

Brighter strategies for greener projects



Client: Bellway Homes Limited
Project: Hawke Ridge Business Park
Report: Economic Benefits Statement

QUALITY ASSURANCE

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1.0 EXECUTIVE SUMMARY

This Economic Benefits Statement demonstrates key economic benefits the Proposed Development at Hawkeridge will contribute to the Hawkeridge area within the Wiltshire County Council.

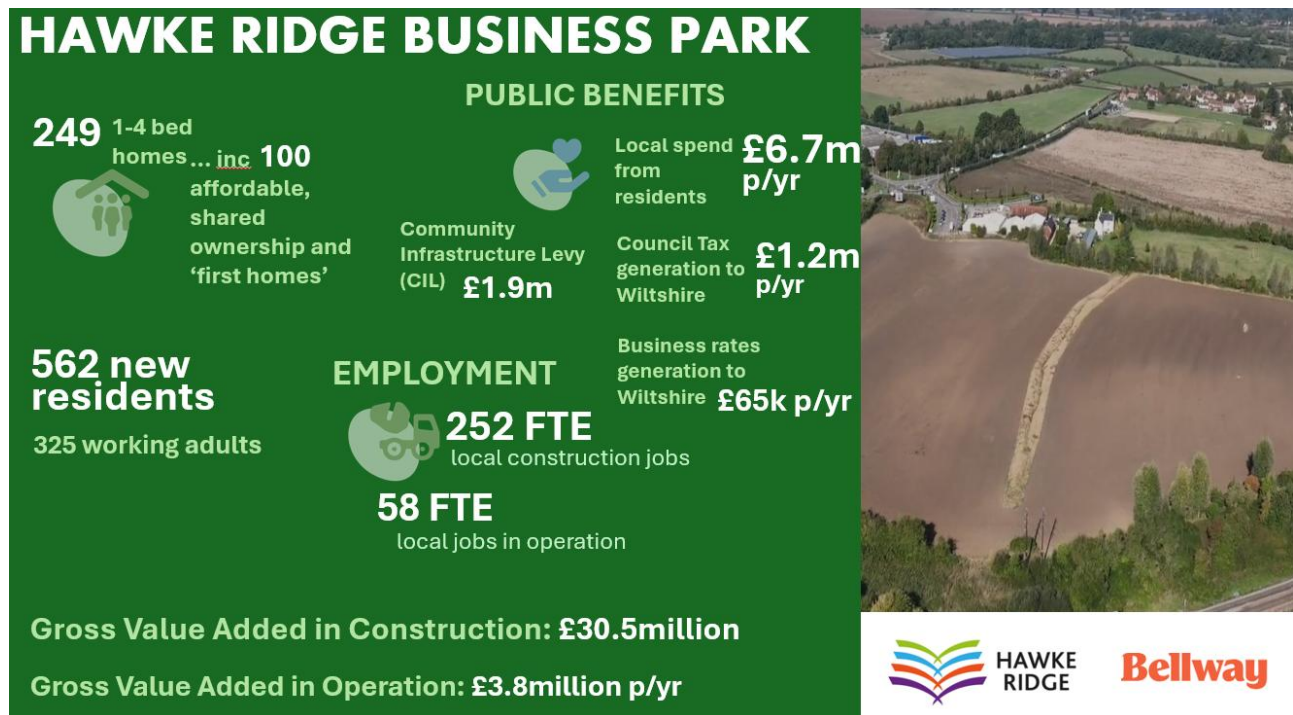
Below is the summary of economic gains to Hawkeridge and Wiltshire.

Table 1.1 Summary of economic gains to Wiltshire

Benefit	Economic Output
Construction	
Direct local employment	252 jobs
Indirect local employment	25 jobs
GVA from direct employment	£20,983,796.95
GVA from indirect employment	£9,531,374.62
Net jobs in Construction phase	277 FTE
Operation	
Direct local employment	58
Indirect local employment	6
GVA from direct employment	£3,489,232
GVA from indirect employment	£360,955
Net local jobs in Operation phase	64 jobs
Gross employment to local target area in Wiltshire	341 jobs
Residents expenditure	£6,687,642
Council Tax contributions	£1,196,251

Overall, this contributes to £42.2 million (0.3%) of Wiltshire's total GVA of £14.4 billion. The infographic on the following page highlights some of the key benefits to the local economy.

Figure 1.1 Infographic with key economic benefits to the local economy



2.0 INTRODUCTION

This Economic Benefits Statement has been prepared by Greengage Environmental Ltd on behalf of Bellway Homes Limited in support of a hybrid planning application for the following:

'A retail convenience store (Class E), three flexible retail units (Class E) and roadside drive through unit (sui generis); (ii) a 64-bed care home (Class C2); and (iii) 249 residential dwellings (Class C3) with associated access, green and blue infrastructure on 14.67ha'.

The Economic Benefits Statement details the following:

- An economic baseline analysis of the local population
- Direct and indirect construction jobs in Wiltshire;
- Net additional direct and indirect operational jobs in Wiltshire;
- Gross Value Added (GVA) through employment provision during the construction and operation phase;
- Additional residential expenditure in Wiltshire; and
- Additional council tax revenue that will be generated as a result of the Proposed Development.

To note, methodologies for the above are provided within individual sections.

3.0 DEVELOPMENT CONTEXT

The following section provides a description of the existing site and the development proposals.

3.1 SITE DESCRIPTION

The site extends to approximately 14.67 hectares (ha) and is centred on Ordnance Survey Co-ordinates X 386393, Y 153222. The site consists of two parcels of arable agricultural land: Parcel A: 7.07 ha and Parcel B: 7.87 ha.

The site is located approximately 1.3km north of Westbury and 5km to the south of Trowbridge and is defined as strategic employment land in the adopted Wiltshire Core Strategy (WCS) under Policies CP2 and CP32. The site lies within the A350 corridor route near to the employment sites of West Wiltshire Trading Estate and the White Horse Business Park, Trowbridge.

The site is located 100 metres east of the West Wilts Trading Estate and 2km south of the A350/A363 junction near Yarnbrook. It is bound by Hawkeridge Road to the west (B3097), the railway line to the east, and agricultural land to the north and south. The site is accessed from the B3097 via a four roundabout. The B3097 forms one of the main connecting routes into Westbury to the south. Via this route, the site links to the A350, which is one of the primary north-south vehicular movement routes between Chippenham and the M4 Junction 17 in the north and the A36 in the south.

