



Kellen Homes

SOCIO-ECONOMIC BENEFITS

Castleton Sidings



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1 INTRODUCTION

PURPOSE OF THE REPORT

- 1.1.1 The National Planning Policy Framework (NPPF) requires that the planning system does everything it can to support sustainable economic growth; encourage and not act as an impediment to sustainable growth; and, therefore, significant weight should be placed on the need to support economic growth through the planning system.
- 1.1.2 The National Planning Policy Guidance (NPPG) defines public benefits as “*anything that delivers economic, social or environmental progress....benefits do not always have to be visible or accessible to the public in order to be genuine public benefits.*” (Paragraph:020 Reference ID: 18a-020-20190723).
- 1.1.3 This report sets out the calculations and qualitative reviews undertaken to estimate the socio-economic effects of the development and the ways in which this will have an impact upon the immediate community and the local economy more broadly. This report sets out our methodology and assumptions, along with the results of these assessments.

PROPOSED DEVELOPMENT

- 1.1.4 The site is located at Castleton Sidings in Castleton within the Rochdale Borough Council (RBC) local authority area.
- 1.1.5 A hybrid planning application is sought for the following development:
“Full planning application for residential development, with associated access, car parking, landscaping and infrastructure.
Outline planning permission for the principle of development to facilitate the East Lancashire Railway (ELR) extension”.
- 1.1.6 Further details pertaining to the proposed development can be viewed within the Planning Statement prepared by WSP.

REPORT STRUCTURE

- 1.1.7 The report is structured as follows:
- **Section 2** – Calculates the temporary and permanent economic effects of the proposed development.
 - **Section 3** – Provides a qualitative assessment of the wider social benefits of the proposed development.
 - **Section 4** – Provides a summary of the key findings of this report.

2 ECONOMIC EFFECTS

TEMPORARY ECONOMIC EFFECTS

Construction employment

- 2.1.1 The proposed development will include a construction phase which will generate turnover and temporary employment for construction firms and related trades.
- 2.1.2 The UK construction sector is characterised by an extensive network of supply chains and contracting relationships covering a very wide range of trades and skills. As a result, the spin off benefits from new construction projects are greater than for many other economic sectors in the UK.
- 2.1.3 An approximate build cost of £42 million was assumed for the development scheme. This is an approximate based on the information current at the time of writing and is representative of 2023 prices.
- 2.1.4 Data from the Annual Business Survey 2020 published in June 2022¹ reveals that total turnover in the construction sector during 2020 was £272 billion. The average number of people employed in the construction sector during 2020 was 1.54 million², suggesting that average turnover per construction job in 2020 was around £176,000.
- 2.1.5 Using the build cost estimate of £42 million and the average turnover per construction job in 2020 of £176,000, WSP estimates the proposed development will generate approximately 239 person years of temporary construction employment over an estimated 44-month (3.66 year) construction period.
- 2.1.6 The 239 person years of temporary construction employment represent a gross employment figure over the entire construction phase. In order to understand the impact of the construction employment effects of the proposed development, adjustments have been made for several additional factors which, when considered together, allow an assessment of the net additional construction jobs that will be generated by the scheme. The following additional factors have been allowed for:
- **Displacement Effects** - the proportion of intervention outcomes accounted for by reduced outcomes elsewhere. In this context it refers to the possibility that a proportion of the construction workers will have moved from an existing operation in the local area to the proposed development;
 - **Leakage Effects** - The proportion of benefits that accrue outside of the intervention's target area. In this context it refers to the possibility that jobs created by the proposed development are taken up by people living outside the local area;

¹ ONS (2022) Annual Business Survey 2020 Results [Online] Available from:
<https://www.ons.gov.uk/businessindustryandtrade/business/businessservices/datasets/uknonfinancialbusinesseseconomyannualbusinesssurveysectionsas>

² ONS (2022) Broad Industry Group (SIC) – Business Register and Employment Survey (BRES): Table 1 [Online] Available from:
<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/datasets/broadindustrygroupsicbusinessregisterandemploymentsurveybrestable1>

- **Substitution Effects** - This effect arises where a firm substitutes one activity for a similar one (such as recruiting a jobless person while another employee loses a job) to take advantage of public sector assistance. It can be thought of as “within firm” displacement; and
- **Multiplier Effects** - Further employment associated with additional expenditure by workers and throughout the supply chain.

