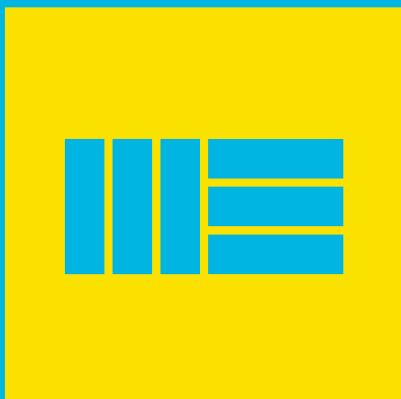


LAND EAST OF STRETTON CROFT, HINCKLEY

SOCIO-ECONOMIC STATEMENT

PREPARED ON BEHALF OF WELCOME BREAK

21 SEPTEMBER 2023



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EXECUTIVE SUMMARY

- This Socio-Economic Statement has been prepared by Montagu Evans LLP on behalf of Welcome Break. The purpose of this Statement is to examine the Social and Economic implications arising from the proposed development of a new Motorway Service Area (MSA) located on land at Stretton Croft, Hinckley.
- The Proposed Development is expected to give rise to a number of socio-economic impacts – including the creation on temporary (during construction) and permanent (in operation) jobs, Gross Value Added (GVA) to the local economy, indirect and induced benefits from supply chain spending and employees spending their wages in the local economy and business rates – in addition to the wide-ranging social value contributions made by the Applicant through their on-site activities.

POLICY CONTEXT

- The approach of planning policy at the national level is supportive of sustainable development – and this includes social and economic as well as environmental sustainability. Furthermore, Local Planning Authorities are expected to “work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area”.
- Both adopted and emerging Local Plans for Hinckley and Bosworth highlight the importance of jobs locally – with particular local issues noted around the need to address unsustainable commuting patterns and to provide a balance between housing delivery and local jobs.
- DfT Circular 2022/01 highlights the important safety role played by roadside facilities (including Motorway Service Areas), stipulating minimum distances between facilities and the amenities which must be provided. According to DfT Statistics, each accident occurring on a motorway costs the UK economy an average of £96,000, rising to £2.075m for a fatal accident, meaning that improvements to safety will have a significant benefit for the economy as a whole.

SOCIO-ECONOMIC BASELINE

- Once operational, the Site will create new jobs and generate Gross Value Added (GVA) for the Local Economy. Evidence from the 2011 Census indicates that the majority of jobs located in the Hinckley urban area are filled by residents of Hinckley and Nuneaton, the other large town in the local area, rising to 77% once the whole local authority areas of Hinckley and Bosworth and Nuneaton and Bedworth, plus Blaby and Rugby are included. Construction labour is expected to be drawn across a wider (80km radius) area, in line with research from CITB into construction workforce mobility.
- The population age profile of the local area is broadly aligned with national average, however unlike in some parts of the country, strong growth of the working age population is projected in Hinckley and Bosworth in particular – creating a need to boost the number of jobs available locally to meet the needs of a growing population.
- Though not a particularly deprived part of the country, there are nevertheless pockets of deprivation within Hinckley and Nuneaton – with the latter more affected than the former. Unemployment rates are also higher in Nuneaton and Bedworth, and as of the latest ONS figures (June 2023) there were around 3,000 people claiming

out of work benefits living within the Hinckley and Nuneaton built up areas, around a quarter of whom are aged 24 or younger.

- The Proposed Development is expected to create jobs in Construction, Retail and Food Service primarily, and jobs in these sectors are likely to be easily integrated into the local economy given there are already significant numbers of jobs in these sectors (but not an over-concentration). Adjusted for working patterns, all three types of employment are expected to make positive contributions to local economic performance.

IMPACT ASSESSMENT

- The Proposed Development will generate wide ranging economic benefits – both during construction and on completion.
- During Construction, it is estimated that 127 person years of employment will be created directly. Factoring in indirect and induced jobs, and making allowances for Leakage (benefits realised outside of the study area) and Displacement (benefits which would no longer be realised elsewhere if the Proposed Development was to proceed), it is estimated that 194 jobs will be created or sustained during construction – for the duration of the build programme.
- On completion, it is estimated that the MSA facility will require 114 FTE staff to operate. With a large number of part time roles expected, the total number of employee jobs created by the facility directly is estimated at 183. Making similar adjustments to the above for Leakage, Displacement and Multiplier Effects (to calculate indirect and induced jobs), it is estimated that the completed development will support 99 FTE local jobs.
- Construction of the Proposed Development is expected to contribute £9.2m in Gross Value Added (GVA) to the regional economy, whilst the ongoing operation of the MSA could contribute £3.5m per annum to the local economy.
- In addition to core economic benefits, Welcome Break is committed to enhancing the broader social impact of the Proposed Development by working with local Jobcentres, advertising jobs locally on council jobs boards, and rolling out its 'Funding Community Projects' scheme to the Hinckley site.

SUMMARY OF KEY BENEFITS

WELCOME BREAK, HINCKLEY ECONOMIC BENEFITS OF PROPOSED DEVELOPMENT

WelcomeBreak



During Construction	127	194	£9.2m	£105k
	Person Years of Direct (on site) Construction Employment Created by the Development	Direct, Indirect and Induced Construction Jobs (FTE) Sustained within the Region	Net GVA Contribution to the Regional Economy During Construction Period	Local Spend by Construction Workers on Food, Drink & Accommodation
	114	£3.5m	£1.5m	33
	Permanent Employment Opportunities Created Directly Full Time Equivalent (FTE)	Direct GVA Contribution to the Local Economy Per Annum	Estimated Annual Staff Wages To be spent in the Local Economy Per Annum	Additional Jobs Safeguarded in the Local Economy from business and staff spending
In Operation	3-5	40%+		
	Estimated Apprentices, Trainees and Graduates Employed during Construction	Part Time / Flexible Roles Expected to be Created	Local Employment Schemes Helping to tackle Unemployment	Landscaped Green Space To be provided on site
Wider Social Impacts				

...

1.0 INTRODUCTION

- 1.1 This Socio-Economic Statement has been prepared by Montagu Evans LLP on behalf of Welcome Break. The purpose of this Statement is to examine the Social and Economic implications arising from the proposed development of a new Motorway Service Area (MSA) located on land at Stretton Croft, Hinckley - to the west of Junction 1 of the M69 motorway and to the south of the A5 ('the Site').
- 1.2 The Site is located primarily within the boundary of Hinckley and Bosworth Borough Council (HBBC), though extends partly into neighbouring Rugby Borough Council (RBC). The approximate location of the Site is shown below.

Figure 1 – Site Location Plan



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- 1.3 As shown above, the nearest major population centres to site are Hinckley (population 48,500 as of 2021) and Nuneaton (population 89,700). Leicester and Coventry are the nearest major cities, located north and south of the Site respectively along the M69. The site also falls on the boundary between the East and West Midlands regions.

PROPOSED DEVELOPMENT

1.4 The Site is ideally located for an MSA, with no existing provision on the M69 and the nearest alternative facilities being Leicester Forest Services on the M1 (12 miles from Site), and Corley Services on the M6 (14 miles from Site). The gap between these MSAs (26 miles) significantly exceeds the maximum distance of 14 miles recommended within the Department for Transport Circular 01/2022 – meaning that additional provision will play an important role in reinforcing the resilience and safety of the strategic road network in this part of the Midlands.

1.5 The formal description of development is as follows:

“The construction of a Motorway Service Area comprising vehicular and pedestrian access from the A5, petrol filling station for domestic vehicles, HGV filling station, Main PFS / Services building, drive thru unit, EV charging spaces, customer parking spaces including HGV, coach and caravan provision, landscaping including picnic and dog walking areas, electric substations and retaining walls at south/western boundary fronting the M69”

1.6 More specifically, the proposed development will deliver the following accommodation, facilities and amenities:

- Main Motorway Services Building of 1,790.8 Sq. m.
- Drive thru coffee unit of 187.8 Sq. m.
- Petrol filling station for domestic vehicles.
- HGV filling station of 73 sq. m.
- 266 Parking Spaces including: 17 DDA Spaces, EV provision, Staff Parking, 28 no. HGV spaces, 6 no. Coach spaces and 8 no. Caravan spaces.
- 38 EV Charging Spaces.
- Landscaping including picnic and dog walking areas.

Figure 2 - Floorspace Plan of Motorway Services Building

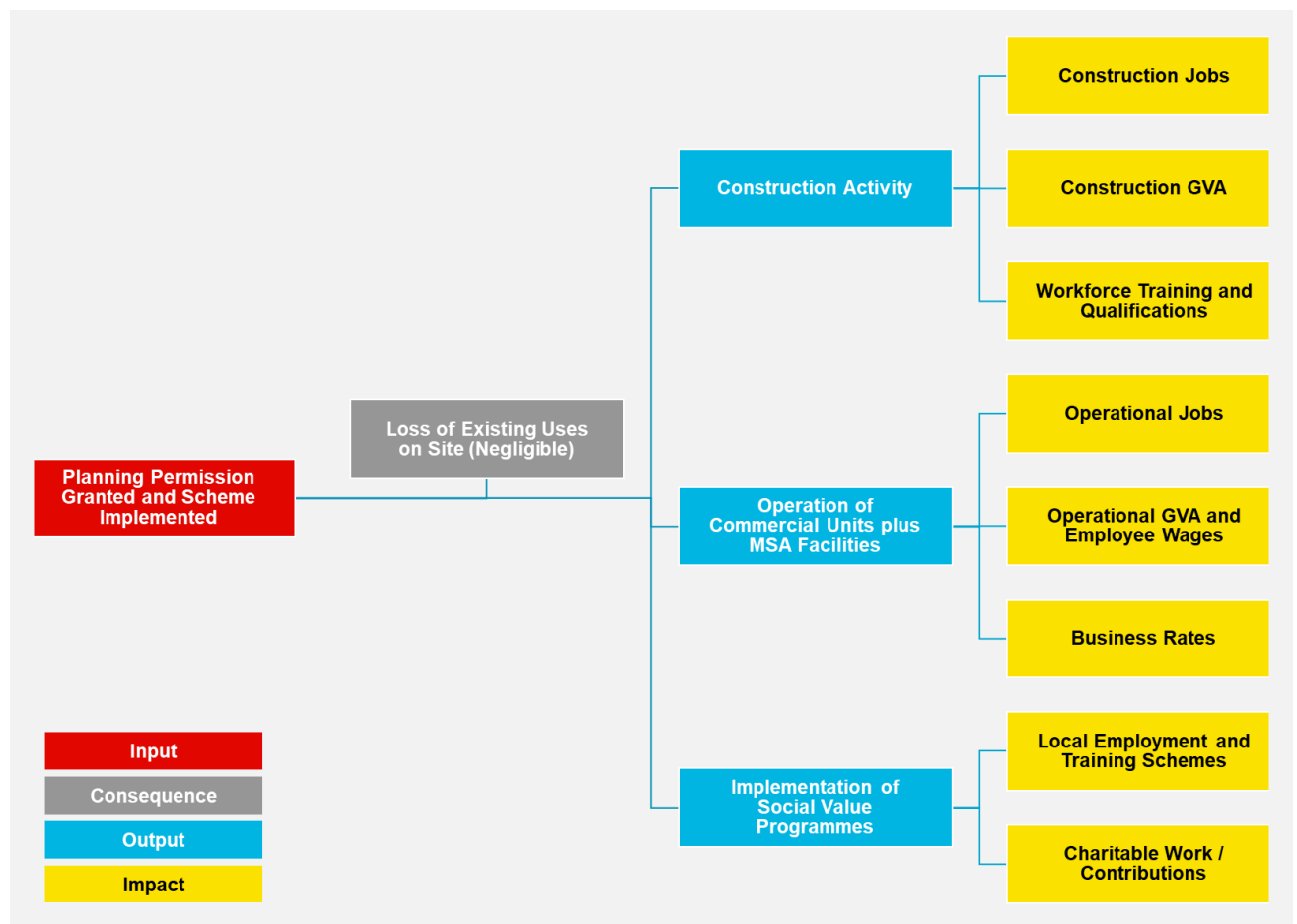


Source: Welcome Break

POTENTIAL SOCIO-ECONOMIC OUTCOMES

- 1.7 At present, the Site is currently undeveloped and sustains little to no economic activity. The Site is also private land, with no public right of way (access being severely restricted regardless of this by the adjacent major highways), meaning its amenity value to the local community is negligible.
- 1.8 The delivery of the Proposed Development is likely to impact beneficially upon the local community and local economy in a variety of ways – primarily as a result of the transition from vacant land to a more economically productive land use – for example through the creation of new jobs.
- 1.9 Figure 3 below shows the Socio-Economic *Theory of Change* for the Proposed Development, demonstrating how the project inputs (granting and implementation of planning consent) are expected to lead the delivery of outputs (the construction of physical assets and implementation of wider social value programmes), which in turn facilitate a range of socio-economic impacts.

