

REGIONAL REPORT
NORTH WEST



ECONOMIC FOOTPRINT
OF HOUSE BUILDING



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1. EXECUTIVE SUMMARY

DECADES OF UNDERSUPPLY HAS CREATED A HOUSING SHORTAGE WHICH IS NOW DEEPLY ENTRENCHED.

Over the past two years house building activity has increased significantly. This follows changes to the planning system and the introduction of the Help to Buy Equity Loan scheme which has made purchasing a new build home more affordable.

However, we are still a long way from building the number of homes the country needs and have been under delivering homes for many years. The social and economic consequences of this are becoming ever more apparent.

As a result of the growing crisis housing has been catapulted up the list of issues of importance for the public. Politicians have responded with all main political parties prioritising housing and house building at the general election. This shift has come about partly through pressure from the electorate but also because the wider economic and social benefits of house building have become more apparent in recent years. The value to the UK economy of house building was illustrated by research carried out by Nathaniel Lichfield & Partners on behalf of the Home Builders Federation¹. The benefits in the North West show the prosperity and opportunity that flow directly from residential development.

Last year in the North West, **14,130 homes were started by private house builders**, the public sector and housing associations. The economic footprint of this house building meant that during 2015:

- 60,759 jobs were supported
- 565 graduates and apprentices positions were created
- 607,590 new trees or shrubs were planted
- £22,706,910 was contributed towards education in the area
- £18,171,180 in extra council tax revenue was generated
- plus £141,300,000 in other tax contributions
- £13,225,680 towards new open spaces, community spaces or sports facilities, or enhancing existing resources was paid to Local Authorities
- 3,250 new affordable homes were built
- Payments of £312,880,590 were made to local authorities for further provision of new affordable homes

60,759
JOBS

607,590
TREES & SHRUBS PLANTED

House building is increasingly recognised as a key driver of economic growth, both nationally and locally, capable of stimulating and maintaining a strong economy as well as providing much needed housing to support sustainable communities. Despite that, many regions in the UK are still not building enough homes to meet their projected housing need.

In the North West, this manifests itself as a **shortfall of 4,345 homes every year**. If the region was to meet this need, the knock-on economic benefits would be an additional:

- 18,685 jobs created
- 174 graduates and apprentices positions created
- 186,848 trees and shrubs planted
- £6,982,897 towards education in the area
- £5,588,056 in extra council tax revenue
- £43,453,000 in extra tax contributions
- £4,067,201 contributed to open spaces, community, sport and leisure facilities
- 999 affordable homes built
- Payments of £96,217,978 to local authorities for further provision of new affordable homes

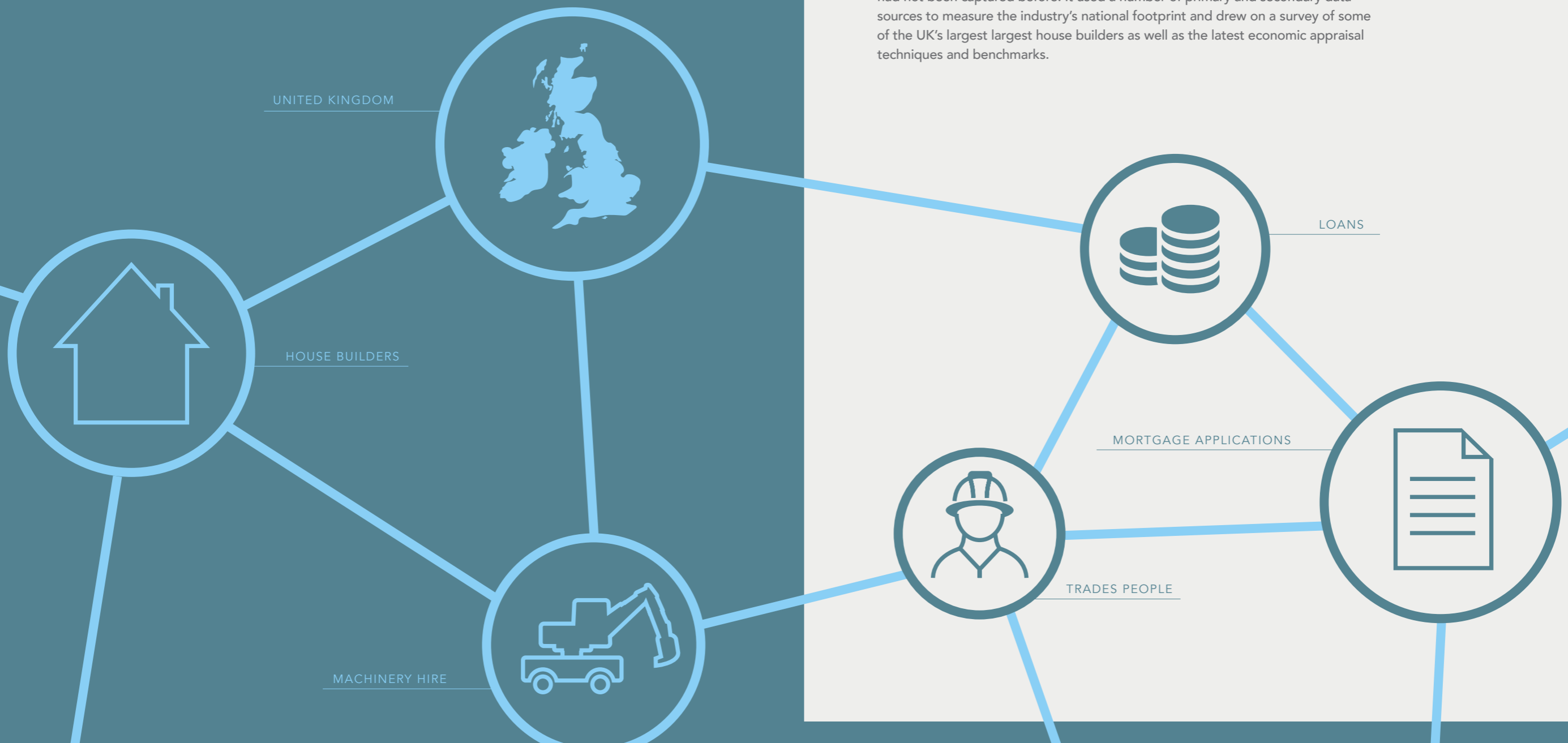
A SHORTFALL OF
4,345
HOMES EVERY YEAR

3,250
NEW
AFFORDABLE
HOMES BUILT

¹NLP Report: Economic Footprint of House Building in the UK http://www.hbf.co.uk/fileadmin/documents/Policy/ELECTION_2015/Economic_Fotprint_BPF_Report_March_2015_WEB.pdf

2. INTRODUCTION

THE RECENT RECESSION DEMONSTRATED HOW INTRINSICALLY LINKED THE HOUSE BUILDING INDUSTRY IS TO THE HEALTH OF THE WIDER ECONOMY - FROM MORTGAGE APPLICATIONS TO JOBS ON SITES.



