

## 8. Assessment of Socio Economic Impacts

### Introduction

- 8.1 This chapter of the Environmental Statement (ES) assesses the likely significant direct and indirect effects of the Development on social and economic receptors.
- 8.2 The Chapter describes the planning policy context, methodology used to assess the effects, the baseline conditions, and the potential effects of the Development during both its construction and operational phases. It also includes discussion of the mitigation measures required to address any adverse effects and maximise the opportunities presented by the Development.

### Planning Policy Context

#### National Planning Policy Framework

- 8.3 Paragraphs 6 and 7 of the NPPF outline how the planning system should contribute to the delivery of sustainable development. Three dimensions to sustainable development and the role of the planning system in delivering them are outlined in paragraph 7. Two of these dimensions are relevant to this socio-economic assessment, namely:

***“An economic role** – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure.*

***A social role** – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community’s needs and support its health, social and cultural well-being.”*

- 8.4 Paragraph 9 of the NPPF outlines how positive improvements to the built environment and in people’s quality of life are an essential part of pursuing sustainable development. It is further stated how the planning system can achieve this:

- making it easier for jobs to be created in cities, towns and villages;
- moving from a net loss of bio-diversity to achieving net gains for nature;
- replacing poor design with better design;
- improving the conditions in which people live, work, travel and take leisure; and
- widening the choice of high quality homes.

- 8.5 Paragraph 17 of the NPPF outlines the twelve core planning principles which underpin both plan-making and decision-taking. Two of these core principles state that the planning system should:

*“Proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made objectively to identify and then meet the housing, business and other development needs of an area, and respond positively to wider opportunities for growth. Plans should take account of market signals, such as land prices and housing affordability, and set out a clear strategy for allocating sufficient land which is suitable for development in their area, taking account of the needs of the residential and business communities; and*

*Take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.”*

- 8.6 The NPPF seeks to build a strong and competitive economy. Paragraphs 18-21 emphasise the government’s commitment to ensuring economic growth and suggest the planning system should act to encourage rather than impede economic growth. In particular local authorities should support the development needs of businesses in order to support an economy fit for the 21<sup>st</sup> century.

- 8.7 Local Authorities should seek to ‘boost significantly’ (paragraph 47) the supply of housing and use their evidence base to ensure they meet the full objectively assessed needs in the Housing Market Area.

- 8.8 Paragraph 50 advises Local Planning Authorities to ensure that a wide choice of high quality homes with a mix of types and tenures are supplied.

- 8.9 Paragraph 70 of the NPPF is concerned with promoting healthy communities and states that:

*“To deliver the social, recreational and cultural facilities and services the community needs, planning policies and decisions should:*

*plan positively for the provision and use of shared space, community facilities (such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of community and residential environments;*

*guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community’s ability to meet its day-to-day needs;*

*ensure that established shops, facilities and services are able to develop and modernise in a way that is sustainable, and retained for the benefit of the community; and*

*ensure an integrated approach to considering the location of housing, economic uses and community facilities and services.”*

## Local Planning Policy

### *Staffordshire Moorlands Core Strategy (March 2014)*

8.10 The Staffordshire Moorlands Core Strategy was adopted on 26 March 2014 and forms the first half of the Development Plan for the District. The second half of the development plan will comprise the Council's Site Allocations Development Plan Document; this document is yet to be published for consultation.

8.11 The Core Strategy is the key Local Development Framework Document and is informed by information, aspirations and actions from many other documents and surveys.

8.12 Policy E1 refers to New Employment Development within which it states:

*"New business developments (Use classes B1 (a, b, and c)) should be located in existing or proposed employment areas or in or on the edge of town centres. Preference will be given to town centre locations for all office developments, unless ancillary to another use or specifically allocated. Elsewhere business development will only be permitted for the expansion of existing businesses or for small-scale developments provided they would not have an unacceptable impact on the amenities, character or appearance of the area."*

*The employment element of the Proposed Development is to be a small extension to the existing business park thus complying with the above policy. This is similar for the light industrial (B8) element of the proposals which comply with another section of Policy E1.*

*New industrial developments (Use Class B2), should be located in existing or proposed employment areas. Elsewhere, industrial developments will only be permitted for the expansion of existing businesses provided they would not have an unacceptable impact on the amenities, character or appearance of the area."*

8.13 In terms of housing policies within the Core Strategy, Policy HS1 sets out the requirements for new housing stating:

*"Housing proposals of 10 dwellings or more will be required to provide a mix of housing in terms of size, type and tenure on the site. The final mix will be negotiated with the developer based on local housing needs as informed by the Strategic Housing Market Assessment and other relevant factors such as available supply and market demand."*

8.14 The Proposed Development includes an appropriate mix of housing comprising 1, 2 and 3+ bedroom houses, therefore meeting the requirements of the policy.

## Assessment Methodology and Significance Criteria

### Scope of Assessment

8.15 The following socio-economic issues are assessed for the construction and operational phases of the Proposed Development:

- Population;
- Employment;

- Housing;
- Local Expenditure;
- Healthcare;
- Education;
- Open Space; and
- Crime.

### **Study Area**

8.16 The study area for assessment has been defined on three levels:

- Likely effects on the Site and immediate surrounds represents the 'Site' scale;
- Likely effects on the area within a 10-mile radius of the Site, represents the 'local –sub-regional' scale, based on advice set out by English Partnerships<sup>4</sup>; and
- Likely effects experienced beyond the 10-mile radius represent the 'regional' scale.

8.17 The 10-mile radius study area includes Stoke-on-Trent, Newcastle-under-Lyme, Cheadle and a large number of other small rural settlements.

8.18 The 10-mile radius is considered appropriate for assessing local/sub-regional effects in rural areas, which is in line with English Partnerships guidance. The 'region' is considered to be the area beyond the 10-mile radius study area including the rest of the West Midlands.

### **Outline Planning Application**

8.19 The outline planning application is defined by a set of parameter plans (as described in Chapter 4: Site and Development Description, and provided at **Appendix 1.2** of ES Volume 2). The assessment of likely significant socio-economic effects of the Proposed Development is based on the possible form of development that could be brought forward within the parameters of the outline application that would generate the "worst case" environmental effects. This "worst case scenario" varies by socio-economic topic.

8.20 For employment and expenditure effects, the minimum employment-generating floorspace has formed the basis of the calculations as it would generate the least beneficial effects. For effects on healthcare and education demand, the maximum quantum of residential units has been assessed as this would generate the largest number of residents and therefore the highest demand for social infrastructure. Assumptions have been set out throughout this chapter, where relevant.

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4 English Partnerships (October 2008), Additionality Guide Third Edition

### **Data Sourcing and Extrapolation**

- 8.21 Baseline data has been sourced from the Office for National Statistics and Experian Micromarketer<sup>5</sup> for Staffordshire Moorlands, the West Midlands and England which collates relevant data from the 2011 Census into tables and figures.
- 8.22 Established formulae from published guidance have been applied to the Proposed Development to quantitatively assess the construction phase employment effects<sup>6</sup> and effects of the completed development on employment and local expenditure.
- 8.23 Effects with respect to open space and crime have been assessed in a qualitative manner based on professional judgement and experience of other projects.

