

Lancashire County Council

Establishing a second home for Lancashire Cricket Club

Assessment of benefits

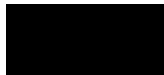
July 2022

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Executive summary

- ES1 **Background and introduction** - AMION Consulting has been commissioned by Lancashire County Council to examine the benefits that might be derived from developing a new cricket complex on land which it owns in the South Ribble district of Lancashire. The development would be in partnership with Lancashire County Cricket Club (Lancashire Cricket Club) which is looking to establish a second home in Lancashire. Lancashire Cricket Club would operate the facilities.
- ES2 **Strategic and policy context** - In undertaking an assessment of the strategic context, consideration has been given to whether or not the proposed additional site for Lancashire Cricket Club will contribute to national, regional and local policies and strategies. The proposed development is judged to contribute strongly to national, regional and sub-regional sports and local planning-related strategies and policies. Of particular interest is its fit with key strategies and policies of Sport England, England and Wales Cricket Board, Lancashire LEP, University of Central Lancashire, Myerscough College and the corporate and spatial policies of Lancashire County Council and South Ribble Borough Council.
- ES3 **The outline investment plan** - the proposals for a second home for Lancashire Cricket Club would be developed on land owned by Lancashire County Council and currently known as the Woodcock Estate in the Farington area of South Ribble (north of Leyland and south of Lostock Hall).
- ES4 The site will include:
- i. Proposed cricket facility comprising two cricket ovals and associated pavilion building and spectator seating, covered cricket nets, access, parking, landscaping and associated works (including temporary event overlay facilities on ticketed match days).
- ES5 Through AMION’s consultations with potential partners, it has emerged that there is interest in increasing and widening opportunities for community and educational use including maximizing usage by schools, colleges and universities and community groups. The analysis has assumed that this will be achieved.
- ES6 It is proposed that Lancashire Cricket Club would host the following at the site in Lancashire:
- i. the majority of its women’s team fixtures;
 - ii. the majority of its second team fixtures;
 - iii. the majority of its academy cricket fixtures;
 - iv. the majority of its ‘age group’ (junior) cricket fixtures – boys and girls;
 - v. at least two first team county cricket fixtures (over four days);
 - vi. two first team T20 matches (Vitality Blast); and
 - vii. four first team 50-over matches (Royal London One Day Cup).
- ES7 The site will be capable of accommodating matchday attendances of up to 5,000.
- ES8 The benefits are summarised in Table ES1 overleaf and are estimated at both the South Ribble and Lancashire spatial levels

Table ES1: Summary of benefits of the proposed second home of Lancashire Cricket Club		
	South Ribble	Lancashire
Economic impacts - Construction phase		
Gross temporary employment (person years)	155	155
Net additional temporary employment (person years)	143	155
Net additional GVA (temporary)	£9.98 million	£10.84 million
Economic impacts - Operational phase		
Gross FTE jobs	25.3	28.3
Net additional FTE jobs	13.3	33.3
Net additional full time/part time jobs	38.6	61.6
Net additional GVA per annum	£1.338 million	£2.135 million

ES9 In addition, the social benefits of the proposal for the county include:

- I. local supply chain benefits – construction phase – an estimated £3.35m indirect and induced expenditure;
- II. local supply chain benefits – operational phase - £0.2m per annum indirect and induced expenditure;
- III. an estimated 541 person weeks of construction skills training;
- IV. an estimated 14 apprenticeships in the construction phase;
- V. visitor attendance of around 50,000 per annum to Lancashire Cricket Club’s various fixtures which will have tourism benefits for South Ribble and Lancashire;
- VI. new professional standard facilities for the club and a valuable asset for the local community with multiple benefits to health and wellbeing;
- VII. increased levels of health and wellbeing associated with increased levels of participation in sport and leisure induced by the facility – quantified as being worth around £0.81m per annum;
- VIII. increase in education and training opportunities for Lancashire and wider students in further and higher education institutions;
- IX. increase in options for sporting activities in primary and secondary schools;
- X. an increase in sporting and small event facilities, leading to greater levels of sports participation, education and community events;
- XI. an improved image for the county arising from the investment by and presence of a major elite sporting brand; and
- XII. the opportunity to create special and bespoke cricket (and sport) facilities for women, BAME communities and people with disabilities.

1 Introduction

1.1 Overview

- 1.1.1. AMION Consulting has been commissioned by Lancashire County Council to examine the benefits that might be derived from developing a new cricket complex on land which it owns in the South Ribble district of Lancashire. The development would be in partnership with Lancashire County Cricket Club (Lancashire Cricket Club) who would operate the cricket facilities.
- 1.1.2. Lancashire Cricket Club is a first-class county cricket club based at Emirates Old Trafford in Greater Manchester where it plays the majority of its home games as well as hosting international matches and other major fixtures. Aside from cricket, Emirates Old Trafford also plays host to major concerts, functions, conferences and events as well as operating an on-site hotel.
- 1.1.3. The demands placed on Emirates Old Trafford for major cricket fixtures, major concerts/events as well as its hospitality business means that other requirements are often ‘squeezed out’ such as training, women’s cricket, junior development and second team fixtures. In addition, the cricket club often ‘tours’ a number of regular season fixtures around several Lancashire grounds to maintain the link with the historic county of Lancashire. Its schools and community programme is also very active throughout Lancashire.
- 1.1.4. For some time, Lancashire Cricket Club has been assessing options for a ‘second home’ in order to relieve some of the pressures on the Emirates Old Trafford facility and has always had a desire to locate within its historic county of Lancashire. To that end, Lancashire County Council were approached to assist with potential site options. A site in South Ribble (adjacent to the Lancashire Central/Cuerden development site) has emerged as a the most appropriate option.

1.2 Scope and nature of this report

- 1.2.1 This report examines the potential economic and social benefits that a second home for Lancashire Cricket Club might bring to South Ribble and to Lancashire.
- 1.2.2 In preparing this report, AMION Consulting has held detailed consultations with the principal project partners: Lancashire County Council and Lancashire Cricket Club. In addition, AMION has begun exploratory discussions with potential partners including Myerscough College and University of Central Lancashire and further discussions with other individuals and organisations (listed in Section 1.3 below) were held to explore potential funding, strategic support and quantify potential usage.
- 1.2.3 It is important to state that (at this stage), the benefits are based on an optimal design solution at a relatively early phase in the project. The scheme design is of course subject to revision and the benefits may change accordingly. Likewise, the activity assumed on the site is based on early discussions with project partners and potential collaborators and is also subject to revision in future.
- 1.2.4 The approach to the assessment of benefits has been developed in line with best practice guidance, including the HM Treasury Green Book (Appraisal and Evaluation in Central

Government) and the Homes England (formerly the Homes and Communities Agency) Additionality Guide.

1.2.5 The assessment of benefits has incorporated an analysis of the expected quantifiable outputs and outcomes, including:

1.2.6 Economic impact

- i. temporary jobs and GVA created through the construction phase;
- ii. new permanent employment opportunities and GVA generated through the operational phase of the project; and
- iii. broader increase in economic activity in the local economy as a result of the combined proposals.

1.2.7 Social value

- i. jobs for local people;
- ii. construction related training and skills opportunities;
- iii. local supply chain and growth benefits; and
- iv. mental and physical health benefits.

1.2.8 The assessment has sought to estimate both the gross and net additional impact of the programme, at the South Ribble and Lancashire levels, in line with appraisal guidance. Consequently, consideration has been given to who is likely to secure the benefits generated, the level of activity that might be displaced by each project and the possible multiplier effects that could be realised.

1.2.9 This report continues in four sections, as follows:

- i. **Section 2** – establishes the strategic and socio-economic context within South Ribble and Lancashire, highlighting the challenges and opportunities facing the local area;
- ii. **Section 3** – provides a description of project and outlines some of the activity that will take place;
- iii. **Section 4** – provides an assessment of the economic and social benefits associated with the project;
- iv. **Section 5** – provides a summary of the overall impacts;
- v. **Section 6** – summarises the work undertaken by Lancashire County Council on realising the benefits with some early thinking on monitoring and evaluation; and
- vi. **Appendix A** – provides a detailed review of the socio-economic context.

1.3 List of consultees

- i. Michael Ahern, Chief Information & Infrastructure Officer, University of Central Lancashire
- ii. Paul Allott, Director of Cricket, Lancashire Cricket Club

-
- iii. Neil Anderson, Assistant Director Projects and Development, South Ribble Borough Council
 - iv. Katherine Ashworth, Head of Service Early Help, Lancashire County Council
 - v. Graham Baldwin, Vice Chancellor, University of Central Lancashire
 - vi. Catherine Brooks, Senior Manager Early Help, Lancashire County Council
 - vii. Ruth Connor, Chief Marketing Officer, University of Central Lancashire
 - viii. Debbie Duffell, Head of Children and Family Wellbeing, Lancashire County Council
 - ix. Suzanne Edwards, Head of Education Service Improvement, Lancashire County Council
 - x. Jonny Galbraith, Assistant Headteacher, Parklands High School
 - xi. Simon Gerrard, Chief Executive, Lancashire FA
 - xii. Daniel Gidney, Chief Executive, Lancashire Cricket Club
 - xiii. Martin Hill, Employment and Skills Co-ordinator, Lancashire County Council
 - xiv. Sarah Hirst, Education and Skills Lead, Lancashire County Council
 - xv. Beckie Joyce, Radics Consulting, Strategic Advisor to Lancashire County Council
 - xvi. Michelle Lawty-Jones, Director, Lancashire Skills Hub
 - xvii. Adrian Leather, Chief Executive, Active Lancashire
 - xviii. Graham Moore, Head of Physical Education, Walton-le-Dale High School
 - xix. Paul Newton, Partner, Barton Wilmore
 - xx. Jonathan Noade, Director of Planning and Property, South Ribble Borough Council
 - xxi. Anne-Marie Parkinson, Investment Programme Manager, Lancashire LEP
 - xxii. Emma Prideaux, Planning Advisor, Lancashire County Council
 - xxiii. Alison Robinson, Chief Executive and Principal, Myerscough College
 - xxiv. James Royle, Chroma Consulting

2 Strategic and policy context to the project

2.1 Strategic context

2.1.1. In undertaking an assessment of the strategic context, consideration has been given as to whether the proposed additional site for Lancashire Cricket Club will contribute to national, regional and local policies and strategies. Table 2.1 sets out the level of alignment of the proposed second site for Lancashire Cricket Club with various strategies and policies at the national and sub-national levels.

Table 2.1: Strategic context	
<p>(a) Inspiring generations -our 2020-24 strategy for cricket (England and Wales Cricket Board)</p>	<p>The ECB's <i>Inspiring Generations</i> strategy aims to secure the long-term sustainability of cricket by inspiring a new generation to become passionate about the game. The strategy is based on six priorities to:</p> <ul style="list-style-type: none"> i. Grow and nurture the core ii. Inspire the elite teams iii. Make cricket accessible iv. Engage children and young people v. Transform women's and girl's cricket vi. Support our communities <p>The proposal to establish a second home for Lancashire Cricket Club has excellent alignment with this strategy by ensuring that there is a thriving county network at the heart of the domestic game and will aim to broaden the demographic of players and followers in the Lancashire area. It will also be used to connect communities and improve the lives of residents and the wider community through delivering a positive social impact. The proposed second home for Lancashire Cricket Club and the cricket facilities developed will encourage a broader cross-section of Lancashire's population to discover cricket by making playing and following the game more accessible and increase participation in the sport.</p>
<p>(b) Planning for Sport Guidance (Sport England, June 2019)</p>	<p>Sport England's planning system plays a crucial role in providing access to high-quality facilities to promote accessible sport and physical activity across England. The guidance recognises the benefits of sport and physical activities to communities and encourages the provision of new spaces for sport and physical activity across the country. In particular, the planning guidance supports new provision such as the proposal in South Ribble and Lancashire for sport and physical activity which meets identified needs.</p>
<p>(c) National Planning Policy Framework (MHCLG, February 2019)</p>	<p>The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England. Section 6 of the NPPF (building a strong competitive economy) states that planning policies and decisions should create conditions in which businesses can invest, expand and adapt and stresses the need to support economic growth and productivity. A further principle of the NPPF is to improve health, social and cultural wellbeing for all, and deliver</p>

Table 2.1: Strategic context	
	<p>sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF covers the topic of healthy and safe communities. It prioritises the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.</p> <p>The proposals outlined in this report align with the NPPF priorities by seeking to improve health, social and cultural wellbeing for the South Ribble and Lancashire community as well as supporting economic growth and productivity.</p>
(d) Shaping our Future (Sport England, May 2020)	<p>Sport England’s <i>Shaping Our Future</i> strategy seeks to create integrated and resilient communities in the wake of Covid-19. It is focused on three core ambitions to create:</p> <ul style="list-style-type: none"> i. A stronger economy – boosted by the huge cost benefits of people with better mental and physical health, living in less divided communities; ii. A society where physical activity is the norm – powered by thriving grassroots groups and clubs up and down the country; and iii. Tackling inequalities – focused on groups in society that need more support to get active and stay active than others. <p>The lockdown measures imposed by the government in the wake of the Covid-19 pandemic in 2020 redefined sport as a necessity and a core priority in creating a healthier nation. In particular, the strategy aims to tackle inequalities in sport and physical activity, connecting with health and wellbeing and creating spaces and places for people to be more active and planning to make it more joined-up for people.</p> <p>The proposals for the second home for Lancashire Cricket Club in Lancashire align with the Sport England Strategy as it seeks to support community activity in cricket and provide a place to be more physically active for residents.</p>
(e) Lancashire LEP Strategic Economic Plan (SEP): <i>A Growth Deal for the Arc of Prosperity (March 2014)</i>	<p>Lancashire LEP’s strategic economic plan sets out the growth ambitions for the sub-region for the next 10 years, with a clear focus on realising the potential of the whole of Lancashire. The vision for Lancashire as an arc of prosperity recognises the contribution of Lancashire’s visitor economies and heritage assets and promotes job creation and housing growth in Lancashire. A second home for Lancashire Cricket Club in South Ribble will attract visitors to the South Ribble area, generate opportunities for increasing local spend and contribute to employment and GVA growth.</p>
(f) Redefining Lancashire: Our Approach to Recovery. (Lancashire authorities, June 2020)	<p>In June 2020, Lancashire’s local authorities prepared and submitted, to government, a recovery plan for Lancashire. The plan sets out both short term measures designed to support the county through the COVID-19 pandemic and longer term themes to be picked up as part of a strategic vision and plan for Lancashire. Tourism, leisure, health and wellbeing are among the key priorities and themes that were identified and which will be developed as part of an agreed Lancashire 2050 strategy. A leisure and visitor offer is also closely aligned to the emerging County Deal considerations.</p>

