

# Lanwades Woodland Park, Kentford

(former Animal Health Trust)

Detailed planning application

## Economic Benefits Report

Prepared for: Lochailort Kentford Ltd  
May 2025



## Contents

1	INTRODUCTION .....	1
2	HOMES AND RESIDENTS RELATED BENEFITS .....	2
3	THE COMMERCIAL BENEFITS .....	4
4	CONSTRUCTION PHASE BENEFITS .....	5
5	OTHER BENEFITS .....	6
6	CONCLUSIONS .....	7

Endnote: calculations and data sources

9/10



## Quality Assurance

This report has been prepared within the quality system operated at Rapleys LLP according to British Standard ISO 9001:2015.

We confirm that the undersigned is an appropriately qualified and experienced Chartered Surveyor/Planner [delete as appropriate] experienced in the commercial property sector.

**Created by:** Andrew Lynch  
Andrew.lynch@rapleys.com

**Signature:** A Lynch

**Checked by:** Richard Pestell  
Richard.pestell@rapleys.com

**Signature:** R Pestell

### The Proposal



641 new residents



302 new homes



Increase in local job opportunities



300 construction phase jobs



£0.5m new Council Tax receipts pa



£21m pa operational GVA

### People Related Benefits



641 new residents



480 additional members of the local labour force



390 employed/self-employed new residents



£14m per annum of additional wages

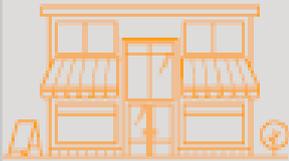


£5m available spend in shops per annum



£21m operational GVA per annum

### Commercial Benefits



10 additional local job opportunities



£73,000 available spend in shops per annum



£0.2m additional wages per annum



### Construction Phase Benefits



£100m total investment



£11m in wages per annum



300 direct and indirect jobs



£22m construction-related GVA



£2m available spend in shops per annum

### Local Authority Revenue Benefits



£0.5m per annum in new Council Tax receipts



£19,000 in business rates from new commercial units



£TBC in CIL/S106 contributions



£0.4m generated by the New Homes Bonus



# 1 INTRODUCTION

- 1.1 This report has been prepared by Rapleys LLP to support the submission by Lochailort Kentford Ltd ('the applicant') of a detailed planning application for a site known as Woodland Park, Kentford, which is four miles east of Newmarket in West Suffolk District.
- 1.2 The detailed application comprises - demolition of existing buildings on the eastern site, and phased redevelopment to provide 302 residential units alongside a retail and commercial/ employment building (381 sq m Use Class E), conversion of the existing listed stable block to community/ commercial/ employment use (Use Class F2/ E), provision of open space, woodland walks, play space, and associated infrastructure and car parking.
- 1.3 The comprehensive redevelopment of the Eastern part of the site will deliver substantial economic and wider regeneration benefits, by providing homes for 641 people and the associated wages and expenditure so derived. These new people will have the opportunity to use local services and leisure facilities in Kentford, expanding the local customer base for local businesses and boosting the long term future prospects for these facilities. Facilities provided via this application will be available for existing village residents, as would the residents be able to visit existing businesses already established in Kentford, including the Lanwades Hall events venue and the Bell Inn and Kentford public houses.
- 1.4 The redevelopment will also benefit the District's town centres and Newmarket in particular, due to the site's close proximity to the town centre, but the increase in the local population will also benefit Bury St Edmunds town centre that is only 10 miles (a 15 minute drive-time) to the east. In both town centres the increase in local population will provide a major boost to the vitality and viability of the existing shops and leisure uses, services and community activities.
- 1.5 The commercial elements of the scheme will offer a convenience store and local job opportunities, providing a further boost to the local economy.
- 1.6 The permanent economic benefits will be delivered once the scheme is built-out, but benefits will also accrue during the four-year construction phase, construction that will see very substantial investment made by Lochailort.
- 1.7 The purpose of this report is to identify the nature of the economic benefits that will flow from the Woodland Park scheme, and to quantify these in monetary terms. The economic benefits can be categorised as:
  - 'people' related benefits (associated with the new resident population);
  - 'commercial' benefits (from the commercial activities on site);
  - 'construction phase' benefits; and
  - 'other' benefits from the scheme such as planning obligations, Community Infrastructure Levy and Council Tax that will accrue to the Council.