### **Population Assessment**

- 8.24 The Proposed Development comprises residential units and ancillary floorspace as well as employment floorspace, as described in Chapter 4: Site and Development Description.
- 8.25 Effects on population during the construction and operational phases have been assessed. The likely number of people working on the Site during the construction phase has been calculated using a formula (discussed in the following section). The maximum number of new residents likely to live in the Proposed Development has been calculated using the 'worst case' assumption that it would comprise the maximum number of 168 residential units as set out in the parameter plans.
- 8.26 The likely significant effects on population during the operational phase of the Proposed Development have been assessed by calculating the number of new residents likely to be present in the completed development through applying the Average Household Size from the 2011 Census to the maximum number of residential units proposed by the outline planning application.
- 8.27 The Average Household Size for Staffordshire Moorlands from the 2011 Census is 2.3 people per dwelling<sup>7</sup>. Therefore, for the purposes of this assessment, the unit mix of the proposal is not required for these calculations.

### **Housing Assessment**

- 8.28 Effects on local housing provision, following the completion of the Proposed Development have been assessed qualitatively. The assessment has considered the established need for housing provision in Staffordshire Moorlands, as identified in the Staffordshire Moorlands Core Strategy (2014).

### **Employment Assessment**

- 8.29 The total number of direct and indirect jobs that is likely to be created during construction and operation has been assessed.

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5 Experian Micromarketer Online subscription resource,  
<http://publicsector.experian.co.uk/Products/Micromarketer%20Suite.aspx>

6 Office for National Statistics (2008), Combined Use Matrix - Input Output Tables,  
<http://www.statistics.gov.uk/hub/economy/national-accounts/supply-and-use-tables>

7 Office for National Statistics

<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6275259&c=staffordshire+moorlands&d=13&e=7&g=6465094&i=1001x1003x1004&m=0&r=1&s=1394195701130&enc=1&dsFamillyId=2515>

- 8.30 Established formulae from published guidance have been applied to the Development to quantitatively assess the employment effects<sup>8</sup> during the construction and operational phases. The assessment also covers the effects of the completed Development in relation to local employment and expenditure.
- 8.31 Direct employment comprises temporary employment associated with the construction phase of the Development and permanent jobs created by the Development once operational. Indirect employment comprises:
- That arising off-site in response to the demand generated by the Development, in relation to construction materials and supplies;
  - Jobs arising off-site through the increased demand for goods and services by the future occupiers of the Development; and
  - Jobs resulting from employees' expenditure from the construction phase on local goods and services.
- 8.32 The employment assessment approach has followed the general approach described below:
- Estimation of direct employment generated by the construction and operation of the Development; and
  - Estimation of indirect employment with suitable multipliers that are selected to take account of leakage of effects to the region beyond the local/sub-regional study area.
- 8.33 Construction employment effects have been assessed using standard ratios of construction employment to output, assuming an average output per employee of £83,500 per year<sup>9</sup>.
- 8.34 The estimation of gross direct employment, resulting from the occupation of the Development, has been calculated by dividing the proposed floor areas [Net Internal Area (NIA)] of the proposed employment-generating land uses (i.e. B1, B2 and B8) by conventionally applied employment densities. These are expressed as numbers of employees per unit floor area for particular uses.
- 8.35 The Drivers Jonas Deloitte (now Deloitte) Employment Densities guidance (2010), which was written on behalf of OFFPAT and the Homes and Communities Agency outlines the following employment densities:
- one job for every 10m<sup>2</sup> (NIA) of office (business park) space (B1(a));
  - one job for every 47m<sup>2</sup> (NIA) of light industry (business park) space (B1(c));
  - one job for every 36m<sup>2</sup> (NIA) of industrial (general) space (B2); and
  - one job for every 70m<sup>2</sup> (NIA) of warehouse and distribution (general) space (B8).

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8 Office for National Statistics (2008), Combined Use Matrix - Input Output Tables, <http://www.statistics.gov.uk/hub/economy/national-accounts/supply-and-use-tables>

9 Office for National Statistics (2008), Combined Use Matrix - Input Output Tables

- 8.36 As the Development's floorspace is flexible and seeks consent for B1, B2 and B8 uses, a 'worst case scenario' approach has been used. This approach applies the employment density for B8 warehouse and distribution (general) space only as this generates the fewest number of FTE jobs per m<sup>2</sup>.
- 8.37 The assessment will be based on the assumption that the minimum parameter of floorspace is fully occupied. Although there is the potential that not all floorspace will be occupied, it is likely that the final mix of Uses would likely generate more jobs than B8 floorspace.
- 8.38 **Table 8.1** outlines the area schedule of the Development used for the calculations.

**Table 8.1: Breakdown of Proposed Uses**

Use	Number/Area (Minimum)	Number/Area (Maximum)
C3 Use (Residential)	100 Units	168 Units
B1, B2 and B8 floorspace	30,000 sq. m	33,480 sq. m

- 8.39 The economic impact of a development is multiplied because of the knock-on effects within the local economy. There are two types of multiplier:
- A supply linkage multiplier (indirect multiplier) due to purchases made as a result of the project and further purchases associated with linked firms along the supply chain; and
  - An income multiplier (induced multiplier) associated with local expenditure as a result of those who derive incomes from the direct and supply linkage impacts of the project.
- 8.40 A composite multiplier has been applied to reflect both. The scale of the indirect effects depends on the extent to which they can be captured within the local and regional economies. The English Partnerships Additionality Guide Third Edition<sup>10</sup> (October 2008) states that projects with regional effects will have larger multipliers than projects with more local effects as there are more opportunities for economic linkages in terms of suppliers and local expenditure.
- 8.41 Composite multipliers for the different uses of the Development have been taken from the English Partnerships guidance. For B1, B2 and B8 uses these are 1.29 for the local area and 1.44 for the regional area.

### **Local Expenditure Assessment**

- 8.42 Effects on local expenditure have been assessed quantitatively by applying an expenditure assumption to the number of jobs that will be generated by the Development.

<sup>10</sup> English Partnerships (2008) Additionality Guide – A standard approach to assessing the additional impact of interventions. Third Edition

- 8.43 Euresst Services is a company serving the food industry and business sectors and publishes reports on lunchtime expenditure. The Euresst Lunchtime Report 2008<sup>11</sup> found that, on average, workers spend £2.10 on lunch per day. The annual effect can be calculated by multiplying this by the calculated number of employees by a 233 day working year (which assumes 4 weeks' holiday plus bank holidays).
- 8.44 It is not possible to quantify broader expenditure effects that could arise from additional spending on convenience and comparison goods from employees working in the Development. This is therefore assessed qualitatively instead.

