2-8 Danson Road, Bexleyheath

Economic Benefits Statement

Boyer

Prepared on behalf of Carebase Ltd | December 2019

Report Control

Project:	Economic Benefits Statement, 2-8 Danson Road, Bexleyheath
Client:	Carebase Ltd
Reference:	
File Origin:	\\lucas\sites\boyerprojects2019\dev_eco\19.7035\4 Boyer Planning\4.02 Reports
Primary Author	Michael Corbett
Checked By:	Andrew Jackson

Issue	*Date*	*Status*	*Checked By*
1	12/12/2019	Draft	AJ
2	19/12/2019	Final	AJ

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1. INTRODUCTION

1.1 This report has been prepared by Boyer (Development Economics) on behalf of Carebase Ltd to support their planning application for 2-8 Danson Road, Bexleyheath, DA6 8HB.

1.2 The planning application seeks permission for the demolition of four existing dwellings and the construction a 70-bed nuring home catering for high dependency residents with dementia and end of life care.

1.3 The purpose of this report is to assess the economic impacts of the proposed development.

1.4 Following this short introduction, the report is structured as follows:

Chapter 2: Context and background – a brief review of the planning policy context and site background.

Chapter 3: Construction Phase – an assessment of the impact of the proposed development during the construction phase of the development.

Chapter 4: Permanent employment and Additional Local Spending – an assessment of the impact of the permanent employment that would arise because of the development, taking into account leakage, displacement etc. It also includes an assessment of the impact of the development on the Gross Value Added (GVA) to the Bexley area

Chapter 5: Economic Benefits of the Nursing Home Proposals – an assessment of the health benefits, reduced hospital admission and release of family housing.

Chapter 6: Summary and Conclusion

2. CONTEXT AND BACKGROUND

Policy Context

National Policy

2.1 The National Planning Policy Framework (NPPF) (2019) sets out the Government's strategic planning policies for England and how these are expected to be applied in the plan-making and decision-taking processes.

2.2 The overarching principal of the NPPF is a presumption in favour of sustainable development (paragraph 11), which the Government have advised should be at the heart of the planning system and, which should be seen as a 'golden thread' running through both plan making and decision taking.

2.3 The NPPF defines sustainable development in terms of its economic, social and environmental objectives. These include contributing to building a strong, responsive and competitive economy, supporting strong, vibrant and healthy communities and contributing to protecting and enhancing our natural, built and historic environment.

2.4 Paragraph 61 states size, type and tenure of housing needed for different groups in the community should be taken account of by Local Planning Authorities.

London Plan Policy

2.5 The Draft London Plan (Consolidated Suggested Changes Version) (July 2019) is the overall plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years.

2.6 Policy H1 relates to 'Increasing Housing Supply' and as part of this Table 4.1 sets out that Bexley has a 10-year target to deliver 12,450 dwellings. This development would assist in meeting this target by providing a net gain of 66 dwellings units on site.

2.7 Policy H15 relates to 'Specialist older persons housing' and states that Boroughs should work positively and collaboratively with providers to help meet the increasing need for accommodation suitable for people with dementia.

LB Bexley Policy

2.8 The Bexley Core Strategy (2012) sets out policies and guidance for the borough over a 15-year period. One of its key objectives is that the local plan should provide for lifetime homes that meet the full range of needs, including for the elderly. However, there is no specific policy in relation to this this.

2.9 However, Policy H15 (Sheltered Dwellings) of the Unitary Development Plan (2004) sets out a series of criteria for assessing developments for elderly accommodation, including the need for community facilities, 24-hour emergency cover as well has being specifically designed for older people.

Site Context / Background

2.10 The site comprises of four dwellings (numbers two to eight). The existing buildings feature two storey semi-detached houses, forming the end part of the building line along Danson Road. The site lies in the north east corner of Danson Park (which is a Grade II listed park on the Historic England register of parks and gardens of special historical interest) between Park View Road and Danson Road and to south of a pedestrian entrance to Danson Park. The immediate site context is formed almost entirely by suburban housing with the exception of the Crook Log Leisure Centre, to the north of the site, which was completed in 2005.

About Carebase Ltd

2.11 Carebase was founded in 1990 and runs a number of nursing, residential and nursing homes across southeast England and East Anglia. The homes combine state-of-the-art facilities, elegant decor and, most importantly, a highly trained team of people dedicated to caring.

2.12 Carebase makes no compromises when it comes to the quality of their homes or the care of their residents. They continuously develop and invest on their residential nursing homes to ensure they reach the highest possible standards. This includes their commitment to invest in their people.

2.13 Carebase are an award-winning employer. They are committed to employing people who are genuinely passionate about caring for their residents. They go to great efforts to develop, reward and support their staff. As a result, they have won a number of awards over the years in recognition of the quality service provided by staff.