Westbury Railway Station lies approximately 1.3km to the south of the site. A public footpath (HEYW6) runs to the northeast. The nearest bus stops are within 400m of the site on the B3097.

3.2 PROPOSED DEVELOPMENT

The proposals seek the development of the site to provide up to 249 new homes, including associated access, green and blue infrastructure works; erection of a retail convenience store (Class E), three flexible retail units (Class E), a roadside drive through unit (sui generis); and a 64-bed care home (Class C2).

Figure 3.1 Illustrative masterplan of the proposed development and red line boundary



3.3 PROPOSED DEVELOPMENT TIMELINE

An estimate at this early stage, it is assumed construction will start early 2028 with first occupation expected to be in mid-2029.

4.0 METHODOLOGY

The following section considers the methodologies used throughout the assessment.

4.1 SCOPE OF THE ASSESSMENT

A baseline profile of the population and economic context of Wiltshire, the South West region and England are set out in Section 6. The geographies used in the analysis are set out in Table 4.1 below.

Table 4.1 Data Collection Geographies

Area Name	Geographical area	Justification
Local impact area	Wiltshire	The Proposed Development is within the county of Wiltshire administrative boundary. The scheme is therefore subject to the planning policy objectives and strategies for the County. Additionally, the immediate economic benefits of the scheme are most likely to be felt within the County.
Regional impact area	South West	The Proposed Development is located within the South West region. Given the semi rural setting, it is likely that many of the effects will be felt across the wider region.
National impact area	England	Where appropriate the national economic data is [provided for comparison purposes

4.2 BASELINE ASSESSMENT

A desk-based study drawing on information from a number of sources including the Office for National Statistics (ONS) Census¹ for example, has been undertaken to determine the baseline conditions for the site and the wider study area. The review of baseline conditions focuses on the following topics:

- Population Demographics;
- General Health and Disability;
- Economic Activity;
- Qualifications Levels;
- Industry and Occupation; and
- Deprivation Profile.

4.3 APPROACH TO IMPACT ASSESSMENT

Construction

Direct Construction Employment Generation

Data regarding the baseline for construction employment has been collated from 2021 ONS Census Data. This has been used in conjunction with the Annual Business Survey (ABS)² and UK Workforce Jobs data³ to ascertain the average construction value per Full Time Employment (FTE) 'person years', of employment.

To assess the construction employment impact, the total construction value of the Proposed Development has been relied upon and is applied to this baseline data to estimate the number of FTE jobs created during the construction phase. Specifically, this is calculated by dividing the total workforce (2.25 million jobs) by the sector's total turnover (£340.2 billion), which gives the average employment generated per unit of turnover. This results in a figure of 6.6 jobs per £1 million of turnover, which is then applied to the total construction cost to estimate the final number of jobs generated. This is a quantitative assessment, and the output is an approximate figure based on the baseline data, demonstrating the number of 'person years' of construction employment across the six year build period for the Proposed Development.

Typical effects have been considered using the Homes & Communities Agency Additionality Guide⁴ for leakage and displacement that affect the net economic benefits.

- Leakage - the extent to which impacts 'leak out' of a target area into others. The relevant target area considered here is Wiltshire, and overall impacts across a wider area (i.e. The South West region and the country as a whole) have also been presented.
- Displacement - the extent to which an increase in economic activity or other desired outcome is offset by reductions in economic activity or other desired outcome in the area under consideration or in areas close by.

Indirect Construction Employment Generation

Indirect employment arises from the need for construction supplies and induced employment results from construction workers spending locally. The 'additionality' concept combines these impacts to assess the overall net effect using multipliers. The total indirect construction employment generated is then calculated using the Homes & Communities Agency Additionality Guide which uses these metrics to determine local employment impacts.

A composite multiplier of 1.1 (medium) has been applied for indirect and induced employment effects. This is in line with the HCA's recommended range (1.05–1.15) for neighbourhood-level development. These represent standard, conservative assumptions appropriate for a scheme of this scale and reflects 'average' supply linkages given the connectivity to Trowbridge, Westbury and Bath, and the level of information available at this stage.

Operation

Direct and Indirect Operational Employment Generation

Data regarding the baseline for employment and economy has been collated from 2021 ONS Census Data. This has been assessed in conjunction with guidance from the Homes and Communities Agency (HCA) Additionality Guide and Employment Density Guide 3rd edition, to

determine the jobs associated with building uses. This is a quantitative assessment, and the output is an approximate figure based on the data, demonstrating the number of full time employees (FTE) for operational employment across the mixed uses within the Proposed Development.

Indirect employment is also calculated in line with methodology outlined in the construction employment generation section.

Additional Local Expenditure

To calculate additional local expenditure, the total number of residential units is assessed against average weekly household expenditure. Here it is assumed that all units of the Proposed Development's will contribute to the local economy. This is based on ONS statistics for the Wiltshire and the South West of England on family spending year 2025 where the average weekly household spending was £516.50⁵.

5.0 POLICY BACKGROUND

The following section sets out the national, regional and local economic planning policy that has informed the assessment.

5.1 NATIONAL

National Planning Policy Framework (NPPF)

The NPPF⁶ was updated in February 2025. The revised NPPF sets out the Government's planning policies for England and how they are expected to be applied. It provides a framework within which locally prepared plans for housing and other development can be produced. Within this framework, the chapter that is most relevant to this is Chapter 8 'Promoting healthy and safe communities'. This states that:

'Planning policies and decisions should aim to achieve healthy, inclusive and safe places which:

- a) promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other – for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages;*
- b) are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of beautiful, well-designed, clear and legible pedestrian routes and cycle routes, and high quality public space, which encourage the active and continual use of public areas; and*
- c) enable and support healthy lives, through both promoting good health and preventing ill-health, especially where this would address identified local health and well-being needs and reduce health inequalities between the most and least deprived communities – for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.'*

Further guidance is also contained in the National Planning Practice Guidance⁷ (PPG) on Healthy and Safe Communities which states that:

'The design and use of the built and natural environments, including green infrastructure are major determinants of health and wellbeing. Planning and health need to be considered together in two ways: in terms of creating environments that support and encourage healthy lifestyles, and in terms of identifying and securing the facilities needed for primary, secondary and tertiary care, and the wider health and care system (taking into account the changing needs of the population).'

