Economic Benefits Report

Land at Northons Lane, Holbeach

July 2020
Version 001

Prepared by

homes by gleeson
builders for generations

- The anticipated Economic Impact and wider associated benefits generated by the Northons Lane development by Gleeson Homes.
- The typical profile of a Gleeson new homebuyer and will set out the financial aids and packages that are in place to support same.
- The health and wellbeing benefits brought to the wider community by the *Gleeson Community Matters Programme*

This proposal will provide the following benefits:



£9.35m
Spent on labour, goods and services in constructing the new homes



225
Sustained or created "indirect" jobs in the supply chain and wider community



115
Sustained or created "direct" jobs



£452,744
Direct financial assistance to purchasers from Gleeson



£152,833
New Homes Bonus for one year



£154,776
Additional annual Council Tax payable per annum following completion



Health & Wellbeing
By the application of the Gleeson Community Matters Programme



88
Forecast number of rental homes will be vacated by those that move into the new homes.)

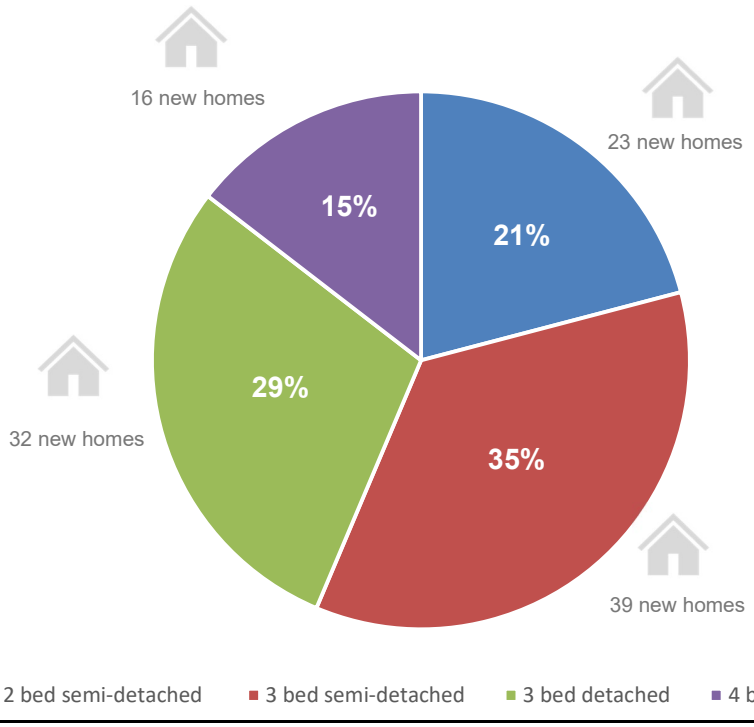
Introduction

Residential development makes a significant contribution to the economy at a national, regional and local scale. This impact spans far beyond the initial construction phase and provides critical on-going benefits to communities.

The specific impacts quantified in this report are:

1. The employment provided during the development's construction period.
2. Benefits associated with the occupation of new homes over time.
3. Financial contributions to the Local Authority as a result of the new homes built.
4. Demographic effects of the Gleeson Regeneration proposal.
5. Financial support available to Gleeson Purchasers.
6. The Community Benefits brought by the Gleeson Community Matters Programme.

The scheme seeks to provide 110 new family homes. The following mix of housing is proposed:



1. Employment & Construction

1.1. The Economic Footprint of UK Housing Building report from the HBF[1] states that in total around 3.1 jobs are sustained or created for every new home constructed. Of these the report states that 34% will be directly employed jobs within the industry. Based upon a development capacity of 110 new homes, construction on this site therefore will help to sustain or create 115 direct jobs in the industry.

1.2. The other 66% of jobs created or sustained are indirect jobs in the wider community and supply chain. This can be from greater use of local shops, fuel stations and cafes through to the construction, design and supervision of infrastructure. This development would therefore help to sustain or create a further 225 indirect jobs.

1.3. The benefits associated with this development are of significance beyond the construction employment benefits associated with the site. Based upon the anticipated construction costs[2] the site will generate spend in the region of £9.35m directly from building activity. This investment can have far reaching benefits including the potential for construction contracts for goods and services at a local level.

