods and services.
- 4.12 This additional expenditure is expected to support jobs within the retail and leisure industries. Based on levels of average turnover per employee in these sectors, it is estimated that resident expenditure could have the capacity to support approximately 112 retail and leisure-related employee jobs across the economy of Manchester and Greater Manchester.⁶²

Employment

On-site Employment

- 4.13 Employment at the Proposed Development has been estimated on the basis of the indicative uses to be delivered associated with the proposed Class E floorspace including the flexible office space and proposed Cafe/Bakery. Appropriate employment estimates have been drawn where possible from published data⁶³, from information provided by the Applicant and from past professional experience of similar schemes.
- 4.14 Based on the application of relevant employment densities to the proposed Class E floorspace, it is estimated that the Proposed Development could support a total of 130 gross direct FTE jobs on site once operational. This is comprised of:
- 120 FTE jobs within the flexible office space⁶⁴;

⁶⁰ Experian (2024) Retail Planner: Consumer Retail Expenditure: 2021

⁶¹ Ibid.

⁶² Analysis utilises 2024 business population estimates (BPE) for retail, arts, entertainment & recreation and food & accommodation services and to determine the number of jobs supported and / or generated.

⁶³ Homes and Communities Agency (2015) Employment Density Guide 3rd Edition.

⁶⁴ Estimated based on a blended employment density of 1 FTE employee per 29 sqm (NIA) for small business workspace determined by taking the average of the densities for Co-working (1 FTE per 10sqm) and managed workspace (1 FTE per 47 sqm) within the 2015 Employment Density Guide. Employment levels could be higher or lower depending on the final occupier(s).

- 5 FTE jobs associated with the operation of the Café/Bakery; and
- 5 FTE jobs associated with building management and maintenance.

Net Additional Employment

4.15 As outlined in Section 3, net additional employment can be estimated by considering the following factors:

- **Deadweight** – although the site is currently occupied and supports a small number of jobs, the existing business is planning to restructure and move to an online-only business in alternative accommodation elsewhere in Greater Manchester. The regeneration and investment context established by the Manchester Piccadilly SRF encourages the diverse mixed-use development of the area including residential, small office floorplates, retail, cafes and bars. Given this context, it is unlikely that the Site would be re-occupied by a similar single retail occupier on a permanent, long-term basis. In view of this, and the fact that change to the business’ operating model is already planned, deadweight associated with the existing Site is considered to be zero.
- **Leakage** – based on the findings of the 2021 Census⁶⁵, a rounded leakage rate of 60% is again applied to account for jobs taken by people living outside of the local impact area of Manchester, with 10% leakage assumed at the scale of the wider impact area of Greater Manchester.
- **Displacement** – a low allowance for displacement (25%, drawing on the HCA Additionality Guide⁶⁶) has been made at the scales of the local and wider impact areas, reflecting the people seeking work locally who could potentially secure employment at the Proposed Development.
- **Multiplier effects** – again applied to align with the Additionality Guide’s recommendations.⁶⁷ 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.

4.16 When allowing for these additionality factors, it is estimated that once complete and fully operational the Proposed Development could support 130 direct, indirect and induced net additional FTE jobs across the wider impact area, inclusive of 50 jobs for Manchester residents. Net additional employment is outlined in the below table.

⁶⁵ ONS via Nomis (2024) 2021 Census: WU01UK - Location of usual residence and place of work by sex.

⁶⁶ Homes & Communities Agency (2014) Additionality Guide (4th Edition)

⁶⁷ Ibid.

Table 4.1: Operational Phase Employment

	Local Impact Area	Wider Impact Area
Gross On-site Employment		130
Direct Net Additional FTE Employment	40	85
Indirect / Induced Net Additional FTE Employment	10	45
Total Net Additional FTE Employment	50	130

Note: All wider impact area figures inclusive of corresponding local impact area figures.
Figures may not sum due to rounding.

Source: Turley Economics, 2024

GVA Impact

- 4.17 The operational phase of the Proposed Development and phases of development at the Site will also contribute towards making lasting economic output and productivity gains.
- 4.18 Through again applying the appropriate GVA per employee measures⁶⁸ to the net additional employment supported by the Proposed Development, it is estimated that an additional £9.2 million GVA could be annually generated across the wider impact area, inclusive of £6.9 million concentrated in Manchester. This is summarised in the following table.