The PPG defines a healthy place as:

'One which supports and promotes healthy behaviours and environments and a reduction in health inequalities for people of all ages. It will provide the community with opportunities to improve their physical and mental health, and support community engagement and wellbeing.

It is a place which is inclusive and promotes social interaction. The National Design Guide sets out further detail on promoting social interaction through inclusive design including guidance on tenure neutral design and spaces that can be shared by all residents.

It meets the needs of children and young people to grow and develop, as well as being adaptable to the needs of an increasingly elderly population and those with dementia and other sensory or mobility impairments.'

5.2 LOCAL

Wiltshire Core Strategy⁸

The Wiltshire Core Strategy Development Plan Document was formally adopted in January 2015. The plan provides a positive and flexible overarching planning policy framework for Wiltshire for the period up to 2026. This strategy has been developed by the Council working closely with Wiltshire's communities, as well as businesses and interest groups, both local and national. The aim is to deliver sustainable growth for the communities of Wiltshire that best meets their needs now and for the future.

The following policies have been identified as of relevance;

Core Policy 38 Retail and Leisure

All proposals for retail or leisure uses on sites not within a town centre in excess of 200 sqm gross floorspace, including extension of existing units, must be accompanied by an impact assessment which meets the requirement of national guidance and established best practice, and demonstrates that the proposal will not harm the vitality or viability of any nearby centres. All such proposals must also comply with the sequential approach, as set out in national guidance, to ensure that development is on the most central site available.

Core Policy 43 Providing Affordable Homes Provision

On sites of five or more dwellings, affordable housing provision of at least 30% (net) will be provided within the 30% affordable housing zone and at least 40% (net) will be provided on sites within the 40% affordable housing zone. Only in exceptional circumstances, where it can be proven that on-site delivery is not possible, will a commuted sum be considered.

Core Policy 45 Meeting Wiltshire's Housing Needs

Type, mix and size New housing, both market and affordable, must be well designed to address local housing need incorporating a range of different types, tenures and sizes of homes to create mixed and balanced communities.

Core Policy 46 Meeting the needs of Wiltshire's Vulnerable and Older People

The provision, in suitable locations, of new housing to meet the specific needs of vulnerable and older people will be required. Wherever practicable, accommodation should seek to deliver and promote independent living. Older people Housing schemes should assist older people to live securely and independently within their communities. Residential development must ensure that layout, form and orientation consider adaptability to change as an integral part of design at the outset, in a way that integrates all households into the community. Developers will be required to demonstrate how their proposals respond to the needs of an ageing population

6.0 ECONOMIC PROFILE

It is important when undertaking an assessment of the economic effects that the geographical scope of the assessment is clearly understood.

'A retail convenience store (Class E), three flexible retail units (Class E) and roadside drive through unit (sui generis); (ii) a 64-bed care home (Class C2); and (iii) 249 residential dwellings (Class C3) with associated access, green and blue infrastructure on 14.67ha.'

For comparison purposes and to understand the wider context of the baseline conditions reviewed, the following additional geographic scopes have been considered where appropriate:

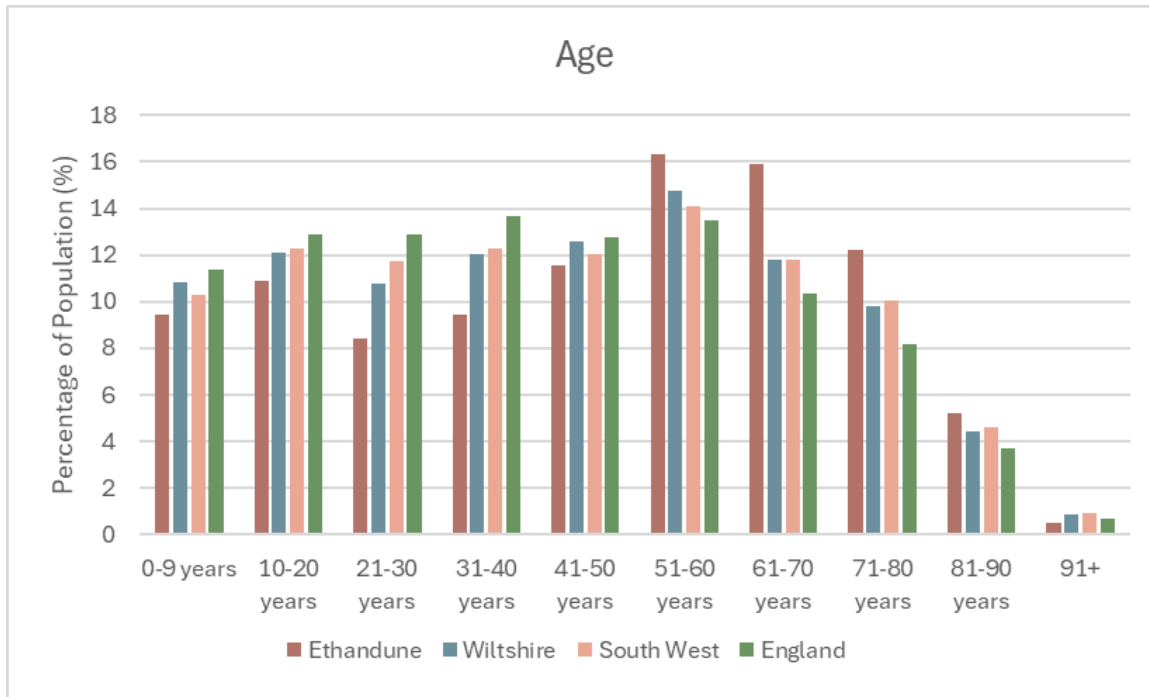
- Civil Parish: **Heywood**
- Unitary Authority Electoral Division / Ward: **Ethandune**;
- Local Authority: **Wiltshire**;
- Region: **South West**; and
- National: averages for **England, Great Britain, or the United Kingdom** dependent upon data availability to provide context.

According to the Census⁹, the Wiltshire has a total population of 510,336. Within this figure, Ethandune ward represents a total population of 4,677.

Age

Within Wiltshire the greatest proportion of residents are within the 51-60 age bracket, equating to 14.8% of residents, which is followed by the 41-50 age bracket, equating to 12.6% of residents. In Ethandune ward most residents are also between 51-60 years, equating to 16.3% of residents, followed by 61-70 years at 15.9%. At a ward level, there is a much lower number of young adults comparatively. For example, here, 8.4% of residents aged 21-30, compared to 10.8% in Wiltshire, and 12.9% in England. Figure 6.1 below shows the age structure of England, South West, Wiltshire and Ethandune ward¹⁰.

