

## 4 Social and Economic Issues

### 4.1 Introduction

This chapter establishes the baseline social economic conditions and then considers the likely socio economic effects of the Proposed Development. This can be achieved through the examination of potential impacts on the population anticipated as a result of the proposals and assessing the impact that this could have on relevant services and facilities. This could include education, health care, retail facilities, open space and job creation. The assessment enables consideration to be given to the ability of existing social infrastructure to accommodate any additional population. It therefore identifies the extent to which additional requirements will be placed on existing facilities. Where additional demand will be generated the methods of mitigation are identified in the proposal (e.g. it forms an integral part of the actual development such as the primary school) or via associated mitigation in the form of Section 106 obligations.

### 4.2 Assessment Approach

#### Policy Framework

- 4.2.1 Schedule 4, Part 1 of the Town and Country Planning Regulations 1999 state that the EIA and accompanying ES should include a "description of the aspects of the environment likely to be significantly affected by the development, including, in particular, population, fauna, flora, soil, water, air, climatic factors, material assets, including the architectural and archaeological heritage, landscape and the interrelationship between these factors".
- 4.2.2 The inclusion of population in the reference above strongly suggests that social economic impacts should be included in an EIA.
- 4.2.3 In addition guidance on producing EIAs published by the European Commission and UK Government suggests that possible socio-economic impacts that should be considered are those relating to changes in population, such as a change in the demand for housing and services such as schools, hospitals and recreation facilities.

#### Methodology

- 4.2.4 There is no specific guidance available which establishes a methodology to be followed when assessing the socio economic impact of developments within the EIA. The approach adopted in this ES is therefore based upon professional experience, consultation responses, discussions with stakeholders, consideration of extant policy and guidance, as relevant, and the collation of data from relevant sources as referenced throughout the chapter.

#### Extent of the Study Area

- 4.2.5 The study area for the social economic chapter is predominantly ward based. The site is located wholly within Bablake Ward of Coventry City. However it is also located close to the Holbrook Ward which consists of the built up area immediately to the east of the site. The Radford Ward consists of the built up area predominately to the south-east of the site.
- 4.2.6 In addition to the three Wards identified in Coventry there is also the need to provide information relative to the Exhall Ward within Nuneaton & Bedworth Borough Council's Administrative District. This Ward is located to the north of the site and has direct access to it via Bennetts Road.
- 4.2.7 A plan showing the study area is enclosed at **Figure 4.1**.

#### Method of Baseline Data Collection

- 4.2.8 The method used to derive baseline data is summarised below:
- Collation of relevant data relating to the existing population profile, economic and social characteristics of the Study Area. This has been taken principally from the recently published 2011 census data.

- Other sources of published information have been used to derive the baseline and this is referred to, where relevant, throughout the baseline assessment.

**Consultation**

4.2.9 Consultation with stakeholders has also assisted in deriving the baseline position. Those bodies that have been consulted are referred to as relevant throughout the baseline assessment.

**Significance Criteria**

4.2.10 Given that there is no established methodology for undertaking a socio economic assessment there is also no established scale of significance for determining effects. Consequently this ES has adopted an approach which assesses the potential impacts as a result of the Proposed Development in respect of both the construction and operational phases. The scale of significance that has been adopted is as follows:

- **Major Impact** – where the proposal could be expected to have a major impact be it positive or negative.
- **Moderate Impact** – where the proposal could be expected to have a noticeable impact be it positive or negative.
- **Minor Impact** – where the proposal could be expected to result in a small, barely noticeable impact be it positive or negative.
- **Negligible** – No noticeable change expected.

**4.3 Baseline Conditions**

**Population and Households**

The current population of Coventry City based on the administrative boundary of the City Council is 316,960 within 133,696 households<sup>1</sup>. Bablake Ward has a population of 15746 residents comprising of 5% percent of the city's population. The Bablake Ward has the largest area of 2148 hectares. It also has the lowest population density of 7.3 persons per hectare. The population of Bablake has risen over the last 10 years by 91 residents.

