

Site 1, Martinique Way, Eastbourne - Independent Retirement Community Economic Benefits Assessment

Final Report

Martinique Way Village Ltd

11 December 2023

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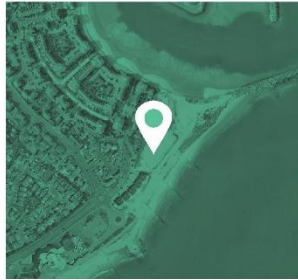
Executive Summary

LICHFIELDS

The economic benefits of

Site 1, Martinique Way, Eastbourne

The Proposed Development at Martinique Way will provide new assisted living retirement accommodation, stimulate economic growth and assist in meeting Eastbourne Borough's housing requirements.



The proposed development

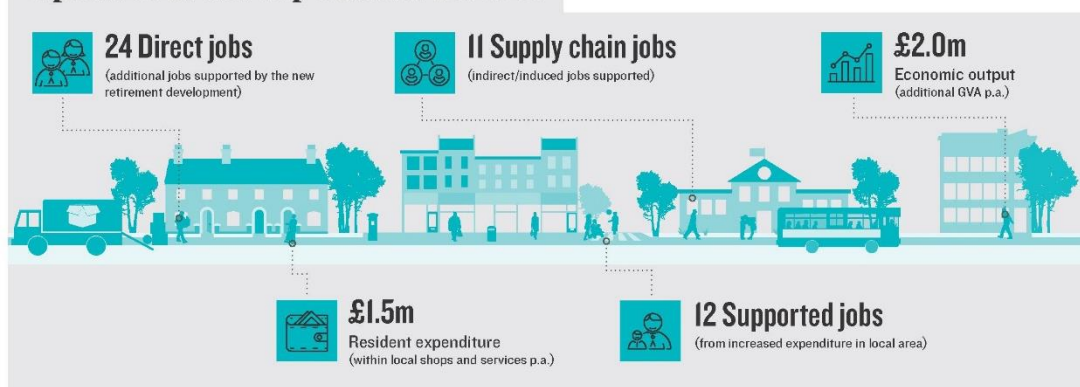


137 Retirement Homes

Construction benefits



Operational and expenditure benefits



Local Authority revenue benefits



1.0 **Introduction**

1.1 This Economics Benefit Assessment has been prepared by Lichfields, on behalf of Martinique Way Village Ltd (‘the Applicant’), to accompany a planning application for the development of land at Martinique Way, Eastbourne (henceforth the ‘Proposed Development’) in Eastbourne Borough.

Proposed Development

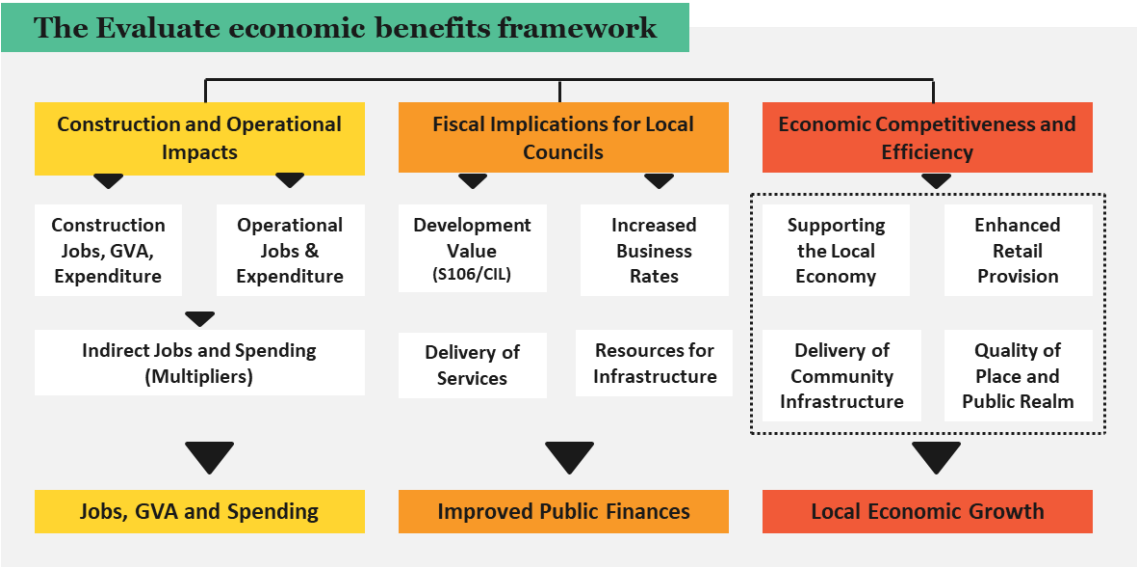
1.2 The Proposed Development is located on what is known as ‘Site 1’ at Sovereign Harbour promenade, to the rear of Martinique Way, in Eastbourne, East Sussex. The site is also located to the west of Martello Tower 66 on the promenade.

1.3 The Proposed Development will deliver an independent retirement community comprising 137 assisted living units as well as communal restaurant, café, and hair salon floorspace for residents, and office floorspace for management of the care facilities.

