

Economic Benefits Infographic

PROPOSED DEVELOPMENT: 199 residential dwellings

SITE: Land at Smithy Bridge Road, Smallbridge, Rochdale

Construction Phase



£36.7 million

Investment
in the scheme's construction



85 gross direct jobs

FTE (Full-Time Equivalent) jobs
on average during construction (3 years)

75 net direct jobs

FTE in the North West, including
55 in Rochdale

**40 net indirect /
induced jobs**

FTE in the North West, including
15 in Rochdale



£6.9 million

Productivity boost
GVA¹ economic output uplift
annually during of construction,
including £4.2m in Rochdale

Operational Phase



199

New homes

In a range of house sizes to help
meet local needs.



205

Employed residents

Working age economically active
and employed residents living
at the scheme



£4.6 million

Gross annual income

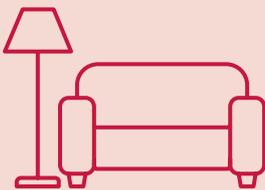
Annually for residents,
contributing to local expenditure²



£420,000

Council Tax

Collected annually by Rochdale
Borough Council



£1 million

**First occupation
expenditure**

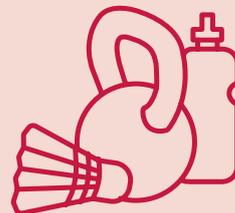
To make a 'house feel like home'



£2.5 million

Retail expenditure

Annually by residents,
supporting local businesses



£1.2 million

Leisure expenditure

Annually by residents,
supporting local businesses



25

Retail and leisure jobs

Supported by resident
expenditure

¹ GVA (Gross Value Added) measure the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs). It provides a key measure of economic productivity. Put simply the GVA is the total of all revenue into businesses, which is used to fund wages, profits and taxes.

² Note that this is based on median North West incomes for the average overall occupational profile in Rochdale, and therefore wages earned by residents could, for example, be higher than this figure if residents work in higher-paid jobs than the average for their occupation in the region and/or if the resident profile is weighted more towards professional occupations than the borough average. This figure also does not include other sources of income, such as those derived from investments or social security benefits.