2.1.7 To understand and assess the additionality effects on a local, regional and national scale, assumptions as set out within Table 2.1 were used.

Table 2.1: Assumptions used to calculate net additional construction jobs

	Local level (RBC)	Regional level (North West of England)	National level (UK)
Displacement	25% As of 2021 ³ , 5,000 people across RBC worked in the construction industry. The potential for 239 jobs over the entire construction period would therefore represent on average 65 jobs per year which is around 1.3% of this workforce. As such, it is likely that this employment would have minimal impact on the local workforce. A low rate of displacement of 25% has therefore been applied based on the HCA Additionality Guide ⁴ .	25% This level of displacement is adopted to account for any potential local adverse effects and for consistency with the local level of displacement.	25% This level of displacement is adopted to account for any potential local adverse effects and for consistency with the local and regional level of displacement.
Substitution	0% It is not considered likely that any firms that will be operating within the construction industry will be substituting employment activities for other activities. Therefore, this has been considered to be negligible.	0% It is not considered likely that any firms that will be operating within the construction industry will be substituting employment activities for other activities. Therefore, this has been considered to be negligible.	0% It is not considered likely that any firms that will be operating within the construction industry will be substituting employment activities for other activities. Therefore, this has been considered to be negligible.
Leakage	38.4% As of the 2011 Census ⁵ , 38.4% of respondents who worked in RBC lived outside of the local authority. This has been adopted as the leakage rate.	4.5% As of the 2011 Census ⁵ , the vast majority (95.5%) of respondents who worked in RBC lived in the broader North West region. This represents a leakage rate to other regions of 4.5%.	0% It is not considered that any jobs within the development will leak outside of the UK.
Multiplier	1.1 It is assumed that ‘average’ linkages will be evident in the supply chain. Based on this, the Additionality Guide recommends a multiplier of 1.1 at the local level ⁴ .	1.5 It is assumed that ‘average’ linkages will be evident in the supply chain. Based on this, the Additionality Guide recommends a multiplier of 1.5 at the regional level ⁴ .	2.067 The multiplier of 2.067 is used for the construction industry, as set out in the United Kingdom Input-Output Analytical Tables, 2018 ⁶ .

³ ONS (2022) Business Register and Employment Survey 2021 [Online]

⁴ Homes and Communities Agency, 2014, ‘Additionality Guide: A Standard Approach to Assessing the Additional Impacts of Projects’, 4th Edition, HCA, London.

⁵ Data from the 2011 Census is still being used as this dataset from the 2021 Census is yet to be released

⁶ ONS (2022) UK Input-Output Analytical Tables – Industry by Industry [Online] Available from:

<https://www.ons.gov.uk/economy/nationalaccounts/supplyandusetables/datasets/ukinputoutputanalyticaltablesindustrybyindustry>

2.1.8 Based on the assumptions set out within Table 2.1, the total number of jobs arising from the construction phase of the development is calculated via the below formula and detailed in Table 2.2 below.

$$\text{Gross on-site jobs} \times (1 - \text{displacement}) \times (1 - \text{substitution}) \times (1 - \text{leakage}) \times \text{Multiplier} = \text{net additional jobs}$$

Table 2.2: Additionality of construction jobs (displayed as person years of employment, figures rounded)

Step involved	RBC residents	North West of England residents	UK residents
1. Construction workers (gross, total)	239		
2. Leakage to workers from outside impact area	-92	-11	0
3. Displacement of other activities	-37	-57	-60
4. Construction workers on-site (net, direct)	110	171	179
5. Employment off-site induced by construction employment (net, indirect)	11	86	191
6. Total additional employment from construction of proposed development	121	257	370

- 2.1.9 As demonstrated in Table 2.2, whilst there may be the potential for 239 construction jobs to be supported over the whole construction period, taking into account leakage, displacement and multiplier effects this equates to 121 net additional potential construction jobs which could be taken up by local residents over the construction phase (110 construction workers on site and a further 11 supported in the supply chain).
- 2.1.10 In total, the construction activity associated with the development of the site could support up to 370 jobs nationally, of which 121 may be filled by residents of RBC and an additional 136 by residents of the North West of England region (not also resident of RBC).
- 2.1.11 Figure 2.1 below demonstrates the total construction employment to be supported and the breakdown of this at the local, regional and national levels.