Study Framework

1.4 This report draws on the [Evaluate](#) methodology developed by Lichfields, which provides an analytical framework for assessing the economic and social impacts arising from new development. The framework, as it relates to the analysis of the Proposed Development at Martinique Way, Eastbourne, is shown in Figure 1.1 below.

Figure 1.1 Evaluate Benefits Framework



Source: Lichfields

1.5 The assessment focuses first on the key quantifiable impacts of the Proposed Development during its construction phase, before considering both the quantitative and qualitative effects it could have once operational in the context of supporting economic growth.

1.6 The scale and type of economic impacts are determined primarily by:

- a The scale of capital investment in the scheme, including any significant infrastructure requirements, which generates employment and economic output during construction;
- b The quantum and type of employment, commercial and community floorspace included in the Proposed Development that will generate additional jobs and economic output once it is fully operational;
- c The quantum and type of residential dwellings proposed, and in turn, the socio-economic, demographic profile and spending patterns of the households within the Proposed Development; and
- d The scale of financial benefits that would be generated from council tax and business rates revenue.

Report Structure

1.7 The remainder of this report is structured as follows:

- **Section 2.0** reviews the existing socio-economic, housing market and commercial property market conditions in the local area;
 - **Section 3.0** assesses the short-term economic impacts associated with the construction phase of the Proposed Development;
 - **Section 4.0** assesses the potential economic impacts of the Proposed Development once completed and occupied;
 - **Section 5.0** assesses the wider impacts and effects on economic competitiveness associated with the Proposed Development; and
 - **Section 6.0** sets out overall conclusions.
-

2.0 Economic, Regeneration and Housing Context

- 2.1 This section establishes the current socio-economic baseline context for the Proposed Development, and highlights the key economic, social and housing trends at the local authority level within Eastbourne.

Population and Labour Market

- 2.2 The resident population of the Borough of Eastbourne at the time of the 2021 Census amounted to around 101,700 people¹ and is projected to increase by 8.8% to 2041². This means that Eastbourne is expected to see its population increase by an additional 9,000 people over the next two decades, taking its population up to around 110,600 residents. The largest projected population growth in Eastbourne is associated with residents over the age of 65, suggesting an overall ageing population in the Borough. By 2041 the number of residents aged 65 and over is expected to increase by 48.4% (+12,000 residents). This is in line with forecast trends across the South East and England as a whole, where the largest projected population growth is also associated with the over 65 group (an increase of 41.1% and 40.4% respectively).
- 2.3 In 2023, 73.9% of the Borough's core working age population (i.e. people aged between 16-64) were economically active. This was lower than the averages across the South East and England and Wales (81.2% and 78.7% respectively)³. Of the Borough's economically active working-age population in the year to March 2023⁴, around 1,500 people were unemployed. The unemployment rate in Eastbourne (at 3.4%) was in line with the South East (also 3.4%) and below the England and Wales (3.7%) average⁵.
- 2.4 The latest data on educational attainment from 2021 shows that 30.2% of Eastbourne's core working age population held degree-level or equivalent qualifications (i.e. National Vocational Qualifications ['NVQ'] 4+). This was lower than the average for the South East (at 45.2%)⁶ and England and Wales as a whole (43.0%). In 2023, 55.1% of employed residents held professional, managerial and technical occupations at associate level and/or above⁷, which was slightly below the average in the South East (56.8%) but higher than England and Wales average (52.2%).
- 2.5 In 2022, median gross resident wages in Eastbourne amounted to £630.60 per week⁸. The equivalent rate for the South East was approximately 8.7% higher (at £685.30 per week) whilst the national median for England and Wales (of £642.60 per week) was 1.9% higher. The same dataset also shows median workplace-based wages for jobs in Eastbourne equated to £563.10⁹ per week, which was lower than the South East average (£664.30) and the England and Wales average (£642.00).

¹ Office for National Statistics ('ONS') (2022), *Census 2021*.

² ONS (2021), *2018-base Sub-National Population Projections*.

³ ONS (2023), *Annual Population Survey Jul 2022-Jun 2023*.

⁴ This represents the most up to date data at the Eastbourne level with a high level of confidence in the data.

⁵ ONS (2023), *Annual Population Survey Apr 2022-Mar 2023*

⁶ ONS (2022), *Annual Population Survey Jan-Dec 2021*.

⁷ ONS (2021), *Annual Population Survey Jul 2022-Jun 2023*.

⁸ ONS (2022), *Annual Survey of Hours and Earnings – Resident Analysis, 2022*.

⁹ ONS (2022), *Annual Survey of Hours and Earnings – Workplace Analysis, 2022*.

- 2.6 According to the latest Business Register and Employment Survey ('BRES'), the Borough was home to 38,600 employee jobs in 2022¹⁰. Key local employment sectors include health (26.3%), retail (13.2%) and accommodation and food services (10.5%). A relatively high proportion of people are employed in the health sector locally compared to the regional and national averages (12.6% and 13.3% respectively).