Table 4.2: Operational Phase GVA

	Local Impact Area	Wider Impact Area
Direct Net Additional GVA (Annual)		£6,200,000
Indirect / Induced Net Additional GVA (Annual)	£700,000	£3,000,000
Total Net additional GVA (Annual)	£6,900,000	£9,200,000

Note: all wider impact area figures inclusive of corresponding local impact area figures.

Source: Turley Economics, 2024

⁶⁸ Experian (September 2024) Local Market Forecasts Quarterly; annual average 2019 – 2023

Home and Hybrid Working

- 4.19 With the rise in hybrid working, residential settings and neighbourhoods are now themselves locations of employment, at least for parts of the week.
- 4.20 At the 2011 Census Count, circa 7.2% of employed residents in Manchester identified themselves as working mainly from home, slightly lower than the wider area of Greater Manchester (8.1%) and regional (9%) proportions.⁶⁹
- 4.21 The pandemic is widely recognised as having impacted on the working behaviours of parts of the workforce. The ONS has published data from the 2021 Census on the proportions of people working from home on Census day. In presenting this data, it is important to acknowledge the ONS's health warning with regards to the data for this specific indicator, which emphasises that caution must be applied in comparing it to the 2011 Census, given that government advice on the day of the 2021 Census remained for people to work from home if possible and to avoid public transport.
- 4.22 Notwithstanding the unique conditions under which the 2021 Census was conducted, the data suggests that the proportion of residents within Manchester reporting that they worked mainly from home was higher (at 32%) than the Greater Manchester (29%) or regional (27%) averages.⁷⁰
- 4.23 Whilst, as the ONS advises, home-working figures themselves are likely to have evolved (most likely reducing to some degree) following the lifting of pandemic restrictions, the 2021 Census data nonetheless highlights that residents in the local impact area (and to a lesser extent Greater Manchester) are more likely to work in roles in which one has the *possibility* to work from home.
- 4.24 In response, the Proposed Development includes the potential creation of co-working spaces across both buildings for use by residents or other users to facilitate homes and hybrid working practices.

Public Revenue for Local Investment

- 4.25 In the current economic and fiscal climate, the resources available to local authorities to reinvest in local community infrastructure and services are limited.
- 4.26 New development can make an important contribution to the resource base of local authorities through Council Tax and Business Rate revenues. The Proposed Development can therefore be expected to benefit Manchester City Council.
- 4.27 The additional Council Tax and Business Rates revenue will contribute towards the delivery of public services as well as investing in maintaining and enhancing infrastructure within the locality. This will in turn generate associated socio-economic benefits and potentially attract further inward investment.

⁶⁹ ONS via Nomis (2024) Census 2011: QS702EW Distanced travelled to work

⁷⁰ ONS via Nomis (2024) Census 2021: TS058 Distance travelled to work

Council Tax

- 4.28 Based upon the estimated mix of new homes to be developed and their estimated Council Tax banding, the Proposed Development is expected to generate c.£2.1 million in Council Tax payments for collection by Manchester City Council annually once fully occupied.⁷¹

Business Rates

- 4.29 Businesses pay non-domestic rates (known as Business Rates) to contribute to the cost of the local authority providing public services within which the business property is situated. Based on the liability of similar premises nearby, it is estimated that c. £330,000 in gross Business Rate payments could be available for collection by the Council once the Class E floorspace is fully occupied.
- 4.30 Local authorities can keep up to 50% of Business Rates revenue generated in their administrative area. Based on this level of Business Rates retention, there is potential for c. £165,000 per annum in revenue to be retained by Manchester City Council going forward as a result of the Proposed Development.

Operational Phase Summary

- 4.31 In addition to creating enhanced social vitality through the increased number of people living in the area, the completion and occupation of the Proposed Development would be expected to result in the following quantifiable net additional impacts:
- Accommodating **1,317** residents in 758 new homes. Of the new residents, it is estimated that **854** would be working age, economically active and employed, growing the labour force;
 - Creating additional demand in the local economy through supporting annual resident earnings of **£27.9 million**;
 - Generating total annual retail and leisure expenditure of **£15.6 million**, which would have the capacity to support up to **112** jobs in these sectors;
 - Supporting **130** gross direct FTE jobs on-site within the flexible office space and proposed Café/Bakery;
 - Generating a total of **130** direct, indirect and induced net additional FTE jobs in Greater Manchester, including 50 for Manchester residents;
 - Contributing **£9.2 million** GVA to Greater Manchester's economy each year of operation, inclusive of **£6.9 million** concentrated in Manchester;
 - Creating **co-working spaces** to promote hybrid working that will provide a middle ground between 'home' and 'work'. These 'third places' can provide a

⁷¹ At 2024/25 Council Tax rates for Manchester.

boost to the local economy whilst helping to create a vibrant community by bringing neighbours together; and.

