

## **Outline application for of 215 dwellings at land at Froghall Road Cheadle**

**Ref: SMD/2021/0610**

### **Economic Development Statement**

The proposal is for outline planning permission for development of 215 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 development of 215 dwellings on land at Froghall Road Cheadle 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 215 units this is calculated at £2,018,420 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 230 direct jobs and 30 indirect jobs.
- The development will also generate approximately £39,497 council tax for the area per annum

Joanne Brooks  
Regeneration Officer  
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