Regeneration and Deprivation

- 2.7 Deprivation at the local level is measured using the 2019 Indices of Multiple Deprivation¹¹ ('IMD') published by the former Ministry of Housing, Communities and Local Government ('MHCLG'), now the Department for Levelling Up, Housing and Communities ('DLUHC'). This uses a number of datasets to rank areas across seven domains of deprivation which include:
- Income, measuring the proportion of the population experiencing deprivation relating to low income;
 - Employment, reflecting the proportion of the working age population who are involuntarily excluded from the labour market;
 - Education, measuring the relative lack of attainment and skills;
 - Health, measures the risk of premature death and impairment of quality of life through poor physical or mental health;
 - Crime, measuring the risk of personal or material victimisation within an area;
 - Barriers to Housing and Services, reflecting the financial and physical accessibility of housing and local services; and
 - Living Environment, measuring both the quality of indoor and outdoor local environments.
- 2.8 These categories are combined to produce an overall deprivation rank for each local authority in England¹². The 2019 IMD ranks Eastbourne as the 106th most deprived local authority (out of 317 local authorities) in terms of overall deprivation, placing it amongst the 40% most deprived local authorities in England overall.
- 2.9 Figure 2.1 overleaf shows the variation in deprivation across the Borough. The Lower-layer Super Output Area¹³ ('LSOA') in which the site is located falls within the 50% least deprived areas nationally. However, when individual domains are considered, the LSOA in which the Proposed Development is located is considerably more deprived. This is particularly in terms of access to housing (ranking amongst the 20% most deprived nationally), and access to employment (ranking within the 50% most deprived nationally).

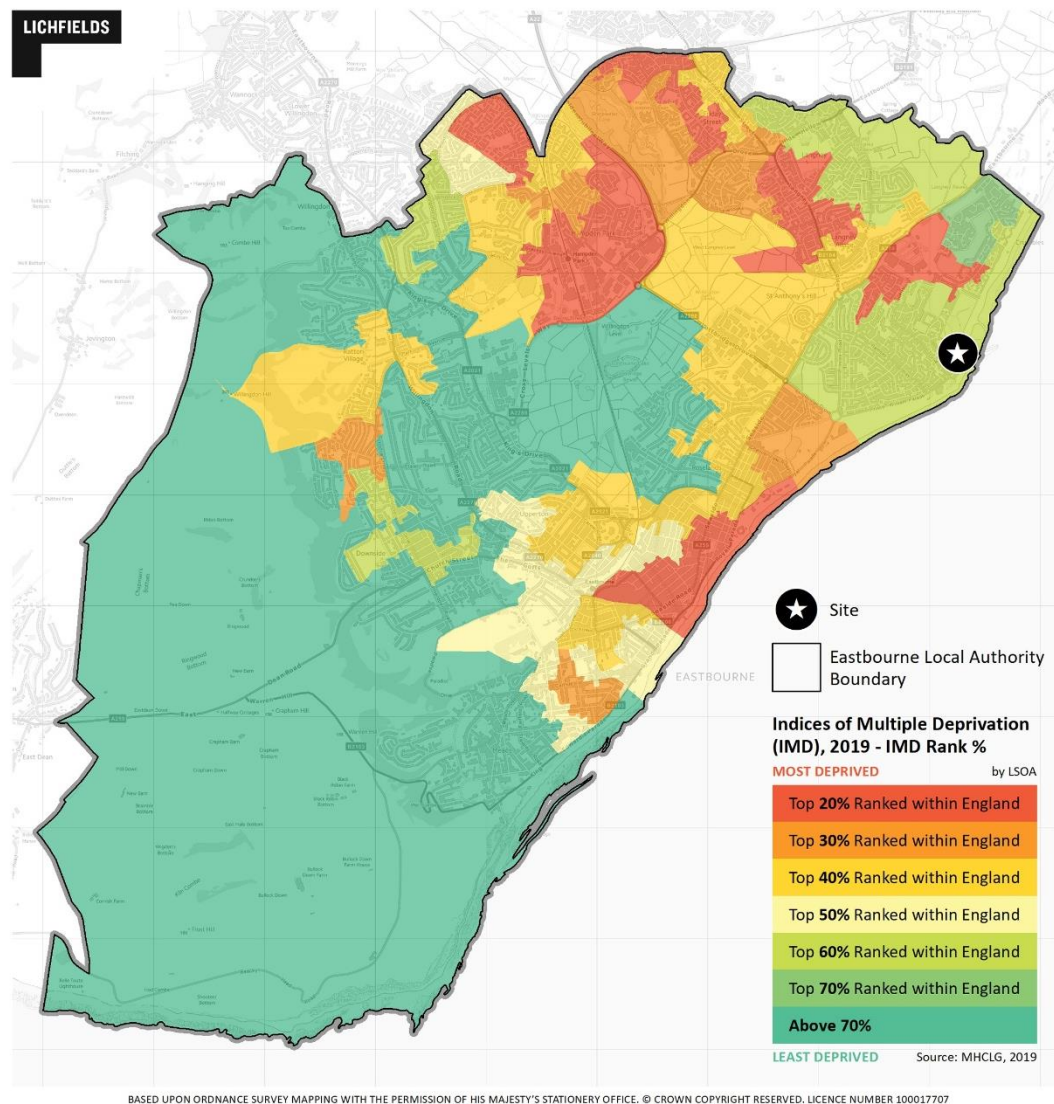
¹⁰ ONS (2022), *Business Register and Employment Survey: Open Access, 2022*.