4.3.1 Holbrook Ward has a population of 17089 residents and an area of 349.9 hectares. It has a population density of 48.8 persons per hectare. The number of residents in the Holbrook Ward grew from 16575 to 17089 during the period 2001 - 2011.

4.3.2 The Radford Ward has a population of 18879 residents. It has an area of 291.7 hectares and a density of population of 64.7 persons per hectare. Its population has risen significantly by 2543 residents over 2001 - 2011.

4.3.5 For the Exhall Ward there is a population of 8006. The Ward has an area of 559 hectares and a density of population of 14.3 persons per hectares.

**Employment**

4.3.6 The number of economically active residents in the four Wards subject to analysis varies as follows:

	<b>Economically Active Part-Time</b>	<b>Economically Active Full-Time</b>	<b>Economically Active Self-employed</b>	<b>Economically Active F/T Student</b>	<b>Unemployed</b>
Bablake	15.5%	39.9%	9%	3.3%	3.5%
Holbrook	14.8%	39.6%	5.7%	3.5%	6%
Radford	13.2%	38.7%	5.8%	4.3%	6.5%
Exhall	13.9%	42%	7.5%	2.6%	5.2%
Coventry	12.9%	36.5%	6.2%	5.4%	5.4%

4.3.7 The largest area of employment land in the vicinity of the site is ProLogis Park located on what was Coventry Colliery. This provides over 1.5 million square feet (139,330 sq.m) of warehousing and

<sup>1</sup> Based on 2011 Census

thousands of jobs. Other significant areas of employment include Whitmore Park Industrial Estate in Holbrook Ward and Browns Lane Industrial Area to the west of the site. Other more local employment areas are dotted around the study area.

**Deprivation**

	<b>Bablake</b>	<b>Holbrook</b>	<b>Radford</b>	<b>Coventry</b>	<b>Exhall</b>
Not deprived in any dimension	43.8%	34.2%	43.9%	38.4%	36.8%
Deprived in one dimension	32.5%	33.8%	34.6%	33%	33.6%
Deprived in two dimensions	19.4%	23.5%	33.6%	21.3%	23.8%
Deprived in three dimensions	3.9%	7.7%	8.0%	6.6%	5.5%
Deprived in four dimensions	0.3%	0.7%	0.6%	0.8%	0.2%

Above tabled based on % of households

4.3.8 The above shows a mixed picture in terms of deprivation. In overall terms Bablake is the least deprived of the Wards. Radford is the most mixed having the largest proportion not experiencing any deprivation but also the largest proportion of households experiencing deprivation in three and four dimensions.

**Tenure**

	<b>Bablake</b>		<b>Holbrook</b>		<b>Radford</b>		<b>Coventry</b>		<b>Exhall</b>	
	<b>2001</b>	<b>2011</b>	<b>2001</b>	<b>2011</b>	<b>2001</b>	<b>2011</b>	<b>2001</b>	<b>2011</b>	<b>2001</b>	<b>2011</b>
Owned outright or mortgage	84.4%	79.8%	74.1%	66%	61%	52.1%		60.6%	78.6%	77%
Social Rented LA	4.0%	2.7%	7.4%	4.4%	12%	7.4%		5.4%	11.4%	8.4%
Social Rented Other	4.8%	5.3%	7.1%	8.7%	10.4%	11%		11.6%	1.8%	1.8%
Private Rental	6.3%	11%	10.7%	19.4%	16%	27.5%		20.6%	6.7%	11.4%

Above tabled based on % of households

4.3.9 The table above shows some clear trends over the last 10 years. In particular the proportion of households in accommodation which is owned outright or owner occupied has reduced in the 4 Wards with the proportion of households in private rented accommodation growing significantly.