Figure 3 - Theory of Change – Proposed New MSA at Hinckley



- 1.10 As shown above, the Proposed Development is expected to lead to beneficial impacts derived from three main outputs:

- **Construction Activity:** The construction works required to deliver the Proposed Development will generate temporary employment opportunities for construction sector workers (and the wider construction supply chain) across the region. This in turn will boost regional Gross Value Added

(GVA)¹, and create opportunities for training and apprenticeships – which are likely to benefit local residents in particular.

- **Operational Activity:** On completion, the Proposed Development will create permanent employment opportunities, the majority of which are expected to be taken up by local residents. This in turn will boost local GVA, generate additional economic benefits through workers spending their wages locally, and additionally generate additional business rates income.
- **Wider Social Value Programmes:** The Site will be developed and operated by Welcome Break, who have a strong track record of delivering social value through their schemes – particularly through initiatives aimed at promoting employee wellbeing as well as supporting local and national charities. Delivery of the Proposed Development will enable this strong commitment to be extended to the Hinckley and Nuneaton area.

1.11 On the basis of the above, it is likely that the Proposed Development will deliver a wide range of beneficial impacts, which will have a positive effect on local communities and the local economy.

REPORT STRUCTURE

1.12 This report includes the following principal sections:

- **Section 2.0: Policy Context** summarises key aspects of relevant local and national policies and strategies relating to the socio-economic role of employment-generating development.
- **Section 3.0: Socio-Economic Baseline** provides an overview of current social and economic conditions within the local and regional area – which the Proposed Development will respond to and impact upon.
- **Section 4.0: Impact Assessment** quantifies the range of socio-economic impacts associated with the Proposed Development as summarised in Figure 3 above, following robust methodologies and with reference to the baseline data summarised in Section 3.0.
- **Section 5.0: Conclusion** draws together the key findings from above to establish the overall level of impact the Proposed Development will have on the local population and local economy.

¹ GVA reflects the difference between output (the value of goods and services produced) and the cost of raw materials and other inputs, which are used up in production. The resulting figure reflects the 'added value' of a given economic activity, from which employment costs (including salaries) are drawn as well as profit/operating surplus to be reinvested, saved or paid out as dividends. GVA is therefore a good indicator of the value to the local economy generated by the Proposed Development.

2.0 POLICY CONTEXT

SUMMARY

- The approach of planning policy at the national level is supportive of sustainable development – and this includes social and economic as well as environmental sustainability. Furthermore, Local Planning Authorities are expected to “work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area”.
- Both adopted and emerging Local Plans for Hinckley and Bosworth highlight the importance of jobs locally – with particular local issues noted around the need to address unsustainable commuting patterns by providing more jobs locally.
- DfT Circular 2022/01 highlights the important safety role played by roadside facilities (including Motorway Service Areas), stipulating minimum distances between facilities and the amenities which must be provided.
- According to DfT Statistics, each accident occurring on a motorway costs the UK economy an average of £96,000, rising to £2.075m for a fatal accident, meaning that improvements to safety will have a tangible economic benefit as well as a social benefit.

NATIONAL PLANNING POLICY FRAMEWORK

2.1 The National Planning Policy Framework (NPPF) was published in its current form in July 2021. The NPPF highlights the importance of sustainable development and identifies the ways in which the planning system is expected to support it. In addition to environmental sustainability, the NPPF also highlights the importance of the other two dimensions of sustainability – Economic and Social.

“Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

a) an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

b) a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and

c) an environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy”² (Our Emphasis)

- 2.2 In terms of plan-making, the NPPF sets out how the establishment of local planning policy should be guided by the principles of sustainable development, with opportunities for net gains maximised and potentially adverse impacts mitigated against:

*“Local plans and spatial development strategies should be informed throughout their preparation by a sustainability appraisal that meets the relevant legal requirements. This should **demonstrate how the plan has addressed relevant economic, social and environmental objectives (including opportunities for net gains)**. Significant adverse impacts on these objectives should be avoided and, wherever possible, alternative options which reduce or eliminate such impacts should be pursued. Where significant adverse impacts are unavoidable, suitable mitigation measures should be proposed (or, where this is not possible, compensatory measures should be considered).”³*

- 2.3 In terms of decision-making, the NPPF further highlights how local planning authorities should work constructively with applicants to ensure that developments produce beneficial sustainable development outcomes:

*“Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including brownfield registers and permission in principle, and **work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area**. Decision-makers at every level should seek to approve applications for sustainable development where possible.”⁴ (Our Emphasis)*

- 2.4 In summary, the NPPF provides clear direction that encouraging sustainable economic growth should be an important consideration both in the formation of planning policy and in the determination of planning applications. For the Proposed Development, this means ensuring that the impact of any loss of existing economic activities is mitigated against, and the new potential for enhanced economic activities is maximised.

LOCAL PLANS, STRATEGIES AND POLICIES

HINCKLEY AND BOSWORTH BOROUGH COUNCIL

Adopted Core Strategy (December 2009) and emerging New Local Plan (Reg 19 – February 2022)

- 2.5 The current Local Development Plan for Hinckley and Bosworth includes an adopted Core Strategy (adopted December 2009) covering a plan period of 2006-2026. Though now dated the adopted plan highlights a number of key socio-economic issues facing the borough, including structural weaknesses in the economy stemming from an over-reliance on declining sectors such as manufacturing, high rates of out-commuting to neighbouring boroughs, and low levels of visitor spending. In addition, the Plan highlights how there are pockets of deprivation within the Borough, including within Hinckley.
- 2.6 It is important to note that this plan was adopted prior to the abolition of regional government (and associated Regional Spatial Strategies) and prior to the adoption of the National Planning Policy Framework. As such,

² MHCLG, National Planning Policy Framework, Paragraph 8

³ MHCLG, National Planning Policy Framework, Paragraph 32

⁴ MHCLG, National Planning Policy Framework, Paragraph 38

HBBC working on a new Local Plan which reflects current local and national planning policy issues - with the intention that it will cover a plan period of 2020-2041.

- 2.7 The emerging New Local Plan was issued for Regulation 19 consultation in February 2022. The emerging Plan establishes a number of strategic objectives around the themes of People, Places and Prosperity. This includes a commitment to positive planning and supporting economic growth and resilience through sustainable development which is able to flex to meet changing needs. The emerging Plan also highlights the need to balance jobs and housing – ensuring that the local economy is able to thrive without reliance on exacerbating unsustainable commuting patterns.

RUGBY BOROUGH COUNCIL

Adopted Local Plan (June 2019)

- 2.8 Rugby's Local Plan was adopted in June 2019, and covers a plan period of 2011-2031.
- 2.9 The adopted Plan notes how the Borough's economy has fared well in recent years, with relatively low rates of unemployment, relatively high skill levels and average earnings above national and regional averages. The adopted Plan also highlights the importance of maintaining a balance between housing growth and jobs – and sets out a number of policies aimed at securing sustainable growth.
- 2.10 Furthermore, the overarching spatial vision for the Borough highlights how the Council aims for Rugby Borough to have a strong economy which offers a range of high-quality employment opportunities which are suitable for the whole community.

DFT CIRCULAR 01/2022

- 2.11 The Department for Transport issued a policy paper entitled 'Strategic road network and the delivery of sustainable development' in December 2022, confirming the current policy position on a range of topics including the provision of Roadside Facilities.
- 2.12 Circular 01/2022 highlights the important safety role played by roadside facilities, ensuring that motorists are able to take a break of at least 15 minutes every 2 hours. To achieve this, a maximum distance of 28 miles between Motorway Service Areas is stipulated, alongside the mandatory facilities which must be provided – including:
- 24 hour availability
 - Free parking for at least 2 hours
 - Provision of security monitoring equipment including lighting and CCTV
 - Free-to-use toilet facilities
 - Shower and washing facilities for HGV Drivers
 - Fuel provision for petrol and diesel vehicles, plus EV charging points
 - Access to free emergency telephones, plus Wi-Fi and device charging facilities
- 2.13 Finally, the Circular confirms that provision of retail activities (as well as other uses such as hotels, conference centres and business centres) within roadside facilities is a matter for consideration by the local planning authority – though reasserts the primary function being to support safety and welfare of the road user.

THE ECONOMIC COST OF MOTORWAY ACCIDENTS

2.14 According to DfT Statistics, each accident occurring on a motorway costs the UK economy an average of £96,000, rising to £2.075m for a fatal accident⁵. On this basis, the improvement to road safety arising from increased MSA provision is likely to have a significant impact on the wider economy due to the reduced number of incidents.

⁵ DfT, 2016, Average Value of Prevention of Reported Road Accidents by Road Type (RAS60002)