2.14 Carebase aims for its homes to become an integral part of the local community through working closely with local businesses, charities, schools and other organisations. The focus of this approach is to ensure that residents can continue to be part of their community, whilst offering the community an opportunity to be involved with the home and the many events that they run.

2.15 As well as large en-suite bedrooms, the homes include small scale, ancillary amenities to enrich the day-today life and wellbeing of relatives and their families. These might include a hair salon, cinema, spa, library and private dining room. Kitchenettes are incorporated into the dining areas where residents can make a cup of tea.

2.16 Carebase considers that outdoor space is important so maintain beautiful gardens. These include allotments and raised flowerbeds providing residents with opportunities to grow plants, fruit and vegetables.

2.17 Carebase promotes an active lifestyle as it has proven to have a positive effect on their residents. Each home has a dedicated activities co-ordinator tasked with organising a weekly planned schedule of engaging entertainment and activities. Residents are encouraged to continue the individual hobbies and interests they have always been passionate about as well as taking pleasure from everyday tasks that are familiar.

3. CONSTRUCTION PHASE

3.1 In this section we review the economic benefits and stimulus that will arise from the construction of the proposed nursing home.

3.2 When developing other nursing homes, for example the Heathfield Court Nursing Home, Erith (also in LB Bexley), Carebase will look to appoint a local construction company for the build. As the main contractor is anticipated to be local to the area, it is expected that they would also be using local sub-contractors and suppliers. This retains a greater amount of direct, induced and implied spending in the local area as well as the wages paid also being spent locally in shops and services.

Supporting construction employment

3.3 Economic benefits will arise through the provision of jobs during the construction phase at the site, which is expected to be around 14 months (1.17 years). Two alternative ways can be used to derive construction costs.

3.4 The first way to calculate the construction cost based on the RICS BCIS index[1] figures. Carebase build and operate high quality nursing homes and we have used the BCIS index for an upper quartile nursing home development (due to the high specification build and fit) which according to BCIS would costs £2,482/sqm. As the proposed development is 3,737sqm, this comes to a total build cost of £9,275,234.

3.5 As an alternative, Carebase have given an estimated total build cost of £7,350,000 including a full fit out of the premises this computes to an overall build cost of £1,967/sqm.

3.6 To estimate construction employment supported during the building phase, the total construction cost has been divided by the average annual turnover per construction employee in London of £229,000[2]. This means that over the whole life of the construction phase, based on the BCIS cost figure, 40.5 construction years of employment could be supported. Dividing these years of employment by a potential build programme of 14 months suggests that on average, around 35 construction jobs on-site could be supported per annum over the life of the development.

3.7 Repeating this for the Carebase figures gives 32 construction years equating to 27 direct construction jobs over the build period.

[1] RICS BCIS – Build cost index based upon actual tendered prices for individual local authority area and type of project.
[2] Calculated using data for the London construction sector from the 2019 edition of Business Population Estimates produced by the Office for National Statistics. https://www.gov.uk/government/statistics/business-population-estimates-2019

Impact on Gross Value Added (GVA)

3.8 Another way of looking at the economic contribution of the construction phase is to calculate the contribution a development makes to wealth creation, as measured by the increase in the value of goods and services generated within an area. This can be done by looking at the increase in Gross Value Added (GVA), a common proxy for economic output. Using Office for National Statistics (ONS) data, it is possible to calculate GVA per employee by sector at a regional level. In London, construction's GVA per employee is around £51,500 per annum[3].

3.9 The next step is to apply these GVA figures to the employment estimates outlined above (£51,500 to the 35 construction jobs, using the BCIS method, or 27 using the Carebase cost estimate).

3.10 The proposed development could generate an additional £1,802,500 of GVA per annum during the 14 month / 1.17 year construction timeframe, which would total £2,108,925 based on the BCIS calculations. Adopting the Carebase build cost the GVA stimulus would be £1,390,500 annually and £1,626,885 in total.

Construction Summary

3.11 Building the nursing home proposal is expected to cost in the order of £7.350m to £9.275m and would generate 27 to 35 construction jobs directly. In addition, there would be a local multiplier effect where the construction project creates a jobs and turnover within the construction supply chain for related services and materials.

3.12 Looking at Gross Value Added or wealth creation, the construction project would generate around £1.6 to £2.1 million.