**4.4 Education**

4.4.1 There are a number of primary school within a 2 kilometre radii of the site. These consist of:

- Keresley Grange
- Whitmore Park
- Holy Family Roman Catholic
- Parkgate
- Hollyfast

4.4.2 The above schools are within 2km of the site. They range in capacity from 669 pupils at Whitmore Park to 315 pupils are Keresley Grange. All the schools are located within the Coventry City Council Education Provision Areas 1A and 9B. Within Areas 1A and 9B there is a noted under provision of primary school places. This is being addressed through the Priority School Building Programme which has resulted in increased year intakes for Keresley Grange (from 45 per year to 60 per year) and Hollyfast (from 60 per year to 90 per year). In addition as well as additional school buildings being developed to allow for increased year intakes, Whitmore Park school is being rebuilt under the Priority School Building Programme.

- 4.4.3 Also within 2 kilometres of the site but within Warwickshire County Education Authority Area is Keresley Newland School. This has a total admission limit of 180 pupils.

### **Secondary Schools**

- 4.4.4 There are three secondary schools within 2 kilometres of the site. Cardinal Newman Roman Catholic School is located immediately to the south of the application site. It has a year intake of 210 pupils and an overall capacity of 1298 pupils.
- 4.4.5 To the east of the site is the President Kennedy School with a year intake of 273 pupils and overall capacity of 1251 pupils.
- 4.4.6 To the west of the site off Northbrook Road is Coundon Court School. This has a capacity of 1750 pupils.
- 4.4.7 Whilst it is evident that, to address increases in population and lack of existing school capacity, Coventry City Council are looking to increase primary school provision in the immediate vicinity of the site, it is also likely that the increase in population associated with the proposed development will necessitate a further new primary school. Increased capacity is also likely to be necessary at secondary school level but this would be based on expanding the existing schools in the area.

### **Medical Facilities**

- 4.4.8 The nearest medical facility to the site is the Keresley Green Medical Centre located on Keresley Green Road, within 500 metres of the southern boundary of the site. This consists of a modern purpose built two storey building providing a range of health care provision. The building is shared by 2 doctors practices. The Springfield Medical Practice mainly covers the CV6 postcode area and stretches as far as the Hollyhead Road to the west of the surgery, Keresley Village to the north, Foleshill Road/Lockhurst Lane to the east and the ring road to the south.
- 4.4.9 Sharing the same building is the Park Leys Medical Practice. Both doctors practices are separate with their own administrations but share some of the facilities in the building. As well as the location in Keresley Green Road the Park Leys Medical Practice also operates from a building in Bennetts Road North.
- 4.4.10 The Keresley Green Medical Centre has a substantial number of consulting rooms, treatment rooms, minor operating theatre, associated offices and pharmacy. It has 50 car parking spaces and being a new building is fully compliant with the Disability Discrimination Act.
- 4.4.11 The Park Leys Practice Building on Bennetts Road North was previously the main surgery until it combined with the Springfield Surgery in the Keresley Green Medical Centre. The Park Leys Surgery on Bennetts Road North contains three consulting rooms, two treatment rooms and some limited administration offices.
- 4.4.12 Other medical practices within the area include Jubilee Health Centre, Jubilee Crescent, Radford, CV6 3FA and Holbrooks Health Team located at 75-77 Wheelwright Lane, CV6 4HN.
- 4.4.13 There are clearly a range of existing medical facilities available at the local level across the Bablake, Holbrook, Radford and Exhall Wards.
- 4.4.14 Acute services are provided at University Hospital Coventry and Warwickshire located off Clifford Bridge Road on the eastern edge of the City.

### **Health Improvement Objectives**

- 4.4.15 The Coventry Joint Strategic Needs Assessment (2012 -2013) identifies a number of priorities to be included in the Health and Wellbeing Strategy. Four themes are identified consisting of the following:

Healthy People – enabling all to maximise their health and wellbeing outcomes with particular focus on early years and older people;

Healthy Communities – working with communities to sustain good health with priorities based upon obesity (maternal and childhood); mental wellbeing, domestic violence and abuse and sexual violence;

Reduce variation – identifying and intervening for disadvantaged groups with initial priorities being smoking, alcohol and infectious diseases;

Improve outcomes – maximising health and wellbeing outcomes by focusing on those areas where there are major opportunities to raise the health of the population. Initial priorities are cancer, variation in primary care and lifestyle risk management.