3.0 SOCIO-ECONOMIC BASELINE

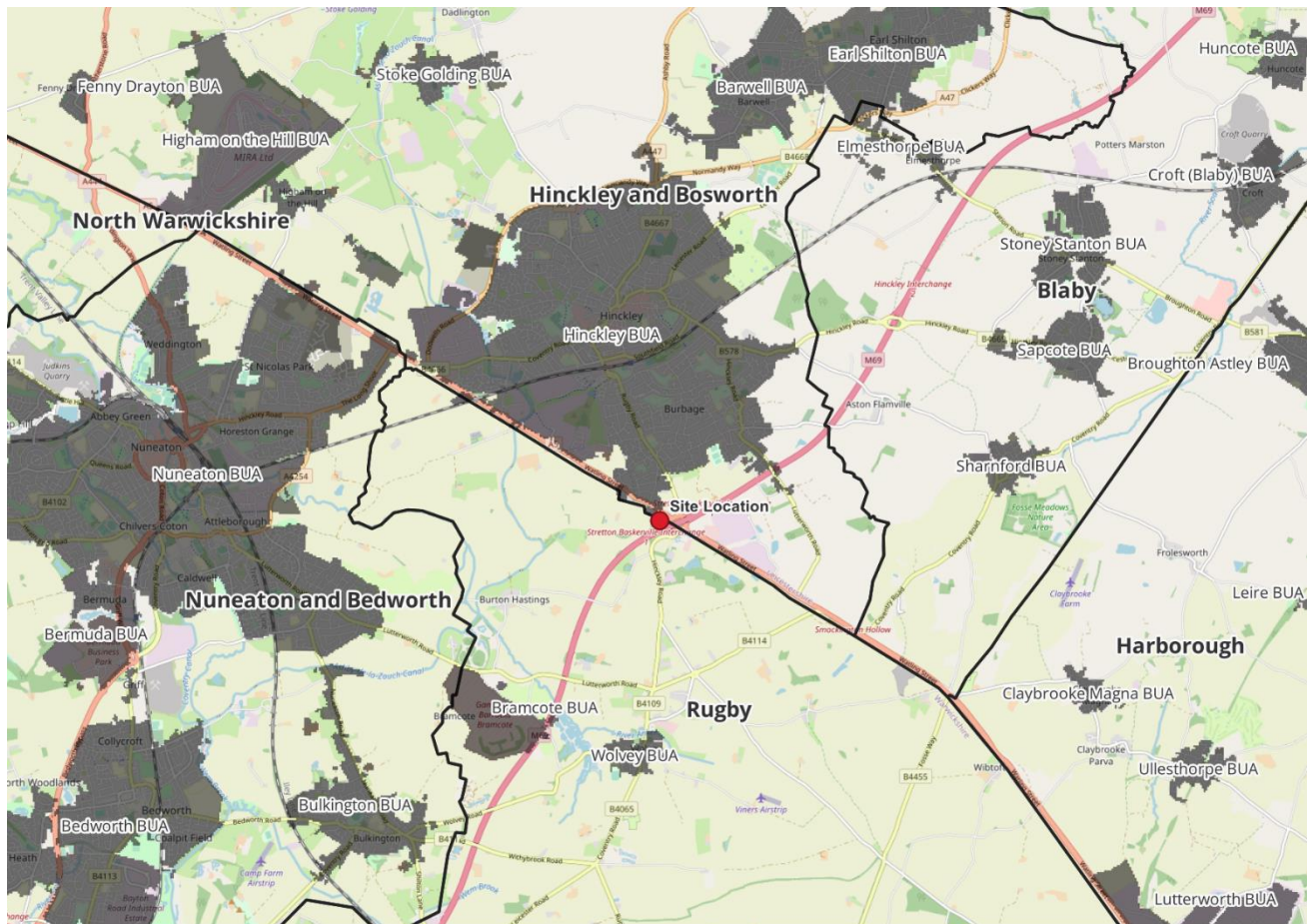
SUMMARY

- Once operational, the Site will create new jobs and generate Gross Value Added (GVA) for the Local Economy. Evidence from the 2011 Census indicates that the majority of jobs located in the Hinckley urban area are filled by residents of Hinckley and Nuneaton, the other large town in the local area, rising to 77% once the whole local authority areas of Hinckley and Bosworth and Nuneaton and Bedworth, plus Blaby and Rugby are included. Construction labour is expected to be drawn across a wider (80km radius) area, in line with research from CITB into construction workforce mobility.
- The population age profile of the local area is broadly aligned with national average, however unlike in some parts of the country, strong growth of the working age population is projected in Hinckley and Bosworth in particular – creating a need to boost the number of jobs available locally to meet the needs of a growing population.
- Though not a particularly deprived part of the country, there are nevertheless pockets of deprivation within Hinckley and Nuneaton – with the latter more affected than the former. Unemployment rates are also higher in Nuneaton and Bedworth, and as of the latest ONS figures (June 2023) there were around 3,000 people claiming out of work benefits living within the Hinckley and Nuneaton built up areas, around a quarter of whom are aged 24 or younger.
- The Proposed Development is expected to create jobs in Construction, Retail and Food Service primarily, and jobs in these sectors are likely to be easily integrated into the local economy given there are already significant numbers of jobs in these sectors (but not an over-concentration). Adjusted for working patterns, all three types of employment are expected to make positive contributions to local economic performance.

STUDY AREA DEFINITION

- 3.1 As noted in the introduction, the Site is located on the boundary between Hinckley and Bosworth and Rugby Boroughs, and also on the boundary between the East and West Midlands regions. The Site is located immediately adjacent to the Hinckley Built Up Area (BUA) – as defined by the ONS – which incorporates the settlements of Hinckley and Burbage. The other major settlement nearby is Nuneaton, which falls within Nuneaton and Bedworth Borough. The northern part of Rugby Borough is more sparsely populated, featuring smaller settlements such as Bramcote and Wolvey only.
- 3.2 Figure 4 below shows Built Up Areas (2022 definitions) within the local area surrounding the Site.

Figure 4 - Built Up Areas

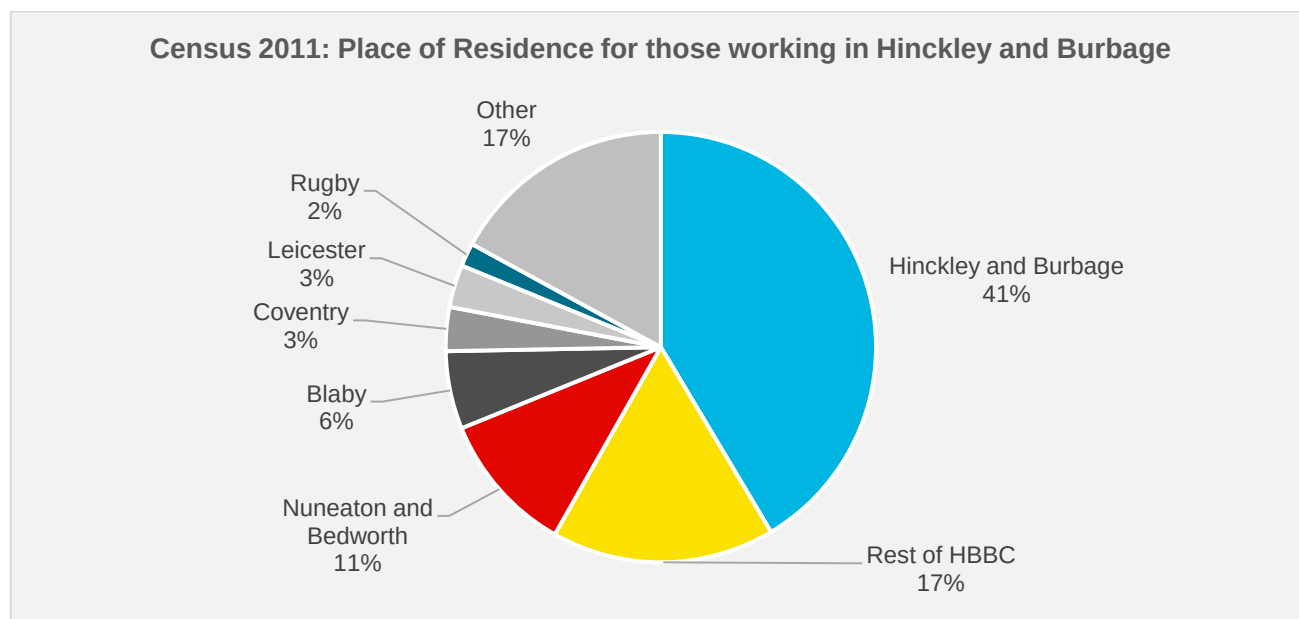


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OPERATIONAL STUDY AREA

- 3.3 It is anticipated that the majority of staff at the completed development will be drawn from Hinckley/Burbage and Nuneaton, with smaller numbers drawn from a variety of small settlements nearby, as well as potentially from the Leicester and Coventry areas.
- 3.4 This is supported by data from the 2011 Census (equivalent data from the 2021 Census is not yet available), which indicates that around 41% of jobs in Hinckley and Burbage are filled by residents of the built up area, with a further 17% filled by residents of the rest of the Borough and 11% from Nuneaton and Bedworth. By contrast, just 2% of jobs are filled by residents of Rugby Borough – lower than the share filled by commuters from Coventry (3%) and Leicester (3%).

Figure 5 – Place of Residence for Hinckley and Burbage Workers



Source: ONS, Census 2011

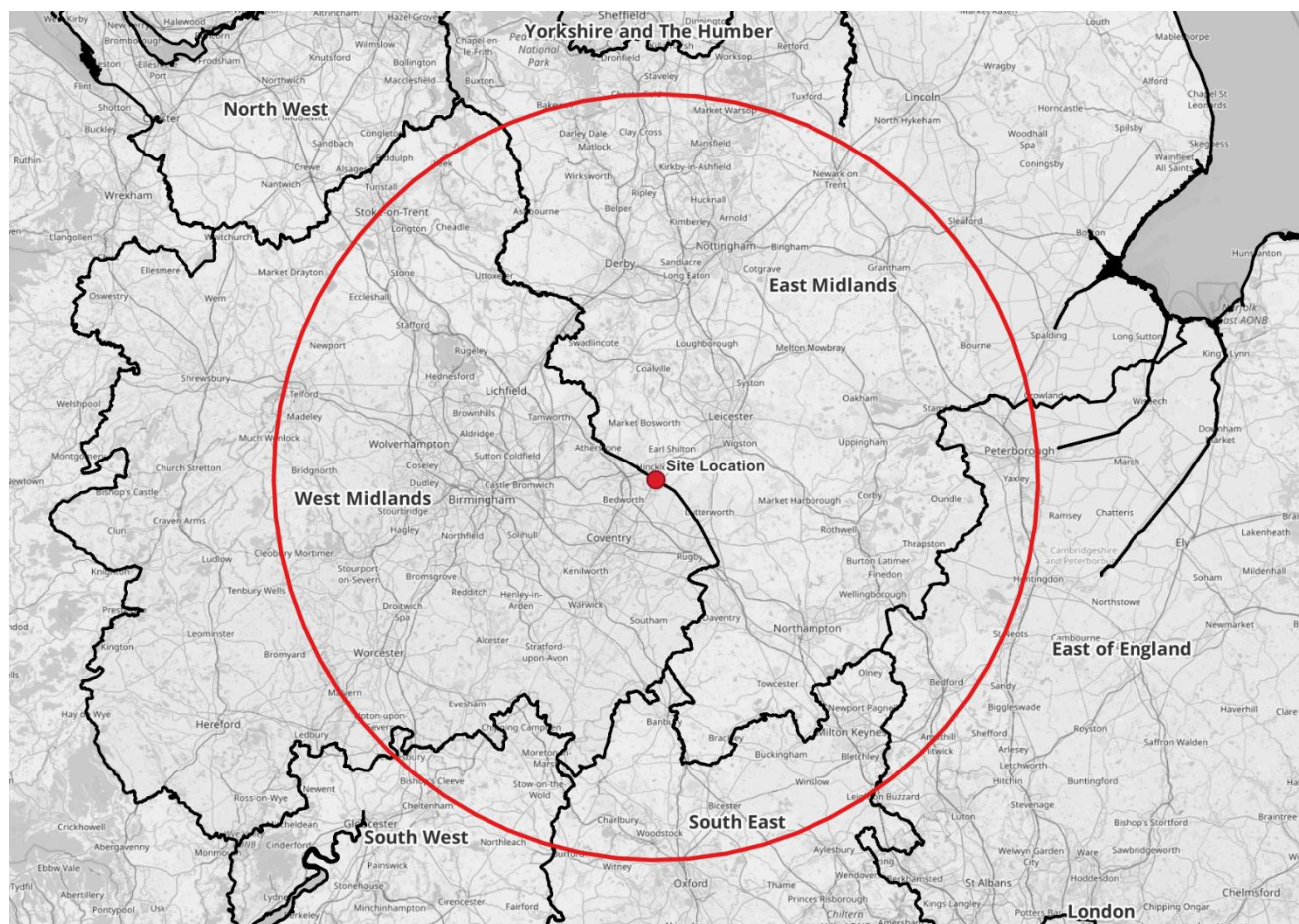
- 3.5 On this basis, it is likely that the socio-economic impacts of the Proposed Development will be felt most strongly within Hinckley and Burbage, with residents of the wider local area (incorporating Hinckley and Bosworth, Nuneaton and Bedworth, Blaby and Rugby boroughs) also likely to benefit.

