

6 SOCIO-ECONOMICS

Introduction

- 6.1 This Chapter of the ES considers the potential effects of the Proposed Development on a defined local “Area of Impact” (as defined by the applied methodology) and on the district (Bury) socio-economic receptors. The socio-economic effects assessment has been conducted based on guidance issued by Homes England (previously the Homes and Communities Agency), including the Additionality Guide (2014) (Ref 6 - 1) and Employment Densities Guide, 3rd Edition (2015) (Ref 6 - 2).
- 6.2 The Chapter describes the methods used to assess the likely significant effects, the baseline conditions currently existing at the site and surroundings, the potential direct, indirect, and cumulative effects of the development, the mitigation measures required to prevent, reduce, or offset any identified significant effects and the residual effects. It has been written by AMION Consulting.

Legislative and Planning Policy Context

- 6.3 There is no specific statutory guidance for the assessment of socio-economic effects within the EIA regulations.
- 6.4 The relevant UK planning and strategic policies relative to the assessment of socio-economic effects are outlined below.

National Planning Policy and Guidance

National Planning Policy Framework

- 6.5 The revised National Planning Policy Framework (NPPF) (Ref 6 - 3) was updated in December 2023¹, and sets out the Government’s planning policies for England, and how these policies should be applied.
- 6.6 The NPPF maintains a presumption in favour of sustainable development (Paragraph 11), to be delivered according to the independent objective areas: economic, social, and environmental (Paragraph 8).
- 6.7 The contribution of the Proposed Development to core objectives within the Framework will be assessed:

¹ Replaces the previous version of the NPPF published in September 2023

- Chapter 5: *'Delivering a sufficient supply of homes'* outlines the role that planning policy has in ensuring that there is both a sufficient and suitable supply of land coming forward that meets size, type and tenure requirements for different groups in the community, including *'those who require affordable housing, families with children, older people, students, people with disabilities, service families, travellers, people who rent their homes and people wishing to commission or build their own homes'*.
- Chapter 6: *'Building a strong and competitive economy'* demonstrates that planning policy and decisions, when considering economic development, promote the conditions in which businesses can invest, expand, and adapt to support economic growth and increase productivity.
- Chapter 7: *'Ensuring the vitality of town centres'* demonstrates how planning policy and decisions should support the role of the town centre as being the heart of the community. Therefore, planning policies should:
 - Promote long term viability;
 - Define the extent of the town centre;
 - Retain and enhance existing markets; and
 - Encourage residential development on appropriate sites.
- Chapter 8: *'Promoting healthy and safe communities'* identifies an important role for planning to promote social interaction, ensure places are safe and accessible, and enabling and supporting healthy lifestyles. When considering provision of social, recreational, and cultural facilities, Paragraph 97 of the NPPF states that policies and planning decisions should *"ensure an integrated approach to considering the location of housing, economic uses and community facilities and services"*.

Other Relevant National Planning or Development Strategies

Levelling up White Paper (2022)

- 6.8 The Levelling Up White Paper (Ref 6 - 4) sets out the stages and programme to levelling up the UK.
- 6.9 The Government has placed significant emphasis on regional growth to support 'levelling up' across the country. The Plan for Growth defines this as: *"tackling geographic disparities; supporting struggling towns to regenerate; and ensuring every region and nation of the UK has at least one globally competitive city"*.

Regional Planning Policy and Guidance

Greater Manchester Strategy (2021-2031)

- 6.10 The Strategy identifies relevant priorities such as opportunities for progression; a thriving economy; world-class connectivity; safe, decent, and affordable housing; a green city-region; stronger communities; and an age-friendly greater Manchester. In particular, the housing priority states Greater Manchester plans for 10,000 new homes each year up to 2035, a figure supported by the Greater Manchester Strategic Housing Assessment.

Emerging Places for Everyone Development Plan (2021)

- 6.11 The emerging Places for Everyone is a long-term plan for new homes and sustainable growth within Greater Manchester. When adopted, it will form part of the statutory development plan. The Plan has 10 key objectives, including: meeting housing need; creating neighbourhoods of choice; ensuring a thriving and productive economy in all parts of Greater Manchester; reducing inequalities and improving prosperity; improve the quality of the natural environment and access to green spaces; and ensuring access to physical and social infrastructure.

Local Planning Policy and Guidance

Bury Unitary Development Plan (UDP)

- 6.12 The Bury UDP was adopted in 1997 and is still the primary planning document for Bury Council.
- 6.13 The following policies are relevant to the Socio-economic assessment:
- ***Policy EC4: Small and growing businesses*** – This policy aims to ensure that the needs of small and growing businesses are met by looking favourably on proposals for such developments, where these do not conflict with other policies and proposals of the Plan.
 - ***Policy EC5: Offices*** – This policy aims to attract new office development and will support proposals for such development in appropriate locations. New developments in relation to existing or proposed transport links will also be particularly welcomed.
 - ***Policy H4: Housing needs*** – The Council's role in meeting housing need moved from acting as a provider of housing towards enabling other organisations to provide needs-based housing, although this situation may change within the period of the Plan. Such housing will be required to cater for a wide range of groups, including the elderly, the disabled, those leaving institutional care, single parent households, low income groups, the homeless and people who are generally having difficulty entering the

housing market as first time buyers. The review of the UDP sets out there is no adopted housing target in the borough as the UDP was from 1997.

- **Policy H5: Housing Improvement** – This policy relates to the improvement of housing stock and the surrounding environment. The Council will continue to support the improvement of the housing stock and its environment. Poor housing conditions adversely affect the quality of life of a significant number of the Borough's residents and represent a key area of concern in the drive for urban regeneration.
- **Policy CF1: Proposals for new and improved community facilities** – It is to everyone's benefit that there are community facilities, such as hospitals, clinics, places of worship, nurseries, schools, meeting places and care facilities of a high standard, in sufficient numbers and in the right locations. The Council will, therefore, generally look favourably on proposals for additional or improved community facilities, where these do not conflict with amenity or the local environment.
- **Policy CF4: Healthcare facilities** – The provision of healthcare facilities is looked on favourably by the Council. The quality of healthcare that a community receives is affected by the type and number of healthcare facilities it provides. The Council will endeavour to improve healthcare facilities in the Borough through the UDP, by looking favourably on proposals for new healthcare facilities, and by seeking improvements to existing facilities wherever possible.
- **Area PR3 (Chapter 13: Town Centres)** – This relates to the Rectory Lane area of the town centre, in which the Proposed Development encompasses. This policy encourages the delivery of community and residential uses within the area.

6.14 Policy H4/1 requires affordable housing to be provided on appropriate sites. This policy is supplemented by the Development Policy Guidance Note 5: Affordable Housing (SPD5), which was adopted in January 2004. The guidance note requires:

- 25% of new properties on sites developing 25 or more units to be affordable;
- The quality and design of the affordable housing units to be implemented will need to be the same standard as the equivalent market housing;
- The affordable housing units to be fully integrated through the site (pepper potted);
- The affordable housing to reflect the range of different types and sizes of market units across the site;
- The occupancy of the units to be controlled by the Council; and

- Agreed provision to be secured through a Section 106 agreement.

Other relevant documents

Bury Draft Local Plan (2018) (DRAFT)

6.15 Although this is yet to go through the adoption process, the draft document provides an indication of the policies and strategies that will guide future development in the borough. As stated by Bury Council, *'The Local Plan will form a key part of Bury's overall development plan and once adopted, these documents will be used as the basis for determining future proposals for the next 20 years or so'*. Although the plan has not been adopted, the draft policy directions and supporting Topic Papers of relevance to the Socio-economic assessment is provided below:

- ***Policy Direction OP1: Sustainable Development*** – It is proposed that the Local Plan should include a policy that seeks to ensure that, in dealing with planning matters, the Council will contribute towards achieving sustainable development by considering growth and development in terms of its economic, social and environmental implications.
- ***Policy EC3: Employment Generating Areas*** – It is proposed that the Local Plan should include a policy that seeks to ensure that the Borough's established Employment Generating Areas (EGAs) should be consolidated, retained and, where necessary, regenerated in order to help to create a sustainable, diverse and competitive local economy.
- ***Policy TC2: Town Centre Development Opportunities*** – It is proposed that the Local Plan should include a policy, accompanied by site allocations, that seeks to support the vitality and resilience of the Borough's town centres by encouraging the development and regeneration of key town centre sites. One of the key aims of the Local Plan is to support the Borough's town centres and to capitalise on opportunities to strengthen their vitality and resilience
- ***Policy CF1: Community Facilities*** – Community facilities make an important contribution to the quality of life offered by the Borough. Therefore, safeguarding and improving community facilities will help to maintain and improve the quality of life enjoyed by the Borough's residents. It is proposed that the Local Plan should include a policy that seeks to ensure that proposals that would result in the loss of sites and premises currently or last used for the provision of community facilities or services will normally be resisted and will set out the circumstances where the loss of such facilities may be considered acceptable. It is also considered that the policy should

identify the key considerations against which proposals for new and improved community facilities will be assessed.