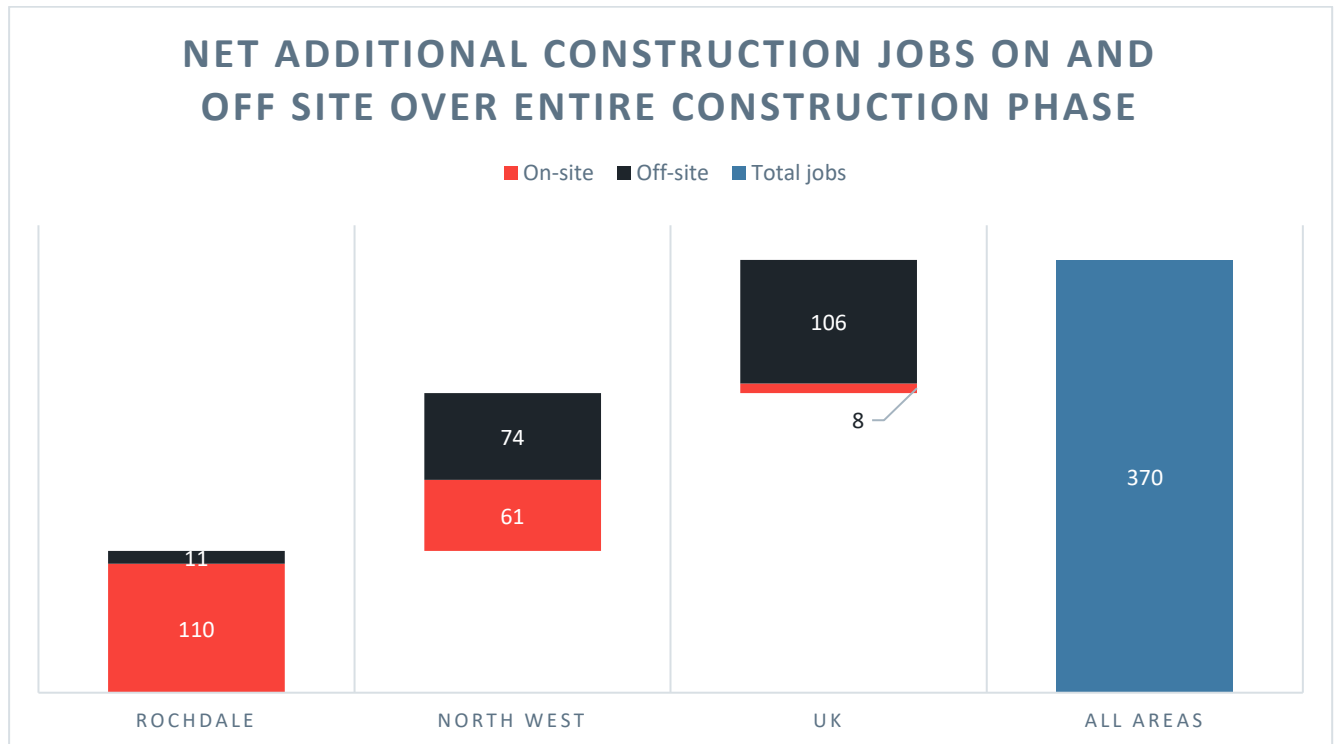


Figure 2.1: Breakdown of total net additional jobs at national, regional and local scale

- 2.1.12 The 370 jobs on and off site are an approximate figure over the entire construction phase. This therefore assumes that on average, there will be around 101 jobs nationally per year as a result of the proposed development, with around 33 of these potentially being RBC residents. Considering on-site jobs, it is estimated that around 49 people will be employed on-site each year, 30 of these likely to be RBC residents.

Gross Value Added from Temporary Construction Employment

- 2.1.13 The Annual Business Survey 2020 provides estimates of the approximate GVA added by different sectors of the UK economy. During 2020 the approximate gross value added by the construction sector was £113.4 billion.
- 2.1.14 As noted in the calculation undertaken in paragraph 2.1.4, the average number of people employed in the construction sector during 2020 was 1.54 million. Taking the total construction sector GVA of £113.4 billion, this therefore suggests that the GVA per construction job in 2020 was £73,458.
- 2.1.15 WSP estimates that the 101 person years of net additional temporary construction employment generated nationally each year by the development will create GVA to the UK economy of approximately £7.4 million per year.