CONSTRUCTION STUDY AREA

- 3.6 It is also important to note that the socio-economic impacts of the Construction phase are likely to be spread across a wider region, on the basis that a wide range of technical specialisms and a broad supply chain is required to deliver a major development.
- 3.7 According to CITB⁶, the average distance travelled from home to site by construction workers in the East Midlands is 18 miles (c.29km), with 3% of workers surveyed having travelled 50 miles (c.80km) or more to their current site. Workers were also asked what the furthest home-to-site commute they had completed in the last year was – and the average maximum distance was reported as 49 miles.
- 3.8 The map below shows a 50 mile / 80km radius from the Site – the area from which the vast majority of construction labour is expected to be drawn.

⁶ CITB, Workforce Mobility and Skills in the UK Construction Sector 2022

Figure 6 - Likely Construction Workforce Catchment Area (50 mile / 80km Radius)



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3.9 Based on the CITB survey, 97% of the construction workforce is likely to be drawn from this area.

POPULATION PROFILE

3.10 Table 1 below summarises the high level population breakdown for the two nearest BUAs (Hinckley and Nuneaton) by broad age group.

Table 1 - Population by Broad Age Group - 2021

	Hinckley BUA	Nuneaton BUA	Hinckley and Bosworth	Nuneaton and Bedworth	Blaby	Rugby
0-15	8,381	17,455	19,722	25,612	19,261	22,176
16-64	29,930	56,285	68,510	82,988	62,594	71,381
65+	10,156	15,987	25,408	25,604	21,078	20,809
Total	48,467	89,727	113,640	134,204	102,933	114,366

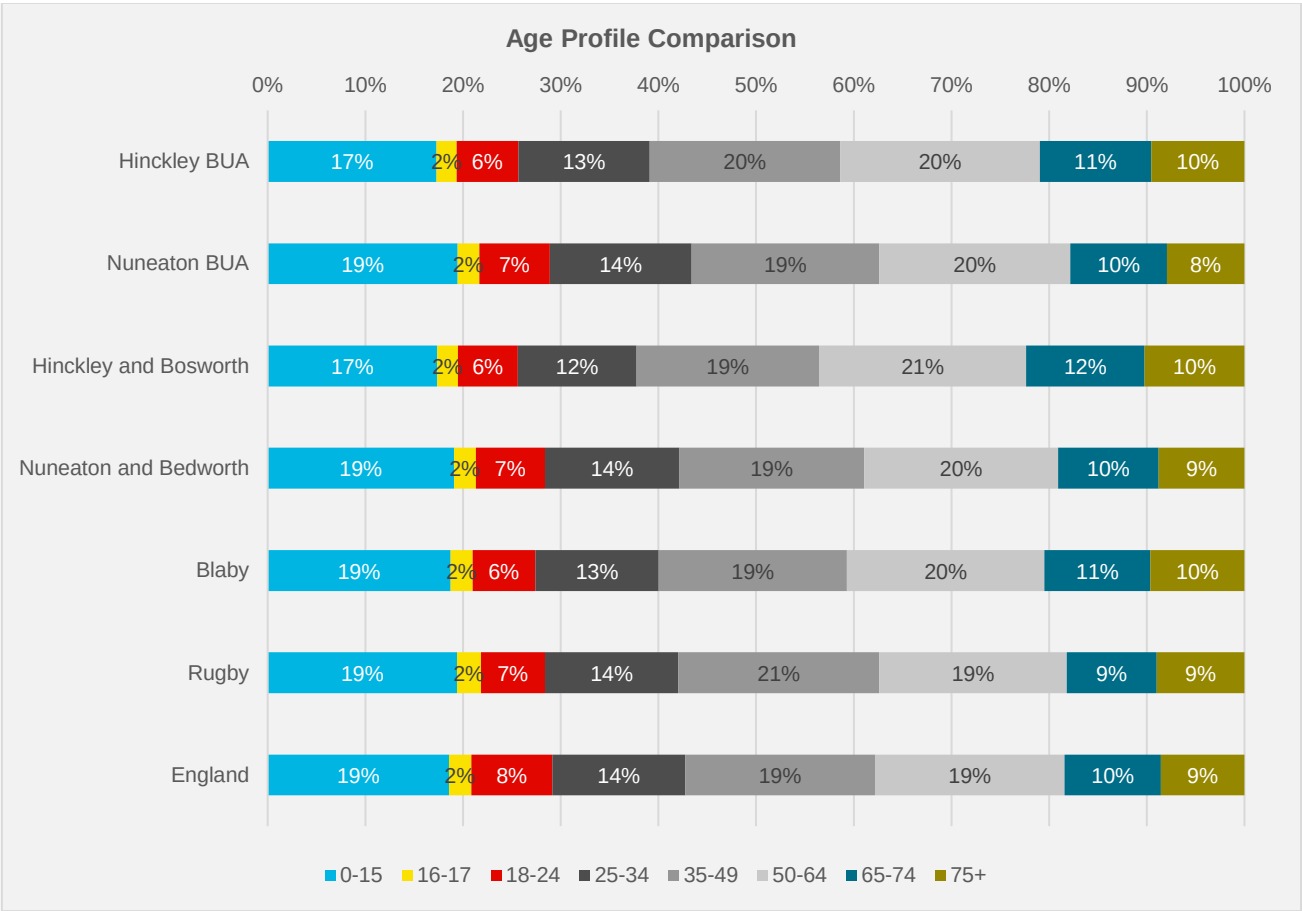
Source: ONS, Census 2021

3.11 In total, there are c. 30,000 residents of working age (16-64) living within Hinckley BUA, plus a further 56,000 living in Nuneaton BUA. Hinckley accounts for 43% of Hinckley and Bosworth Borough's working age

population, whilst Nuneaton accounts for 68% of Nuneaton and Bedworth's working age population. Both towns are therefore economically important to their wider boroughs.

3.12 Figure 7 below summarises the age profile of each area in further detail, expressed as a percentage of total population.

Figure 7 - Detailed Age Profile - 2021



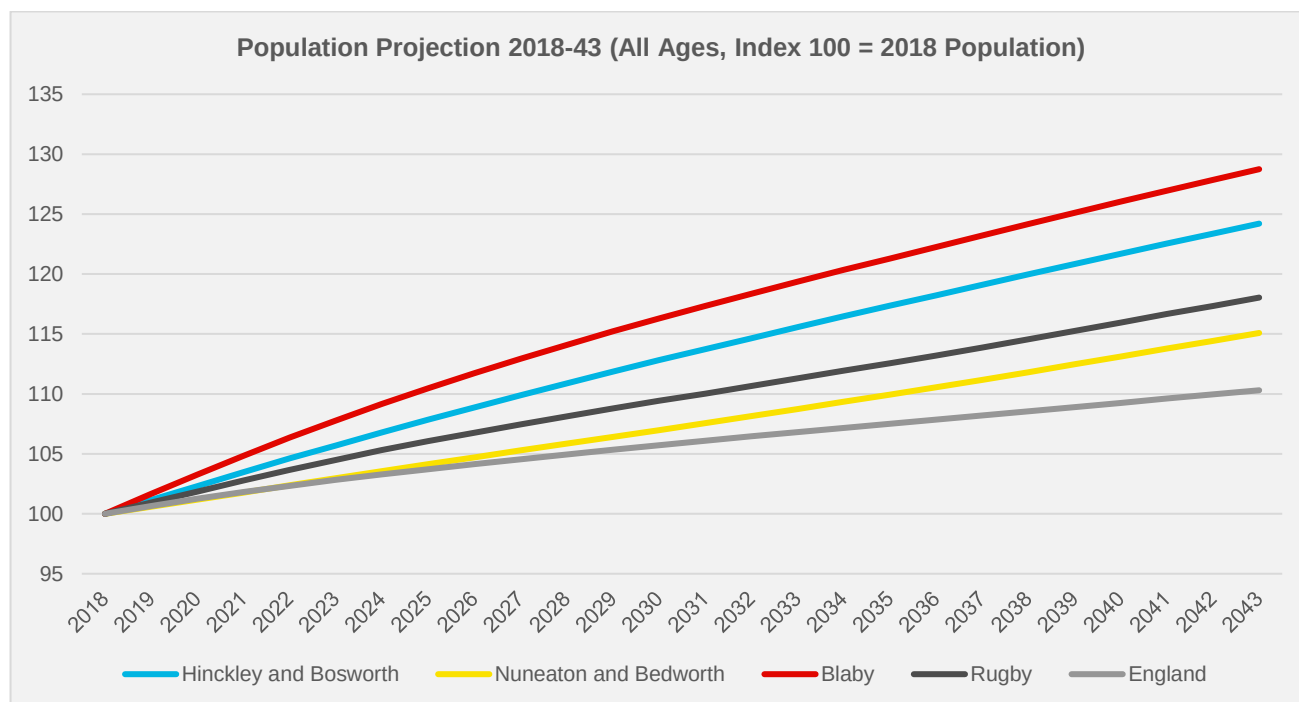
Source: ONS, Census 2021

3.13 As shown above, Hinckley and Nuneaton have broadly similar age profiles to their parent Boroughs. Young people at the start of their working lives (18-24) make up 6% of the Hinckley population and 7% of the Nuneaton population – slightly below national average. Hinckley in particular also has a slightly higher proportion of people aged 65+ than national average. Overall, the

3.14 Figures 8 and 9 below summarise projected population growth at Borough level, based on the ONS 2018-based Sub-National Population Projections. Of the nearby Boroughs, Blaby is growing at the fastest rate, followed by Hinckley and Bosworth, Rugby and finally Nuneaton and Bedworth. All four areas, however, are growing at a faster rate than national average.

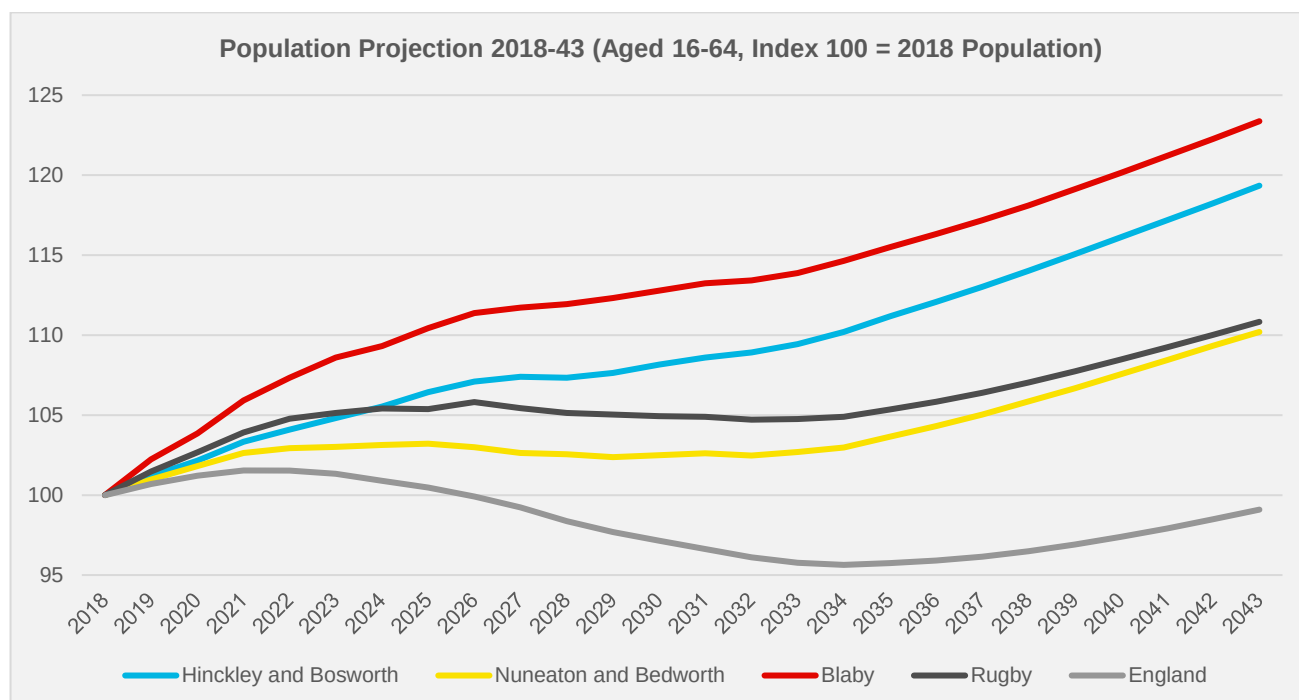
3.15 By 2043 – the final year in the projection series, the population of Hinckley and Bosworth is projected to be 24% larger than in 2018. Within the working age group, as shown in Figure 9, growth is projected to be slightly slower (with the population growing 19% between 2018 and 2043). Nevertheless, this growth rate remains significantly higher than national average.