- Generating **£2.1 million** Council Tax payments and **£330,000** in Business Rate revenue for collection annually by Manchester City Council, contributing to maintaining and enhancing the delivery of local public services and infrastructure.

5. Social Benefits

- 5.1 In addition to the economic benefits outlined in the previous sections, the Proposed Development will also deliver social benefits over the long term, which generate lasting positive outcomes on the overall health, wellbeing and resilience of individuals, local communities and society as a whole.
- 5.2 In many cases, quantitative economic benefits (such as those presented in the preceding sections) and qualitative social benefits such as those discussed in this section are mutually supportive; for example the ability to create new jobs filled by a skilled workforce relies on many other, less quantifiable factors, such as the delivery of housing and placemaking projects which attract new residents and employers to an area and which also benefit the overall health and wellbeing of the population, further supporting positive socio-economic outcomes. The accommodation of people in suitable, high-quality homes similarly has social benefits beyond those which can be expressed purely in monetary terms.
- 5.3 The social impacts of placemaking are therefore naturally more qualitative in nature – having a social value far in excess of the capital sum invested in their implementation – yet they are not necessarily of lower importance. Indeed, in combination the quantitative and qualitative benefits of the scheme are likely to be highly important considerations in the context of existing baseline conditions, local needs and growth ambitions.
- 5.4 The remainder of this section considers the broader social benefits which in combination will play a key role in supporting local and national policy objectives.

Providing High-Quality, Healthy Housing

- 5.5 As highlighted in previous sections, a key component of the Proposed Development is the delivery of new homes. New housing of course has clear benefits in terms of addressing market need, but the provision of high-quality homes designed to facilitate healthy lifestyles also has wider social value.
- 5.6 The Proposed Development's 758 new homes will make a contribution towards its residents' health and wellbeing by providing a range of sizes of homes to meet a diverse range of needs – including from studios up to 3-bedroom homes.
- 5.7 Further to meeting market demand, a person's ability or otherwise to access housing which is of good quality and which meets their needs can have a significant impact on their physical and mental health. As outlined by the Marmot Review into Health Equity in England⁷², housing is a key social determinant of health and to improve physical health and mental wellbeing and tackle health inequalities in communities across England, everyone must have access to a warm, dry, safe, affordable home which meets their needs.

⁷² The Health Foundation (2020) Health Equity in England: The Marmot Review 10 Years On

- 5.8 As outlined by further guidance published by the Office for Health Improvement and Disparities (OHID)⁷³, there are risks to an individual's health associated with living in:
- A cold, damp, or otherwise hazardous home (an unhealthy home);
 - A home that does not meet the household's needs due to risks such as being overcrowded or inaccessible to a disabled or older person (an unsuitable home); and/or
 - A home that does not provide a sense of safety and security including precarious living circumstances and/or homelessness (an unstable home).
- 5.9 Poor housing conditions have all been shown to be associated with physical illnesses including eczema, hypothermia and heart disease, with respiratory health also having been shown to be particularly affected in both adults and children.
- 5.10 Poor physical conditions can also negatively impact on mental health, due to the stress caused by living in insecure, overcrowded, cold, polluted or damp conditions.⁷⁴ As such, 'Housing Quality and Design' is identified as a key determinant of health by the NHS Healthy Urban Development Unit (HUDU).⁷⁵ Research commissioned by Shelter⁷⁶ reported 20% of adults who were surveyed stated that a housing issue had negatively impacted upon their mental health in the last 5 years.

Delivering Low-Carbon, Energy Efficient Homes

- 5.11 The Proposed Development will have climate resilience at its forefront, supporting MCC's climate change agenda.
- 5.12 The Environmental Standards Statement⁷⁷ produced for the Proposed Development demonstrates how the scheme meets national and local planning policy in relation to sustainability, energy and climate change. The Proposed Development is in accordance with Part L of the Building Regulations and incorporate passive design and energy-saving/measures, including the use of:
- Maximised air tightness;
 - High resistance insulation;
 - Optimised daylight through the provision of openings;
 - Solar shading to reduce solar gain;
 - Optimised natural ventilation; and
 - Enhanced U-Values exceeding Part L limiting values.