Table 2.1: Strategic context	
(g) Lancashire LEP Technical Education Vision	<p>By 2030, the Technical Education Vision for Lancashire aims to:</p> <ul style="list-style-type: none"> i. grow the productivity of Lancashire’s workers & businesses; ii. anticipate and respond to market and technology change, with provision driven by employer demand; iii. start with education and experiences at primary level and support individuals throughout working lives; iv. work to ensure providers and employers collaborate on the design and delivery of education and training; and v. provide a co-ordinated and joined up offer, through collective planning and management. <p>A key objective of the Technical Education Vision for Lancashire is to validate skills, knowledge & competency developed outside of classroom and provide engagement with industry in education at all ages and stages, with work-related learning and activities embedded in all schools (primary and secondary), colleges and universities. The proposed second home for Lancashire Cricket Club in Lancashire will directly contribute to providing education and wellbeing outside of the classroom and will provide the future workforce with skills that could aid their education, work life and life experiences.</p>
(h) Lancashire County Council Corporate Strategy	<p>Lancashire County Council’s strategy outlines the council’s plan to make Lancashire the best place to live, work, visit and prosper. It sets out its vision for Lancashire based on five objectives which are as follows:</p> <ul style="list-style-type: none"> i. Lancashire will be the place to live ii. Lancashire will be the place to work iii. Lancashire will be the place to prosper iv. Lancashire will be the place to visit v. Lancashire will be the place where everyone acts responsibly <p>Within this vision, the county aims to support people of all ages and abilities to learn and develop their skills, promoting healthier and longer lives, connecting communities, protecting and supporting vulnerable people, encourage residents and places to be more productive and promote Lancashire’s sporting attraction and local attractions.</p>
(i) Central Lancashire Core Strategy to 2026 Preston City Council, South Ribble Borough Council and Chorley Borough Council	<p>The purpose of the Core Strategy is to set the overall strategic direction for planning the area over the period 2010 to 2026, in line with national policies. A key part of the core strategy is to establish where major developments should be located so as to be sustainable, meet local needs and take full advantage of opportunities. Two specific policy areas within the Core Strategy are directly relevant to the development of a second home for Lancashire Cricket Club in Lancashire:</p>

Table 2.1: Strategic context	
	<ul style="list-style-type: none"> i. Policy 11 (Health and Wellbeing): to improve access to health care, sport and recreation, open green spaces, culture, entertainment and community facilities and services, including healthy food. ii. Policy 24 (Sport and Recreation): identify sites for major new facilities where providers have evidence of need.
(j) South Ribble Borough Council Local Plan (Adopted July 2015)	<p>Within South Ribble Borough Council’s Local Plan, the aim of promoting health, wellbeing, education and other community services and facilities is a high priority. Health and wellbeing is one of the local plan’s main cross cutting themes as many aspects of planning policy contribute to achieving and maintaining better health. The local plan’s objectives include:</p> <ul style="list-style-type: none"> i. To improve the health and wellbeing of all residents and reduce the health inequalities that affect deprived areas of the borough ii. To improve access to health care, sport and recreation, open green spaces, and community facilities and services, including access to healthy food iii. To create environments in South Ribble that help to reduce crime, disorder and the fear of crime, especially in the more deprived areas which often experience higher levels of crime <p>The proposals for Lancashire Cricket Club’s second home will promote health and wellbeing by creating a community provision for cricket facilities.</p>
(k) Central Lancashire Playing Pitch Strategy and Action Plan (December 2018)	<p>Central Lancashire’s Playing Pitch Strategy and Action Plan covers the three local authority areas of South Ribble, Chorley and Preston and provides a clear, strategic framework which ensures that the provision of outdoor playing pitches meets local and community needs of existing and future residents and visitors to the Central Lancashire area. Its core aim is “to create high quality, sustainable outdoor sports facilities which meet community need, increase participation, help tackle health issues and provide accessible, inclusive activities for Central Lancashire residents as part of an active lifestyle.”</p> <p>The Playing Pitch Strategy provides the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements in South Ribble and other areas of Central Lancashire. The Strategy and Action Plan highlights the need in South Ribble for sports sites, including cricket. The report suggests that there is currently a shortfall of cricket pitches equivalent to 82 matches per annum and is set to get worse. The proposals for the second home for Lancashire Cricket Club will ensure that there are enough facilities in the right place to meet current and projected future demand.</p>
(m) Myerscough College (July 2019)	<p>Myerscough College is a potential partner in the project and is a specialist land-based and sports college based outside of Preston. The college’s mission statement is “to become the leading provider of education in the land-based and sports sectors and the natural choice for students, industrial partners and research aspiring to success”.</p> <p>The core vision of the college is “to be the college of choice in the land-based and sports sectors”. The college’s strategic plan aims to:</p>

Table 2.1: Strategic context	
	<ul style="list-style-type: none"> i. continue to build and enhance its brand and reputation for excellence within the land-based and sports sectors ii. provide an outstanding teaching and learning experience iii. create opportunities for all to succeed iv. to deliver great value for money
(n) University of Central Lancashire strategy (2015-2020)	<p>The University of Central Lancashire (UCLAN) is also a potential partner and its strategy outlines the university's commitment "to helping people to make the most of their potential by benefiting from excellent higher education – whatever their background". As one of the UK's leading universities, UCLAN aims to support people from under-represented groups to access higher education.</p> <p>In particular, the university seeks to create positive change by prioritising the health and wellbeing of the wider community. The university is dedicated to deep-rooted engagement between the University and the wider communities of Preston, Lancashire and the North West.</p>

2.2 Socio-economic context

2.2.1 This section provides a summary overview of socio-economic conditions in South Ribble compared to the Lancashire and UK levels. The full detail of this socio-economic assessment is provided at Appendix A.

- i. Overall population growth in South Ribble has been well below national averages at just 1.8% over the last ten years compared to 4.5% at the Lancashire level and 6.9% nationally.
- ii. The working age population **declined** over the last ten years at both the South Ribble and Lancashire level (-4.3% and -0.4% respectively) whilst the national level working age population grew by 2.9%.
- iii. The proportion of South Ribble's population that is aged 65 and above has increased by 24% since 2010.
- iv. The population of South Ribble is set to grow by 4% by 2043 compared to over 8% nationally and over 6% at the Lancashire level. Crucially however, the working age population in South Ribble is set to **decline** by 3.4% over the same period which is in contrast to the forecasts for Lancashire and the country as a whole which will both see growth.
- v. Both South Ribble and Lancashire have seen strong GVA growth over the past 10 years (albeit from a relatively low base) with 12.3% and 9.5% respectively and compared to 4.3% nationally.
- vi. In South Ribble, in particular, strong growth has been seen in civil engineering, wholesale, real estate, food and drink production, utilities, storage/distribution and retail.
- vii. Strong growth in GVA is expected to continue over the next twenty years with the forecast for South Ribble exceeding that of Lancashire (30% and 26%) but both being lower than the national forecasts (38%).

-
- viii. Productivity (measured by GVA per workforce job) is very strong in South Ribble but less so throughout Lancashire (£56,687 and £44,345 respectively). Nationally, productivity stood at £52,182 of GVA per workforce job.
 - ix. South Ribble has added 6,000 jobs since 2009 which is an increase of 10% whereas the number of jobs only grew by 3% in Lancashire whilst the national average was 11.5%.
 - x. Of those residents who are economically active (i.e. in work or looking for work), 89% are employed which is significantly higher than Lancashire and the national average (77% and 76% respectively).
 - xi. At £439.10 per week, the median gross weekly earnings in South Ribble are higher than the average for Lancashire but lower than the national average (£428.50 and £482.10 respectively).
 - xii. Workplace earnings in South Ribble have grown by 26% since 2010 which is above the rate of growth for Lancashire and the national average (both 18%).
 - xiii. Unemployment in South Ribble is much lower than Lancashire and England with 1.9% of people receiving Universal Credit principally for the reason of being unemployed.
 - xiv. The proportion of workless households in South Ribble, at 7.8%, is also much lower than regional and national averages (14.1% in Lancashire and 13.9% in England).
 - xv. 46% of South Ribble residents are educated to degree level or above in comparison to Lancashire with 35% and England with 40%.
 - xvi. The business base in South Ribble has grown by 10% over the last ten years but this is lower than the average for Lancashire and England (15% and 29% respectively).
 - xvii. Overall, deprivation in the South Ribble has a relatively low ranking (210/324, average of the ranks for all domains) indicating low overall deprivation in the area. However, there is polarisation and pockets of deprivations in the South Ribble with 4% of LSOAs within South Ribble falling within the most deprived 10% nationally.

3 Project details

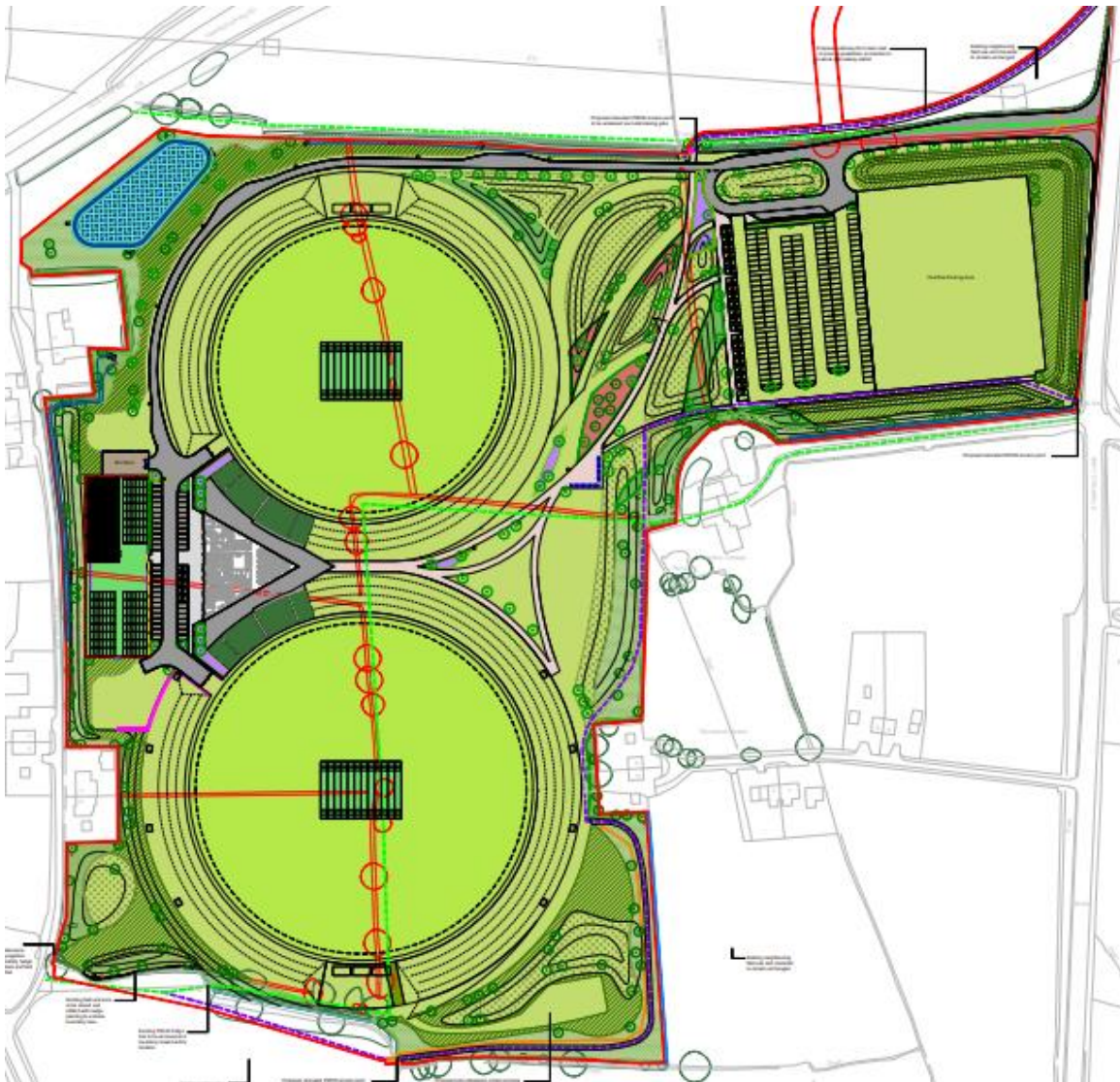
3.1 The concept

- 3.1.1 The proposals for a second home for Lancashire Cricket Club would be developed on land owned by Lancashire County Council and currently known as the Woodcock Estate in the Farington area of South Ribble (north of Leyland and south of Lostock Hall). The site would be adjacent to the major employment development site that is being brought forward known as the Lancashire Central site. The site is located close to the M65 and M6 motorway junctions whilst local rail stations (Leyland and Lostock Hall) are within close proximity. Preston city centre (and its mainline rail station) is less than 4 miles north of the site and can be reached in less than 15 minutes.
- 3.1.2 The site will include:
- i. Proposed cricket facility comprising two cricket ovals and associated pavilion building and spectator seating, covered cricket nets, access, parking, landscaping and associated works (including temporary event overlay facilities on ticketed match days).
- 3.1.3 Through AMION’s consultations with potential partners, it has emerged that there is interest in increasing and widening opportunities for community and educational use including maximizing usage by schools, colleges and universities and community groups. The analysis has assumed that this will be achieved.

3.2 Masterplan design

- 3.2.1 Lancashire County Council commissioned BDP to develop a masterplan framework for the site which is illustrated in Figure 3.1 below. The establishment of an ecological landscape buffer along the northern and western edges of the site, adjacent to the A582, creates a secluded aspect to the site, provides wildlife habitats, and incorporates semi-wetland environments which incorporate sustainable drainage and water management infrastructure.
- 3.2.2 The location of the cricket facilities at the heart of the site minimises the loss of trees and vegetation and provides a buffer from retained residential uses (there are a number of individual houses on the site), with community orientated cricket facilities located to the north of the site, and the ‘county standard’ pitch in a more secluded location to the south.
- 3.2.3 Vehicular access will be taken from the new link between the A582 and A5083. Permanent parking facilities will be located adjacent to the pavilion and to the north east of the site, with sensitively designed and well landscaped “event parking” areas to the north and west of the site.
- 3.2.4 New tree and wildflower planting, green spaces and sympathetic ecological landscaping will be added provide an attractive setting, encourage wildlife and provide screening for local residents. The scheme will also look to maximise sustainability benefits and opportunities for the low carbon agenda. The scheme is aiming to deliver an overall Biodiversity Net Gain.

Figure 3.1: Indicative masterplan framework



Source: Lancashire County Council

3.2.5 **The total budget for the project is currently assumed to be £14.5m excluding VAT which is indicative at this stage and subject to approval.**

3.3 Site activity

Lancashire Cricket Club

3.3.1 It is proposed that Lancashire Cricket Club would host the following at the site in Lancashire:

- i. the majority of its women's team fixtures;
- ii. the majority of its second team fixtures;
- iii. the majority of its academy cricket fixtures;

- iv. the majority of its 'age group' (junior) cricket fixtures – boys and girls;
- v. at least two first team county cricket fixtures (over four days);
- vi. two first team T20 matches (Vitality Blast); and
- vii. four first team 50-over matches (Royal London One Day Cup).

3.3.2 The site will be capable of accommodating matchday attendances of up to 5,000.

3.3.3 It is proposed that a number of Lancashire Cricket Club staff will be permanently located at the new site which could potentially include 7 staff related to the women's cricket team, a potential Academy Director, 4 part time pathway coaches, part time conditioning and physio staff to support the 2nd team and academy teams. In addition, there would be grounds/maintenance staff located at the site and operations management staff.