Figure 8 – Projected Population Change 2018-43



Source: ONS, Sub-National Population Projections (2018-based)

Figure 9 – Projected Working Age Population Change 2018-43

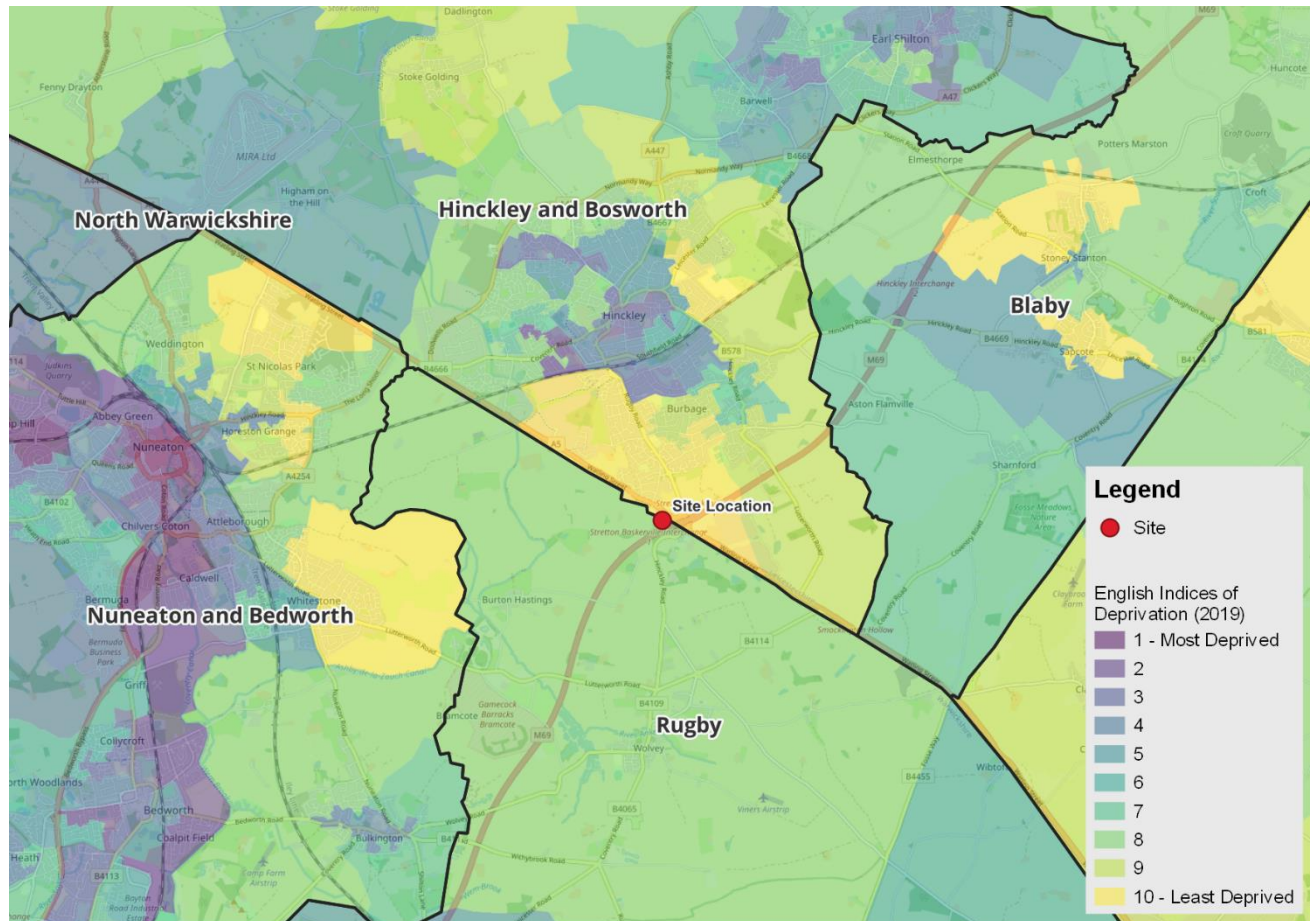


Source: ONS, Sub-National Population Projections (2018-based)

3.16 The creation of new jobs through the Proposed Development will therefore be important – ensuring that a wide range of employment opportunities are available to meet the needs of a growing local workforce.

- 3.17 Figure 10 below shows patterns of multiple deprivation within the local area, based on the 2019 English Indices of Deprivation. Areas shaded in dark blue are considered more deprived, whilst areas in yellow and green are less deprived.

Figure 10 – Deprivation within Local Area



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- 3.18 As noted above, there are pockets of deprivation in central areas of Hinckley, whilst deprivation in Nuneaton is more widespread. Table 2 summarises the 'domains' of deprivation for the for local authorities, expressed as rankings out of 317 (with 1 being the most deprived LA nationally and 317 the least deprived).

Table 2 - Deprivation Rankings by Local Authority (Rank out of 317, 1 = most deprived, 317 = least deprived)

Domain of Deprivation	Blaby	Hinckley and Bosworth	Nuneaton and Bedworth	Rugby
Multiple Deprivation	299	225	92	216
Income	260	231	102	215
Employment	253	212	69	222
Education	161	127	53	219
Health	219	206	84	198
Crime	194	182	73	142
Barriers to Housing and Services	293	263	237	173
Living Environment	270	236	151	168
Income (affecting Children)	263	220	90	207
Income (affecting Older People)	231	229	120	228

- 3.19 Nuneaton and Bedworth is by far the most deprived of the LAs in the local area, ranking among the most deprived third of LAs for most indicators. By contrast, the remaining LAs are within the least deprived 50% for most indicators.
- 3.20 Based on the above, the creation of new jobs and other economic benefits will help to address localised issues of deprivation in Hinckley as well as in neighbouring areas – helping to address issues relating to Income and Employment in particular.

ECONOMY AND WORKFORCE

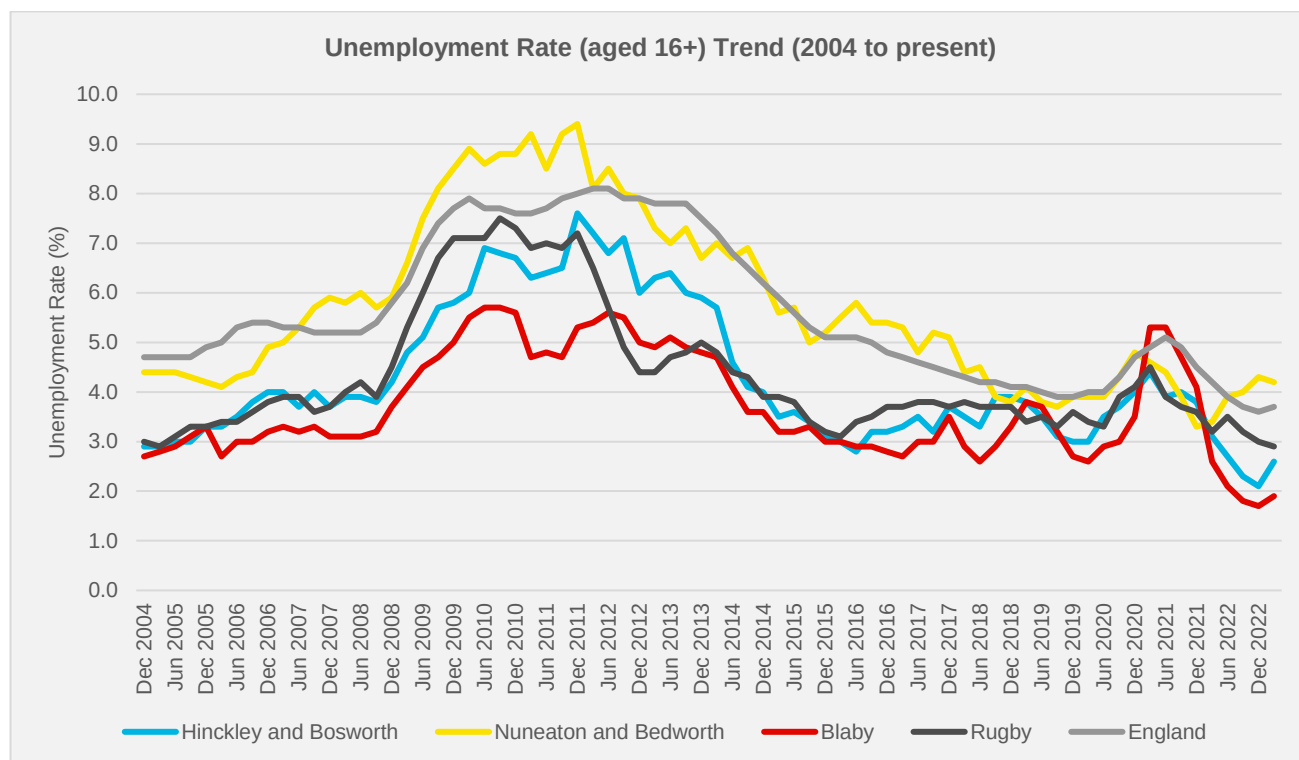
- 3.21 Table 3 below summarises the total number of jobs in the areas reviewed as of 2021 – the latest year for which data is available. The total number of jobs is then compared against the working age population to provide an indication of Jobs Density – a measure of the prominence of local employment relative to the size of its resident workforce.

Table 3 - Total Jobs and Jobs Density (2021)

	Hinckley BUA	Nuneaton BUA	Hinckley and Bosworth	Nuneaton and Bedworth	Blaby	Rugby
Pop. Aged 16-64	29,930	56,285	68,510	82,988	62,594	71,381
Jobs	22,815	31,910	45,900	47,375	61,600	50,200
Jobs Density	0.76	0.57	0.67	0.57	0.98	0.70

- 3.22 As noted above, Hinckley BUA has c. 23,000 jobs – a ratio of 0.76 jobs per working age resident. Nuneaton has a lower ratio, with 0.57 jobs per working age resident. As such, Nuneaton is likely to be dependent on jobs created in neighbouring areas (such as Hinckley) to meet the employment needs of its local population.
- 3.23 Figure 11 below tracks the unemployment rates for residents of the four LAs, compared against national average.