¹¹ MHCLG (2019), *Indices of Multiple Deprivation, 2019*.

¹² Please note that Scotland and Wales have separate, national indices of deprivation.

¹³ A statistical geography.

Figure 2.1 Overall Deprivation in Eastbourne Borough



Source: MHCLG (2019), Indices of Multiple Deprivation / Lichfields analysis

Housing

- 2.10 When considering the barriers to housing domain, Eastbourne Borough ranks as 129th of all local authorities in England, placing it within the 5th decile in England. Evidence from HM Land Registry¹⁴ indicates median house prices in Eastbourne in 2022 at £280,000, compared with £370,000 (or 24.3% lower) across the South East, and £270,000 (or 3.7% higher) than the national average.
- 2.11 Whilst median house prices in Eastbourne are lower than the regional average, a review of evidence from the ONS suggests that the Borough has an affordability ratio (i.e. the relationship between median house prices and median earnings locally) of 9.0, compared with 10.4 for the South East and 8.16 for England and Wales. In conjunction with the IMD

¹⁴ ONS, (2022), Ratio of house price to residence-based earnings (lower quartile and median), 2002 to 2022.

barriers to housing ranking above, this data indicates that the affordability of housing in Eastbourne represents slightly more of an issue locally than for other parts of England.

- 2.12 The Eastbourne Core Strategy (2013)¹⁵ sets out a housing completion target of 5,022 new houses between 2006 and 2027, or the equivalent of 240 net additional dwellings each year. The Eastbourne Authority Monitoring Report¹⁶ for 2021/22 states that a total of 3,389 new homes have been delivered from 2006 to the start of the 2021/22 monitoring year, resulting in a shortfall of 211 net additional homes. A total of 127 net additional dwellings were delivered in the 2021/22 monitoring year which fell below the annual target set out in the Core Strategy, bringing total shortfall by the end of the 2021/22 monitoring year up to 324 dwellings.

Summary

- 2.13 The Borough's population is ageing in line with national trends, with the latest projections suggesting that by 2041 the number of residents above the age of 65 is expected to increase by 48.4%, while the total population is expected to increase by only 8.8%.
- 2.14 When compared with the South East and the rest of England and Wales, the Borough performs relatively poorly across a number of key labour market and economic indicators, including educational attainment, resident and workplace wages, as well as deprivation.
- 2.15 Housing prices are below the regional average but higher than the national average, which when combined with work- and resident-based salaries, reveals affordability pressures across the Borough. This is reflected when barriers to housing and services are considered, where the Borough ranks amongst the 20% most deprived local authorities nationally. In addition, the area faces challenges to meeting its housing needs suggesting the affordability issues will progressively get worse if housing supply does not match local demand. These factors cumulatively could limit future economic growth and prosperity across the Borough.

¹⁵ Eastbourne Borough Council (2013), Eastbourne Core Strategy Local Plan.

¹⁶ Eastbourne Borough Council (2022), Eastbourne Authority Monitoring Report 2021/2022.

3.0 Construction Impacts

- 3.1 This section sets out the potential economic impacts arising from the construction phase of the Proposed Development. The key impacts relate to new employment opportunities and additional economic output that will be generated over the duration of the construction phase which is estimated to last approximately one and a half years.

Direct Employment

- 3.2 The construction cost of the Proposed Development is estimated to be around £44 million. Using labour coefficients from the Homes and Communities Agency¹⁷ ('HCA') it is possible to estimate the number of direct construction jobs that could be supported by the Proposed Development over the course of its construction phase. Taking account of the composition of the Proposed Development, the coefficient for the development of 'new housing' is considered as the most appropriate for calculating the number of direct construction jobs. This coefficient assumes that 19.9 person years of construction would be supported for every £1 million spend on construction (in 2011 prices).
- 3.3 To use the coefficient, the construction cost of £44 million has been deflated to 2011 prices using the UK Government GDP Deflator¹⁸, resulting in an assumed construction cost of £34 million in 2011 prices. Applying the 'new housing' coefficient to the deflated construction cost of £34 million and then dividing the result by the anticipated length of the construction period (i.e. 1.5 years) suggests that the Proposed Development could support an average of **446 full-time equivalent¹⁹ ('FTE') jobs annually over its construction phase**.
- 3.4 As construction is made up of many discrete elements of work undertaken by specialists (e.g. bricklaying, carpentry, plumbing, electricians), the number of workers on site will inevitably fluctuate during different periods of the construction phase, and could be higher than the average identified above.

Indirect and Induced Employment

- 3.5 Construction also involves the acquisition of goods and services from across a range of suppliers, who in turn purchase similar goods and services through their own supply chain. The relationship between the initial direct spending and total economic effects is known as the 'multiplier effect', which demonstrates that an initial investment can have much greater indirect effects as this spending is diffused through the economy.
- 3.6 In addition, local businesses would be expected to benefit to some extent from a temporary increase in expenditure by employees whose income is derived from the demolition and construction activity supported by the Proposed Development (i.e. either directly and/or indirectly through supply chain expenditure). This is referred to as the induced effect, which sees expenditure being recycled within the local economy through the wage spending of workers in local shops, bars and restaurants, as well as other services and facilities.