House builders acutely felt the impact of the economic downturn, and consequently so did customers. While the recession and subsequent difficulties for house builders had obvious repercussions, such as fewer new homes being built, the wider economic footprint of house builders also dramatically decreased.

In March, the Home Builders Federation and Nathaniel Lichfield & Partners produced a report that explored what these benefits were at a national level and estimated the value of the industry to the nation.

'The Economic Footprint of House Building' examined how the industry contributes to society, whether that's through planning obligations, infrastructure or community schemes. The report brought into focus the symbiotic relationship between house builders, local councils, communities and the government, and demonstrated the many ways in which the country benefits when more new homes are built.

The report looked at a wide and comprehensive range of economic, social and environmental benefits that day-to-day house building generates in a way that had not been captured before. It used a number of primary and secondary data sources to measure the industry's national footprint and drew on a survey of some of the UK's largest largest house builders as well as the latest economic appraisal techniques and benchmarks.

3. WHY HOMES ARE NOT BEING BUILT

For decades, housing completions in the UK have not been keeping pace with estimates of housing need and demand.

In 2004, the Barker Review of Housing Supply² found that to increase affordability by freezing the real terms increase in house prices would require an additional 240,000 homes per annum across the UK.

In the decade to 2014 the shortfall in housing grew by another one million homes.

So why are new homes not being built?

In the short term the global credit crunch paralysed the industry as potential purchasers were simply unable to buy homes. The mortgage market has become less restrictive in the last two years, helped by the introduction of the Help to Buy Equity Loan scheme in April 2013 which has allowed buyers to purchase new build homes without requiring very large deposits.

Since the late 1980s and the introduction of the plan-led system of planning the ability of developers to obtain planning consent and build out units has been constrained, comprehensive coverage of local plans is crucial. The related increase in the complexity and cost of navigating the planning process has frozen out smaller firms and new entrants.

While the introduction of the National Planning Policy Framework (NPPF) has increased the availability of land, the process of taking a site from one end of the planning process to the point at which development can commence continues to present problems for house builders. This has been compounded recently because of pressures on local government finance which have inevitably affected council planning departments upon whom the industry is uniquely dependent.

4. WHAT HOUSE BUILDING BRINGS – THE ECONOMIC BENEFITS

HOUSING IS INEXTRICABLY LINKED TO THE WIDER HEALTH OF THE ECONOMY AND IS CONSIDERED A KEY BAROMETER OF NATIONAL ECONOMIC PERFORMANCE.

But it's also important to recognise that it also has a range of significant effects on economic performance at regional levels too. In particular, house building:

- **Drives regional economic growth through its vast and varied supply chains and contracting relationships;**
- Delivers real jobs both on-site and off-site in associated trades, such as cement production and brick manufacturing;
- **Creates economic value through new residents as they spend money on goods and services in the local economy;**
- Supports labour market mobility wellbeing by enabling local people to move jobs freely and achieve their economic potential;
- **Enhances "place competitiveness" and local economic development by improving the perceived competitiveness of specific locations and reducing the costs of mitigating social and environmental problems associated with poor or insufficient housing.**

AN ADDITIONAL 240,000 HOMES ARE REQUIRED PER YEAR ACROSS THE UK



²Kate Barker Review of Housing Supply – Delivering Stability: Securing Our Future Housing Needs, March 2004

In its recent report, Building Communities, Growing the Economy:

A Plan for Boosting Housing Supply³, HBF identified some key areas that need to be addressed if an environment that's far more conducive to the increased production of new homes is to be created.



A PLAN FOR BOOSTING HOUSING SUPPLY

³NLP Report: Economic Footprint of House Building in the UK http://www.hbf.co.uk/fileadmin/documents/Policy/ELECTION_2015/Economic_Fotprint_BPF_Report_March_2015_WEB.pdf

These require central and local government to:

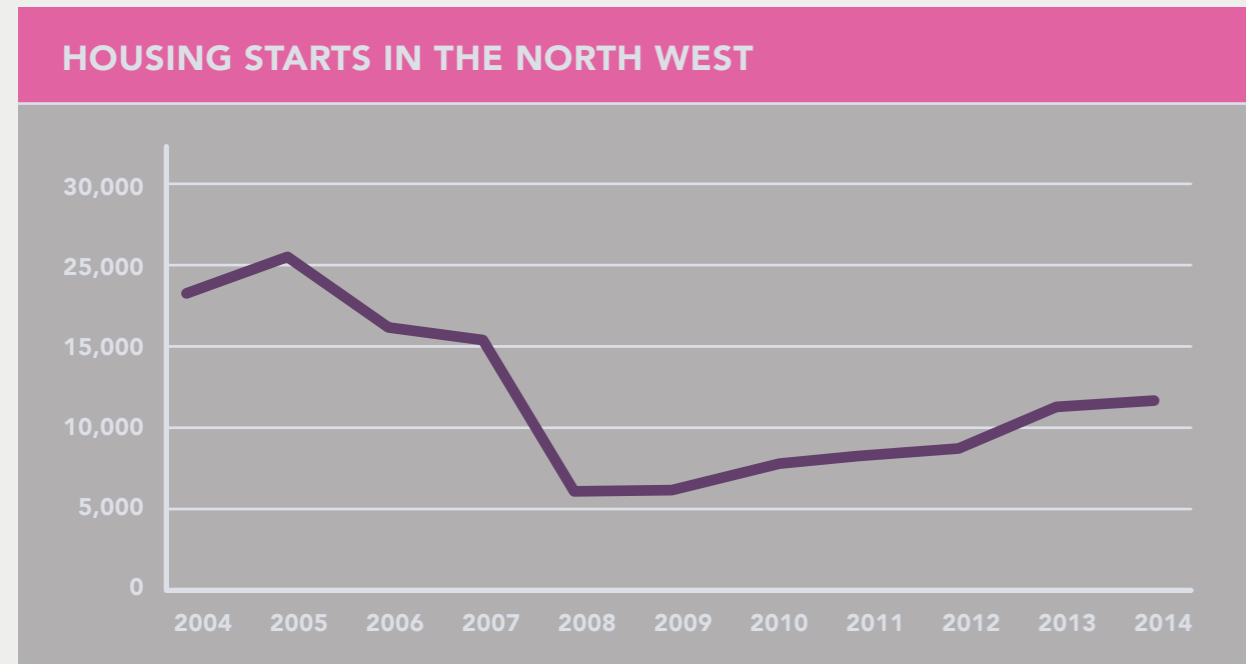
1. Ensure all Local Authorities have a Local Plan in place - as is required by planning law - with at least five years of land supply to meet the needs of local communities and help house builders to deliver new homes. A mix of sites of different sizes should also be encouraged to support a faster build out rate and promote the growth of smaller, local house building companies with a 'buffer' necessary so that local plans do not unintentionally act as a ceiling on housing numbers.
2. Accelerate the release of land by local authorities and other public bodies to generate returns for taxpayers and provide much needed new homes.
3. Develop an efficient and positive planning process. Doing so is a key driver of local economic growth - and should be viewed as such in the setting of local authority budgets, with particular regard for ensuring planning departments have sufficient capacity to efficiently process the volume of applications being received.
4. The planning process has become too complex, expensive and risky. Reducing unnecessary delays and de-risking the process as much as possible will encourage new entrants, creating local jobs and growth.
5. Work towards a better deal on infrastructure, including a review of the Community Infrastructure Levy and improved spatial planning.
6. Address the housing needs of all age groups by; providing support for first time buyers until the point where there are sufficient products on the open market to allow them access to mortgages and; pay specific attention to the long-term lack of supply in the market for private housing for those in later life.