## 2 HOMES AND RESIDENTS RELATED BENEFITS

2.1 In this section we consider the benefits that will accrue from the overall delivery of 302 new dwellings on the site, providing homes for 641 people.

### THE HOMES

2.2 The scheme's **302 new homes** will deliver:

- more than one-third of the District Council's annual planned housing delivery - the Submitted Local Plan's annual requirement being 806 dpa.
- 39% of the annual requirement when set against the Local Plan Inspectors' modified figure of 765 dpa over a revised 2024-2041 period<sup>1</sup>.
- One quarter of the District's new annual housing requirement set against the District's December 2024 Standard Method requirement of 1,195 dpa.
- A high proportion 88% family units (two bed or more).
- More homes that will help to redress housing unaffordability in the District, which currently stands at a house price to wages ratio of 8.28<sup>i</sup>, matching the national average, but double the long established affordability ratio that operated when the market was much more in balance.

### THE RESIDENTS

2.3 The eastern site development will accommodate **641 new residents**<sup>ii</sup>. The calculation of resident numbers is set out in the table below and explained in the end note.

Dwelling type	1 Bed	2 Bed	3 Bed	4 Bed	5 Bed	TOTALS
Scheme mix	37	66	155	28	16	302
WS average occupancy	1.21	1.79	2.32	2.70	2.70	
Persons	45	118	360	76	43	641

Source: West Suffolk average occupancies – ONS, Tenure by household size by number of bedrooms - customised C2021 Dataset: RM136

- The emphasis on larger family accommodation in the scheme (3 bed and above) will in time deliver a high number of families with children who will need to access a broad range of shopping, leisure and other services, providing a substantial boost to nearby town centres were these commercial enterprises are generally found.

2.4 The development will **boost the local labour force by c480 people of working age**<sup>iii</sup>. Boosting the District's labour supply by 0.4%<sup>iv</sup>. These people will:

- be available to work in and support the local economy / businesses
- help to reduce the quite significant commuting imbalance<sup>v</sup> that according to the latest 2021 Census data sees around 5,000 more people commute into the District for work, compared to those commuting out. The largest commuting in-flows to jobs in West Suffolk are from Mid-Suffolk and Breckland, with West Suffolk having a job density (jobs to labour force) ratio of 0.98, which is significantly higher than the East region 0.84 and national 0.88 ratios<sup>vi</sup>, and means the District has a

<sup>1</sup> [West Suffolk Local Plan modification table](#)

comparatively high number of jobs compared to its available labour supply, hence the numbers commuting in for work.

- need to use shops, leisure facilities and other services.

2.5 Of the c480 people of working age living in the development, **c390 will be in employment** (either employed / self-employed) based on current West Suffolk economic activity rates<sup>vii</sup>. These workers will:

- bring money into the local economy. The workforce will generate **c£14m per annum in wages** based on the West Suffolk average<sup>viii</sup>.
- deliver an annual **GVA boost to the local economy of £21m per annum** based on the latest GVA official data from the ONS for West Suffolk<sup>ix</sup>. GVA is the standard measure of the overall value of economic activity generated by production, which in this case is a measure of the new residents' economic output.

2.6 The 302 households will increase the **spend opportunities for local shops**:

- The households will generate **£5m per annum of available retail spend (convenience and comparison goods spend)<sup>x</sup>**. Albeit based on current national averages one-quarter of the comparison goods element is nominally internet purchases (ie non-store based), although only 6% of convenience goods spend is currently non-store based<sup>xi</sup>.
- When undertaking store-based shopping these households will be most likely to visit Newmarket and/or Bury St Edmunds town centres because of the proximity, and will therefore be likely to spend a high proportion of their income within the District, helping to underpin the vitality and viability of the District's stores and centres.
- Household spend will also be available to support local leisure businesses that are also largely town centre based. These additional visitors will be a major boost to supporting and helping sustain the vitality and viability of Newmarket and Bury St Edmunds town centres.