¹⁷ Homes and Communities Agency (2015), *Calculating Cost per Job Practice Note*

¹⁸ UK Government, (2023); GDP Deflator

¹⁹ Full-time equivalent ('FTE') is a unit that indicates the workload of an employed person. A full-time employee working 35-40 hours per week is considered as 1 FTE, whilst an employee working half the hours is recorded as 0.5 FTE.

- 3.7 Research undertaken on behalf of the National Housing Federation ('NHF') indicates that the construction industry has a composite (i.e. indirect and induced) employment multiplier of 2.21²⁰, which means that every direct job (i.e. 1 FTE) supports a further 1.21 FTE jobs more widely. Applying this benchmark to the 446 direct construction FTE jobs suggests that an additional **540 FTE indirect and induced jobs per annum** could be supported by the Proposed Development in sectors across the UK economy. In aggregate, it is therefore estimated that **construction activity has potential to support around 985 FTE jobs during each year.**

Economic Output

- 3.8 The construction phase of the Proposed Development will also contribute to local economic output, measured in terms of Gross Value Added ('GVA'). GVA is a measure of the difference between what is produced as output (goods and services) and the inputs (raw materials, semi-finished products etc.) used in the production of those outputs. It represents the additional value that is added through economic activity.
- 3.9 Based on Experian data²¹ from July 2023, the construction sector generates an average GVA of around £92,500 per worker, per annum in the South East. Applying this to the employment supported, it is estimated the direct construction activity could generate around **£41.9 million of direct GVA**. Research undertaken on behalf of the NHF indicates that the construction industry has a composite (i.e. indirect and induced) GVA multiplier of 2.21²². Applying this multiplier to the £41.9 million GVA generated directly, results in a further **£51.1 million of indirect and induced GVA** for each year of construction. In aggregate, it is estimated that this equates to around **£92.9 million direct, indirect and induced GVA in total per annum.**

Planning Contributions

- 3.10 Eastbourne Borough Council are expected to impose Section 106 commitments on the Proposed Development and the Applicant is willing to enter into an agreement that is appropriate in planning terms. This is likely to be deliver additional benefits over and above those identified in this section.

Summary

- 3.11 The Proposed Development will make an important contribution to the local and regional economy during the construction phase an aggregate of around 985 FTE jobs, in the process generating an economic contributing £92.6 million GVA each year.

²⁰ National Housing Federation (2022), Local Economic Impacts Calculator. Methodology and assumptions.

²¹ Experian (2023), Gross Value Added.

²² National Housing Federation (2019), NHF Local Economic Impacts Calculator. Methodology and assumptions. This assumes a composite multiplier (i.e. indirect and induced) of 2.22 for GVA output.

4.0 Operational Impacts

- 4.1 This section considers the economic impacts associated with the delivery of the Proposed Development comprising 137 assisted living units as well as communal restaurant, café, and hair salon floorspace for residents, and office floorspace for management of the care facilities. Once operational, the Proposed Development will generate direct, indirect and induced employment and economic output, providing a boost to the local economy and surrounding area.

Direct Employment

- 4.2 The number and nature of jobs that will be supported on site once the Proposed Development is operational will ultimately depend on the mix of uses that occupy it.
- 4.3 It is possible to estimate the Proposed Development's potential impact on direct (i.e. on-site) employment generation by applying typical employment densities to the proposed uses drawing on HCA guidance²³ and recent research undertaken by the industry, as outlined in Table 4.1 below.
- 4.4 At present, a precise breakdown of the commercial floorspace to be delivered within the Proposed Development is not available. Therefore, a range in estimated floorspaces have been presented within Table 4.1 based on comparable schemes²⁴ elsewhere across the wider South of England.

Table 4.1 Estimated direct full time equivalent employment based on illustrative floorspace

Type of Space / Use Class	Illustrative Floorspace (sq.m GEA) / No. of Rooms	FTE Employment Density (sq.m per job / rooms per job)	FTE Jobs
Restaurant / Café / Bar	Between 153 sq.m – 209 sq.m	22	8*
Offices	Between 38 sq.m – 121 sq.m	14	6*
Assisted living units	137 rooms	13.6 ²⁵	10
Total	-	-	24

Source: Homes and Community Agency (2015), Employment Density Guide 3rd Edition / Lichfields analysis

*For the purposes of the assessment, the midpoint of the range has been assessed.

- 4.5 Based on the benchmarks presented above, it is estimated that once operational the Proposed Development could support around **24 FTE jobs**. This includes 9 FTE jobs in healthcare across a wide range of specialisms which may include nursing, dementia care, physiotherapy amongst others.

²³ Homes and Community Agency (HCA) (2015), Employment Density Guide 3rd Edition.

²⁴ A range of estimated floorspace for each commercial uses within the Proposed Development have been calculated by taking the known ratio between the floorspace of the commercial use and the total floorspace of comparable retirement developments and applying these to the total floorspace of the Proposed Development.

²⁵ The employment density for retirement care homes is based on research of other comparable developments by Lichfields.