WHILST BUILDING COMMUNITIES

6. THE SITUATION IN THE NORTH WEST

In the North West in 2014, **only 14,130 new homes were started, compared to a projected annual need of 18,465** meaning that only three quarters of the amount of homes the area needed were being built.



The North West has seen an **increase of 4% since 2001**, with its population rising to **7.1 million, representing 13% of the population** of England and Wales⁴.

- Across the region, 197,955 households are on social housing waiting lists⁵.
- The average home in the North West costs **£111,149**⁶.
- The average annual household income is **£25,900**⁷, whereas the amount needed to buy a home in the region is **£35,607**⁸.
- The average deposit needed by a first time buyer is **£22,229**⁹.

⁴Census gives insights into characteristics of the North West's population, ONS, December 2012, available at: <http://www.ons.gov.uk/ons/rel/mro/news-release/census-2-1---north-west/census-gives-insights-into-characteristics-of-the-north-west-s-population.html>

⁵Live tables on rents, lettings and tenancies, DCLG, updated last November 2014, available at: <https://www.gov.uk/government/statistical-data-sets/live-tables-on-rents-lettings-and-tenancies>

⁶Land Registry House Price Index, March 2015, Land Registry, April 2015, available at: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/424293/HPIReport20150428.pdf

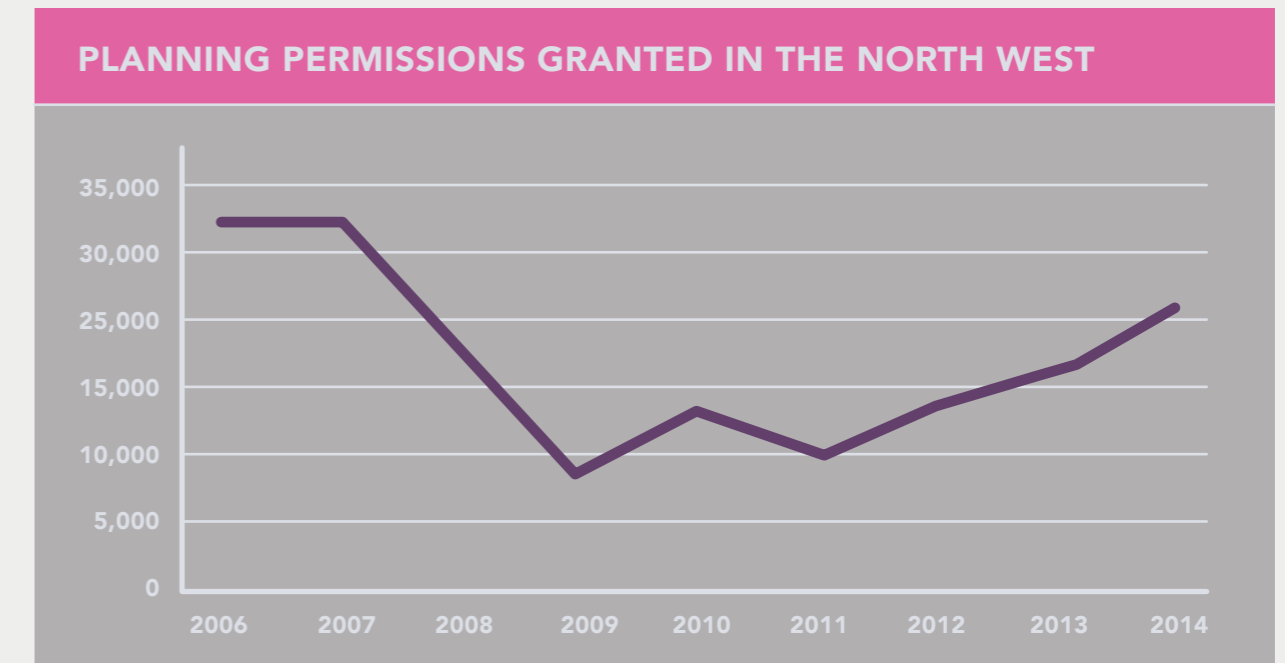
⁷Gross 'median' household income 2014, Lancashire County Council, September 2014, available at: <http://www3.lancashire.gov.uk/corporate/web/?siteid=6236&pageid=36486&e=e>

⁸Home Truths 2013/14: North West, NHF, April 2014, available at: http://s3-eu-west-1.amazonaws.com/pub.housing.org.uk/Home_Truths_North_West_2013-14.pdf

⁹Based on a deposit of 20 per cent of the value of the average home.

¹⁰New Housing Pipeline, Q4 2014 report, HBF, March 2015, available at: http://www.hbf.co.uk/uploads/media/Housing_pipeline_report_Q4_2014_-_March_2015.pdf

Demonstrating the positive impact of the NPPF, planning approvals in the region were up by 28% in 2014, rising to 25,350 compared with just under 20,000 in 2013¹⁰. The rise demonstrates that the industry is beginning to increase investment in land to establish a pipeline for future development bringing jobs and growth to the region.