### 3 THE COMMERCIAL BENEFITS

- 3.1 The residential element will be accompanied by commercial and community related facilities that will both provide services for the new residents, but will also provide employment opportunities more widely.
- 3.2 The commercial element of the proposal comprises of a retail unit (convenience store) of 381 sq m GIA,
- 3.3 The convenience store will generate **c10 new FTE jobs<sup>xii</sup>** – based on 1 worker for 30 sq m of floorspace. This is a little above the 15-20 sq m per job estimated in the 2015 Homes & Communities Agency Employment Density Guide (which albeit dated remains the industry ‘standard’ for job densities), reflecting more recent improvements in efficiencies in retailing.
- 3.4 Applying specific retail job pay rates<sup>xiii</sup> the 10 jobs will generate **c£0.2m per annum additional wages**.
- 3.5 These workers will generate a **retail expenditure of c£73,000 per annum** that will be available to spend in shops<sup>xiv</sup>.

## 4 CONSTRUCTION PHASE BENEFITS

- 4.1 The scale of the investment during the four year construction phase will be very significant in terms of the jobs, wages and the GVA that will be generated.
- The **total investment will be in the order of c£100m<sup>xv</sup>**
  - **Jobs generated for the West Suffolk labour force will be c300** comprising i) those directly involved in the construction work, and ii) the indirect jobs that are supply chain related:
    - Direct – 200 jobs pa
    - Indirect – supply chain 100 jobs pa.
- 4.2 The calculations for the above job generation figures are set out in full in the Environmental Statement that supports this detailed planning application; here we only summarise those calculations.
- 4.3 Job generation is based on the total investment value, as advised by HCA research from 2015<sup>xvi</sup>. That research states that every £1m of investment generates a construction need for 19.9 person years. This ratio was calculated in 2011 prices and so needs to be rebased to current prices. We do this using the Bank of England deflator calculator<sup>xvii</sup>, and this deflates the £1m of investment to c£690,000, and thus the £100m investment value reduces to £69m. Over a four year build-out this level of investment at the 19.9 person years ratio generates a need for a construction workforce of c340. However, we need to apply some adjustments to that figure.
- 4.4 To account for labour that will be based outside of West Suffolk and therefore benefitting other areas and not the District ie leakage – we reduce the labour generation by the proportion that the 2021 Census indicated worked in the District but lived outside - 20% and this reduces those construction workers based in West Suffolk to c270. We also take account of job displacement whereby a proportion of these jobs would have been working elsewhere in the District and are not therefore a net benefit. We apply a low/limited 25% displacement adjustment as suggested by the HCA Additionality Guidance<sup>xviii</sup> and this reduces the net direct employment figure associated with the construction phase to c200 per annum.
- 4.5 To account for the indirect employment generation associated with the construction phase we apply a 50% ratio to the direct job total, a proportion based on a number of research studies referenced in a 2015 Home Builders Federation report<sup>xix</sup>. This equates to c100 indirect jobs and a total employment figure of c300 per annum.
- 4.6 Based on the job generation figures the economic benefits derived from these workers that will be based in West Suffolk are as follows
- construction phase **wages of £11m/pa<sup>xx</sup>**.
  - construction related **GVA will be of the order of £22m pa** over what is likely to be a four year construction period.
  - Expenditure from workers to **spend in local shops will be £2m pa** each year over the construction period.