⁷³ Office for Health Improvements and Disparities (2017) Guidance: Improving health through the home

⁷⁴ Shelter (2013) People living in bad housing – numbers and health impacts

⁷⁵ NHS Healthy Urban Development Unit (2019) Rapid Health Impact Assessment Toolkit (4th Edition)

⁷⁶ Shelter (2017) The Impact of Housing Problems on Mental Health

⁷⁷ Turley (2024) Stocktons, Manchester: Environmental Standards Statement

5.13 The Proposed Development is designed around an all-electric energy strategy, with the use of the following technologies:

- Air source heat pump technology for domestic hot water generation; and
- Photovoltaic panels to generate electricity on-site.

5.14 Whilst the energy efficiency measures such as those outlined above will result in low-carbon housing (a benefit in and of itself in terms of climate resilience), their benefits are not limited to the realm of environmental sustainability. Indeed, the delivery of high-quality, energy efficient homes is also socially sustainable, contributing to enhanced physical and mental health and wellbeing of residents in the following ways:

- **Well-ventilated, insulated homes, benefitting from natural light** will leave residents at lower risk of physical and mental health problems associated with cold and damp housing (as described above).
- **Energy efficient housing will minimise energy usage, and, subsequently, energy bills and lessen the risk of energy and wider poverty**, which is a growing concern in the current context of inflationary pressures on everyday goods (including food, energy and transport) and the growing cost-of-living crisis. Poverty is a significant determinant – perhaps the most significant – of health, and it is known that the rising cost of living – with energy bills being a key contributor – is likely to have a deleterious impact on wellbeing.

5.15 In summary, accommodating over 1,300 people in high-quality, low-carbon homes is likely to have a beneficial social impact in terms of key health and wellbeing indicators. The Proposed Development will therefore make an important contribution to building safe communities that support health and wellbeing in line with the ambitions of MCC.

Facilitating Access to Services

5.16 As highlighted by the NHS HUDU⁷⁸, strong, vibrant, sustainable and cohesive communities require good quality, accessible public services and infrastructure, supported by high-quality public realm and places which enable people to lead healthy lifestyles.

5.17 The delivery of city centre residential developments with enhanced public realm enables people to easily access employment, public services, shopping and recreation activities (particularly via active and sustainable modes of transport) and contributes to ensure a healthy and sustainable development by generating social value within communities.

5.18 The Proposed Development's on-site residential provision and small food and beverage provision alongside its strong connectivity to other parts of Manchester city centre means that all the necessary commercial and recreational facilities and social infrastructure – including employment opportunities, public transport and active travel

⁷⁸ NHS Healthy Urban Development Unit (2019) Rapid Health Impact Assessment Tool (4th Edition)

links, shops, schools, GP surgeries, sports facilities, places of worship and parks – will be accessible for its residents.

- 5.19 Such facilities are vital towards supporting social interaction and cohesion in communities, and the services themselves also interact to meet other health and wellbeing-related needs. For example, access to education facilities has a direct positive effect on human health and is vital towards ensuring employment prospects, personal and social development and strong communities, whilst grocery stores mean that access to healthy and nutritious food is easily accessible to those using and working at developments, again enabling and promoting healthy lifestyles.

Fostering Social Cohesion

- 5.20 NHS HUDU guidance states that safe and permeable environments, with places where people of all ages can meet informally, are key features of a place which facilitates social cohesion⁷⁹.

- 5.21 The Proposed Development will support this via the creation of:

- A new public space central to the site with a selection of different types of seating spaces which provides a new destination in the heart of the city and a physical and visual amenity for visitors and residents;
- Co-working space;
- Public accessible areas along the ground floors across the development;
- Amenity spaces serving as a further place for people to socialise and relax, and will be situated adjacent to the public realm, generating natural surveillance from day into night;

- 5.22 Public realm will be implemented so as to ensure that the development can be accessed and used by all in a way that effectively fosters social connections; this will recognise and accommodate differences in the way people use the built environment as a result of factors such as age and disability⁸⁰.