Effect on Economy from Temporary Worker Expenditure

- 2.1.16 During the construction period, on-site workers will likely spend in the local economy on food, drink and socialising. This will therefore generate further temporary economic benefits to local businesses who may be used by workers during the construction period.

PERMANENT ECONOMIC BENEFITS

Additional household expenditure

- 2.1.17 The report on Family Spending, published by the ONS in July 2022, provides data for the financial year ending 2021 on household expenditure across the UK⁷.
- 2.1.18 Family Spending reveals that the average weekly household expenditure in the North West of England for the period between the financial year ending 2019 and financial year ending 2021 was £507.80. The survey also shows that, on average, each household in the North West spends £73.20 per week on net housing (excluding mortgage interest payments and Council Tax), fuel and power costs. Since this spending typically goes to major national institutions with only modest impacts on the local economy, this spending has been deducted from average weekly household expenditure.
- 2.1.19 This means that for the period between the financial year ending 2019 and financial year ending 2021 average weekly household expenditure in the North West was £434.60, which is equivalent to an annual figure of £22,600. Assuming that VAT of 20% had been paid on all of this spending, the average annual household expenditure (net of indirect taxation and housing, fuel and power costs) was £18,079 for the North West during the period April 2019 to March 2021.
- 2.1.20 Based on this analysis and the net addition of up to 191 households to the local area, it is estimated that the gross additional household expenditure generated by the new residential population at the site would be around £3.5 million per annum. This assumes that the 191 net additional households demonstrate spending patterns typical of the North West as a whole.
- 2.1.21 This additional household expenditure of £3.5 million per annum is a gross effect. Some of this spending would clearly leak out of the local authority area. It has been assumed that 25% of the additional household expenditure generated by the new residential population would be spent outside the local area. This leakage impact has again been informed by the HCA Additionality Guide and represents a 'medium level of leakage' to demonstrate that a reasonably high proportion of the benefits are expected to be retained within the local area.
- 2.1.22 This means that the net additional household expenditure generated by the new residential population at the development would be around £2.6 million per annum.
- 2.1.23 This net additional household expenditure will be generated in stages as the residential accommodation is constructed and occupied. The full effect of the net additional household expenditure will be felt on completion and occupation of the new residential dwellings at the proposed site.

Council Tax payments

- 2.1.24 The new housing would bring increased revenue to RBC through additional Council Tax payments. An estimation of the additional Council Tax receipts generated by the new accommodation at the development has been calculated based on the assumption that all new properties would be rated

⁷ ONS (2022) Family Spending Workbook 3: Expenditure by Region [Online] Available from: <https://www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/expenditure/datasets/familyspendingworkbook3expenditurebyregion>

as Council Tax Band D. This is a mid-rate Council Tax Band which generates a conservative estimate of Council Tax receipts.

- 2.1.25 The RBC Band D payment (effective 2022/23) is £2,110.26 per annum⁸. Based on this, the estimated Council Tax generation is assumed to be up to £400,000 per annum.
- 2.1.26 This calculation is a best-case scenario as it has assumed that all households would have more than one resident. In the instance that a dwelling were to be occupied by one person only, there would be a 25% reduction to the value of the Council Tax payable for these properties.

New Homes Bonus payments

- 2.1.27 The New Homes Bonus is a government scheme aimed at encouraging local authorities to grant planning permissions for the building of new houses in return for additional revenue. The scheme provides a lump sum payment for each new home built and is payable for a total of four years.
- 2.1.28 WSP has used the 2022/23 New Homes Bonus Calculator tool provided by the Department for Levelling Up, Housing and Communities to estimate the New Homes Bonus payment which will be generated by the proposed development.
- 2.1.29 Based on an overall total of 191 homes, the scheme will generate New Homes Bonus payments (based on RBC rates for Council Tax Band D properties) of around £94,535 in year one, with a total New Homes Bonus Payment of around £371,491⁹. This includes the affordable housing unit's premium, as applied to the 15% of units (29) which will be affordable properties.
- 2.1.30 WSP has assumed that all the new homes fall into Council Tax Band D. This calculation therefore assumes that all 191 units would represent an addition to Band D housing stock above the required threshold of additional Band D properties. If this were to differ, the total amount of New Homes Bonus received could slightly differ. Notwithstanding this, the sum of £371,491 provides a sensible indicative estimate of the New Homes Bonus payments that could be generated by the residential development at this site.