4.4.16 The table above, derived from the 2011 Census, shows that the majority of residents are in very good or good health. However it is also noticeable that each of the Wards have a slightly greater proportion of residents who are in very poor health than that shown for Coventry as a whole.

**Health**

	<b>Bablake</b>	<b>Holbrook</b>	<b>Radford</b>	<b>Coventry</b>	<b>Exhall</b>
Very Good Health	45.4%	42.5%	43.9%	46%	41.5%
Good Health	35%	34.8%	34.6%	34.6%	35.4%
Fair Health	14%	14.9%	14.4%	13.3%	15.7%
Poor Health	4.1%	6%	5.4%	4.7%	6.1%
Very Poor Health	1.5%	1.8%	1.6%	1.4%	1.5%

Above tabled based on % of residents

**Open Space**

4.4.17 The Coventry Green Space Strategy places the Radford and Holbrook Wards in the north-east sector and the Bablake Ward in the north-west sector. However in this case where impacts are likely to be limited to parts of the Radford, Holbrook and Bablake areas a Ward based assessment is more appropriate in identifying existing facilities and any potential deficiencies.

4.4.18 The Green Space Strategy identifies Bablake Ward as having a low standard of provision for parks and open space but with a high provision of natural green space, grass pitches and allotments. The Coundon Hall Park and sports pitch site adjoins the south-west edge of the application site. This park contains a number of grass pitches as well as more formal park facilities. It includes the following:

- 14 football pitches including goal posts
- Enclosed children's play area
- Play equipment for older children
- Area of woodland
- Orienteering course
- Two car parks off Waste Lane and Tamworth Road
- The park is open down till dusk.

4.4.19 The John Reay Golf Centre, which includes a golf driving range, is located immediately adjacent to the western boundary of the site. This is a private facility but available to the general public.

4.4.20 There are also a number of private sports pitches in the vicinity of the site. To the north there is the Keresley Colliery Sports Club off Bennetts Road North which includes a number of sports pitches. Both Cardinal Newman School to the south and President Kennedy School to the east have their own playing fields as well as in-door sports facilities.

4.4.21 In addition to formal sports pitches there are also numerous allotment sites in the vicinity. This includes large sites to the south west off Long Lane/Brownhill Green Road.

4.4.22 In the wider area the ProLogis Country Park is located to the east of the site accessed off Exhall Road, albeit this facility is located within Nuneaton & Bedworth Borough.

- 4.4.23 In addition it should be noted that the site is located within a largely rural area. As a consequence there are numerous open agricultural fields including a number which have public footpath routes crossing and which provide an amenity as well as some nature conservation interest. These footpaths will be retained in the development and links provided through the site to maintain nature conservation corridors.
- 4.4.24 The Green Space Strategy identifies the Holbrook Ward as having an under-provision of parks and open space and allotments with a high provision of grass pitches.
- 4.4.25 The Radford Ward is identified in the Green Space Strategy as having a deficiency across all types of open space. This is not surprising bearing in mind its largely inner city location. Radford Ward at its closest point starts 1.2km to the south of the site and then extends further south until the City Centre Ringway. Unlike Bablake and Holbrook it is an urban rather than suburban location and the deficiency in open space reflects this.
- 4.4.26 What can be summarised from the above is that Bablake Ward has reasonable provision of open space and in some areas such as sport pitch provision it has an oversupply relative to its current population. These facilities are located in close proximity to the application site. Similarly the Holbrook Ward has an oversupply of sports pitches with under provision of formal parks and open space. Radford Ward, which is located furthest from the site, has a deficiency in all types of open space.
- 4.4.27 A further important facility to the wider area is located in Exhall Ward to the north east in the form of the ProLogis Country Park.

### 4.5 Key Impacts, Likely Significant Effects and (inherent) Mitigation

#### Population Generation

- 4.5.1 The proposal will deliver up to 800 dwellings. Taking the average household size for Coventry City (2.37 persons) gives a population generation figure of 1896. This equates to a population increase of 0.60% for Coventry City and a population increase of 12% for the Bablake Ward.
- 4.5.2 The proposed development in this respect will have a **negligible impact** on the population of the City and the Bablake Ward.