1.4. There is an accepted need to increase the availability of training and to upskill the existing workforce. Gleeson are committed to the training of Apprentices and have an annual intake in September each year as market and site activity allows. Applications for apprentice positions from the immediate vicinity of the site are positively encouraged and are viewed favorably.

1.5. Through its Community Matters Programme, Gleeson are committed to providing 'Local Jobs for Local People' and offer priority of employment to those living within 2 miles of each site ensuring that the benefit of jobs and spend go to benefit the local community.

The head office of Gleeson is a registered CITB Training Centre and this facility is used to develop the skills of our Apprentices. Gleeson were the first new home builder to sign up to the National Living Wage

2. Longer Term Benefits

2.1. The benefits associated with residential regeneration are long term. As new homes are built and occupied additional economic benefits transpire for the local area. Such benefits of this greater number of occupied properties can include the following:

- Greater economic activity resulting from new residents occupying new homes being in employment.
- Potential for increased incomes and therefore the propensity to spend in the locality can increase.

- To quantify how the benefits set out above relate to the proposed development site it is necessary to consider the likely population of the new development. Based upon the experiences and expectations of Gleeson[3], the average household size of buyers of the new homes will be 2.4 persons. This will provide 264 additional residents.

2.2. The average age of a Gleeson purchaser in 2017 was 31.

2.3. A straightforward multiplication of the number of households expected to occupy market housing on the site by the average annual household income of a typical Gleeson purchaser of £32,400, provides a gross income figure of £3,564,000 per annum.

The average age of Gleeson Customer is 31, 96% are within the working age range, 33.2% are single, 49.2% are couple with no kids, 15.9% are a couple with kids and 1.7% are single with kids.

The average household income is £32,400.

3. Financial Contributions to South Holland District Council

In the current economic climate and times of austerity, the resources available to local authorities such as South Holland District Council are limited. New development can make an important contribution to the resource base of local authorities through land receipts, additional Council Tax revenues and through New Homes Bonus payments

3.1. The development of 110 new homes will deliver around £154,776 total additional Council Tax per annum.[4]

3.2. In addition to revenue from Council Tax, there will be a New Homes Bonus payment[5] to the Council of around £152,883 for one year.

4. Demographic & Social Benefits

4.1. Gleeson focuses solely on building low cost homes for people on low incomes. We build a range of affordable new homes for sale to people who would otherwise be unable to afford a new home, thereby helping them onto the property ladder.

4.2. Gleeson scrutinize very carefully the demographic information of our new home purchasers. In the full year January to December 2014 the profile of our customers on comparable regeneration sites with the Northons Lane site are approximately:



80%
First time buyers



Approx. 80% +
move from Council / Housing Association or private rented properties.



Approx. 70%
Lived within 3 miles of the development

The Gleeson Regeneration model provides homes that are truly Affordable to those that live in the community. It provides opportunity for aspirational First Time Buyers to get a start on property ownership which is an aspiration for many.

By providing affordable new homes to those that aspire to own, much needed capacity in the rental market (both Private and Social) is freed up.

5. Gleeson support into Home Ownership

We have developed an industry leading suite of financial support packages to help and motivate our potential purchasers into home ownership.

These packages include the following:

a) ***Save and Build*** – When a customer who would otherwise be able to afford a mortgage payment hasn't got a deposit, we are able to put them on a savings scheme which gives them achievable target dates to save the required amount.
Our side of the promise is that we fix the price of the house even though the completion date may be twelve months away.
We support the customer by regularly monitoring that they are saving. Often these purchasers have the deposit saved before the initial plot release date as they have been asking for financial contributions for birthdays, Christmas, weddings etc. from friends and relations.
The success rate of *Save and Build* is over 90%. Purchasers like the security of the fixed price proposal and enjoy the confidence that this brings them.
No other house builder offers this service to customers.

b) ***Parents Invest*** – like Save and Build this is aimed at the FTB who does not have a deposit. This scheme will encourage Parents to invest in the new home the deposit sum of 20%.
Gleeson will then for the subsequent 5 years pay direct to the Parents 5% interest on the deposit sum. There is an incentive for the deposit sum to be greater as this directly effects the amount of loan required hence the mortgage rate required forp the balancing loan

c) ***Aspire to Own*** – Gleeson simply will pay 5% towards the required deposit and contribute the mortgage valuation fee and offer £750 towards purchase fees

d) ***Advance to Buy*** – This is for those with a home to sell. Gleeson will manage the sale process of the current home by arranging independent valuations to assess the asking price; we will assist in marketing the home. We will then contribute £500 towards the fees in selling the home