Indirect and Induced Employment

- 4.6 Indirect jobs will be supported by the commercial and community floorspace as a result of the additional spending by on-site businesses with their supply chain. This could include expenditure on goods, supplies and services in the surrounding area to the Proposed Development. The spending of wages by the employees of the Proposed Development once complete and operational will support induced employment within shops, services and firms across the wider area.
- 4.7 Using composite multipliers from the HCA²⁶ (of 1.45 at the regional level), it is possible to estimate the number of indirect and induced jobs that could be supported by the Proposed Development. By applying this multiplier to the direct FTE jobs presented above (i.e. 24 FTE jobs), it is estimated that the Proposed Development could support a further **11 FTE indirect and induced jobs** more widely across the South East.
- 4.8 In aggregate, it is therefore estimated that **once operational the Proposed Development has potential to support around 35 FTE jobs across the wider South East region**, the majority of which are likely to be located within proximity of Eastbourne Borough.

Economic Output

- 4.9 The operational phase of the Proposed Development will also make a contribution to the economy through local economic output (measured in terms of GVA through the creation of new jobs). Using GVA per worker benchmarks from Experian²⁷, it is estimated that the 24 direct FTE jobs created could generate around £1.4 million of direct GVA each year and an additional £630,00 of indirect and induced GVA more widely.
- 4.10 In aggregate, it is therefore estimated that the operational Proposed Development has potential **to support in the region of £2.0 million GVA each year** across the wider South East region.

NHS Savings

- 4.11 A recent study on behalf of Homes for Later Living²⁸, suggests that residents in assisted living encounter fewer health risks resulting in financial savings to the NHS and social care services of approximately £3,500 per annum (approximately £3,790 in 2023 pricing). Considering this and assuming that an average of 1.25 residents will occupy each retirement home (based on other schemes operated by the Applicant), it is therefore estimated that the Proposed Development could contribute to around **£650,000 of savings to the NHS each year**.

Expenditure Impacts

- 4.12 The scale of the impacts will be determined by the expenditure patterns of the new occupiers. Reflecting upon the nature of the Proposed Development, and based on other

²⁶ HCA (2014), Additionality Guide 4th Edition.

²⁷ Experian (2023), Gross Value Added, July 2023.

²⁸ Homes for Later Living (2020), Chain Reaction. Available at: https://www.mccarthyandstone.co.uk/-/media/mccarthy-and-stone/files/pdfs/chain_reaction_report_mccarthy_stone.pdf.

schemes operated by the Applicant, it is assumed that 15% of the residents of the Proposed Development will receive full domiciliary care and that all of their immediate consumer requirements will be fulfilled on-site through the ancillary uses that will be provided. The other 85% of residents will receive assisted living care and will continue to fulfil their consumer requirements primarily outside of the site.

- 4.13 The average weekly expenditure of a retired person (excluding housing and energy expenditure which will be fulfilled within the Proposed Development) is £188.56 nationally. The average weekly household expenditure in the South East is 1.12 times greater than the average weekly household expenditure nationally. Therefore, it is assumed that the average weekly expenditure of retirees in the South East will also be 1.12 times greater than the national average at £211.19.
- 4.14 Taking this weekly expenditure for retirees in the South East and the same assumption of 1.25 residents per unit, it is estimated that the new residents of the Proposed Development (excluding those receiving full domiciliary care) will generate a gross total of £1.6 million per annum. However, it is recognised that only a proportion of the gross expenditure by new residents of the Proposed Development will be retained within Eastbourne. Based on recent retail expenditure retention rates set out in the Eastbourne Economic Development Needs Assessment²⁹, it is estimated that 92.6% of spending on comparison and convenience goods within the postcode of the site will be retained within the Borough. Therefore, it is estimated that the total net additional spending generated by the new residents equates to **£1.5 million per annum**.
- 4.15 This additional spending will support the vitality and viability of local firms and could encourage other businesses to move to the local market. As this additional expenditure is likely to go towards a wider range of products and services it is estimated that this could support a further **12 FTE jobs** in retail, leisure, hospitality, catering and other service sectors across the area.

Summary

- 4.16 The Proposed Development could make a significant contribution to the local and regional economy by supporting 24 FTE jobs directly, in addition to a further 11 FTE jobs more widely (through indirect/supply chain and induced effects), whilst also generating a total of £2.0 million of economic output each year. The Proposed Development could also contribute around £650,000 of savings to the NHS each year, as well as generating £1.5 million locally per annum in resident expenditure, which could support 12 FTE jobs locally.

²⁹ Eastbourne Borough Council (2017), Eastbourne Economic Development Needs Assessment.

5.0 **Economic Competitiveness and Wider Impacts**

- 5.1 This section considers the potential wider economic impacts of the Proposed Development and the effects it could have on local economic competitiveness.