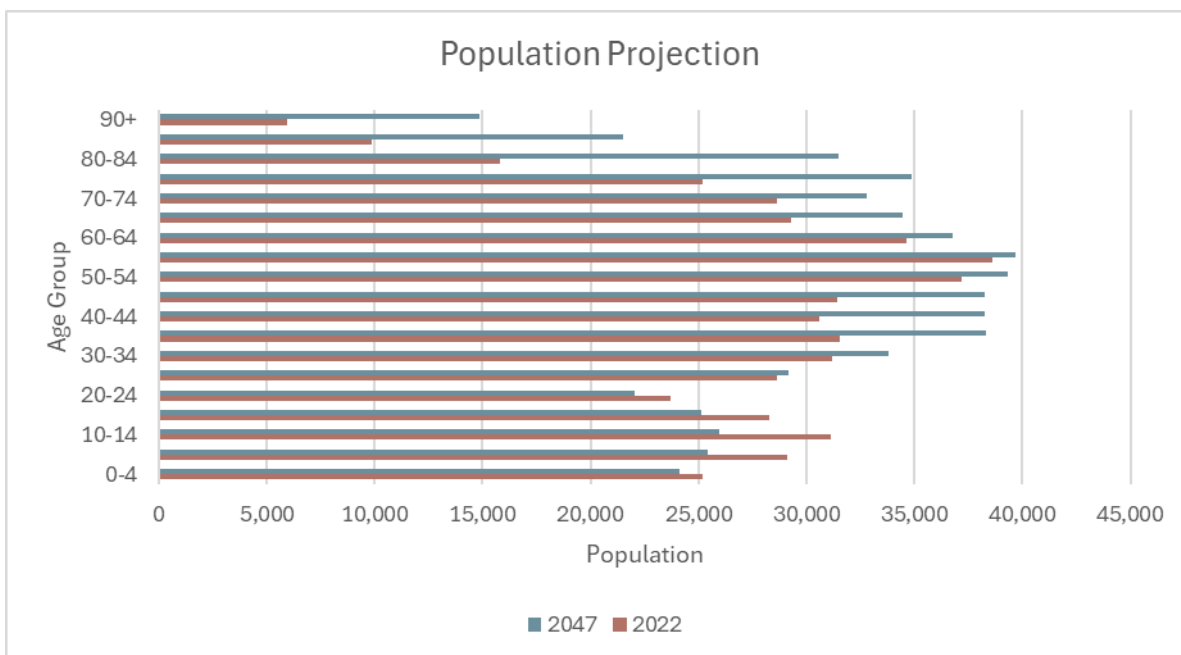
Figure 6.1 Population by Age



Population Projections

Population forecasts for Wiltshire¹¹ show that between 2022 and 2047 figures are expected to rise from 516,107 to 586,231 - a 13.6% increase. Notably, the proportion of 80-84 year olds will increase by 117.7% by 2047. Population forecasts suggest that by 2047 there will be an older age profile, with growth concentrated among middle-aged and elderly residents. Figure 6.2 below demonstrates how the age profile is projected to change in Wiltshire.

Figure 6.2 Population Projections from 2022 to 2047



Qualifications and Economic Activity

Data provided by the Census¹² demonstrates that 35.2% of residents in Ethandune ward aged 16 years and over have gained Level 4 qualifications and above, which is similar to Wiltshire (34.2%) and South West (33.1%). Here, 15% of the population have no qualifications which is similar to 14.4% in Wiltshire and 15.6% in South West. This is shown in Figure 6.3 below.

Figure 6.3 Qualification Level by Area

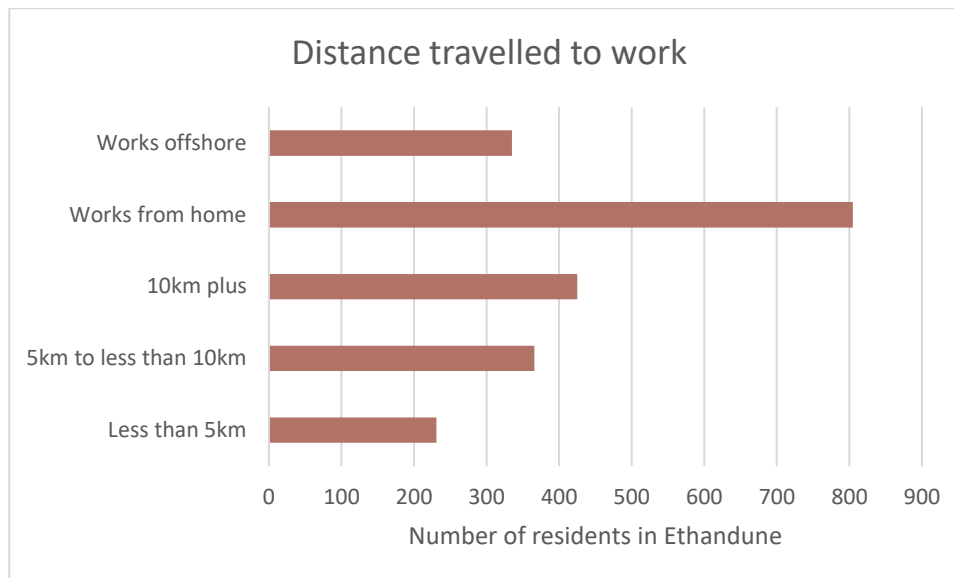


Additionally, 48.2% of the population aged 16 to 74 are economically active in Ethandune ward, which is similar to 51.2% in Wiltshire and 49.4% in South West¹³.

Local employment

In this section, the indicators 'Distance travelled to work' and 'Job density' are used to assess whether local residents are working locally or leaving the area, and to gauge the availability of jobs locally and if this can satisfy the local population. In Wiltshire, 70% of the population are in employment locally with 215,400 of the population in employment within Wiltshire with a working age population (16-64) of 307,587.

Figure 6.4 Distance travelled to work by residents in Ethandune



From the above graph, it is clear to see the majority of the population (38%) work from home. As a rural ward this is expected, given its proximity to Westbury and Trowbridge, Bath and Bristol by train. Only 10% of the local population work locally within 5km.