### **Healthcare Assessment**

- 8.45 Residential units are proposed as part of the Proposed Development which would increase demand on primary healthcare services in the local area. In order to calculate the likely impact of the Proposed Development, the forecast population of the Proposed Development has been analysed against the capacity of the primary healthcare system using publicly available information.
- 8.46 Accessible healthcare providers are considered to be General Practitioner (GP) surgeries within the catchment of the Proposed Development that accept NHS patients or a mixture of NHS and private patients. Because of the rural nature of the site, a 4.5 study radius will be used. This search radius has been agreed with Staffordshire Moorlands District Council<sup>12</sup>.

### **Education Assessment**

- 8.47 The Proposed Development's residential units would generate some children that will require a place in local schools. The forecast pupil yield of the Proposed Development has been calculated using adopted pupil yield guidance provided by Staffordshire County Council (SCC). This has then been analysed against the known capacity of the local education system to determine whether the forecast child population would be able to be accommodated in existing local schools.
- 8.48 Based on the advice of SCC, the following primary schools will be included within our assessment:
- The William Amory Primary School
  - Forsbrook CE(VC) Primary School
  - Fulford Primary School
- 8.49 With regard to secondary schools, based on the advice of SCC, the capacity of the following school will be assessed:
- Blythe Bridge High School

### **Open Space Assessment**

- 8.50 New residents of the Proposed Development would require open space for amenity. Existing areas of publicly accessible open space and the public realm proposals of the

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<sup>11</sup> <http://www.eurestfood.co.uk/index.htm>

<sup>12</sup> Correspondence with SMDC's Principle Regeneration Officer (Planning Policy) in February 2014.



Proposed Development have been reviewed to determine the areas available for residents, visitors and workers to use during lunch breaks for example. In addition, the level of open space provided as part of the Proposed Development has been analysed against the policy requirements for open space.

### **Crime Assessment**

- 8.51 A qualitative assessment has been completed for the likely effects on crime in the local area as a result of the Proposed Development. Consideration is given to the baseline crime data taken from the Office for National Statistics website<sup>13</sup> and how the Proposed Development is likely to affect the safety of the local area, potential for criminal acts and perception of crime. Potential effects are determined by applying professional judgment and expertise given the existing crime level of the area and experience of similar projects.

### **Limitations and Assumptions**

- 8.52 Assumptions and limitations of the assessment are discussed in detail throughout the Chapter, where relevant. A summary of general assumptions/limitations is as follows:

- Baseline conditions have been established using available published data/statistics at the time of writing;
- Pupil yield calculations have assumed a 'worst case scenario' based on a development comprising 168 dwellings;
- Calculations for the creation of FTE have assumed a 'worst case scenario' based on 30,000 sq. m of B8 floorspace.
- Calculations have been based on the mix of the illustrative masterplan (**Appendix 11.4**) of the Proposed Development (up to 168 residential units and up to 33,480 sq. m of employment floorspace);
- Assessment of effects has been undertaken quantitatively using published formulae, where possible and qualitative assessments have been based on professional judgment and expertise; and
- Estimated construction costs have been derived from the project Cost Consultants and will be subject to change during the detailed design process.

### **Significance Criteria**

- 8.53 Due to the inherent difficulties in assessing the significance of socio-economic effects, it is inevitable that there will be a degree of subjectivity. However, significance of likely significant socio-economic effects has been assessed using professional judgement according to significance criteria.

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<sup>13</sup> Office for National Statistics  
<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadKeyFigures.do?a=7&b=6275050&c=central+bedfordshire&d=13&e=3&g=6402728&i=1001x1003x1004&m=0&r=1&s=1370427876490&enc=1>

- 8.54 Socio-economic effect significance has been determined broadly by:
- The value of the resource (international, national, regional and local level importance);
  - The magnitude of the effect;
  - The duration of the effect;
  - The reversibility of the effect; and
  - The number of sensitive receptors.
- 8.55 As outlined in Chapter 2: EIA Methodology, significance is assessed as either negligible for effects not considered to be significant, or minor, moderate or major where effects are considered to be adverse or beneficial. Qualitative terminology specific to each potential type of effect is described below:
- **Major Adverse:** Considerable detrimental or negative effect on a socio-economic factor;
  - **Moderate Adverse:** Limited local scale detrimental effect upon a socio-economic factor;
  - **Minor Adverse:** Slight, short or highly localised changes in socio-economic factors;
  - **Negligible:** No appreciable effect on socio-economic indicators;
  - **Minor Beneficial:** Changes in socio-economic factors which have small beneficial effects such as minor net employment creation effects, minor local-scale improvements and on other socio-economic and community indicators;
  - **Moderate Beneficial:** Limited beneficial changes to socio-economic factors; and
  - **Major Beneficial:** Considerable beneficial change to socio-economic factors. Significant local-scale/moderate significant sub regional scale improvement.
- 8.56 The significance criteria have been defined quantitatively for employment effects as set out in **Table 8.2**. The significance of all other effects has been determined in a qualitative manner using professional judgement.

**Table 8.2: Significance Criteria for Employment Effects**

Effects	Aggregate Growth in Employment within 10 mile radius of Site
Major adverse	Reduction $\geq 1\%$
Moderate adverse	Reduction 0.5 – 0.9%
Minor adverse	Reduction 0.1 – 0.4%
Negligible	Reduction $< 0.1\%$ Increase $< 0.1\%$
Minor beneficial	Increase 0.1 – 0.4%
Moderate beneficial	Increase 0.5 – 0.9%
Major beneficial	Increase 1%+

## Baseline Conditions

- 8.57 This section sets out the current socio-economic conditions within and around the Site. The purpose of this is to establish the context for the Proposed Development against which the effects can be identified.
- 8.58 Socio-economic baseline conditions at the local scale (Staffordshire Moorlands District), regional (West Midlands) and national scale (England) have been set out under the following headings:
- Population;
  - Employment;
  - Housing;
  - Local Expenditure;
  - Healthcare;
  - Education;
  - Open Space; and
  - Crime.

### Population

- 8.59 **Table 8.3** indicates that according to the ONS, the 2011 total resident population in Staffordshire Moorlands was 97,106. This comprised 50.7% females and 49.3% males. The West Midlands comprised a population of 50.6% females and 49.4% males. England as a whole comprised a population of 50.8% females and 49.2% males.