[3] GLA Economics, 2017. Productivity Trends: GVA per workforce job estimates for London and the UK, 1997 – 2015. Available from: https://www.london.gov.uk/sites/default/files/working-paper-87.pdf

4. PERMANENT EMPLOYMENT AND ADDITIONAL LOCAL SPENDING

4.1 Once built and operational, the proposed nursing home will create permanent job opportunities. The employment created by the scheme can be estimated in two ways:

- **Gross permanent jobs:** employment that will be accommodated on-site, once the scheme is fully built and occupied.
- **Net additional jobs:** the number of jobs that the scheme can be expected to support, over and above what would have happened anyway. This calculation makes allowance for leakage, deadweight, displacement and multiplier factors (see Table 1 below for explanations of these terms).

Table 1: Additionality Factors

Leakage is defined as 'the proportion of outputs that benefit those outside the programme/project area or group'.
Displacement is defined as 'the proportion of project outputs/outcomes accounted for by reduced outputs/outcomes elsewhere in the target area'.
Economic multipliers are defined as 'further economic activity (jobs, expenditure or income) associated with additional local income and local supplier purchases'.
Deadweight is the term used to identify the output that would have occurred without the project.

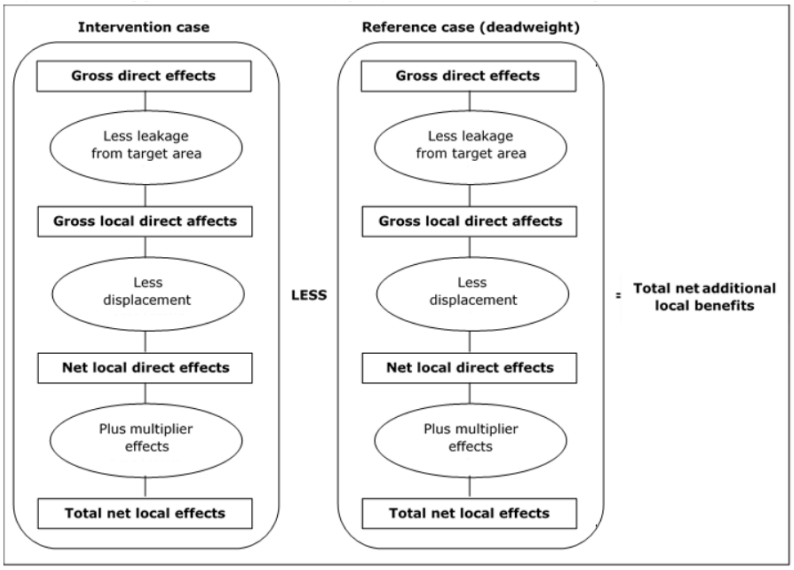


Figure 1: Approach to assessing project level additionality

4.2 Figure 1 above outlines the steps involved in quantifying the additional employment creation associated with the scheme. It refers to the “intervention case” (which refers to the proposed scheme) and “reference case” (which relates to jobs currently supported on the site). However, in the case of this proposal, the site is currently in residential use and does not currently have any ‘employment’. Therefore, there is no reference or deadweight case to be considered and the gross jobs created by the proposed development are all net additional employment.

Permanent Employment Created

4.3 Jobs at the proposed nursing home will be in a variety of roles including carers, managers, and caterers. Based on figures provided by the applicant which reflect actual employment and job roles at other comparable facilities they currently operate, the proposed 70-bed nursing home would result in 31 full-time jobs being created, as set out in Figure 2: The employment profile of the proposed development below.

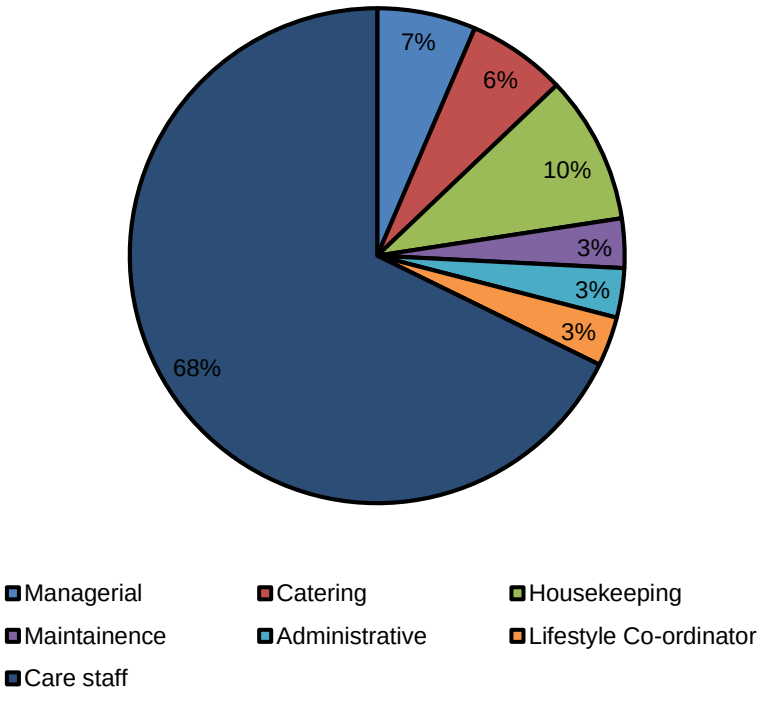


Figure 2: The employment profile of the proposed development

4.4 Details of the local advertising campaign that Carebase has undertaken to secure employees from the local area are provided at Appendix 1. This sets out a locally targeted approach to recruiting staff via existing employees through a ‘recommend a friend’ scheme as well as a series of posters and flyers with an emphasis on attracting staff from within the local community.

