

**Full planning application for residential development of 200 dwellings at Land South East Of A521  
Uttoxeter Road, Draycott In The Moors  
Ref: SMD/2021/0408**

**Economic Development Statement**

The proposal is for planning permission for 200 units of residential accommodation.

Residential development will impact on the local economy in terms of jobs and purchasing of supplies and services. In order to assess the economic impact of this development, we have relied upon the data supplied by the applicant and used the Council's approved multipliers to prepare these comments.

The proposal for 200 dwellings on land South East Of A521 Uttoxeter Road Draycott In The Moors will provide the following outputs:

- The new householders occupying each new house will spend some of their income locally through shopping and use of local services. National research has identified that 34% of all household expenditure is spent at district level or below. For this development of 200 units this is calculated at £1,877,600 per year.
- Each new house will generate direct jobs within the construction industry or associated supply chain, of which 25% are likely to be locally based. Indirect Jobs are also generated by local spend in shops and services. This is calculated at an additional local job for every seven new homes. Using these multipliers the development will generate 214 direct jobs and 29 indirect jobs.
- The development will also generate approximately £36,742 council tax for the area per annum

Jo Brooks  
Regeneration Officer  
12<sup>th</sup> July 2021