**Table 8.3: Total Population (Gender) in Staffordshire Moorlands, West Midlands and England (2011)<sup>14</sup>**

	Females (Count)	Females (%)	Males (Count)	Males (%)	Total Population
England	26,943,308	50.8	26,069,148	49.2	53,012,456
West Midlands	2,838,660	50.6	2,763,187	49.4	5,601,847
Staffordshire Moorlands	49,316	50.7	47,790	49.3	97,106

- 8.60 **Table 8.4** outlines the age structure of the population of Staffordshire Moorlands, the West Midlands and England.<sup>15</sup>

<sup>14</sup> Office for National Statistics

<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6275259&c=staffordshire+moorlands&d=13&e=13&g=6465094&i=1001x1003x1004&m=0&r=1&s=1394116997059&enc=1&dsFamilyId=2493>

<sup>15</sup> Office for National Statistics

<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6275259&c=staffordshire+moorlands&d=13&e=62&g=6465094&i=1001x1003x1032x1004&m=0&r=1&s=1394117352841&enc=1&dsFamilyId=2474>

**Table 8.4: Age Structure of Total Population in Staffordshire Moorlands, West Midlands and England (2011)**

Population 2011 – Age	Staffordshire Moorlands (Count)	Staffordshire Moorlands (%)	West Midlands (Count)	West Midlands (%)	England (Count)	England (%)
0-4	4,671	4.8	354,801	6.3	3,318,449	6.3
5-7	2,860	2.9	200,808	3.6	1,827,610	3.4
8-9	1,940	2.0	126,252	2.3	1,145,022	2.2
10-14	5,377	5.5	340,758	6.1	3,080,929	5.8
15	1,152	1.2	71,823	1.3	650,826	1.2
16-17	2,398	2.5	146,021	2.6	1,314,124	2.5
18-19	2,082	2.1	151,468	2.7	1,375,315	2.6
20-24	4,760	4.9	380,909	6.8	3,595,321	6.8
25-29	4,467	4.6	363,286	6.5	3,650,881	6.9
30-44	18,071	18.6	1,109,645	19.8	10,944,271	20.6
45-59	21,108	21.7	1,074,836	19.2	10,276,902	19.4
60-64	7,839	8.1	335,265	6.0	3,172,277	6.0
65-74	11,360	11.7	505,689	9.0	4,552,283	8.6
75-84	6,551	6.7	316,994	5.7	2,928,118	5.5
85-89	1,618	1.7	82,016	1.5	776,311	1.5
90 and over	852	0.9	41,276	0.7	403,817	0.8
<b>Population 2011</b>	<b>97,106</b>	<b>100.0</b>	<b>5,601,847</b>	<b>100.0</b>	<b>53,012,456</b>	<b>100.0</b>

- 8.61 In Staffordshire Moorlands, the age group which comprised the greatest proportion of the population is 45-59 year olds (21.7%) and the smallest age group is the 90 year olds and over (0.9%).
- 8.62 In the West Midlands and England, 30-44 year olds formed the highest proportion of the population.
- 8.63 In terms of age structure (in comparison to the West Midlands and England) it is generally considered that Staffordshire Moorlands has an ageing population.
- 8.64 **Table 8.5** outlines the ethnic breakdown of the population of Staffordshire Moorlands, the West Midlands and England in 2011<sup>16</sup>.

<sup>16</sup> Office for National Statistics  
<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6275259&c=staffordshire+moorlands&d=13&e=62&g=6465094&i=1001x1003x1032x1004&m=0&r=1&s=1394117352841&enc=1&dsFamilyId=2477>

**Table 8.5: Ethnicity (2011)**

Variable	Measure	Staffordshire Moorlands	West Midlands	England
All Usual Residents (Persons)	Count	97,106	5,601,847	53,012,456
White; English/ Welsh/ Scottish/ Northern Irish/ British (Persons)	Count	94,657	4,434,333	42,279,236
	Percentage	97.5	79.2	79.8
White: Irish (Persons)	Count	256	55,216	517,001
	Percentage	0.3	1.0	1.0
White: Gypsy or Irish Traveller (Persons)	Count	35	4,734	54,895
	Percentage	0.0	0.1	0.1
White: Other White (Persons)	Count	877	139,386	2,430,010
	Percentage	0.9	2.5	4.6
Mixed/ Multiple Ethnic Groups; White and Black Caribbean (Persons)	Count	238	68,533	415,616
	Percentage	0.2	1.2	0.8
Mixed/ Multiple Ethnic Groups; White and Black African (Persons)	Count	52	9,232	161,550
	Percentage	0.1	0.2	0.3
Mixed/ Multiple Ethnic Groups; White and Asian (Persons)	Count	179	32,561	332,708
	Percentage	0.2	0.6	0.6
Mixed/ Multiple Ethnic Groups; Other Mixed (Persons)	Count	133	21,388	283,005
	Percentage	0.1	0.4	0.5
Asian/ Asian British; Indian (Persons)	Count	136	218,439	1,395,702
	Percentage	0.1	3.9	2.6
Asian/ Asian British; Pakistani (Persons)	Count	87	227,248	1,112,282
	Percentage	0.1	4.1	2.1
Asian/ Asian British; Bangladeshi (Persons)	Count	2	52,477	436,514
	Percentage	0.0	0.9	0.8
Asian/ Asian British; Chinese (Persons)	Count	108	31,274	379,503
	Percentage	0.1	0.6	0.7
Asian/ Asian British; Other Asian (Persons)	Count	169	74,997	819,402
	Percentage	0.2	1.3	1.5
Black/ African/ Caribbean/ Black British; African (Persons)	Count	52	64,253	977,741
	Percentage	0.1	1.1	1.8
Black/ African/ Caribbean/ Black British; Caribbean (Persons)	Count	60	86,794	591,016
	Percentage	0.1	1.5	1.1
Black/ African/ Caribbean/ Black British; Other Black (Persons)	Count	8	31,078	277,857
	Percentage	0.0	0.6	0.5
Other Ethnic Group; Arab (Persons)	Count	19	18,079	220,985
	Percentage	0.0	0.3	0.4
Other Ethnic Group; Any Other Ethnic Group (Persons)	Count	38	31,825	327,433
	Percentage	0.0	0.6	0.6

- 8.65 In Staffordshire Moorlands, the West Midlands and England, people of white origin (English/ Welsh/ Scottish/ Northern Irish/ British) comprise the greatest proportion of the population.
- 8.66 The White: Gypsy or Irish Traveller ethnic group forms the smallest proportion of the total population in the West Midlands and England. In Staffordshire Moorlands, the White; Gypsy or Irish Traveller, Asian/Asian British; Bangladeshi, Black/African/Caribbean/Black British; Other Black, Other Ethnic Group; Arab and Other Ethnic Group; Any Other Ethnic Person ethnic groups jointly form the smallest proportion of the total population.

### Housing Tenure

- 8.67 **Table 8.6** shows the tenure of housing in Staffordshire Moorlands, the West Midlands and England<sup>17</sup>.