## 5 OTHER BENEFITS

5.1 The following benefits will flow to the Council - Council Tax, New Homes Bonus, Business Rates and CIL receipt/ S106, and the proceeds will be spent on supporting/improving local infrastructure and delivering tangible benefits for local residents and businesses:

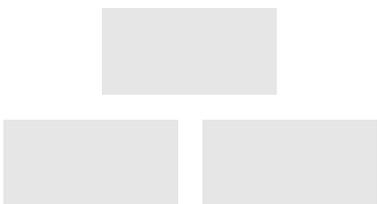
- The 302 residential units will generate **c£0.5m per annum in new Council Tax receipts<sup>xxi</sup>**
- The **New Homes Bonus could generate £0.4m pa<sup>xxii</sup>**, if all the scheme's homes were subject to the Bonus. The is paid over six years and could therefore total to £2.5m. 'Rewarded' units are homes delivered in excess of 1% of the District's dwelling stock. In the last couple of years West Suffolk has delivered c450 rewarded units, thus this detailed scheme could increase the District's NHB by two-thirds.
- The commercial space (the shop and office/workshop space) will generate **£19,000 in business rates<sup>xxiii</sup>**.
- **CIL/ S106** contributions will be calculated through discussion with West Suffolk Council.

5.2 These are direct benefits that will be collected and spent by the Local Authority.

## 6 CONCLUSIONS

- 6.1 The analysis within this report leads us to conclude that the proposal will bring major economic benefits to the District, that in summary are:
- **The Homes/residents** (post-construction)
    - 302 new homes (over one-third of the District's annual requirement), and c641 new residents.
    - 481 residents of working age, of which 386 will be working – major boost to the local economy, providing labour to fill local jobs and reducing in-commuting.
    - £14m pa in wages
    - £5m pa of available shop spend
    - £21m pa GVA
  - **The commercial** (post-construction)
    - 10 jobs in retailing
    - c£200,000 pa in wages
    - c£73,000 pa in available spend
  - **Construction** phase value £100m
    - c300 construction jobs pa (direct and indirect) over each of the four year construction term
    - Wages associated with construction will be in the order of £11m pa.
    - Construction related GVA £22m pa
    - Construction related shop spend potential of £2m pa
  - **Public benefits** c£1m pa (including NHB six years, with S106/SIL to be added on top).
- 6.2 Not only will the development deliver much needed homes for c640 people, it will also deliver substantial contributions to the local employment base and a significant economic boost helping to underpin the District's economy.
- 6.3 This scheme will deliver a major boost to both housing numbers and population, providing local Kentford businesses and town centre businesses with the opportunity to capture a substantial share of the new residents' shopping and leisure spend. For Kentford, by substantially expanding the very local customer base, this development stands to provide a major boost to the long term future prospects of existing local services and leisure facilities such as Lanwades Hall events venue and the Bell Inn and Kentford public houses.
- 6.4 This new population will have wider 'catalytic' economic effects as their spend will help to sustain and strengthen the economic viability of existing businesses within not only Newmarket but also Bury St Edmunds' town centre.
- 6.5 Higher levels of available spend will not only reinforce the existing business base, but will encourage other businesses and retailers to consider opening new/larger outlets in both of these centres.
- 6.6 Thus, in summary, more locally available income and spend will help reinforce the existing local Kentford traders, encourage expansion and entice in new entrants, helping enhance and sustain the attractiveness of Newmarket and Bury St Edmunds' town centres as destinations and vibrant places.

# Endnote: calculations and data sources



---

<sup>i</sup> Housing affordability ratio – source: [House price \(existing dwellings\) to workplace-based earnings ratio - Office for National Statistics](#)

<sup>ii</sup> The residents' calculation – applying the West Suffolk average bedroom occupancy by the dwelling types in the scheme. Source: ONS Census 2021 dataset RM136, [Tenure by household size by number of bedrooms - Office for National Statistics](#)

<sup>iii</sup> Working age calculation – we estimate that the proportion of new residents of working age (16-64) will be higher than the existing 61% for the District as a whole identified by ONS Population Estimates [those aged 16-64 as a proportion of total population). This is because new homes tend to attract a younger working-age demographic, hence we attribute c75% of the population to working age. [Labour Market Profile - Nomis - Official Census and Labour Market Statistics](#)