ADDITIONAL ECONOMIC BENEFITS

- 2.1.31 An additional key economic benefit of the Proposed Development is the gifting of land to support the extension of the East Lancs Railway.
- 2.1.32 The Rochdale Core Strategy, as adopted in October 2016, places an emphasis on the extension of the East Lancs Railway as set out within strategic objectives (SO) SO1, SO3, and SO5¹⁰. Extending from this are a number of other objectives to promote mixed-use development to enhance the canal corridor and tourism opportunities as a result from the railway extension (Policies E3, C1 and T1). Importantly, this is recognised as an opportunity for regeneration in Castleton and for providing vital commuter and tourism links.

⁸ Rochdale Borough Council (2022) Council Tax Bands [Online] Available from: <https://www.rochdale.gov.uk/council-tax/council-tax-charges-bands>

⁹ Department for Levelling Up, Housing and Communities (2022) New Homes Bonus calculator 2022 to 2023 [Online] Available from: <https://www.gov.uk/government/publications/new-homes-bonus-calculator-2022-to-2023>

¹⁰ Rochdale Borough Council (2016) Core Strategy for the Local Plan – October 2016 [Online] Available from: <https://www.rochdale.gov.uk/local-planning-policy/core-strategy-local-plan>

- 2.1.33 Increasing tourism will also increase local employment, as jobs are needed to service the new visitors. This may be associated with the ELR itself but will also have spill-over effects such as employment needed to support the hospitality sector through food and beverage and accommodation to entertain and host people traveling to the area. This is recognised in Policy E2 – Increasing jobs and prosperity, as included within the Core Strategy.
- 2.1.34 As set out within the Heritage and UK Economy report produced in partnership with the Heritage Lottery Fund and Visit Britain¹¹, heritage is the mainstay of the UK tourism economy, with four in 10 leisure visitors citing heritage as the primary motivation for leisure trips and activities.
- 2.1.35 In August 2016, Oxford Economics produced a study on the impact of heritage tourism on the UK economy¹². This assessment found that heritage tourism was high-value and generated significant contributions to the UK gross domestic product (GDP) and supported thousands of jobs through direct, indirect and induced impacts. For the North West region in particular, heritage tourism contributed £1.4 billion in GVA and over 30,000 jobs in 2015 – a figure which is likely to have increased in the years since 2015.

¹¹ Heritage Lottery Fund and Visit Britain (2020) Investing in Success – Heritage and the UK Tourism Economy [Online] Available from: https://www.heritagefund.org.uk/sites/default/files/media/about_us/hlf_tourism_impact_single.pdf

¹² Oxford Economics (2016) The Impact of Heritage Tourism for the UK Economy [Online] Available from: <https://www.oxfordeconomics.com/resource/the-impact-of-heritage-tourism-for-the-uk-economy/#:~:text=Including%20direct%2C%20indirect%20and%20induced,Read%20the%20full%20report.>

3 SOCIAL BENEFITS

CONSTRUCTION PHASE

Support for local skills

- 3.1.1 Kellen Homes is a house builder registered in the North West, meaning that their appointment on this scheme will bring additional economic benefits to the region. They will be using their in-house construction team to deliver the scheme. As part of this, they commit to ensuring that local labour is used as much as possible and that local contractors are included within the work throughout the construction period.
- 3.1.2 The construction phase will also provide opportunities to engage with school-aged children through attendance at careers sessions, promoting careers in construction and the wider housebuilding sector.
- 3.1.3 Data from the Department for Education (DfE) published in December 2022 shows that within Rochdale, 93.8% of 16- and 17-year-olds were in some form of education, employment or training. 6.2% (equating to over 300 residents) were therefore not in any form of education, employment or training¹³. Additional opportunities to reach out to these residents to promote careers and upskilling options, will provide benefits to the local economy.