Industry

Within Ethandune, the Education industry employs the most residents equating to 10.3% of residents. The Construction sector employs the next largest group at 8.5%. This is similar to Wiltshire and wider South West, where Education, Construction, Retail trade, Human Health Activities and Public administration and defence; compulsory social security are the largest industry employers¹⁴.

Deprivation and Crime

The context of people's lives directly influences their health. The Multiple Deprivation Domain measures the relative deprivation of small areas of England, the LSOAs, according to a range of variables including wealth, health and quality of life. The Indices of Deprivation (2025) Multiple Deprivation Domain¹⁵ shows that the site falls within Wiltshire 039D, which is Wiltshire 039D is more deprived than most neighbourhoods in England. The Wiltshire local authority district contains 306 other neighbourhoods. Only 9% of neighbourhoods in this area are more deprived than the neighbourhood you selected. Figure 5.5 below illustrates levels of deprivation surrounding the site.

Figure 6.5 Indices of Multiple Deprivation Map

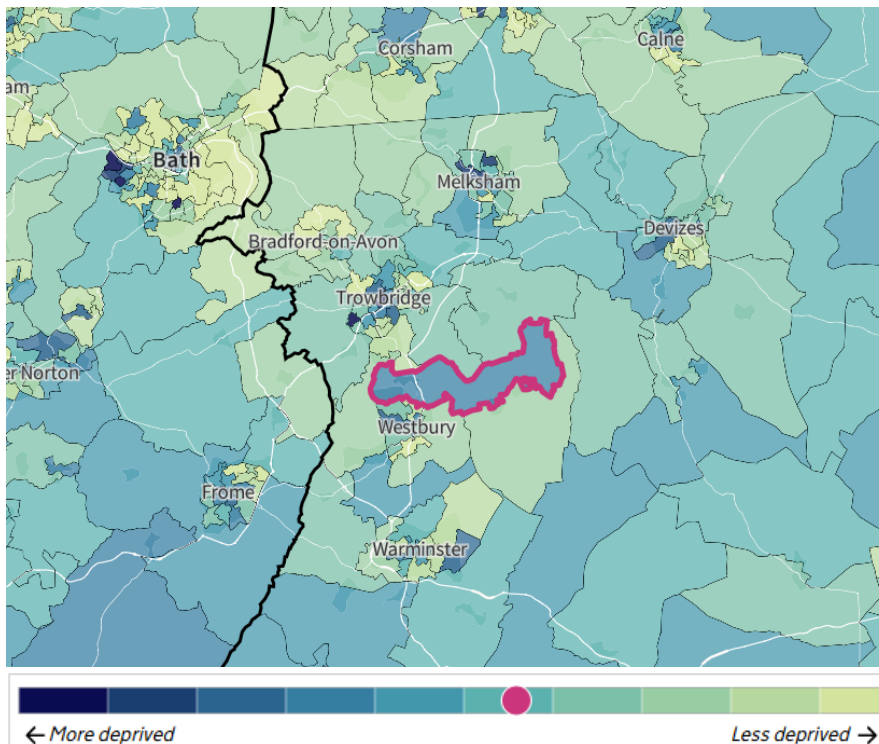
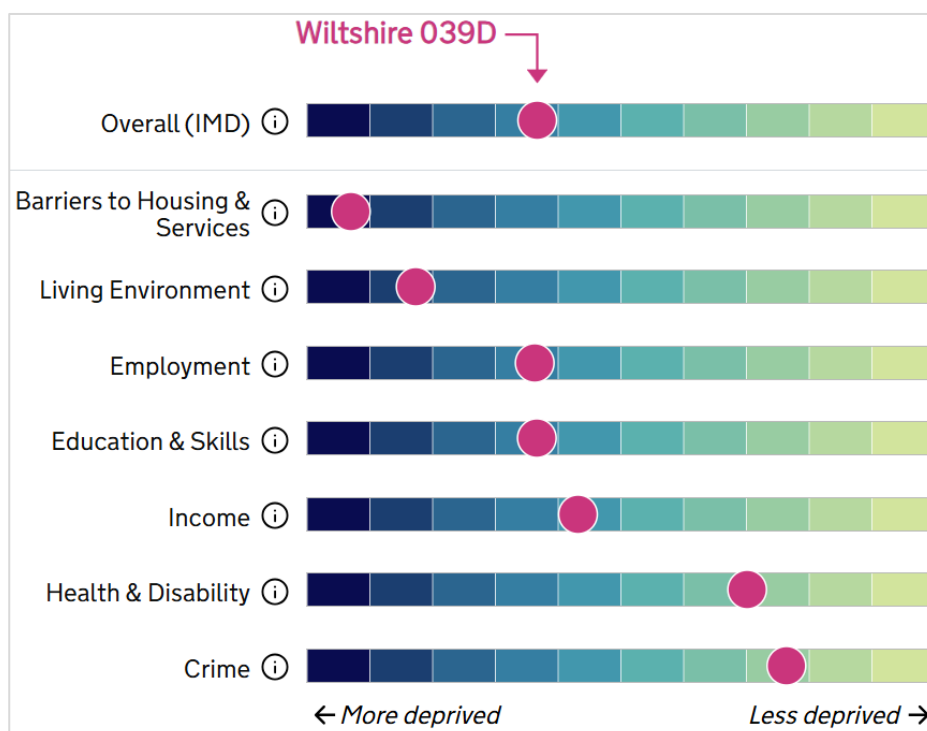


Figure 6.6 below shows how Wiltshire 039D ranks against the seven categories of deprivation. This shows that the worst ranked category is 'Barriers to Housing and Services' this type of deprivation is a measure of the financial and physical barriers to accessing housing and local services. There are only 7% other neighbourhoods in England that are more deprived in terms of 'Barriers to Housing and Services'. The 'Living Environment' domain also scores low, which includes the standard of housing, access to private outdoor space, pollution and traffic hazards.