#### Job Creation

- 4.5.3 DCLG House Building Statistics (2011) indicate that every new housing unit built supports up to two jobs in the house building construction industry for a year.
- 4.5.4 The proposed development of up to 800 units will therefore support up to 1600 jobs in the construction industry (based on person years). In addition to direct jobs in the construction industry, the proposal and its generated population increase will support the creation of indirect service sector jobs. A baseline figure of 0.68 service jobs created per dwelling is generally accepted. A development of up to 800 dwellings will therefore create a need for 544 service jobs (person years) within the wider area.
- 4.5.5 The development also proposes a local centre which will deliver approximately 4,000 sqm of Class A1 – A5 uses plus community facilities which could include Doctors Surgery. The retail component of the Local Centre will not exceed 2500 sqm. This will create in the region of 80 – 90 new service sector jobs.
- 4.5.6 The proposed development in this respect will therefore have a **moderate positive impact**.

#### Education

- 4.5.7 The development of 800 units with an average of 0.32 primary school children per household will generate 256 primary school children. However the impact on local state funded schools is more complex as not all children go to mainstream state schools and not all children that do will have changed school on moving onto a new development. Standard formula indicate the likely impact will be a generation of 0.28 primary school children from houses and 0.07 children from flats with more than one bedroom. The actual children's forecast impact on the local schools infrastructure will be dependent upon dwelling mix but based on an indicative mix of 750 houses and 50 flats there will be less than 220 primary school pupils.

- 4.5.8 The applicants have been in discussion with President Kennedy School with a view to providing a new primary school which can operate as a feeder school for President Kennedy. It will also be managed as part of the President Kennedy School. This new primary school could accommodate all of the projected growth in school numbers resulting from the proposal. It would also take up some of the growth predicated in the wider area.
- 4.5.9 The development of 800 dwellings at an average of 0.16 secondary age school children per household will generate 128 secondary school aged children. As with primary schools the impact is more complex and this is compounded as secondary schools cater for sixth form pupils as well. Research suggests a working yield for children aged 11 – 18 of 0.2 from houses and 0.05 from flats with more than one bedroom. Based on an indicative mix of 750 houses and 50 flats, this is likely to result in around 152.5 secondary school pupils.
- 4.5.10 Discussions with President Kennedy School have established that there is potential for new development at the site to deliver additional capacity which could accommodate the growth in pupil numbers envisaged as a consequence of the proposal. This mitigation could be delivered via section 106 contributions and with it in place will excuse their use if negligible impact.
- 4.5.11 The proposed development in this respect will therefore have a **moderate positive impact** upon primary school provision in view of the delivery of a new primary school and a **negligible impact** upon secondary school provision.

#### Health Care

- 4.5.12 There are existing Doctors surgeries in the vicinity including the Keresley Green Medical Centre which provides a modern purpose built two storey building serving two practices. There would appear to be no restriction on the practices taking on board new patients. However there is scope for expansion of existing facilities to provide additional consulting space within the proposal itself. The local centre has an area of 1 hectare which could be utilised for a range of retail, service and community type uses and these could include further health facilities. Until the detailed mix of the proposed development is agreed the scale of any expansion required at existing surgeries or the provision of new facilities within the site itself cannot be established. However the proposal clearly makes provision to allow for this to occur. On this basis the proposed development will have a **moderate positive impact**.