3.3.4 Casual staff will be required on match days/event days including operations, maintenance, stewarding, security, catering, bars whilst a contract could be negotiated with a local supplier of mobile food/drink units.

3.3.5 Using information provided by Lancashire Cricket Club, AMION Consulting estimates that the various fixtures could attract total attendance of 49,300 per annum (see Table 3.2 below) and that the club could employ circa 20 full time equivalent staff (see Table 3.3 below).

Table 3.1: Estimated cricket attendance at the Lancashire site			
Fixture type	No. of match days per annum	Attendance per matchday	Total attendance per annum
Women's fixtures	9	500	4,500
Second team fixtures	34	200	6,800
Boys and girls academy/age group fixtures	80	50	4,000
First team county championship	8	2,000	16,000
First team Vitality Blast fixtures (20 overs)	2	5,000	10,000
Royal London One Day Cup fixtures (50 overs)	4	2,000	8,000
Total	125		49,300

Source: AMION interpretation of Lancashire Cricket Club indicative data

Table 3.2: Lancashire Cricket Club employment	
Role	No. of FTE
Grounds maintenance	3.0
Facilities maintenance	0.5
Director of women's cricket	1.0
Women's head coach	1.0
Professional players (women)	4.0
Administration	0.5

Academy director	1.0
Pathway coaches	2.0
Physiotherapist	0.5
Conditioner	0.5
Ground operations manager	1.0
Matchday casual staff (stewards/catering/bars)	4.8
Total	19.8

Source: AMION interpretation of Lancashire Cricket Club indicative data

Community and partnership activity

- 3.3.7 Lancashire Cricket Foundation (Lancashire Cricket Club’s community and charitable arm) aims to, “...grow the game by providing everyone in Lancashire with the best cricket experiences in the world.” The foundation is already very active across the north west of England and it is anticipated that the South Ribble site will become a hive of community, amateur, school, college and university activity.
- 3.3.8 It is proposed that one of the pitches will be dedicated to community use and training purposes and will provide a facility which can be used all year round, linking in with other programmes run by the Lancashire Cricket Foundation.
- 3.3.9 To understand the level of activity and impact that might be associated with community activity, AMION has held several consultations with interested parties.
- i. **Schools and community clubs** – it has been difficult to predict the level of activity that might be generated on-site from schools but it is clear from discussion that the opportunity to use the site and engage in different ways with Lancashire Cricket Club would be very well received amongst both primary and secondary schools and for both boys and girls. Activity could include tournaments, competitive fixtures, inter school competitions, sports days, coaching and taster sessions. In terms of community clubs, a Playing Pitch Strategy and Action Plan developed at the Central Lancashire level in 2018 concluded that there was an under-provision of cricket pitches across South Ribble, Chorley and Preston. At that time, it was estimated that the under-provision equated to 82 matches per annum which would rise to 110 matches per annum and the proposed community pitch could certainly accommodate some of this demand. **Lancashire Cricket Club have estimated that around 50 club/community/school matches could be accommodated each year per annum which could see c.5,000 people attending the site per annum (100 people per match including parents/spectators).**
 - ii. **Myerscough College** – is an existing partner of Lancashire Cricket Club running specialist cricket training from Emirates Old Trafford but it has its main campus just north of Preston and has expressed a very strong interest in the new site. Myerscough College and University Centre Myerscough currently delivers specialist cricket training including Level 3 BTEC Cricket Studies and Foundation Degree (Science) Cricket Coaching and Performance. Students can then study for an extra year at the University of Central Lancashire to achieve a full Sports Science honours degree. The college already recruits from a wide area to its sites at Emirates Old Trafford and Bilsborrow but the addition of

this facility will strengthen cricket training within the Lancashire boundaries and would also help the college to recruit not only Lancashire students but also from further afield who could live in residential student accommodation (at Bilsborrow) from aged 16 upwards. Students studying cricket at the Bilsborrow campus use the college's indoor cricket training facilities but do not have their own home pitch or outdoor cricket practice areas. This new site could offer the opportunity for Myerscough College to have a base for its home matches and a place for future outdoor specialist cricket training. The new centre could also provide potential opportunities for other community development and engagement work. The centre could provide opportunities for traineeship programmes for young people who might otherwise be not in education, employment or training (NEET) and could be a base for apprenticeship provision (covering more than just sport and including construction and hospitality). In addition, the college could work in partnership with the club exploring opportunities around sports ground maintenance, providing an end point assessment facility for cricket ground sportsturf apprentices, undertaking joint research into sportsturf and the impact on players of different surfaces and providing work placement opportunities for sportsturf students. **We have assumed that 30 – 50 students per annum would be engaged in cricket activity at the site via Myerscough College and 5 apprenticeships/traineeships. The various college cricket teams could illustratively play between 10 and 20 fixtures per annum which could see between 1,000 and 2,000 people visiting the site for matches.**

- iii. **Other Lancashire colleges and post-16 providers** – engagement with other further education colleges and post-16 providers could provide relevant courses and learning opportunities in hospitality, grounds maintenance, landscaping etc.
- iv. **Young people not in education, employment or training (NEETS)** – the construction and operation of the site will present a range of opportunities to engage with this group. Sport has been proven to engage with hard-to-reach groups and since 'NEETS' is a priority area for Lancashire County Council, opportunities to engage with this group will be embedded into the project at all stages.

4 Benefits assessment

4.1 Overview

- 4.1.1. An economic impact model has been developed for the proposals described in Section 3. The project proposals are expected to generate a range of benefits for the local and wider economy. The economic impact assessment has sought to quantify these benefits, both in terms of the gross and net additional impact at the South Ribble and Lancashire levels.
- 4.1.2. The economic impact assessment has estimated both the gross and net additional impact of the project through consideration of who is likely to secure the benefits generated, the level of activity that might be displaced and potential multiplier effects. The approach to calculating additionality is described further below.
- 4.1.3. The key benefits of the proposals are expected to include:
- i. employment and GVA created during both the construction and operational phases of the development, (primary effects);
 - ii. additional economic activity resulting from supply linkage and income multiplier effects (secondary effects);
 - iii. broader indirect and induced impacts of the projects in relation to generating additional economic activity and supporting business growth; and
 - iv. a range of wider social value impacts including health, wellbeing, recreational and amenity.

4.2 Assessment of additionality

- 4.2.1 Of key importance in assessing the impact of the project on the local and wider economy is the extent to which new activity is truly additional, in other words it does not simply displace existing activity. Furthermore, it is important to understand who is likely to benefit from the impacts generated. In order to assess the net additional impact of the proposals and overall anticipated additionality of the project, the following factors have therefore been considered:
- i. **leakage** – the proportion of outputs that benefit those outside of the project’s target area or group;
 - ii. **displacement** – the proportion of project outputs accounted for by reduced outputs elsewhere in the target area;
 - iii. **multiplier effects** – further economic activity associated with additional local income and local supplier purchases; and
 - iv. **deadweight (the reference case)** – outputs which would have occurred without the project.
- 4.2.2 The approach to assessing the net additional impact of a project, taking into account the above adjustments, is shown diagrammatically in Figure 4.1. For the purposes of this assessment, the

additionality of the project has been considered at the South Ribble and Lancashire levels, informed by best practice guidance.

Figure 4.1: Net additional impact



4.2.3 It should be noted that not all of the additionality factors will apply to each of the benefits identified below. In terms of jobs created, it might not be necessary to adjust for leakage if the assessment is only concerned with the number of jobs generated and not who is likely to access these new employment opportunities. Similarly, the adjustments for additionality will depend on whether the assessment is of the impact on the economy or the social value (wellbeing) generated for local residents.

4.3 Economic benefits

Overview

4.3.1 The economic benefits of the project will principally relate to employment created by the cricket club. This will generate new economic activity during both the construction phase and operational phase (in other words, when the cricket centre becomes occupied). The key benefits will include additional investment, the creation of new employment opportunities and increased economic activity (as measured through GVA).

4.3.2 Beyond these direct benefits, the proposed activities on-site are likely to have a beneficial economic impact by helping South Ribble and Lancashire to become a more attractive place to

invest, work, live and visit. These impacts are harder to quantify, particularly at this early stage, albeit consideration is given to their social value impact in the following section.

Construction phase impact

- 4.3.3 Preliminary construction budgets have been provided to AMION from Lancashire County Council and Lancashire Cricket Club.
- 4.3.4 Total project expenditure is assumed to be £14.5m at this preliminary stage. This construction expenditure has been used as the basis for calculating the number of temporary construction jobs generated through the proposals. A labour coefficient of 10.7 workers per £1m of expenditure on non-housing projects¹ has been applied to the construction spend figures to derive an estimate of the gross number of person years of employment supported during the construction phase.
- 4.3.5 The anticipated construction expenditure of £14.5m would support 155 person years of construction related employment (the equivalent of 155 people being employed on a full-time basis for 12 months). On the basis of the standard convention that each permanent job equates to ten person years of temporary employment, this would be equal to 15.5 full-time equivalent (FTE) jobs.

Table 4.1: Construction phase impacts (temporary)	
	Gross impacts
Construction phase capital expenditure	£14.5 million
Average spend per person year of employment	£93,458
Gross temporary employment (person years)	155

- 4.3.6 To estimate the net additional impact during the construction phase, an allowance has been made for displacement and multiplier effects (leakage is considered as part of the assessment of local jobs in Section 4.4). The proposals could lead to some displacement of construction activity, particularly at the Lancashire level. A displacement rate of 20% has been applied at the South Ribble level, with a higher rate of 30% assumed for the Lancashire area as a whole.
- 4.3.7 Alongside directly supporting employment through the design and delivery of construction works, the construction phase will also result in supply side (indirect) benefits, including through, for example, the purchase of construction equipment and supplies. In addition, there will be induced effects through construction employee spend on goods and services locally. To take account of these effects, a multiplier of 1.15 has been assumed for South Ribble and 1.3 for the Lancashire level, informed by national guidance and benchmarks, including the HCA's Additionality Guide, and reflecting the structure of the local economy.
- 4.3.8 After adjusting for displacement and multiplier effects, it is estimated that the project would support the creation of 143 net additional person years of construction employment in South Ribble, generating £9.98 million of GVA. If additionality is assessed at the Lancashire level, the net additional impact would be some 155 person years of employment and £10.84 million of GVA over the construction phase as a whole.

¹ HCA (now Homes England), Calculating Cost Per Job: Best Practice Note, 2015

Table 4.2: Construction phase – net additional impact – 1 year temporary effects		
	South Ribble	Lancashire
Gross temporary employment (person years)	155	155
Indirect and induced effect	23	47
Total direct, indirect and induced employment	178	202
Displacement effect	-36	-47
Net additional temporary employment (person years)	143	155
Net additional GVA	£9.98 million	£10.84 million

Operational jobs – onsite employment

- 4.3.9 The number of gross operational jobs that will be accommodated through the delivery of the project has been calculated based on preliminary estimates provided by Lancashire Cricket Club.
- 4.3.10 Based on the information provided to AMION Consulting, 19.8 FTE jobs are projected for the site once operational. (see Table 3.2 in Section 3).
- 4.3.11 However, the number of actual jobs created will be higher once part-time workers are taken into account – for example, one FTE job may actually support, say, two part-time workers. Typical benchmarks would suggest that 19.8 FTE might actually translate into 30 actual jobs including both full and part-time jobs.
- 4.3.12 As with the construction phase, in order to estimate the net additional employment impact, adjustments have again been made for displacement and multiplier effects.
- 4.3.13 It could be argued that some of the Lancashire Cricket Club roles already exist which would represent deadweight. However, since these roles would transfer from Greater Manchester to Lancashire and this assessment is at the Lancashire level, deadweight is zero and at this spatial level, the jobs are considered additional.
- 4.3.14 In terms of displacement, the cricket employment is entirely unique and is unlikely to cause any displacement at either the South Ribble or Lancashire level and zero displacement has been assumed.
- 4.3.15 As well as the creation of new jobs on-site, the operation of a cricket and sports venue has associated consequences in terms of generating additional employment through the supply chain (indirect effects). The direct and indirect effects of new investment also generate additional employee spend on local goods and services, supporting further job creation (induced effects). To estimate the scale of the potential multiplier effects, reference has again been made to additionality benchmarks. Based on the uses proposed, composite multipliers of 1.28 and 1.43 have been assumed at the South Ribble and Lancashire levels respectively.
- 4.3.16 On the basis of the additionality adjustments outlined above, the project has the potential to create some 25.3 net additional FTE jobs within South Ribble (or 28.3 net additional FTE jobs if

additionality is assessed at the Lancashire level). This could equate to 38 actual jobs once part-time working is taken into account (or 42.5 at the Lancashire level). The results of the analysis are summarised in Table 4.3.

Table 4.3: Operational phase – net additional employment		
	South Ribble	Lancashire
Gross direct employment (FTE)	19.8	19.8
Indirect and induced effect (FTE)	5.5	8.5
Total direct, indirect and induced FTE jobs	25.3	28.3
Displacement effect (FTE)	0.0	0.0
Net additional FTE jobs	25.3	28.3
Net additional full time/part time jobs	38.0	42.5

Operational jobs – offsite visitor expenditure

- 4.3.17 In addition to the onsite employment, Lancashire Cricket Club’s second home will generate economic impact in the local area by attracting spectators who will spend money in hotels, bars, cafés, restaurants, shops, taxis, car parks and other businesses which in turn supports employment.
- 4.3.18 It is estimated that almost Lancashire Cricket Club could attract attendance of almost 49,300 for it proposed mix of fixtures. AMION has assumed that 10% of these visitors will stay overnight in South Ribble/Lancashire and 90% will be day visitors.
- 4.3.19 Given that this the cricket activity is entirely new activity into Lancashire, deadweight and displacement are assumed to be zero.
- 4.3.20 After making an allowance (of £10) for expenditure that visitors might make on site for merchandise, food and drink, it is estimated that the visitors to Lancashire Cricket Club’s second home will spend a total of £1.46m with other businesses in the local area.
- 4.3.21 This £1.90m of off-site visitor expenditure has been converted to FTE jobs by employing a metric derived from Visit Britain² which asserts that £54,000 of visitor expenditure (at 2013 prices) is required to support 1 FTE job. This would suggest that (after allowing for inflation to today’s prices) off-site visitor expenditure could support up to 23.3 full time equivalent jobs in Lancashire (assumed 40% with businesses in South Ribble and 60% in either Preston or Chorley).
- 4.3.22 In addition to the 23.3 full time equivalent jobs that are supported through visitors’ off-site expenditure, further employment arises as a result of additional rounds of expenditure in the economy. In other words, businesses within the local visitor economy make further supply chain purchases and their employees make further purchases.
- 4.3.23 The project has the potential to create 13.3 net additional FTE jobs within South Ribble or 33.3 net additional jobs at the Lancashire level. This could equate to 50 actual jobs once part-time working is taken into account (20 at the South Ribble level).