Figure 6.6 Indices of Multiple Deprivation Categories

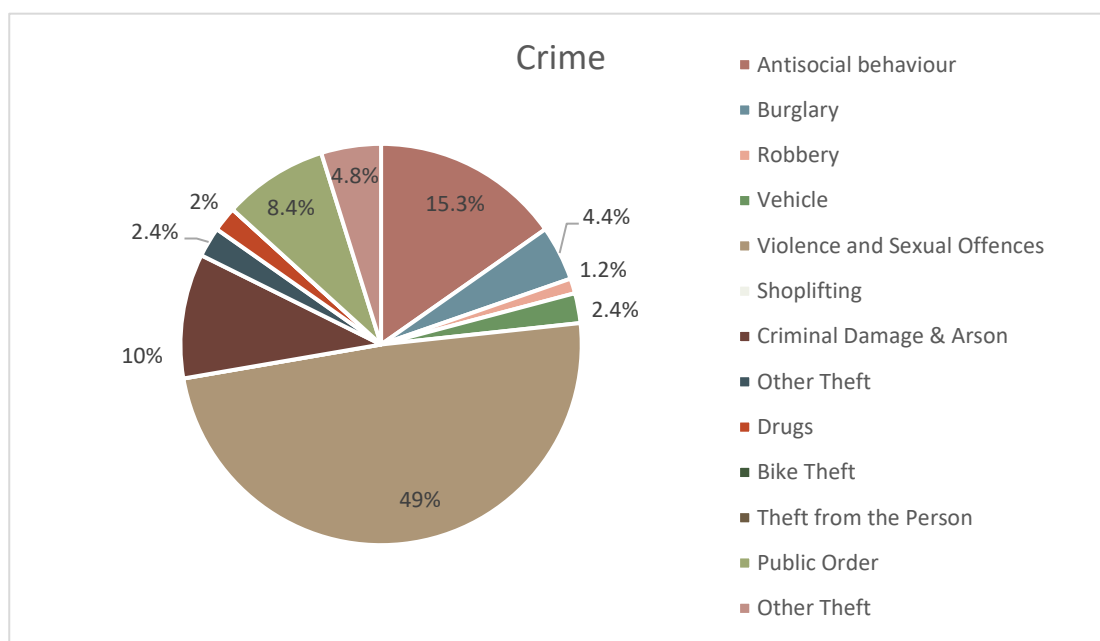


The Indices of Deprivation (2025) also shows that the site is more deprived than 64% of neighbourhoods nationally under the Employment domain. This type of deprivation reflects how many working-age people are involuntarily out of work due to circumstances like sickness, disability or caring responsibilities.

Crime

The UK Crime Statistics gives an overview of the crime levels in the area. Figure 6.7 below shows the percentage of crimes between April 2025 and March 2026 for Westbury Rural¹⁶. This shows that the majority of crime within the ward is violence and sexual offences (49%) and antisocial behaviour (15.3%).

Figure 6.7 Crime, Westbury Rural



7.0 EMPLOYMENT FROM CONSTRUCTION

The following section presents a calculation of construction employment to be generated by the development.

7.1 DIRECT EMPLOYMENT

The scale of employment is a direct function of the scale and type of construction project being undertaken, which in turn is reflected in the overall capital construction costs. Thus, the scale of employment is a direct function of the overall capital construction costs.

Based upon the capital construction cost of the Proposed Development provided by the Applicant for both residential and commercial elements, it is estimated that approximately 2,515 gross person years of employment (PYE) will be generated over the approximate six-year construction period of the Proposed Development.

This is equivalent to circa 419 FTE jobs in the economy during the assumed construction period. This does not consider additional benefits, which are calculated below.

The table below outlines the occupation split across the three groups that make up the occupations during construction phase. It emphasises the varied occupation profile and skill requirements across the sector. Demand for each occupation type will vary throughout the construction programme.

Table 7.1 Construction Employment - Skills Profile

Occupation	Job Role
Design	• Senior, executive and business process managers; • Non-Construction professionals, technical, IT and other office-based staff; • Civil Engineers; • Architects; • Surveyors; and • Other construction professionals and technical staff.
Construction management	• Senior, executive and business process managers; • Construction project managers; • Process Managers; • Non-construction professionals; • Construction trade supervisors; • Civil Engineers; and • Architects. • Other construction professionals and technical staff.
Construction Operative	• Wood trades; • Bricklayers; • Building envelope specialists; • Painters and decorators; • Plasters; • Roofers; • Floorers; • Glaziers;

- | |
|--|
| <ul style="list-style-type: none">• Specialist builders;• Scaffolders;• Plant operatives;• Plant mechanics;• Steel erectors;• Labourers;• Plumbing and heating engineers;• Logistics; and• Civil engineering |
|--|

Additionality Assessment

Within direct employment generated from the construction of the development, more specific 'Additionality' analysis can be made to determine direct, indirect, induced, and localised employment impacts.

The concept of 'additionality' therefore combines the direct, induced, and indirect employment impacts of a proposal and compares them against the reference or baseline position to identify the overall net additional employment created.

The Homes & Communities Agency Additionality Guide¹⁷, provides a framework for this assessment, applying adjustments for leakage, displacement, and multiplier effects to determine the scale of local employment impacts. The scale of each factor depends on the characteristics of the Proposed Development and local labour market conditions, as described below. Construction labour is typically mobile, so therefore, the economic benefits are likely to be experienced across Wiltshire and the wider South West region.

Leakage

It is assumed that all of the Construction requirements can be satisfied within the South West region and the majority within Wiltshire. Given the proportion of Construction workers in Wiltshire, a low level leakage factor has been applied at 20%, where 80% of the workers could be supplied locally.

Displacement

Displacement takes into account the proportion of development outputs accounted for by reduced outputs elsewhere. In respect to construction employment, this may result from competition for construction staff that could result in delays and increased costs etc. Given the scale of the project in a semi-rural area, it is assumed this would affect the supply of workers for other contracts. Therefore, the displacement factor is estimated to be 25% in accordance with the Homes and Communities Agency Additionality guide where there is anticipated to be 'some displacement effects, although only to a limited extent.' This ensures the assessment remains conservative.

Reference Case

Further to the 'multiplier' factors, it is also necessary to take account of the reference case. Consequently, it is necessary to subtract the reference case to leave the net additional benefits.

The reference case is considered to be what would occur if no development was brought forward or an alternate scheme is not considered an appropriate reference case position. Therefore, the

reference case is the existing state of the site. The site is agricultural fields belonging to the neighbouring Hawkeridge farm, which will remain. Therefore, a reference case of 0 has been applied as no construction would take place.

These effects reduce the **direct employment to 252 FTE jobs** over the 6 year construction period.

Indirect and induced employment

Direct employment comes from the on-site construction activity itself. Indirect employment results from the need to purchase construction materials and services within the supply chain, while induced employment is generated through the increased expenditure by construction workers in the local economy. Together, these effects produce a beneficial economic multiplier, sustaining and generating further economic activity within the area.