Bury Draft Local Plan – Topic Papers (2018)

- 6.16 The Bury Local Plan Housing Topic Paper highlights that the current Government methodology sets a Local Housing Need figure for Bury of 378 dwellings per annum, which equates to 1,890 dwellings over the next five years.
- 6.17 The Housing Topic Paper identifies the potential for the delivery of 5,018 dwellings from 2018-2037 on sites that have been specifically identified in the Strategic Housing Land Availability Assessment (SHLAA) or unidentified windfall sites. Based on Figure 4 in this Topic Paper, Prestwich is expected to represent 18.1% (or 908 units) of this amount.
- 6.18 The Town Centres Topic Paper sets out there are *“varying levels of vitality and viability within the borough’s town centres with the most significant problems in Radcliffe and Prestwich”*. It notes Prestwich has seen some encouraging signs of investment in recent years however, *“there is still significant scope for continued regeneration and improvement”*. This masterplan will deliver this regeneration to address the decline of the centre. Additionally, the Paper notes town centre living can act as a catalyst for regeneration of town centres and Prestwich presents an opportunity for this, which will help to attract and retain and talented workforce.
- 6.19 The Health and Wellbeing Topic Paper sets out the borough has pockets of deprivation and poor health outcomes, compounded by many community facilities which are in poor condition and in need of investment. The project epitomises these issues, redeveloping declining assets within one of the most deprived parts of the country. The delivery of a new medical centre will help address these issues.

Bury Housing Strategy (2021)

- 6.20 The Bury Housing Strategy 2021-25 sets out the scale of housing issues and challenges facing the borough. It provides a clear direction of travel to deliver a balanced and diverse housing supply and an opportunity to create successful and inclusive neighbourhoods that everyone can be proud of. It covers the key aspects of affordability, supply and quality of housing in the borough and, will help ensure that an adequate supply of new housing will be provided to support inclusive economic growth that will underpin improvements in people's health and wellbeing, including reducing gaps in healthy life expectancy.
- 6.21 Of key importance to the housing assessment, the Housing Strategy sets out that *“the number of new homes we are aiming for in Bury is 451 per annum up to 2037”*.

Assessment Methodology and Significance Criteria

6.22 This section of the ES Chapter sets out the approach to the Socio-economic assessment. Although there are no published standards against which the predicated impacts of a development can be assessed in terms of defining the magnitude or significance of a socio-economic effect, several industry-standard publications from HCA (Ref 6 - 1 and Ref 6 - 2) have been used. The approaches adopted therefore take account of the socio-economic profile of the area and industry knowledge of similar projects being brought forward across the sub-region and elsewhere within the UK. This section presents the following:

- Information sources that have been consulted throughout the preparation of this chapter;
- The methodology behind the assessment of socio-economic effects, including the criteria for the determination of sensitivity of receptor and magnitude of change from the existing of 'baseline' condition;
- An explanation as to how the identification and assessment of potential socio-economic effects has been reached; and
- The significance criteria and terminology for the assessment of socio-economic residual effects.

6.23 It is anticipated that the Proposed Development will result in socio-economic effects during both the enabling, demolition and construction works and operational phases. The assessment considers the likely significant effects of the Proposed Development as described in **Chapter 4: The Proposed Development and Alternatives**.

6.24 During the enabling works, demolition and construction phase, the Proposed Development is anticipated to have an effect in relation to:

- An increase in temporary construction employment from the enabling and demolition works and construction phase expenditure.

6.25 During the operational phase, the Proposed Development is anticipated to have an effect in relation to:

- Long-term employment and Gross Value Added (GVA) effects, including commentary on the skills and salary profile of the jobs to be delivered;

- Fiscal effects arising from additional Business Rate receipts as a result of the development;
- Fiscal effects arising from additional Council Tax revenue as a result of the development;
- Provision of housing;
- New residential units resulting in additional local household expenditure;
- Population increase (effect on existing healthcare capacity); and
- Child / pupil yield (effect on existing school provision).

Desk-based research

6.26 The baseline conditions have been established based on desk-based research as follows:

Table 6.1: Sources of data and guidance by topic area

Topic area	Sources of data and guidance
Economic activity and employment	Office of National Statistics (ONS) annual population survey and Business Register and Employment Survey (BRES)
Local labour market	ONS Annual Population Survey and Annual Survey of Hours and Earnings
Commuting patterns	Census 2011 origin destination data
Unemployment and worklessness	ONS Claimant Count data and Annual Population Survey; Department for Work and Pensions (DWP) benefit claimants – working age client group
Capacity of social infrastructure	Department for Education school capacity data; National Health Service Business Services Authority 2023 Practice List Size and GP Count
Deprivation	Department for Communities and Local Government (DCLG) English indices of deprivation 2015
Existing site	Red line boundary and existing floorspace by use
Proposed Development	Development schedule, programme, and indicative construction costs
Additionality	HCA (2014), 'Additionality Guide, Fourth Edition 2014'

6.27 Qualitative and quantitative assessments have been undertaken having regard to assessment methodologies from published guidance, which are outlined below as well as applicable industry standard data. To establish the gross overall effect of the Proposed Development, the methodology adopted is as follows:

- **Temporary construction employment** – the assessment of gross temporary employment effects for the Proposed Development during the enabling, demolition and construction phase is based on the estimated level of construction expenditure, and using labour coefficients sourced from the HCA (now Homes England) Cost Per Job Best Practice Note (2015) (Ref 6 - 5);
- **Long-term employment and Gross Value Added (GVA)** – the assessment of long-term employment effects during the operational phase has been based on the appropriate selection of employment density benchmarks provided within the HCA Employment Density Guide (2015) (Ref 6 - 2). AMION Consulting has applied Experian GVA per Full time Equivalents (FTEs) to the estimates of employment effects, to calculate the level of GVA expected to be generated within the local economy as a result of the Proposed Development;
- **Local fiscal effects** – based on the schedule of accommodation, the annual business rates generated have been estimated and the additional rates generated assessed using Valuation Office Agency (VOA) rateable value data. These estimates draw upon benchmark values for comparable accommodation and facilities, as well as existing records;
- **Additional local expenditure from new homes** – to estimate the additional household expenditure that might be generated because of the Proposed Development, reference has been made to the ONS Annual Household Spending by Region data;
- **Council Tax revenue** – the annual uplift in Council Tax revenue has been estimated by assuming an indicative accommodation schedule (based on the description of the Proposed Development, covering both the part full and part outline application elements) and banded based on typical current sale prices for new build housing in the Bury area;
- **Population increase (effect on existing healthcare capacity)** – the increase in population estimated using average household size data from the 2021 Census. The projected increase in population has been used to inform the assessment of healthcare capacity; and

- **Child / Pupil Yield (effect on existing school provision)** – the anticipated child yield assessed based on 2021 Census data. The child yields have been used to determine the effects on education capacity.

Identification / Extent of the Study Area

- 6.28 The assessment seeks to establish the potential socio-economic effects of the Proposed Development, using the existing baseline conditions of the site and surrounding areas using publicly available sources, documents, and web-based applications.
- 6.29 The economic impact of the Proposed Development is considered relative to the core catchment area of Prestwich as identified by the June 2023 Place Informatics and Civic Engineers report (Ref 6 - 6), which has utilised GPS data. This analysis identifies a primary catchment area for Prestwich town centre, which accounts for 45% of visits to the town. Over 15% of the origin postcode population must use Prestwich town centre to qualify within the core catchment area. This core catchment area is considered the principal labour market for the proposed employment uses and the main community catchment for any proposed social infrastructure. Therefore, this catchment area is therefore defined as the local 'Area of Impact' where relevant within the assessment, as set out in **Table 6.2**.
- 6.30 Based on the analysis, the 'Area of Impact' (AoI) is made up of the M25 and M45 Postcode population in Bury and the M7 Postcode population in Salford, as set out by Place Informatics and Civic Engineers (Ref 6 - 6). In order to undertake the assessment, this has been translated into the following Wards: Besses, Holyrood, Pilkington Park, Sedgley, St. Mary's, Broughton and Kersal and Broughton Park. This area forms the basis of the local level assessment.
- 6.31 Following this, impacts of the Proposed Development are considered at a number of spatial levels, according to the nature of the effect considered. For example, the impact of the Proposed Development on housing is assessed at the Bury Local Authority level due to the housing targets for the Borough. This approach is consistent with guidance written by the former HCA, now known as Homes England, Guidance 'Additionality Guide, 4th Edition' (Ref 6 - 1).
- 6.32 **Table 6.2** presents the different components of the socio-economic effects assessment and the geographical scale at which each component is assessed.