**Table 8.6: Tenure (2011)**

Variable	Measure	Staffordshire Moorlands	West Midlands	England
All Households (Households)	Count	41,772	2,294,909	22,063,368
Owned; Owned outright (Households)	Count	18,413	740,899	6,745,584
	Percentage	44.1	32.3	30.6
Owned; Owned with a mortgage or loan (Households)	Count	14,875	748,195	7,229,440
	Percentage	35.6	32.6	32.8
Shared Ownership (Part Owned and Part Rented) (Households)	Count	127	15,230	173,760
	Percentage	0.3	0.7	0.8
Social Rented; Rented from: Council (local authority) (Households)	Count	1,343	249,835	2,079,778
	Percentage	3.2	10.9	9.4
Social Rented; Other (Households)	Count	2,356	185,335	1,823,772
	Percentage	5.6	8.1	8.3
Private Rented; Private landlord or letting agency (Households)	Count	3,595	293,988	3,401,675
	Percentage	8.6	12.8	15.4
Private Rented: Other (Households)	Count	508	27,682	314,249
	Percentage	1.2	1.2	1.4
Living Rent Free (Households)	Count	555	33,745	295,110
	Percentage	1.3	1.5	1.3

<sup>17</sup> Office for National Statistics  
<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6275259&c=staffordshire+moorlands&d=13&e=62&g=6465094&i=1001x1003x1032x1004&m=0&r=1&s=1394117352856&enc=1&dsFamilyId=2482>

- 8.68 In Staffordshire Moorlands, the greatest proportion of households in 2011 were owned outright, compared to the West Midlands and England where the greatest proportion of households in 2011 were owned with a mortgage or loan.
- 8.69 In Staffordshire Moorlands, the West Midlands and England, shared ownership (part owned and part rented) formed the smallest proportion of total households in 2011.
- 8.70 It is worth noting that the proportion of households that are social rented is significantly lower in Staffordshire Moorlands than the West Midlands and England.

### Employment Statistics

- 8.71 **Table 8.7** shows Economic Activity within Staffordshire Moorlands, the West Midlands and England in 2011<sup>18</sup>.

**Table 8.7: Economic Activity (all people aged 16 – 74) (2011)**

Variable	Measure	Staffordshire Moorlands	West Midlands	England
All Usual Residents aged 16-74 (Persons)	Count	72,085	4,067,119	38,881,374
Economically active: Employees Part-time (Persons)	Count	10,527	569,727	5,333,268
	Percentage	14.6	14.0	13.7
Economically active: Employees Full-time (Persons)	Count	27,432	1,521,871	15,016,564
	Percentage	38.1	37.4	38.6
Economically active: Self-employed (Persons)	Count	8,171	345,928	3,793,632
	Percentage	11.3	8.5	9.8
Economically active: Unemployed (Persons)	Count	2,031	207,415	1,702,847
	Percentage	2.8	5.1	4.4
Economically active: Full-time student (Persons)	Count	1,827	133,918	1,336,823
	Percentage	2.5	3.3	3.4

- 8.72 **Table 8.8** outlines the industry of employment for the population of Staffordshire Moorlands, the West Midlands and England in 2011<sup>19</sup>.

<sup>18</sup> Office for National Statistics

<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6275259&c=staffordshire+moorlands&d=13&e=62&g=6465094&i=1001x1003x1032x1004&m=0&r=1&s=1394117352841&enc=1&dsFamilyId=2484>

<sup>19</sup> Office for National Statistics

<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6275097&c=epping+forest&d=13&e=62&g=6424794&i=1001x1003x1032x1004&m=0&r=1&s=1381163531408&enc=1&dsFamilyId=2538>

**Table 8.8: Industry of Employment in Staffordshire Moorlands, West Midlands and England (2011)**

Industry of Employment	Staffordshire Moorlands (Persons)	Staffordshire Moorlands (%)	West Midlands (Persons)	West Midlands (%)	England (Persons)	England (%)
All Usual Residents aged 16-74 in employment (Persons)	47,591	-	2,536,876	-	25,162,721	-
Agriculture, Forestry and Fishing (Persons)	1,134	2.4	23,825	0.9	203,789	0.8
Mining and Quarrying (Persons)	152	0.3	2,232	0.1	43,302	0.2
Manufacturing (Persons)	6,965	14.6	311,586	12.3	2,226,247	8.8
Electricity, Gas, Steam and Air Conditioning Supply (Persons)	245	0.5	17,369	0.7	140,148	0.6
Water Supply; Sewerage, Waste Management and Remediation Activities (Persons)	376	0.8	21,002	0.8	175,214	0.7
Construction (Persons)	4,156	8.7	189,878	7.5	1,931,936	7.7
Wholesale and Retail Trade; Repair of Motor Vehicles and Motor Cycles (Persons)	7,149	15.0	434,269	17.1	4,007,570	15.9
Transport and Storage (Persons)	2,076	4.4	133,003	5.2	1,260,094	5.0
Accommodation and Food Service Activities (Persons)	2,195	4.6	132,532	5.2	1,399,931	5.6
Information and Communication (Persons)	868	1.8	72,913	2.9	1,024,352	4.1
Financial and Insurance Activities (Persons)	2,009	4.2	78,920	3.1	1,103,858	4.4
Real Estate Activities (Persons)	616	1.3	34,397	1.4	367,459	1.5
Professional, Scientific and Technical Activities (Persons)	2,258	4.7	129,011	5.1	1,687,127	6.7
Administrative and Support Service Activities (Persons)	1,854	3.9	119,833	4.7	1,239,422	4.9
Public Administration and Defence; Compulsory Social Security (Persons)	2,145	4.5	135,384	5.3	1,483,450	5.9
Education (Persons)	4,425	9.4	257,782	10.2	2,490,199	9.9
Human Health and Social Work Activities (Persons)	6,274	13.2	327,852	12.9	3,121,238	12.4
Other (Persons)	2,667	5.6	115,088	4.5	1,257,385	5.0



- 8.73 In Staffordshire Moorlands (15%), the West Midlands (17.1%) and England (15.9%), Wholesale and Retail Trade; Repair of Motor Vehicles and Motor Cycles is the largest employment sector.

#### **Existing Employment at the Site**

- 8.74 The site is currently vacant and generates no employment. It is located adjacent to an existing business park which provides circa 300 jobs.

#### **Local Economy and Expenditure**

- 8.75 **Table 8.9** outlines the Total Expenditure in Staffordshire Moorlands and the West Midlands using the most recent data available<sup>20</sup>.

**Table 8.9: 2011 Total Expenditure (in 2011 Prices)**

Total Retail	Staffordshire Moorlands (£)	Staffordshire Moorlands (%)	West Midlands (£)	West Midlands (%)
Total Convenience	198,553,282	42.91	10,469,197,857	43.1
Total Comparison	264,216,348	57.09	13,819,400,929	56.9
Total Retail	462,796,630	100.00	24,288,598,786	100.00

#### **Healthcare**

- 8.76 Due to the rural nature of the site, SMDC have agreed on a study radius of 4.5 miles for GP surgeries. Of the 9 surgeries within that search radius, the site is located within 7 catchment areas. The surgeries for which the site is located within their catchment area are listed below:

- Blythe Bridge Health Centre;
- The New Surgery Old Road
- Trinity Medical Centre
- Meir Park Surgery
- The Surgery Allen Street
- The Tardis Surgery
- Weston Coyney Medical Centre

- 8.77 All of these seven NHS GP Surgeries are currently accepting new patients.

<sup>20</sup> Data from Experian Micromarketer.