<sup>iv</sup> Those in employment (or unemployed) (2023 estimate) as a proportion of total 16-64 population. Source: ONS annual population survey [Labour Market Profile - Nomis - Official Census and Labour Market Statistics](#)

<sup>v</sup> Commuting statistics from Census 2021 sourced: [Origin-destination data explorer - Census 2021 - ONS](#)

<sup>vi</sup> Job density - [Nomis - Query Tool - jobs density](#)

<sup>vii</sup> In-employment calculation - based on current 80.3% figure for those of working age in the District who are economically active. Source: Nomis ONS annual population survey - Employment and unemployment (Oct 2023-Sept 2024). The economic activity rate is marginally higher than region and country.

<sup>viii</sup> Annual worker wages – West Suffolk average gross annual pay (2024) £35,560. Source: Nomis ONS annual survey of hours and earnings - resident analysis. [Labour Market Profile - Nomis - Official Census and Labour Market Statistics](#)

<sup>ix</sup> Annual GVA boost – West Suffolk average annual GVA per job in 2022 £54,371. Source: Table B3: Current Price (smoothed) GVA (B) per filled job (£); Local Authority District, 2002 – 2022. [Subregional productivity: labour productivity indices by local authority district - Office for National Statistics](#)

<sup>x</sup> Spend in shops - Source: Experian Location Analyst: consumer retail expenditure (coarse): 2023 total expenditure per household (in 2023 prices). Available only by subscription.

<sup>xi</sup> Household expenditure -Source: Experian Retail Planner Briefing Note 21 (February 2024) - Appendix 3. Available only by subscription.

<sup>xii</sup> The commercial job estimate is based upon - applying average employment densities to the proposed retail (1 job per 30 sq m) Source: [HCA Employment Density Guide 3rd Edition 2015](#).

<sup>xiii</sup> Activity specific wages sourced from: ASHE Table 3.7a Annual pay – Gross (£) [Earnings and hours worked, region by occupation by two-digit SOC: ASHE Table 3 - Office for National Statistics](#)

- 
- <sup>xiv</sup> Retail expenditure available from new workers - based on average per capita available spend. Source: Experian Retail Planner: consumer retail expenditure (coarse): 2023 total expenditure per capita (in 2023 prices). Data only available by subscription.
- <sup>xv</sup> The total construction related investment is a client estimate.
- <sup>xvi</sup> Direct construction job generation - Source: HCA - Calculating Cost Per Job, Best Practice Note Tab 3, 2015. [HCA Calculating cost per job 2015](#)
- <sup>xvii</sup> Bank of England deflator calculator <https://www.bankofengland.co.uk/monetary-policy/inflation/inflation-calculator>
- <sup>xviii</sup> Displacement proportion – Source: Table 4.8 pg 30 [HCA Policy Covers](#)
- <sup>xix</sup> Indirect job generation - Source: [Economic Footprint BPF Report March 2015 WEB.pdf](#)
- <sup>xx</sup> Construction sector and indirect jobs wages – for construction sector - East region median wage for construction / building trades and supervisors and for indirect District average wage. Source: Table 15.7a Annual pay – Gross [Earnings and hours worked, region by occupation by four-digit SOC: ASHE Table 15 - Office for National Statistics](#) 2024
- <sup>xxi</sup> Council Tax - Based on West Suffolk Band B, calculated as 7/9ths of Band D Source: [Council Tax Leaflet 2025-26](#)
- <sup>xxii</sup> New Homes Bonus – based on the NHB Calculator – and the national average band D Council Tax rate - £1,530. Source: for total stock [RM136-2021-1.xlsx](#)  
[New\\_Homes\\_Bonus\\_Calculator\\_2023-24\\_Provisional\\_Allocations.xlsx](#)
- <sup>xxiii</sup> Business Rates – for the retail unit we have applied the RV for the Kentford Stores, a convenience store on Moulton Ave (the only retailer in Kentford) and for the office/workshop we have based the rate on an average RV for Integral House and Cambridge House within the adjacent Lanwades Business Park. [Find a property - Valuation Office Agency - GOV.UK](#)