Table 6.2 Socio-economic Effects by Geographical Area

Effect	Geographical Area of Effect	Rationale for Area Effect
Employment generation during the demolition and	Local Level Area of Impact	Place Informatics and Civic Engineers catchment analysis

Effect	Geographical Area of Effect	Rationale for Area Effect
construction phases (direct, indirect, and induced effects)	(as the main labour catchment area)	
Employment generation during the operational phase (direct, indirect, and induced effects)	Local Level Area of Impact (as the main labour catchment area)	Place Informatics and Civic Engineers catchment analysis
Additional Local Spend	Local Level Area of Impact (as the main spend catchment area)	Place Informatics and Civic Engineers catchment analysis
Business Rates	District Level Bury Council	Fiscal impacts captured by Bury Council
Council Tax	District Level Bury Council	Fiscal impacts are captured by Bury Council
Provision of Housing	District Level Bury Council	Bury Council Local Plan
Provision of Affordable Housing	District Level Bury Council	Bury Council Local Plan
Demand for Primary School	Local Level Area of Impact	Place Informatics and Civic Engineers catchment analysis
Demand for Secondary School	Local Level Area of Impact	Place Informatics and Civic Engineers catchment analysis
Demand for Primary Healthcare	Local Level Area of Impact	Place Informatics and Civic Engineers catchment analysis

6.33 Key to understanding the economic impact of the Proposed Development will be determining its net additional impact or 'additionality'. The Additionality Guide (Ref 6 - 1) states that this is *'the extent to which activity takes place at all, on a larger scale, earlier or within a specific designated area or target group as a result of the intervention'*. Allowing for the scale of the proposals, additionality has been assessed either at the Area of Impact area or the Bury Local Authority level depending on the effect.

6.34 To assess the net additionality of the Proposed Development, the following factors have been considered, along with the justification of the values provided taking into account the HCA Additionality Guide.

- **Leakage** – the proportion of socio-economic outputs that benefit those outside of the Area of Impact. Using the catchment analysis from Place Informatics and Civic Engineers, (2023) (Ref 6 - 6), it is calculated that 44.9% of the visitors to Prestwich originate from the Area of Impact (defined as the M25 and M45 Postcode Sectors in Bury and M7 in Salford). This rate aligns with workplace origin-destination data for the local area from Census. Therefore, a leakage rate of 55.1% (i.e. 100% minus 44.9% of visitors from the Aol) has been applied to account for those outside the Area of Impact in line with the guidance.
- **Displacement** – the proportion of socio-economic outputs accounted for by reduced outputs elsewhere around the Area of Impact. For the purpose of this assessment, a low level of displacement (22%) has been applied using Homes England's Additionality Model based on the scale of the Proposed Development and the level of recent activity in the locality. This method forms best practice for the industry based on latest guidance from the Department for Levelling Up, Housing, and Communities (DLUHC) (Ref 6 - 7). This rate aligns with a low displacement in the HCA Additionality Guide (Ref 6 - 1).
- **Multiplier effects** – further economic activity associated with additional local income and local supplier purchases. The multiplier is a composite figure which takes into account both the indirect jobs created across the area based on supply chain activity but also the induced employment created through increased spending. The HCA Additionality Guidance (Ref 6 - 1) provides a 'ready reckoner' of composite multipliers. The Area of Impact is likely to have strong local supply linkages and income or induced effects for a neighbourhood of this size, due to its connectivity and importance. A 'high' multiplier, but at a local level, of 1.15 is determined from the HCA guidance to be the most appropriate measure.
- **Deadweight** – socio-economic outputs which would have occurred without the Proposed Development. This is referred to as the 'reference case'. The existing employment on-site has been calculated by applying employment densities (from the HCA Employment Density Guide (Ref 6 - 2)) to the floorspaces within the red line boundary as calculated from Valuation Office Agency (VOA) data.

6.35 The above approach to assessing the additional impact of a project is consistent with central Government guidance for physical development projects, including the recently published Appraisal Guide (2023) by the Department for Levelling Up, Housing, and Communities (DLUHC) (Ref 6 - 8).

Identification of Sensitive Receptors

- 6.36 The importance / sensitivity of receptors has been assessed subjectively, having regard to the importance of their role in human and economic wellbeing and their capacity to accommodate change, using professional judgement.
- 6.37 The following receptors have been identified and assessed within the ES:
- The economy in the local Area of Impact (as defined above) and Bury Local Authority area;
 - Construction workforce in the local Area of Impact;
 - The workforce in the local Area of Impact, across all industries;
 - The housing market in the Bury Local Authority area; and
 - The capacity of social infrastructure (schools and healthcare facilities).

Significance Criteria

- 6.38 The assessment of potential socio-economic effects utilises the defined significance criteria set out within **Chapter 2: Assessment Scope and Methodology** of this ES. For the assessment of socio-economic effects, policy thresholds and expert judgement are used to assess the scale and nature of the effects of the Proposed Development against the baseline conditions.
- 6.39 In relation to socioeconomics, there are no published standards against which the predicted impacts of a development can be assessed in terms of defining the magnitude of effect. The approach adopted therefore takes account of the socio-economic profile of the area and industry knowledge of similar projects being brought forward across the sub-region and elsewhere within the UK. As such the significance criteria of socio-economic effects has been assessed based on expert judgment and experience of the author, and relies on the following considerations:
- **Consideration of sensitivity of the receptor:** specific values in terms of sensitivity are not attributed to socio-economic resources/receptors due to their diverse nature and scale, but instead have been assessed based on the expert judgement and experience of the author. The assessment takes account of the qualitative (rather than quantitative) 'sensitivity' of each receptor and, in particular, their ability to respond to change based on recent rates of change (if appropriate);

- **Scale of effect:** this entails consideration of the size of the effect on people or business in the context of the area in which effects will be experienced; and
- **Scope for adjustment or mitigation:** the socio-economic study is concerned in part with economies. These adjust themselves continually to changes in supply and demand. Therefore, the scope for the changes brought about by the project to be accommodated by market adjustment will therefore be a criterion in assessing significance.

6.40 The methodological approach to determining the significance/magnitude of socio-economic effects of the Proposed Development is set out in **Tables 6.3 to 6.6** below.

Table 6.3: Methodology for determining Sensitivity of Receptor

Sensitivity	Examples of receptor
High	The receptor/resource has little ability to absorb change without fundamentally altering its present character or is of international or national importance.
Moderate	The receptor/resource has moderate capacity to absorb change without significantly altering its present character, or is of regional importance
Low	The receptor/resource is tolerant of change without detriment to its character, is of low or local importance.

Table 6.4: Methodology for determining type of effect

Effect	Criteria for determining type of effect
Beneficial	Classifications of significance indicate an advantageous effect on an area, which may be minor, moderate, or major in effect;
Negligible	Classifications of significance indicate indiscernible effects on an area;
Adverse	Classifications of significance indicate a disadvantageous effect on an area, which may be minor, moderate, or major in effect
No effect	Classifications of significance indicate that there are no effects on an area.

Table 6.5: Methodology for defining magnitude of effect

Impact Magnitude	Criteria for assessing impact magnitude
Major	A substantial alteration to the features of the baseline (pre-development) conditions, such that the post development character / composition / attributes will be fundamentally changed.
Moderate	Loss or alteration to one or more key elements of the baseline conditions, as such that the post development character/ composition / attributes of the baseline will be materially changed.
Minor	A slight shift away from baseline conditions. Change arising from the loss/alteration will be

Impact Magnitude	Criteria for assessing impact magnitude
	discernible/detectable but not material. The underlying character/composition/attributes of the baseline condition will be similar to the pre-development circumstances/situation.
Negligible	Very little change from baseline conditions. Change barely distinguishable, approximating to a “no change” situation.

Table 6.6: Methodology for determining geographical scale

Scale	Rationale
National	The receptor is of national importance
Regional	The receptor is of regional importance (North West)
Borough / District	The receptor is of importance to Bury
Local/Neighbourhood	The receptor is of importance locally within Prestwich

- 6.41 Duration of effect is also considered, with more weight given to permanent changes than to temporary ones. Permanent effects are generally those associated with the completed and operational development. Temporary effects are considered to be those associated with the construction works, with the effects captured during the construction phase. For the purposes of this assessment, short term effects are considered to be of one year or less, medium term effects of one to four years and long-term effects (and those that can be considered to be permanent) for five years or more.
- 6.42 As mentioned previously, specific values in terms of sensitivity of receptors are not attributed due to their diverse nature but instead have been assessed based on the expert judgement and experience of the author.
- 6.43 In accordance with the methodology set out within **Chapter 2: Assessment Scope and Methodology** of this ES, the following criteria for significance is applied:
- ‘Moderate’ or ‘major’ are deemed to be ‘significant’ in EIA terms.
 - ‘Minor’ are considered to be ‘not significant’ in EIA terms; and
 - ‘Negligible’ effects are considered to be ‘not significant’ in EIA terms.

Assumptions/Limitations

- 6.44 The following assumptions have been made during the assessment of socio-economic effects.

- 6.45 An assessment of phasing has not been undertaken. This is due to the continuous construction programme proposed. Therefore, the assessment of significance is based on a continuous construction programme and therefore considers the complete enabling, demolition and construction works and once the Proposed Development is completed and operational.
- 6.46 The proposed quantum of development is set out in the **Table 6.7** below. In terms of the residential element, this is based on an 'up to' figure and on an indicative accommodation schedule given that this element of the scheme forms part of the outline element and is therefore not fixed at this stage. It is therefore assumed that the residential element could consists of 72 one-bed apartments, 129 two-bed apartments, and 9 three-bed townhouses. The Applicant is committed to the delivery of affordable housing and is targeting a 25% provision across Plots D, E and F subject to viability and will ultimately be secured via S106 agreement.
- 6.47 It should be noted that the indicative 900sqm flexible ground floor commercial uses within the outline component (Plot D, E, and F) has been included as retail space.