² Tourism: jobs and growth - The Economic contribution of the tourism economy in the UK; Deloitte and Oxford Economics for Visit Britain; 2013

Table 4.4: Operational phase – employment derived through off-site visitor expenditure		
	South Ribble	Lancashire
Gross off site employment (FTE)	9.3	23.3
Indirect and induced effect (FTE)	4.0	10.0
Total direct, indirect and induced FTE jobs	13.3	33.3
Deadweight/displacement effect (FTE)	0.0	0.0
Net additional FTE jobs	13.3	33.3
Net additional full time/part time jobs	20.0	50.0

Operational phase GVA

- 4.3.24 An assessment has been undertaken of the net additional GVA generated as a result of the operational jobs expected to be created through the project. This has been based on the FTE job estimates and average GVA per FTE job figures for the recreation sector. The GVA per FTE job figures have been sourced from Experian local market forecasts for South Ribble. Overall, it is estimated that the proposed development, once fully occupied, could generate £1.34 million of net additional GVA per annum in South Ribble. The net additional GVA impact at the Lancashire level would be approximately £2.14 million per annum.

Table 4.5: Operational phase – net additional GVA per annum		
	South Ribble	Lancashire
Net additional FTE jobs – onsite employment	25.3	28.3
Net additional FTE jobs – off-site visitor expenditure	13.3	33.3
Total net additional FTE jobs – direct, indirect and induced	38.6	61.6
Average GVA per FTE job in recreation in South Ribble	£34,667	£34,667
Net additional GVA per annum	£1.338 million	£2.135 million

4.4 Social value impacts

Overview

- 4.4.1 The preceding section encompassed an analysis of the standard economic benefits associated with new development. These benefits are important in understanding the overall impact on the local economy. However, it has become widely recognised at both a policy and delivery level that in order to obtain a complete picture of the benefits of a project or programme the wider social value impacts also need to be considered. There are a number of alternative definitions of social value, but typically such impacts are of a more intangible nature and linked to concepts such as wellbeing and quality of place.

Jobs and economic growth

- 4.4.2 The project will create a number of new jobs in South Ribble and Lancashire and many of these jobs will be taken up by local residents, helping to generate increased economic activity, retain

skilled people within the area and bring more people into employment. Despite the overall relative strength of the South Ribble economy, there are still communities within the borough and county suffering from severe levels of income and employment deprivation. The project proposals will help to support the regeneration of these neighbourhoods, providing a range of accessible and high-value jobs. However, it should be recognised that a small number of the Lancashire Cricket Club (operational) jobs will transfer from Greater Manchester and will therefore not be available to local residents in the first instance.

- 4.4.3 Lancashire County Council has a Strategic Partnering Agreement (SPA) with a construction company based in Preston, the Eric Wright Group (EWG). This partnership enables the various divisions of Eric Wright Group to undertake an extensive range of economic and community regeneration projects across Lancashire and across all local authorities in Lancashire (including South Ribble). The board of the SPA have approved the use of Eric Wright Construction to develop and deliver the project. During the construction project, the Eric Wright Group will therefore use a significant amount of local labour, engage with well-established local supply chains and create meaningful apprenticeships and training opportunities for local people. In addition, the Eric Wright Group is 100% owned by the Eric Wright Charitable Trust which means that all dividends from the profits of the Eric Wright Group are paid to the Charitable Trust which in turn funds good causes and charities all over Lancashire and the North West.
- 4.4.4 Data from the Eric Wright Group (August 2020) indicates that over 70% of labour on projects is sourced locally and almost 90% of their supply chain work packages are let to local businesses.
- 4.4.5 To calculate the possible level of employment opportunities generated for local people, reference has been made to Census origin destination data as well as the information provided by Eric Wright Group. In total, it is estimated that of the 143 net additional person years of employment supported through construction activity, some 89 would go to residents of South Ribble. Once operational it is estimated that 12 of the 20 operational jobs could be taken by local residents (some of the employment will be highly specialised such as cricket coaches).
- 4.4.6 The increase in economic activity and investment will have knock-on effects in terms of the local supply chain, as well as supporting the growth of local services and facilities through the attraction of additional expenditure. It is estimated that the construction associated with the project proposals could generate around £3.35 million of indirect and induced expenditure in the county. **A further £0.2 million of supply chain and employee spend could be produced in the county per annum as a result of the proposals.**
- 4.4.7 The construction activity from the implementation of the project also provides a real opportunity to increase skills in the area. Based on the anticipated construction spend and assumptions relating to labour costs, average wages and new entrants, **it is estimated that 541 person weeks of training could be provided (the equivalent of a year of training for 10 people)**. In terms of apprenticeships, the typical benchmark is at least one additional apprenticeship for every £1 million of construction expenditure. This would result in **a total of 14 apprenticeships over the course of the construction phase.**

Health and wellbeing

- 4.4.8 The project is rooted in health and wellbeing with sport, physical activity and leisure at its core. Improving health and wellbeing is a key priority for the County Council. It is well recognised that increased activity through sport and leisure can play an important role in enhancing a person's

psychological and physical health. As well improving physical fitness, participation in such activities can help to generate a sense of pride, engender a ‘feel good’ factor and increase self-esteem.³

- 4.4.9 A Sport England study⁴ estimated that the annual GVA generated by participation in sport was £11.78 billion which equated to £11.13 for each participation whilst the annual GVA generated by spectator sports was £1.1 billion which equated to £14.67 per attendance. Overall, on the basis of these assumptions, it is estimated that attendance at cricket events and community/education participation in cricket activity (all set out in Section 3) could generate a **wellbeing value of around £0.81m.**

Engaging new audiences in cricket

- 4.4.10 A major element of the project is to extend the reach and appeal of cricket as both a participatory activity and spectator event. It is an objective of both the England Cricket Board (ECB) and Lancashire Cricket Club to develop the game amongst women, children, younger people, BAME communities and those with disabilities.
- 4.4.11 Although it is difficult, at this stage, to quantify precisely the impact of expanding the game of cricket amongst women, BAME communities and disabled people, nevertheless, it is an important objective of the project.
- 4.4.12 In terms of **women’s cricket**, national participation is growing strongly (albeit from a low base) with 216,000 women now playing the game out of 2.5m players in total (at all levels). 2,500 girls played county age group cricket in 2019 and there are now 8 women’s teams playing at an elite domestic level (2020 Flint Trophy) with Lancashire being one of these. By investing in facilities, launching centres of excellence, investing in girls’ county age group cricket and delivering a girls’ secondary schools programme, the ECB aims to increase participation and attendance amongst women. In a similar way, Lancashire Cricket Club aims to increase women’s participation and attendance at all levels of cricket and this new facility will play a central role in this with the new site becoming a centre of excellence for women’s cricket.
- 4.4.13 In terms of **BAME communities**, both the ECB and Lancashire Cricket Club have committed to increasing participation and attendance amongst Britain’s South Asian communities since there is a historic connection with cricket in India, Pakistan, Bangladesh and Sri Lanka. Over 30% of the playing base in England is of South Asian origin but there are a number of barriers that prevent people from these communities from fully engaging with cricket and particularly with its professional and elite elements. The new Lancashire site will be a hive of community and participatory activities and will enable significant growth in the engagement of people from Lancashire’s South Asian communities in cricket.
- 4.4.14 Both ECB and Lancashire Cricket Club aim to increase participation in **disability cricket** with Lancashire already operating several disability teams. The new site will enable Lancashire Cricket Club to build on its existing strengths in disability cricket and expand and develop to encourage new players.

³ Sport England (2013), Economic value of sport in England

⁴ Sport England (2013), Economic value of sport in England

5 Summary of benefits

5.1 Overview

5.1.1 This report has sought to offer an assessment of benefits of the proposed investment in the South Ribble district of Lancashire of a second home for Lancashire Cricket Club. The approach has been to consult with partners and review the economic baseline of the area leading to an analysis of the expected quantifiable outputs and outcomes at the South Ribble and Lancashire geographic levels.

5.1.2 The methodology for the assessment of economic impacts and social value is described in Sections 1.2, 4.1 and 4.2 above.

5.2 Benefits in summary

5.2.1 The assessed benefits are summarised in Table 5.1 below.

Table 5.1: Summary of benefits of the proposed second home of Lancashire Cricket Club		
	South Ribble	Lancashire
Economic impacts - Construction phase		
Gross temporary employment (person years)	155	155
Net additional temporary employment (person years)	143	155
Net additional GVA (temporary)	£9.98 million	£10.84 million
Economic impacts - Operational phase		
Gross FTE jobs	25.3	28.3
Net additional FTE jobs	13.3	33.3
Net additional full time/part time jobs	38.6	61.6
Net additional GVA per annum	£1.338 million	£2.135 million

5.2.2 In addition, the social benefits of the proposal for the county include:

- i. local supply chain benefits – construction phase – estimated £3.35m indirect and induced expenditure;
- ii. local supply chain benefits – operational phase – estimated £0.2m per annum indirect and induced expenditure;
- iii. an estimated 541 person weeks of construction skills training;
- iv. an estimated 14 apprenticeships in the construction phase;
- v. new professional standard facilities for the club and a valuable asset for the local community with multiple benefits to health and wellbeing;

- vi. increased levels of health and wellbeing associated with increased levels of participation in sport and leisure induced by the facility – quantified as being worth around £0.81m per annum;
- vii. increase in education and training opportunities for Lancashire and wider students in further and higher education institutions;
- viii. increase in options for sporting activities in primary and secondary schools;
- ix. an increase in sporting and small event facilities, leading to greater levels of sports participation, education and community events;
- x. visitor attendance of around 50,000 per annum to Lancashire Cricket Club’s various fixtures which will have tourism benefits for South Ribble and Lancashire;
- xi. an improved image for the county arising from the investment by and presence of a major elite sporting brand; and
- xii. the opportunity to create special and bespoke sports participation facilities for women, BAME communities and people with disabilities.

6 Benefit realisation

6.1 Introduction

6.1.1 Using the information set out above, Lancashire County Council have made further estimates of the potential social value of the project in both the construction and operational phases. In doing so, Lancashire County Council have used metrics from the National Themes Outcomes and Measures Framework with social value derived from Government Office unit costs to ascribe a financial value for specific outputs.

6.1.2 The key social value outputs have been broken down by the Lancashire Skills and Employment Framework's thematic areas which are:

- i. future workforce;
- ii. inclusive workforce; and
- iii. skilled and productive workforce.

6.1.3 Lancashire County Council have also set out some initial ideas around the monitoring and evaluation of these social value outputs.

6.2 Works phase (construction)

6.2.1 Lancashire County Council have estimated that the total social value associated with the works phase could amount to £8,182,509.

Table 6.1: Works phase – social value forecast by Lancashire County Council			
Thematic area	Metric	Profiled	Indicative social value
Inclusive workforce	Number of employment jobs created/sustained through construction phase activity (FTE)	155	£4,514,406
Skilled and productive workforce	Number of apprenticeships/training weeks (16-18 year-olds and adults) – based on the equivalent of 13 FTE apprentices	728 training weeks	£163,123
	Commitment to workforce planning and investment in training of employees	541 training weeks	£154,980
Local economic benefits	Local procurement and commissioning of local SMEs and social enterprises/third sector organisations	90% of supply chain packages procured locally	£3,350,000
Total			£8,182,509

Source: Lancashire County Council

6.2.2 During the construction phase, the social value and employment and skills targets should ideally be agreed with the principal contractor, Eric Wright Group, prior to commencement on site. These targets should be shaped using established sector specific methodology to reflect the size, duration and nature of the project.

- 6.2.3 Lancashire Skills and Employment Hub will work with the contractor to broker links with the enterprise advisor network and local schools and colleges to promote careers in engineering and construction through careers events, STEM activity and providing site visits, work experience and ‘taster days’.
- 6.2.4 The project will also support a number of invaluable work placement opportunities for young people from the area. These opportunities will be geared toward providing pupils undertaking the Technical Education qualifications with sector specific high quality industry placements.
- 6.2.5 In addition, the project provides an opportunity to deliver a wide range of pre-employment and target employment initiatives to engage residents with multiple barriers to entry to the workforce.
- 6.2.6 Lancashire Skills Hub team are ideally placed to work closely with the contractor’s site-based project team to identify apprenticeship opportunities with the principle contractor and within the wider supply chain when packages are let.

6.3 Operation phase

- 6.3.1 Lancashire County Council have estimated that the total social value associated with the operational phase could amount to £1,805,799.

Table 6.2: Operational phase – social value forecast by Lancashire County Council			
Thematic area	Metric	Profiled	Indicative social value
Future workforce	Number of operational phase work experience placements for 15-18 year-olds at Lancashire schools and colleges	30	£10,123
Inclusive workforce	Number of employment jobs created/sustained through operational phase activity (FTE)	62	£1,795,676
Total			£1,805,799

Source: Lancashire County Council

6.4 Future monitoring and evaluation

- 6.4.1 Lancashire County Council will map the profile for delivery of social value outputs to project labour resource data and key project milestones and captured through an agreed Employment and Skills Plan.
- 6.4.2 The Employment and Skills Plan will set out the key KPI deliverables along with a method statement detailing how and when each commitment will be delivered, which local partner organisations, schools, colleges will be involved and the frequency of reporting.
- 6.4.3 The Lancashire Skills Hub Employment and Skills Coordinator will work closely with the project/contractor’s nominated Community Relations Manager to identify opportunities with the principal contractor and wider supply chain. The Skills Hub’s Skills and Employment Coordinator will be ideally placed to provide a link between local schools, colleges, universities and pre-

employment providers and the Community Relations Manager to ensure that opportunities within the supply chain are identified prior to commencement on site.

- 6.4.4. Performance will be monitored on a quarterly basis throughout the construction phase of the project and annually thereafter during the operational phase of the project.

Appendix A – Economic baseline

A1 Overview

A1.1 Prior to considering the socio-economic effects of the project, it is necessary to establish a clear understanding of baseline socio-economic conditions within the geographical areas relevant to the site. The baseline analysis has focused on the South Ribble district, reflecting the location of project whilst trends in the change over time of key socio-economic indicators have been analysed and compared to Lancashire county-level and national benchmarks.

A1.2 The following indicator groups have been assessed:

- population and demographics;
- economic performance (Gross Value Added and productivity);
- employment (economic activity rate and sectoral employment analysis);
- local labour market (resident employment by occupation, resident earnings and qualifications);
- unemployment and worklessness;
- business demographics; and
- deprivation.

A2 Population and demographics

Population

A2.1 In 2019, the population of South Ribble stood at 110,788, which represents 9.1% of the total population of Lancashire. The population of South Ribble has grown 1.8% since 2010, as an additional 1,942 people now reside in South Ribble. The population growth rate from 2010-2019 of South Ribble was below both the Lancashire and national change, as shown in Table A.1 below.