4.5 The theoretical calculation for leakage and displacement of jobs provides an estimate that the scheme will generate around 20 net local FTE jobs specifically in the Bexley economy. Table 3 below shows the different components of the gross to net calculations in terms of job creation.

Table 2: Theoretical additionality calculations

	70 bed nursing home
Gross permanent FTE jobs created	31
Estimated leakage	8
Estimated job displacement	6
Net jobs before multipliers	17
Multiplier impacts	1.16[4]
Total net FTE local jobs in Bexley	20

4.6 However, by seeking to employing staff from the local area the impact of leakage and displacement effects will be less marked that the metrics typically applied to reflect this. By way of an example, 71% of the employees at the Heathfield Court home in Erith live within the London Borough of Bexley (despite it being, located at the edge of the Borough, so a lower level might have been expected). Based on 71% of the employees at the proposed nursing home living within Bexley, this would mean that 2out of the 31 employees could be expected to come from the local area.

4.7 Because of the local employment focus by Carebase, this should mean that the net job benefit to LB Bexley is closer to the full 31 jobs (22) rather than this theoretical position (20) as the intention to employ locally will ensure that the economic and job benefits are maximised locally.

Additional employment benefits – training

4.8 Carebase highlight as part of their recruitment materials that they are not specifically looking for care qualifications and experience in their prospective employees. They highlight the fact that full training will be given to help tier staff develop and improve their skills.

4.9 Examples of this include the unique induction programme during their first month of employment and that staff receive on-going training, over and above mandatory training. Carebase also offer the QCF Health and Social Care Diploma Level 2/3 and Nursing Assistant Apprenticeships.

4.10 This willingness to take on people who may currently lack formal qualifications and upskill them is another benefit to the local economy, helping people start and develop careers, obtain recognised qualifications as well as helping to meet a social need of society as a whole.

[4] ONS, 2019, Type I UK employment multipliers and effects, reference year 2015. Available: https://www.ons.gov.uk/economy/nationalaccounts/supplyandusetables/adhocs/009746typeiukemploymentmultipliersandeffectsreferenceyear2015

4.11 Therefore, although this benefit of the scheme may not be directly measureable in financial terms, there are multiple positive impacts for local people and the economy through the additional personal development and training they offer.

The impact of the additional roles on GVA

4.12 The contribution of the scheme to economic output has been calculated by taking the job creation figures associated with the scheme, and multiplying these by an estimate of average levels of gross value added (GVA) per employee for the relevant sector in the London economy. For social care employees in London the assumed GVA is £28,845[5].

4.13 Based on 31 full time jobs being generated by the development, and an average GVA of £28,845 per worker, the proposal would generate a total GVA of £894,195 per annum.

Additional local spending by the nursing home

4.14 Alongside GVA, there will be other economics benefits beyond direct employment, such as local spending in the area, arising from servicing the nursing home.

4.15 The applicant has provided local spending information for a comparable home they own which is also in LB Bexley (Heathfield Court, Erith[6]) for the period from January to October 2019:

Local Supply Cain Expenditure	Amount (£)
Staffing agencies	21,457
Local entertainers and trips to local amenities	12,000
Small building works	10,000
Podiatry services	9,300
GP retainer	9,240
Pharmacy advertising (on prescription bags)	7,000
Local food suppliers	5,000
Garden maintenance	3,680
GP surgery & hospital advertising	1,500
Floristry	1,000
Local shops (e.g. hardware, card shop, dry cleaners etc.)	1,000
Total	**81,177**

4.16 As this only covers a ten-month period, pro-rata, this comes to £97,412 per annum and illustrates the level of local supply chain engagement that Carebase would expect at the proposed new nursing home.