OPERATION

Reduced carbon footprints of future residents

- 3.1.4 The sustainability initiatives proposed as part of the household designs for the scheme not only represent innovation, but also show leadership in the region. RBC declared a climate emergency in 2019, with ambitions for Rochdale to take meaningful actions to reduce carbon emissions¹⁴. Provision of low-carbon homes as part of the proposed development is key in meeting RBC's long-term goal of reducing emissions.
- 3.1.5 In the Energy & Sustainability Statement prepared by AES Sustainability Consultants it has been assessed that the residential units will significantly reduce carbon emissions over a Part L 2021 baseline, which in itself presents a 31% reduction in carbon emissions over previous regulatory standards. This is to be enhanced through the provision of solar energy sources including solar thermal systems for hot water supply and solar photovoltaic modules to some dwellings for energy supply.

Carbon literacy and fuel poverty

- 3.1.6 The carbon savings proposed by the scheme are also important in enhancing carbon literacy amongst residents. By actively promoting the need to reduce energy consumption within the home,

¹³ Department for Education (2022) NEET and participation: local authority figures [Online] Available from: <https://www.gov.uk/government/publications/neet-and-participation-local-authority-figures>

¹⁴ Rochdale Borough Council (2019) Tackling climate change in Rochdale borough [Online] Available from: <https://www.rochdale.gov.uk/climate-change/tackling-climate-change-rochdale-borough>

it is likely that people will recognise the impacts of their lifestyles on carbon footprints and therefore may become more interested in other methods to reduce their impacts.

- 3.1.7 Similarly, the initiatives promoted to reduce carbon will also help to alleviate issues of fuel poverty. By reducing energy demands in households, costs of heating and cooling properties are also reduced. Data from the ONS 2022 annual survey of hours and earnings highlighted that the gross weekly pay for Rochdale residents was £548¹⁵. This was approximately 10% less than the North West average and 16% less than the national average. Correspondingly, a higher proportion of Rochdale residents received out of work benefits (5.9%) compared to the North West (4.1%) and Great Britain overall (3.6%).
- 3.1.8 Resultantly, initiatives to reduce household running costs demonstrate equity and an important emphasis on reducing the wider impacts of fuel poverty in the region, particularly important in order to withstand future shocks such as the cost-of-living crisis, thereby enhancing resilience.

Crime prevention

- 3.1.9 The English Indices of Deprivation 2019¹⁶ found that the local area surrounding the Site was within the 8% most deprived communities in the country relating to crime.
- 3.1.10 Providing a beneficial use to the Site will enhance the security of the area by purposefully activating currently underused space.
- 3.1.11 By increasing visibility, space activation, clear movement hierarchies, lighting and the overall condition of the local area, existing and future residents are more likely to use the structure. Increased use activates spaces, making people feel safer and providing a better sense of space.

Community cohesion

- 3.1.12 The proposed development will not only provide a beneficial activation of the Site but will also help cohesively align with existing neighbourhoods.
- 3.1.13 Social interaction is critical as the costs of loneliness are extensive. Research undertaken by Holt-Lunstad et al. in 2010 found that the health impacts of loneliness placed a significant burden on the health system, likening its impacts to that of obesity and smoking 15 cigarettes a day¹⁷. Furthermore, research from the London School of Economics in 2017 estimated that for elderly people, costs of loneliness would be in excess of £6,000 per person over a 10-year period¹⁸.

¹⁵ NOMIS (2023) Local Authority Profile – Rochdale [Online] Available from: <https://www.nomisweb.co.uk/reports/lmp/la/1946157085/report.aspx>

¹⁶ Department for Communities and Local Government (2019) English Indices of Deprivation – Rochdale 017A

¹⁷ Holt-Lunstad, J., Smith, TB. and Layton, JB. (2010) Social Relationships and Mortality Risk: A Meta-analytic Review. PLoS Med 7(7): e1000316. <https://doi.org/10.1371/journal.pmed.1000316>

¹⁸ McDaid, D., Bauer, A. and Park, A. (2017) Making the economic case for investing in actions to prevent and/or tackle loneliness: a systematic review [Online] Available from: <http://www.lse.ac.uk/business-and-consultancy/consulting/assets/documents/making-the-economic-case-for-investing-in-actions-to-prevent-and-or-tackle-loneliness-a-systematic-review.pdf>

Inclusiveness

- 3.1.14 As recognised in '*Planning and access for disabled people: a good practice guide*¹⁹, the delivery of inclusive environments contributes to the government's wider social objectives along with rewarding developers and investors by adding value to the overall development.
- 3.1.15 All of the dwellings will have step free access, meaning that they will be able to be lived in by people with a range of different abilities, ensuring the development is inclusive.