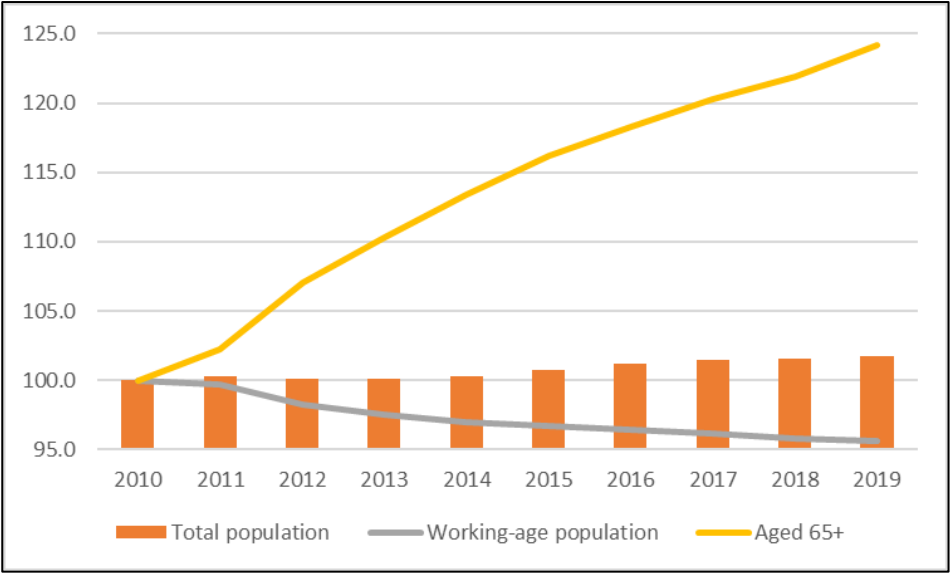
Table A.1: Total population			
	2010	2019	% Change
South Ribble	108,846	110,788	1.8%
Lancashire	1,167,579	1,219,799	4.5%
England	52,642,452	56,286,961	6.9%

Source: 2011 Census, 2019 mid-year population estimates

A2.2 The working age population (16-64) of South Ribble stood at 66,813 in 2019, which equates to 60.3% of the total population of South Ribble. The working-age population of South Ribble declined by 4.3% for the period 2010-2019. The working-age population of Lancashire also declined by 0.4%, in contrast to the working-age population of England which grew by 2.9% during the same period.

A2.3 Figure A.1 shows the indexed growth in the total, working aged and aged 65 and over populations for South Ribble. The graph shows the diverging trends in the population demographics of South Ribble. Over the period, the total population has remained largely stable, increasing by 1.8%. In contrast, the proportion of the population that are of working-age (16-64) has declined over the same period and the proportion of South Ribble’s population that is aged 65 and above has increased by 24.2% since 2010.

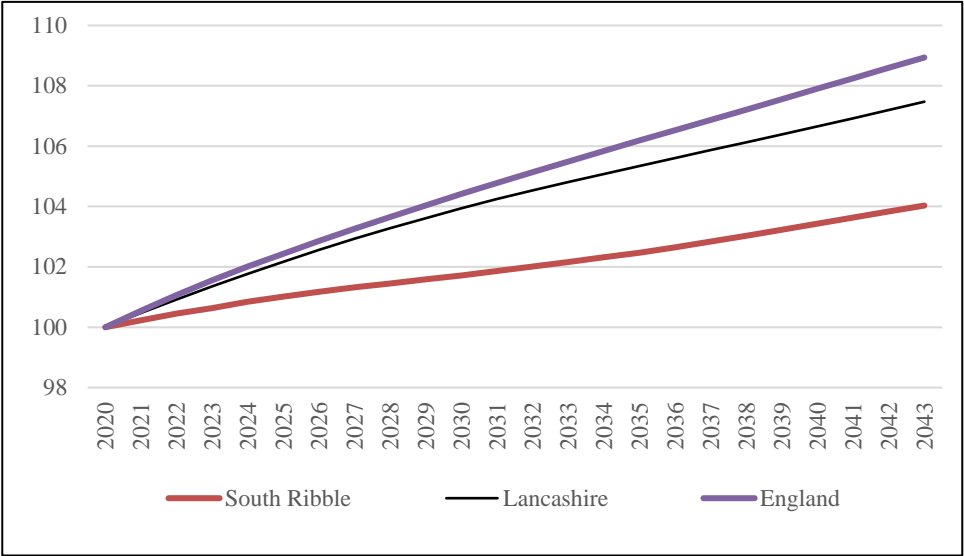
Figure A.1: Change in the South Ribble working age population 2010-2019



Source: ONS population estimates

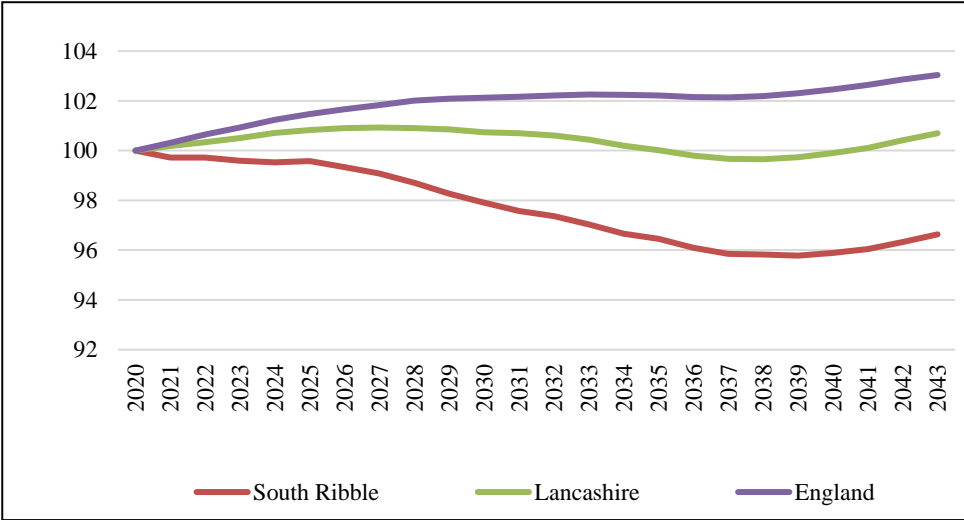
A2.4 The population in South Ribble is expected to increase over the next twenty years, although at a slower rate than Lancashire and UK level. Over the next 20 years, the overall population in South Ribble is set to increase by approximately 4%. However, as a share of the total population, the working age of South Ribble is set to decline by 3.4%, in contrast to the increase in the working age population at Lancashire and UK level during the same period, as shown in Figures A.2 and A.3.

Figure A.2: total population growth forecast 2020-2043



Source: ONS population estimates

Figure A.3: working age population growth forecast 2020-2043



Source: ONS population estimates

- A2.5 Closer analysis of the projections shows a shift in South Ribble’s profile with:
- i. a decline in the number of 0-15-year olds from 2020-2043 of 4.3% which is a greater decline than all comparator areas;
 - ii. a decline in the working-age population of 3.4% which is in contrast to the other comparator areas; and
 - iii. an increase in the population aged 65+ by 31.6% which is less than the comparator areas.

A3 Economic performance

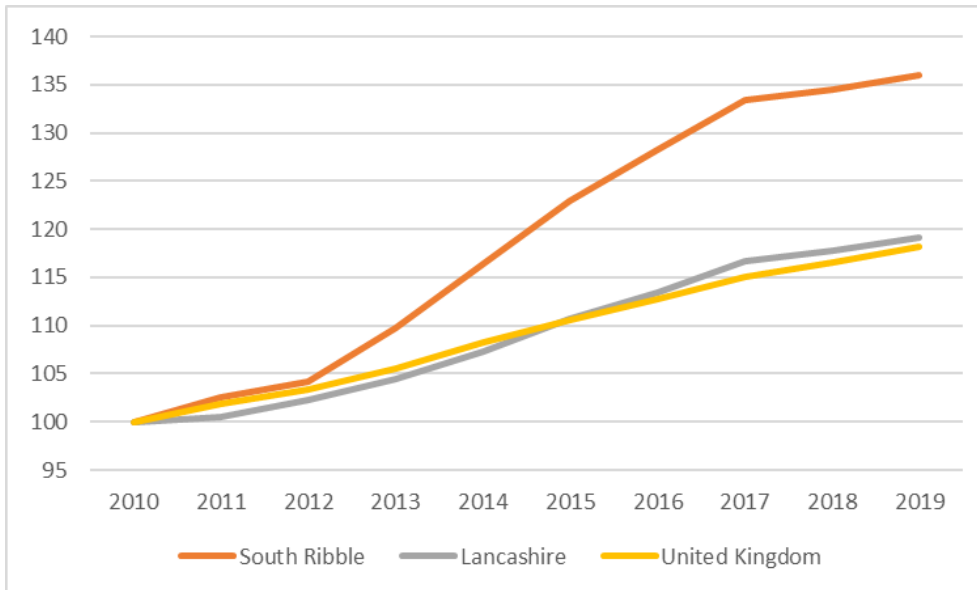
GVA

A3.1 Table A.2 below shows the level of economic output generated by South Ribble and comparator areas in 2010 and 2019 and the percentage change compared with Lancashire and the UK. South Ribble’s Gross Value Added (GVA) stood at £3.6 billion in 2019, which represent a 12.3% growth in output since 2010. This compares to GVA growth of 9.5% in Lancashire and 4.3% nationally during the same period– see Figure A.4.

Table A.2: Change in GVA (£millions)			
Counties	2010	2019	% Change
South Ribble	2,717	3,696	12.3%
Lancashire	27,867	33,188	9.5%
England	1,577,000	1,863,100	4.3%

Source: AMION analysis of Experian data

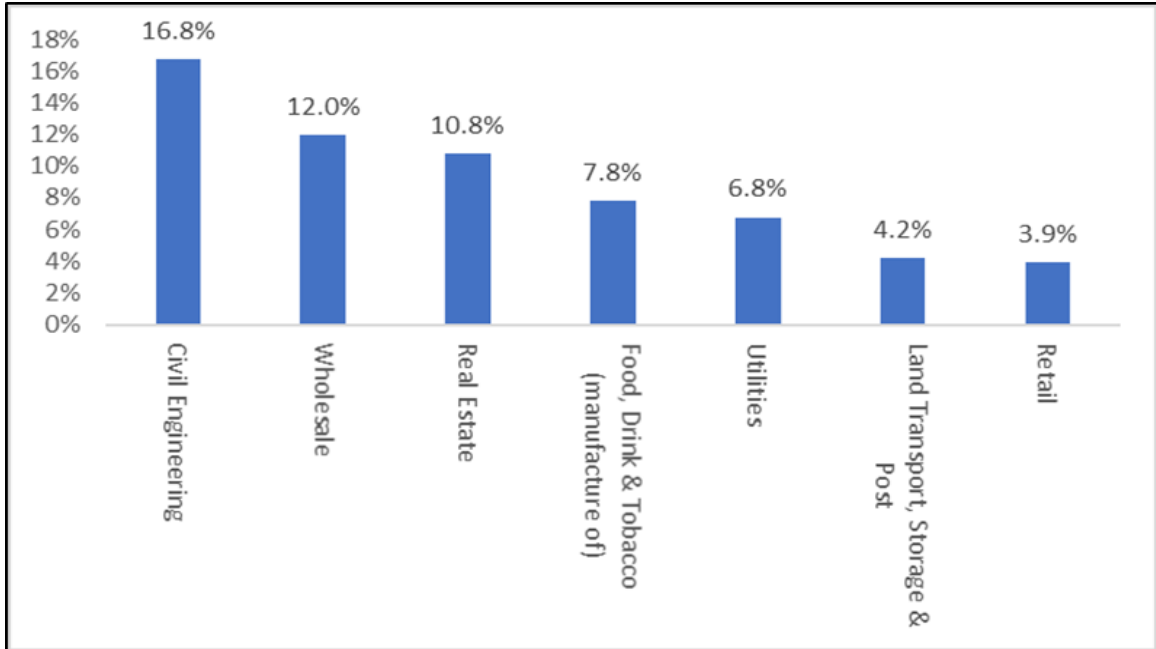
Figure A.4: Change in GVA 2000-2019 (=100)



Source: AMION analysis of Experian data

A3.2 Figure A.5 shows the top sub-sectors, by their contribution to GVA, for South Ribble. In 2019, the civil engineering sector in South Ribble contributed £619.5 million to the area’s output, representing 16.8% of the total GVA for the area.

Figure A.5: GVA by sub-sector – top contributors 2019



Source: AMION analysis of Experian data

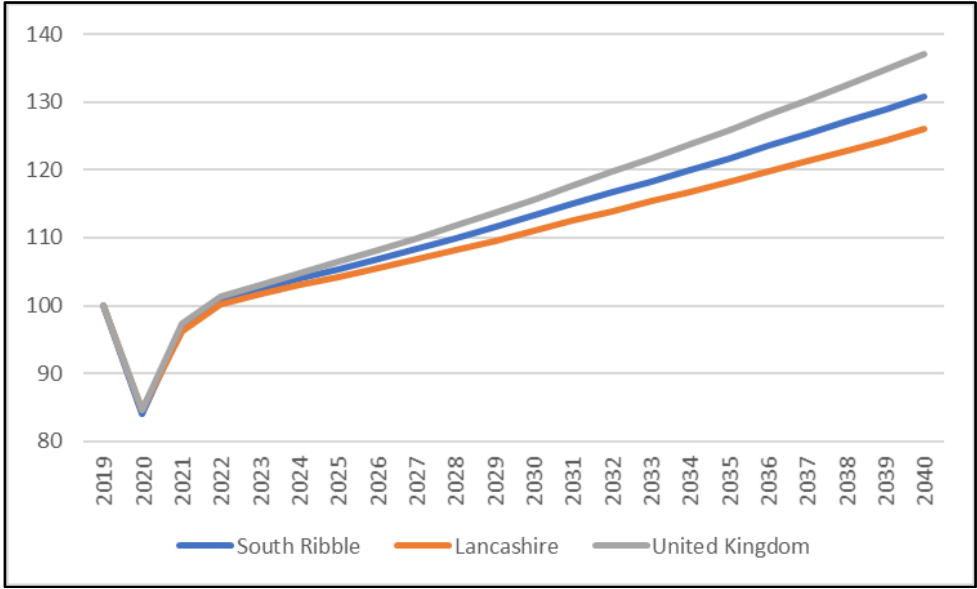
A3.3 South Ribble’s share of GVA for Civil Engineering, Construction of Buildings, Manufacture of Metal Products, Wholesale, Manufacture of Food, Drink & Tobacco, Utilities, Telecoms and Land Transport, Storage & Post sectors was above all of its comparative areas in 2019, as shown in Table A.3.

Table A.3: Proportion of GVA by sector			
	South Ribble	Lancashire	UK
Civil engineering	16.8%	3.1%	1.3%
Construction of buildings	2.3%	1.3%	2.1%
Manufacture of metal products	2.6%	2.4%	1.1%
Wholesale	12.0%	9.6%	5.4%
Manufacture of food, drink and tobacco	7.8%	2.8%	1.6%
Utilities	6.8%	2.3%	2.6%
Telecoms	2.0%	1.3%	1.7%
Land transport, storage & post	4.2%	3.1%	3.6%

Source: AMION analysis of Experian data

A3.4 Figure A.6 below suggests that the GVA growth in South Ribble is expected to continue up to 2040. South Ribble is forecast to achieve a higher level of growth than Lancashire but lower than the UK average, at 30.9%.