8.78 The Site is located within the catchment of four NHS dental practices:

- The Avenue Dentistry
- Meir Heath Dental Surgery
- SDS Meir Health Centre
- Meir Dental Care

8.79 All of these four NHS dental practices are currently accepting new patients.

### Education

8.80 **Table 8.10** shows the primary school catchments identified by SCC for the Site.

**Table 8.10: Primary School Catchments for the Site**

Primary School	Current Pupil Numbers (October 2013)	Net Capacity	Existing Capacity (+/-)	Forecast Pupil Numbers 2017/ 2018	Forecast Capacity (+/-)
Fulford Primary School	-	105	-	-	-
Forsbrook CE(VC) Primary School, Blythe Bridge	-	210	-	-	-
The William Amory Primary School	-	209	-	-	-
Total	456	524	68	510	14

8.81 This equates to a net surplus capacity of 68 primary school places within the study area in the year 2012/2013 and 14 primary school places within the study area in the year 2017/2018.

8.82 **Table 8.11** shows the secondary school catchments identified by SCC for the Site.

**Table 8.11: Secondary School Catchments for the Site**

Secondary School	Current Pupil Numbers (October 2013)	Net Capacity	Existing Capacity (+/-)	Forecast Pupil Numbers 2017/2018	Forecast Capacity (+/-)
Blythe Bridge High School and College	1,030	1,050	20	1,041	9

8.83 The equates to a net surplus capacity of 20 secondary school places within the study area in the year 2012/2013 and a net surplus capacity of 9 secondary school places within the study area in the year 2017/2018.

### **Open Space**

- 8.84 The site is located within a rural area and is therefore set within open countryside which would be accessible to new residents. Formal open spaces in close proximity to the Site include Blythe Cricket Club, located approximately 0.4 miles to the north of the site.
- 8.85 The Staffordshire Moorlands Public Open Space Supplementary Planning Guidance (2004) identifies four types of open space which are required within the District: playing fields; children's play areas; major open space; and incidental open space. During pre-application discussions with Staffordshire Moorlands District Council, it has been identified that there is a shortage of playing fields and children's play areas within the Checkley Ward.
- 8.86 The Open Space SPG identifies the following open space requirements for developments within the district:
- Playing Pitches – 1.6ha/1,000 population
  - Children's Play Areas – 0.6ha/1,000 population
  - Major Open Space – 0.4ha/1,000 population
  - Incidental Open Space – 0.6ha/1,000 population
- 8.87 It is identified that Major Open Space is only required within the towns of Biddulph, Cheadle and Leek and is not required in rural areas.

### **Crime**

- 8.88 Annual crime and safety figures for Staffordshire Moorlands, the West Midlands and England for the period April 2010 to March 2011 are outlined in **Table 8.12**.

**Table 8.12: Crime and Safety (Home Office, March 2011)<sup>21</sup>**

Variable	Measure	Staffordshire Moorlands	West Midlands	England
Violence Against the Person (Offences, Apr10-Mar11)	Count	1,086	79,717	765,618
Wounding or Other Act Endangering Life (Offences, Apr10-Mar11)	Count	30	2,614	18,423
Other Wounding (Offences, Apr10-Mar11)	Count	508	40,242	326,672
Harassment Including Penalty Notices for Disorder (Offences, Apr10-Mar11)	Count	183	15,840	170,518
Common Assault (Offences, Apr10-Mar11)	Count	314	15,144	197,948
Robbery (Offences, Apr10-Mar11)	Count	9	6,606	74,561
Theft from the Person (Offences, Apr10-Mar11)	Count	19	5,051	81,347
Criminal Damage Including Arson (Offences, Apr10-Mar11)	Count	931	68,809	652,587
Burglary in a Dwelling (Offences, Apr10-Mar11)	Count	102	27,665	248,711
Burglary Other than a Dwelling (Offences, Apr10-Mar11)	Count	307	27,867	249,297
Theft of a Motor Vehicle (Offences, Apr10-Mar11)	Count	101	12,038	100,700
Theft from a Motor Vehicle (Offences, Apr10-Mar11)	Count	279	33,099	297,323

8.89 In Staffordshire Moorlands, the West Midlands and England, violence against the person is the most prevalent crime.

#### **Future Baseline**

8.90 Should the Proposed Development not come forward, it is anticipated that the Site would remain undeveloped in the absence of a planning permission. The Site would be unable to make a contribution to the housing and employment land targets set out in the Staffordshire Moorlands Core Strategy (2014).

<sup>21</sup> Office for National Statistics

<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadKeyFigures.do?a=7&b=6275259&c=staffordshire+moorlands&d=13&e=3&g=6465094&i=1001x1003x1004&m=0&r=1&s=1394124765731&enc=1>

## Predicted Significant Effects

### Construction Phase

#### *Population*

- 8.91 The creation of jobs during the construction phase would increase the number of people present on-Site during working hours over the 7-year construction programme. The land adjacent to the site is already in use as employment land and there are people working there every day. Effects on the population during the construction phase are therefore considered to be of **negligible** significance.

#### *Housing*

- 8.92 Considering the negligible significance of the effect of population combined with the Site's accessible location, the effect of employees requiring housing would be **negligible**.

#### *Employment*

- 8.93 The number of construction jobs created can be determined by the total build cost. The more costly the build, the more construction workers are required.
- 8.94 In accordance with ONS guidance, temporary employment in the construction phase has been calculated using standard ratios of construction employment to output, assuming an average output per employee of £83,500 per year.
- 8.95 The estimated cost of building the Proposed Development has been provided by the Applicant and has been kept confidential.
- 8.96 This would translate as approximately 682 person years' worth of employment, which equates to 97 FTE jobs over the 7-year construction programme.
- 8.97 The creation of 97 FTE construction jobs over the 7-year construction period would benefit the local community and is considered to be a **minor beneficial** effect at the local and district level (refer to **Table 8.1** Significance Criteria for Employment Effects and **Table 8.7** Industry of Employment in Staffordshire Moorlands, West Midlands and England).

#### *Local Expenditure*

- 8.98 The Proposed Development is located in a rural location, with limited local retail facilities in close proximity (although there is a hot food van located within the existing business park). It is considered that construction workers would bring their own lunches with them to work during the construction phase. Therefore, effects on local expenditure are considered to be of **negligible** short-term significance at the local level.

#### *Healthcare*

- 8.99 It is considered that there would be limited demand on healthcare facilities during the construction phase, as the construction management will be responsible for ensuring that health and safety standards are observed by all employees. It is considered that local healthcare facilities may be required by a very small number of employees at some points during the construction period and is assessed as being of **negligible** significance.

### ***Education***

- 8.100 It is not anticipated that employees will require the use of any educational resources. The indirect impact of employees' families on local education resources would be of ***negligible*** significance.

### ***Crime***

- 8.101 Perceptible effects on crime are not anticipated during the construction phase as the parts of the Site undergoing construction would be enclosed for security and public safety. Crime effects are therefore considered to be of ***negligible*** significance.