Figure 11 - Unemployment Rate Trend – 2004-2023

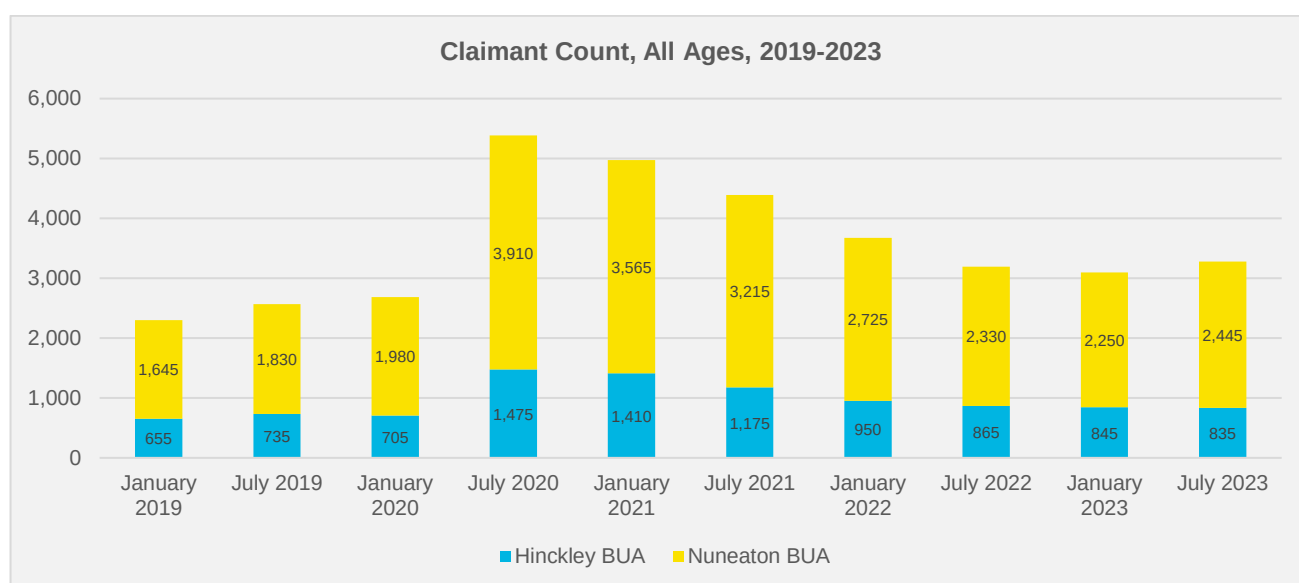


Source: ONS, Annual Population Survey

3.24 As shown above, Nuneaton and Bedworth has typically shown higher unemployment rates than other areas reviewed – and has a higher rate than national average. Though Hinckley and Bosworth's rates are now among the lowest, they have at times tracked above other areas (with the exception of Nuneaton and Bedworth).

3.25 Unemployment rates are not reliably available at a localised level, however claimant count data is available.

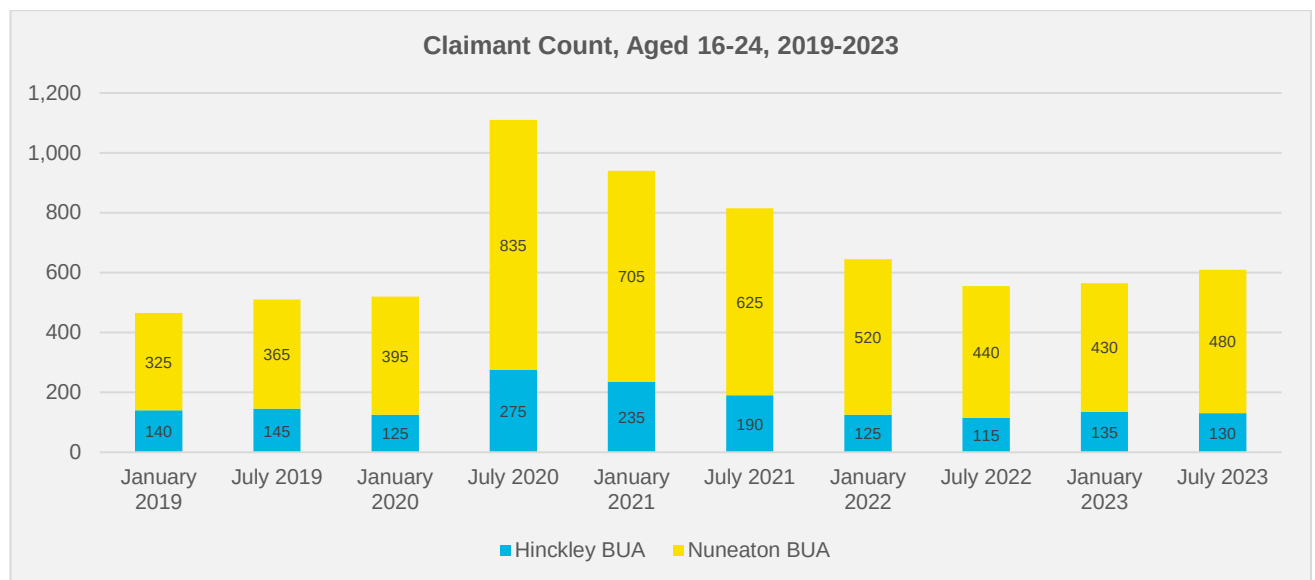
Figure 12 - Claimant Count, 2019-2023



Source: ONS, Claimant Count

3.26 As shown above, the combined claimant count for Hinckley BUA and Nuneaton BUA has levelled off at around 3,000, down from its peak during the pandemic, but remaining higher than pre-pandemic levels (around 2,500 claimants). The same trend holds true for younger people (16-24), who tend to account for a disproportionate share of claimants. As shown in Figure 13 below, around 600 people in this younger age group are currently claiming out of work benefits – approximately 25% of total claimants.

Figure 13 - Claimant Count (16-24s) - 2019-2023



Source: ONS, Claimant Count

3.27 The creation of new jobs through the Proposed Development will make a contribution towards addressing localised issues of unemployment.

3.28 Figure 14 below compares employment in Hinckley and Nuneaton BUAs against regional and national average by industry sector. The Proposed Development is expected to create employment (temporary and permanent) in the following sectors:

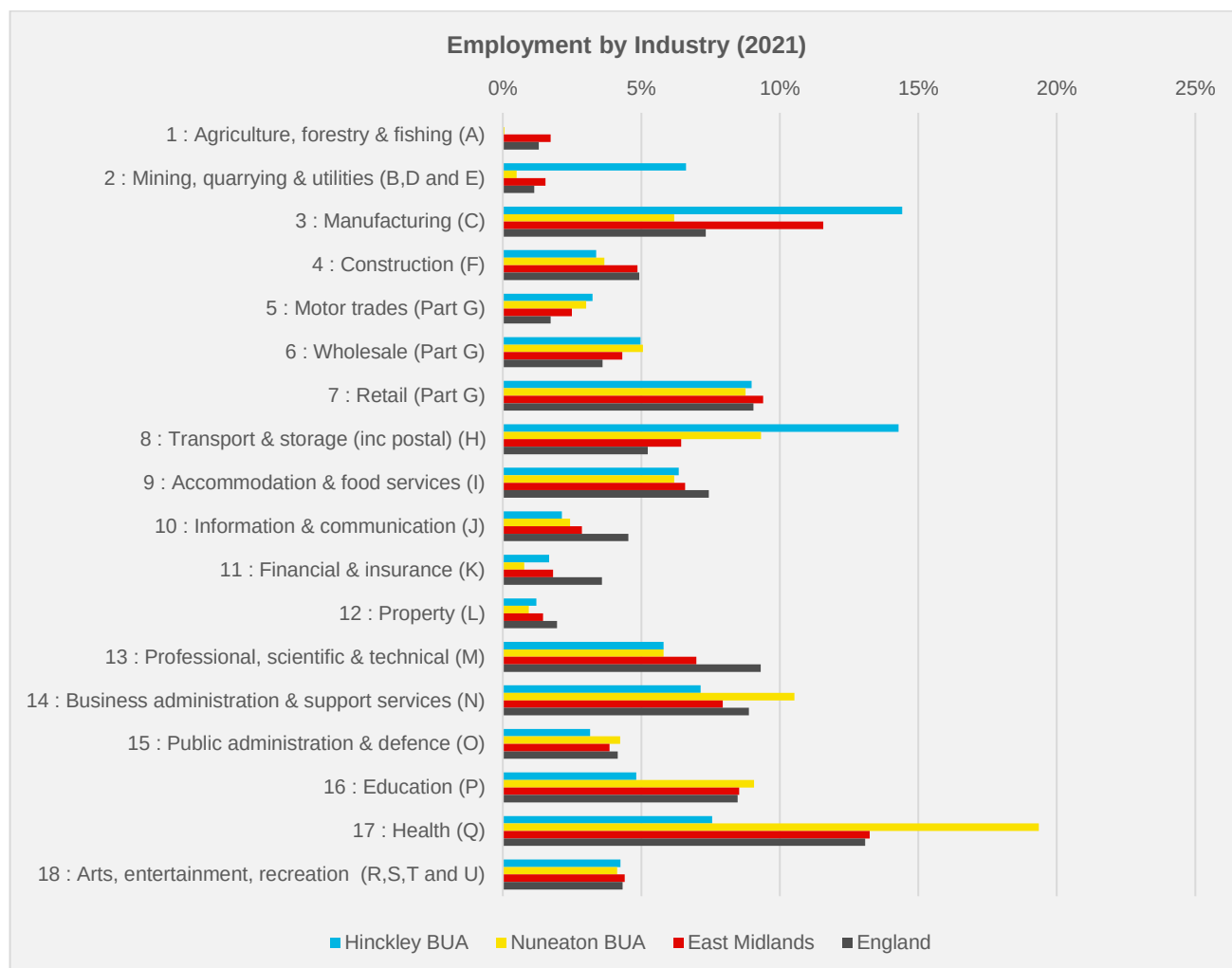
- Construction
- Retail Trade
- Food Service

3.29 In addition to the above, a small number of ancillary jobs are likely to be created in the upkeep of the MSA, grounds and on-site buildings.

3.30 As shown below, employment in Construction is relatively low, with around 3% of total jobs in Hinckley and Nuneaton BUAs being within this sector. Regionally, however, Construction employment is in line with national average. On this basis, the assumption that construction labour will travel from across the region appears to be valid.

3.31 Retail and Food Service employment is broadly in line with regional and national averages. The permanent employment created in Retail and Food Service by the Proposed Development is therefore likely to be of relevance to the existing local workforce – meaning that additional labour from outside of the local area is unlikely to be required.