Table 6.7: Indicative development schedule of Proposed Development

Use	Quantum
Residential	210 units
Retail and ancillary	2,575 sqm
Community	475 sqm
Office/NHS	1,914 sqm
Gym/Office	940 sqm
Food & Beverage	380 sqm
Car parking	316 spaces

- 6.48 It should be noted that the proposed office/NHS space proposed within the Community Hub has been designed flexibly so either use could come forward and occupy this space. As such, for the purpose of this assessment, an office or an option whereby the space is utilised by the NHS as a health centre has been considered. Similarly, the proposed office/gym space proposed within Plot B has been designed flexibly so either use could come forward and occupy this space within this Plot.

Therefore, the assessment considers:

- Within the full office option, 2,938sqm would be dedicated business space with no NHS as part of the Community Hub and no gym as part of Plot B. The baseline review concluded that there were 10 Full Time Equivalent (FTE) GPs within the existing health facility. To be conservative, for the purposes of the social infrastructure assessment, it has been assumed that if no NHS space was re-provided within the Proposed

Development that 55% of the existing 10 FTE GPs would reallocate elsewhere in Bury outside of the Area of Impact based on the leakage rate.

- As an alternative scenario, the Community Hub would facilitate 1,899 sqm of NHS space and 939 sqm would be dedicated gym space within Plot B. The baseline review concluded that there were 10 FTE GPs within the existing health facility. NHS Greater Manchester colleagues indicated that this number is expected to remain largely the same if relocated to the Community Hub, with perhaps a small increase in staff potentially required. For the purposes of the social infrastructure assessment, a conservative approach has been adopted whereby the number of GPs remain the same under this option.
- The existing employment at the site (defined as the deadweight as set out above) has been assessed by applying employment density ratios to the existing floorspace within the site, based on analysis of the current tenancy schedule for the site.

6.49 The assessment of socio-economic effects is subject to certain limitations. While baseline conditions are accurate at the time of preparing the socio-economic context, they are subject to the availability of data sources, and due to the dynamic nature of socio-economic conditions, may change during the construction and operational phases.

Consultation

6.50 The EIA Scoping Report was submitted in September 2023. The Bury Council Scoping Opinion was received in November 2023 (refer to **Appendix 2.2**). This has informed the assessment methodologies, which were deemed acceptable. It can also be confirmed that operational effects and opportunities that are likely to arise from the scheme once completed are included within the assessment, in line with the review from Bury Council.

6.51 In addition, the scope of the assessment has been discussed with the relevant strategic team at Bury Council regarding the key aspects from a socio-economic perspective.

Baseline Conditions

6.52 Prior to considering the socio-economic effects, it is necessary to establish a clear understanding of baseline socio-economic conditions within the geographical areas relevant to the Proposed Development.

6.53 The baseline analysis in this section focuses on the assigned Area of Impact and Bury Local Authority area compared to regional and national averages. Trends in the change over time of key socio-economic indicators have been analysed and benchmarked against performance in England as a whole.

6.54 The following key indicator groups have been assessed:

- Existing site
- Local economy
- Population/demographic and Labour Force
- Employment and Qualifications
- Commuting patterns
- Education
- Healthcare
- Housing
- Deprivation

Existing Site

6.55 The application boundary, encompassing the full and outline components, extends to approximately 2.48ha. This is shown on the Site Location Plan (see **Figure 1.1**).

6.56 The full application areas extend to approximately 1.42ha and the outline application area extends to approximately 1.06ha.

6.57 The existing site comprises a mixture of surface level car parking bound by Rectory Lane to the south and east (although Rectory Lane along the eastern section forms part of the site) and existing buildings including the Longfield Centre, Prestwich Library and Prestwich Health Centre. The application site also incorporates an existing surface level car park north of Fairfax Road. The site is irregular in shape and bound by Rectory Lane to the east and south; existing retail units and Bury New Road to the west; with retail units and residential dwellings, including The Radius building to the north. In addition, the Prestwich Metrolink stop is located adjacent to the site's eastern boundary.

Local Economy

6.58 According to the Office of National Statistics (ONS), the population in the Area of Impact in 2020² was 87,900 with a working age population (aged 16-64) of 53,000. The working

² ONS population estimates – small area based by single year of age – England & Wales (2011-2020)

age population across the Area of Impact has increased by 4.7% over the ten-year period (2011-2020) – a higher increase than experienced across Bury (-1.3%), Greater Manchester (3%) and England (2.6%).

- 6.59 **Table 6.8** presents a detailed breakdown of employment by industry in the Area of Impact, Bury, Greater Manchester and England. There are 39,216 workers within the Area of Impact. Of relevance to the construction employment assessment, the Area of Impact has 2,676 construction workers in its economy, whilst the Bury has a total of 6,955 construction workers.
- 6.60 Based on the most recent data³, it is evident that the economy in the Area of Impact, in terms of employment, is dominated by the wholesale (16.2%), health (15.1%), and education (14.3%) sectors.
- 6.61 The education sector is far more important for employment in the Area of Impact than across Bury (11.4%). Greater Manchester (10.1%) and England (9.9%) respectively. In addition, the real estate and professional and scientific sectors account for a higher proportion of employment than seen across all comparator areas.
- 6.62 Conversely, there are some sectors across the Area of Impact that are not as established as the comparator areas. For example, sectors such as construction (6.8%) and manufacturing (4.9%) have a smaller proportion of employment than seen at all comparator levels.

Table 6.8: Employment by Industry

Industry	Area of Impact	Bury	GM	England
A: Agriculture, Forestry, and fishing	0.1%	0.2%	0.1%	0.8%
B: Mining and quarrying	0.0%	0.0%	0.1%	0.2%
C: Manufacturing	4.9%	7.2%	7.0%	7.3%
D: Electricity, gas, steam, and air conditioning supply	0.3%	0.5%	0.6%	0.6%
E: Water supply; Sewerage, Waste management and Remediation activities	0.5%	0.7%	0.7%	0.7%
F: Construction	6.8%	7.9%	7.9%	8.7%
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	16.2%	16.7%	16.6%	15.0%
H: Transport and storage	4.0%	4.7%	5.5%	5.0%
I: Accommodation and food service activities	4.7%	4.1%	4.8%	4.9%

³ ONS Census 2021 – TS060 Industry

Industry	Area of Impact	Bury	GM	England
J: Information and communication	4.3%	3.9%	4.2%	4.7%
K: Financial and insurance activities	3.8%	3.7%	3.4%	3.8%
L: Real estate activities	2.5%	1.6%	1.6%	1.6%
M: Professional, scientific, and technical activities	7.9%	6.6%	6.4%	6.7%
N: Administrative and support service activities	5.4%	4.9%	5.5%	5.3%
O: Public administration and defence; compulsory social security	4.8%	6.0%	5.2%	5.8%
P: Education	14.3%	11.4%	10.1%	9.9%
Q: Human health and social work activities	15.1%	15.8%	16.1%	14.6%
R, S, T, U Other	4.3%	4.0%	4.1%	4.6%
Total	100.0%	100.0%	100.0%	100.0%

Source: Census 2021; TS060 Industry

Population and Labour Force

- 6.63 Having regard to the ONS small area-based population estimates, the resident population in the Area of Impact rose from 81,532 in 2011 to 87,927 in 2020, representing an increase of 7.8% over the ten-year period. This is a substantially higher than the increase experienced across the Bury Local Authority area (2.9%), and marginally higher than Greater Manchester (6.1%) and England as a whole (6.5%) over the same period.
- 6.64 In 2020, the working age population of residents in the Area of Impact was 53,000 (60.3%). This is lower than the average recorded for Bury (61.3%), Greater Manchester (63.6%) and England (62.3%).

Employment and Qualifications

- 6.65 Analysis of ONS Claimant Count and Population Estimates shows a current (August 2023) unemployment at 5.1% across the Area of Impact. This is higher than the levels seen across all comparator areas, with Bury (4.2%) and Greater Manchester (4.9%) performing marginally better, whereas the national demographic was significantly lower (3.8%).
- 6.66 In terms of economic activity, analysis of Census 2021, indicates that the Area of Impact had an economic activity rate⁴ of 56.2%, this was higher than Bury (55.8%), Greater Manchester (54.2%) and England (55.7%).

⁴ Those aged 16+ - excluding full time students

- 6.67 The Area of Impact has a highly skilled population with 23,300 (34.4%) of residents with degree level or above (National Vocational Qualification (NVQ) Level 4+), compared to 32.3% across Bury, 31.9% across Greater Manchester and 33.9% nationally. On the other hand, the Area of Impact has a higher proportion (20.4%) of the population with no recognised qualifications, compared to Bury (18.5%), Greater Manchester (20.0%) and England (18.1%).
- 6.68 The level of qualifications somewhat corresponds to a higher share of residents being employed in higher skilled occupations (Standard Occupational Classification (SOC) 51-3): 49.8% of the population in the Area of Impact, compared to 46.9% across Bury, 44.4% across Greater Manchester and 46.4% nationally. This also corresponds with the figures for those in lower skilled occupations (SOC 7-9), where the Area of Impact 22.2%, was lower than all comparator areas.