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e) ***Help to Buy*** – This is a HM Government scheme that allows full home ownership with a Government backed 5-year interest free loan of up to 20% of the property value. From years 6 to 25 interest is applied to the loan amount

f) ***Traditional Incentives*** – These are often offered to purchasers who are proceeding with Help to Buy and they can take the form of our payment of fees and charges or items such as turf, decoration and fittings

Many purchasers take advantage of more than one package, for example a purchaser could reserve on a *Save and Build* and then once the deposit is saved take advantage of *Aspire to Own* or use a more *traditional incentive* such as fees paid or turf, carpets and curtains

To extrapolate the 'cost' of these incentives to the project at Northons Lane a review is set out below that looks at the percentage use of each of the above incentives over recent months on similar sites throughout the Group.

Based upon the proposed development at Northons Lane to include 110 units:

Incentive	**Group (%) use**	**£ cost to Gleeson per intervention**	**Anticipated No. of homes at Northons Lane, Holbeach**	**Total**
Save and Build	10%	6,900[6]	11	£75,900
Parents Invest	0	5,750[7]	0	0
Aspire to Own	37%	5,750	40	£230,000
Advance to Buy	0	1,500	0	0
HM Government Help to Buy[8]	45%	0	49	0
Gleeson pay Solicitor and Valuation Charges and Fees	42%	750	46	£34,500
Traditional Incentives – overlaps with other packages[9]	85%	Ave. 1,208	93	£112,344
TOTAL				£452,744

Gleeson have a number of financial incentives designed to assist, particularly First Time Buyers into their new homes.

Particularly effective is ***Save and Build*** which is unique to Gleeson.

The direct cost to Gleeson of these necessary incentives and packages at Northons Lane will be in region of £452k.

6. Gleeson Community Matters Programme

We understand the importance of involving the community before, during and after the construction of our developments. The legacy of our sites is important to us and we work hard to ensure that this is enhanced.

There are a number of these commitments that we make upon every development the cost of which is carried by the general overhead and is not quantified in detail in this report

a) ***Community Sports Foundation*** – Gleeson invites simple requests for kit sponsorship from site local sports teams, one team is sponsored by each site at any one time. We are currently sponsoring 25 sports teams throughout the North of England.

b) ***Engagement with Local Schools*** – We work with schools in the vicinity of the site area to (1) educate them in the dangers of Building Sites, (2) to engage them in building as a career option and (3) be involved in special projects such as 'design a bedroom'

c) ***Local Jobs for Local People*** – This is set out in Section 1 above

d) ***Apprenticeship Schemes*** – As set out in Section 1 above

e) ***Local Homes for Local People*** – Owner occupiers have a stake in society having responsibility for their homes. Gleeson refuse to sell to Private Landlords and we will ensure that there is a restrictive covenant on the properties sold in order to prevent properties on the site being let.

f) ***Design for Disability*** – We offer free disabled adaptions to our homes for disabled occupants

The Gleeson Community Matters Programme provides many initiatives to enhance the immediate environs of a project and will provide support to the new homeowners and the existing surrounding community alike

Footnotes and References

[1] The Economic Footprint of UK House Building, HBF
[2] Gleeson Estimate
[3] Gleeson Demographic analysis, Group sales January to December 2014, 539 sales surveyed
[4] Based upon Ave Council Tax, estimating 94 Band B, 16 Band C.
[5] Assumes 0.4% baseline growth is already achieved.
[6] This assumes that there is 6% house price inflation lost to Gleeson in the c. 12 month 'delay' for client saving
[7] Average loan 23,000 – 5% interest for 5 years
[8] No cost allowance is made that Government HTB ceases and Gleeson scheme is introduced
[9] 42% Legal Fees £750, 70% Carpets £1500, 24% Turf £300, 18% Fencing £1500, 8% Light Fittings £750, 10% Curtains £1500 and 7% enhanced shower and tiling £750 – Average per plot £ 1,208