[5] Skills for Care, 2018. The economic value of the adult social care sector – regional toolkit, Bexley. Available: https://www.skillsforcare.org.uk/Documents/About/sfcd/Regional-tool-v260419.xlsm
[6] https://heathfieldcourtcarehome.co.uk/

5. ECONOMIC BENEFITS OF THE NURSING HOME PROPOSALS

Health Benefits

5.1 The proposal has the potential to provide a number benefits in relation to relieving pressure on local health services, including:

- Reducing GP visits.
- Reducing hospital admissions.
- Reducing GP visits

5.2 Research by Polisson (2011)[7] found that on average, women in England aged 65 and over visit their GP 7.4 times per year, while for older men the figure is 6.7 – giving an overall average of 7.1. In comparison, the Institute of Public Care (IPC) at Oxford Brookes University[8] surveyed residents of elderly care schemes across the country. A significant finding of this research was that the schemes' residents reported making an average of 4.0 visits to their GP in the last 12 months – around 3 fewer visits than a typical person aged 65 and over.

5.3 Based on analysis of the costs of health and social care undertaken the Personal Social Services Research Unit (PSSRU), a brief (11.7 minutes) consultation with a GP costs £38[9]. Based on the 70 residents who may visit their GP on average 4 times a year rather than 7 times, the reduction in costs to the NHS for GP visits would be around £10,640 per annum.

Reducing Hospital Admissions

5.4 The Delayed Transfers of Care Data 2018/19[10] shows that over the year in LB Bexley there were 1,202 days where patients were delayed from transferring out of hospital into a care or nursing home. This is estimated to cost £346 / day, and thus in LB Bexley costs the NHS £415,892 per annum. Of these 85% are estimated to be due to people who are 65 and over[11] meaning that they would account for 1,022 of these days and therefore £353,612 of this total cost is attributable to older people.

[7] Polisson M (2011) Do waiting times matter in primary care? GP visits and list sizes in England, University of Oxford Department of Economics Discussion Paper
[8] Institute of Public Care – Oxford Brookes University (2014), McCarthy and Stone – Local area economic impact assessment
[9] Cost taken from Unit Cost Database produced by New Economy, which has developed a Treasury compliant Cost Benefit Analysis model. Available at: http://neweconomymanchester.com/ourwork/research-evaluation-cost-benefit-analysis/cost-benefit-analysis/unit-cost-database
[10] NHS, 2019. Delayed Transfers of Care Data 2018-19. Available: https://www.england.nhs.uk/statistics/statistical-work-areas/delayed-transfers-of-care/statistical-work-areas-delayed-transfers-of-care-delayed-transfers-of-care-data-2018-19/
[11] National Audit Office, 2015. Discharging older patients from hospital. Available: https://www.nao.org.uk/wp-content/uploads/2015/12/Discharging-older-patients-from-hospital-Summary.pdf

5.5 Based on the nearby Heathfield nursing home (which has 66 beds), which had 29 short term admissions from people being discharged from hospital in the last year, the proposed 70 bed nursing home would similarly help to reduce overstaying in local hospitals.

5.6 The IPC study referred to above also found that across the residential elderly care schemes surveyed, there were 0.13 fewer hospital admissions per resident per year in their home than before.

5.7 PSSRU analysis shows that the average cost of a non-elective (unplanned) in-patient admission is around £1,542[12]. For the nursing home (70 residents), this could mean a reduction in costs to the NHS of approximately £14,032.20 per annum for hospital in-patient admissions.

5.8 It should be noted that the above figures are highly likely to be very conservative estimates of savings for the NHS, as nursing homes such as the Carebase proposal provide a high level of ongoing care that not only reduce the need for admissions, but also enable timely discharges from hospital, reducing, inter alia, lengths of stay and bed blocking in hospitals.

Releasing Family Housing

5.9 According to the Government's Standard Method for calculating Housing Need[13], the annual Housing Need figure for Bexley (after applying the 40% cap to take account of the affordability uplift) is 1,764 dwellings per annum. The most recent version of the London Plan (the Intend to Publish version, December 2019[14]) sets out a 10 year target for the borough of 6,850 dwellings (685 per annum). Both of these housing targets identify a very high overall housing need in the Borough. We cannot find a detailed up to date breakdown of need showing the requirements for different demographics or house sizes in the Borough.

5.10 The provision of housing to meet the demands of an ageing population and enable older people to move, can release family housing in an area. Research by Pannell et al. (2012)[15] found very limited choice for older person households moving home to accommodate their support needs, and that 68% of older owner-occupiers under-occupy their homes. They go on to estimate that specialist housing stock will need to rise by anything between 35% and 70%.

5.11 Providing greater housing choice for older people, including specialist housing, leads to a freeing up of under-occupied family sized homes for other households. This process of 'right-sizing' where housing more suited to elderly persons can in turn deliver a significant boost to family housing supply.

[12] Cost taken from Unit Cost Database produced by New Economy, which has developed a Treasury-compliant Cost Benefit Analysis model. Available at: http://neweconomymanchester.com/our-work/research-evaluation-cost-benefit-analysis/costbenefit-analysis/unit-cost-database
[13] https://www.gov.uk/guidance/housing-and-economic-development-needs-assessments
[14] Mayor of London, 2019. The London Plan, Intend to Publish version. Available: https://www.london.gov.uk/sites/default/files/intend_to_publish_-_clean.pdf
[15] Pannell, J et al. (2012), Market Assessment of Housing Options for Older People, New Policy Institute.