Commuting Patterns

- 6.69 Origin destination data from the 2011 Census has been used to provide an indication of likely commuting patterns of potential employees of the Proposed Development.
- 6.70 As of the Census 2011, 55.1% of people employed in Bury, also reside in Bury, a further 8.5% live in Bolton and 8.1% in Rochdale. Further to this, 4.2% live in Manchester, and 3.6% in Salford – the closest neighbouring Local Authorities to the Proposed Development.

Education

- 6.71 The baseline for education provision relevant to the Site has been assessed considering Audit Commission guidance (Ref 6 - 9). In terms of the availability of education places, the Audit Commission states that *"it is unrealistic and probably undesirable to aim for a perfect match at each school; a sensible approach would be to plan for a 95% occupancy rate at schools and accept some variation, say plus or minus 10% around this target"*.
- 6.72 According to data published by the Department for Education, there was total surplus of 1,194 places at local primary schools within the Area of Impact. If it is assumed that 95% occupancy should be planned for, as per the Audit Commission Guidance, and therefore that a 95% occupancy rate means that a school has no further capacity, there would remain a total surplus of 185 places at primary schools within the Area of Impact.
- 6.73 According to data published by the Department for Education, there was total surplus of 281 places at local secondary schools within the Area of Impact. If it is assumed that 95%

occupancy should be planned for, as per the Audit Commission Guidance, and therefore that a 95% occupancy rate means that a school has no further capacity, there would remain a total surplus of 84 places at secondary schools within the Area of Impact.

- 6.74 **Table 6.9** presents the baseline calculations for the capacity at local schools. This baseline review is presented at the Area of Impact level (postcodes defined as the M25 and M45 Postcode Sectors in Bury and M7 in Salford) as the primary catchment area for the site.

Table 6.9: Education capacity in the Area of Impact

Education	Capacity	On roll	Surplus / (deficit)	Surplus / (deficit) at 95% capacity
Primary	8,568	7,374	1,194	766
Secondary	3,940	3,659	281	84

Primary Healthcare

- 6.75 The Proposed Development is located within the NHS Bury Clinical Commissioning Group (CCG) are which currently has 37-member General Practitioner (GP) practices, with a total of 210,455 registered patients and 139 GPs (as of August 2023). This equates to an average patient list size of 1,531 patients per GP. This average list size for the CCG is below the average target list size across England, as assessed by the Royal College of General Practitioners, which is 1,800. As the CCG have not stated a specific target level of provision, 1,800 patients per GP will be taken as the appropriate benchmark for the primary healthcare within the district, though it should be noted that that service levels will naturally differ between, rural and urban areas across the country.
- 6.76 There are 15 GP Practices within the Area of Impact of the Proposed Development, with a total of 66 GPs. This analysis includes the Prestwich Health Centre, which is currently on the existing site and has 10 GPs. In total, there are 93,202 residents registered to these 15 GP practices. Therefore, the average number of patients per GP within the Area of Impact (1,412) is lower than the target ratio of 1,800 patient per GP.

Household profile and deprivation

- 6.77 In 2021 there were 34,500 dwellings in the Area of Impact. 79.3% of these dwellings were privately owned or rented, this is in line with Greater Manchester (78.6%), but lower than Bury (84.6%) and England as a whole (81.8%). This equates to 20.7% of the Area of Impact

population living in socially rented or intermediate dwellings. The distribution across each form of tenure is detailed in **Table 6.10** below.

Table 6.10: Tenure of Households

Housing Tenure	Aol	Bury	GM	England
Private (Owner Occupied, Privately Rented, Lived Rent Free)	79.30%	85.10%	79.30%	82.90%
Socially Rented (Council, Other)	20.70%	14.90%	20.70%	17.10%

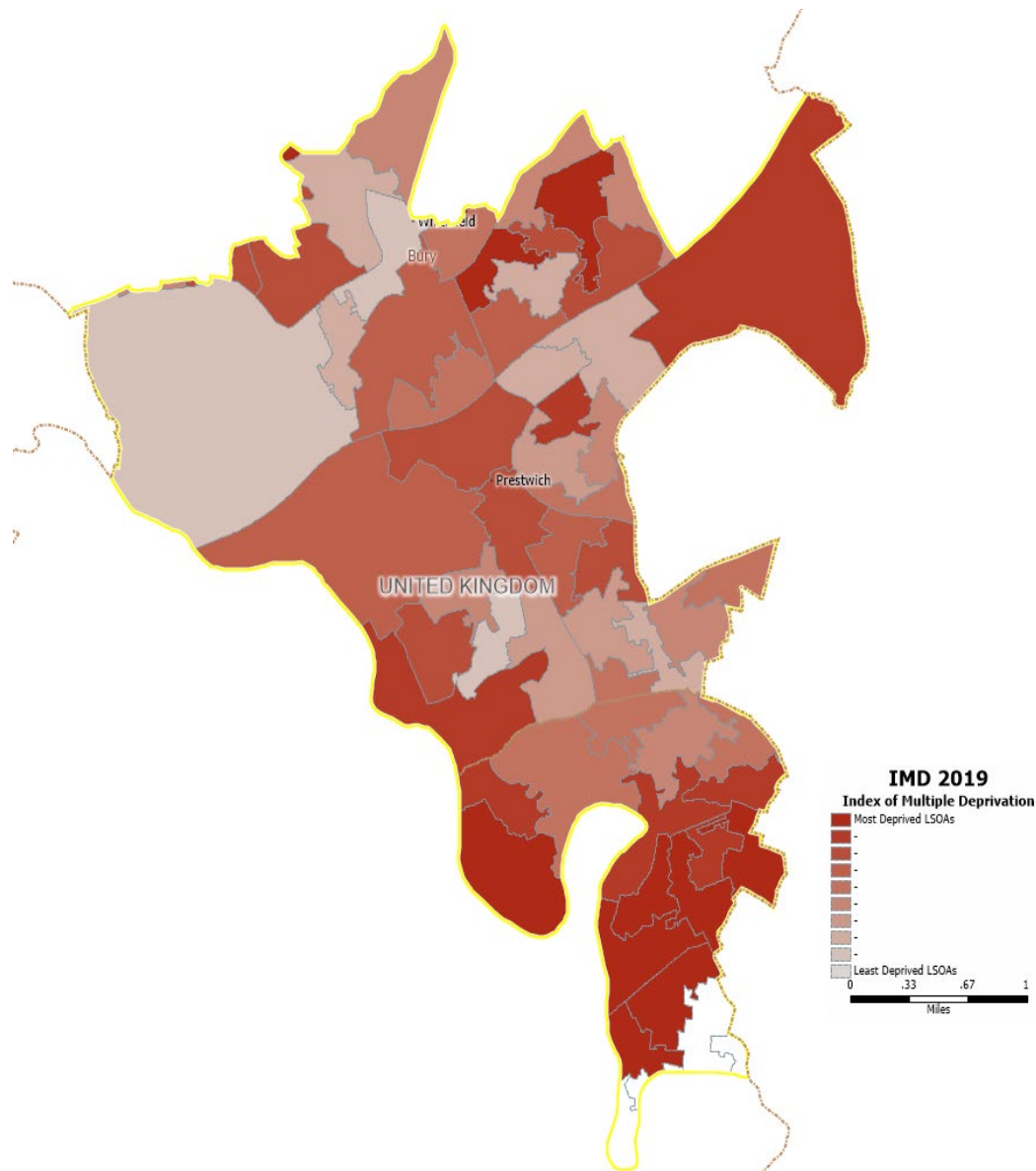
Source: Census 2021; TS054 Tenure

- 6.78 The overall levels of deprivation across the Area of Impact have been assessed using the Ministry of Housing Community and Local Government's (MHCLG) English Indices of Multiple Deprivation (IMD) (2019). There are pockets of severe deprivation (10% most deprived nationally) across the Area of Impact. However, there are several areas throughout the Area of Impact where levels of overall deprivation are on the lower end of the scale. When compared to Bury and Greater Manchester, the Area of Impact has a larger proportion of Lower Super Output Areas (LSOAs) in the most 10% and 20% most deprived nationally than Bury. However, the levels of deprivation experienced across Greater Manchester on the whole are considerably greater than both the Area of Impact and Bury. The site itself sits within the 20%-30% most deprived LSOAs across the country.

Table 6.11: IMD Comparators

Overall IMD	Aol	Bury	GM
Most 10% deprived LSOAs	18%	10%	23%
Most 20% deprived LSOAs	13%	13%	15%

- 6.79 The overall levels of deprivation across the IMD deciles within the Area of Impact are displayed in **Figure 6.1** below.

Figure 6.1: Index of Multiple Deprivation (Area of Impact)

Source: MHCLG (2019), English Indices of Multiple Deprivation

Embedded Mitigation

- 6.80 This section describes the measures which have been ‘embedded’ into the development of relevance to the assessment of socio-economic effects.