Figure A.6: GVA forecasts 2019 – 2040

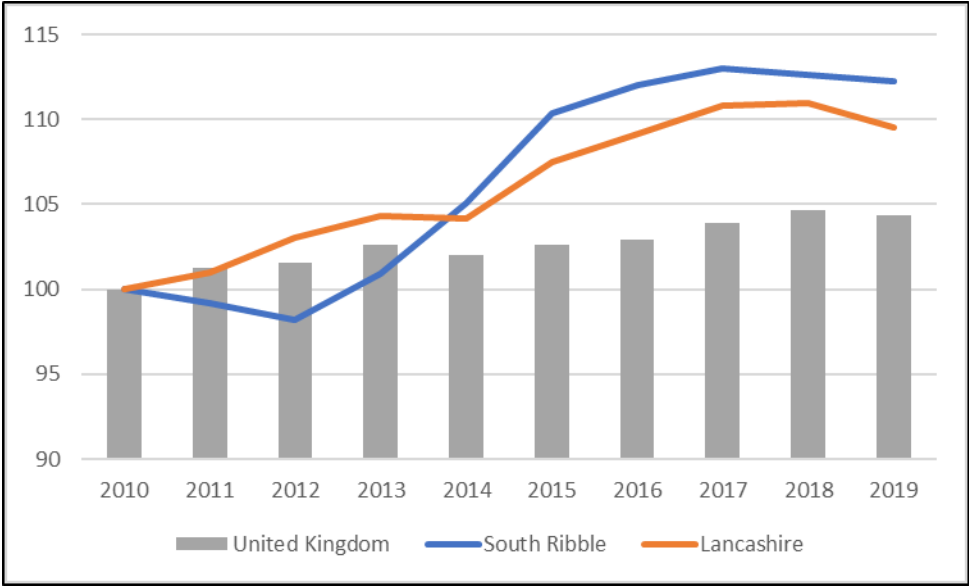


Source: AMION analysis of Experian data

Productivity

- A3.5 Productivity measures the relative efficiency of the production process and is measured by GVA generated per workforce job. As shown in Figure 3.7 below, employees in South Ribble are more productive than those in Lancashire and the United Kingdom (although the national average includes London and the South West where the concentration of financial services inflates the figures).
- A3.6 Productivity (measured by GVA per workforce job) in South Ribble was £56,687 in 2019, above the productivity in Lancashire (£44,345) and the UK (£52,182). Since 2010, GVA per work force job has increased by 12.3% in South Ribble. In contrast productivity has increased by 9.5% in Lancashire and 4.3% in the UK. As shown in Figure A.7, there have been much more significant variations in the trends of productivity in South Ribble since 2010.

Figure A.7: Indexed growth in productivity (2010 – 2018)

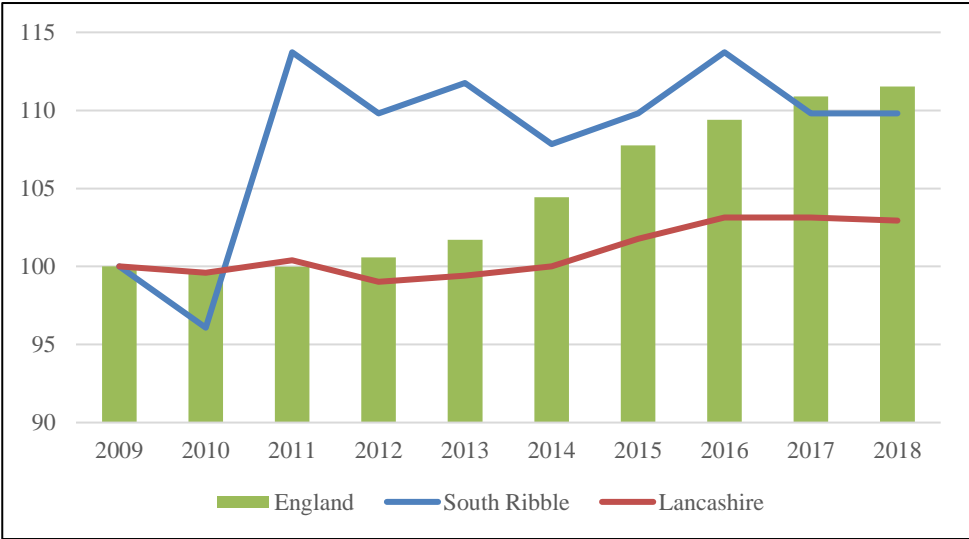


Source: AMION analysis of Experian data

A4 Employment

A4.1 Figure A.8 presents the change in employment over the last decade. Although the trends within South Ribble fluctuate to a greater extent than the comparator areas, employment in the district has been above Lancashire since 2011. Overall, the number of jobs across in South Ribble has increased by 6,000 since 2009, which represents an overall growth of 9.8%.

Figure A.8: Change in employment 2009-2018



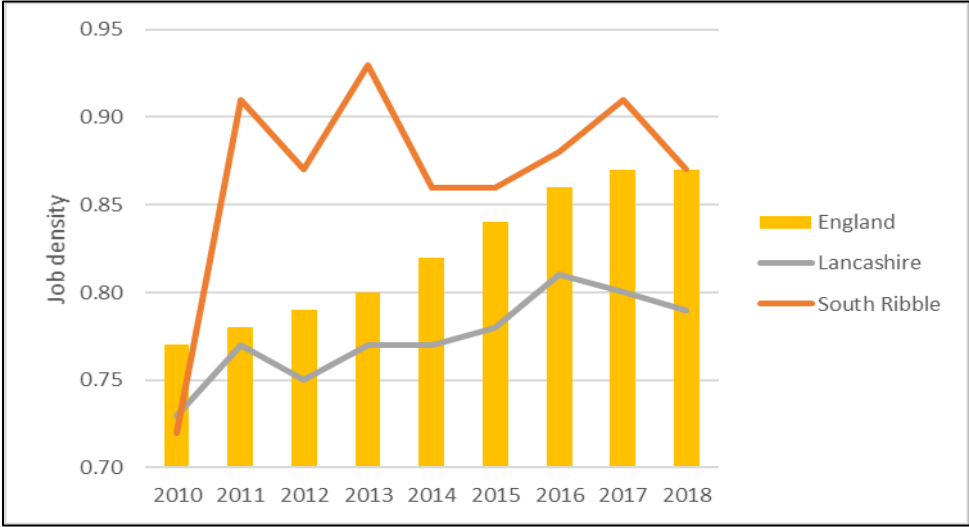
Source: BRES

A4.2 Of the 56,000 jobs within South Ribble in 2018, the majority were concentrated in the construction, manufacturing, human health and retail sectors. The concentration of employment by industries for South Ribble, Lancashire and England are shown in Table A.4.

Table A.4: Percentage of total employment				
Breakdown of sectoral employment (2018)	South Ribble Total Employment	South Ribble (%)	Lancashire (%)	England (%)
Agriculture, forestry and fishing	600	1.1%	2.1%	1.3%
Mining, quarrying & utilities	2,000	3.6%	1.3%	1.2%
Manufacturing	7,000	12.5%	13.7%	7.9%
Electricity, Gas, Steam and Air Conditioning Supply	11,000	19.6%	6.7%	4.8%
Water Supply; Sewerage, Waste Management and Remediation	1,500	2.7%	2.3%	1.9%
Construction	3,000	5.4%	5.1%	4.1%
Wholesale and Retail Trade	4,500	8.0%	10.7%	9.4%
Transport & storage (inc postal)	2,500	4.5%	4.0%	4.9%
Accommodation & food services	2,500	4.5%	6.9%	7.5%
Information & communication	1,500	2.7%	2.1%	4.3%
Financial & insurance	300	0.5%	1.3%	3.4%
Property	1,250	2.2%	1.5%	1.9%
Professional, scientific & technical	2,500	4.5%	5.7%	9.0%
Business administration & support services	3,500	6.3%	7.0%	9.0%
Public administration & defence	2,000	3.6%	4.0%	3.8%
Education	3,000	5.4%	9.0%	8.6%
Health	4,500	8.0%	13.0%	12.5%
Arts, entertainment, recreation & other services	1,750	3.1%	3.8%	4.5%
TOTAL	56,000	100.0%	100.0%	100.0%

A4.3 The job density of South Ribble and its comparator areas are shown in Figure A.9. In 2018, the job density of South Ribble was 0.87, the same level as the national average. In comparison to the job density figures of Lancashire and the national average, the general trend for all three comparator areas has been upwards. However, Figure A.9 shows that over the longer-term, the job density of South Ribble has seen periods that were consistently higher than the Lancashire and England.

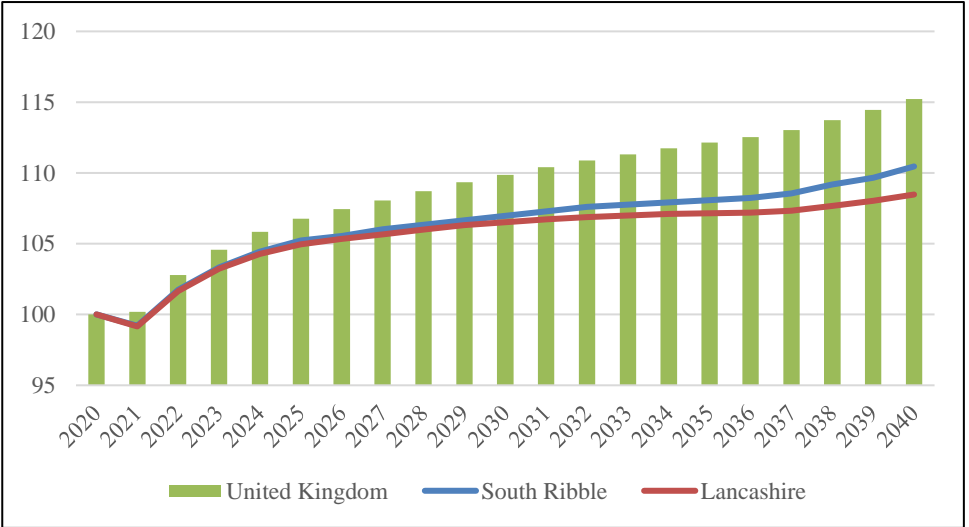
Figure A.9: Job Density 2010-2018



Source: ONS Job Density

A4.4 Employment forecasts provided by Experian highlight South Ribble’s strong projected employment growth over the next twenty years, see Figure A.10. Employment in South Ribble is expected to grow by 10.5% by 2040, above the growth rate for Lancashire of 8.5%.

Figure A.10: Employment forecast 2020 - 2040



Source: Experian

A5 Economic activity

A5.1 Economic activity includes people working and individuals who are unemployed but actively seeking employment. As shown in Table A.5, economic activity among the working age population of South Ribble is above the comparator areas including the national average. South Ribble also has the highest employment rate and lowest proportion of economically inactive residents of all

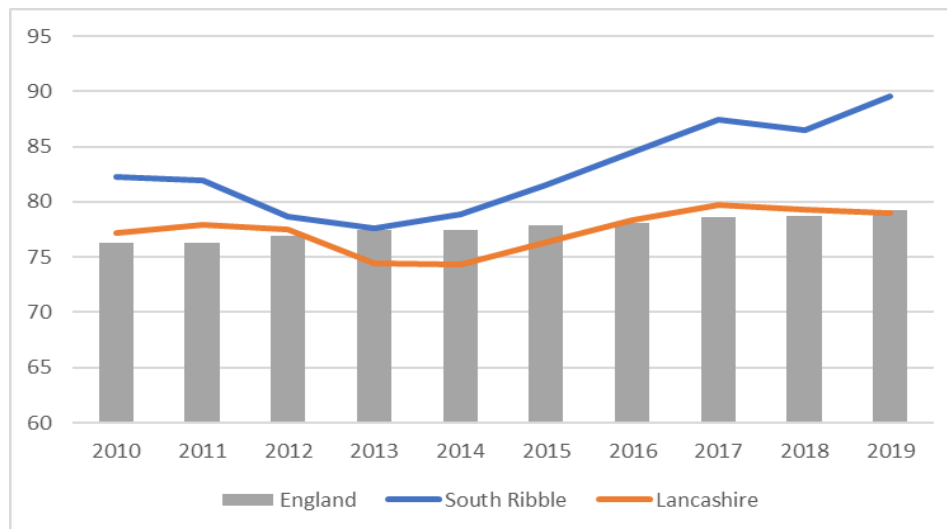
comparator areas. Furthermore, of those people who are currently inactive, the vast majority do not want a job and are not actively seeking employment.

Table A.5: Economic activity (%), December 2019			
Economic Activity (% of resident population aged 16-64)	South Ribble	Lancashire	England
Economic activity rate - aged 16-64	89.5	79.0	79.2
Employment rate - aged 16-64	88.8	76.6	76.0
Unemployment rate - aged 16-64	1.9	3.0	4.0
Economically inactive - aged 16-64	10.5	21.0	20.8
Economically inactive who want a job	5.6	16.2	20.9
Economically inactive who do not want a job	93.4	83.8	79.1

Source: ONS, Annual Population Survey

- A5.2 Figure A.11 shows the change in the economic activity rate for South Ribble and comparator areas over the last decade. South Ribble has experienced a relatively high economic activity rate since 2010, above all other comparator areas.

Figure A.11: Change in economic activity rate 2009-2019

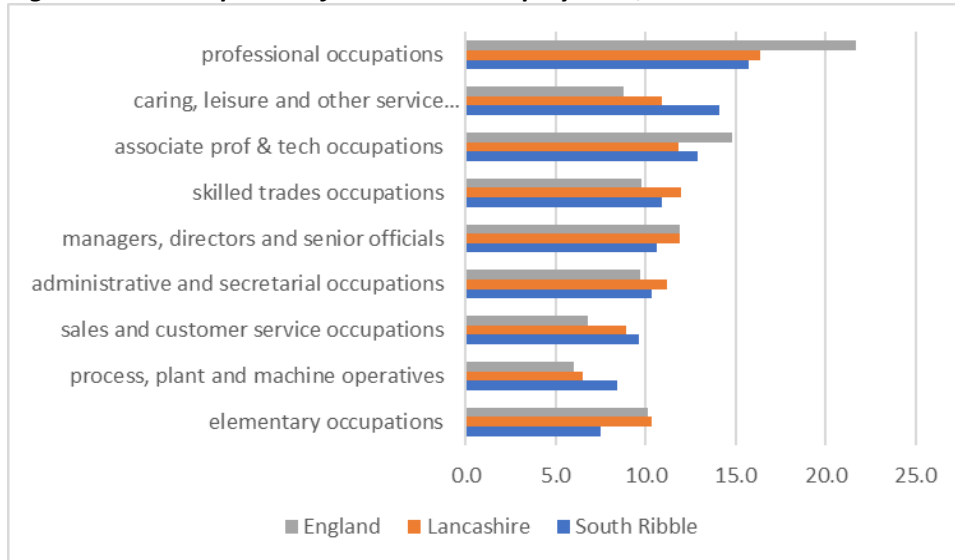


Source: ONS, Annual Population Survey

Occupation profile

- A5.3 The occupational profile of the working age population in each of the comparator areas is shown below. They show that South Ribble has a lower proportion of residents in professional occupations, management, elementary occupations and administrative occupations than Lancashire and England. As a proportion of South Ribble's resident employment, there is a larger proportion of residents in process, plant and machine operatives, sales and customer service occupations, administrative and secretarial occupations, skilled trades occupations and caring, leisure and other service occupations than the national average.

