# Socio-Economic Impact of a new AI Data Centre at Bower Street Manchester

## Prepared for:

## Latos Data Centres

## April 2026 v4.0

Donald Webb
Brookdale Consulting

[redacted]

# Contents


| | | |
|---|---|---|
| 1. | Introduction | 2 |
| 2. | Economic Impact of Proposed Development | 4 |
| 2.1 | Construction Phase | 4 |
| 2.2 | Operational Phase | 5 |
| 3. | Summary & Conclusions | 6 |

# 1. Introduction

Brookdale Consulting was commissioned by Latos Manchester Limited to undertake a socio-economic impact assessment of proposals for a new artificial intelligence (AI) data centre on a vacant brownfield site on the corner of Bower Street and Ten Acres Lane, Manchester.

The proposed development regenerates a vacant industrial site and supports growth of Manchester's digital and data driven economy – a new Industrial Revolution of the 21st Century.

The UK's digital economy has seen significant growth in recent years and, with the increasing prevalence and demand for AI, data centres such as the one proposed provide critical infrastructure to support this.

The UK has the third most valuable technology ecosystem in the world, with Manchester recognised as being home to a £5bn tech ecosystem. The Greater Manchester Infrastructure Framework to 2040 recognises digitalisation as one of 5 key infrastructure areas with the challenge of supporting growth of '*a smart and digitally ready City Region*'.[1]

The Greater Manchester Local Industrial Strategy aims to support Greater Manchester's position as a leading European digital city region and to '*enable digitalisation of all sectors'*, for example, capitalising on links between growing sectors such as digital and creative industries as well as growing assets in cyber security.[2] AI data centres will be vital to this growth and will support the transformation of Greater Manchester's economy building on its innovative industrial past to prepare it for the future.

This report will demonstrate the socio-economic benefits of the proposed development whose location is shown in Figure 1 (red outline) while Figure 2 presents a plan view of layouts.

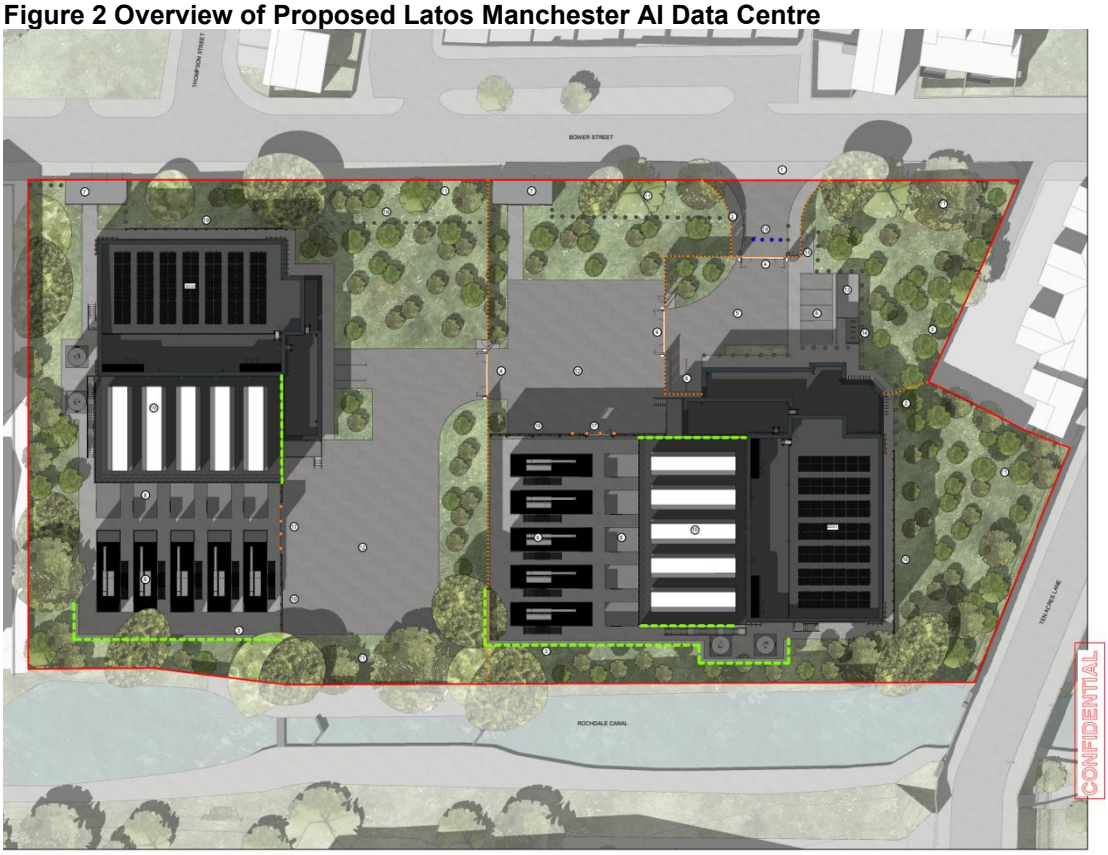
**Figure 1 Location Plan of Proposed Latos Manchester AI Data Centre**




Source: Create Architecture

[1] Greater Manchester Infrastructure Framework 2040
[2] Greater Manchester's Local Industrial Strategy

**Figure 2 Overview of Proposed Latos Manchester AI Data Centre**




Source: Create Architecture

Section 2 goes on to set out the anticipated socio-economic impacts of the proposed development.