Enabling, Demolition and Construction Phase

- 6.81 There are no formal embedded mitigation measures during the construction phase. It is expected that a contractor would look to maximise opportunities for local people through social value measures.

The Completed and Operational Development

- 6.82 The Proposed Development includes various additional measures that are designed to reduce any potential adverse effects on the local community and economy. The dedicated

employment space will create opportunities for the residents and look to stimulate growth in the area. The retail and community spaces (including a library and potential space for a local gym) included within the Proposed Development will provide a wide range of choice for both new and existing residents.

- 6.83 The Proposed Development also includes flexible space for medical office or NHS space which could re-provide space for the existing GPs on the site.

Assessment of Likely Significant Effects

- 6.84 It is anticipated that the Proposed Development will result in a range of potentially significant socio-economic effects during both the Construction and Operational Phases. These effects may occur as a direct result of the Proposed Development or through indirect effects (supply chain linkages as a result of on-site businesses) and induced effects (employees spending in the local economy) in line with HCA guidance.
- 6.85 The likely socio-economic effects during the Construction Phase and Operational Phase of the Proposed Development are set out in turn below. In terms of the employment and GVA impacts, consideration has been given to the scale of the additional impact within the Area of Impact and the Bury Local Authority level, informing an assessment of the significance of each effect at each level.

Enabling, Demolition and Construction Phase

Temporary Increase in Employment

- 6.86 To deliver the Proposed Development, it is expected there will be construction expenditure over an approximately seven-year construction programme up to 2031 (relating to the delivery of Phases 1 and 2). Therefore, this effect is considered to be a long-term temporary effect during this phase.
- 6.87 Based upon the expected level of construction expenditure, the number of total gross jobs supported during the enabling, demolition and construction phase is estimated. The analysis draws upon labour coefficients (in 2023 prices) sourced from guidance (HCA Cost Per Job Guidance, 2015) produced by the HCA relating to construction spend per worker.
- 6.88 In total, it is estimated that construction expenditure would support 1,279 person years of construction employment. Based on the convention that ten person years of employment is approximate to one permanent job, it is estimated that the overall construction phase would result in the creation of 128 full-time equivalent (FTE) gross construction jobs.

- 6.89 In determining the net additional jobs generated through the construction phase, each of the additionality factors has been assessed as set out in the Methodology Section. There is no deadweight in the construction phase as there is no existing construction employment on-site.
- 6.90 Overall, it is estimated that the redevelopment proposals would create 516 net additional person years of construction employment (52 FTE net additional jobs) over 7 years at the Area of Impact level, as shown in **Table 6.12**.

Table 6.12: Net additional construction employment (FTE, Area of Impact)

	Deadweight	Area of Impact
Gross Direct Employment	-	128
Leakage	-	-70
Gross Direct Employment	-	58
Displacement	-	-13
Net Direct Employment	-	45
Indirect & Induced Employment	-	7
Total Net Employment	-	52
Deadweight	-	-
Total Net Additional Employment	0	52

- 6.91 The direct, indirect and induced employment, expenditure and upskilling created from the construction of Proposed Development must be judged in the context of the labour pool of construction workers in the Area of Impact. The baseline analysis indicates that the Area of Impact currently has around 2,676 workers in its construction sector.
- 6.92 Accounting for this, the overall enabling, demolition and construction phase effects of both Phase 1 and 2 is likely to have a **minor beneficial (not significant) temporary effect in the long-term at the local level**.

The Completed and Operational Development

Creation of long-term employment opportunities and GVA

- 6.93 The Proposed Development would contribute to strengthening and diversifying the economic base by providing accommodation for a mix of new activities that will stimulate business activity.
- 6.94 The estimated number of gross direct permanent jobs generated has been based on the expected level of employment floorspace proposed.

- 6.95 Employment density ratios consistent with those set out in the guidance published by Homes England have been used to calculate the gross direct employment effects of the Proposed Development. Industry-standard ratios have been used where necessary to convert net to gross internal or external areas to apply the appropriate density.
- 6.96 **Table 6.13** presents a summary of the gross direct jobs that could be created by the Proposed Development when the scheme is fully operational, as well as the basis for the calculation of estimated direct employment. As stated within the methodology section, an all-office scenario and an all alternative (NHS and gym provision) scenario has been modelled based on the description of the Proposed Development. Overall, it is estimated that the Proposed Development will create a minimum of 176 gross direct jobs and a maximum of 335 gross direct jobs depending on the use of the flexible space.

Table 6.13: Gross employment effects

Use	Floorspace (sqm, GIA unless stated)	Employment density (sqm per FTE)	Gross direct employment
Full office			
Retail	2,575	17.5 (NIA)	125
Community	475	125.0 (GIA)	4
Office	2,854 (NIA)	13.0 (NIA)	220
NHS	0	60.0 (GIA)	0
Gym	0	65.0 (GIA)	0
F&B ⁶	380	17.5 (NIA)	18
Total			368
Full community			
Retail	2,575	17.5 (NIA)	125
Community	475	125.0 (GIA)	4
Office	0	13.0 (NIA)	0
NHS	1,914 (NIA)	60.0 (GIA)	38
Gym	940	65.0 (GIA)	14
F&B	480	17.5 (NIA)	18
Total			199

Note: numbers may not add due to rounding

- 6.97 In determining the net additional jobs generated through the operational phase, each of the additionality factors has been assessed as set out in the Methodology Section. The gross deadweight employment has been assessed by applying employment density ratios to the existing floorspace on-site, based on analysis of VOA data, and assumptions on the ongoing occupancy of these units. It is calculated the deadweight scenario has 106 gross direct jobs.

⁶ Food and Beverage (F&B)

6.98 **Table 6.14** summarises the estimated net additional permanent employment effect after allowing for leakage, displacement, multiplier effects and deadweight at the Area of Impact level. It is estimated that the Proposed Development would generate a minimum of 36 net additional jobs and a maximum of 101 net additional jobs at the Area of Impact level when fully completed and operational.

Table 6.14: Net Additional Employment (FTE, Area of Impact)

	Deadweight	Area of Impact (Full office)	Area of Impact (Alternative)
Gross Direct Employment	106	367	199
Leakage	-58	-202	-110
Gross Direct Employment	48	165	90
Displacement	-12	-41	-22
Net Direct Employment	36	124	67
Indirect & Induced Employment	5	19	10
Total Net Employment	41	142	77
Deadweight	-	-41	-41
Total Net Additional Employment	0	101	36

6.99 The GVA generated as a result of the additional permanent jobs created has also been estimated. The assessment of net additional GVA reflects the following assumptions:

- the net additional job estimates have been adjusted to no longer account for leakage, as GVA is a work-place based measure; and
- an average GVA per FTE figure of £42,132 to £64,189 for the relevant sectors (depending on use of the flexible space) within Bury has been applied to the adjusted estimates of net additional employment based on Experian⁷ productivity data.

6.100 Once completed, the Proposed Development is expected to generate between £5.2m to £14.4 (2023 prices, undiscounted) of net additional annual GVA depending on the use of the flexible space.

⁷ Experian March 2023 release

- 6.101 The potential effect on employment is assessed to be a **minor beneficial (not significant) permanent effect at the local level** for both scenarios based on the net additional employment in the context of the Area of Impact's economy.

Local fiscal effects (business rates)

- 6.102 Based on the schedule of development, an indicative estimate has been prepared of the annual gross business rates generated (which would principally arise from commercial, retail, community, and health activities). This draws upon benchmark values for comparable accommodation and facilities.
- 6.103 The business rates arising from existing properties has been obtained through the VOA Business Rates website, with appropriate multipliers applied, to account for deadweight.
- 6.104 Accounting for deadweight, the Proposed Development is estimated to generate around £0.40 million of business rates per annum, once the scheme is complete.
- 6.105 The potential effect on business rates income is assessed to be a **Minor Beneficial (not significant) permanent effect at the Bury district level**.

Additional new homes and local expenditure

- 6.106 The Proposed Development has the potential to support regeneration of the wider Prestwich area through the creation of a new sustainable community supported by an improved leisure offer together with new employment space. This will benefit both existing and new residents and provide an important focus for attracting visitors to the area.
- 6.107 In total, up to 210 new residential homes will be delivered within the Proposed Development. This could potentially accommodate approximately 72 one-bed apartments, 129 two-bed apartments, and 9 three-bed townhouse.
- 6.108 An analysis has also been undertaken of the net additional housing units that are anticipated to be generated. This assessment considers additionality, as set out in the methodology, in line with best practice and industry guidance from HCA (Ref 6 - 1) and DLUHC (Ref 6 - 7). As set out in DLUHC guidance, "*the principal elements of the additionality of housing supply support concern the extent of deadweight and displacement*".
- 6.109 Deadweight is zero as there are no housing units on the existing site. Displacement has been considered based on the level of expected market displacement and the extent to which the scheme unlocks housing units that would increase overall supply in the area over the counterfactual (i.e. what would happen in the target area in absence of the scheme). DLUHC guidance demonstrates that market housing schemes will displace

activity that would otherwise come forward. Their research enables a calculation of additionality based on the area's affordability and development activity together with the scale of development proposed. In the Proposed Development, a rate of 22% has been applied using Homes England's Additionality Model, indicating a low level of displacement.