Figure A.12: Occupation of residents in employment, 2019

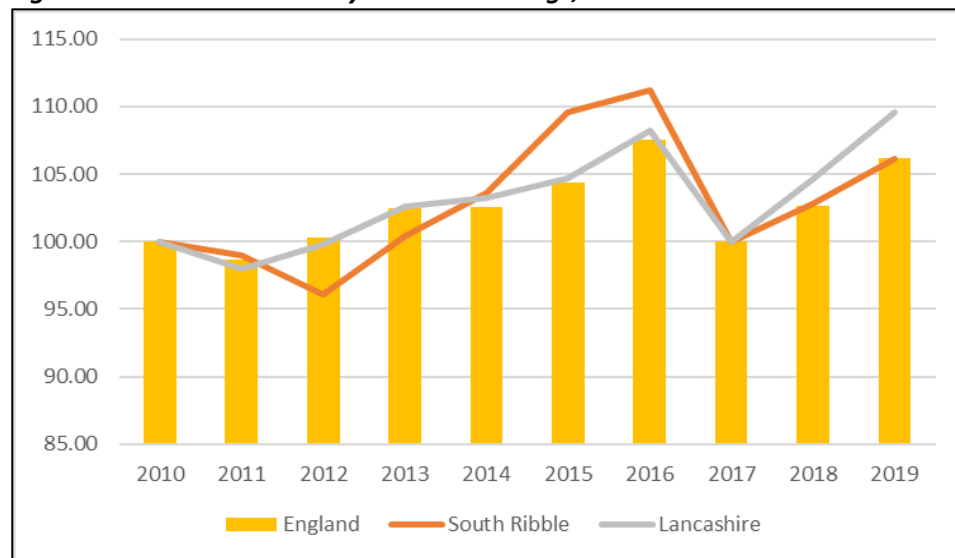


Source: 2019/20 Annual Population Survey

Resident Earnings

A5.4 Figure A.13 shows the change in the resident earnings for South Ribble and comparator areas over the last decade. In 2019, the average earnings for residents in South Ribble were greater than those for Lancashire, with earning of £454.6 per week compared with £447.1 average across Lancashire. Earnings for all workers have risen in all comparator areas since 2010, with 6.1% increase in South Ribble, below the growth rate in Lancashire of 9.6%.

Figure A.13: Resident weekly median earnings, 2010-2019

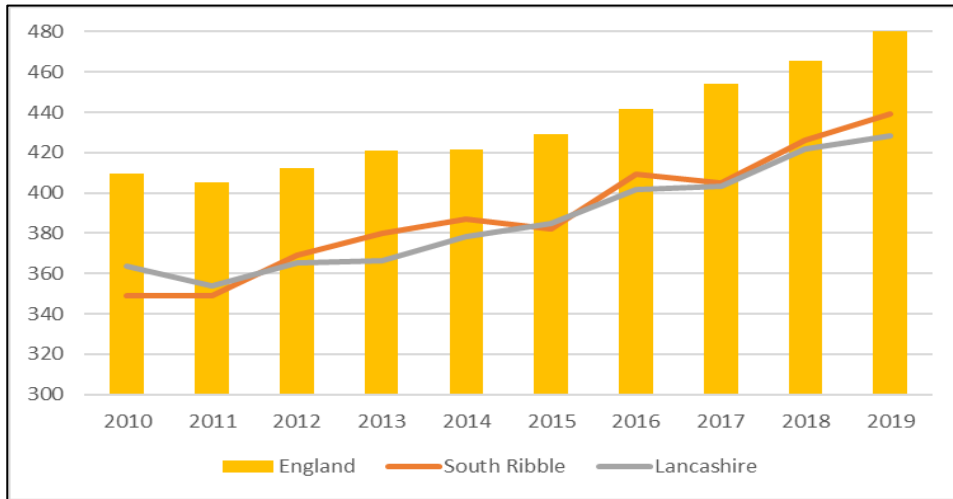


Source: Annual survey of hours and earnings 2015 (resident based)

Workplace earnings

- A5.5 Workplace earnings in South Ribble have increased since 2010, to £439.1 in 2019. Figure A.14 shows the change in the workplace earnings for South Ribble and comparator areas since 2010. Workplace earnings in South Ribble grew by 25.8% since 2010, above the rate of growth for Lancashire and the national average of 17.9% and 17.7% respectively.

Figure A.14: Workplace weekly median earnings, 2010-2019



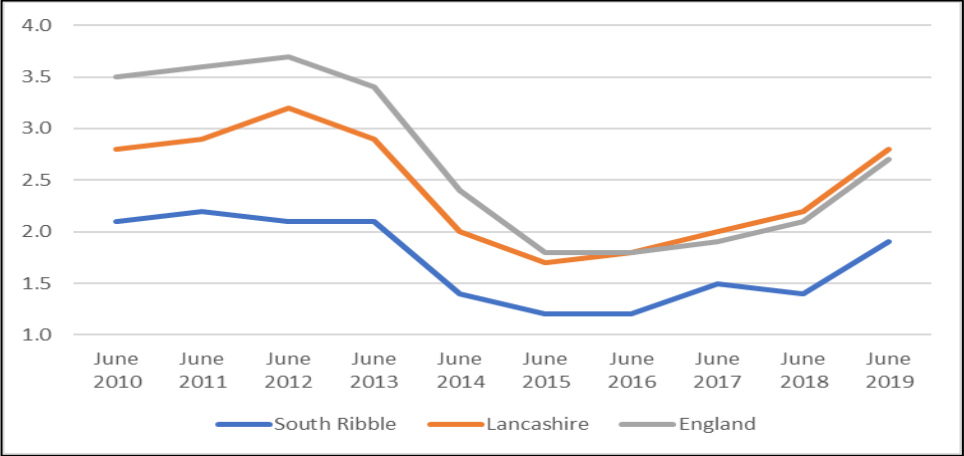
Source: ONS, Annual Population Survey

A6 Unemployment and worklessness

Unemployment

- A6.1 As at June 2019, the claimant count in South Ribble was 1,255, as measured by the number of people receiving Universal Credit principally for the reason of being unemployed. This represented 1.9% of the resident population aged 16-64, significantly below the rate for Lancashire and England.
- A6.2 Despite periods of fluctuation in the proportion of South Ribble’s resident population claiming unemployment-related support, the claimant count has declined 0.2% since June 2010. This aligns with the wider trend for England where the claimant count has declined by 0.8%. Despite fluctuations during the period, the overall proportion of the population for Lancashire has remained at 2.8% during the period of June 2010-2019.

Figure A.15: Claimant Count (2010-2019)

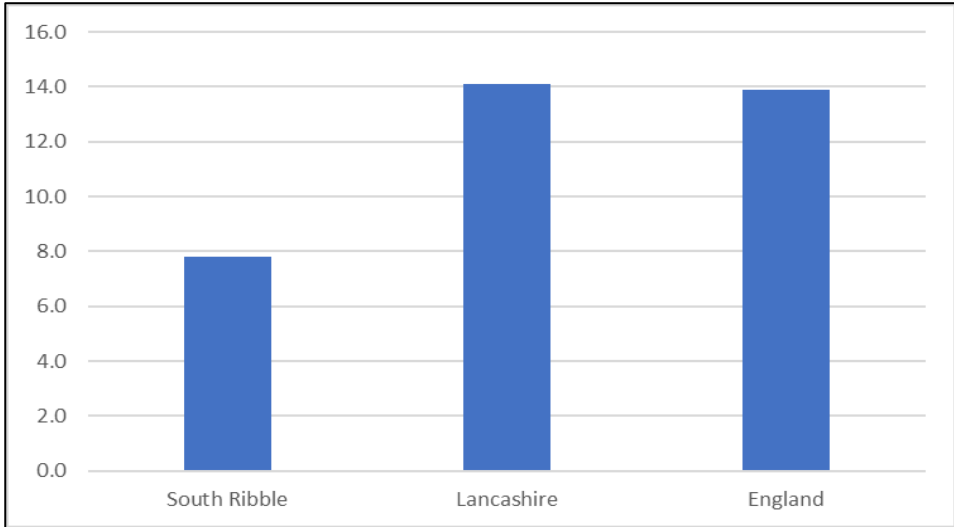


Source: ONS claimant count

Worklessness

A6.3 Figure A.16 shows the level of workless households (households where no-one aged 16 or over is in employment) in South Ribble and comparator areas. The level of workless households in South Ribble was 2,700 between January-December 2018, representing 7.8% of the households in the area. Overall, there were 52,500 workless households in Lancashire during the same period. This represented 14.1% of all households within Lancashire, above the national average of 13.9% in England.

Figure A.16: Proportion (%) of workless, 2018

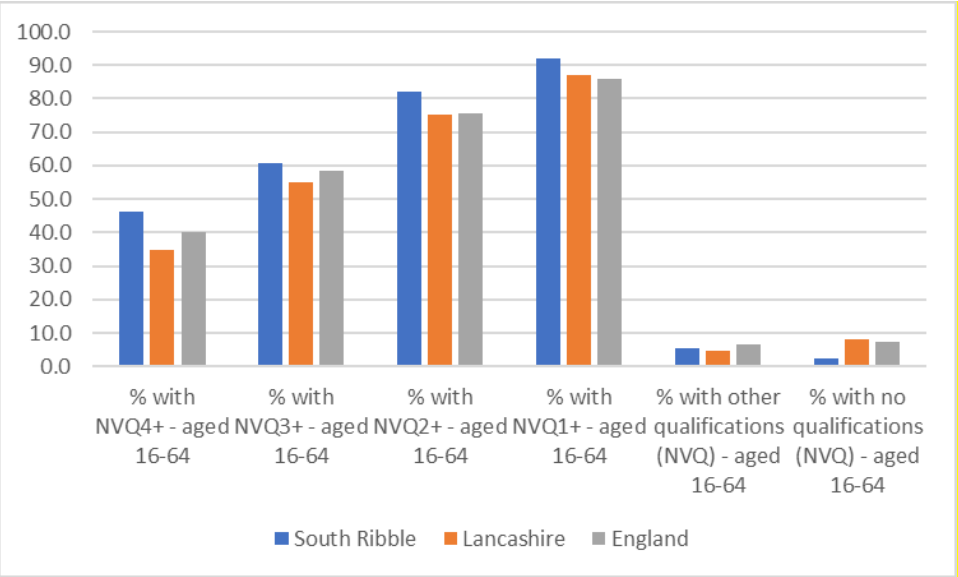


Source: ONS Annual population Survey

Education attainment

A6.4 South Ribble demonstrates advantages in terms of the educational attainment of its residential labour-force, over Lancashire and the English average. South Ribble has a relatively high proportion of residents educated to degree level or above (NVQ Level 4+) in comparison to Lancashire, as shown in Figure A.17. In 2019, 46.3% of the resident adult population in South Ribble held NVQ4+ level qualifications.

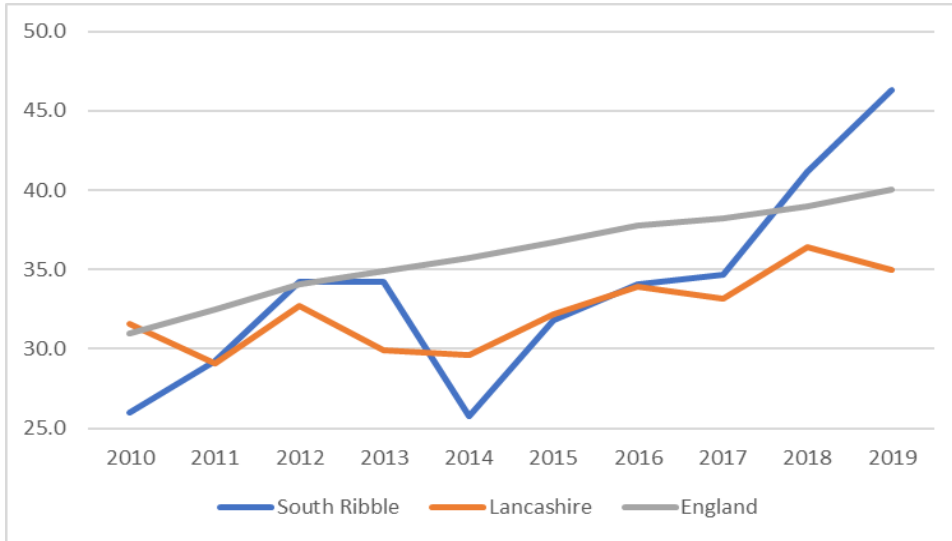
Figure A.17: Educational attainment



Source: Annual Population Survey

A6.5 Although there has been an improvement in the proportion of residents achieving higher level skills (NVQ4+) since 2014, there have been fluctuations in the proportion of working age population with NVQ4+ qualifications since 2010. Figure A.18 shows the attainment of NVQ4+ qualifications by residents of South Ribble since 2010.

Figure A.18: Proportion of working age population with NVQ4+ qualifications



Source: Annual Population Survey

A6.6 There is a low proportion of working age people with no qualifications in South Ribble, in comparison to the comparator areas. In 2019, 2.3% of the working age population of South Ribble have no qualifications, below all Lancashire and England, as shown in Table A.6.

Table A.6: Educational attainment						
Area	% with NVQ4+ - aged 16-64	% with NVQ3+ - aged 16-64	% with NVQ2+ - aged 16-64	% with NVQ1+ - aged 16-64	% with other qualifications (NVQ) - aged 16-64	% with no qualifications (NVQ) - aged 16-64
South Ribble	46.3	60.6	82.1	92.1	5.5	2.3
Lancashire	35.0	55.0	75.4	87.1	4.8	8.1
England	40.0	58.5	75.7	85.8	6.7	7.5

Source: Annual Population Survey

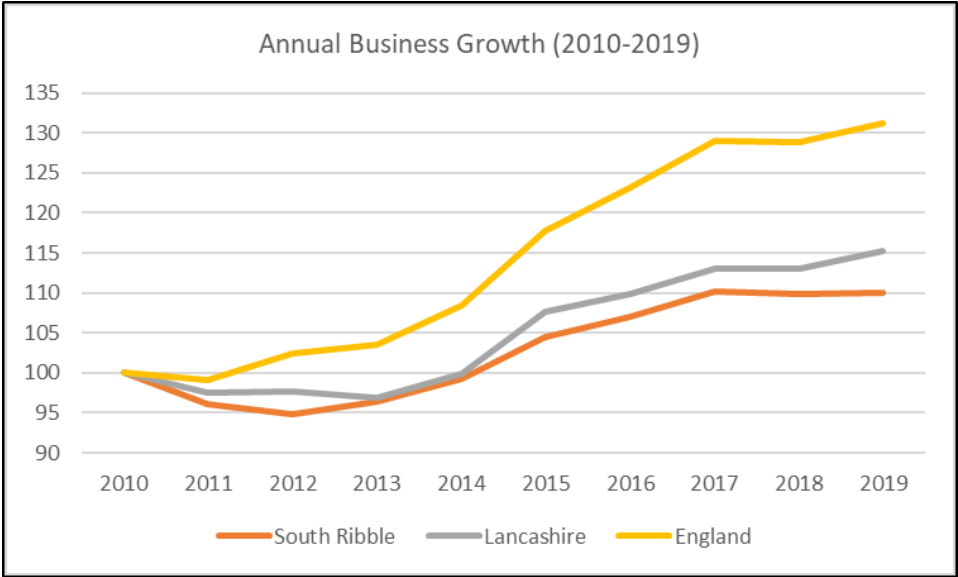
A7 Business demographics

Business base

A7.1 There were 3,895 businesses in South Ribble in 2019, an increase of 10% since 2010. Although there has been a growth in the business base of South Ribble, this growth has been slower than the growth in Lancashire and England. In comparison, the rate of growth for Lancashire and the UK were considerably higher for the period 2010-2019 at 15.2% and 29.4% respectively.