Multiplier

The multiplier adjustment factor varies according to the project size and geographic area. The larger the project and geographic area under consideration, the greater the multiplier factor. Ethandune is likely to have 'few' supply linkages based on the scale of its economy, yet more locally the economy is stronger. Therefore, a multiplier of 1.1 at the neighbourhood level is determined from the Additionality Guide as being the most appropriate.

As set out in the table below, the leakage, displacement, and multiplier factors have been applied and the net additional employment generated during the construction phase arising as a consequence of the Proposed Development is an estimated total of **277 FTE jobs** in the local economy in Wiltshire. There is potential too for apprenticeship opportunities and training during the construction phase.

Table 7.2 Construction Employment Additionality

Variable	Result
Gross direct construction employment	419.1
Estimated leakage	83.8
Gross direct construction employment to local target area	335.3
Less displacement	83.8
Net direct construction employment to target area	251.5
Plus multiplier effects	25.1
Less reference case	276.6
Gross construction employment to local target area	277

7.2 GROSS VALUE ADDED

Construction phase employment would generate economic output, measured through the generation of Gross Value Added (GVA). Based on the predicted GVA per construction worker for 2024 of £13,878.20 per annum for Wiltshire¹⁸, the 252 direct local construction jobs created by the Proposed Development would generate a GVA of £3,497,299.50 per annum. Over the 6-year construction period this is equivalent to £21 million.

Economic output generated by the indirect construction jobs is calculated using an average 2024 GVA per construction worker for the UK (£63,289 per annum¹⁹). The 25 indirect local construction jobs created by the Proposed Development would generate a GVA of £1,588,562.4 per annum. Over the six years construction period this is equivalent to approximately £9.5 million. In total, the GVA from the Construction phase would be approximately £30 million.

As the construction phase, and therefore impact, is limited to six years, the phases are kept distinct and not combined. The following operational phase GVA is a per annum figure.

Table 7.3 Local construction phase benefits

Benefit	Economic Output
Direct employment to local target area	252 jobs
Indirect employment to local target area	25 jobs
GVA from direct employment	£20,983,796.95
GVA from indirect employment	£9,531,374.62
Total GVA during construction phase	£30,515,172

8.0 EMPLOYMENT FROM OPERATION

The following section presents a calculation of operational employment to be generated by the development.

8.1 DIRECT EMPLOYMENT

The scale of the opportunities arising from the commercial space can be forecast through the application of 'employment densities'. The term 'employment density' refers to the average floor space per person in an occupied building. It is a measure of intensity of use and indicates how much space each person occupies within the workplace.

Homes and Communities Agency (HCA) have produced the third edition of the Employment Density Guide²⁰ which provides advice to appraisers of regeneration and economic development projects on the employment densities associated with different types of property use.

To forecast the number of 'workspaces' associated with the Proposed Development and to quantify the benefits, the recommended employment densities have been applied. The HCA Density Guide provides a ratio for retail, including drive-through units, as this will be the main commercial use between 15-20sqm NIA per FTE. Given the semi-rural setting, 20qm has been selected.

Employment density figures for care homes are not provided in the Employment Densities Guide, however as outlined in the London Employment Sites Database by CAG Consultants²¹ an employment density of 45 sqm per worker is recommended. This estimates the 64 bed care home will support an estimated 56 FTE employees including nurses, carers, cleaners, managers, administrative staff, catering and maintenance personnel.

As shown in Table 8.1, it is projected that the Proposed Development will provide approximately 97 FTE jobs during the operational phase across the region. The types of jobs in retail and care tend to be shift work, part-time and low paid.

Table 8.1 Proposed Operational Employment

Use Class	NIA (Sqm)	Employment Density	FTE Jobs
Retail	817.7	120	41
Care home	2516	45	56
Total	-	-	97

Leakage

As per the calculations for the construction phase, the same assumptions have been applied for local effects. A low level of leakage has been assumed at 20%, i.e. 80% of benefits will be retained within the target area with the need for local jobs and less commuting for work. This too would suit the older population of 51-70 years that could be looking for these part time roles available.

Displacement

The second adjustment factor is displacement. It is likely that there will be some displacement effects, but to a limited extent given the semi-rural economy and shortage of opportunity. For the purpose of this assessment this has been estimated at 25%.

These effects would reduce the direct employment to the local target area (Wiltshire) to 58 FTE jobs once the retail offer and care home are in operation.

Indirect and induced employment

Multiplier

The Multiplier calculates the secondary (indirect and induced) benefits as a result of the operational phase employment. The multiplier relates to two aspects:

- A supply linkage multiplier: purchases made as a result of the Proposed Development and further purchases associated with linked firms further along the supply chain; and
- An income multiplier: associated with local expenditure as a result of those who derive incomes from the direct and supply chain linkages.

Therefore, the multiplier effect is considerably influenced by how local in nature the businesses are, as this will affect the number of linkages, both supply and income related, which are likely to take place. For the purpose of this assessment, a conservative composite local multiplier of 1.1 has been applied to account for medium linkages.

The additionality calculation is set out in Table 8.2 below.

Table 8.2 Operational Employment Additionality Assessment

Additionality Steps	FTE
Gross direct operation employment (approximate)	96.8
Estimated leakage	19.4
Gross direct construction employment to target area	77.4
Displacement	19.4
Net direct construction employment to local target area	58.1
Plus multiplier effects	5.8
Less Reference Case	63.9
Gross employment to local target area	64

The additionality analysis is summarised in Table 7.2 above and it shows that overall gross operational employment following displacement, leakage, and multiplier effects is 64 FTE opportunities to the target area of Wiltshire.

However, the gross additional number of jobs is likely to be higher as many of the existing jobs are part-time and temporary given the types of use and employment on offer.

8.2 GROSS VALUE ADDED

The Gross Value Added (GVA) from the operational direct local jobs is calculated²² based on the regional GVA per head for all industries in the South West divided by the total Workforce jobs in the South West²³ for the same year.

The average GVA per worker across the South West is £60,159.20 is per annum²⁴. Applied to the 58 local operational phase workers gives a gross direct GVA of £3.5 million.

Table 8.3 GVA from Operational Employment

Estimated job creation	Average GVA per employee	Average Gross Value Added per annum
58	£60,159	£3,489,232

The table above shows the GVA from the operation of the Proposed Development would be approximately £3.5 million per annum, while the care home and retail outlets are in operation. The indirect local employment would be 6 FTE, again which when multiplied by the average GVA per worker for the South West gives £360,955. See Table 8.4 below.