5.12 Carebase's nearby existing property at Heathfield has a very high occupancy rate, with an average of 94% this year, which is similar to the average 95% occupancy rate in 2018. The home's 66 beds are full, with an existing waiting list of those wanting to move in when spaces become available. This demonstrates that the proposals is likely to fill up quickly, and will likely function at or very near to full capacity, enabling many family homes to be released in the process, thus also demonstrating a high level of demand for this type of development.

5.13 The release of family housing can help in providing increased stock to attract more economically active people into an area. This can have a significant economic benefit in the form of increased household expenditure.

5.14 If existing residents of Bexley take up all the bed spaces at the scheme, this could potentially free 70 houses across the Borough. However, based on figures from the nearby Heathfield Court nursing home, approximately half of their residents pass away each year (33 in 2019 and 31 in 2018 out of a total population of 66). The expectation however, is that the home will be filled by current Bexley residents given the scale of need

5.15 Figures produced by the ONS[16] at a regional level show that for London, the average household spend is £658.30 per week. This covers spend on commodities and services such as food & drink, clothing, transport and recreation. Applying this to the 35 properties above and translating it into an annual figure, household spend could total £1.2 million per annum, a large proportion of which would be spent in the local area.

5.16 In addition to the spending from new families moving into the area as a result of people moving into the nursing home when it first opens, there will also be additional family housing released as those living in the nursing home pass on, and new residents move in to replace them. Carebase have advised us that the turnover in permanent residents at their facilities is approximately half of the population of the home each year. Based on 50% of these homes being sold to families from outside of the area, this could result in additional 17 homes and thus an additional £582,000 per year on an on-going basis.

[16] ONS, Detailed household expenditure by countries and regions, 2019. Available from: https://www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/expenditure/datasets/detailedhouseholdexpenditurebycountriesandregionsuktablea35

6. SUMMARY AND CONCLUSIONS

6.1 Carebase Ltd have engaged Boyer (Development Economics) to produce an Economics Benefits Report as part of their application for the erection of a 70 bed nursing home catering for high dependency residents with dementia and end of life care at 2-8 Danson Road, Bexleyheath, DA6 8HB.

6.2 The construction phase is expected to last 14 months (1.17 years) and the build to cost £9,275,234 when using BCIS cost figures, or £7,350,000 based on Carebases' estimate. With the average turnover per construction employee in London of £229,000, this means that the construction is expected to generate 40.5 construction years of employment using the BCIS cost or 32 based on Carebases estimate. This equates to equating to 35 and 27 construction jobs being generated over this phase of the development respectively.

6.3 In terms of GVA, in London for each construction employee this is around £51,500 per annum. Based on 35 and 27 construction jobs being generated by the development this would result in £1,802,500 of GVA per annum during the 14 month / 1.17 year construction timeframe, or £2,108,925 in total using the BCIS method, or £1,390,500 annually and £1,626,885 in total using the Carebase cost figures.

6.4 Carebase Ltd have advised us that the proposed development would generate 31 jobs overall, and once an allowance is made for leakage, displacement and multiplier effects, it is estimated that the scheme will generate around 20 net local FTE jobs specifically in the Bexley economy in a variety of roles. However, the intention is to employ locally and this will ensure that the economic and job benefits are maximised locally.

6.5 Carebase highlight as part of their recruitment materials that they are not specifically looking for care qualifications and experience in their prospective employees. Examples of the training they offer include the unique induction programme during their first month of employment and that staff receive on-going training, over and above mandatory training. Carebase also offer the QCF Health and Social Care Diploma Level 2/3 and Nursing Assistant Apprenticeships.

6.6 Alongside the construction and full time employment arising from the development, Carebase have also provided figures that show the additional spending that can arise in the local economy because of the presence of one of its nursing homes. One of their existing nearby facility spent in excess of £97,000 for the year with local suppliers and services in the immediate area.

6.7 The nursing home is expected to reduce the costs for the NHS for GP visits by approximately £10,640 per annum, and approximately £14,032.20 per annum for hospital in-patient admissions.

6.8 Carebase have demonstrated an occupancy rate of circa 95% at an existing nearby nursing home they own, the proposal is likely to fill up quickly as the aforementioned facility already has a waiting list, alongside this high level of year-round utilisation. This will help free up existing under-occupied family homes.