Supporting Active and Sustainable Lifestyles

- 5.23 A key improvement delivered by the scheme is its permeable nature and the enhancement of the built environment for active modes of travel, such as walking and cycling. The scheme also benefits from its own public realm and connectivity to proposed public realm / open space on nearby site, including a new public park proposed on the former Central Retail Park on the opposite side of Great Ancoats Street.

- 5.24 This will be further supported by the delivery of:

⁷⁹ Ibid.

⁸⁰ Department for Levelling Up, Housing and Communities (2019) Planning Practice Guidance: Housing for older and disabled people – Inclusive Design (para 017)

- Activated and accessible street frontages;
 - Residential amenities including a gym and spa facilities; and
 - Secured cycle parking provision equating to one space per apartment, plus a further 55 spaces serving the office space.
- 5.25 The pedestrian-focused nature of the development and the connections which will be made between the scheme and surrounding facilities and services of Manchester city centre will maximise opportunities for residents, workers and visitors to use sustainable and active modes of travel when accessing homes and services in proximity to the site, resulting in health benefits for all by maximising opportunities for physical activity.

Delivering Employment and Skills Opportunities

- 5.26 Jobs will be supported at the Proposed Development during both the construction and operational phases. This could include opportunities for those first entering the workforce (for example through construction apprenticeships) as well as potentially enabling those who have been previously unemployed to re-enter the workforce.
- 5.27 Employment is widely recognised as one of the most significant factors in terms of a person's health and wellbeing. The social impact of employment is far reaching and has benefits at both the individual and wider societal level, shown clearly by the fact that the NHS's HUDU consider access to employment and training opportunities as a 'primary determinant' of health⁸¹.
- 5.28 A person's employment status can also impact on other health determinants, such as physical activity, and other lifestyle choices. Health expenditure on an unemployed person is estimated to be double the average expenditure per person, demonstrating the fact that an individual's overall physical and mental health and wellbeing is strongly associated with being in meaningful employment⁸².
- 5.29 Research published by OHID highlights the following benefits of employment⁸³:
- Employment is generally the key means of obtaining adequate economic resources, which are essential for material wellbeing and full participation in society; and
 - Work also meets important psychosocial needs in societies where employment is the norm and is central to individual identity, social roles and social status, with employment and socio-economic status being among the main drivers of health outcomes.

⁸¹ NHS Health Urban Development Unit (2019) Rapid Health Impact Assessment Tool (4th Edition)

⁸² Department for Work and Pensions (2010) The Department for Work and Pensions Social Cost-Benefit Analysis framework

⁸³ Office for Health Improvements and Disparities (2015) Local action on health inequalities: Increasing employment opportunities and improving workplace health

5.30 Whilst, conversely, research indicates that unemployment:

- Causes the loss of regular income, the material and psychosocial impacts of which contributes to the link between unemployment and poor health;
- Causes additional psychological stressors related to status and self-esteem, identity and the loss of a core role in life, which impact on health;
- Is also associated with unhealthy behaviours, including increased smoking and alcohol consumption and decreased physical exercise; and
- Can have effects beyond the individual directly affected, with evidence suggesting that financial difficulties or associated stress can increase the risk of poor mental health among the families of those who are unemployed.

5.31 The ONS regularly monitors wellbeing, and their research highlights a correlation between unemployment and people's experiences of feelings of loneliness⁸⁴. Put another way, higher unemployment rates in an area are linked to higher loneliness rates and poses a real threat not only to a person's economic means, but also their health and wellbeing.

5.32 As highlighted in Sections 3 and 4, the Proposed Development will support employment creation throughout the construction and operational phases, which will help meet both an economic and a social need and will contribute effectively towards supporting healthier lifestyles. This in turn will make a positive contribution towards local people gaining the skills and work experience to support stable and fulfilling employment, providing significant economic and wellbeing benefits for both individuals and society as a whole.