Health and wellbeing

- 3.1.16 A higher-than-average proportion of the population (aged 18+) were classified as overweight or obese in 2020-2021 in Rochdale, with a rate of 69.7% of the population, compared to the North West average of 65.9% and the national average of 63.5%²⁰. Similarly, the rates of physical activity were lower in Rochdale (58.4%) compared to the North West (64.5%) and the national average (65.9%)²⁰.
- 3.1.17 By providing a park and links to this recreation space and other active transit routes (such as the Bee Cycle Network) throughout the borough – the development can help to reduce physical inactivity and the consequential effects to personal health arising from being overweight or obese.
- 3.1.18 By including a playground area within the development, healthy attitudes towards recreation can be formed by children who might access the play spaces. This will seek to reduce obesity in childhood – increasing the likelihood of remaining physically active as young adults and adults.

Housing delivery

- 3.1.19 The Rochdale Core Strategy¹⁰ sets out the target for 460 additional homes per year over the period 2012 to 2028. The provision of 191 residential units represents 42% of the Rochdale annual target, beneficially contributing to the need to supply good quality, comfortable homes for communities. Providing new housing stock also ensures that supply can meet demand – ensuring that issues arising as a result of the housing crisis (for example, low affordability ratios and a lack of family sized housing) can be mitigated locally where possible.
- 3.1.20 An additional key benefit of the scheme is the provision of affordable units. 15% of the units to be delivered (29 of the 191 dwellings) will be affordable homes. Of this 29, 75% (22 units) are likely to be shared ownership and 25% (7 units) are likely to be affordable rent properties.
- 3.1.21 In providing a mix of affordable housing types and across unit types (encompassing two, three and four-bedroom dwellings) – community needs for a variety of different housing types can be addressed.

¹⁹ Department for Communities and Local Government (2006) Planning and access for disabled people: a good practice guide [Online]. Available from: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/7776/156681.pdf

²⁰ Office for Health Improvement and Disparities (2023) Local Authority Health Profiles – Rochdale [Online] Available from:

<https://fingertips.phe.org.uk/profile/health-profiles/data#page/1/qid/1938132701/pat/6/par/E12000002/ati/102/are/E08000005/yrr/3/cid/4/tbm/1>

4 CONCLUSION

- 4.1.1 This report has demonstrated that the proposed development will generate the following effects:
- Support for 370 person years of construction employment over the 44 month construction phase equating to around 101 construction jobs per year;
 - Generation of around £7.4 million in GVA per year during the construction phase;
 - Estimated local residential spend of around £2.6 million per annum from the new population to take up residence at the Site;
 - Generation of around £400,000 a year in Council Tax receipts;
 - New Homes Bonus payments to RBC of around £371,000;
 - Gifting of land to support the extension of the East Lancs Railway proposals – providing the catalyst for further regeneration and economic benefits arising from spillover effects associated with heritage tourism; and
 - Generation of positive social outcomes in relation to reduced carbon footprints of residents, enhanced carbon literacy, reduced fuel poverty, crime prevention, community cohesion and inclusiveness.
- 4.1.2 In addition to these positive benefits, the proposed development will also proactively respond to local needs through the activation of a previously underused site, providing natural surveillance to improve the safety perceptions of the area and much needed housing in a sustainable urban location. Furthermore, the proposed development will help to address key areas of deprivation whilst also enabling local opportunities for people and businesses to be involved in the construction and operation of the scheme. Importantly, these will also consider optimum sustainability solutions and will help to develop resilient and adaptable housing which will enhance living environments.
- 4.1.3 Taken together, the proposed development will deliver significant socio-economic benefits, ultimately helping to improve the wellbeing of the existing neighbours and future residents of the site.

SUMMARY

- 4.1.4 Through the benefits highlighted above, it is clear that the significant socio-economic potential of the proposed development will deliver extensive benefits to the local communities and the Rochdale local authority more broadly.



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