Boosting Housing Provision

- 5.2 The Proposed Development will assist the Council in boosting housing delivery which will be a strategic objective of the emerging Local Plan. Measured against the current housing delivery targets as presented in Section 2.0, the Proposed Development will make an important contribution to addressing the local housing shortfall.
- 5.3 The constrained housing supply in Eastbourne and the continued affordability pressures could have a significant impact on the ability of residents to access housing locally, particularly residents in lower-paid jobs. This could force lower-paid workers and their families to move further afield, increasing out-commuting and reducing local labour supply.
- 5.4 Furthermore, according to the Chain Reaction (2020)³⁰ study, the sale of later living properties can generate two moves further down the housing chain, and in certain circumstances this may be more. This could free up homes for lower paid workers, families and other household groups and could potentially release existing capacity within a constrained housing market area across the Borough and its surrounding authorities.
- 5.5 Moreover, it is recognised that the elderly population in Eastbourne is increasing. As a result, the Council will need to address the challenges posed by a rapidly aging population, in particular the provision of appropriate housing, in addition to health and community services and facilities.
- 5.6 On this basis, the Proposed Development will make an important contribution towards providing high standard elderly accommodation to support local priorities.

Building Sustainable Communities

- 5.7 The Proposed Development offers an opportunity to put in place a building which fits cohesively with the surrounding area, enriching the quality of the local public environment and enhancing the elderly accommodation offer. This can have economic and social benefits by encouraging independent living for as long as possible, as well as encouraging integration within the local community.

Contribution to Economic Objectives

- 5.8 Furthermore, the Proposed Development also aligns with, and supports a range of national, sub-regional and local policy objectives.
- 5.9 Once delivered, the Proposed Development will help to enhance economic prosperity by creating new employment opportunities for local residents in a range of sectors including

³⁰ Homes of Later Living (2020), Chain Reaction. Available at: https://www.mccarthyandstone.co.uk/-/media/mccarthy-and-stone/files/pdfs/chain_reaction_report_mccarthy_stone.pdf.

health care, catering and retail. It will also provide high quality elderly accommodation and key worker apartments, helping to ease the impact of projected increases in population.

- 5.10 Table 5.1 below summarises the strategic fit of the Proposed Development with relevant planning and economic development strategies at the national, regional and local spatial levels.

Table 5.1 Relevant planning and economic development strategies

Policy/Strategy		Relevant Key Message(s)	Contribution of the Proposed Development to Policy Objective(s)
National	National Planning Policy Framework (2023)	<p>The document outlines local planning authorities should:</p> <ul style="list-style-type: none"> • Encourage sustainable growth; • Help create the conditions in which business can invest, expand and adapt; • Be flexible enough to accommodate needs not anticipated in the plan and allow for new and flexible working practices; and • Seek to secure a wide choice of homes, high-quality design and a good standard of amenity for all existing and future occupants of land and buildings. 	<ul style="list-style-type: none"> • Upon completion, the Proposed Development will deliver 137 retirement homes to meet local and wider housing needs; • The Proposed Development will also support 24 FTE on site jobs and generate £1.4 million in direct GVA each year; and • It will support a further 11 FTE jobs across the wider South East and £630,000 on GVA annually (through indirect/supply chain and induced effects).
	Levelling Up White Paper (2022)	<p>The Levelling Up White Paper sets out the Government's plan to narrow the county's regional inequality and promote economic prosperity. It includes the ambition to:</p> <ul style="list-style-type: none"> • Build more homes, including affordable housing and improving housing quality; • Boost productivity, pay, and employment especially in places which are lagging behind; • Improve public services, especially in places where they are weakest; and • Restore a sense of community, local pride and belonging and local communities. 	<ul style="list-style-type: none"> • Upon completion, the Proposed Development will provide 137 assisted living units to meet local housing needs, addressing shortfall in local housing provision in the process; • The Proposed Development will support 24 FTE on site jobs and a further 10 FTE jobs across the wider South East (through wider indirect/supply chain and induced effects) helping to provide new employment opportunities locally; and • Support skills development and training throughout both the construction as well as operational phases.
	Build Back Better (2021)	<p>This document sets out the Government's ambition to rebuild the economy around three core pillars of growth, which include:</p> <ul style="list-style-type: none"> • Infrastructure – stimulate short-term economic activity which drives long-term productivity improvements, whilst also supporting the 'crowding-in' of private investment to accelerate progress to net zero and help to level up the UK economy. This includes working with local 	<ul style="list-style-type: none"> • Secure private investment which will support in the regeneration of local communities; • Support skills development and training throughout both the construction as well as operational phases; • Secure the vitality and viability of local businesses (including SMEs) through local supply chain impacts; and • Support the growth of UK plc through the creation of direct jobs supported on site, and more widely across the economy.