# 2. Economic Impact of Proposed Development

We set out below the calculated impacts of the proposed AI data centre in two phases as follows:

- Construction Phase
- Operational Phase

These calculations rely on turnover per job calculations for different sectors as well as multipliers[3] and ONS data on GVA[4]. Data have also been provided by Latos Manchester, limited based on experience of running AI data centres in other locations.

## 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 £40m excluding VAT. These costs reflect the vast scale of spend associated with an AI data centre which is way beyond construction costs for a typical industrial building. The costs include substantial spend on mechanical-electrical systems, power, cooling, fire suppression etc.

It is estimated in Table 2.1 that the scale of the proposed development could support 626.5 person years of construction related employment, comprising 232.1 on-site construction job years and a further 394.5 indirect job years in supporting industries such as specialist suppliers and manufacturing. Assuming that the project is completed in a 12-month period implies that there will be 232 construction FTE jobs supported on-site during the build period and a further 394.5 off-site indirect FTE jobs (626.5 total FTEs) and £41.3m of GVA[5]. At the regional level we estimate 348 jobs and GVA of £23m during construction.

**Table 2.1 Construction Impacts of Proposed AI Data Centre**

| Title | Metric | Source |
|---|---|---|
| Construction expenditure (a) | £205m | Latos Manchester 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) | 232.1 | |
| 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) | 394.5 | At the national level |
| Total number of direct and indirect job years (f) = (c)+(e) | 626.5 | At the national level |

Source: Brookdale Consulting

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

## 2.2 Operational Phase

Once in operation, there is an anticipated annual running cost of £15m. This is based on Latos experience of running other data centres. This spend will support two kinds of jobs on-site.

Firstly there will be an anticipated 30 FTE jobs in specialist facilities management to cover specialist site security, maintenance, cleaning and mechanical-electrical. This will provide for 24/7 running based on a 42 hour shift pattern per week. These staff will all be highly trained in their respective fields with a focus on long term training and permanent staffing as opposed to agency working. All staff will need to be local.

Secondly, there will be a build up of jobs in specialist IT staff. The exact build up depends on customer demand, though Latos anticipates strong demand for its services. At full capacity there will be 45 FTE staff on site covering three types of IT service provision split roughly equally across:

- Networks – 15 staff
- Cyber Security – 15 staff
- Server Engineering – 15 staff
- Total – 45 specialist IT staff

Again, depending on demand, Latos anticipate the potential for a second AI data centre in Manchester which would allow some of the IT staff above to service two sites. However, for the current time, the impacts below are based on a single site at full capacity with 30 facilities management staff and 45 specialist IT staff giving a total of 75 staff on site in 3 shifts.

Latos is committed to embedding local apprenticeships and trainee pathways into the delivery of its data centre projects, both within the company and across the supply chain. All partners will be expected to demonstrate a clear commitment to local skills development, including active engagement with regional programmes such as The Manchester College, to ensure sustainable workforce growth and community benefit.

The spending on-site will ripple out into the economy supporting jobs in suppliers as well as the spending of salaries by staff in their local areas. We anticipate the data centre will support 174.7 jobs and £12.4m of GVA at the national level. We estimate that 137.9 jobs and £9.8m of GVA will be captured in the Manchester City Region.

**Table 2.2 Jobs created by Latos Manchester Limited in full operation**

| Activity Type | Turnover Allocated | Turnover | Job Numbers National level | Job Numbers Regional level |
|---|---|---|---|---|
| Data processing and IT activity | 15% | £2,250,000 | 52.6 | 41.5 |
| Utilities e.g. electricity, gas, air conditioning | 35% | £5,250,000 | 14.8 | 11.7 |
| Computer programming, consultancy and related activities | 25% | £3,750,000 | 48.8 | 38.5 |
| Repair and Installation of machinery and equipment | 25% | £3,750,000 | 58.6 | 46.2 |
| | 100% | £15,000,000 | 174.7 | 137.9 |

Source: Brookdale Consulting based on Latos figures and ONS data for the North West

The new development will also generate business rates for the local authority. We estimate annual business rates of £400,000 per year will be paid, though the exact amount will be assessed on completion of the development.

# 3. Summary & Conclusions

The proposed Latos Manchester Limited AI data centre presents an opportunity for Greater Manchester to strengthen its critical infrastructure to support the digital revolution that AI is bringing. The data centre will support jobs during construction (temporary jobs) and in operation (permanent jobs).

During construction 626.5 total FTEs and £41.3m of GVA will be supported nationally with 348 jobs and GVA of £23m at the regional level.

Once in full operation, the AI data centre will support 174.7 jobs and £12.4m of GVA at the national level with 137.9 jobs and £9.8m of GVA captured in the Manchester City Region.

Latos is committed to embedding local apprenticeships and trainee pathways into the delivery of its data centre projects.

Annual business rates of around £400,000 will be paid which will go towards supporting public sector services across Greater Manchester.