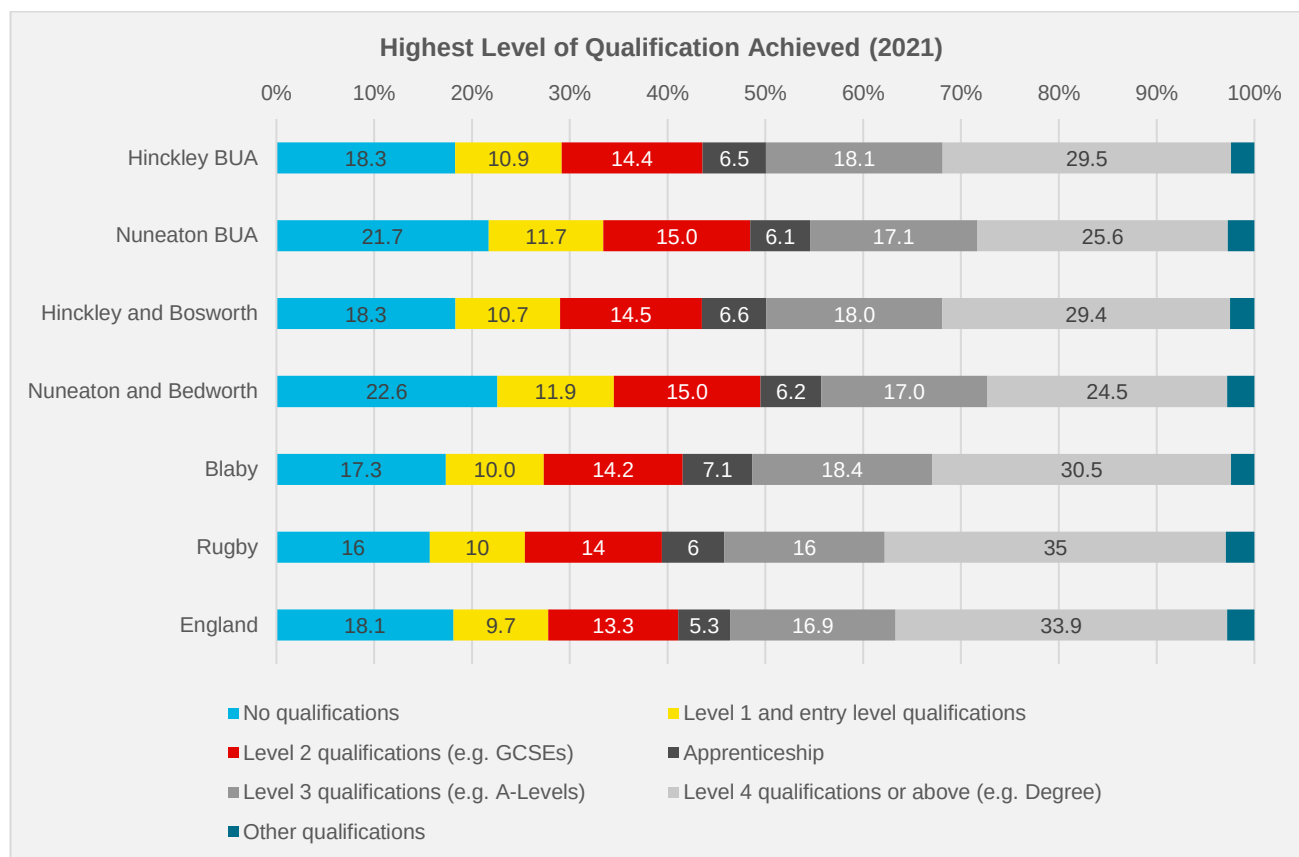
Figure 14 - Employment by Industry



Source: ONS, Business Register Employment Survey

- 3.32 The Proposed Development is likely to create jobs at a range of skill levels, ranging from lower skilled roles in food service and cleaning through to more highly skilled roles in management.
- 3.33 Figure 15 below summarises the highest level of qualification attained by local residents, based on the 2021 Census. According to this data, around 18% of Hinckley residents (aged 16+) have no qualifications – similar to national average, whilst 30% have degree or higher qualifications (below national average of 34%). Nuneaton has a higher proportion of residents with no qualifications (22%), and a correspondingly lower proportion of residents with degree or higher level qualifications (26%).
- 3.34 The skills base of the local population is therefore likely to support local employment by the Completed Development.

Figure 15 - Highest Level of Qualification



Source: ONS

3.35 The Proposed Development will also contribute to local Gross Value Added (GVA) growth. GVA reflects the difference between output (the value of goods and services produced) and the cost of raw materials and other inputs, which are used up in production. The resulting figure reflects the 'added value' of a given economic activity, from which employment costs (including salaries) are drawn as well as profit/operating surplus to be reinvested, saved or paid out as dividends. GVA is therefore a good indicator of the value to the local economy generated by the Proposed Development.

3.36 Table 4 summarises regional and national average rates of GVA per job for key industry sectors relevant to the Proposed Development. Overall levels of GVA per job are lower in the East Midlands than UK average – the latter being skewed by the very high levels of GVA generated in London and the wider South East.

Table 4 - GVA per Job

	East Midlands	UK Average
Construction	£47,300	£53,700
Retail	£37,900	£40,900
Food Service	£18,200	£24,300
Total (All Sectors)	£45,700	£54,100

Source: ONS / Oxford Economics

3.37 Construction activity generates an estimated £47,300 per job, whilst Retail and Food Service generate lower rates of GVA. It is important to note, however, that there are a large number of part time jobs in Retail and Food service, which result in fewer hours being worked per job (see Table 5 below) and a lower GVA per job.

Table 5 - Mean Hours Worked per week

	All Workers	Full Time	Part Time
Construction	37.1	41.7	17.4
Retail	33.0	40.1	19.2
Food Service	23.4	40.0	15.5
Total (All Sectors)	33.3	39.3	18.2

3.38 Table 6 summarises the adjustment from GVA per Job to establish GVA per Full Time Equivalent (FTE). FTE adjustment is calculated by dividing the mean number of hours worked by Full Time workers in Table 5 above by the mean number of hours worked by All Workers. This results in GVA per FTE – which is carried forward for use within the Impact Assessment in section 4 of this report.

Table 6 - GVA per FTE Job

	GVA per Job	FTE Adjustment	GVA per FTE
Construction	£47,300	1.12	£53,165
Retail	£37,900	1.22	£46,054
Food Service	£18,200	1.71	£31,111
Total (All Sectors)	£45,700	1.18	£53,934

4.0 IMPACT ASSESSMENT

SUMMARY

- **The Proposed Development will generate wide ranging economic benefits – both during construction and on completion.**
- **During Construction, it is estimated that 127 person years of employment will be created directly. Factoring in indirect and induced jobs, and making allowances for Leakage (benefits realised outside of the study area) and Displacement (benefits which would no longer be realised elsewhere if the Proposed Development was to proceed), it is estimated that 194 jobs will be created or sustained during construction – for the duration of the build programme.**
- **On completion, it is estimated that the MSA facility will require 114 FTE staff to operate. With a large number of part time roles expected, the total number of employee jobs created by the facility directly is estimated at 183. Making similar adjustments to the above for Leakage, Displacement and Multiplier Effects (to calculate indirect and induced jobs), it is estimated that the completed development will support 99 FTE local jobs.**
- **Construction of the Proposed Development is expected to contribute £9.2m in Gross Value Added (GVA) to the regional economy, whilst the ongoing operation of the MSA could contribute £3.5m per annum to the local economy.**
- **In addition to core economic benefits, Welcome Break is committed to enhancing the broader social impact of the Proposed Development by working with local Jobcentres, advertising jobs locally on council jobs boards, and rolling out its 'Funding Community Projects' scheme to the Hinckley site.**

OUTPUTS FROM THE PROPOSED DEVELOPMENT

- 4.1 The total cost to deliver the above accommodation is commercially sensitive, however based on similar projects elsewhere Montagu Evans has assumed a total build cost of £20m.
- 4.2 On completion, the Proposed Development will deliver the following accommodation:
- Main Motorway Services Building of 1,790.8 Sq. m.
 - Drive thru coffee unit of 187.8 Sq. m.
 - Petrol filling station for domestic vehicles.
 - HGV filling station of 73 sq. m.
 - 266 Parking Spaces including: 17 DDA Spaces, EV provision, Staff Parking, 28 no. HGV spaces, 6 no. Coach spaces and 8 no. Caravan spaces.
 - 38 EV Charging Spaces.
 - Landscaping including picnic and dog walking areas.
- 4.3 These key outputs, unlocked by the granting of planning consent, are expected to generate a wide range of local community and economic benefits, which are summarised below.

IMPACTS DURING CONSTRUCTION

- 4.4 The Applicant expects the construction phase to last for approximately 12 months, at which point the MSA will enter operation, and the on-site retail and hospitality businesses will commence trading. As noted above, the construction cost for the Proposed Development is confidential, and an assumption has been made of a total construction cost of £20m.

CONSTRUCTION JOBS

- 4.5 Construction jobs have been calculated based on the ratio of turnover to employment for the Construction and Professional Services at a macro level. According to ONS⁷ the construction industry employs one person for each £157,600 of turnover.

Table 7 - Direct Construction Employment

	Total
Approx. Project Spend	£20.0m
Industry Turnover per Worker	£158,000
Person Years of Employment	127

Source: Assumed build costs, ONS, Montagu Evans Modelling

- 4.6 In total, the Proposed Development is expected to require 127 person years of employment to complete – equivalent to 127 people being employed for the entire duration of the build (though in practice there will likely be peaks and troughs, where higher or lower numbers of workers will be on site at a given time in the programme).
- 4.7 The figures above relate to ‘Gross’ jobs, created directly by the project. In practice, a number of these jobs will:
- Be taken up by those based outside of the study area – referred to as **Leakage**
 - Result in other projects not occurring or being significantly delayed due to a limited workforce being committed to delivering the Proposed Development instead - referred to as **Displacement**
 - Catalyse other economic activity, and therefore sustain employment, through the purchasing of goods and services to deliver the Proposed Development (supply chain) and through workers spending their wages in the study area economy – referred to as **Composite Multiplier** effects
- 4.8 For the purpose of this assessment, **Leakage** has been derived from CITB research⁸ on construction workforce mobility (summarised in the Baseline Context section), which finds that 97% of construction workers based in the East Midlands commute less than 80km (~50 miles) to their place of work. On this basis, around 3% of jobs are expected to ‘leak’ – benefiting residents of places beyond this study area.
- 4.9 A very low level of **Displacement** (10%) has been assumed in line with the HCA Additionality Guide – on the basis that the Proposed Development is of a standard typology and that an extensive construction workforce and supply chain is available within the study area (as set out within the Baseline Context section). This means that other projects are unlikely to be significantly affected by the Proposed Development being brought forward.

⁷ ONS, Business Population Estimates 2022

⁸ CITB, Workforce Mobility and Skills in the UK Construction Sector 2022

- 4.10 Finally, research undertaken by the Scottish Government⁹ into indirect and induced multiplier effects by industry sector has been applied – with identifies a **Composite Multiplier** of 0.76 for the Construction sector (meaning that 76 indirect/induced jobs are created/secured for every 100 direct jobs). This broadly aligns with the HCA Additionality Guide's 'High' estimate of composite multiplier effects at regional level – which is appropriate for a sector highly dependent on a geographically proximate supply chain such as Construction.
- 4.11 Table 8 below summarises adjustments made to account for these factors.

Table 8 – Additionality of Construction Employment

Step	Description	Value	Formula
A	Gross Direct Construction Jobs (person years)	127	
B	Leakage	3%	
C	Regional Direct Construction Jobs (person years)	123	$A * (1 - B)$
D	Displacement	10%	
E	Net Regional Direct Construction Jobs (person years)	111	$C * (1 - D)$
F	Composite Multiplier	1.76	
G	Indirect and Induced Regional Construction Jobs (person years)	84	$E * (F - 1)$
H	Total Regional Construction Jobs	194	E + G

Source: Montagu Evans Modelling, CITB, HCA, Scottish Government

- 4.12 Of the 127 person years of employment created directly, 123 are expected to be taken up by residents of the study area, and 111 are expected to represent net additional economic activity to the study area. In addition, 84 Indirect and Induced jobs are expected to be sustained within the study area, resulting in a total of **194 net additional Direct, Indirect and Induced jobs being created as a result of the Proposed Development being brought forward**.

CONSTRUCTION GVA

- 4.13 Construction of the Proposed Development will also generate Gross Value Added (GVA) within the study area.
- 4.14 As discussed in Section 3, each worker in the East Midlands Construction sector generates, on average, £47,270 in GVA per annum.
- 4.15 Table 9 below summarises the GVA generated directly through construction activity.

Table 9 – Direct Construction GVA

	Total
GVA per Job	£47,270
Direct Construction Jobs (FTE)	127
Direct Construction GVA (per annum)	£6.0m

Source: ONS, Montagu Evans Modelling

- 4.16 In total, construction of the Proposed Development is expected to generate approximately £6.0m in GVA. Table 10 below summarises the additionality of GVA – estimating the impact of construction on the study area (80km

⁹ Scottish Government, Supply, Use and Input-Output Tables, 1998-2019

radius from Site) economy. Note that assumptions for Leakage, Displacement and Multiplier effects remain unchanged from the analysis of employment additionality.