Summary

5.33 In summary, the Proposed Development offers the potential to generate a number of social benefits by:

- **Providing high-quality, healthy housing**, which will meet the housing needs of a range of households, whilst also contributing to the physical and mental wellbeing of residents by providing access to homes that are warm, dry and safe and;
- **Delivering low-carbon, energy efficient homes** that incorporate a range of efficiency-focused design measures in addition to low carbon technologies to reduce energy demand and consumption and lessen the risk of fuel and wider poverty;
- **Facilitating access to services** through the provision of on-site food and beverage space and the site's strong connectivity with other services and facilities in Manchester city centre which interact to meet other health and wellbeing-related needs;

⁸⁴ ONS (2021) – Opinions and Lifestyles Survey

- **Fostering social cohesion** and contributing towards a more animated and vibrant city centre, with enhanced public realm and communal amenity spaces created throughout the buildings for residents and their guests designed to effectively foster social interaction and connections;
- **Supporting active and sustainable lifestyles**, with the integration of walking and cycling into day-to-day lives being promoted and a key means of improving rates of physical activity, a known and significant determinant of health and wellbeing; and
- **Generating social value through creating employment and skills opportunities**, including for unemployed people looking to get back into work and new entrants through construction apprenticeships, where supported. Gaining education and employment can have significant economic and wellbeing benefits for both individuals and society and is a key determinant of physical and mental health.

6. Conclusion

- 6.1 This Economic and Social Benefits Statement has been prepared by Turley Economics on behalf of Liquid Business (Manchester) Limited ('the Applicant') in support of the submission of a full planning application for a new residential-led use development of Stockton's Furniture Store site at 140 Great Ancoats Street, Manchester, M4 6DY, ('the Site') in Manchester city centre.
- 6.2 The Proposed Development will support a number of key national and local government objectives for economic growth and investment, aligning with the general policy direction set out within the NPPF, PpE, Manchester Core Strategy and the associated regeneration strategies of the Manchester Piccadilly SRF and East Village Central Development Framework. It will also support stated ambitions for job creation and housing delivery set out within the Manchester Strategy.
- 6.3 A number of quantifiable economic impacts are likely to be generated by Proposed Development, both locally within Manchester and across the wider Greater Manchester area.
- 6.4 Upon completion, it has been estimated that the Proposed Development has the potential to:
- Accommodate **c.1,300** residents in 758 new homes. Of the new residents, it is estimated that **854** would be working age, economically active and employed, growing the labour force;
 - Create additional demand in the local economy through supporting annual resident earnings of **£27.9 million**;
 - Generate total annual retail and leisure expenditure of **£15.6 million**, which would have the capacity to support up to **112** jobs in these sectors;
 - Support **130** gross direct FTE jobs on-site within the flexible office space and proposed Café/Bakery;
 - Contribute **£9.2 million** GVA to Greater Manchester's economy each year of operation.
 - Create **co-working spaces** to promote hybrid working that will provide a middle ground between 'home' and 'work'. These 'third places' can provide a boost to the local economy whilst helping to create a vibrant community by bringing neighbours together; and
 - Generate **£2.1 million** Council Tax payments and **£330,000** in Business Rate revenue for collection annually by Manchester City Council, contributing to maintaining and enhancing the delivery of local public services and infrastructure.

6.5 The Proposed Development also offers the potential to generate a number of social benefits by:

- **Providing high-quality, healthy housing**, which will meet the housing needs of a range of households, whilst also contributing to the physical and mental wellbeing of residents by providing access to homes that are warm, dry and safe;
- **Delivering low-carbon, energy efficient homes** that incorporate a range of efficiency-focused design measures in addition to low carbon technologies to reduce energy demand and consumption and lessen the risk of fuel and wider poverty;
- **Facilitating access to services** through the provision of on-site food and beverage space and the site's strong connectivity with other services and facilities in Manchester city centre which interact to meet other health and wellbeing-related needs;
- **Fostering social cohesion** and contributing towards a more animated and vibrant city centre, with enhanced public realm and communal amenity spaces created throughout the buildings for residents and their guests designed to effectively foster social interaction and connections;
- **Supporting active and sustainable lifestyles**, with the integration of walking and cycling into day-to-day lives being promoted and a key means of improving rates of physical activity, a known and significant determinant of health and wellbeing; and
- **Generating social value through creating employment and skills opportunities**, including for unemployed people looking to get back into work and new entrants through construction apprenticeships, where supported. Gaining education and employment can have significant economic and wellbeing benefits for both individuals and society and is a key determinant of physical and mental health.

6.6 Further economic benefits will also be temporarily generated through the significant investment in construction. This could be sufficient to create an average of **230 new employment opportunities** for residents of the Greater Manchester, including **90** for those living in Manchester, and add **£160 million in GVA** to Greater Manchester's economy over the 5-year construction period.

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