THE AVERAGE HOME
IN THE NORTH WEST
COSTS **£111,149**

7. THE ECONOMIC BENEFITS OF HOUSE BUILDING IN THE NORTH WEST

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in the North West, house building is responsible for:

- 60,759 jobs
- 565 graduates and apprentices positions
- 607,590 new trees or shrubs
- £22,706,910 towards education in the area
- £18,171,180 in extra council tax revenue
- £141,300,000 in other tax contributions
- £13,225,680 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 3,250 new affordable homes
- Payments of £312,880,590 to local authorities for further provision of new affordable homes

Output is still some way off what is required. If the North West were to build enough homes to meet its housing need, that being an additional 4,345 homes each year, the industry could contribute towards an extra:

- 18,685 jobs created
- 174 graduates and apprentices positions created
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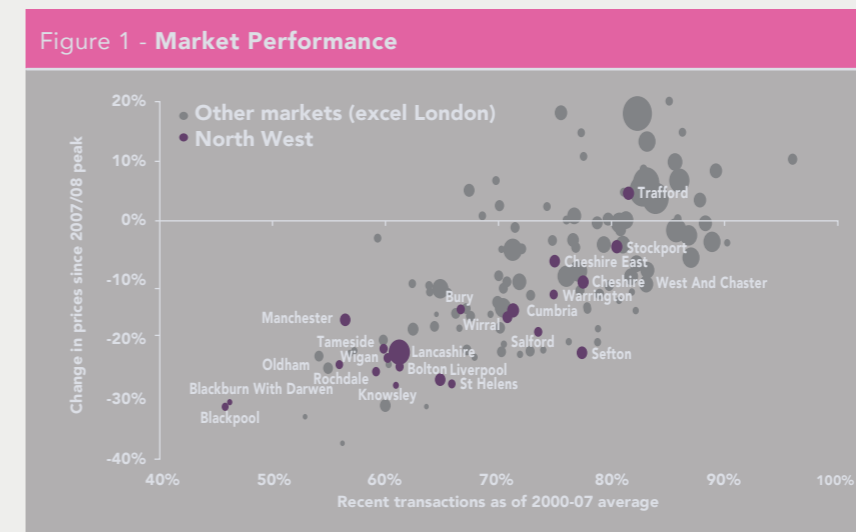
£22,706,910

TOWARDS EDUCATION IN THE AREA

8. SAVILLS: THE NORTH WEST HOUSING MARKET

House prices in the North West of England have risen by 5.4% over the last two years according to the Land Registry but they remain 17% below their 2007/2008 peak. However, the performance of markets within a region can vary substantially. House prices in Trafford are 4% above their previous peak while in Blackpool they are 31% below.

These variations are determined by the economic, demographic and affordability profile of demand versus the quantity and type of local housing supply. The combination of these factors determine how the housing crisis has affected each local market. The chart below shows where current house prices and property transactions levels sit in relation to their 2007/2008 peak and how different markets outside London compare across the country. Markets with higher levels of activity have seen stronger recovery in values than those where transaction levels still languish well below peak.



Source: HM Land Registry

Our forecast for house prices in the North West over the next five years is for 13.7% growth. That is lower than in all other regions except London and the North East. This reflects the relatively weaker economy and poorer prospects for income growth than in other regions.

However, as recent evidence shows, local market performance will vary widely. Our analysis of historic house price growth shows that many local housing markets actually perform more like regions other than the one in which they are physically located (as shown by the map opposite).

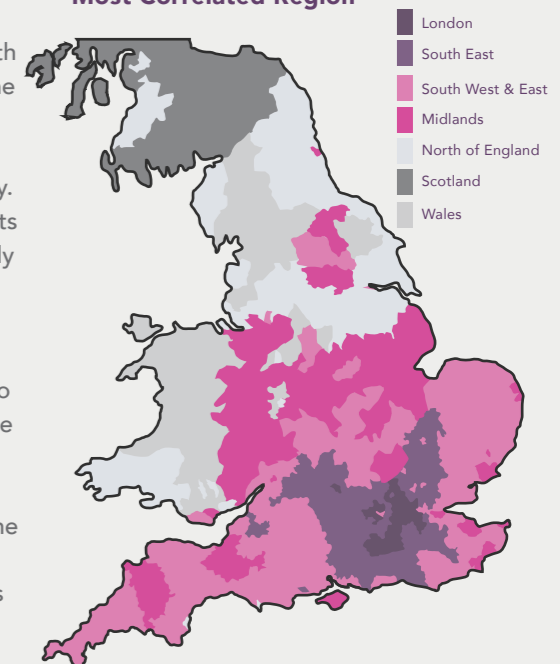
This means that Trafford has historically performed more like the South West housing market than the North West and Blackpool has been more correlated to the North East. Meanwhile, house prices in Cheshire have tended to behave more like those in the Midlands.

Our house price forecasts range from 21.1% in the South West, to 18.8% in the Midlands and 12.6% in the North East over the next five years. Therefore it is essential to understand not just regional but also local housing market drivers and dynamics when making decisions to buy land, your home, an investment or to develop.



NEAL HUDSON
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Figure 2 - Most Correlated Region



9. NOT JUST HOMES

- A** • Bovis' Crown Park development in Chester was built on land rich in military history, as it is on the site of the former training facility Saughton Camp. In recognition of this, the developers placed a new war memorial, as a gesture that marked a fitting tribute to the sacrifices made by local people in wars.

Bovis Homes Northern Sales Director Lynton Dudgeon, himself an officer in the RAF Volunteer Reserve (Training) branch, said: "We are very conscious of the history of the communities in which we build our new homes and we're proud to play our part in creating this new memorial that marks the sacrifice and bravery of local people."

"The memorial both recognises this area's past and looks to the future as it will grow, evolve and represent a focal point for this new part of the community."

Roy Shelton, Chairman of Huntington Parish Council, said:

"Saughton Camp and Huntington have a rich heritage and association with our armed services. It is with great pride we can now honour the fallen of all conflicts and remember those who gave and continue to sacrifice so much."

- B** • Launched in 2006, Countryside's flagship New Broughton Village development in Salford has become an example of sustainable regeneration, having grown to become a flourishing suburban community on the doorstep of Manchester city centre.

Forming part of Salford City Council's successful £500m regeneration of Lower Broughton, New Broughton Village is a collection of one, two and three bedroom apartments, and two, three and four-bedroom homes.

The development's success has helped to attract further investment with a range of new local amenities, including a primary school, a landscaped park, cafe, dentist, chemist and a variety of other shops; all of which knit the development together to create a thriving neighbourhood, fulfilling Countryside's commitment and vision to creating places people love.