6.9 Even if it is assumed that only half of the 70 beds provided would result in new families moving into the area (e.g. 35), this would generate an additional £1,200,000 of additional spending in the local area per annum. In addition to this, due to the ongoing replacement of residents, this is likely to free up a further 35 dwellings per annum, of which 17 may be re-sold to local families. Additional spending from these would add a further £582,000 household spending to the area each year.

6.10 Overall, there are multiple economic benefits arising from the proposed development, including during the construction and operational phases. This ranges not only from the increase in the number of jobs created, turnover and GVA, but also the increased spending arising directly from the nursing home itself, savings for the NHS, as well as additional sending from new families moving into the area as a result of the freeing up of currently under occupied homes.

6.11 To summarise the above, the main benefits of the scheme can be set out as follows:

- Investment of between £7,350,000 and £9,275,234 in building the new nursing home, utilising local companies for the build.
- Between 27 and 35 construction jobs generated over a 14 month build period;
- Between £1,626,885 and £2,108,925 additional GVA generated during the construction phase;
- 31 full time jobs, of which as a minimum at least 20 would be expected to be taken by local (e.g. Bexley) people;
- Recognised training, qualifications and career development offered by Carebase;
- Additional spending from the nursing home of circa £100,000 per annum;
- Savings for the NHS by fewer GP visits saving approximately £10,640 per annum, and approximately £14,000 per annum for hospital in-patient admissions; and
- An additional £1,200,000 in household expenditure due to new families moving into the area as a result of existing family housing being made available by the new nursing home when it first opens, and an additional £582,000 per annum on an ongoing basis.

7. APPENDIX 1 – ECONOMIC BENEFITS INFOGRAPHIC

Summary of Economic Benefits

Project: 2-8 Danson Road, Bexley Heath

Description: Construction of 70 Bed Care Home

Construction Phase



Construction spend[1]	**c£7.4 - 9.3m**
Jobs (direct)[2]	**27-35 FTE**
GVA Impact[3]	**c£1.6 - 2.1m**

[1]Based on BCIS upper quartile Care Home average build costs per sqm and therefore could be subject to change. Source BCIS Build Costs: Bexley Dec 2019

[2]Calculated using data for the London construction sector from the 2019 edition of Business Population Estimates produced by the Office for National Statistics. https://www.gov.uk/government/statistics/business-population-estimates-2019

[3] GVA Impact: GLA Economics, 2017. Productivity Trends: GVA per workforce job estimates for London and the UK, 1997 – 2015. Available from: https://www.london.gov.uk/sites/default/files/working-paper-87.pdf GLA Economics, 2017. Productivity Trends: GVA per workforce job estimates for London and the UK, 1997 – 2015. Available from: https://www.london.gov.uk/sites/default/files/working-paper-87.pdf

Operational Phase





Permantent Jobs[4]	**31**
Additional spending[5]	**£100,000 pa**
NHS Savings[6]	**£25,000 pa**
Household spend[7]	**£1.2m pa**

[4] Source: Figures provided by Carebase

[5] Additional local spending by Care Home. Source: Figures provided by Carebase

[6] Multiple references - see Economic Benefits Report for details

[7] Based on new families moving into vacated homes. Source: ONS, Detailed household expenditure by countries and regions, 2019. Available from: https://www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/expenditure/datasets/detailedhouseholdexpenditurebycountriesandregion-suktablea35

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8. APPENDIX 2 - CAREBASE RECRUITMENT MATERIALS



Exceptional people make an exceptional care home

We know there are people living in our community who have a natural flare to care for others and could really make a difference to our residents' lives.

Have you already been a family carer or volunteer? Do you have time on your hands and want something meaningful to do?

We are not specifically looking for care qualifications and experience – a connection to caring for others and a compassionate attitude is all we are looking for. Full training will be given to help you be the best you can be.

Our home is at the heart of our community and is a vibrant place to work where you will be part of an award-winning team focused on bringing enjoyment and a better quality of life to those we care for.

The benefits for you are:

- A comprehensive induction and an on-going training programme
- Coaching, mentoring and support - we help you every step of the way
- Competitive rates of pay
- Career development – we nurture our teams to ensure they are successful and have a clear pathway for professional development
- Recognition and reward – we continuously celebrate our teams' contributions with exciting events and initiatives, focusing on team engagement

Why not start to make that difference today?

Call our dedicated recruitment team today on OUR 24 HOUR FREEPHONE: 0800 915 7774

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Heathfield Court Care Home, 147 Colyers Lane, Northumberland Heath, Kent. DA8 3PB

Heathfield Court
Care Home
Exceptional Care, No Exceptions



Exceptional people make an exceptional care home

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Have you already been a family carer or volunteer? Do you have spare time on your hands and want something meaningful to do?

If so we would like to hear from you.

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There are many benefits to joining our team so why not start to make that difference today?

