

Land at Parkfield House, Manchester Old Road, Middleton

Care Home and Residential Impact Assessment

March 2023

INTRODUCTION

Kada Research were commissioned to prepare an impact assessment for Muller Property to support a planning application for an 80-bed care home and 20 residential dwellings in Middleton, Greater Manchester. The report outlines the potential economic impact of this development.

EMPLOYMENT IMPACTS

	Jobs	
	Gross Jobs	Net Jobs
Operations Total (Care Home)	186	112
Direct Jobs Full Time	112	68
Indirect Jobs Full Time	74	45
Construction Total (Care Home/Dwellings)	171	89
Construction Temporary Direct	129	67
Construction Temporary Indirect	42	22

The development of the care home alone has the potential to generate 186 gross operational jobs (112 net jobs) comprised of 112 direct (68 net) and 74 indirect (45 net). Operational care home staff may include care home managers, registered nurses (RNs), care workers, activities coordinators, receptionists, cooks, cleaners, therapists and other healthcare professionals and maintenance staff working 24/7.

The whole development (the care home and the 20 residential dwellings) has the potential to generate 171 gross temporary construction related jobs (89 net jobs) comprised of 129 direct jobs (67 net) and 42 indirect (22 net).

GVA IMPACTS

	GVA	
	Gross	NPV GVA (15 years)
Operations Total (Care Home)	£172,010,241	£46,541,858
Direct Jobs Full Time	£103,620,627	£28,037,264
Indirect Jobs Full Time	£68,389,614	£18,504,594
Construction Total (Care Home/Dwellings)	£12,648,618	£6,469,957
Construction Temporary Direct	£9,510,239	£4,864,629
Construction Temporary Indirect	£3,138,379	£1,605,328
Total	£184,658,859	£53,011,815
Direct	£113,130,866	£32,901,893
Indirect	£71,527,993	£20,109,922

Total operational net Gross Value Added (GVA) impacts of the development of the care home is £47m. The construction phase of the development (quantifying the impact of the care home and

the 20 dwellings) will generate £6.5m. Total Net Present Value GVA over 15 years will generate £53m (£33m direct and £20 indirect).

COUNCIL TAX AND NEW HOMES BONUS (NHB)

Council Tax (Annual)	£42,205
Total New Homes Bonus	£168,821

The development of 20 new dwellings could also generate:

- £42,205 in council tax revenue per annum.
- £168,821 in New Homes Bonus over 4 years.

RETAIL SPEND (ANNUAL, ALL HOUSEHOLDS)

Convenience Spend	£127,764
Comparison Annual	£33,020
Total Retail Spend	£160,784

The development of 20 dwellings could result in £0.16m in retail spend per annum (£0.13m in convenience goods and £0.03m in comparison goods).

TRAINING AND EMPLOYMENT BENEFITS

Work placements	8
Training weeks on site	167
Qualifications gained (equiv. NVQ2 and above)	5

The construction spend on both the care home development and the 20 dwellings will potentially result in:

- 8 work placements
- 167 training weeks on site, and
- 5 new qualifications.

NHS SAVINGS

Care residents	80
NHS Savings per resident	£3,491
Total NHS Savings	£279,280

The development of the care home could result in a £0.28m in NHS savings per annum.

The calculations were undertaken by economists at Kada Research using a combination of site intelligence, benchmarks (CITB, HMT), official statistics (BRES and ONS) and other sources ([Healthier and Happier](#) (2019) WPI Strategy for Homes for Later Living).

Middleton Care Home Economic Impact

CONSTRUCTION PHASE BENEFITS (WHOLE DEVELOPMENT)



£9.25m
total cost



89
construction
net jobs (67
direct and
22 indirect)



£6.5m
total net
construction
Gross Value
Added impact
(direct and
indirect)

OPERATIONAL BENEFITS



112
operational net
jobs (68 direct
and 45 indirect)
(Care Home)



£47m
total net
operational
NPV Gross
Value Added
impact (direct
and indirect)
(Care Home)



8 work
placements
167 training
weeks on site
5 new
qualifications
(Whole
development)

TOTAL NPV/GVA BENEFITS (WHOLE DEVELOPMENT)



£53m total net Gross Value Added
NPV impact (direct and indirect)

WIDER BENEFITS



£42,000
Council tax pa
(New dwellings)



£280,000
Annual savings to
the health service by
provision of Extra Care
(Care Home)



£170,000
New Homes Bonus
to be spent by the
council in the area
(New dwellings)



£160,000
Retained expenditure
pa from new residents
in local area
(New dwellings)

MÜLLER