Policy/Strategy		Relevant Key Message(s)	Contribution of the Proposed Development to Policy Objective(s)
		<p>authorities and the private sector to deliver essential infrastructure;</p> <ul style="list-style-type: none"> • Skills – support productivity growth through high-quality skills and training, and continue to focus on the quality of apprenticeships; and • Innovation – support and incentivise the development of creative ideas that will shape the UK's future growth, attract the brightest and best people, and support small and medium-sized enterprises (SMEs). 	
	Housing White Paper: Fixing our broken housing market (2017)	<p>The White Paper sets out how the Government intends to boost housing supply to create a more efficient housing market to match needs and aspirations and support wider economic prosperity. Key proposals include:</p> <ul style="list-style-type: none"> • Planning for the right homes in the right places; • Building homes faster; • Diversifying the market; and • Helping people now. 	<ul style="list-style-type: none"> • Deliver 137 additional dwellings to boost housing supply in Eastbourne; and • Support wider economic prosperity through new job opportunities during both construction and operational phases.
Sub-Regional	South East LEP Economic and Recovery Renewal Strategy (2021)	<p>The Economic Recovery plan provides key strategic priorities for building business resilience and kickstarting economic recovery on a regional scale. Key objectives relevant to the assessment include:</p> <ul style="list-style-type: none"> • Reimagining and designing sustainable communities that are fit for the accelerated changes in the way that people live and work; • Promoting opportunities that contribute to a zero-carbon society, as well as offering significant potential for growth and new employment; and • Upskilling the regional workforce to retain and build a resilient labour market in a post-pandemic and post-EU economy; 	<ul style="list-style-type: none"> • The Proposed Development will provide 137 new retirement homes and contribute to the regeneration of the Sovereign Harbour area of Eastbourne; • The Proposed Development will also generate 24 direct FTE jobs creating employment opportunities for local people in a range of industries including care, catering and management; and • The construction of the Proposed Development will also provide opportunities for apprenticeships and local employment within the construction sector.
Local	Eastbourne Core Strategy Local Plan (2013)	<p>The Eastbourne Core Strategy Local Plan sets out the Council's spatial vision for District up to 2027 and the policies to deliver it. It sets out a series of spatial objectives including:</p>	<ul style="list-style-type: none"> • Once operational the Proposed Development will deliver 137 high quality retirement homes to help meet housing need within Eastbourne;

Policy/Strategy		Relevant Key Message(s)	Contribution of the Proposed Development to Policy Objective(s)
		<ul style="list-style-type: none"> • Sustainable Development – delivering sustainable communities and high standards of design; • Sustainable Growth – deliver new housing and employment opportunities to meet the needs of all sections of the local community; • Local Economy – To give support to a strong and growing local economy built on innovation, creativity and entrepreneurship; • Community Health – enhance healthy lifestyles by assisting the development of affordable housing and health care provision; and • Sustainable Neighbourhoods – ensure that the diverse needs of local communities are delivered, including the infrastructure required to achieve this. 	<ul style="list-style-type: none"> • The Proposed Development will also improve the health of future residents through reducing the risk of health challenges and is estimated to save the NHS £650,000 per year; • The Proposed Development will also generate 24 FTE direct jobs in a range of industries including care, catering and management, as well as an additional 11 indirect and induced FTE jobs in the local economy; and • The Proposed Development will generate £1.5 million per annum in resident expenditure, which could support a further 12 FTE jobs locally.
	East Sussex Economic Recovery Plan (2020)	<p>The Recovery Plan aims to promote prosperity for businesses in the county and build resilience in the local economy. The Plan sets out six key missions, including the following of relevance to the Proposed Development:</p> <ul style="list-style-type: none"> • Promoting local supply chains and local hiring practices; and • Promoting the generation of local employment opportunities. 	<ul style="list-style-type: none"> • The construction of the Proposed Development is estimated to sustain 446 FTE jobs on site within the construction industry, and provide new employment opportunities within the local area; • The construction phase will also sustain a further 540 indirect and induced FTE jobs within the wider construction supply chain; • There are opportunities to harness the local economic benefit of the construction phase through the provision of local employment practices and apprenticeship schemes; • Once complete and operational, the Proposed Development will generate 24 direct FTE jobs in a range of sectors including care, catering and management; and • The direct jobs generated on site will help to support an additional 11 indirect and induced FTE jobs within Eastbourne and the South East.

Source: Lichfields

6.0 Conclusions

- 6.1 The Proposed Development represents an opportunity to deliver significant investment in the local area of Eastbourne, whilst also facilitating new elderly accommodation and creating employment opportunities. The Proposed Development would see the delivery of 137 retirement dwellings, as well as a restaurant, café and hair salon to be used by residents, and office space to manage the care home.
- 6.2 Some of the quantifiable economic impacts during construction of the Proposed Development include:
- 1 Supporting around 446 direct FTE jobs per annum during the construction phase;
 - 2 Supporting a further 540 indirect and induced FTE jobs per annum across a range of sectors during the construction phase; and
 - 3 Generating £41.9 million of direct GVA and £51.1 million of indirect and induced GVA each year.
- 6.3 Once operational, the Proposed Development has potential to support the following quantifiable impacts:
- 1 The creation of 24 direct FTE jobs, in addition to a further 11 indirect and induced FTE jobs more widely;
 - 2 An economic contribution in the region of £2.0 million GVA each year;
 - 3 Around £650,000 in annual NHS savings due to reduced risk to residents encountering health problems; and
 - 4 Generate around £1.5 million per annum in resident expenditure within Eastbourne Borough. This could support an additional 12 FTE jobs locally.
- 6.4 As well as these quantitative impacts, the Proposed Development will also generate a range of less tangible benefits including enhancing the provision of elderly accommodation and releasing housing pressures from a constrained housing market. More broadly, the Proposed Development will also help to build more a more sustainable community by allowing people to live independently for longer and by facilitating greater integration within the local community.
- 6.5 Overall, the Proposed Development will generate significant economic benefits and contribute to economic, regeneration and planning objectives at the local, sub-regional and national policies and strategies.

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