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Why join our team?

Heathfield Court

Care Home

Exceptional Care, No Exceptions

Why join our team?

Award-winning care provider

We have won the Care Employer accolade four times in the last seven years. In 2017 we won the Outstanding Contribution in Social Care award and were shortlisted for 10 other awards.

Comprehensive training and induction

All of our team complete a unique induction programme during their first month with us and receive on-going training, over and above mandatory training. We also offer the QCF Health and Social Care Diploma Leve 2/3 and Nursing Assistant Apprenticeships.

Valuing our teams

Our teams are our most valuable resource and we nurture them to ensure they are successful and feel supported in all they do.

Recognition and reward

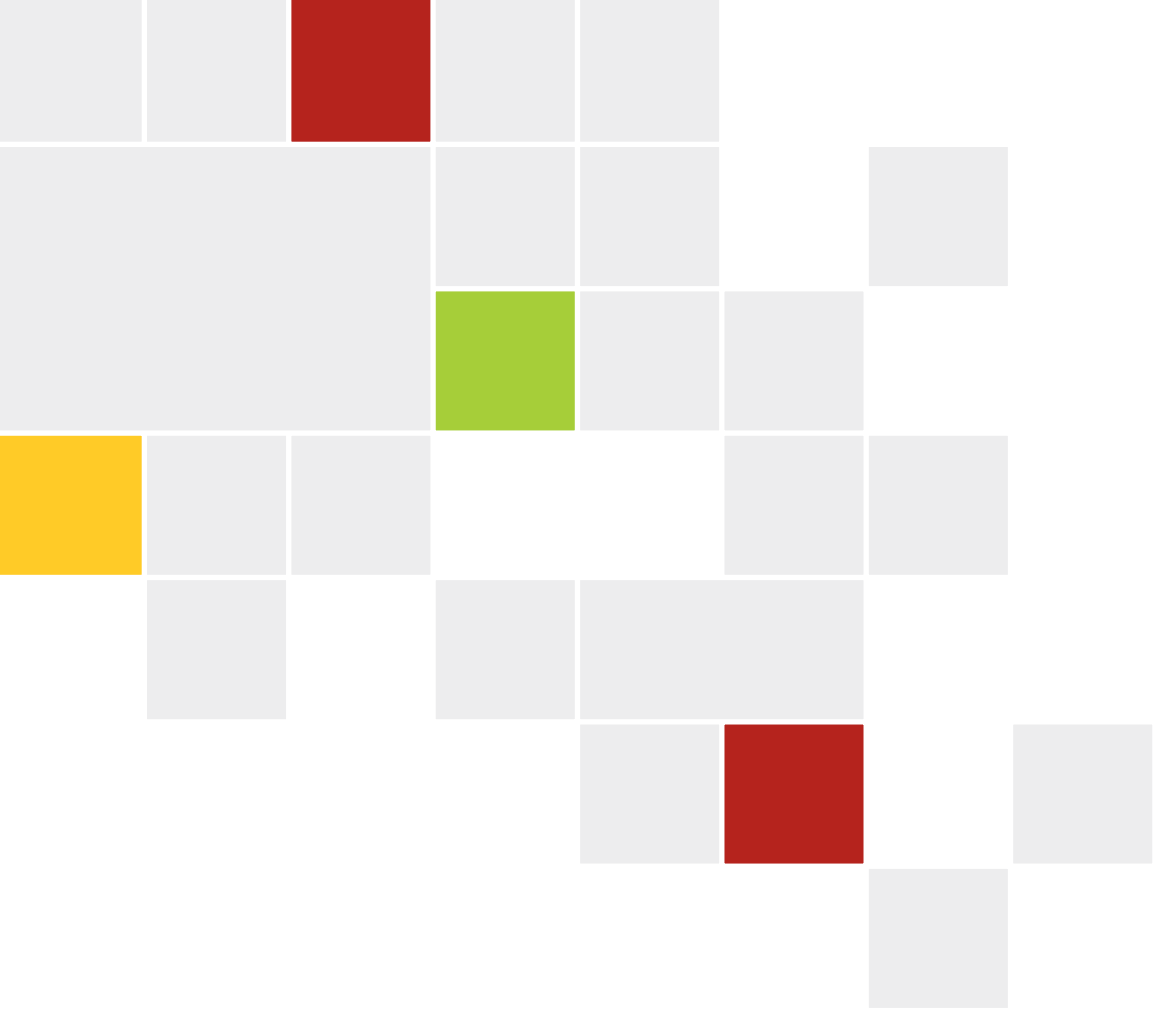
We continuously celebrate our teams' contribution and success with exciting events and initiatives focusing on team engagement.

Remuneration

We offer very excellent rates of pay, with paid holiday and a company pension scheme.

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