### ***Open Space***

- 8.102 It is considered unlikely that construction workers would use nearby open space during their lunch breaks or that they would have any significant impact on them. The effect on open space is considered to be of ***negligible*** significance.

## **Operational Phase**

### ***Population***

- 8.103 The Proposed Development is mixed-use and proposes a total of up to 168 residential units (with associated ancillary uses) which vary from 1 bed to 5 beds and 33,480 sq. metres of B1, B2 and B8 floorspace.
- 8.104 Based on the Staffordshire Moorland average household size of 2.3 people per dwelling in the 2011 Census, it is estimated that 386 people would live in the Proposed Development. The direct effects of an increase in population are considered to be of ***negligible*** significance at the local to sub-regional level. The effects on education and healthcare infrastructure are assessed in the following sections.

### ***Housing***

- 8.105 The delivery of the Proposed Development will provide a total of up to 168 units to the local housing market, 33% of which will be affordable. The housing will be a mix of 1, 2 and 3+ bedroom in a variety of types and tenures.
- 8.106 It is considered that the Proposed Development would have a ***moderate beneficial*** effect on the housing supply at the local to sub-regional level.

### ***Employment***

- 8.107 The provision of new employment floorspace (B1, B2 and B8) would result in job creation as a direct result of the development and also due to knock-on effects in the local economy through multipliers.
- 8.108 As already noted, the Employment Densities guidance (2010) gives employment densities of one job for every 70 m2 of B8 Use Class floorspace (worst case scenario).
- 8.109 Assuming the minimum parameter, it is therefore estimated that in a worst case scenario the proposed development would create approximately 430 jobs.
- 8.110 The effect on employment is therefore considered to be of ***moderate beneficial*** in accordance with the significance criteria.

### ***Local Expenditure***

- 8.111 The total retail expenditure of £462,796,630 for Staffordshire Moorlands in 2011 prices (**Table 8.9**) represents expenditure on both comparison and convenience goods.
- 8.112 The projected 386 additional residents associated with the proposed development would increase the amount of available retail expenditure in the local area and benefit local businesses. In order to quantify this, we have taken the anticipated population of the proposed development and multiplied it by the retail expenditure per head (£4,766). This indicates that the proposed development will bring an additional £1,839,676 of retail expenditure to the local area.
- 8.113 In relation to the new jobs created by the proposed development it is possible to provide an indication of the amount of expenditure employees will spend on lunch by applying the Eures lunchtime expenditure assumption to the forecast number of employees working in the Development (430) over an assumed 233 day working year. Using this approach it is estimated that approximately £210,399 would be spent on food and drink during lunch breaks in the local area per annum.
- 8.114 The increase in local expenditure associated with the proposed development is considered to be moderate beneficial at the local sub-regional level.

### ***Healthcare***

- 8.115 All GP surgeries and dental surgeries located within the catchment of the Site are currently accepting new NHS patients. The predicted number of residents of the Proposed Development is 386. As a 'worst case', it is assumed that all people would be moving in to the area and all would need to register with a GP and dentist. It is considered that the majority of additional demand could be absorbed by the existing infrastructure. Effects are therefore assessed as **minor adverse** long-term at the local to sub-regional level.

### ***Education***

- 8.116 **Table 8.13** below shows the child yield per type of school generated by the Proposed Development

**Table 8.13: Pupil Yield Per Type of School\***

Age Range	Type of School	Pupil Yield
4 -11	Primary	49
11-16	Secondary	35
16-18	Sixth Form	7
<b>Total</b>		<b>91</b>

\* Note – Based on Pupil yields provided by Staffordshire County Council

- 8.117 **Table 8.13** shows that the Proposed Development is expected to generate 91 children in total.
- 8.118 The development is expected to generate 49 Primary school pupils who will require educational provision at any one time.

- 8.119 The development is expected to generate 35 Secondary school pupils and 7 Sixth Form pupils who will require educational provision at any one time.
- 8.120 The Primary schools identified within the study area in 2017/2018 are undersubscribed by 14 places. Given that the development is expected to generate 49 primary school children, there would be 35 primary aged children that could not be accommodated by the existing catchment schools. As a result, the impact of the development on primary education would be **minor adverse**.
- 8.121 The Secondary schools identified within the study are in 2017/2018 are undersubscribed by 9 places. Given that the development is expected to generate 35 secondary school pupils, there would be 26 secondary aged children that could not be accommodated by the existing catchment schools. As a result, the impact of the development on secondary education would be **minor adverse**.

#### ***Crime***

- 8.122 The final design of the scheme will be secured through reserved matters applications. The schemes final design will seek to reduce the likelihood of crime through design.
- 8.123 High quality development in this location may improve the sense of place and community at the local level, resulting in indirect beneficial effects on criminal activity. Many other factors are involved but it is considered reasonable to assume that the Proposed Development would have **negligible** effects on crime at the Site and the local to sub-regional level.

#### ***Open Space***

- 8.124 The development will provide a new Children's play area; informal open space; landscaping; and incidental open space. The total open space provided within the development will equate to approximately 0.29 hectares.
- 8.125 Considering the close proximity of the site to the open countryside and the existing Blythe Cricket Pitch, it is considered that the provision of 0.29 hectares of open space (including the provision of a new children's play area) will result in a **minor beneficial** impact on open space.

### **Mitigation Measures**

- 8.126 Prior to mitigation, the two socio-economic indicators upon which the proposed development would have an adverse effect are Healthcare and Education. Section 106 contributions will be agreed with Staffordshire Moorlands District Council prior to full application and these will provide adequate financial contributions towards healthcare and education within the District. Once these financial mitigation measures are in place, it is considered that the development will have a **negligible** effect on both Healthcare and Education.
- 8.127 All other socio-economic effects are assessed as being either **negligible** or **minor/moderate beneficial**. Therefore, no other mitigation measures are required.



## Residual Effects

8.128 A summary of potential effects, mitigation measures and resulting residual effects in relation to socio-economics are summarised in **Table 8.14**.

**Table 8.14: Residual Effects**

Issue	Phase	Pre-mitigation Effect	Residual Effect
Population	Construction	Negligible	Negligible
	Operational	Negligible	Negligible
Housing	Construction	Negligible	Negligible
	Operational	Moderate Beneficial	Moderate Beneficial
Employment	Construction	Minor Beneficial	Minor Beneficial
	Operational	Moderate Beneficial	Moderate Beneficial
Local Expenditure	Construction	Negligible	Negligible
	Operational	Moderate Beneficial	Moderate Beneficial
Healthcare	Construction	Negligible	Negligible
	Operational	Minor Adverse	Negligible
Education	Construction	Negligible	Negligible
	Operational	Minor Adverse	Negligible
Crime	Construction	Negligible	Negligible
	Operational	Negligible	Negligible
Open Space	Construction	Negligible	Negligible
	Operational	Minor Beneficial	Minor Beneficial

## Cumulative Effects

8.129 The committed developments to be considered for likely significant cumulative effects on the socio-economic environment when combined with the Development are set out in **Table 8.15**.