- C** • Miller Homes has contributed over £1.1m from four developments in the North West at Barley Green, Warrington; Oaklands Quarter in Kersal, Salford; Montgomerie Gardens, Clitheroe; and The Potteries, Lancaster. The contributions have helped facilitate various projects throughout the borough including highways, transport, education, biodiversity and public realm and public open space.

A



B



C

10. CITY / TOWN FOCUS REPORTS

CHESHIRE

Cheshire is covered by the unitary authorities of Cheshire East, Cheshire West & Chester, Halton and Warrington. In total last year, 3,030 new homes were started. As a result, house building in the area was responsible for:

- 13,029 jobs
- 121 graduates and apprentices positions
- 130,290 new trees or shrubs
- £4,869,210 towards education in the area
- £3,896,580 in extra council tax revenue
- £30,300,000 in other tax contributions
- £2,836,080 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 697 new affordable homes
- Payments of £67,093,290 to local authorities for further provision of new affordable homes

CHESHIRE EAST UA

Major towns include:

- Congleton
- Crewe
- Knutsford
- Macclesfield
- Nantwich
- Prestbury
- Wilmslow

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Cheshire East house building is responsible for:

- 4,300 jobs
- 40 graduates and apprentices positions
- 43,000 new trees or shrubs
- £1,607,000 towards education in the area
- £1,286,000 in extra council tax revenue
- £10,000,000 in other tax contributions
- £936,000 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 230 new affordable homes
- Payments of £22,143,000 to local authorities for further provision of new affordable homes



CONTRIBUTING TOWARDS EDUCATION IN THE AREA

CHESHIRE WEST AND CHESTER UA (INC. ELLESMERE PORT)

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Cheshire West and Chester, house building is responsible for:

- 4,343 jobs
- 40 graduates and apprentices positions
- 43,430 new trees or shrubs
- £1,623,070 towards education in the area
- £1,298,860 in extra council tax revenue
- £10,100,000 in other tax contributions
- £945,360 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 232 new affordable homes
- Payments of £22,364,430 to local authorities for further provision of new affordable homes

WARRINGTON UA

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Warrington house building is responsible for:

- 2,623 jobs
- 24 graduates and apprentices positions
- 26,230 new trees or shrubs
- £980,270 towards education in the area
- £784,460 in extra council tax revenue
- £6,100,000 in other tax contributions
- £570,960 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 140 new affordable homes
- Payments of £13,507,230 to local authorities for further provision of new affordable homes

However output is still some way off of what is required. If Warrington was to build enough homes to meet its housing need, that being an additional 246 homes each year, the industry could contribute towards an extra:

- 1,058 jobs created
- 10 graduates and apprentices positions created
- 10,582 trees and shrubs planted
- £395,483 towards education in the area
- £316,485 in extra council tax revenue
- £2,461,000 in extra tax contributions
- £230,350 contributed to open spaces, community, sport and leisure facilities
- 57 affordable homes built
- Payments of £5,449,392 to local authorities for further provision of new affordable homes

10. CITY / TOWN FOCUS REPORTS

CUMBRIA

In total last year, 1,440 new homes were started in Cumbria. As a result, house building in the area was responsible for:

- 6,192 jobs
 - 58 graduates and apprentices positions
 - 61,920 new trees or shrubs
 - £2,314,080 towards education in the area
 - £1,851,840 in extra council tax revenue
 - £14,400,000 in other tax contributions
 - £1,347,840 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
 - 331 new affordable homes
 - Payments of £31,885,920 to local authorities for further provision of new affordable homes
-

BARROW-IN-FURNESS

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Barrow-in-Furness house building is responsible for:

- 301 jobs
 - 3 graduates and apprentices positions
 - 3,010 new trees or shrubs
 - £112,490 towards education in the area
 - £90,020 in extra council tax revenue
 - £700,000 in other tax contributions
 - £65,520 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
 - 16 new affordable homes
 - Payments of £1,550,010 to local authorities for further provision of new affordable homes
-

CARLISLE

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Carlisle house building is responsible for:

- 2,236 jobs
 - 21 graduates and apprentices positions
 - 22,360 new trees or shrubs
 - £835,640 towards education in the area
 - £668,720 in extra council tax revenue
 - £5,200,000 in other tax contributions
 - £486,720 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
 - 120 new affordable homes
 - Payments of £11,514,360 to local authorities for further provision of new affordable homes
-

ALLERDALE (INC. WORKINGTON)

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Allerdale house building is responsible for:

- 1,591 jobs
 - 15 graduates and apprentices positions
 - 15,910 new trees or shrubs
 - £594,590 towards education in the area
 - £475,820 in extra council tax revenue
 - £3,700,000 in other tax contributions
 - £346,320 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
 - 85 new affordable homes
 - Payments of £8,192,910 to local authorities for further provision of new affordable homes
-

COPELAND (INC. WHITEHAVEN)

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Copeland house building is responsible for:

- 430 jobs
 - 4 graduates and apprentices positions
 - 4,300 new trees or shrubs
 - £160,700 towards education in the area
 - £128,600 in extra council tax revenue
 - £1,000,000 in other tax contributions
 - £93,600 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
 - 23 new affordable homes
 - Payments of £2,214,300 to local authorities for further provision of new affordable homes
-

SOUTH LAKELAND (INC. KENDAL)

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in the North West, house building is responsible for:

- 1,032 jobs
 - 10 graduates and apprentices positions
 - 10,320 new trees or shrubs
 - £385,680 towards education in the area
 - £308,640 in extra council tax revenue
 - £2,400,000 in other tax contributions
 - £224,640 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
 - 55 new affordable homes
 - Payments of £5,314,320 to local authorities for further provision of new affordable homes
-



**INCREASED
TAX REVENUE**

GREATER MANCHESTER

House building in Greater Manchester is well below where it needs to be, with almost half as many homes as are needed being started in 2010¹¹. As a result, according to research carried out by Nathaniel Lichfield & Partners for the HBF, in Greater Manchester house building is responsible for:

- 19,221 jobs
- 179 graduates and apprentices positions
- 192,210 new trees or shrubs
- £7,183,290 towards education in the area
- £5,748,420 in extra council tax revenue
- £44,700,000 in other tax contributions
- £4,183,920 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 1,028 new affordable homes
- Payments of £98,979,210 to local authorities for further provision of new affordable homes

However as output is still some way off of what is required, if Greater Manchester were to build enough homes to meet its housing need, that being an additional 4,435 homes each year, the industry could contribute towards an extra:

- 19,069 jobs created
- 177 graduates and apprentices positions created
- 190,692 trees and shrubs planted
- £7,126,563 towards education in the area
- £5,703,024 in extra council tax revenue
- £44,347,000 in extra tax contributions
- £4,150,879 contributed to open spaces, community, sport and leisure facilities
- 1,020 affordable homes built
- Payments of £98,197,562 to local authorities for further provision of new affordable homes

BOLTON

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Bolton house building is responsible for:

- 903 jobs
- 8 graduates and apprentices positions
- 9,030 new trees or shrubs
- £337,470 towards education in the area
- £270,060 in extra council tax revenue
- £2,100,000 in other tax contributions
- £196,560 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 48 new affordable homes
- Payments of £4,650,030 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Bolton were to build enough homes to meet its housing need, that being an additional 673 homes each year, the industry could contribute towards an extra:

- 2,894 jobs created
- 27 graduates and apprentices positions created
- 28,943 trees and shrubs planted
- £1,081,672 towards education in the area
- £865,607 in extra council tax revenue
- £6,731,000 in extra tax contributions
- £630,022 contributed to open spaces, community, sport and leisure facilities
- 155 affordable homes built
- Payments of £14,904,453 to local authorities for further provision of new affordable homes

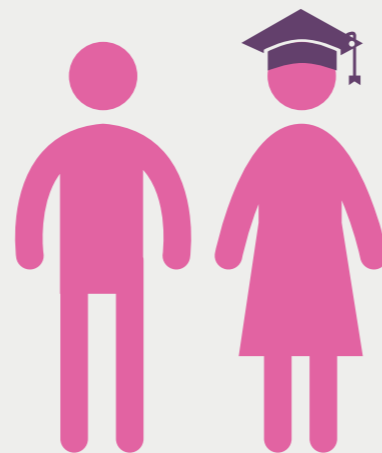
MANCHESTER

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Manchester house building is responsible for:

- 4,257 jobs
- 40 graduates and apprentices positions
- 42,570 new trees or shrubs
- £1,590,930 towards education in the area
- £1,273,140 in extra council tax revenue
- £9,900,000 in other tax contributions
- £926,640 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 228 new affordable homes
- Payments of £21,921,570 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Manchester were to build enough homes to meet its housing need, that being an additional 993 homes each year, the industry could contribute towards an extra:

- 4,272 jobs created
- 40 graduates and apprentices positions created
- 42,716 trees and shrubs planted
- £1,596,394 towards education in the area
- £1,277,512 in extra council tax revenue
- £9,934,000 in extra tax contributions
- £929,822 contributed to open spaces, community, sport and leisure facilities
- 228 affordable homes built
- Payments of £21,996,856 to local authorities for further provision of new affordable homes



CREATING GRADUATE & APPRENTICE OPPORTUNITIES

¹¹According to data from: Table 253a, Live Tables on House Building, DCLG, 2015, available at: <https://www.gov.uk/government/statistical-data-sets/live-tables-on-house-building>

OLDHAM

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Oldham house building is responsible for:

- 1,333 jobs
- 12 graduates and apprentices positions
- 13,330 new trees or shrubs
- £498,170 towards education in the area
- £398,660 in extra council tax revenue
- £3,100,000 in other tax contributions
- £290,160 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 71 new affordable homes
- Payments of £6,864,330 to local authorities for further provision of new affordable homes

Output is still some way off of what is required. If Oldham were to build enough homes to meet its housing need, that being an additional 327 homes each year, the industry could contribute towards an extra:

- 1,408 jobs created
- 13 graduates and apprentices positions created
- 14,078 trees and shrubs planted
- £526,132 towards education in the area
- £421,036 in extra council tax revenue
- £3,274,000 in extra tax contributions
- £306,446 contributed to open spaces, community, sport and leisure facilities
- 75 affordable homes built
- Payments of £7,249,618 to local authorities for further provision of new affordable homes

SALFORD

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Salford house building is responsible for:

- 2,924 jobs
- 27 graduates and apprentices positions
- 29,240 new trees or shrubs
- £1,092,760 towards education in the area
- £874,480 in extra council tax revenue
- £6,800,000 in other tax contributions
- £636,480 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 156 new affordable homes
- Payments of £15,057,240 to local authorities for further provision of new affordable homes

Output is still some way off of what is required. If Salford were to build enough homes to meet its housing need, that being an additional 480 homes each year, the industry could:

- 2,064 jobs created
- 19 graduates and apprentices positions created
- 20,640 trees and shrubs planted
- £771,360 towards education in the area
- £617,280 in extra council tax revenue
- £4,800,000 in extra tax contributions
- £449,280 contributed to open spaces, community, sport and leisure facilities
- 110 affordable homes built
- Payments of £10,628,640 to local authorities for further provision of new affordable homes

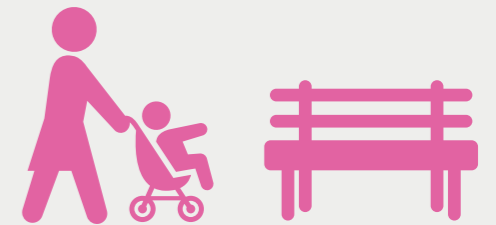
STOCKPORT

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Stockport house building is responsible for:

- 2,451 jobs
- 23 graduates and apprentices positions
- 24,510 new trees or shrubs
- £915,990 towards education in the area
- £733,020 in extra council tax revenue
- £5,700,000 in other tax contributions
- £533,520 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 131 new affordable homes
- Payments of £12,621,510 to local authorities for further provision of new affordable homes

Output is still some way off of what is required. If Stockport were to build enough homes to meet its housing need, that being an additional 233 homes each year, the industry could contribute towards an extra:

- 1,001 jobs created
- 9 graduates and apprentices positions created
- 10,015 trees and shrubs planted
- £374,270 towards education in the area
- £299,509 in extra council tax revenue
- £2,329,000 in extra tax contributions
- £217,994 contributed to open spaces, community, sport and leisure facilities
- 54 affordable homes built
- Payments of £5,157,105 to local authorities for further provision of new affordable homes



CONTRIBUTING TOWARDS COMMUNITY LEISURE FACILITIES



10. CITY / TOWN FOCUS REPORTS

WIGAN

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Wigan house building is responsible for:

- 1,806 jobs
- 17 graduates and apprentices positions
- 18,060 new trees or shrubs
- £674,940 towards education in the area
- £540,120 in extra council tax revenue
- £4,200,000 in other tax contributions
- £393,120 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 97 new affordable homes
- Payments of £9,300,060 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Wigan were to build enough homes to meet its housing need, that being an additional 547 homes each year, the industry could contribute towards an extra:

- 2,351 jobs created
- 22 graduates and apprentices positions created
- 23,508 trees and shrubs planted
- £878,547 towards education in the area
- £703,056 in extra council tax revenue
- £5,467,000 in extra tax contributions
- £511,711 contributed to open spaces, community, sport and leisure facilities
- 126 affordable homes built
- Payments of £12,105,578 to local authorities for further provision of new affordable homes

LANCASHIRE

House building in Lancashire (including the unitary authorities of Blackburn with Darwen and Blackpool) is currently at a good level. As a result, according to research carried out by Nathaniel Lichfield & Partners for the HBF, in Lancashire house building is responsible for:

- 14,835 jobs
- 138 graduates and apprentices positions
- 148,350 new trees or shrubs
- £5,544,150 towards education in the area
- £4,436,700 in extra council tax revenue
- £34,500,000 in other tax contributions
- £3,229,200 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 794 new affordable homes
- Payments of £76,393,350 to local authorities for further provision of new affordable homes

BLACKBURN WITH DARWEN UA

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Blackburn with Darwen house building is responsible for:

- 258 jobs
- 2 graduates and apprentices positions
- 2,580 new trees or shrubs
- £96,420 towards education in the area
- £77,160 in extra council tax revenue
- £600,000 in other tax contributions
- £56,160 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 14 new affordable homes
- Payments of £1,328,580 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If the North West were to build enough homes to meet its housing need, that being an additional 190 homes each year, the industry could contribute towards an extra:

- 817 jobs created
- 8 graduates and apprentices positions created
- 8,170 trees and shrubs planted
- £305,330 towards education in the area
- £244,340 in extra council tax revenue
- £1,900,000 in extra tax contributions
- £177,840 contributed to open spaces, community, sport and leisure facilities
- 44 affordable homes built
- Payments of £4,207,170 to local authorities for further provision of new affordable homes

BLACKPOOL

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Blackpool house building is responsible for:

- 602 jobs
- 2 graduates and apprentices positions
- 6,020 new trees or shrubs
- £224,980 towards education in the area
- £180,040 in extra council tax revenue
- £1,400,000 in other tax contributions
- £131,040 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 32 new affordable homes
- Payments of £3,100,020 to local authorities for further provision of new affordable homes



10. CITY / TOWN FOCUS REPORTS

BURNLEY

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Burnley house building is responsible for:

- 688 jobs
 - 6 graduates and apprentices positions
 - 6,880 new trees or shrubs
 - £257,120 towards education in the area
 - £205,760 in extra council tax revenue
 - £1,600,000 in other tax contributions
 - £149,760 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
 - 37 new affordable homes
 - Payments of £3,542,880 to local authorities for further provision of new affordable homes
-

CHORLEY

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Chorley house building is responsible for:

- 2,924 jobs
 - 27 graduates and apprentices positions
 - 29,240 new trees or shrubs
 - £1,092,760 towards education in the area
 - £874,480 in extra council tax revenue
 - £6,800,000 in other tax contributions
 - £636,480 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
 - 156 new affordable homes
 - Payments of £15,057,240 to local authorities for further provision of new affordable homes
-

FYLDE (inc. Lytham St Annes & Kirkham)

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Fylde house building is responsible for:

- 1,118 jobs
- 10 graduates and apprentices positions
- 11,180 new trees or shrubs
- £417,820 towards education in the area
- £334,360 in extra council tax revenue
- £2,600,000 in other tax contributions
- £243,360 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 60 new affordable homes
- Payments of £5,757,180 to local authorities for further provision of new affordable homes

LANCASTER

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Lancaster house building is responsible for:

- 1,462 jobs
 - 14 graduates and apprentices positions
 - 14,620 new trees or shrubs
 - £546,380 towards education in the area
 - £437,240 in extra council tax revenue
 - £3,400,000 in other tax contributions
 - £318,240 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
 - 78 new affordable homes
 - Payments of £7,528,620 to local authorities for further provision of new affordable homes
-

PRESTON

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Preston house building is responsible for:

- 860 jobs
 - 8 graduates and apprentices positions
 - 8,600 new trees or shrubs
 - £321,400 towards education in the area
 - £257,200 in extra council tax revenue
 - £2,000,000 in other tax contributions
 - £187,200 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
 - 46 new affordable homes
 - Payments of £4,428,600 to local authorities for further provision of new affordable homes
-

RIBBLE VALLEY

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in the Ribble Valley house building is responsible for:

- 1,806 jobs
- 17 graduates and apprentices positions
- 18,060 new trees or shrubs
- £674,940 towards education in the area
- £540,120 in extra council tax revenue
- £4,200,000 in other tax contributions
- £393,120 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 97 new affordable homes
- Payments of £9,300,060 to local authorities for further provision of new affordable homes



MERSEYSIDE

House building in Merseyside is well below where it needs to be, with nearly half as many homes as are needed being started in 2010¹². As a result, according to research carried out by Nathaniel Lichfield & Partners for the HBF, in Merseyside house building is responsible for:

- 7,482 jobs
- 70 graduates and apprentices positions
- 74,820 new trees or shrubs
- £2,796,180 towards education in the area
- £2,237,640 in extra council tax revenue
- £17,400,000 in other tax contributions
- £1,628,640 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 400 new affordable homes
- Payments of £38,528,820 to local authorities for further provision of new affordable homes

However as output is still some way off of what is required, if Merseyside were to build enough homes to meet its housing need, that being an additional 1,393 homes each year, the industry could contribute towards an extra:

- 5,991 jobs created
- 56 graduates and apprentices positions created
- 59,908 trees and shrubs planted
- £2,238,872 towards education in the area
- £1,791,655 in extra council tax revenue
- £1,304,035 in extra tax contributions
- £4,067,201 contributed to open spaces, community, sport and leisure facilities
- 320 affordable homes built
- Payments of £30,849,628 to local authorities for further provision of new affordable homes

LIVERPOOL

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Liverpool house building is responsible for:

- 2,365 jobs
- 22 graduates and apprentices positions
- 23,650 new trees or shrubs
- £883,850 towards education in the area
- £707,300 in extra council tax revenue
- £5,500,000 in other tax contributions
- £514,800 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 127 new affordable homes
- Payments of £12,178,650 to local authorities for further provision of new affordable homes