Table 10 – Additionality of Construction GVA

Step	Description	Value	Formula
A	Gross Direct Construction GVA (per annum)	£6.0m	
B	Leakage	3%	
C	Regional Direct Construction GVA (per annum)	£5.8m	$A * (100\% - B)$
D	Displacement	10%	
E	Net Regional Direct Construction GVA (per annum)	£5.2m	$C * (100\% - D)$
F	Composite Multiplier	1.76	
G	Indirect and Induced Regional Construction GVA (per annum)	£4.0m	$E * F - 1$
H	Total Regional Construction GVA (per annum)	£9.2m	E + G

Source: Montagu Evans Modelling, CITB, HCA, Scottish Government

4.17 As set out above, the total regional GVA impact has been estimated at £9.2m.

APPRENTICESHIPS AND SOCIAL VALUE

4.18 Projects of the scale of the Proposed Development are also likely to create opportunities for apprentices and other young people to gain valuable experience of working on a professional site. Across the Construction sector as a whole, it is estimated that there were 23 apprenticeship starts per 1,000 workers in the sector prior to the onset of the Covid-19 pandemic¹⁰. Based on the estimate of 127 direct person years of employment, it is estimated that up to 3 apprentice starts could be recorded on the project. CITB Benchmarks also indicate that numbers could be higher still once graduates and new entrants to the labour market (including Graduates) are included – rising to c. 5 trainees working on the project as part of the construction workforce.

4.19 By providing opportunities for young people to start out in the construction sector, the project is indirectly helping both to boost the earning potentials of the people who benefit directly, as well as potentially avoiding costs to society – for example through the payment of job seeker's allowance.

CONSTRUCTION WORKER SPENDING

4.20 According to national-level estimates from ONS, employment costs account for around 42% of GVA within the construction sector – equivalent to c. £2.5m in worker salaries and associated costs. From these earnings, construction workers are likely to spend money in the local economy – including spending with businesses located close to site during the working day (for example by purchasing food and drink at lunchtime). Although the overall economic impact of such spending is captured within the 'Indirect and Induced GVA' estimate summarised above, it is useful to illustrate the potential scale of opportunity which could be created for relevant businesses located in close proximity to the Site.

4.21 According to the ONS Family Expenditure Survey 2019, the average household spends £40.80 per week on Food & Beverage away from the home. This equates to £50.36 in 2023 prices (inflated by RPI). Assuming two adults per household and an even spread of spend across the week, around £18 of this spend could be made close to the workplace (in this case, the Site) – equivalent to £827 per annum based on 46 working weeks per

¹⁰ <https://explore-education-statistics.service.gov.uk/find-statistics/apprenticeships-in-england-by-industry-characteristics>

year. With 166 direct person years of employment predicted to be created by the Proposed Development, this means that **construction workers will spend an estimated £105,000 on food and drink over the course of the build.**

- 4.22 It is also likely that some construction workers will need to take up temporary accommodation during the build. According to CITB research¹¹, around 6% of construction workers on sites in the East Midlands were living in temporary accommodation (due to the distance between home and site being too great to commute). With the Proposed Development generating an estimated 127 person years of direct employment in total, this equates to around 7.6 person years of employment from people requiring temporary accommodation – requiring up to 881 nights of accommodation based on 232 working days per year (and assuming 50% either share a room with another worker or make alternative arrangements – e.g. living with friends/relatives or bringing their own caravan). With B&B accommodation starting at around £50 per night in the local area, this equates to a **spend on local accommodation of approximately £44,000 over the course of the build.**
- 4.23 The above illustrations are indicative of just two types of practical benefit which local businesses and their employees could realise during the construction of the Proposed Development – in practice there are likely to be many other opportunities for local businesses to benefit from the project.

IMPACTS ON COMPLETION / IN OPERATION

- 4.24 On completion, the Proposed Development will deliver a mix of commercial floorspace uses (primarily retail and food & beverage), in addition to parking, petrol filling stations and other amenities listed at the beginning of this section. The proposed commercial uses will boost the economic productivity of the area, and create employment opportunities benefitting local residents.
- 4.25 Unlike a shopping centre or other commercial asset, all brands within the MSA building are operated as franchises by Welcome Break, who centrally employ all required staff. The Applicant has therefore been able to provide a breakdown of likely staff numbers based on experience of operating MSA facilities elsewhere in the country. This is summarised in the table below.

Table 11 – Full Time Equivalent and Total Employment

Category	Example Brands	Estimated Jobs (FTE)	Estimated Jobs (Total)
Convenience Retail	Waitrose	8	10
Fast Food	Burger King, KFC (inc. Drive Thru)	57	97
Coffee	Pret, Starbucks, Starbucks Drive Thru	33	56
Leisure / Other	Adult Gaming Centre, Delivery Drivers	6	7
Maintenance	Cleaning staff, Grounds staff, Security	10	12
TOTAL		114	183

- 4.26 As shown above, the Proposed Development is expected to create approximately **183 gross direct jobs in total – equivalent to 114 gross direct FTE jobs.** Like construction jobs, operational jobs are also subject to leakage, displacement and multiplier effects.

¹¹ CITB, Workforce Mobility and Skills in the UK Construction Sector 2022

- 4.27 **Leakage** has been derived from the 2011 Census, which provides data on distances travelled to work by sector and geography type. This analysis, summarised in Section 3, identifies that 77% of workers in jobs based in Hinckley live within Hinckley and Bosworth, Nuneaton and Bedworth, Rugby or Blaby.
- 4.28 A relatively low level of **Displacement** (25%) has been assumed in line with the HCA Additionality Guide – on the basis that local unemployment rates were found to be broadly in line with national average in Section 3, meaning that the national issue of workforce shortages (particularly in lower skilled occupations) could mean that the Proposed Development competes to a degree with other established retail and hospitality businesses locally for staff.
- 4.29 Finally, the research undertaken by the Scottish Government discussed above has also been used to estimate indirect and induced multiplier effects by industry sector. A multiplier of 1.5 has been applied (meaning that 50 additional indirect/induced jobs are created/secured for every 100 direct jobs).
- 4.30 Table 9 below summarises adjustments made to account for these factors.

Table 12 – Additionality of Operational Employment

Step	Description	Value	Formula
A	Gross Direct Operational Jobs (FTE)	114	
B	Leakage	23%	
C	Local Direct Operational Jobs (FTE)	88	$A * (1 - B)$
D	Displacement	25%	
E	New Local Direct Operational Jobs (FTE)	66	$C * (1 - D)$
F	Composite Multiplier	1.50	
G	Indirect and Induced Operational Jobs (FTE)	33	$E * (F - 1)$
H	Total Local Operational Jobs (FTE)	99	E + G

Source: Montagu Evans Modelling, CITB, HCA, Scottish Government

- 4.31 On the basis of the above, the Proposed Development will generate **99 net additional permanent jobs (FTE)** within the local economy.
- 4.32 Table 13 below estimates direct GVA generated by the Proposed Development based on the GVA per FTE analysis summarised in Section 3.

Table 13 – Estimated Gross Direct GVA

Category	Example Brands	Estimated Jobs (FTE)	Estimated GVA
Convenience Retail	Waitrose	8	£0.4m
Fast Food	Burger King, KFC (inc. Drive Thru)	57	£1.8m
Coffee	Pret, Starbucks, Starbucks Drive Thru	33	£1.0m
Leisure / Other	Adult Gaming Centre, Delivery Drivers	6	£0.3m
Maintenance	Cleaning staff, Grounds staff, Security	10	£0.5m
TOTAL		114	£4.0m

- 4.33 Finally, Table 14 summarises the calculation of net local GVA based on the same assumptions as used in the calculation of operational FTEs above.

Table 14 – Additionality of Operational Employment

Step	Description	Value	Formula
A	Gross Direct Operational GVA (Per Annum)	£4.0m	
B	Leakage	23%	
C	Local Direct Operational GVA (Per Annum)	£3.1m	$A * (1 - B)$
D	Displacement	25%	
E	New Local Direct Operational GVA (Per Annum)	£2.3m	$C * (1 - D)$
F	Composite Multiplier	1.5	
G	Indirect and Induced Operational GVA (Per Annum)	£1.2m	$E * (F - 1)$
H	Total Local Operational GVA (Per Annum)	£3.5m	E + G

Source: Montagu Evans Modelling, CITB, HCA, Scottish Government

- 4.34 On this basis, the completed development is estimated to contribute **£3.5m per annum in GVA** to the local economy.

WIDER SOCIAL IMPACTS

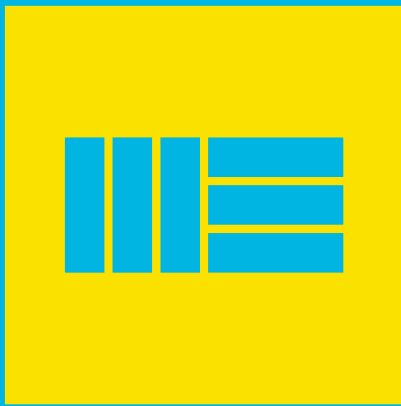
- 4.35 As noted above, the Applicant (Welcome Break) intends to both construct and operate the Proposed Development, meaning that it has control over the supply chain used and the labour ultimately sourced to operate the MSA on completion, and also has sufficient scale (employing c. 6,400 people as of July 2023) to implement social value and charitable giving programmes.
- 4.36 During construction, Welcome Break seeks to maximise the use of local labour where possible, offering opportunities for local firms to win contracts to supply the build. Where apprenticeships can be offered, these are also locally targeted to ensure maximum local impact.
- 4.37 In sourcing the operational workforce, Welcome Break has a strong track record of working with Jobcentre Plus to help create pathways into (or back into) work for those who find themselves unemployed locally, as well as posting vacancies on job boards run by the local authorities in the areas where they operate – in addition to typical online advertisement of job opportunities. By virtue of its scale, Welcome Break is able to offer all of its staff employee benefits packages on top of competitive wages, including resources to support employees mental and physical wellbeing.
- 4.38 Welcome Break is also highly active in charity fundraising on a number of levels – ranging from allowing local charities to collect donations on-site to multi-year partnerships with major national charities (such as BBC Children in Need – with more than £5.7m raised since 2007). Beginning in September 2023, Welcome Break is also launching its ‘Funding Community Projects’ programme, which aims to support good causes local to each of its sites. On completion of the Proposed Development, local charities will be able to apply to partner with Welcome Break on important projects which benefit the local community.

5.0 CONCLUSION

- 5.1 This report, prepared by Montagu Evans on behalf of Welcome Break, has assessed the socio-economic context and potential economic impacts associated with the proposed development of a new Motorway Service Area (MSA) at Land East of Stretton Croft, Hinckley. The assessment has taken into account the approach of national and local policy, analysed relevant baseline conditions, and provided a robust, prudent assessment of the potential benefits to the local and regional economy.
- 5.2 Overall, the Proposed Development is expected to make a strong positive contribution to the Hinckley and Bosworth economy, securing the long term economic productivity of the site, creating net new jobs and generating higher economic output (GVA) from a site with strong potential for development.
- 5.3 The construction of the Proposed Development will provide a temporary boost to the local Construction sector, creating jobs directly and indirectly as well as through induced worker spending. Some workers will also travel significant distances to work on the project, and will require accommodation and hospitality services – providing a further boost to other sectors of the local economy.
- 5.4 On completion, the Proposed Development is expected to create up to 127 jobs directly – and will boost the local economy by an estimated £3.5m per annum on completion. Furthermore, the types of jobs created will benefit a broad cross-section of society, providing a mix of part-time and full-time roles in a variety of industries. This in turn will help to create opportunities for under-represented groups in the workforce, and potentially help to tackle social issues related to lack of economic opportunity.
- 5.5 Finally, with Welcome Break proposing to construct and operate the facility, there will be excellent opportunities to maximise local economy benefit through partnerships with the local Jobcentre Plus and other schemes designed to boost local employment. Opportunities to work with local charitable organisations will also arise – particularly through Welcome Break's Funding Community Projects initiative.

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