Table 8.4 Operational Phase Benefits

Benefit	Economic Output
Direct employment to local target area	58
Indirect employment to local target area	6
GVA from direct employment	£3,489,232
GVA from indirect employment	£360,955

8.3 SUMMARY

The local employment benefits from the Proposed Development, can be summarised below:

Table 8.5 Summary of Economic Benefits for the Proposed Development

Benefit	Economic Output
Construction	
Direct local employment	252 jobs
Indirect local employment	25 jobs
GVA from direct employment	£20,983,796.95
GVA from indirect employment	£9,531,374.62
Net jobs in Construction phase	277 FTE
Operation	
Direct local employment	58
Indirect local employment	6
GVA from direct employment	£3,489,232
GVA from indirect employment	£360,955

Net local jobs in Operation phase	64 jobs
Gross employment to local target area in Wiltshire	341 jobs

9.0 EXPENDITURE AND COUNCIL TAX

The Proposed Development would bring forward up to 249 homes which would be a mix of one bed to four bed homes, across affordable, shared ownership, first homes and market tenures.

The number of residents likely to move into the Proposed Development has been estimated using the accommodation schedule and data from the 2021 Census on household size and the number of bedrooms by tenure for Wiltshire. Upon completion, the scheme is anticipated to accommodate approximately 562 residents taking account of the typical occupancy pattern for different unit sizes.

9.1 ADDITIONAL RESIDENTIAL EXPENDITURE

The flats, their residents and their spending can be regarded as additional within Wiltshire; even if residents previously lived in the borough, it can reasonably be assumed that their previous accommodation will be readily re-occupied.

Data from the Annual Population Survey²⁵ shows that in Wiltshire, 65% of households have two working adults, 25% have one working adult while 22% have no working adults, either employed or self-employed.

Applying these rates to the 249 homes included in the Proposed Development, which is a conservative assessment, suggests there will be 325 working adults occupying these units.

Data from the Annual Survey of Hours and Earnings shows that the median annual wage across both full-time and part-time work in Wiltshire is £31,873²⁶. Applying this to the estimated 325 working adults who will occupy the development results in estimated resident earnings of £10.4 million per annum. A portion of these earnings will be spent on goods and services locally, especially when 38% of the existing community work from home, benefitting the local economy and creating jobs. The GVA from the working adults would contribute £19,551,730 to the local economy.

According to the ONS statistics on family spending for the South West (2025)²⁷ and ONS Housing Expenditure by Household Composition²⁸, it is expected that the average expenditure among future residents will be £516.50. This includes spending on food and drink, comparison goods (clothing and footwear and household goods) as well as recreation & culture and transport.

Considering the 249 new units, it is estimated that the weekly expenditure would be £128,608.50 from the whole development. Therefore, the gross annual expenditure of the residential development will be £6,687,642. It is assumed there will be some leakage and a portion of this will be spent in wider South West and the UK. A total average annual spend of approximately £6.7 million will come forward as a result of resident spending at the Proposed Development.

9.2 COUNCIL TAX REVENUE

The council tax band for the 249 additional homes brought forward by the Proposed Development have been estimated and multiplied by the annual council tax data from 2026-2027 from Heywood Parish Council (2026)²⁹.

The Proposed Development is an assortment of market, affordable and shared ownership. In Wiltshire, there is a 25% single person discount for one adult in each property. The Proposed houses would fall under Council Tax Band H, and for Heywood Parish is £4,804.22 a year.

There may be council tax reductions for those in the affordable housing dependent on their income levels, for people with disabilities, carers and apprentices, and at this stage it cannot be determined how many would apply. Residents of the care home are exempt from paying Council Tax.

The Proposed Development is estimated to generate £1,196,250.78 in net additional Council Tax revenue for Wiltshire per annum once in operation.

9.3 BUSINESS RATES

There will be three retail units and one drive through unit that will be contributing business rates to the local services overseen by Wiltshire County Council. It is estimated that these would be roughly xxx based on 43p per multiplier from the Retail, Hospitality, and Leisure scheme, With an average rateable value of over £51,000 as per the UK Government Valuation Office Agency³⁰ over three units and the drive through, this would equal approximately £65,790 per annum in business rates.

9.4 COMMUNITY INFRASTRUCTURE LEVY

Not an economic benefit as such, the Community Infrastructure Levy (CIL) is a planning charge that does however drive localised economic growth by providing public infrastructure, such as road improvements and green space enhancement. The open market housing will generate CIL revenue of approximately £1.9million. This is calculated multiplying the total GIA for open market homes (15,076 sqm) by the indexed base rate. 15% of the £1.9 million will be directed to Heywood Parish Council, and 85% will go to Wiltshire Council.

10.0 CONCLUSIONS

This Economic Benefits Statement demonstrates key economic benefits the Proposed Development at Hawkeridge will contribute to the Hawkeridge area within the Wiltshire County Council.

Some of key findings from this Economic Benefits Statement include:

- Construction employment:
 - Provision of 414 FTE on-site construction jobs of which 252 will be local
 - This equates to a GVA in Wiltshire of £5.1million for from direct and indirect construction employment;
- Operational employment:
 - Provision of 58 FTE jobs on-site during the operational phase;
 - Provision of 6 FTE indirect jobs during the operational phase;
 - This equates to a GVA in Wiltshire of £3.8million per annum from direct and indirect employment;
- Net increase of residential expenditure to Wiltshire of £6.7 million per annum; and
- Net increase in Council Tax to Wiltshire of approximately £1.2 million per annum.

Table 10.1 Summary of economic gains to Wiltshire

Benefit	Economic Output
Construction	
Direct local employment	252 jobs
Indirect local employment	25 jobs
GVA from direct employment	£20,983,796.95
GVA from indirect employment	£9,531,374.62
Net jobs in Construction phase	277 FTE
Operation	
Direct local employment	58
Indirect local employment	6
GVA from direct employment	£3,489,232
GVA from indirect employment	£360,955
Net local jobs in Operation phase	64 jobs
Gross employment to local target area in Wiltshire	341 jobs
Residents expenditure	£6,687,642
Council Tax contributions	£1,196,251

Overall, this contributes to £42.2 million (0.3%) of Wiltshire's total GVA of £14.4 billion.

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- ³⁰ [Search results - Valuation Office Agency - GOV.UK](#)