A7.2 The proportion of business at all size-levels in 2018 is shown in Figure A.19 for South Ribble and comparator areas.

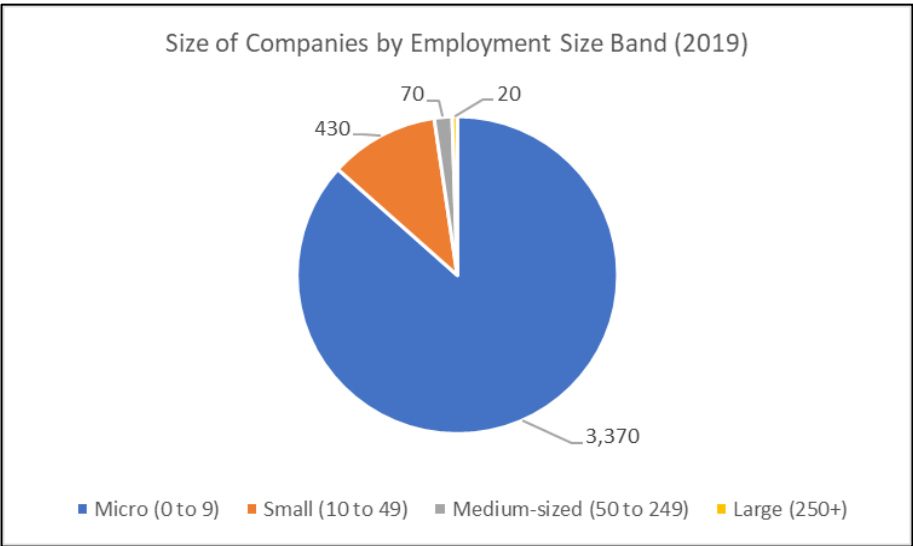
Figure A.19: Business Growth



Source: ONS Business Counts

A7.3 In line with both Lancashire’s and the national business base, the composition of businesses in each county is dominated by micro businesses employing less than 10 employees (86.5%) and small companies employing less than 50 employees (11.0%), compared with medium and larger sized companies (employers with over 250 employees) which combined account for only 2.3% of the business base in South Ribble.

Figure A.20: Employment by Size

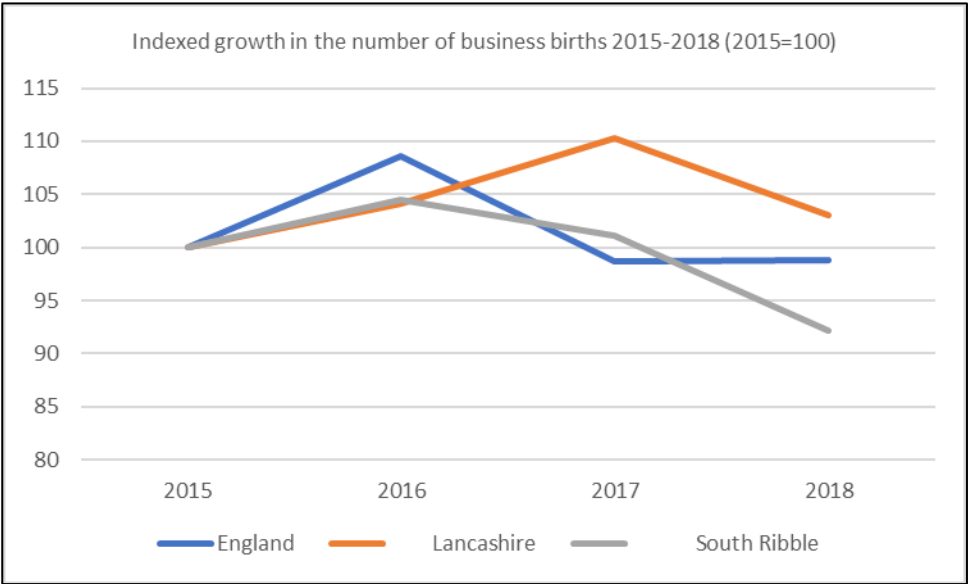


Source: ONS Business Counts

A7.4 Alongside a slower growth in businesses in South Ribble, when compared to Lancashire and national average, South Ribble exhibits a lower level of entrepreneurship. While the wider Lancashire area experienced overall growth in the number of business births for the period 2015-

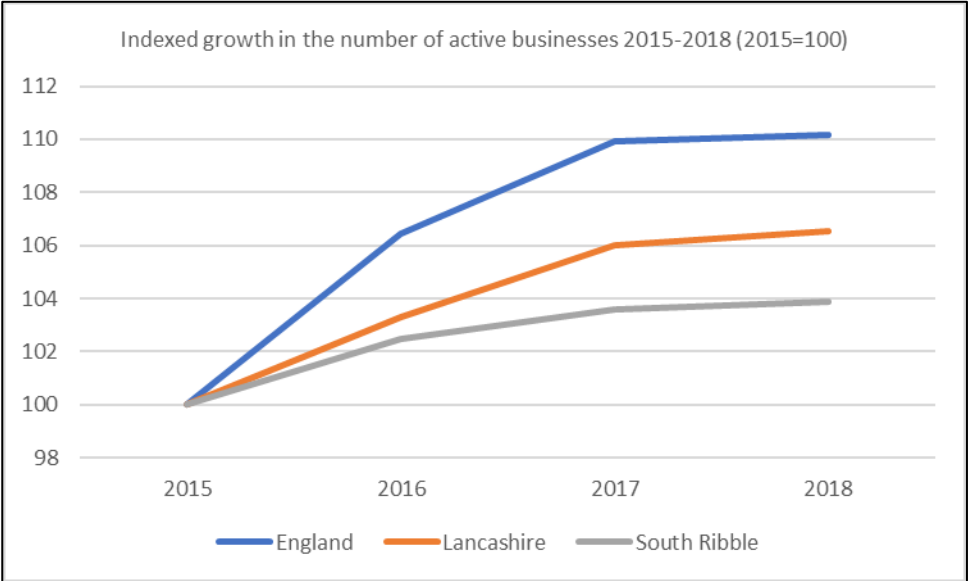
2018, business start-ups in South Ribble declined by 7.9%, as shown in Figure A.21. Moreover, the growth in the number of active businesses since 2015 in South Ribble has been outpaced by all comparator areas, as shown in Figure A.22. However, business survival rates in South Ribble compare well with Lancashire and England, with a 5-year survival rate of 45.0% (Table A.7).

Figure A.21: business births 2015-2018



Source: ONS business counts

Figure A.22: growth in active businesses 2015-2018



Source: ONS business counts

Table A.7: Five-year survival rate 2013-2018					
	1-year per cent	2-year per cent	3-year per cent	4-year per cent	5-year per cent
England	93.6	75.1	60.9	51.2	42.5
Lancashire	94.1	76.3	62.5	53.4	44.0
South Ribble	94.0	78.0	64.0	54.0	45.0

Business sectoral composition

- A7.5 A breakdown of sectoral businesses within South Ribble is provided within Table A.8, showing business counts by broad industry group in 2019, together with the proportion of businesses in each industrial group for comparator areas in 2019.
- A7.6 Table A.8 overleaf shows the largest sectors in South Ribble, in terms of businesses are the construction (15.0%), Professional, scientific and technical (13.9%), Retail (8.2%) and Business administration (8.6%) sectors. The proportion of the South Ribble's businesses in the manufacturing, motor trades, information and communication, financial and insurance, public administration & defence, education, health and arts, entertainment, recreation and other services sectors were also higher than the comparator areas of Lancashire and England. For instance, the proportion of businesses in the arts, entertainment, recreation and other services sector was 6.7%, compared to 6.2% in Lancashire and 6.4% nationally.

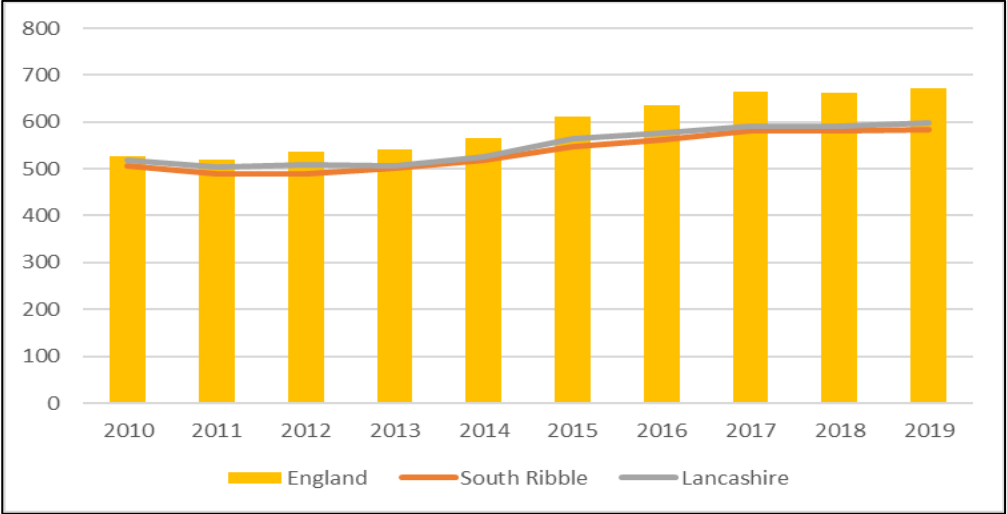
Table A.8: Business Count and Size				
Breakdown of sectoral businesses (2018)	South Ribble Business Count	South Ribble (%)	Lancashire (%)	England (%)
Agriculture, forestry and fishing	190	4.9%	7.1%	4.2%
Mining, quarrying & utilities	15	0.4%	0.5%	0.5%
Manufacturing	265	6.8%	6.8%	5.0%
Electricity, Gas, Steam and Air Conditioning Supply	585	15.0%	13.2%	12.7%
Water Supply; Sewerage, Waste Management and Remediation	165	4.2%	3.9%	2.8%
Construction	165	4.2%	4.5%	3.9%
Wholesale and Retail Trade	320	8.2%	8.8%	7.7%
Transport & storage (inc postal)	180	4.6%	5.2%	4.2%
Accommodation & food services	185	4.7%	6.3%	5.5%
Information & communication	235	6.0%	5.0%	8.9%
Financial & insurance	85	2.2%	2.1%	2.3%
Property	125	3.2%	3.5%	3.8%
Professional, scientific & technical	540	13.9%	13.2%	17.9%
Business administration & support services	335	8.6%	7.6%	8.7%
Public administration & defence	10	0.3%	0.3%	0.3%
Education	70	1.8%	1.5%	1.7%
Health	165	4.2%	4.2%	3.7%
Arts, entertainment, recreation & other services	260	6.7%	6.2%	6.4%
TOTAL	3,895	100.0%	100.0%	100.0%

Source: ONS Business Counts

Business Density

- A7.7 Figure A.23 shows the business density of South Ribble for the period 2010-2019, in comparison to regional and national levels. In 2019, there were just over 507 businesses per 10,000 working-age residents in South Ribble, in comparison to 598 businesses per 10,000 working-age people in the Lancashire and 672 businesses per 10,000 working-age people in England.

Figure A.23: business density in South Ribble

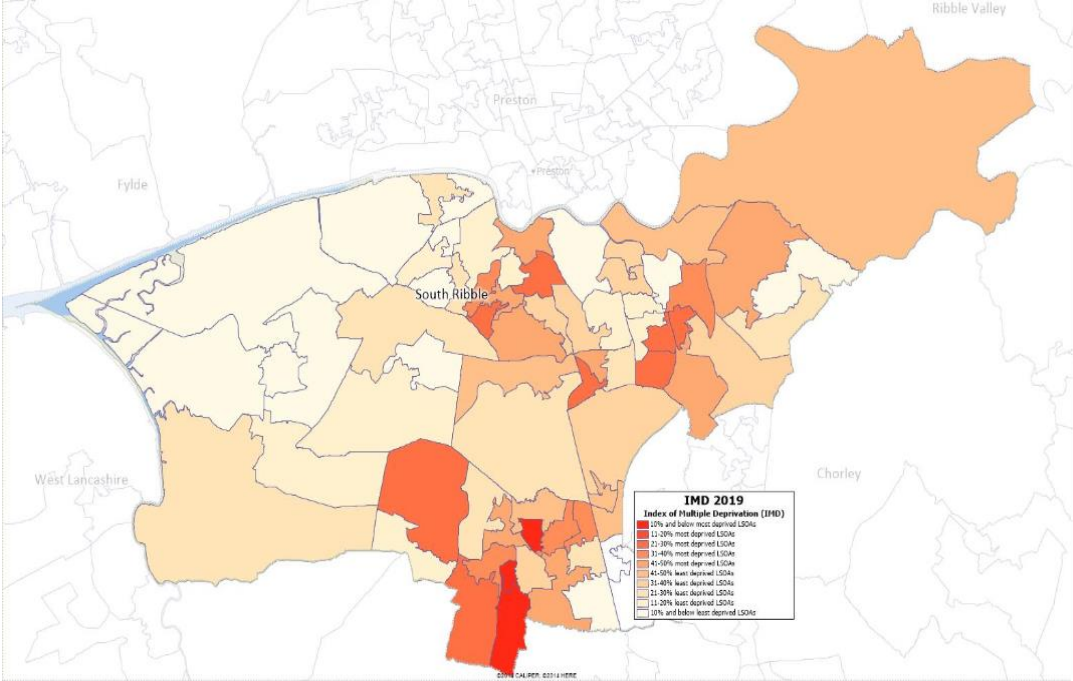


Source: ONS business counts

A8 Area deprivation

- A8.1 The 2019 Index of Multiple Deprivation (IMD) released by Ministry for Housing, Communities & Local Government uses a range of measures – grouped into ‘domains’ – to measure the level of relative deprivation across 32,844 Lower layer Super Output Areas (LSOAs) in England. This data can be aggregated to provide an indication of the social conditions – and their influences or determinants at a local authority level.
- A8.2 Overall, deprivation in the South Ribble has a relatively low ranking (210/324, average of the ranks for all domains) indicating low overall deprivation in the area. However, there is polarisation and pockets of deprivations in the South Ribble with 4% of LSOAs within South Ribble fall within the most deprived 10% nationally. Figure A.24 below illustrates the distribution of deprivation across the district and shows the existence of some relatively deprived parts of the area.

Figure A.24: South Ribble LSOAs – overall rank mapped



A8.3 South Ribble performs relatively worse in the domains of income, employment, health services and living environment. For instance, 14 LSOAs within South Ribble fall within the most deprived 20% in terms of the deprivation of barriers to housing and services. The LSOA E01025458 in South Ribble is ranked in the most deprived 2% in terms of living environment deprivation.