Output is still some way off of what is required. If Liverpool were to build enough homes to meet its housing need, that being an additional 637 homes each year, the industry could contribute towards an extra:

- 2,738 jobs created
- 25 graduates and apprentices positions created
- 27,378 trees and shrubs planted
- £1,023,177 towards education in the area
- £818,796 in extra council tax revenue
- £6,367,000 in extra tax contributions
- £595,951 contributed to open spaces, community, sport and leisure facilities
- 146 affordable homes built
- Payments of £14,098,448 to local authorities for further provision of new affordable homes

ST HELENS

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in St Helens house building is responsible for:

- 1,849 jobs
- 17 graduates and apprentices positions
- 18,490 new trees or shrubs
- £691,010 towards education in the area
- £552,980 in extra council tax revenue
- £4,300,000 in other tax contributions
- £402,480 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 99 new affordable homes
- Payments of £9,521,490 to local authorities for further provision of new affordable homes



¹²According to data from: Table 253a, Live Tables on House Building, DCLG, 2015, available at: <https://www.gov.uk/government/statistical-data-sets/live-tables-on-house-building>

11. TABLES OF STATISTICS – NORTH WEST REGION

DATA		CURRENT								
Lower and Single Tier Authority Data	2014 starts	Jobs	Apprentices/ graduates/ trainees	Trees / shrubs	Education (£)	Affordable homes	Affordable homes value	Tax	Council tax	Open space

Blackburn with Darwen UA	60	258	2	2,580	96,420	14	1,328,580	600,000	77,160	56,160
Blackpool UA	140	602	6	6,020	224,980	32	3,100,020	1,400,000	180,040	131,040
Cheshire East UA	1,000	4,300	40	43,000	1,607,000	230	22,143,000	10,000,000	1,286,000	936,000
Cheshire West and Chester UA	1,010	4,343	40	43,430	1,623,070	232	22,364,430	10,100,000	1,298,860	945,360
Halton UA	410	1,763	16	17,630	658,870	94	9,078,630	4,100,000	527,260	383,760
Warrington UA	610	2,623	24	26,230	980,270	140	13,507,230	6,100,000	784,460	570,960

Greater Manchester (Met County)	4,470	19,221	179	192,210	7,183,290	1,028	98,979,210	44,700,000	5,748,420	4,183,920
Bolton	210	903	8	9,030	337,470	48	4,650,030	2,100,000	270,060	196,560
Bury	260	1,118	10	11,180	417,820	60	5,757,180	2,600,000	334,360	243,360
Manchester	990	4,257	40	42,570	1,590,930	228	21,921,570	9,900,000	1,273,140	926,640
Oldham	310	1,333	12	13,330	498,170	71	6,864,330	3,100,000	398,660	290,160
Rochdale	290	1,247	12	12,470	466,030	67	6,421,470	2,900,000	372,940	271,440
Salford	680	2,924	27	29,240	1,092,760	156	15,057,240	6,800,000	874,480	636,480
Stockport	570	2,451	23	24,510	915,990	131	12,621,510	5,700,000	733,020	533,520
Tameside	460	1,978	18	19,780	739,220	106	10,185,780	4,600,000	591,560	430,560
Trafford	340	1,462	14	14,620	546,380	78	7,528,620	3,400,000	437,240	318,240
Wigan	420	1,806	17	18,060	674,940	97	9,300,060	4,200,000	540,120	393,120

Merseyside (Met County)	1,740	7,482	70	74,820	2,796,180	400	38,528,820	17,400,000	2,237,640	1,628,640
Knowsley	420	1,806	17	18,060	674,940	97	9,300,060	4,200,000	540,120	393,120
Liverpool	550	2,365	22	23,650	883,850	127	12,178,650	5,500,000	707,300	514,800
Sefton	150	645	6	6,450	241,050	35	3,321,450	1,500,000	192,900	140,400
St. Helens	430	1,849	17	18,490	691,010	99	9,521,490	4,300,000	552,980	402,480
Wirral	190	817	8	8,170	305,330	44	4,207,170	1,900,000	244,340	177,840

DATA		CURRENT								
Lower and Single Tier Authority Data	2014 starts	Jobs	Apprentices/ graduates/ trainees	Trees / shrubs	Education (£)	Affordable homes	Affordable homes value	Tax	Council tax	Open space

Cumbria	1,440	6,192	58	61,920	2,314,080	331	31,885,920	14,400,000	1,851,840	1,347,840
Allerdale	370	1,591	15	15,910	594,590	85	8,192,910	3,700,000	475,820	346,320
Barrow-in-Furness	70	301	3	3,010	112,490	16	1,550,010	700,000	90,020	65,520
Carlisle	520	2,236	21	22,360	835,640	120	11,514,360	5,200,000	668,720	486,720
Copeland	100	430	4	4,300	160,700	23	2,214,300	1,000,000	128,600	93,600
Eden	150	645	6	6,450	241,050	35	3,321,450	1,500,000	192,900	140,400
South Lakeland	240	1,032	10	10,320	385,680	55	5,314,320	2,400,000	308,640	224,640

Lancashire	3,250	13,975	130	139,750	5,222,750	748	71,964,750	32,500,000	4,179,500	3,042,000
Burnley	160	688	6	6,880	257,120	37	3,542,880	1,600,000	205,760	149,760
Chorley	680	2,924	27	29,240	1,092,760	156	15,057,240	6,800,000	874,480	636,480
Fylde	260	1,118	10	11,180	417,820	60	5,757,180	2,600,000	334,360	243,360
Hyndburn	30	129	1	1,290	48,210	7	664,290	300,000	38,580	28,080
Lancaster	340	1,462	14	14,620	546,380	78	7,528,620	3,400,000	437,240	318,240
Pendle	120	516	5	5,160	192,840	28	2,657,160	1,200,000	154,320	112,320
Preston	200	860	8	8,600	321,400	46	4,428,600	2,000,000	257,200	187,200
Ribble Valley	420	1,806	17	18,060	674,940	97	9,300,060	4,200,000	540,120	393,120
Rossendale	250	1,075	10	10,750	401,750	58	5,535,750	2,500,000	321,500	234,000
South Ribble	340	1,462	14	14,620	546,380	78	7,528,620	3,400,000	437,240	318,240
West Lancashire	210	903	8	9,030	337,470	48	4,650,030	2,100,000	270,060	196,560
Wyre	250	1,075	10	10,750	401,750	58	5,535,750	2,500,000	321,500	234,000

NORTH WEST TOTAL	14,130	60,759	565	607,590	22,706,910	3,250	312,880,590	141,300,000	18,171,180	13,225,680
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