

# Economic Benefits Infographic

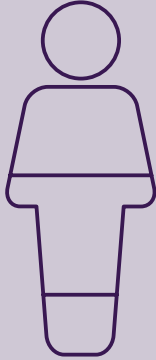
**PROPOSED DEVELOPMENT:** 199 residential dwellings

**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

GVA<sup>1</sup> 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**

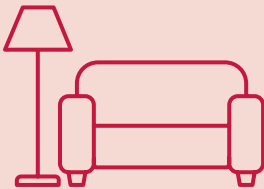
Annually for residents,  
contributing to local expenditure<sup>2</sup>



**£420,000**

**Council Tax**

Collected annually by Rochdale  
Borough Council



**£1 million**

**First occupation  
expenditure**

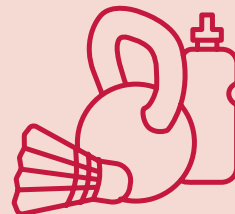
To make a 'house feel like home'



**£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

<sup>1</sup> 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.

<sup>2</sup> 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.