#### Open Space and Recreation

- 4.5.13 The generation of 1896 additional population will create a need for open space provision. The application will deliver in excess of 12.2 hectares of open space across the site. This will incorporate wildlife corridors as well as pedestrian routes including all existing public rights of way. The open space provision will include a series of 'Greens' linked together by greenway corridors. The types of provisions in the new open space looks to address deficiencies in the wider area. This includes the provision of allotments on the northern edge of the development site and water meadows associated with land to the south. Play area provision is provided in Oak Green and within the western greenway. All of the open spaces will be linked via either existing or new public footpaths.
- 4.5.14 The proposal will place additional demands on other recreation policies in the area. In discussing this with both the City Council and President Kennedy school it is evident that a very significant recreation facility in the area is the existing swimming pool at the secondary school. This facility is open to the public and has a waiting list for swimming lessons. It is now in need of a significant refurbishment and the proposed development has the potential to assist in funding the refurbishment via section 106 contributions. Consequently this potential additional impact on recreation provision can be mitigated through section 106 contributions which will ensure that the President Kennedy swimming pool is upgraded and remains available.
- 4.5.15 The proposed development in this respect will therefore have a **moderate positive impact** on open space provision.

## 4.6 Summary

### Introduction

4.6.1 This chapter has considered the possible social economic impacts that may be caused by the proposed development at Keresley which includes up to 800 homes, local centre, primary school, open space and associated infrastructure.

### Baseline Conditions

4.6.2 The assessment of baseline conditions have used the most appropriate baseline geography for each condition. In the main this has been based on the three Wards (Bablake, Holbrooks, Radford) closest to the site within Coventry and the Exhall Ward in the Borough of Nuneaton and Bedworth.

4.6.3 This approach has allowed a consideration of how significant the increase in population generated by the proposed development would be on the provision of local services, facilities and employment.

### Likely Significant Effects and (inherent) Mitigation

4.6.4 The proposed increase in population associated with the proposed development is minimal when considered across the whole of Coventry City, representing an increase of considerably less than 1%.

4.6.5 When considered within the context of the Bablake Ward, where the whole of the proposed development is located, the population increase is more significant however it still represents less than a 15% increase.

4.6.6 The impact of the population increase has been considered in terms of service provision:

- It has already established that there is a need to provide for additional primary school places in the vicinity of the site to accommodate forecast population growth. Consequently land within the development site is identified for a new primary school. Discussions have taken place with regard to the management of the school and there is potential for this to be a feeder school associated with the President Kennedy Secondary School. This will address not only the impacts of the proposed development but also assist in meeting with wider needs for primary school accommodation. The proposed development in this respect will therefore have a moderate positive impact.
- The secondary school age children generated by the proposed development is likely to necessitate an increase in capacity. A number of secondary schools are located in the vicinity including Cardinal Newman School and President Kennedy School. Negotiations have already started with President Kennedy School to facilitate any increase in capacity necessary to accommodate secondary school children associated with the proposal. The impact of the proposed development in this respect is therefore negligible.

4.6.7 This chapter has identified a number of local doctors' surgeries in the vicinity which appear to have potential to take on board new patients. Furthermore the development has been designed to identify within the local centre the potential to provide for new medical facilities. This can be delivered as part of the package of infrastructure measures associated with the proposed development. The proposal in respect of health care will therefore have a moderate positive impact by delivering improved facilities. Furthermore the proposal will also deliver more opportunities for the utilisation of open space in the vicinity and more specifically refurbishment of the existing swimming pool at President Kennedy School. It will therefore have a moderate positive impact by delivering improved medical facilities, improved access to open space and enhanced opportunities for exercise.

4.6.8 The proposal will provide for an excess in open space relative to the need that will be generated from the proposal itself. Overall 12.29 hectares of open space will be delivered in a series of linked 'Greens'. Through utilising greenways to link up all the open spaces will provide enhancements through new wildlife corridors. The proposal will also deliver new play facilities and help to meet current deficiencies in the area for certain types of open space such as allotments. The proposed development will therefore have a moderate positive impact with regard to open space.

4.6.9 In terms of jobs the proposal will support a significant number of jobs in the construction process. There will also be knock-on benefits for the provision of service sector jobs including within the local centre. This is considered to be a moderate positive impact.

**4.7 Conclusions**

4.7.1 In conclusion the proposed development of up to 800 homes at Keresley will overall have a minor to moderate positive impact upon socio economic factors by improving the quality and level of existing local services and facilities, employment provision and provision of open space. These impacts are of benefit to the four Wards identified in the assessment.