- 6.110 Based on this adjustment, it is estimated that up to 164 net additional new homes would be created through the Proposed Development. This housing delivery accounts for 36.3% of the one-year target and 7.3% of the five-year target (451 per annum) as set out in the Bury Housing Strategy 2021. The Proposed Development will help create a new community, with its own sense of identity to strengthen the social fabric of Prestwich. It will enhance the vitality of Prestwich and help to sustain local facilities, along with the provision of a new gym Community Hub. The applicant is also committed to the delivery of affordable housing and is targeting a 25% provision across Plots D, E and F (subject to viability and S106 agreements) in line with Bury Council's Development Policy Guide Note 5: Affordable Housing (SPD5).
- 6.111 The implementation of a range of new residential homes is assessed to have a **Moderate Beneficial (significant) permanent effect at a Bury district level**. This assessment is based on the net additional new homes from the Proposed Development (164) against the target delivery in the borough for a five-year period (451 per annum) as set out in the Bury Housing Strategy 2021.
- 6.112 The attraction of new households would generate additional local expenditure and thus help to support the creation of new jobs and businesses, as well as support existing local services. To estimate the additional household expenditure that might be generated as a result of the Proposed Development, reference has been made to the ONS Household Expenditure by Countries and Region 2019-2021. Average expenditure for households in the North West (converted to 2023 prices) is £548 per week, or £28,518 per annum.
- 6.113 Displacement has been included at 22% to account for the extent to which the scheme unlocks additional units that would increase overall supply in the area over the counterfactual. It is important to note that not all of the additional expenditure generated by the attraction of new households would be spent in Area of Impact. A proportion would be spent within the wider sub-region and beyond. To account for this, all spending on housing (mortgage), fuel and power has been excluded, as well as a proportion of restaurants/hotels, recreation/culture, and transport.
- 6.114 In addition, there will also be indirect (supply chain effects) and induced (employees spending their income) multiplier effects associated with this new residential expenditure,

due to increased local spending by business and employees. The potential effects have not been included because of potential issues with double counting with other aspects of the assessment.

- 6.115 The total net additional household expenditure per annum is estimated to be £3.5 million at the Area of Impact level at current prices. The additional expenditure that is retained locally would be expected to support local services and employment, and potentially attract new businesses to the area. Based on Annual Business Survey data, household expenditure could support 42 net additional jobs.

Table 6.15: Household expenditure per annum (£m, Area of Impact)

	Expenditure (£m, Area of Impact)	Employment (Area of Impact)
Gross Expenditure	£6.0	72
Leakage	-£1.5	-18
Gross Direct Expenditure	£4.5	54
Displacement	-£1.0	-12
Net Direct Expenditure	£3.5	42
Indirect & Induced Expenditure	Excluded	Excluded
Deadweight	-	-
Total Net Additional Expenditure	£3.5	42

- 6.116 The assessment is undertaken in the context of the Area of Impact economy, and in particular, the employment in this area. The household expenditure is expected to deliver 42 net additional jobs, which represents employment growth of 0.1% for the Area of Impact's economy.
- 6.117 The spending expected to be generated by new residents is assessed to be a **Minor Beneficial (not significant) permanent effect at the local Area of impact level.**

Council Tax Revenue

- 6.118 The annual uplift in Council Tax revenue has been estimated by assuming an indicative banding of properties from the accommodation schedule for the Proposed Development based on existing stock of housing properties by Council Tax band in the site's LSOA.
- 6.119 The assumptions made with regard to the proposed (up to) 210 proposed residential homes are shown in the table below, along with the calculations. It is estimated that the (up to) 210 units will generate an additional £0.44 million of Council Tax income per annum.

Table 6.16: Council Tax Revenue per annum (£m, Bury district level)

Council tax band	Number of units	Annual Council tax per unit	Total Council tax revenue
A	24	£1,453	£34,451
B	24	£1,695	£40,193
C	61	£1,937	£118,117
D	61	£2,180	£132,883
E	27	£2,664	£72,183
F	7	£3,138	£21,327
G	7	£3,632	£24,608
Total	210	-	£443,761

- 6.120 This assessment is based on the expected Council Tax revenue arising from the Proposed Development in comparison to the total Council Tax receipts to Bury Council from housing developments in the borough. The additional Council Tax income is assessed to be a **Minor Beneficial (not significant) permanent effect at the Bury district level.**

Effect on Existing Healthcare Capacity

- 6.121 An assessment based on household size and bedrooms spaces data from the 2021 Census indicates that the Proposed Development could accommodate a total of 518 people when fully occupied. If this increase was all additional, it would represent an increase of 0.6% on the current population of the Area of Impact (88,000). However, this may not be the case as the Proposed Development could accommodate new homes taken up by existing residents and demands from hidden households (for example, a young person moving out of the family home) and reflect changes in household density rather than an increase in population.
- 6.122 There are 15 GP Practices within the Area of Impact of the Proposed Development, with a total of 66 GPs. This analysis includes the Prestwich Health Centre, which is currently on the existing site and has 10 GPs. In total, there are 93,202 residents registered to these 15 GP practices. Therefore, the average number of patients per GP within the Area of Impact (1,412) is lower than the target ratio of 1,800 patient per GP based on frequently used planning assumptions.
- 6.123 As set out in the assumptions and limitations section, two scenarios have been modelled for this assessment as follows.
- For the full office space scenario, it is assumed that the existing 10 FTE GPs from the existing health centre will need to find alternative provision within the Area of Impact. As this may not be possible, 55% leakage has been applied and therefore, only 4.5 FTE

GPs from the existing health centre remain in the Area of Impact, reducing the total FTEs in the Area of Impact to 60.5. If the number of patients registered at these practices increased by 499 (the population of the Proposed Development), the number of patients per GP would increase to 1,536.

- For the alternative scenario, it is assumed that the health space is re-provided for the NHS. Based on discussions with NHS, they have indicated that they would occupy this to keep the same number of FTE GPs (10) as stated on the existing site, meaning that the total FTEs in the Area of Impact remains at 66. If the number of patients registered at these practices increased by 499 (the population of the Proposed Development), the number of patients per GP would increase to 1,420.

6.124 This analysis indicates that there is sufficient GP capacity in the local area to deal with the additional demand generated by the Proposed Development within either scenario. However, the opportunity to re-provide space for GPs at the existing site would help to keep the ratio of patients to GPs in the Area of Impact comfortably below (i.e. better than) the target levels. For example, it should be noted that the number of patients per GP would towards the maximum recommended levels (1,800 patients per GP) if none of the existing GPs from the current health facility remain in the Area of Impact.

6.125 The additional demand generated by the Proposed Development together with the potential reprovision of the existing health capacity on site is assessed to have an overall **Negligible (not significant) permanent effect at a local level.**

Effect on primary and secondary school places

6.126 The increased residential population of the proposed Development would result in an increased demand for Primary school and Secondary school places. As identified in the indicative development schedule, the Proposed Development could consist of 72 one-bed apartments, 129 two-bed apartments, and 9 three-bed townhouse.

6.127 An assessment of pupil yield has been undertaken on the basis of information on the age structure of residents and size of dwellings from the 2021 Census to derive yield factors. This suggests that, when fully developed, the scheme could accommodate 51 children of primary school age and 33 children of secondary school age – a total of 84 children of statutory school age.

6.128 The net effect of the assessed pupil yield on school places capacity is summarised in **Table 6.17.**

- 6.129 The assessed primary age pupil yield from the Proposed Development is likely to be accommodated in schools based on identified capacity in 2021. There is a current identified surplus (allowing for 95% capacity) of 766 within the Area of Impact. The Proposed Development would reduce this marginally to a surplus of 715.
- 6.130 In terms of secondary school pupils, the yield from the Proposed Development could be accommodated within the identified surplus capacity in 2021 but would reduce the current identified 84 places by 33 places (39% of current surplus) to a reduced surplus of 51.

Table 6.17: Effect of pupil yield on school places capacity (Area of Impact)

	Surplus / (shortfall)	Proposed development	Net effect on surplus/shortfall
Primary places	766	51	715
Secondary places	84	33	51
Total places	850	84	766

- 6.131 The additional demand on both primary and secondary school places from the Proposed Development is assessed to be a **Negligible (not significant) permanent effect at the local level.**

Further Mitigation, Enhancement Measures and Residual Effects

- 6.132 This section considers whether mitigation measures are needed to address any adverse socio-economic effects as a result of the Proposed Development.

Enabling, Demolition and Construction Phase

- 6.133 The assessment concluded that there will be no potential adverse socio-economic effects during the demolition and construction phase of the Proposed Development and therefore no additional mitigation measures are required. However, a local labour agreement for the construction phase and the operational phase could be secured by a suitably worded planning condition. A measure such as this, is designed to maximise the contribution from local businesses and local workers to the construction/operational phase.