**Table 8.15: Committed Developments**

Committed Development	Key Development Components	Site Area (Hectares)	Number of residential units
Former Indesit Works, Grindley Lane, Blythe Bridge	Change of use from B2 Use Class (General Industrial) to B1, B2 and B8 Use Class.	Unknown (a maximum of 71,918 square metres of B1(c)/B2/B8 + a maximum of 8,742 square metres of office use (B1))	n/a

- 8.130 Likely cumulative effects would be expected in relation to employment and local expenditure during the operational phase. The construction phase effects would not be expected to be significant for the majority of socio-economic criteria, although construction phase employment and expenditure benefits could be expected to add to the beneficial effects of the Development alone. This is because more construction jobs would be available and local businesses would benefit from the construction workforce spending money in the local area.

### Operational Phase Employment

- 8.131 **Table 8.16** shows the assessment of cumulative employment effects.

**Table 8.16: Cumulative effects**

Development	Full Time Jobs
Former Indesit Works, Grindley Lane, Blythe Bridge	1,008*
Total number of jobs – Development plus committed developments	1,438**

\* Calculated using floorspace provided within the planning statement (application ref 08/09751/COU) and the Average Employment Densities for Different Uses from the Drivers Jonas Deloitte (now Deloitte) Employment Densities guidance (2010).

\*\*Calculated by combining the FTE generated by the Development and the committed developments

- 8.132 It is estimated that the cumulative effect of the Development and committed developments could be 1,438 FTE jobs. This is more than 1% of the total number of existing jobs and is therefore considered to be a **major beneficial** impact.

### Summary

- 8.133 The Socio-economic assessment has assessed the likely significant effects of the Development with respect to the following issues:

- Population;
- Employment;
- Local Expenditure;
- Healthcare;
- Education;
- Crime; and
- Open Space.

- 8.134 The assessment considered the impacts of the Development during the construction and operational phases to ascertain any requirement or opportunities for incorporating mitigation measures.

- 8.135 As the planning application is outline, defined by parameter plans, the assessment has considered the quantum of floorspace that would create the “worst case” effects for each socio-economic discipline. This is to ensure that any development built out under the outline planning application would lead to equal or better effects on the environment.
- 8.136 Published statistics and information in the public domain has been collected to establish the baseline conditions. The assessment has been carried out using a combination of quantitative methods based on published formulae and qualitative approaches based on guidance, professional judgement and experience of other major residential-led mixed use development projects.
- 8.137 The assessment concludes that the development will bring minor beneficial employment effects during construction phase of the development, estimated to create 97 full time equivalent (FTE) jobs over the 7 year construction period. Beneficial impacts on local expenditure are also identified during the construction and operational phases of the development.
- 8.138 During the operational phases, the development will bring **beneficial** impacts in terms of housing, employment, local expenditure and open space provision. In the absence of mitigation, there could be adverse impacts on healthcare and education but these can be mitigated through Section 106 contributions from the Development to contribute towards the improvement of healthcare and education facilities in the area.
- 8.139 The development is expected to have **moderate beneficial** impacts on employment within the District.
- 8.140 When considering mitigation measures, all impact of the development are considered to be of **negligible** significance or **beneficial** significance.

**Table 8.17: Summary of Effects Table**

Description of Likely significant Effects	Significance of impacts					Summary of Mitigation/Enhancement Measures	Significance of Residual Effects					Relevant Policy	Relevant Legislation
	Major, Moderate, Minor Negligible	Positive/ Negative	P/T	D/I	ST/MT / LT		Major, Moderate, Minor, Negligible	Positive/ Negative	P/T	D/I	ST/ MT/ LT		
Demolition and Construction Phase													
Population	Negligible	Negative	T	D	ST	-	Negligible	Negative	T	D	ST	-	-
Housing	Negligible	Negative	T	D	ST	-	Moderate	Positive	T	D	ST	SMCS Policy SS1, SS3, SS4, SS6, H1, C1 and R2	-
Employment	Minor	Positive	T	D & I	ST	-	Minor	Positive	T	D & I	ST	SMCS Policy E1	-
Local Expenditure	Negligible	Positive	P	D	ST	-	Negligible	Positive	T	D	ST	-	-
Healthcare	Negligible	Negative	T	D	ST	-	Negligible	Negative	T	D	ST	Developer contributions SPG (2004)	-
Education	Negligible	Negative	T	D	ST	-	Negligible	Negative	T	D	ST	Developer contributions SPG (2004)	-
Crime	Negligible	Negative	T	D	ST	-	Negligible	Negative	T	D	ST	SMCS Policy D1	-
Open Space	Negligible	Negative	T	D	ST	-	Negligible	Negative	T	D	ST	SMCS Policy C2 and C3 Public Open Space SPG (2004)	-

Description of Likely significant Effects	Significance of impacts					Summary of Mitigation/Enhancement Measures	Significance of Residual Effects					Relevant Policy	Relevant Legislation
	Major, Moderate, Minor Negligible	Positive/ Negative	P/T	D/I	ST/MT / LT		Major, Moderate, Minor, Negligible	Positive/ Negative	P/T	D/I	ST/ MT/ LT		
Operational Phase													
Population	Negligible	Negative	P	D	LT	-	Negligible	Negative	P	D	LT	-	-
Housing	Moderate beneficial	Positive	P	D	LT	Provision of up to 33% affordable housing in line with Affordable Housing Policy.	Moderate beneficial	Positive	P	D	LT	SMCS Policy SS1, SS3, SS4, SS6, H1, C1 and R2	-
Employment	Moderate beneficial	Negative	P	D & I	LT	-	Moderate beneficial	Positive	P	D & I	LT	SMCS Policy E1	-
Local Expenditure	Moderate beneficial	Positive	P	D	LT	-	Moderate beneficial	Positive	P	D	LT	-	-
Healthcare	Minor adverse	Negative	P	D	LT	S106 contribution towards facilities which could include off-site improvements to existing healthcare facilities	Negligible	Negative	P	D	LT	Developer contributions SPG (2004)	-
Education (Primary)	Minor adverse	Negative	P	D	LT	-	Negligible	Positive	P	D	LT	Developer contributions SPG (2004)	-
Education (Secondary)	Minor adverse	Negative	P	D	LT	S.106 contribution to funding additional secondary school places in the area.	Negligible	Positive	P	D	LT	Developer contributions SPG (2004)	-
Crime	Negligible	Positive	P	D	LT	-	Negligible	Positive	P	D	LT	SMCS Policy D1	-
Open Space	Minor beneficial	Positive	P	D	LT	Provision of 0.29 hectares of open space.	Minor beneficial	Positive	P	D	LT	SMCS Policy D1 SMCS Policy C2 and C3 Public Open Space SPG (2004)	-

P/T = Permanent or Temporary, D/I = Direct or Indirect, ST/MT/LT – short Term, Medium Term or Long Term, N/A = Not Applicable