The Completed and Operational Development

- 6.134 This assessment found no potential adverse socio-economic effects during the operational phase of the Proposed Development.
- 6.135 It should be noted that the assessment of health infrastructure was based on two scenarios, one where 4.5 FTE GPs remain from the existing health facility remain in the Area of Impact and a second where all 10 FTE GPs remain due to the re-provision of space in the Proposed Development.

Residual Effects Summary

6.136 The residual socio-economic effects are presented in the below table and summarised thereafter.

Table 6.18: Residual Effects Summary

Description of Effect	Embedded Mitigation	Potential Effect	Additional Mitigation / Enhancement Measures	How are Mitigation / Enhancement Measures secured?	Residual Effect
Enabling, Demolition and Construction					
Temporary increase in employment	N/A	Minor beneficial temporary effect in the long-term at local level	N/A	N/A	Minor beneficial temporary effect in the long-term at local level Not Significant
Completed and Operational					
Long-term employment opportunities and GVA	Reprovision of higher quality dedicated employment space	Minor beneficial permanent effect at local level	N/A	N/A	Minor beneficial permanent effect at local level Not Significant
Additional business rates receipts	Reprovision of higher quality dedicated employment space	Minor beneficial permanent effect at Bury district level	N/A	N/A	Minor beneficial (not significant) permanent effect at Bury district level Not Significant
Provision of housing	New housing development	Moderate beneficial permanent effect at Bury district level	N/A	N/A	Moderate beneficial (significant) permanent effect at Bury district level Significant

Description of Effect	Embedded Mitigation	Potential Effect	Additional Mitigation / Enhancement Measures	How are Mitigation / Enhancement Measures secured?	Residual Effect
Additional local expenditure	N/A	Minor beneficial permanent effect at local level	N/A	N/A	Minor beneficial permanent effect at Bury district level Not Significant
Additional Council Tax revenue	N/A	Minor beneficial permanent effect at Bury district level	N/A	N/A	Minor beneficial permanent effect at Bury district level Not Significant
Demand for primary healthcare	Flexible space for medical office or NHS provision.	Negligible permanent effect at the local level	N/A	N/A	Negligible permanent effect at the local level Not Significant
Demand for primary education places	N/A	Negligible permanent effect at the local level	N/A	N/A	Negligible permanent effect at the local level Not Significant
Demand for secondary school places	N/A	Negligible permanent effect at the local level	N/A	N/A	Negligible permanent effect at the local level Not Significant

Summary of Residual Effects and Mitigation Measures

- 6.137 Qualitative and quantitative assessments have been undertaken having regard to assessment methodologies from published guidance for socio-economics.
- 6.138 During the enabling, demolition and construction works phase the assessment has identified a minor beneficial temporary effect in the medium term on the local construction sector at a local level (Area of Impact), which is Not Significant.
- 6.139 During the completed and operational phase, the assessment has identified a moderate beneficial permanent effect on the provision of housing at a Bury district level, which is Significant. There is also assessed to be minor beneficial effects at a district level in terms of fiscal impacts for Bury Council arising from Council Tax and Business Rates revenue.
- 6.140 There are a number of minor beneficial permanent effects on the local economy of the Area of Impact, such as the creation of employment opportunities and the additional local expenditure.
- 6.141 The assessment concluded that there was a negligible permanent effect on the provision of social infrastructure at a local level (in terms of primary healthcare and education) as there is sufficient capacity to accommodate the additional demand from the Proposed Development.
- 6.142 No further mitigation measures have been identified beyond those that are embedded within the design of the proposals. However, a local labour agreement for the construction phase and the operational phase could be secured by a suitably worded planning condition. A measure such as this, is designed to maximise the contribution from local businesses and local workers to the construction/operational phase.

Assessment of Cumulative Effects

- 6.143 No cumulative developments have been identified for the Socio-Economic assessment.

Assessment of Significance Summary and Conclusions

- 6.144 The socio-economic assessment has considered the potential for likely significant effects as a result of the Proposed Development during its construction and operation on defined local level receptors and on identified district (Bury) socio-economic receptors.

Summary of Baseline

- 6.145 According to the Office of National Statistics (ONS), the population the local population in 2020 was 87,900 with a working age population (aged 16-64) of 53,000. The working

age population across the local area has increased by 4.7% over the ten-year period (2011-2020) – a higher increase than experienced across Bury (-1.3%), Greater Manchester (3%) and England (2.6%).

- 6.146 Having regard to the ONS small area-based population estimates, the resident population in the local area rose from 81,532 in 2011 to 87,927 in 2020, representing an increase of 7.8% over the ten-year period. This is a substantially higher than the increase experienced across the Bury Local Authority area (2.9%), and marginally higher than Greater Manchester (6.1%) and England as a whole (6.5%) over the same period.
- 6.147 In 2020, the working age population of residents in the local area was 53,000 (60.3%). This is lower than the average recorded for Bury (61.3%), Greater Manchester (63.6%) and England (62.3%).
- 6.148 Analysis of ONS Claimant Count and Population Estimates shows a current (August 2023) unemployment at 5.1% across the Area of Impact. This is higher than the levels seen across all comparator areas, with Bury (4.2%) and Greater Manchester (4.9%) performing marginally better, whereas the national demographic was significantly lower (3.8%).
- 6.149 The overall levels of deprivation across the local area have been assessed using the Ministry of Housing Community and Local Government's (MHCLG) English Indices of Multiple Deprivation (IMD) (2019). There are pockets of severe deprivation (10% most deprived nationally) across the local area.

Summary of Likely Significant Effects

- 6.150 The demolition and construction phase of the Proposed Development is expected to last seven years. This construction will create a total of 52 net FTE jobs over the programme in the Area of Impact (defined as M25 and M45 Postcode Sectors in Bury and M7 in Salford based on the visitor catchment analysis). This employment creation will have a Minor Beneficial long-term temporary effect on the local economy, which is Not Significant.
- 6.151 Once complete and occupied, the Proposed Development will have a permanent Minor Beneficial effect on employment in Area of Impact, which is Not Significant. Accounting for the existing employment on-site, the Proposed Development will generate between 36 and 101 net additional jobs (depending on the use of the flexible space) through the provision of retail and food and beverage, dedicated employment space, leisure, and community spaces.

- 6.152 Accounting for deadweight, the Proposed Development is estimated to generate around £0.40 million of business rates per annum, once the scheme is complete. The potential effect on business rates income is assessed to be a Minor Beneficial permanent effect at the Bury district level, which is Not Significant.
- 6.153 It is estimated that up to 164 net additional new homes (210 gross homes) would be created through the Proposed Development. This net housing accounts for 36.3% of the one-year target and 7.2% of the five-year target (451 per annum) for Bury Council, as set out in the Bury Housing Strategy 2021. The implementation of this range of new housing units is assessed to have a Moderate Beneficial permanent effect at a Bury district level, which is Significant.
- 6.154 The £3.5m that it is estimated the new residents of the Proposed Development will spend locally each year will have a Minor Beneficial permanent effect on the economy of the Area of Impact, which is Not Significant.
- 6.155 The Proposed Development will have a Negligible effect on primary and secondary education within Area of Impact, which is Not Significant. The demand arising from the Proposed Development (51 primary school and 33 secondary school pupils) can be accommodated by the existing capacity in the local area.
- 6.156 The Proposed Development will have a Negligible permanent effect on primary healthcare within the Area of Impact, which is Not Significant. Two scenarios have been modelled, with the re-provision of dedicated NHS space in one scenario which keeps the same number of FTE GPs from the existing facility based on discussions with the NHS. In the other, the space is used for office space and only 4.5 GPs are kept in the Area of Impact due to leakage. If the number of patients registered at these practices by increases 499 (the population of the Proposed Development), the number of patients per GP in the area would increase to between 1,419 and 1,536. As this ratio is still below the accepted standard of 1,800 patients per GP, sufficient GP capacity in the local area is assessed to deal with the additional demand generated by the Proposed Development.

Conclusion

- 6.157 There are no adverse significant effects from a socio-economic perspective. All socio-economic effects are positive. The assessment has identified a Moderate Beneficial effect following completion and operation of the Proposed Development in relation to the provision of housing in the Bury local authority area, which is Significant.

References

Ref 6 - 1 Homes and Communities Agency (HCA, now Homes England), (2014); Additionality Guide, 4th Edition

Ref 6 - 2 HCA, (now Homes England), (2015); Employment Densities Guide, 3rd Edition

Ref 6 - 3 Department for Levelling Up, Housing, and Communities (DLUHC), (2023); National Planning Policy Framework (NPPF)

Ref 6 - 4 DLUHC, (2022); Levelling Up White Paper

Ref 6 - 5 HCA (now Homes England), (2015); Cost Per Job Best Practice Note

Ref 6 - 6 Place Informatics and Civic Engineers, (2023); Prestwich Town Centre: Visitor Behaviour – June 2023

Ref 6 - 7 DLUHC, (2022); The Additionality of Housing Supply Interventions: Research Report

Ref 6 - 8 DLUHC, (2023); Appraisal Guide

Ref 6 - 9 Audit Commission, (1996); Trading Places: The Supply and Allocation of School Places, HMSO, London